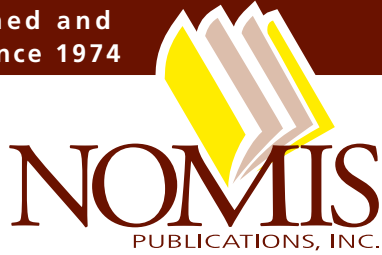


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# NEWS

JULY  
2010

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## Lochstampfer Funeral Home marks 85 Years of Service in Waynesboro, PA

See Page A12



## Stewart Enterprises celebrates 100 Years of serving, caring for Families with New Orleans Style

See Page A14



## Shine On Brightly adds New Urns that are Works of Art

See Page B9

## Louis A. DiGiacomo Funeral Home celebrates 70 Years in Philadelphia



Louis A. DiGiacomo Funeral Home

PHILADELPHIA, PA—The **Louis A. DiGiacomo Funeral Home, Inc.**, has been in business for 70 years. Founded by **Louis DiGiacomo Sr.**, the business was run by his wife **Anne** while Louis served in the U.S. Army dur-

ing World War II. Today the facility is owned and operated by **Louis A. DiGiacomo, Jr.** and his wife, **Susan**. DiGiacomo Jr. graduated in 1985 Magna Cum Laude from *The American Academy McAllister Institute of Funeral*

*Service* in New York, New York. That same year he also became board certified by The Funeral Service Examining Board of the United States. In 1987, DiGiacomo Jr. became a licensed fu-

CONTINUED ON PAGE A16

## Little Rock Funeral Home carries on Family Tradition



Little Rock Funeral Home

LITTLE ROCK, AR— **Little Rock Funeral Home** was established in 2005 by **Brad Leggett**, a fourth generation funeral director. It represents a return of the Leggett family to ownership in the business they have conducted in Little Rock since 1936 when Brad's grandfather, **Harry Leggett, Sr.** founded his first funeral home. Upon Har-

ry, Sr.'s retirement in 1970, his son, **Harry Leggett, Jr.** took over the family business consisting of five funeral homes, two cemeteries, a monument company and a funeral insurance company, all of which were later sold in 1994 to out-of-state corporations.

CONTINUED ON PAGE A2

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# HAVE YOU SEEN THESE CHILDREN?

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

## Endangered Missing

### ASHANI KARIN CREIGHTON



Age Progression to 17 Years

**Date of Birth:** 8/16/1992  
**Date Missing:** 3/21/1997  
**Missing From:** Orlando, FL  
**Age at Disappearance:** 4 Yrs  
**Age Now:** 17 Yrs  
**Sex:** Female  
**Race:** Black  
**Height:** 4'0"  
**Weight:** 50 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Ashani's photo is shown age-progressed to 17 years. She was last seen by her mother on March 21, 1997. She was abducted by her grandparents who have since been taken into custody. The grandparents moved from Orlando, Florida to Tulsa, Oklahoma during the month of August 1998 and Ashani has not been seen or heard from since. She may also go by the name Karin.

## Family Abduction

### KEVIN DRAY ANDERSON



Age Progression to 7 Years

**Date of Birth:** 7/8/2001  
**Date Missing:** 3/31/2004  
**Missing From:** North Hollywood, CA  
**Age at Disappearance:** 2 Yrs  
**Age Now:** 9 Yrs  
**Sex:** Male  
**Race:** Biracial  
**Height:** 3'0"  
**Weight:** 33 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** Kevin's photo is shown age-progressed to 7 years. He was last seen at home on March 31, 2004. Kevin was allegedly abducted by his mother, Maria Lujan. A felony warrant was issued for the abductor on May 21, 2004. He has a purplish birthmark on the lower right side of his back. Kevin is Biracial. He is Black and Hispanic. The abductor may use the alias date of birth January 1, 1959.



**Abductor**  
**MARIA EVA LUJAN**  
**Date of Birth:** 1/4/1960  
**Age Now:** 50 Yrs  
**Sex:** Female  
**Race:** Hispanic  
**Height:** 5'3"  
**Weight:** 130 lbs  
**Hair:** Black  
**Eyes:** Brown

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

# Mount Calvary Cemetery hosts World Laughter Tour's Certified Laughter Leader Training



Certified Laughter Leader Training at Pine Lawn Cemetery

**BUFFALO, NY—** Mount Calvary Cemetery in Buffalo, hosted the *World Laughter Tour's* Certified Laughter Leader Training at their **Pine Lawn Cemetery** chapel. Thirteen people from Western New York and Canada took part in the two day event. The building was filled with laughter and learning throughout the seminar. It was quite a difference from the services that usually take place in the building. The training was brought to the cemetery by Mount Calvary's own laughter leader, **Nancy Weil**, who holds a monthly laughter club in the building. "Seeing how much benefit our laughter club brings to people in our community, I wanted to offer a way for others to learn how to spread the message of laughter to others in our region," said Weil. **Steve Wilson**, founder of World Laughter Tour, said that it was the first time that this training has ever been held in a cemetery anywhere in the world. Because of its unusual location, the event was featured on the evening local news garnering positive publicity for the cemetery.



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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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# Little Rock Funeral Home carries on Family Tradition

*Continued from Front Page*



Little Rock Funeral Home Chapel

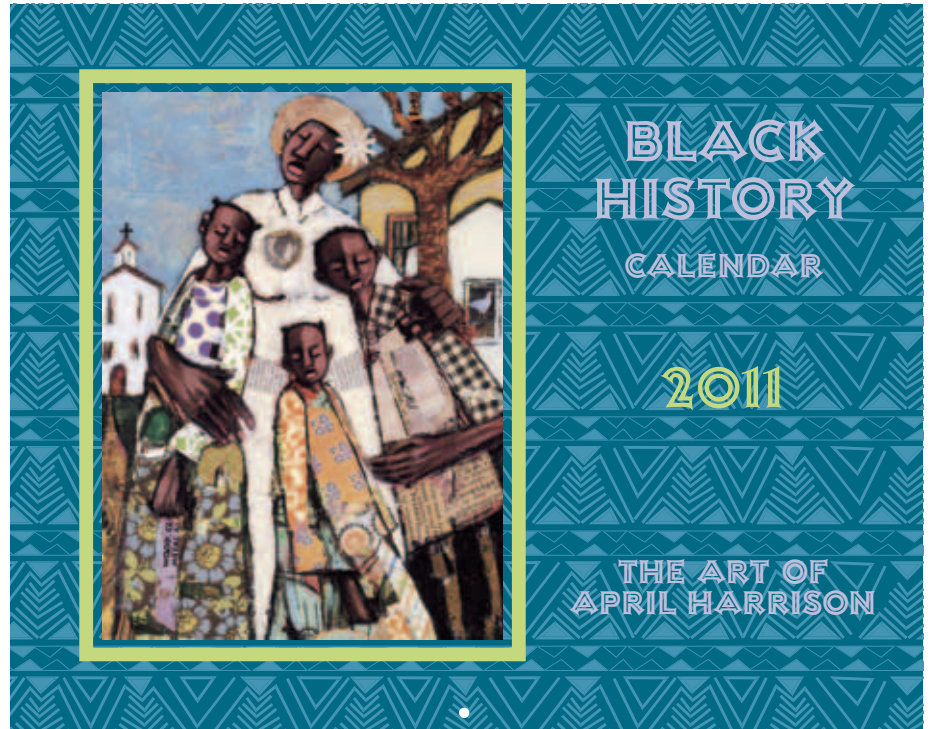


Little Rock Funeral Home offers quality, affordable, meaningful funerals, funeral pre-planning and cremation services. Our staff members are caring, experienced professionals who understand that each family is unique and has personal requests and traditions. These requests and traditions are of utmost impor-

tance to our staff of licensed funeral directors. When Brad began the funeral home, he was fortunate that its key staff members were people who had worked for the Leggett family for decades and were already knowledgeable of the Leggett family's funeral culture.

**CONTINUED ON PAGE A21**

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# Jones-Wynn Funeral Home announced as 2010 Cox Enterprise Small Family Business of the Year

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(L to R) Front Row: Kelli Blankenship, Glenn Gilmore, Rhett McBrayer, Dana Jones Wynn, Ken Duncan, Mary Kilgore, Frankie Hufstetler, and Vickie Frith. Second Row: Verna McFall, Ed Thomas, Ellen Wynn McBrayer, Scott McBrayer, Judy Deal, Elaine Camp, Trisha Henry, and Diane Dixon. Third Row: Buddy Frith and Bernard House.

**VILLA RICA, GA**— In March of 1950, **Clyde and Shirley Jones** founded **Jones Funeral Home**. Clyde and Shirley began their husband and wife service to others by both of them earning funeral director licenses and Clyde also earning his embalmers license. Shirley was one of the first female directors in the state of Georgia. She believed that nothing could compare to the female touch and fully embraced the importance of the female role in funeral service.

Shirley envisioned female involvement in every aspect of funeral service, a belief carried on by second generation, **Dana Jones Wynn**, and also third generation, **Ellen Wynn McBrayer**. The family tradition continued in 1970 when **Charles**

**Wynn** married Clyde and Shirley's only daughter, Dana Jones, to begin the second generation.

The funeral home remains today at its original location at the intersection of Westview Drive and Spring Street in Villa Rica. The name of the funeral home has experienced a name change within the family. In 1983 the funeral home name was changed from Jones Funeral Home to the present name of **Jones-Wynn Funeral Home**. The Jones-Wynn Funeral Home Family opened a second location in nearby Douglasville in the fall of 1999. The two locations have given Jones-Wynn Funeral Home the ability to better serve the West Georgia area. As the tradition of the Jones-Wynn Funeral Home Family continues into the future with over sixty years of dedicated service, Dana Jones Wynn states, "The most important thing to remember is to keep our funeral home synonymous

## ADVERTISING WORKS FUNERAL HOME & CEMETERY NEWS

CONTINUED ON PAGE A28



## The Gift of Aftercare

By Sherry L. Williams

up their newspaper and deliver it with a donut and hot coffee, take some cookies to the nursing home for the nursing staff and leave cards for them so they can "pay it forward," pick up the tab for a military person having dinner at a local restaurant, take water to a little league team, the ideas are endless, but always be sure to leave cards so everyone can participate in the "pay it forward" week. This could even become an annual week of "acts of kindness."

Another easy thing to do is to *reconsider your print advertising*. Since you already have it planned in your budget, just change your ads to ads that offer helpful safety tips for the elderly such as:

- Do not run extension cords, or any kind of cord for that matter, under carpet or rugs;
- Limit the number of things plugged into extension cords to two and check to make sure that the cords are not warm, if so, they may be overloaded;
- Do not leave food cooking on the stove;
- Don't leave a candle burning if you aren't in the room;
- If you live alone, leave a whistle by your bedside to frighten an intruder.

You can think of thousands of other things that might be helpful tips for elderly people living alone.

You might run ads about swimming safety or firework safety. You could even sponsor a special safety campaign with the local YMCA or fire department.

*Create special cards for recording current medications, allergies, and emergency numbers* and pass them at the funeral home and when pre-arrangements are made. They would even be good for health fairs or whenever you are speaking. This is very simple and affordable.

This card is the size of a business card but it folds over on itself three times. On the front of the card it reads: Personal Medication Record. There is a place for the name of the per-

son and of course, your firm's logo, phone number and website. On the inside of the card across the top it reads Medications & Supplements – Strength – Directions and under those headings are lines to write in the names of the medications. On the back three panels, there is space for Allergies – Medical Conditions and Emergency Contacts. The cost of designing and printing these cards are minimal and they could be carried by nearly everyone in your community if you and your entire staff are passing them out.

These three simple ideas are very affordable and easy to implement. Don't let the sluggish economy keep you from promoting your business. This above all times is the time that you need to keep your firm visible. When money is tight, people shop around and you need to be visible now more than ever.

Good luck. Keep the creative juices flowing and think of ways to use your advertising and marketing dollars to give you maximum exposure at the lowest cost.

About this time of year, I start to get questions about new aftercare or community service ideas. I must say that even after 27 years, I still hear about and am able to come up with new projects, programs and ideas for aftercare. When it comes right down to it, you are only limited by your creativity, budget and willingness to try new things. In fact, many ideas can be relatively inexpensive and give you great exposure in your market area.

Here are a few things you might consider trying:  
 A "Pay it Forward Campaign" – This is a very simple way to pass on goodwill and create community awareness of the need to be good neighbors. All you need to do is print up tickets or cards about the size of a business card that say:

**Pay it Forward**  
 (Week of \_\_\_\_\_)

*You have just received a small act of kindness. We now encourage you to "Pay it forward" to two other people.*

Be sure your business name and logo are on the card both front and back.

Now all you have to do is get your staff involved in "paying it forward." Give them several cards so they can pass on small acts of kindness, nothing big, maybe buying coffee for the car behind them in the drive through and have the cashier give them your card when they come through to pay. You might pay for gum for a child in the check out and give the card to their mother, cut someone's grass, pick

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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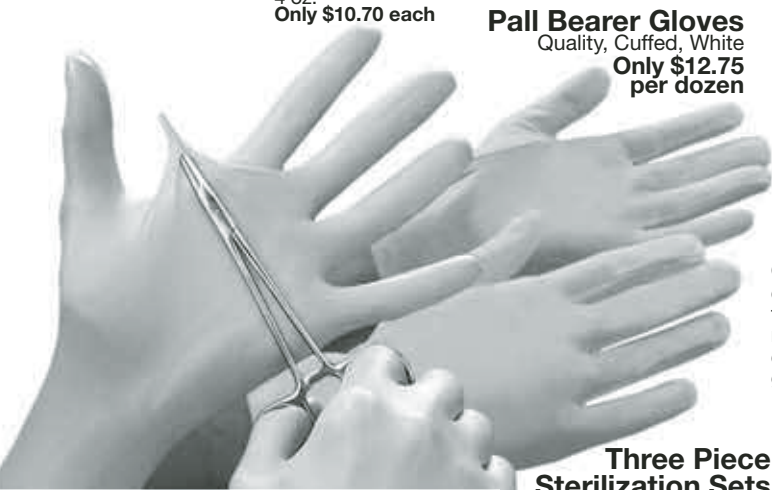
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**Jessica Lives On**

By Todd Van Beck

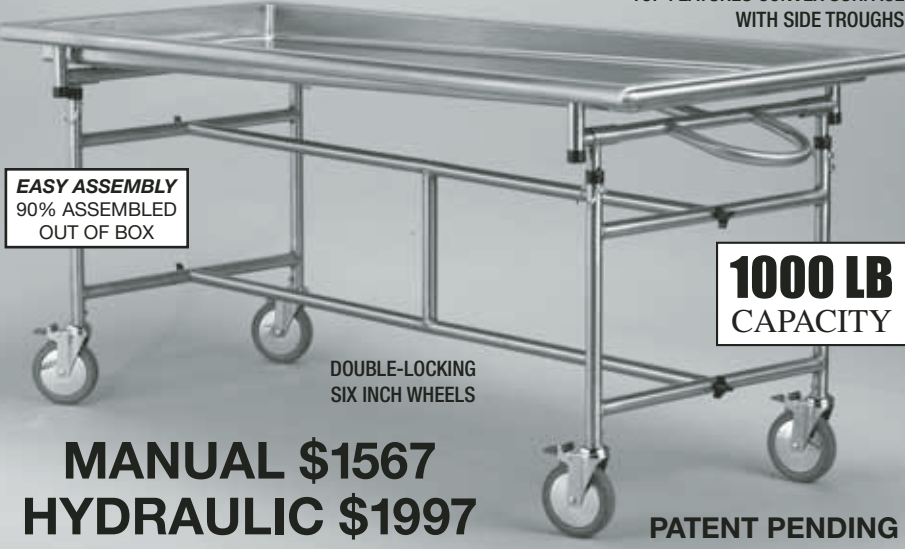
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I was giving a seminar the other day and I brought up the name of Jessica Mitford and three fourths of the group of funeral directors had never heard her name. Flying home I was inspired to write an article about Jessica Mitford. This project I believe has merit, particularly for funeral professionals who work in funeral service and have no earthly idea who she was and what she did. In fact no one, absolutely no one can work actively in funeral service and not be affected by Ms. Mitford to this very day.

Here is what she did. In 1962, sometimes journalist and sometimes model and sometimes Communist Jessica Mitford wrote the book entitled "The American Way of Death." If any human being working in funeral service has not read this book they are missing a premium experience in first hand finding out why some of the major events that has affected funeral service over the last 30 years happened in the first place. The book is a must read!

Mitford's book attempted to expose the American funeral business as a cause for national disgrace. With



Todd Van Beck

unceasing and razor sharp wit, Mitford portrayed funeral directors as greedy and heartless, dedicated to manipulating people at the most vulnerable. According to Ms. Mitford funeral directors with lies, feigned sentiment, and cynical marketing techniques lead the American public into the valley of the shadow of debt which instituted and created a multi-million dollar burial racket. Being an undertaker was not a job, it was verging on criminal theft.

Instead of offering dignity to the dead funeral directors, all of them, nationwide, had instituted a multi-million dollar burial racket, and instead of offering dignity to the dead the undertakers of the country had lured easily duped Americans into the false values of creating "a beautiful memory picture," resplendent with spring-cushioned caskets, and velvet pillows. The undertakers, according to Mitford had successfully created an underworld of graft and corruption which made death, grief and bereavements gangster commodities.

Mitford's book sold. It sold in a big way, and basically looking back at the hoopla concerning this one book the sensation took the funeral profession almost totally off guard. Before we tackle the funeral professions response to Mitford I need to review who she was and what she did – briefly. Head's up on Mitford's attractiveness with the public – she used raw biting humor in a big way, and as every funeral director in the world knows people, intelligent, learned people, simple, common folk people find comfort in laughing at death.

The core of Mitford and her attack on us, is not surprisingly rooted in her own experiences with life, and hence also with death. I have always held the private opinion that Jessica had a tough time living life and was always therefore somewhat adrift.

Here are some of the significant events in her life that I believe in the end were the stimulus for her life work and activities – the common theme of loss, and also of agitation is a constant companion in her history.

- Her parents, who were members of the British aristocracy, sided with the Hitler fascist movement in the run up to the Second World War. Jessica, by accounts renounced Fascism in favor of Communism.
- Jessica married a chap named Esmond Romilly who interestingly was the nephew by marriage to Winston Churchill. When Churchill became Prime Minister of Great Britain in 1940 he expelled the Mitford clan from England. They relocated to Germany, except for Jessica. In 1937 Jessica gave birth to a daughter named Julia. The baby died of measles in May of 1938. It is interesting that baby Julia is not mentioned by name in Mitford's autobiographical novel "Hons and Rebels."
- Jessica's and her husband moved to the United States. The couple was always short of cash, and in time Romilly decided to join the Royal Canadian Air Force. Mitford gave birth to another daughter Constanca in 1941 – this daughter also died.
- Esmond Romilly went missing in action November 30, 1941 on his way back from a bombing raid over Nazi Germany and was declared dead – it took Jessica months to accept that he was dead.

CONTINUED ON PAGE A18



**A Proactive Approach to Advance Funeral Planning**

By Christopher Kuhnen

**Free Samples – Follow-Up**

A few months ago I posed the following question to my readers: What can we (as death care professionals) offer to consumers, on an at-need, pre-need or after-care basis, that would be perceived by them as a "free sample" of our services and/or merchandise?

I asked this question because a lot of businesses today offer free samples to consumers. It's a common and rewarding practice. The consumers take advantage of the opportunity to test new merchandise in order to see if it is something they would use. Free samples are found most everywhere across the broad spectrum of American business today. Seems like once consumers get a free sample, they are inclined to try and/or use the new product and/or service. The responses I received from funeral professionals nationwide were most interesting and hopefully will spark some imagination and thought on your part.

A funeral home owner in Minnesota responded to my question with this comment: "I look in my weekly newspaper and laminate the wedding anniversary announcements of those being featured. I then mail them the professional-looking laminate with a cover letter congratulating them on their special anniversary. This is a "free sample" of the type of quality, professional and caring service that my funeral home offers. The families that receive these laminates are so appreciative. Many call and thank me for thinking of them."

A funeral director in Georgia responded with: "I offer families in my community, free of charge, the use of tables, chairs and my graveside tent set-up for family gatherings, reunions, parties and other special events. This community service is a type of "free sample" of the service we provide."

Captain Brad White with New England Burials at Sea, LLC responded by writing "I read with interest your column in this month's Nomis trade periodical. Well done! Yes, we offer free samples, by allowing prospective pre-need, at-need or aftercare families to join us for an At Sea Burial event to see how they go. It works well to open the play book so all can see – our Power Point presentation is usually enough to satisfy their curiosity."

I'd like to thank everyone who took the time to respond to my question. As funeral service continues to evolve, it's important to "think outside the box" and consider new ways you can reach out to families in your community.

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

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

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

# The Outlook Group Celebrates 25th Anniversary

FRANKLIN, OH— The Outlook Group, Inc. has reached a major milestone in its ongoing commitment and service to the funeral industry. The company kicked off its 25th anniversary with a fantastic companywide celebration in Milwaukee, WI.

Founded in 1985, The Outlook Group, Inc. is the nation's premier Funeral Service Solutions Company serving independently owned and operated funeral homes across America. In the last four years, the company has reached unprecedented pre-need sales levels, remained profitable and expanded client and marketing partner relationships.

"Because of our instinctive ability to adapt and change with the times, we've been able to enjoy longevity and success," said Chris Kuhnen, Vice President of Marketing and Corporate Communications. He added, "A quarter of a century is definitely a milestone worth celebrating."

The company offers a broad range of services including: advance planning program management and consulting, education and training, advertising, continuing education, and more. All services are specifically designed to help

further develop and/or enhance existing business services, pre-need sales, and advertising programs.

"For the last 25 years, our client funeral homes have come to know us as a dedicated, innovative, accountable and responsive company that always looks after their best interest," said Charles W. Anderson, Founder, CEO and President of The Outlook Group, Inc. He added, "We're so thankful to all our loyal clients, employees, marketing partners and faithful and dedicated vendors, who are the reason we are so successful. We look forward to another quarter century of service."

John Feher, Vice President of Sales remarked, "We are a small family company that is trusted by national funeral industry leaders because we deliver on our commitments. Outlook was founded on an employee centered model that has allowed us to create a synergistic relationship between employees, management and our clients. Our success is based on true collaboration and teamwork."

For more information about The Outlook Group, Inc. contact Charles W. Anderson at (800) 331-6270 or visit them on-line at [www.theoutlookgroup.com](http://www.theoutlookgroup.com).

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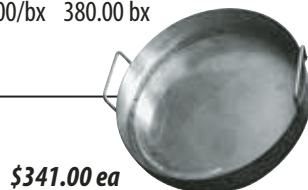
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## New England Burials At Sea now offers Scattering Services in the Chesapeake Bay area of Maryland

MARSHFIELD, MA— New England Burials At Sea continues to expand and is now offering affordable, individualized and personal memorial ash scattering services in the Chesapeake Bay area of Maryland. The company also travels off shore of

the mid-Atlantic region for full body burials, according to founder **Capt. Brad White**, with their exclusive ocean friendly Atlantic Sea Burial Shroud™.

The inspected vessels take family and friends three miles offshore for private

ash scatterings by a licensed U.S. Coast Guard Captain, along with selected clergy if desired to respectfully attend to a loved one's final wishes. The company ensures a loved one a final resting place at sea, while relieving family of significant financial burdens in their time of distress.

Burials At Sea in Maryland may be attended by up to 40 people plus crew. The trained crew conducts a dignified and well-thought out memorial service that can be customized to specific needs, wishes, religion or taste. 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, bagpipers, Taps, military cadre and other options are also available. A fine dining restaurant with a three tiered seafood, meat and organic menu is also dockside for pre or post event celebrations.

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.

Requests can be accommodated within 24-48 hours, depending upon the weather and season. The service



Capt. Brad White

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.

Territory coverage includes Maine to Florida. Recognized by the EPA, US Navy, U.S.C.G. and many area funeral homes and crematories, New England Burials At Sea is building a network of approved and qualified sea burial certified™ captains on the east and west coast of the USA.

For more information, visit the website at [www.NewEnglandBurialsAtSea.com](http://www.NewEnglandBurialsAtSea.com) or call toll free 877-897-7700 or (781) 834-0112, cell: 617-966-1986 or via email [OceanBurial@aol.com](mailto:OceanBurial@aol.com).

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## Changing Lives Through Laughter

By Nancy Weil

### If You Want to Be Happy...

Everyone wants to be happy. In fact the Declaration of Independence gives Americans the right to *pursue* happiness. It is not guaranteed, but we can chart our own path to joy. At times when our work becomes overwhelming, or in this economy *underwhelming*, we may feel stressed and unable to rise to the level of cheerful delight. However we all know people that no matter the circumstances always seem to have a smile on their face and a joie de vivre. How do they get there and how can we achieve this same satisfaction in our days and allow this feeling to spill over into the work we do? Happy people have three qualities that other people don't have: they know it, they show it and they grow it.

#### They Know It

People who are happy remain in touch with their emotions. They allow their feelings to act as their guide. When they get stressed and lose their feeling of well being, they immediately take steps to get centered and clear. If they lose their temper or get angry, happy people start to feel anxious at going into such a place and quickly regain control and try to resolve the situation from a better state of being. In short, happy people enjoy the feeling of feeling good, that they will do almost anything to return to this state when life takes them from it. Happy people know they are happy and they are grateful for the good times and grateful for those times that challenge them to look inside and change for the better.

#### They Show It

When you are around a happy person, you know it. You immediately start to feel better and lighten up. Their joy is contagious and you look forward to interactions with them, whether in person or on the phone. If you are that happy person, then you understand that you become the cheerleader at your place of business. When the work becomes difficult, others turn to you to lift their spirits and calm their nerves. It is a lot of responsibility to be the designated happy person, but happy people are happy to take on this role!

#### They Grow It

Happy people look for reasons to maintain their joy. They participate in fun activities, continue to learn new things and spend time with people they love. They do not waste their time on tasks that have no purpose. They will not take on other people's burdens that weigh them down and stress them out. Their time is filled with work that fulfills them, people who nurture them and fun that energizes them. If they must do something that is tedious or tough, they find a way to make it into a game. Life is not wasted on moments of obligations, but filled with one great adventure after another. Even dusting and vacuuming can take on a new energy when performed by a happy person. Very simply, happy people find ways to make each moment fun.

So what can we learn from their example if we are feeling less than giddy and a bit beat down? Happiness is, not only a choice, but an obligation. We owe it to ourselves, our co-workers and our families to be happy. It is the one gift that no one can give us, we have to find it ourselves. So, here are three simple steps that can take you from okay to fantastic:

1. *Understand that happiness is a choice.* We make hundreds of small decisions every day. What you wear, the route you take to work, where you park, what you will eat for lunch, etc. etc. All day long we must make decisions, yet we don't realize that how we feel is a choice we can make as well. If you want to *be* happy, *act* happy. Motions create emotions. Try it, it works.
2. *Play.* By engaging our right brain, we get away from the lists and the figures and the facts that bring us

down. Playing brings out our creativity and problem solving abilities. Want to "think outside of the box?" Better grab a toy and play. Keep your desk filled with small toys such as stress balls, bubbles and bobble heads. I just added a slinky to my collection because when I am struggling, I remember, as their jingle states, that it is "the hit of the day when you're ready to play, everyone knows it's Slinky."

3. *Don't take life too seriously.* Oscar Wilde wrote, "Life is too important to take seriously." We work in an industry where we witness firsthand the transience of life. There are no guarantees and, as my teacher told me, "People who take themselves seriously, end up in serious condition and those who are too critical, end up in critical condition." So lighten up, let go and laugh, and if you do, happiness is sure to follow.

Note: I would love to know how you keep yourselves balanced and happy. E-mail me with your thoughts and I will reward with you with a fortune telling fish.

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

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

You can contact Nancy at [nancyw@mountcalvarycemetery.com](mailto:nancyw@mountcalvarycemetery.com) or visit her website at [www.thelaughacademy.com](http://www.thelaughacademy.com).

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## New license for funeral director



David Kelly

**MONTGOMERY, AL**—David Kelly, a licensed funeral director and embalmer in Decatur, GA recently passed the Alabama Board of Funeral Service Laws and Rules examination. He holds an associate of science degree in funeral service. Kelly is designated as a funeral service technician through *The National Academy of Mortuary Science* and he is also certified from *The Academy of Professional Funeral Service Practice*. He is also qualified as a mortuary disaster coordinator in the state of Georgia.

Kelly is a member of *The Funeral Ethics Association*, *The Epsilon Nu Delta Mortuary Fraternity*, *The British Institute of Embalmers*, *The American Society of Embalmers* and *The Academy of Graduate Embalmers of Georgia*.

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## Legal Speak

By Atty. Harvey I. Lapin

### FTC Issues Opinion about the obligation to respond to Telephone Price Inquiries

Since the FTC Funeral Rule was enacted, the FTC Staff responds to requests about interpretations by issuing Advisory Opinions. On March 18, 2009, the Funeral Rule Coordinator issued an advisory opinion to Everest Funeral Package, LLC ("Everest") stating the FTC Staff's position under the Funeral Rule concerning a Funeral Providers obligation to respond to telephone inquiries about price information from Everest.

Everest is a nationwide funeral planning and concierge service that provides its customers with pre-need and at-need funeral planning assistance. A key feature of Everest's services is its "Price Finder Report, an online tool that allows consumers to obtain comparative price information for funeral homes in their area. Everest contracts with a telephone call center that telephones each provider annually to ask for the information on its General Price List ("GPL") in order to obtain this information from the more than 20,000 funeral providers in the United States.

The opinion responded to the request by stating: "Section 453.2(b)(1) of the Funeral Rule requires funeral providers to [t]ell persons who

ask by telephone about the funeral provider's offerings or prices any accurate information from the prices lists described in paragraphs (b)(2) through (4) of this section [the Casket Price List, the Outer Burial Container Price List, and the GPL] and any other readily available information that reasonably answers the question.' The opinion then notes that first Section 453.1(o) of the Rule defines a 'person' as "any individual, partnership, corporation, association, government or governmental subdivision or agency, or other entity," and second that Everest and its call center agents accordingly are 'persons' entitled by the Rule to obtain price information by telephone from all 'funeral providers.'

The FTC Staff Coordinator indicates in the opinion that one of the primary goals of the FTC at the time the Funeral Rule was enacted was to allow comparison shopping by consumers about prices and other services. The only practical method to use of that comparison at the time of need is by telephone.

The opinion also reminds funeral providers about the requirements concerning telephone inquiries that are set out in the FTC's Compliance Guide for funeral providers. The Guide provides that:

"Complying with the Funeral Rule ('Compliance Guide' or 'Guide'), emphasizes that if a call requesting price information is received by a funeral provider, the call must be returned and the price information requested must be provided. The Guide also makes it clear that funeral providers "cannot require callers to give their names, addresses, or phone numbers before [giving] them the requested information," and cannot refuse to provide price information to callers who refuse to identify themselves. The Guide also indicates, as the Rule provides, that the telephone price disclosure must be made by a 'funeral provider' that receives a telephone inquiry about prices. Nothing in the Rule authorizes a funeral provider to require a caller to place a second telephone call to a third party (e.g., an attorney) to obtain price information by telephone."

The Staff also noted in the opinion that the Federal Rule pre-empted state laws and rules. Accordingly, a funeral provider could not refuse to provide informa-

tion on the basis that a state law or rule indicated that a funeral provider did not have to provide such information.

The author recommends that all funeral providers familiarize themselves with the opinion and the requirements of the Opinion, the Funeral Rule and the Compliance Guide in the area. They should also be sure their staff is aware of the requirements, as you can be sure that they will be receiving calls. Staff Opinion 09- (Mar. 18, 2009) is available at <http://www.ftc.gov/bcp/conline/edcams/funerals/opinions/opinion09-2.pdf>

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

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

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

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

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

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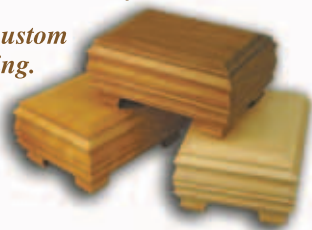
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The Lochstampfor Funeral Home, Inc. is located in South Central Pennsylvania just several miles north of Hagerstown, MD.

The Lochstampfor Funeral Home, Inc. was founded on June 22, 1925 by **Ernest H. Nickels**. Mr. Nickels came to



The Lochstampfor Family

Waynesboro from Duncannon, PA. He purchased the Dr. Giser property, an old Victorian building at the corners of South Church Streets and West Second Street (then called west South Street). Mr. Nickels ran the funeral home from 1925 until 1946. He sold the funeral home after the accidental death of his son.

In May of 1946 Mr. Nickels sold the business to a funeral director who worked for the funeral home down the street. The Nickels Family owned and still owns a funeral home today in Loysville, Perry County, PA. The new own-

**CONTINUED ON PAGE A19**

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## Observations

By Steven Palmer

### Crimes against People and Pets

*"A dead body in itself is worthless; but to a family it is a sacred trust. It is surrounded by sentimental memories and has a value beyond price."*

—Anne Franz, Funeral Direction and Management (1947)

The caller to the Indiana State Police knew something didn't seem right. The State Police confirmed that it was not right and set out to arrest a funeral director and his son.

The concerned citizen had taken her pet dog to Richard Duane "Rick" Pyke of the R.D. Pyke Funeral Home of Henryville, Indiana for cremation on May 10, 2010. She then received a call on May 13 informing her cremated remains of her dog were ready to be picked up. The Indiana State Police had begun an investigation into the funeral home and had removed all of the deceased pets, including the one in question on May 10 and knew the cremains could not be of that dog. They allowed the simple urn to be picked up and then arrested Richard D. Pyke, 42, and his nineteen year old son Richard Bradley Pike, funeral home employee, on felony theft charges.

Phyllis Hilton had her dogs Angie and Buster cremated by Pyke and has to wonder who or what is in their urns. "I did want their bodies being treated respectfully rather than just thrown in the corner or someplace."

Billie Jean Downey had Snickel Fritz euthanized in 2006. She turned to TenderCare to have her pet's body cremat-

ed. TenderCare is a building behind R. D. Pyke Funeral Home.

Neighbors had complained about strong smells coming from or near the funeral home. In the building behind, police discovered several decaying bodies of pets and two humans.

"They were badly decomposed, insects had started to work on the bodies," Mike Meyer of the Clark County Health Department reported.

Downey called TenderCare, "I wanted to know if my dog, mom's dog was actually cremated. If it's the one I actually do have. And all she says is she could tell me nothing. Call back in two weeks when they get out of jail."

Damage control at its finest.

A civil suit has been filed against Pyke by Regina Layton. Not for the improper cremation of a pet, but of her daughter. Last summer, 5 year old Tiara, after losing her battle with cancer, was cremated by R.D. Pyke Funeral Home.

Tiara's remains were returned in the wrong urn and it was leaking.

"When I went to move the urn, there was stuff all over the place. I couldn't figure out what it was. I turned it upside down and discovered the bottom was covered with ashes."

She transferred her daughter's earthly remains to a food storage container where they still sit today.

"If you could imagine all the stuff I'd already been through, now my daughter's remains are sitting in a Tupperware dish."

She questions if these precious remnants are in fact that of her daughter.

Another family sued Pyke in March claiming that he allowed them to see a cremation in progress and human bones.

Rick Pyke has never had a permit to operate a crematorium. His funeral directors license was recently revoked.

Unfortunately the story gets worse.

Pyke has been charged in Clark and Floyd counties on insurance fraud charges. The charges revolve around sev-

eral incidents of cashing in on the prepaid burial insurance policies of clients that were very much alive.

In October 2009 authorities informed Lynne Devers that her Homesteaders Life Insurance policy had been cashed by Pyke. She had to sign an affidavit that that she was still alive. Six other cases of insurance policies being fraudulently cashed before death and one person dying after the policy had being cashed. The amount of the combined cases could be as high as \$100,000.

"To our knowledge, no one who has lost a loved one was left without money they thought they had," reported Sgt. Jerry Goodin, Indiana State Police

He has also been charged with not placing prepaid funeral funds into an insurance policy or trust as required by law. Other charges are that payments were received for at-need funerals but he did not pay the cemeteries for those fees as he was obligated to do.

As can be imagined in a small town, Rick Pyke is well known after two decades of service and to many is or was well regarded. In 2005 he appeared on the reality show "Wife Swap" but also was known for service to his community.

"My brother had a baby that died at birth, Rick buried it for free. When asked what the charge is he said 'I don't make my money off of people's dead babies.' He's a hell of a guy," neighbor Leighda Stine said.

It is difficult to imagine the desperation that would cause one to violate this sacred trust placed upon them. Financial pressures can be cited but only severe punishment can show the public these actions will not be tolerated.

Be it human or animal, those we choose to give our love to are precious to us in life and death.

*"The greatness of a nation and its moral progress can be judged by the way its animals are treated."*

—Mahatma Gandhi

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

## Ashton Family honored by Boy Scout Council



Kline Ashton, Sr., Arlene Ashton, Kline Ashton, Jr., Amy Ashton, and Debra Ashton-Chase.

**EASTON, PA**— On April 30, 2010, the Minsi Trails Council of the *Boy Scouts of America* honored the **Kline Ashton** family of Easton, PA with the Easton Good Scout Award for their many years of dedicated service to community, religious, educational and scouting programs within the Easton Community.

Pennsylvania Representative *Robert Freeman* also presented the family a citation from the House of Representatives honoring the family's professional leadership in local, state, and national funeral directors association and funeral service education at *Northampton Community College*. Beginning in 1847 the **Ashton Funeral Home** is one of the nation's oldest, continuously operated, family owned funeral homes and is now in its sixth generation.

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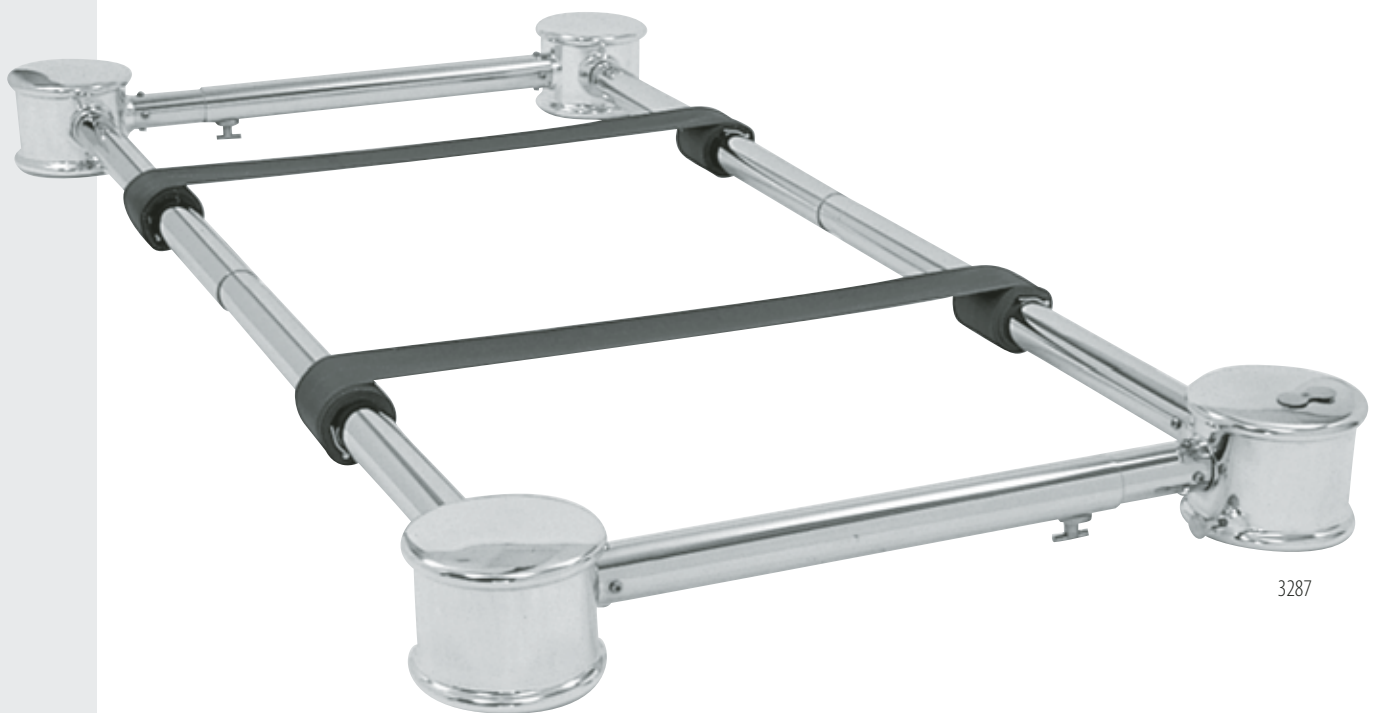
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**JEFFERSON, LA**— One hundred years ago, a small marble and funeral monument company began serving families in south Louisiana. Over the past 10 decades, that company – **Stewart Enterprises, Inc.** – has grown to become the second-largest provider of death care services in the country. This family firm now has nearly 5,400 dedicated employees in 140 cemeteries and 218 funeral homes in 24 states and Puerto Rico.

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On April 26, 1910, Stewart's grandfather **Albert Stewart** acquired three **St. Vincent de Paul Cemeteries** and the **St. Vincent de Paul Marble Shop** in an eastern New Orleans neighborhood. Two decades later, his sons **Frank Sr.** and **Charles** incorporated the business as the **Acme Marble & Granite Company**, expanding across South Louisiana.

**CONTINUED ON PAGE A22**



## OSHA Compliance

By Gary Finch

### Part One: Hear the Giant Sucking Sound. It's the Sound of Funeral Homes Wasting \$20 Million a Year.

There are two reasons medical waste is regulated. The first is obvious.

1. To minimize the potential for the spread of disease from a medical setting to the general public  
 Few people reading this are even remotely familiar with the second.
2. To reduce the overall amount of infectious medical waste produced in the state. This helps protect the environment, lowers the amount of infectious waste being transported on state highways, and reduces a medical facility's (or a funeral home's) treatment expenditures.

This should not be a surprise. Most infectious waste agencies have education programs that teach this concept

to healthcare facilities. Those same agencies overlook funeral homes because we generate such a small amount of medical waste. Your medical waste transport company isn't going to tell you this. Why should they? They get paid more if they transport more. Your national association isn't telling you. They are in bed with one of the medical waste transporters. This leaves just me and Bill O'Reilly to look after you. Since Bill doesn't know beans about this subject, I'll take a stab at it.

Let me credit the West Virginia Department of Health and Human Resources. They have an online PowerPoint program on infectious waste disposal guidance. I was not aware of the second reason until I saw it on their presentation. Later, I found language in virtually every state regulation that pushed generators to cut their infectious waste discharge through proper segregation.

Here is another surprise. Green environmentalists support cutting waste through proper waste segregation? A good bit of the infectious waste stream is plastic. Much of it is not actually considered infectious, but it finds its way into the medical waste because no one is segregating it. This plastic is later incinerated and releases carcinogens into the atmosphere. Excess waste for a single hospital can run over a hundred tons per year.

Highway safety officials want to cut down on infectious waste traffic. Between 1996 and 1998, the state of West Virginia cut their total infectious waste load from 10 million to 6 million. Can you imagine how many trucks and how many miles it takes to drive 4 million pounds of medical waste from the gen-

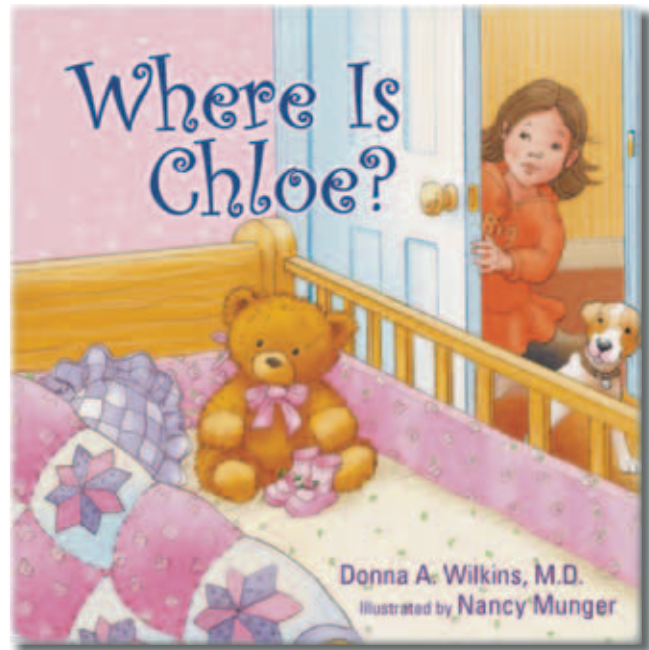
erator to the disposal facility? They want to cut another 3 million now. This represents tonnage that is going into the medical waste stream that should not even be there. If hospitals will properly segregate, they will save a million dollars a year.

West Virginia has less than two million people, so you can imagine what happens as we factor this out to a nation of three hundred million people. There is big money in hauling incorrectly classified medical waste. Large hospitals pay around 29 cents a pound to have their waste picked up. If waste is correctly classified and put into the normal waste stream, the cost is 1 cent per pound. A hospital can generate over 250,000 pounds of infectious waste a year. In one West Virginia case, the state estimated that 90 to 95% of the hospital's infectious waste should not have been classified as infectious waste. There was a waste of \$68,000 a year to the hospital that claimed their employees did not have time to segregate waste. And we wonder why healthcare costs are so high.

In Part Two, I'll review waste segregation methods. "What's Up With This" is the name of our new email report. It is free to anyone that wants to receive it. To register, go to [www.kisscompliance.net](http://www.kisscompliance.net) and click on "What's Up With This". The focus is on OSHA and the death care industry.

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

**"Where Is Chloe?" now available from Credo House Publishers**



**GRAND RAPIDS, MI**— The death of an infant is one of the hardest events a family can face. Parents must deal with funeral arrangements and funeral homes, the stress of which can leave their other children feeling lost and confused.

Now funeral homes can offer help to grieving families with the new book *Where Is Chloe?* by Indiana neonatologist **Donna A. Wilkins, M.D.** The book—for 4- to 8-year-olds—is an inexpensive gift for you to give to children who are grieving the loss of an infant sibling. Dr. Wilkins looked for a book to meet the needs of

a family who had lost an infant; she found many resources for adults but nothing designed for children. So she turned her expertise and love of children's books into this gentle, rhyming story of a little girl who is full of questions about her sister's death.

"Am I still a big sister?"  
"Was it something I said?"

Was it something I did?"  
"Is there someone to hold her in case of a storm?"  
"Can I travel to heaven?"  
*Where Is Chloe?* is written from a Christian perspective, offering hope in Jesus and the hope of seeing

Chloe in heaven one day. The book's easy rhymes, charming illustrations, and loving message are perfect for children needing answers amid the confusion and grief of losing an infant sibling. Author **Donna A. Wilkins,**

M.D., practices neonatology in Muncie, IN. *Where Is Chloe?* is her first book for children. Illustrator **Nancy Munger** lives in West Michigan and has illustrated over 80 children's books and Bibles. **Credo House Publish-**

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# Louis A. DiGiacomo Funeral Home celebrates 70 Years in Philadelphia

Continued from Front Page

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Louis A. DiGiacomo, Jr.



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neral director in the state of Pennsylvania. He also holds a Bachelor of Science degree in Business Administration from Duquesne University and is a Chartered Life Underwriter (CLU).

Susan Roos DiGiacomo is vice-president and co-owner of the facility. She is a gradu-



Louis A. DiGiacomo Funeral Home



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ate of Villanova University and is also a state-licensed nurse in the Commonwealth of Pennsylvania. Together the DiGiacomos have three sons, Louis, Nicholas and Alexander.

The Louis A. DiGiacomo Funeral Home offers a variety of services from preneed to at-need. They also offer traditional funeral services as well as cremation funeral

services, memorial, graveside and church services. In addition, they also assist with disinterment and disentanglement. Staff at the facility assists families in a range of completing paperwork that can seem difficult and especially confusing, such as life insurance claim forms, social security benefits and veterans' benefits.

**CONTINUED ON PAGE A25**

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## Funeral Service Inflation Rate announced for 2009

PHOENIX, AZ— Daniel M. Isard, president of **The Foresight Companies, LLC**, a Phoenix based management and financial consulting firm that specializes in providing services to the funeral and cemetery profession, announced the updated figures for the rate of indigenous inflation within the funeral profession for 2009. "This past year saw a perfect storm causing the inflation rate to increase to the one year highest rate since 1991," Isard said. "The perfect storm was low yields on preneed accounts which account for payment on about 30% of all funerals, a high rate of increase on caskets which are used in about 70% of all funerals, an increase in the number of funeral cases that resulted in disposition by cremation which generate about 40% less revenue per funeral and a fear of Consumer Confidence which caused individuals to be cautious with their spending on optional goods and services," he added.

The inflation rate as computed by Foresight in 2009 was 6.08%. Foresight has been actively watching Funeral Service Inflation ("FSI") for more than 20 years and pioneered the very concept of a specific inflation rate for this industry. "We have studied the effect of inflation and the operation of a funeral home going back to 1940. We do this to help the funeral home managers make decisions about preneed in a proactive fashion and, therefore, operate as prosperously as possible," Isard said.

In the past few years Foresight has computed inflation on the operation of a funeral home and has pioneered a method that will allow them to track the inflation rate on funerals that result in burials only. "When you contrast the general industry inflation rate in 2009 at 6.08% and the rate for those cases that are buried at 7.07%, this is more than 223% of the CPI for the same period. Some of the key points which have driven up FSI this year include

- The costs of caskets increased by about 4.27%. The average wholesale cost of a casket in a tracked funeral was about \$1,068 up from \$1,042 last year. "On a cumulative basis we perceive the average consumer was buying a cheaper retail casket than they were just three years ago," Isard said. Our analysis on FSI, solely on burial cases, resulted in an inflation rate of 7.07% in 2009 down from meteorically high 12.14% in 2008. The very high 2008 rate was caused, in part, by an average increase in the cost of comparable caskets from 8% to 13%.

CONTINUED ON PAGE A20

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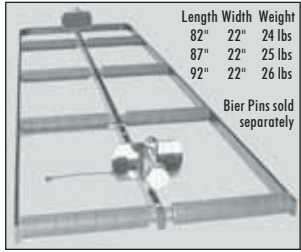
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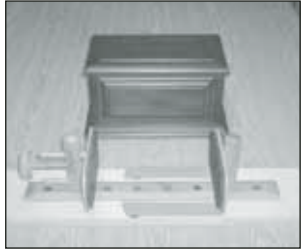
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**Jessica Lives On**

Continued from Page A6

• Her sister Unity Mitford attempted suicide in the latter days of the Third Reich. One of Unity's best friends was none other than Eva Braun, the mistress and later spouse of Adolph Hitler.

All this happened in Jessica Mitford's life before she had her 28<sup>th</sup> birthday.

I suspect that any freshman psychology student can cut easily through the analysis of the reasons why Jessica Mitford would have aimed her sights on our great profession. A displaced family, the death of two children, and a husband killed; clearly her interest in laughing and ridiculing death was motivated by a simple case of death anxiety.

While Miss Mitford ranted and raved about our profession she did not limit her "muckraking" to the funeral profession exclusively. Over the years she went after prison systems, obstetricians, and she even took to task other writers. The media dubbed her the "Queen of the Muckrakers." Money came her way as a result.

While it is true she shot her venom at other careers, her magnum opus was her attack on us. No doubt her book shook our profession, but it did not shake it to its very core. In truth her nonstop diatribe on funeral service did result in one major accomplishment – her work translated into increasing the cost of funerals in the United States. This fact, and a fact it is, simply drives the anti-funeral people to distraction, because their patron saint Jessica her work in the end resulted

in the accomplishment of simply raising the cost of funerals. Truth is if Jessica had just kept her mouth shut itemization would not probably have occurred, and we all know very well that the most economical funeral pricing method was the ancient system of unit pricing, which today has been reborn as the system of package pricing. Clearly Jessica might have been a

"muckraker" but she was a horrible economist – her communist leanings might well have clouded her skills in this area. Her economic theory concerning funerals was this: a cheap funeral is a good funeral – but for whom? We will shortly see.

Jessica has been dead for fourteen years, and her loyal minions are still ranting and raving about the costs associated with caring for the dead. I doubt it will ever stop, but none of Jessica's spiritual descendents, those self-appointed funeral critics have the style, the panache, the intelligence and particularly the humor that Jessica had. No doubt Jessica could tell a story, she made death funny.

I had the opportunity to "debate" her concerning funerals twice in my career. Nothing major to be sure, and Jessica never got my name right, also nothing major but I remember one event at a library in California. She strutted in and sat down and leaned over to me and said in this horribly condescending tone of voice "Mr. Von Beek, do you know the major problem with funeral directors?" I could feel my Dutch rising degree by degree but controlled myself and said, "No, what is the major problem?" Jessica looked at me and said these prophetic words, "Funeral directors stop believing in what they do and when that happens it opens the door for people like me."

What has always fascinated me about Mitford's book "The American Way of Death" is that she never talks about funerals, she talks about everything else. She wrote a book criticizing Madison Avenue advertising methods, and traditional private enterprise as a business or professional motivation, and she made sport of you and me.

Mitford's experiences with death and loss were clearly traumatic – even her remaining children described her mothering as a spirit of "benign neglect." If this fear and anxiety of death and loss motivates attacks upon funeral directors, which I firmly believe, Jessica Mitford must have been frightened to death of death. She was clever and couched everything concerning death in humor, and wicked humor often times. I believe she found the truth that the death rate is 100%

CONTINUED ON PAGE A31

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## Stewart Enterprises reports results for Second Quarter 2010

NEW ORLEANS, LA— Stewart Enterprises, Inc. (Nasdaq:STEL) has reported results for the second quarter ended April 30, 2010.

The Company reported net earnings for the quarter ended April 30, 2010 of \$8.4 million, or \$.09 per diluted share, compared to net earnings of \$8.9 million, or \$.10 per diluted share, for the quarter ended April 30, 2009. After adjusting net earnings for certain items as discussed in the table "Reconciliation of Non-GAAP Financial Measures," the Company reported adjusted earnings of \$9.0 million, or \$.10 per diluted share, for the quarter ended April 30, 2010, compared to adjusted earnings of \$10.4 million, or \$.11 per diluted share, for the quarter ended April 30, 2009.

Thomas J. Crawford, President and Chief Executive Officer, stated, "The performance of the underlying operations during the second quarter of 2010 of our funeral homes and cemeteries continues to indicate positive momentum while producing solid cash flow. During the second quarter of 2010, we experienced increases in both funeral and cemetery revenue and generated \$23.7

million in operating cash flow. We are pleased with the quarter-over-quarter and sequential growth of our preneed funeral sales and cemetery property sales. We believe the steady growth of our average revenue per funeral service and merchandise deliveries are due to progress of our 'Best in Class' and continuous improvement initiatives."

Mr. Crawford continued, "During the second quarter of 2010, as planned, we invested \$1.2 million in new business initiatives, market research and additional advertising, which affected our second quarter 2010 results, but we believe will produce benefits in the future. We also are in the final stages of successfully resolving litigation that resulted in a \$0.7 million charge in the second quarter of 2010. These items had a \$1.9 million adverse impact on our gross profit when compared to the second quarter of 2009."

Mr. Crawford concluded, "We also had a few items which impacted gross profit in the second quarter of 2009 which were not present in the second quarter of 2010. Last year we decreased our self-insurance reserves \$1.3 million primarily as a result of

favorable claims experience. Additionally, last year we experienced a \$1.0 million improvement in gross profit primarily due to a high rate of completion on construction of several private mausoleums. On the other hand, during the second quarter of 2009 we incurred a \$3.1 million charge to record a probable funding obligation related to our perpetual care trusts. All of us at Stewart Enterprises continue to work hard to successfully implement our new initiatives, and we remain enthused about our long-term direction."

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

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## Lochstampfor Funeral Home marks 85 Years of Service

ers were Marlin and Geneva (nee Bowman) Poe. Mr. Poe served the community along with specializing care for the South Mountain Restoration Center at South Mountain, which in the 1940s was a TB hospital. A service still provided by this firm to the center which is now a state nursing facility. In 1957, Mr. Poe added onto the building on the South West side in an addition. This was because after WWII many people were not having funeral services in their homes but rather at the funeral home. He also added a two car garage and casket selection room.

In 1972 Marlin and Geneva Poe retired and sold the business to a funeral director from Pittsburgh by the name of John S. Snyder, Jr.

John Snyder along with his wife Dorothy (Dot) remodeled the facility. They ran the funeral home until 1992.

On May 8th, 1992 John S. Snyder, Jr. sold the business to Paul T. Lochstampfor who along with his wife and two sons operates the funeral home as an independent locally owned funeral home. In addition to the Lochstampfors they have continued support staff of Joe and Sheron Siese, Vernon Ashway, Jr., Pastor Don Wehr and Joseph Brown and Tammy Miller.

Mr. Lochstampfor a son of a Baptist minister is a graduate of Brockton High School, Brockton, MA, Franklin University, Columbus, OH with a degree in business and Catonsville Community College for Mortuary Science. Prior

to his ownership he had worked at the Dulaney Valley Funeral Home of Lemmon Mitchell Wiedefeld, Timonium, MD, Evans Funeral Chapels, Baltimore, MD, Boyd Funeral Home, West Chester, PA, A. Groh Schneider Funeral Home, Hatboro, PA and started at the Roger Cattermole Funeral Home in Royersford, PA. His wife Angella is a graduate of Downingtown High School, Downingtown, PA, has a Bachelors degree in Business, Major in Finance and Management, minor in German from Towson State University, Towson, MD and a Masters Degree in International Business Management and Finance from the American Graduate School of International Business "Thunderbird," Phoenix, AZ.

The Lochstampfors are member of Crosswalk Church, National Funeral Directors Association, Pennsylvania Funeral Directors Association, Maryland State Funeral Directors Association, Capital City Funeral Directors Association and various other local service and civil clubs and fraternities. In addition, the Lochstampfor Funeral Home, Inc. was granted exclusive endorsement from Veterans Memorial and Family Care of service to veterans in March of 2010.

Paul Lochstampfor is a licensed funeral director/mortician/embalmer in Pennsylvania, Maryland and West Virginia.

Continued from Page A12

## NOMIS FUNERAL HOME & CEMETERY NEWS

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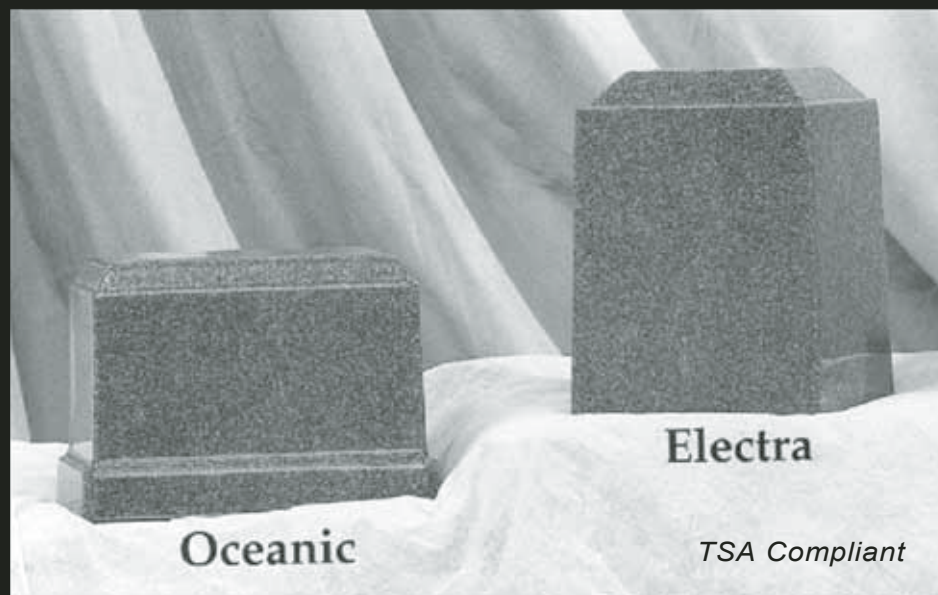
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## Funeral Service Inflation Rate announced for 2009

*Continued from Page A17*

- The cost of health insurance and other benefits increased about 4.4% in 2009 from 2008. "While this cost does not appear to be significant in its nature, most funeral homes provide health insurance to five or more people, usually at a fully paid premium basis!" Isard remarked.
- The cost of automobile expenses did not increase dramatically in 2009 due to lower fuel costs and the fact that most funeral home businesses repaired rather than replaced many of their specialty or work related vehicles. "The number of new hearses and new limousines bought by the more than 22,000 funeral homes in the US was at an all time low, driving many manufacturers to the brink of extinction," Isard added.
- A continued decreasing yield on preneed trust and preneed insurance death benefits also lead to an increase in inflation. "Approximately one out of every three funerals nationwide is preneed and about two thirds of these are price guaranteed by the funeral home. The average death benefit crediting rate was between 1.5% and 4.0% over the past year, so the cumulative effect of this price guarantee and the compounded value of these accounts causes funeral homes to recognize a loss when servicing these preneed accounts compared to the price of these accounts using their current General Price Lists," Isard explained.

Ironically, the increasing choice of cremation rather than burial may actually be a blessing in disguise for the well run funeral home. Today, cremation is the choice of about one out of every three families. "While more than 80% of the funeral homes we studied are not yet pricing their cremation services equal to those of burial for identical services rendered, the elimination of the increasing cost of the casket in about 25% of all cremations actually allows funeral homes to better manage their costs to provide for these services on an at need and preneed basis," Isard hypothesizes.

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

"Inflation in this profession is as important to compute as it is in any industry, since business owners need to assess the effect of their pricing increases and management of their overhead to produce a profit which is fair and reasonable," Isard stated. "This industry also has the burden of having made commitments to serve families in the future via prearranged and pre-funded funerals, the bulk of which are guaranteed for the future. Therefore, the growth of this money versus the amount of inflation could represent a problem for the industry as a whole and each individual funeral home," Isard advised.

The concept of the computation assumes a level profit margin and a level merchandise commitment, coupled by consumer spending and the overhead of the industry as a whole. While the death rate might increase or decrease on a national or regional basis; funeral homes mainly have a fixed cost of operation. Some of the key indicators observed by the data for 2009 versus 2008 include:

- Consumer spending on the average funeral in 2009 was \$6,338.50. This was an increase of \$139.49 on average over the previous year, or about 2.25%. Over the past 10 years the average increase was 2.92%.
- Profit on the average funeral in 2009 was \$336.51 which was a 12% decrease from the previous year's profit amount of \$382.66. In 2009 the average profit margin on the average funeral was down from \$382.66 in 2008 to \$336.51. This is a decrease in profit of 9% while families are spending 2.25% more.
- Profit Margins, as measured by Federated, have decreased to 5.31% in 2009; the lowest the profit margin has been since 1984 when the Federal Trade Commission changed the way funeral prices and merchandise needed to be presented to families.
- Overhead, as measured from Federated's survey, showed increases in operations on a per funeral basis in 2009 to have been \$4,933.92; a 3% increase versus the 2008 overhead computation of \$4,774.49.

"That demonstrates that consumer spending went up 2.25% but profits went down 9%; therefore, most funeral homes did not properly adjust their prices and allocate them effectively to consumer choices," Isard concluded.



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## Let's Chat

By Kristan Dean

Christine Banning, Vice President Marketing & Communications of SCORE, the nonprofit resource partner with the US Small Business Administration (SBA) at [www.score.org](http://www.score.org), describes an advisory board by first explaining what it is not. An advisory board "is not a board of directors. It is a group of mentors...with no financial interest in your firm... who share their knowledge to help you be more competitive, think strategically and offer specific advice in key skill areas."

The question is, how do you create the best advisory group for your organization? SCORE's advice: "Do NOT accept any member...who is unwilling to sign a non-disclosure and a non-compete agreement. Make...clear in writing that these are confidential meetings."

Look for "objective and honest" advisors who are "well-respected individuals in their field," with a genuine interest in helping you and your business succeed. Find advisors who possess "knowledge and expertise outside your skill set," that are "problem solvers, good communicators, well-connected with networks that might be leveraged to assist you," and provide "diverse...skills, work and life backgrounds."

Think about the questions you want to ask your advisors. Take time to "identify the result you want from engaging an advisory board. Ask yourself, how will my business be different in one year because of this board? How often do I plan to rotate members? Is this ongoing or just a one-time board?"

I look forward to hearing about how going outside our industry helps your organization grow. Please give me a ring at 781-331-5308 or, if you prefer, email me at [kristan@mooneytunco.com](mailto: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.

Each month we talk about how the best in our industry give to the communities and families they serve. This month I would like to explore why we might want to allow people to give us a bit of themselves so that we can become more.

Recently I had the opportunity to help a group begin the process of forming an advisory committee. Throughout this effort it became clear how fortunate they are to have people across multiple verticals share their expertise. This made me wonder how the perspectives and expertise of those outside our industry could help us become better funeral homes, cemeteries, and aftercare organizations.

Don Schwertzler, founder of the Family Business Institute at [www.family-business-experts.com](http://www.family-business-experts.com) believes an advisory group can help businesses "bring additional depth and breadth to planning for the future, provide specific assistance in assuring the continued success of company operations, aid in the selection and development of the next generation of owners and leaders, help expand and diversify the business, and counsel regarding succession and retirement plans."

Schwertzler further understands how an experienced Board can help relieve tensions and resolve problems such as, "continuing disagreements between family members, broken communication between generations, narrow ways of viewing things, emotionally charged decision making, problems attacked without objective perspectives, distorted assessments of each other's talents, loss of commitment to the family and/or business, questioned motives, and analysis paralysis."

# Little Rock Funeral Home carries on Family Tradition

*Continued from Page A2*



In selecting a location for the new funeral home, Brad's intention was to locate it where families live, not where they're going to move in the future. Thus, Little Rock Funeral Home is centrally located in a neighborhood where many of the families we've helped are living and easily accessible to the major thoroughfares in Little Rock. The funeral home, including the prep room, was designed by **J. Stewart Todd, Inc.** in association with **Fred Perkins**, a local architect who has built many churches in Ar-

kansas. "We have a beautiful 8800 square foot facility with a state-of-the-art ventilation system. It is traditional in style with comfortable surroundings which we hope eases the burdens faced by families when making arrangements for their loved ones. Our families often comment on how at home they feel when they first arrive and how caring the personnel are during their time with us," said Leggett.

Little Rock Funeral Home continues the legacy of helping people who can't

afford funerals that began with his grandfather over 70 years ago when he established his funeral home. "One example is the assistance we provided a year ago to assure that a homeless veteran was given a proper burial with honors. The funeral home provided everything needed to conduct a dignified funeral service to honor this man's service to our country. Since the beginning of our funeral home, we have helped many families in similar situations," said Leggett.

Little Rock Funeral Home provides and par-

ticipates in many social and informational activities at local retirement and nursing facilities and seniors groups, from sponsoring Bingo to providing ice cream for ice cream socials to programs with Elvis impersonators, and participating in Expos

when available. They have formed close relationships with local churches and hospice groups, assisting with their activities whenever possible.

Since its first funeral in July, 2005, Little Rock Funeral Home has served over 700 families making

at-need funeral arrangements, 218 of those in 2009, and the pre-need staff has documented nearly 1800 pre-arranged funeral plans. They aspire to be a "Five Star Funeral Home," working to provide a noticeable difference in the community.

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**John Hudson - Marketing Director**

## Stewart Enterprises celebrates 100 Years of serving, caring for Families

*Continued from Page A14*

By the 1940s, the business continued to develop cemeteries and began selling prearranged burials, a new innovation in death care. Frank Jr. took over the company in 1969, the year Stewart purchased beautiful and historic **Metairie Cemetery**.

In the 1980s, Stewart expanded from its base in Louisiana. The company went public in 1991 and is traded on the NASDAQ under the symbol STEI. During its years of development and growth, Stewart remained an innovator in the field of death care.

"We serve thousands of families every day across the United States," said Stewart President and Chief Executive Officer **Thomas J. Crawford**. "Our products and services are always focused on their needs, and as their needs evolve we do, too."

The reason for Stewart's success is a simple, elemental one that started 100 years ago – helping grieving families in the time of their greatest need. "Caring for people, making a difference is what we're all about," Crawford says. "We are very proud of the work we've done over the last 100 years."

To honor its centennial and congratulate its employees for their 100 years



New Orleans City Councilman At-Large Arnie Fielkow presents Stewart Chairman of the Board Frank B. Stewart, Jr., and his wife Paulette with a city proclamation, honoring Stewart Enterprises' 100 years of service to the community.



Stewart President and CEO Tom Crawford, Chairman of the Board Frank B. Stewart, Jr., and Chief Financial Officer Tom Kitchen stand next to the company's beautiful bronze Centennial mural.

All these changes have necessitated the need for more flexible control systems and greater operator control over the dynamic cremation process. This evolution in cremator control systems continues and while not new to the cremation industry, the use of Programmable Logic Controllers (PLC) are now available on standard cremator models.

A programmable logic controller (PLC) is a digital computer. It differs quite a bit from the home computer we are all so familiar with in that it's designed to accommodate multiple input and output arrangements. Plus it must be able to withstand severe environmental conditions. PLCs were developed in the 1970s using ladder logic to automate a wide variety of industrial machinery operations and processes.

I found a fairly simple way of explaining ladder logic on Wikipedia: "Ladder logic can be thought of as a rule-based language, rather than a procedural language. A "rung" in the ladder represents a rule. When implemented with relays and other electromechanical devices, the various rules "execute" simultaneously and immediately. When implemented in a programmable logic controller, the rules are typically executed sequentially by software, in a loop. By executing the loop fast enough, typically many times per second, the effect of simultaneous and immediate execution is obtained."

More next month.

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

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

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

## Cremation Issues and Answers

By Ronald Salvatore

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### Cremator Control Systems (Part 3)

In the past two articles I have outlined the basics of most operating control systems. When I started in the cremation industry over 20 years ago, the control systems were pretty simple. There were pushbuttons or knobs used to start and stop the burners and blower, and up and down buttons for the loading door. The entire sequence was controlled by one or more timers and the temperature controller looked just like the typical home thermostat of the time – a round dial that you rotated to change the desired temperature.

For the most part, you started the blower, then the afterburner to preheat the secondary chamber. Once the chamber reached the desired temperature, the operator started the main burner. Air was often fixed and always on to both chambers throughout the cremation cycle. When the temperature reached the set point on the controller, it lowered the firing rate of the main burner from high to low fire. That was it.

This minimal amount of control was fine years ago, but a lot has changed. Now there are elevated pre-heat and operating temperatures mandated by state environmental agencies, a greater variety of casket and container types, and more cremations being performed per cremator. Plus, crematories are experiencing a greater number of large or obese cremations and these cases require more control over the cremation cycle.



Stewart Enterprises, Inc., President and CEO Tom Crawford, originally from Utah, participates in his first-ever Second Line celebration to celebrate with all headquarters employees the company's 100th anniversary of serving families.

of dedicated and compassionate service to families, Stewart has been celebrating at its facilities across the country and hosted an event at its Corporate Headquarters.

As a tribute of its Southern beginnings, Stewart sent traditional Mardi Gras King Cakes to its funeral homes and cemeteries across the country, encouraging employees to celebrate New Orleans style. Each facility received enough cakes so that all employees could enjoy this delicious treat – an oval shaped, braided coffee cake decorated with cin-

namon sugar in the official Mardi Gras colors – gold, green and purple.

Corporate Headquarters held an event on April 26, the company's actual 100th anniversary. The celebration kicked off with a festive "New Orleans Second Line." The parade-like dance, complete with decorated umbrellas and custom-printed handkerchiefs, made its way around the Stewart Enterprises Headquarters building accompanied by the music of New Orleans famous St. Augustine High School's Marching 100 band.

**CONTINUED ON PAGE A26**

**aGreenerFuneral.org offers the Funeral Trade a new way to "Go Green"**



ALBUQUERQUE, NM— Passages International, Inc., an internationally-known pioneer of environmentally-friendly, sustainable caskets, urns and keepsakes, has introduced a new program to help funeral homes benefit from the emerging trend of "green funerals." At the center of the program is aGreenerFuneral.org (AGF) a public service Web site sponsored by Passages International and launched on Earth Day, April 22, 2010.

**New Public Service Web Site Helps Connect Consumers to Providers of Greener Funerals**

aGreenerFuneral.org was created to expand consumer awareness about greener funerals, greener burials and greener cremations. At the same time, it is designed to provide a fast and easy connection between consumers interested in greener funerals and funeral homes that wish to serve them.

The site offers consumers a broad and unbiased look at the wide range of greener funeral options. While many green burial sites focus on natural cemeteries, aGreenerFuneral.org also features information on cremation, "bio-cremation," alternative forms of disposition and greener funeral products. To reach as wide an audience as possible, the site takes the position that green is in the eye of the beholder and broadens its appeal to include the outdoor enthusiast and nature lover as well as the dedicated environmentalist.

"Our goal is to make aGreenerFuneral.org the top resource for consumers interested in greener funerals," says **Darren Crouch**, president of Passages International. "While "green" is just beginning to find its way into the mainstream of funeral practice, the funeral home that offers greener funerals and products will expand its audience while demonstrating its commitment to personalization and innovation. aGreenerFuneral.org offers funeral homes an effective way to reach this underserved but growing group of consumers."

The site will use the latest search engine optimization (SEO) tools to develop high rankings on such popular search engines as Google, Yahoo, AOL and Bing. aGreenerFuneral.org will also utilize ongoing public relations to generate increased media and consumer awareness of the site and greener funerals.

**The AGF Provider Program**

Funeral homes interested in reaching the site's audience may join the AGF Provider program.

**CONTINUED ON PAGE A30**

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- George F. Stoecklein, Jr.  
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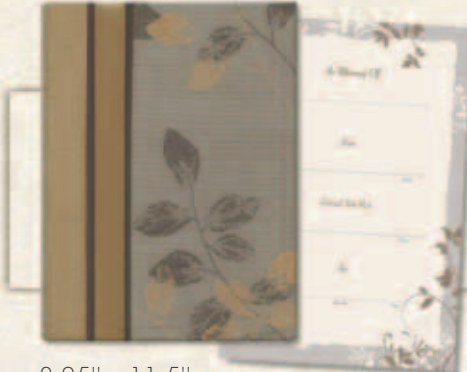
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## Smith & Thomas Funeral Home takes delivery of new Lincoln Fleet

CHICAGO, IL— Mary Smith of Smith & Thomas Funeral Home, with three locations in the Chicago area, took delivery of a new Lincoln fleet, which included two hearses and three limousines. The units were purchased from John Muster of Muster Coaches of Calhoun, KY. The funeral home is a family owned business serving the Chicago area.



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## Major Funeral Home has a major answer for Baby Boomers and their Family Members



(L to R) Robert Frazier, Darris Turner, Shauntavia Williams, Major H. Williams, Sr, Barbara Williams, Esther Rich, and Nicki Livingston.

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### The Basics of the 21<sup>st</sup> Century Temporary Preservation Technology (Part 9)

By John A. Chew

As we follow the degradation process brought about by extrinsic and intrinsic microbes, we observe nature in action which is the conservation of matter prior to or following the death of an organism.

Embalmers strive to make the human remains as natural in appearance as possible. Understanding the essentials of modern temporary preservation will present new challenges in the 21<sup>st</sup> century. As embalmers we may identify some risks associated with the various modes of death but these risks cannot become the criteria for defining the purpose of embalming.

We base our approach of temporary preservation on a wide range of compounds which if used properly kill or neutralize microbes and inactivate digestive enzymes. Now, even some of the commonly used compounds are being challenged by the European Union Directive. The question arises as to what effect the EU will have on the American way of funeralization.

Many enzymes reacting during the decomposition/degradation process tenderize the basic structural integrity of the body. We know this creates an increase in the chemical preservative demand within the cellular structure of the body tissue.

The important function of enzymes such as amylases and proteases is to break down large molecules

(proteins) into smaller molecules. Non-formaldehyde capillary washes develop a control of post mortem changes by slowing down the rate of natural degrading of body tissue at the cellular level.

It is important to control the enzyme activity of all organisms by understanding the simple natural processes which begin with thermal inactivation. The cooling of an organism below 40 degrees F is the best overall starting point for the neutralization of the enzymes.

The body breaks down into simpler forms of matter. This breakdown is essential in living organisms because it recycles the finite biochemical constituents and provides physical space in the biome. This must be controlled within a time line to slow down the natural cascade of processes to meet current needs in temporary body preservation.

The four phases are autolysis, putrefaction, decay and diagenesis. Ultimately, the rate of microbial and enzymatic destruction on/of the tissue will depend upon the temperature of the surroundings—cold which slows decomposition and heat which accelerates it.

At this point, we have presented the natural basics of temporary processes within a time line using traditional toxic preservatives and introducing natural non-toxic environmentally safe alternatives.

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.

DALLAS, TX— One of the toughest answers your family member can receive to a funeral arrangement question is that it's unaffordable. One local company is seeking to change this answer in a major way and invites you to "Ask Major".

As baby boomers approach retirement, many questions are being asked by many people. *Business Week's* Mary Childs and Tom Keene recently asked whether baby boomers would have to work for more years in order to be able to retire as a result of the recent financial crisis. *US News & World Report's* Emily Brandon recently asked whether baby boomers can maximize their social security payouts upon reaching the full retirement age of 66. For baby boomers and their family members, the one retirement question that is a little tougher to ask is whether they will be able to manage funeral arrangements at the time of loss and grief.

"Baby boomer" is a term that generally refers to an individual born in the middle part of the 20th century between 1946 and 1964. According to census.gov, the oldest baby boomers are now in their 60s. The recent financial crisis has made retirement planning more difficult for those close to retirement. In turn, this has had an impact on the affordability of funeral arrangements for many families even those with life insurance policies.

"Cost effectiveness and quality of care are major concerns for families," says Shauntavia Williams, Provisional Funeral Director at **The Major Funeral Home**, a family owned and operated funeral home, chapel, and cremation center which has been helping families for over 45 years.

A subsidiary of their company, **Alpha Crematory Services**, which was created in 2006, was the first African American owned crematory in the southwest, a region which includes states such as Arkansas, Oklahoma, Louisiana, New Mexico, and Texas. Understandably, many people of different regions and cultures tend to be very emotional about engaging a funeral arrangement service. It can be very tough for them to ask the right questions during such a planning process. "Transparency is our practice because a well informed client is a happy client," says Williams.

An informed retirement plan is one that takes into account funeral or memorial service arrangements. But

CONTINUED ON PAGE A30

# Louis A. DiGiacomo Funeral Home celebrates 70 Years

*Continued from Page A16*



Coffee Lounge



Selection Room



Viewing Room

Unlike other funeral homes in the area, The Louis A. DiGiacomo Funeral Home has only one viewing room, which guarantees families a degree of privacy that only exclusive use of the facility can provide. The viewing room itself is just under three thousand square feet, making it the largest in Philadelphia, Bucks and Montgomery counties. The room, complete with a triple-capacity HVAC unit to keep families comfortable in the summer, has an adjoining handicapped-accessible bathroom. A digital Baby Grand piano and a high-tech integrated sound system enable families to listen to the deceased's favorite CDs during visitation or to have live music integrated into the service. The newly renovated arrangement/clergy room is over 180 years old. The facility has recently added a coffee lounge which provides loved ones a little area for relaxation. Families can choose caskets, burial vaults, cremation urns, flowers and personalized products in the selection room.

For more information on the facility, visit [www.DiGiacomoFuneralHome.com](http://www.DiGiacomoFuneralHome.com).

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## Ware Funeral Home purchases Lincoln Hearse



CYNTHIANA, KY— Tom Ware of Cynthiana, with John Muster, taking delivery of their new Lincoln Hearse. Their coach, sold by Muster Coaches of Calhoun, KY, was built by Specialty Vehicle Group in Amelia, OH. The factory produces Federal Coach and Eagle Coach brands and their location is less than an hour from the family owned Ware Funeral Home near Cincinnati, OH.

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# 100 BWFS community project to benefit Haiti

FORT LAUDERDALE, FL— The 100 Black Women in Funeral Service are working on a project that will benefit the children of Haiti. They are accepting any donations of read-



ing books, stuffed animals and children's shoes to give to children that were left homeless and/or orphaned by the earthquake. The organization is working with **Pax Villa Funeral Homes** and **Sandra Amand**, a 100BWFS member, whose family owns the nation's only Haitian Funeral Home in the United States.

Donations can be dropped off at the 100BWFS booth during *The National Funeral Directors and Morticians Association* conference in Fort Lauderdale, from July 31 until August 5. For those not attend-

ing, send donations to: The 100BWFS Community Project, c/o Pax Villa Funeral Homes, Sandra St. Amand, LFD, 54 NE 54<sup>th</sup> Street, Miami, FL 33137.



## 2010 African American Funeral Home Hall of Fame

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

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



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

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### Stewart celebrates 100 Years of caring for Families

*Continued from Page A22*

Local dignitaries joined the celebration and presented proclamations declaring April 26, 2010 "Stewart Enterprises Day." One of the ceremony's highlights was the unveiling of a beautiful mural cast in bronze, donated by **Matthews International Corporation**. The 50-by-32-inch bronze mural, which weighs more than 200 pounds, depicts the Stewart family members who founded the business and led the company through its 100-year history. The creative image was designed by Stewart Enterprises Integrated Marketing Communications Graphic Designer **Jessica Gorman**.

After the moving ceremony, all employees and attendees were treated to a traditional, New Orleans lunch of red beans and rice, cornbread and locally made Hubig's pies. **Batesville Casket Company** generously donated the delicious lunch enjoyed by all headquarters employees and our special guests.

### Lewis Funeral Home San Antonio, Texas

The **Lewis Funeral Home** has been a tradition in San Antonio for a century. The business has weathered economic storms for 100 years and is a historic achievement for a Black-owned business for the fact it has lasted a long time. It also has been owned and operated by the same family for the duration of its operation. Among being owned for a century and owned by a black family, the Lewis Funeral Home is the area's largest Black-owned business.



Gertrude M. Lewis



Frank E. Lewis

In 1909 **Frank E. Lewis** returned home after completing his studies at Chicago's *School of Mortuary Science*. After that he received his embalmer's and funeral director's licenses from the state of Texas. Frank then opened a small funeral parlor in a two-room house on San Antonio's Eastside. The original name of the business was **Frank E. Lewis Funeral Home**, and Frank was the sole proprietor and ran the business for 23 years. He had no assistants, so he took care of funeral arrangements for the service, embalming, and supervising the preparation of gravesites before and after services. In 1932, **Vernon Larremore**, Frank's stepson, joined the business as an apprentice. In 1935 Vernon received his license. In 1947, he and Frank formed a partnership and changed the name of the company to Lewis Funeral Home.



Vernon E. Larremore



Rosie Lee Larremore

Also in 1947, the two partners purchased the old St. Paul Church located on Center near the downtown area. The newly remodeled, state-of-the-art funeral facility was complemented by the addition of a canopy over the entrance and flower boxes around the building.

In 1949 the funeral home celebrated a milestone when the Black-owned businesses in San Antonio held its 40<sup>th</sup> anniversary celebration and recognized Lewis Funeral Home. Around the 50<sup>th</sup> anniversary in 1959, Lewis

CONTINUED ON PAGE A27

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**Lewis Funeral Home, San Antonio, Texas**

Continued from Page A26

Funeral Home began developing a staff of competent personnel who would remain with the company for many years. **Sam Woods** and **Sie Garner**, who worked under Frank for almost 30 years, continued on in their careers at the home.

In 1960, the nephew of Vernon and his wife, **Rosie Lee**, joined the staff at the age of 19. His name was **Robert Washington**. He came with fresh ideas and served as an apprentice for two years. He then passed the board of embalmers exam in March of 1962.

Frank passed away in 1960. Vernon became the president and manager and Gertrude, Frank's wife, became the female attendant. During Vernon's tenure as president, the black population of the city began to migrate from the St. Paul Square area, where the funeral home was located near downtown. Management wanted to continue



Current owners and staff of Lewis Funeral Home.



Lewis Funeral Home



The old Lewis Funeral Home on Center.

to meet the needs of the black community and relocated farther into the East Side in 1979.

Vernon passed away in 1989. Robert then became manager and later president. For the next decade, Robert managed the funeral home and achieved two milestones.

First, Robert obtained a facility that accommodated multiple family viewings in private surroundings. In 1999, Robert and his staff moved a newly renovated facility located at 811 South W. W. White Road. The facility was 20 thousand square feet with a chapel that could seat 400 people. The viewing area was a spacious 10 thousand square feet. The new facility had state-of-the-art technology and software with networking capabilities so employees could communicate with each other.

Next, Robert wanted to get enough vehicles that would allow him to efficiently conduct four to five funerals within the same hour.

The founding principles of the business are what has allowed it to last as long as it has. "Back then and even now, our business is built upon understanding the needs of the family and providing courtesy and consideration to all families and individuals that we are called upon to serve," said Robert. To stay with modern times, memorial moments of loved ones can be captured on video and a montage can be produced for family viewings, under the direction of **Tony Hendricks** and **Bruce Harris**.

Robert prides his staff with their efficiency and dedication. **Mrs. Maxey**, an employee for over 30 years, saw it all and remained an associate until 2002. Another associate Robert is grateful for is **Clarence Baines** who has been with the company since he was just 14 years old. Another employee Robert relies on is chief embalmer **James Bryant, Sr.**, considered best of the best by his peers throughout the United States.

The 100 Black Women of Funeral Service, Inc. was established in 1993 to provide a network for black women and minorities who have chosen the funeral service as their profession or career.

For more information, contact: 100 Black Women of Funeral Service, Inc., P.O. Box 2652, Orlando, FL 32802-2652, Doretha F. Hector, CFSP, President, dfhcfsp812@aol.com, (410)804-1044 or Eleanor C. Starks, CFSP, Executive Director, hundredbwfs@aol.com (407)595-9277.

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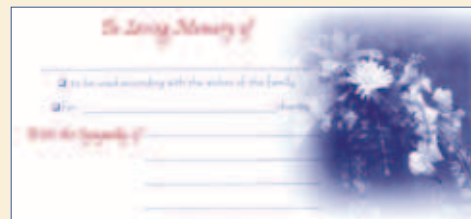
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# Jones-Wynn Funeral Home announced as 2010 Cox Enterprise Small Family Business of the Year

*Continued from Page A4*



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with its name and reputation of serving and caring for families. We are three generations carrying on one tradition.”

The strong belief in family is another quality that has been continually embraced by the Jones-Wynn Family over the past sixty years. Every family that is served by Jones-Wynn Funeral Home is treated as if they are family. Dana



(L to R) Ken Duncan, Dana Jones Wynn, Ellen Wynn McBrayer, Rhett McBrayer, Scott McBrayer, and Glenn Gilmore.



(L to R) Alfred and Etta Shierling, Shirley and Clyde Jones, and Guy Matthews.

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Jones Wynn shared, “As a child I was told by my parents to treat everyone as if they are your family members, as if they were your mother, father, brother, sister, grandmother or grandfather. And if you did make a mistake, it would be an honest one.” That belief also grew as a basis for the very business that Jones-Wynn Funeral Home is today. The belief in family also spread to the employee and employer relationship and continues today. The concept has grown so strong that no one can tell the difference; everyone feels like family. The funeral home family is much deeper than the traditional definition of “family”. **Ken Duncan**, Vice President, has been part of the funeral home for over 28 years. **Mary Kilgore** has been part of the funeral home family for over 20 years. **Rebecca Thompson** and **Kelli Blankenship** have both been part of the family for over 10 years. **Glenn Gilmore**, General Manager, has been part of the funeral home family for over 8 years. The dedication to serving our communities continues with each and every member of our Jones-Wynn Family.

with Ellen Wynn McBrayer and her husband, **Scott McBrayer**. “As the third generation we have found that family values and family traditions are not new concepts. For us, caring for the families of our community is a tradition in which we have always believed. It is that tradition that has continued to drive us while serving families with understanding, compassion, and respect for over half a century. My grandfather began a tradition of ‘A Family Serving Families’... Since 1950’ over 60 years ago. Being the third generation has been a true blessing to walk with both first and second generations,” states Ellen Wynn McBrayer.

Now Jones-Wynn Funeral Home is enjoying what sometimes never happens, and that is the emergence of the third generation

This year the Jones-Wynn Family is celebrating their 60 year anniversary. To be able to continually be in business for sixty years is becoming a rarity in today’s business world. For a business to pass through the times of generations, deaths, and other hazards of the business world is a grand achievement. Much of the foundation of America was built on small business, and to still be a part of that is indeed an honor. Ken Duncan, of the second generation, said, “To be able to celebrate an anniversary of 60 years is a statement of continu-

**CONTINUED ON PAGE A29**

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## Jones-Wynn Funeral Home announced as Cox Enterprise Small Family Business of the Year

*Continued from Page A28*

ous service that the people of the West Georgia area appreciate and trust. It is an accomplishment that is hard to achieve. The many obstacles that occur in running a business makes this honor especially significant. To continue as a small business in a world of big business buyouts is an incredibly huge accomplishment."

The Jones-Wynn Family is committed to continually improving our dedication and knowledge base on a local, state, and national level by staying abreast of all the innovative services and products available to the families we serve, and by continuing our education and networking to offer additional options to the families that are faced with the loss of a loved one.

Community service is another very important part of Jones-Wynn Funeral Home. The Jones-Wynn Family feels that community involvement is vital to the service that we provide to the area. We believe that in order to serve the community through funeral and cremation services, that you must work side by side and serve the community through volunteer work. By giving back to the community, you not only give to the people, but you give to the community as a whole. This is just another aspect of the core value of the foundation and make up of Jones-Wynn Funeral Home.

The *Cox Family Enterprise Center*, housed at Kennesaw State University's Coles College of Business, has announced the winners of the "2010 Georgia Family Business of the Year Awards."

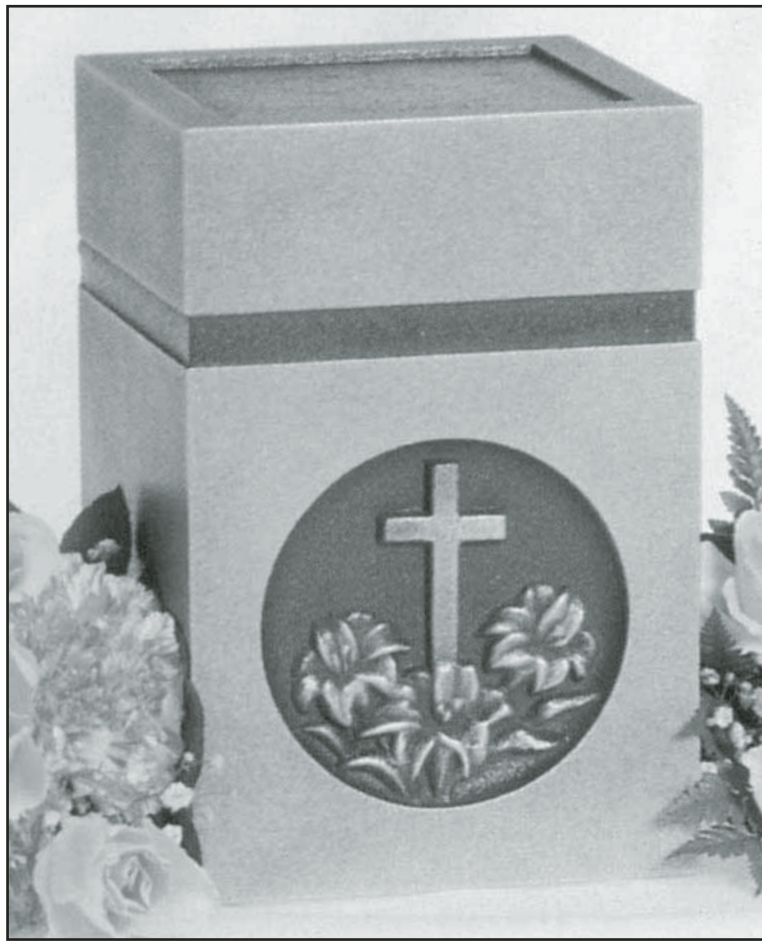
Since 1991, the world renowned Cox Family Enterprise Center has honored the best Georgia-based family businesses. The center gives out the Cox Century Award to a family firm that has been in business for at least 100 years and selects winners and finalists in categories based on company size. Winners are chosen by a panel of independent judges and are critiqued on a number of criteria, including family involvement in the business, innovative business practices or strategies, contributions to the community, and business success.

"The past year has been tough on all businesses," said *Joe Astrachan*, executive director of the Cox Family Enterprise Center. "But family-owned firms

have done better overall than most businesses. In this year's awards, we honor companies that have withstood the test of time and have done exceptionally well in a difficult economy."

The 19th annual awards dinner will be held on Wednesday, May 26 at the Renaissance Waverly Hotel in Atlanta. The 2010 awards dinner is co-hosted by Georgia Trend Magazine.

Jones-Wynn Funeral Home was announced the winner of the 2010 Georgia Family Business of the Year Award in the Small Business Category.



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## aGreenerFuneral.org offers the Funeral Trade a new way to "Go Green"

Program participants will be listed on the site in a database that consumers can search to find a greener funeral provider in their area.

"Becoming an AGF provider signifies that you are willing and able to provide a greener funeral to families when called upon," says Crouch. "It also indicates that you carry Passages International products, which are among the finest and most planet-friendly available."

As an official AGF Provider, participants will be entitled to display the AGF Greenleaf emblem on their premises, in advertising and at green community events. The emblem indicates that the Provider "does green" and is intended to complement other green funeral certifications and organizations such as The Green Burial Council.

In addition to a listing on aGreenerFuneral.org, AGF Providers can receive additional benefits and services, including:

- Copies of the consumer booklet "A Greener Funeral." This consumer guide to planning a greener funeral is an "offline" version of the content on the site. There is space to imprint the funeral home's name on the back. It can be distributed at the funeral home and can also be used as a promotional lead-generating giveaway in advertising.
- A framed Greenleaf emblem plaque suitable for display in the Provider's lobby. The plaque declares a commitment to greener funerals and being an innovative funeral care provider.
- Artwork and creative ideas to help Providers incorporate greener funerals into their advertising, publicity and special events.

(Additional co-op advertising opportunities are available with qualifying orders of Passages International products.)

- Access to AGF's network of experience and creativity, a source of advice and ideas when a family asks you to plan a greener funeral. AGF can help answer such questions as: Where is the closest

natural burial park? What are the alternatives to conventional embalming? How can you enhance the sale of a direct cremation?

"aGreenerFuneral.org offers funeral providers a pathway to new marketing opportunities, greater exposure and enhanced sales of products and services," says Crouch. "As the sponsor of aGreenerFuneral.org, Passages In-

*Continued from Page A23*

ternational wants funeral providers to take full advantage of the newest trend in the funeral industry. This is an exciting evolution in our industry and we want everyone to benefit from it."

To find out how you can participate as an official Provider of aGreenerFuneral.org, contact Darren Crouch at [Darren@agreenerfuneral.org](mailto:Darren@agreenerfuneral.org) or call (888) 480-6400.

## Major Funeral Home has a major answer for Baby Boomers and their Family Members

*Continued from Page A24*

ultimately, such arrangements must be affordable at the time the plan is put into effect. The Major Funeral Home is seeking to answer the affordability question with some recent developments: the remodeling of its chapel and the redesigning of its website to make both of them more family-friendly. Upon closer inspection, one may find that these developments are actually not developments in the true sense of the word - the fact is that the company has been providing family-focused memorial and cremation services for a long time now. Perhaps the best way for baby boomers and their

family member to get an answer on affordability is to just ask Major.

The Major Funeral Home & Chapel, **The Major Cremation Center**, and Alpha Crematory Services, all specialize in offering quality service without sacrificing the observance of your loved one. Services are extended to all faiths or cultures. The company is a privately owned and operated corporation with two convenient locations in the Dallas Fort Worth area: 2811 Galleria Dr. Arlington, TX 76011 and 2731 S. Great Southwest Pkwy. Grand Prairie, TX 75052. They are available 24/7 at 817-608-0123. Also visit us online at [www.askmajor.com](http://www.askmajor.com).

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## Dennis McGee discusses Funeral Service in Podcast

RIVERSIDE, NJ— **Dennis C. McGee, Jr.**, CFSP, CPC, CFC of Riverside, was recently interviewed by **Nancy Burban** of the **Funeral Directors Chat** website. Dennis and Nancy discussed issues in funeral service including the impact of the green movement on funeral services, meaningful funeral experiences and the future

of the funeral service industry, among others. The podcast interview is available at [www.funeraldirectorschat.com](http://www.funeraldirectorschat.com) and also on iTunes.

Hosted by Nancy Burban, Funeral Director's Chat is a series of interviews with funeral professionals. These conversations reveal valuable information about the ever changing funeral industry.

Amidst the popular internet (which, mind you, has changed the world) and a difficult economic period, funeral homes and directors are given more options and more resources than ever before. Brought to you by **United Priority Distributors**, Funeral Director's Chat is a forum for you to teach and learn.

## New Providers join Veterans Funeral Care's Network

CLEARWATER, FL— **Veterans Funeral Care** is proud to announce that the following have joined its ever-growing network of providers: **James A McKee Funeral Home**, North Port FL; **Mason-White Funeral Home**, Washington IL; **Mason Funeral Home**, Germantown Hills IL; **Mason Funeral Home**, Metamora IL; **JM Dunbar Funeral Home**, Roebuck SC; **Lanford Funeral Home**, Woodruff SC; and **Solie Funeral Home & Crematory**, Everett WA.

Established in Clearwater 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.

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](http://www.VeteransFuneralCare.com).

### Jessica Lives On

*Continued from Page A18*

a terribly distressing fact of life, and she tried to fight back, what a vain and fruitless battle.

There is an old saying which goes this way "The undertaker will get the last laugh." Not true. Jessica Mitford got the last laugh.

In a terrible irony, in a final mockery of our profession, when Jessica died at 78 years of age she had an impressive funeral ritual and ceremony. The amount of money invested is only speculation but it clearly was not cheap. She had even told a reporter from a newspaper in San Francisco that she wanted an embalming job that "would take twenty years off my looks." She was cremated, yes, but she was placed in a wooden casket, there was a horse drawn funeral coach and a couple of teams of horses, the famous American poet Maya Angelou arrived to talk at the funeral, there were approximately 600 guests gathered in a large banquet facility, and rumor had it that refreshments were served consisting of champagne and caviar.

Jessica had the last laugh. When I was told the account of her funeral I sat back in my chair and burst out laughing thinking of all the irritations that one woman had caused me over the years, and how much junk we had to put up with – and we did put up with a lot, and then upon her own death she has a funeral. Jessica Mitford has a funeral! What a lesson – the "Queen of the Muckraker's" ended up in the end believing that ceremonies and rituals were not a bad thing after all – I suspect she always knew this fact and was just having fun with us.

Jessica left me a haunting realization concerning the influence and power of a funeral professional believing in what they do. I found that it was mighty difficult to pin down what Jessica actually believed, because in my humble opinion she was all over the map. However that doesn't have to be the case in our careers – belief and expressing the belief in the value and purpose of the funeral is just a good thing to do and funeral directors should do this, for if funeral directors don't stand up for the value and benefits of the funeral – who will?

I would not like to be like Jessica Mitford. I like being a funeral director. I always was reminded, whenever I would read a Mitford piece of Alice Roosevelt Longworth of all people. Alice was Teddy's daughter and was known for her acid tongue, her acerbic wit, her heartless appraisals of everybody, and for just basically being a class a \_fill in the blank\_\_\_\_\_.

In Alice's drawing room she had cushions made for all her furniture which had this inscription stitched into the fabric, "If You Can't Say Anything Nice About Anybody, Come Sit Next To Me."

For all the problems funeral service has, I refuse to give into that type of sterile view of life, which Jessica so eloquently wrote about. I will still side with kindness and gentleness and believe firmly in the rightness of funerals – for everybody – Jessica too.

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

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

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# Association NEWS

## Taylor Searles selected SCMA Professional of the Year



Taylor Searles

**GREENWOOD, SC**— Taylor Searles of Greenwood has been named the 2010 Professional of the Year by the South Carolina Morticians Association. He is one of the youngest members to receive this honor.

The son of Gloria and the late Clarence Searles, he is a 2006 graduate of Piedmont Technical College and currently works as an adjunct instructor with the funeral service program's crematory.

"It is very humbling to receive this honor," Searles said.

"We are proud of what he has accomplished in such a short time," said Dedrick Gantt, funeral service instructor. "Students like Taylor are the new face of the funeral service industry."

Gantt said more and more students enrolling are like Searles. They do not come from family-owned and operated funeral home and mortuary backgrounds. These professionals are first-generation funeral directors and embalmers. Searles said his first encounter with the funeral home industry was following the death of his father.

"I watched the funeral directors and the way they helped my family through the process," he said.

Searles formed a close relationship with Rudolph Tompkins, funeral director with Percival-Tompkins Funeral Home. He spent time shadowing Tompkins and was hooked.

"They were so compassionate with everyone," Searles said. "I wanted to help people the way they helped me."

While at Piedmont Tech, Searles served his apprenticeship at Percival-Tompkins Funeral Home. He says the experiences there and while enrolled in the program prepared him for entering the field.

"The training I received from the funeral service program at Piedmont Technical College gave me the basis for professionalism and ethics," he said. "I left the program knowing I was prepared."

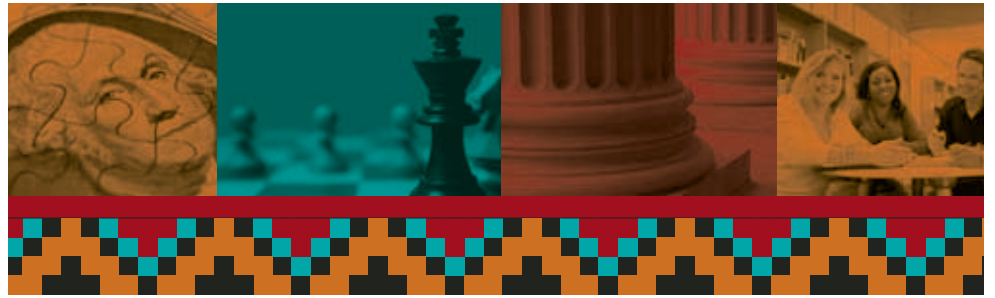
Searles said that Tompkins' wife, Barbara, continued to support his dream to enter the funeral service business while enrolled at Piedmont Tech, even after Tompkins' death. She was the one who introduced Searles to SCMA.

"My favorite saying is 'I am where I am today because I stand on the shoulders of great people,'" Searles said. "The recognition is just a testament to the people who have been so supportive in my life."

As the South Carolina honoree, Searles will now be submitted to the National Funeral Directors and Morticians Association. The national winner will be announced in August.

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### Day 1: Strategic Planning

What will the world look like for our industry in five or 10 years? Does your business have what it takes to survive? Or to thrive?



**John Austin, Ph.D.**, is senior consultant in executive development for Decision Strategies International and is an instructor for senior executives at University of Pennsylvania's Wharton School of Business' Aresty Institute of Executive Education, Georgetown University and Duke Corporate Education.

In this program, he'll share his company's model for scenario-based strategic planning, followed by a two-hour workshop-style program in which he will lead attendees through a planning session tailored for our profession.

**Prior to the conference, John will conduct an association-wide survey as well as more in-depth interviews and study sessions with some of the industry's top thought leaders and trend watchers. Combining this data with Decision Strategies International's research and methodologies, he will develop a "scenario report" on our industry to be provided exclusively to conference attendees.**

### Day 2: Strategic Execution

Of course, a strategic plan is only as useful as your ability to put it into action. On the second day of the conference, **William Malek**, strategy execution officer for Strategy2Reality LLC and a former program director for Stanford University's Advanced Project Management program, will conduct a highly interactive, experiential session on executing strategy.



William is co-author of *Executing Your Strategy: How to Break it Down & Get it Done*, published in 2008 by Harvard University Press. Among the courses he has taught at Stanford are "Converting Strategy into Action," "Designing Organizations for Execution," "Mastering the Project Portfolio" and "Leadership for Strategic Execution."

William's workshop will show you how to take your strategy from idea to action, including lessons on how to recognize necessary change, avoid poor planning and communicate your goals.

### Day 3: Health Care Laws: How Will They Affect Your Business?



By now you have probably taken in a stream of information regarding the new health care laws, and you want to learn the practical and financial effects on your organization. But that is not a simple exercise: You can choose to take different paths under the new laws. In this session, **Scott Morsch**, senior vice president at Gallagher Benefit Services, will take a closer look at key reform provisions that matter to employers. He'll not only explain what the law says but also help you think through the implications of the choices you make regarding it.

**ALSO:** This conference offers opportunities for you to share ideas with many of the most successful owners and executives in our profession. In addition to the extensive interaction that takes place during the educational sessions, you'll have the opportunity to enjoy:

- Morning coffee and continental breakfast with your colleagues
- Three evening receptions with open bar and heavy hors d'oeuvres
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# Association NEWS CONTINUED

## NFDA Leadership Conference builds Better Associations for a Brighter Future

**BROOKFIELD, WI**— The **National Funeral Directors Association** (NFDA) is accepting registrations for its 2010 Leadership Conference, July 11-14. Hosted at the Hyatt Regency Chesapeake Bay Resort in Cambridge, MD, this annual conference is the only event of its kind to offer current and aspiring members of state and national association leadership teams the opportunity to gather with colleagues from around the country and engage in pro-

ductive conversations centered on effective leadership and association success.

This year's NFDA Leadership Conference will focus on the relationship between NFDA and its state associations, and the issues that are critical to the futures of both groups. Consultant to NFDA, **James S. DeLizia, CAE**, of **DeLizia Consulting Services**, and NFDA President **William C. Wappner, CFSP**, will facilitate a series of presentations and discussions that will examine critical governance issues:

- *The Future of Funeral Service and NFDA*: In the typical lifecycle of any organization, critical plateaus are reached where conscious choices need to be made. In the dynamic environment facing NFDA, leadership believes action is needed to maintain NFDA's position as the premier voice of funeral service and the association of choice for funeral service professionals around the world. In order to examine and ensure the success of these actions, the involvement of current and upcoming association leadership is essential.
- *Your Role in Shaping the Future of NFDA*: As key stakeholders in the future of funeral service, conference attendees will

have a unique opportunity to form breakout groups and discuss two primary issues in the evaluation of NFDA's structure: the relationship between NFDA and its constituent state associations and NFDA's governance structure.

- *Mapping Out a Plan for Change, Together*: A stronger NFDA means greater and better quality resources for federated state associations, association members and the profession in general. During this session, information will be shared from stakeholder group meetings held during the conference.

In addition to these presentations and discussions, attendees will learn how to strengthen their state association, improve communication skills and develop into an effective leader. Conference attendees can also take in the sights and sounds of Maryland's eastern shore through various optional excursions, including an informative outing to Annapolis and a sailing tour of the Chesapeake Bay. For detailed descriptions of all the conference's educational workshops and leisure outings, visit [www.nfda.org/leadership](http://www.nfda.org/leadership). Those interested in attending the conference can register online by visiting [www.nfda.org/leadership](http://www.nfda.org/leadership).



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## NFDA updates "The History of American Funeral Directing"

**BROOKFIELD, WI**— The **National Funeral Directors Association** (NFDA) will release the seventh edition of *The History of American Funeral Directing*, by **Robert Habenstein** and **William Lamers**.

"This book is a landmark text in funeral service, particularly for those studying mortuary science," said NFDA's Vice President of Professional Development **Colleen Murphy Klein**. "We're pleased to help students, and even experienced funeral directors, understand and appreciate funeral service's remarkable history."

This richly illustrated 375-page book offers a comprehensive look at the history of funeral service in the United States. The new edition includes:

- Updated descriptions of the major national funeral service associations.
- The most recent cremation-related statistics from the Cremation Association of North America.
- Up-to-date industry statistics using the latest data from sources such as the U.S. Census Bureau; the Centers for Disease Control and Prevention's National Vital Statistics Re-

ports; and enrollment data from the American Board of Funeral Service Education.

- An updated "Future – Overview" section covering the newest trends and developments in the profession.

The seventh edition of *The History of American Funeral Directing* can be purchased online through the NFDA Resource Store, [www.nfda.org/resource-store](http://www.nfda.org/resource-store), or by calling the association at 800-228-6332.

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



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# Association NEWS CONTINUED

## Selected Independent Funeral Homes announces new "Young Professional of the Year Award"

DEERFIELD, IL— In an effort to recognize the valuable contributions of young funeral professionals, **Selected Independent Funeral Homes'** NextGen program has announced its new Young Professional of the Year award program. The award is designed to specifically spotlight career achievements, community/organization involvement and awards/achievements of funeral professionals under the age of 50.

"While there are numerous awards geared toward lifetime achievement and excellence, we realized there didn't seem to be any programs geared toward young professionals," said Executive Director **Rob Paterkiewicz**. "So we sought to create a program that recognizes this important group which truly is the future of funeral service. For years, our NextGen program (formerly Under-Forty) has proven there is an abundant pool of talented, energized and engaged individuals in their 20s, 30s and 40s. We are thrilled to sponsor this award program to further encourage this group and to let them know that their efforts are noticed and appreciated."

All award nominees must be active employees of Selected member firms (domestic or international) and under the age of 50 as of February 1, 2011. Individuals may self-nominate. Nomination packets are available for download at [www.selectedfuneralhomes.org/meetings/nextgen.html](http://www.selectedfuneralhomes.org/meetings/nextgen.html) or by contacting Amy Hunt, Director of Meetings and Education, at 1-800-323-4219 or [ahunt@selectedfuneralhomes.org](mailto:ahunt@selectedfuneralhomes.org). Completed nomination application packets must be received no later than October 22, 2010, for consideration for the 2011 award.

The Young Professional of the Year award will be presented during a special ceremony at Selected's 2011 NextGen Seminar to be held January 23-27 at the Westin Casuarina Resort & Spa, Grand Cayman. In addition to an attractive physical award, the winner will receive a \$500 cash prize.

"It seemed appropriate to actually present the

award in front of the winner's peers," said NextGen Advisory Group Chair **Chris Jonkhoff** of **Reynolds Jonkhoff Funeral Home** in Traverse City, MI. "I can speak from personal experience that NextGen participants have formed a cohesive group that enjoys learning together, challenging each other and sharing in recreational activities. It is a unique experience that fully complements Selected's long tradition of fostering the best of the best in funeral service at all ages."



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# Educational NEWS

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## Students from NEI visit Hardy Doric



**CHELMSFORD, MA**— Hardy Doric recently hosted a visit from the students of the New England Institute at Mt. Ida College.

The students witnessed burial vault manufacturing presented by Rob Hardy, President Hardy Doric Inc. They began by seeing the preparation of precast forms and various burial vault liners, the batching and placing of concrete as well as the

at Hardy Doric, hosted a luncheon for the students where they discussed the many types of sales aids available as well as marketing techniques for the funeral home.

Hardy Doric hopes the students found their visit informative and useful as they further their careers in the death-care industry.

removal of the rough product from the precast forms. The group was then brought to the finishing area, where they discussed the different types of vaults, how the vaults are finished to meet the families' individual desires and memorialization. They were also introduced to some new ways the burial vault can be integrated at the wakes and church services.

Once the plant tour was completed, the students stopped at nearby Pine Ridge Cemetery in Chelmsford. Here they were shown the new KMI Columbaria recently installed for cremation inurnment and discussed the many different opportunities for final disposition of urns.

Finally, Jeff Hardy, Treasurer and Director of Marketing

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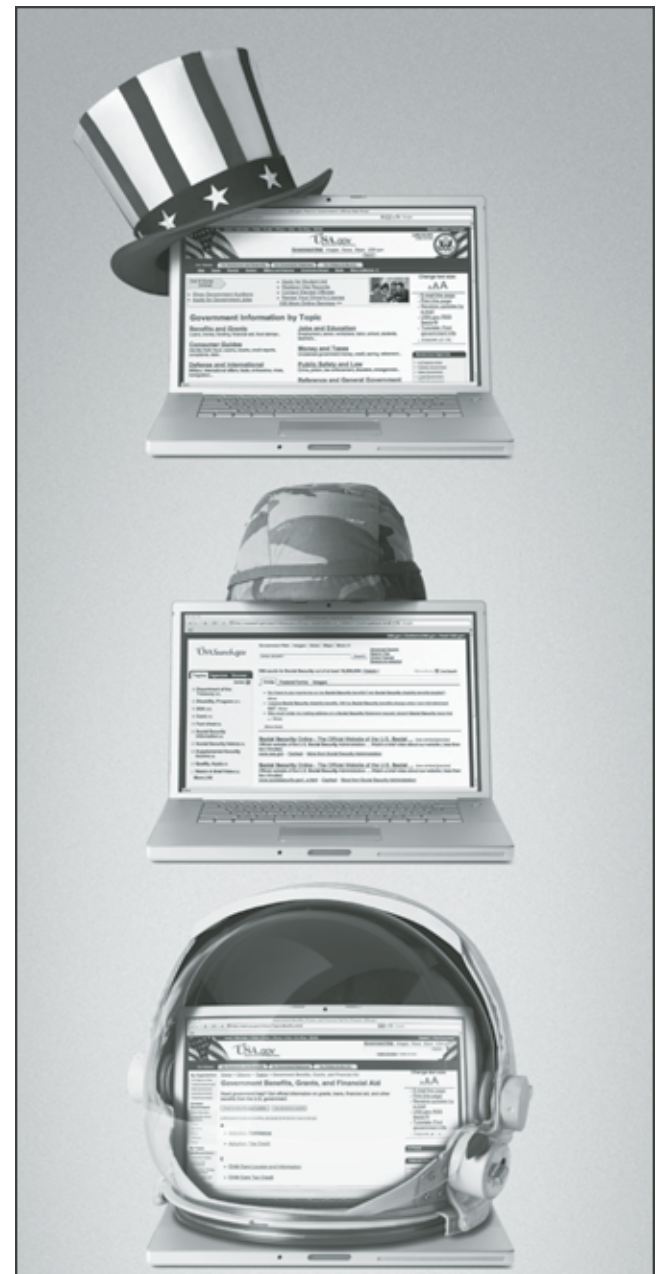
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# Educational NEWS CONTINUED

## Gupton-Jones College holds Graduation Exercises



Bill Pierce Awardee James Thornton with Nancy Pierce Barber.



Gupton-Jones College Valedictorian Tiffany Myers with President Patty Hutcheson.

DECATUR, GA— Commencement exercises were recently held for the February 2010 graduating students of **Gupton-Jones College of Funeral Service** at the Berean Christian Church

in Stone Mountain, GA. The graduation speaker was **Bryan B. Evans** of Augusta, GA. Mr. Evans is the owner of **Platt's Funeral Home** in Augusta, and he is also the current President of the *Georgia*

*Funeral Directors Association*. His speech offered great inspiration and encouragement to the graduating students as well as to all others.

Gupton-Jones President **Patty S. Hutcheson**, pre-

sented awards to the students having the top two scholastic averages during their quarters of study. The Valedictorian Award was presented to **Tiffany Yvette Myers** of Columbia, SC. The Salutatorian Award was presented to **Tamika Monica Amey**  
**CONTINUED ON PAGE A38**

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# Educational NEWS CONTINUED

## Gupton-Jones College holds Graduation Exercises

*Continued from Page A37*

of St. Thomas, US Virgin Islands. The Bill Pierce Award was presented by the Board of Trustees Vice Chairman, Mrs. Nancy Pierce Barber, to that



Gupton-Jones College Academic Achievement Awardees (L to R) Tamika Amey, Tiffany Myers, and Misty Patel.

graduate who, by vote of the members of the graduating class, best represents the funeral service profession in terms of professionalism. The honored recipient was **James Daniel Thornton, Jr.** of Andrews, SC.

The Distinguished Service Award was presented by Gupton-Jones College President Patty S. Hutcheson to **Bryan B. Evans** for his outstanding contributions to the funeral service profession. In addition, another honored recipient for an award was **Misty Renee Patel** of McDonough, GA, who received the Russell Millison Award. Also, the Daniel E. Buchanan Award went to **James Daniel Thornton, Jr.** of Andrews, SC.

The Academic Achievement Awards were presented to those students

who maintained a 93 percent or above average. The following were recipients of this award: **Tamika Monica Amey** of St. Thomas, US Virgin Islands; **Tiffany Yvette Myers** of Columbia, SC; and **Misty Renee Patel** of McDonough, GA.

The Mu Sigma Alpha Award went to the top ten percent of the graduating class. The honored individuals were: **Tamika Monica Amey** of St. Thomas, US Vir-

gin Islands; **Tabitha Renee Bryant** of Warner Robins, GA; **Tiffany Yvette Myers** of Columbia, SC; **Brenda Marie Oviedo** of Newnan, GA; and **Misty Renee Patel** of McDonough, GA.

During the ceremony, certain members of the graduating class, who distinguished themselves throughout the school year, were recognized with Perfect Attendance Awards. These awards

**CONTINUED ON PAGE A41**

## 100% of FINE Mortuary College Grads pass NBE Again



Winner of the FINE baseball cap is Iesha Marcelino. Iesha's lucky number was drawn by Donna Taylor (R) from hat held by Brenda Swanson (L).

**NORWOOD, MA**— **FINE Mortuary College, LLC**: A private two year college in Norwood, is very proud to announce that, for the second term in a row, all of the students finishing their course work and taking the National Board Examination, passed the exam. These students will be part of the 14th Formal Commencement at FINE on July 30th at the United Church in Norwood.

For the first time in the history of FINE, the entering class for the Summer 2010 term is all female. Nationally there has been a trend toward more women serving in the Funeral Profession but never before had only women been in a starting class. One of those women, **Iesha Marcelino**, won a FINE baseball cap in the lottery on the day the women came to FINE for orientation. At each orientation **Donna Taylor**, FINE Recruiter, and **Brenda Swanson**, Financial Aid Director, draw a number from the cap which is awarded. This time Iesha was lucky!

Congratulations and well wishes from the FINE administration, staff and faculty go to the graduates and the entering class.

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## Have a blast while giving back at the 2010 FSF Golf Classic!

Mark your calendars for October 10 and plan to join your friends, fellow funeral directors and valued clients for a rousing game of golf at this year's NFDA Convention, experiencing one of New Orleans' finest courses while enjoying the camaraderie of your funeral service peers.

A favorite site for PGA Tour professionals, Lakewood is another shining example of New Orleans' resilience. With over \$9 million in recent renovations, award-winning golf course architect Ron Garl preserved the character of the original course while upgrading the 18-hole, 7,002 yards, par 72 course with modernized fairways, tee boxes and greens - new improvements to an old favorite. Garl, who has designed golf courses all over the world, added strategy and fun with new fairway contouring and unique bunkering.

The 444-yard "Fire in the Hole" sets a new standard for bunkers. The new 18th hole includes traps in the shape of flames set in red sand, a tribute to New Orleans Firefighters. It is the only one of its kind in the world. Visit the Foundation website - [www.funeralservicefoundation.org](http://www.funeralservicefoundation.org) - for more information about this year's Golf Classic.



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# Educational NEWS CONTINUED

## END Fraternity holds Best Practices Seminar



(L to R) Soror Danette Moore, Baby Nya Moore and Bro. Kevin Weaver.



(L to R) Bro. Harold D. Cole, Soror LaQuinta Howard and Bro. Ty P. Gilliam.

**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 in Long Beach, CA. The event was held on May 14.

The Nu Chapter has strived to reach licensed embalmers, mortuary science students, funeral directors and arrangers who desire to improve their skills. The seminar had a large turnout, leaving the event to be relocated to a larger meeting room.

The Long Beach education session represented various mortuary representatives from three states, 10 California counties and students from *Cypress College Department of Mortuary Science*. Staff members from OneLegacy and RTI donor services sponsored the seminar breakfast.

Bro. Dr. **Brian Porteous**, funeral director, embalmer and owner of **The West Side Memorial Chapel** spoke on "Turning Embalming Challenges into Opportunities."

**Randy Crenshaw** of **RTI Donor Services** in Atlanta, GA, spoke on behalf of OneLegacy Tissue Services. Crenshaw addressed many existing issues and treatments as well as procedures, stating that it is the embalmer's responsibility to get the procedure done correctly to allow the family a final viewing.

One of the most informative topics was delivered by **Dave McCament**, M.A., on green products and services for the next generation. He defined green burial preparation, discussing when it should be considered and when it is not practical. He is an instructor in The Mortuary Science Department at *Cypress College* and

CONTINUED ON PAGE A44

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# Educational NEWS CONTINUED

## MCCC Funeral Service Class of 2010



Mercer County Community College Graduates

WEST WINDSOR, NJ— Mercer County Community College (MCCC) in West Windsor, NJ held its annual commencement on May 20, 2010. **Jennifer Woodruff** of Huntingdon Valley, PA was a Funeral Service Honors recipient. Funeral Service High Honors recognition was awarded to **David Bell** of Eatontown, NJ, **Marla Kaser** of Monmouth Junction, NJ and **Jeanne Mellor** of Glenside, PA. The following received Funeral Service Highest Honors: **Natasha Hall** of New Hope, PA, **Sarah Mundy** of Philadelphia, PA, and **William Orr** of Ocean View, NJ.

Recognition for Academic Achievement and Highest Honors in the Funeral Service Certificate program was awarded to **Sarah Mundy** and **William Orr**. Recognition for outstanding achievement in the Funeral Service AAS Degree program was awarded to **Natasha Hall**.

The Silvio J. Failla Memorial Achievement Award was presented to **David Bell** and the Frank Reiman Memorial Award was presented to **Marla Kaser**. **Erik Schneider** of Basking Ridge, NJ was the recipient of the Peter P. Horvath Achievement Award.

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## 100BWFS Educator of the Year named



Eleanor Starks, right, honors the 2010 Educator of the Year Christie K. Redmon, left.



Redmon, left, with Dallas Institute of Funeral Service president James M. Shoemake.

SEE ARTICLE ON PAGE A42



## Klicker's Crosswords

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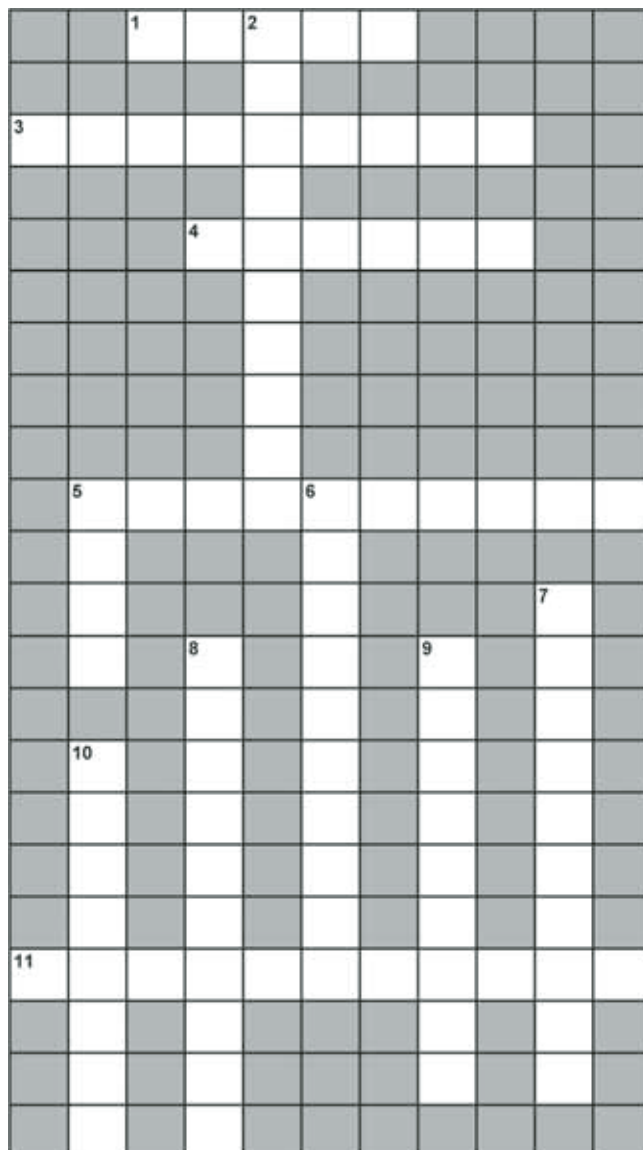
By Ralph L. Klicker, Ph.D.

### ACROSS

1. Fat
3. Bad breath
4. Sexual intercourse
5. Cancer causing agent
11. Slow heartbeat

### DOWN

2. Causing disease
5. Profound unconsciousness
6. Unknown cause
7. Relieve symptoms not the cause
8. Middle layer of heart
9. Blood in urine
10. Death of body tissue



ANSWERS ON PAGE A44

# Educational NEWS CONTINUED

## The Funeral Home of the Future Seminar to be held before NFDA Convention in New Orleans in October

PHOENIX, AZ— **Daniel M. Isard**, president of **The Foresight Companies, LLC**, a Phoenix based management and financial consulting firm that specializes in providing services to the funeral and cemetery profession, announced they are sponsoring a seminar again this year before the NFDA Convention in New Orleans. The seminar will be held Sunday, October 10, 2010. “We perfected last year a seminar format that we will repeat this year allowing for more audience participation and allowing the panel of presenters to actively engage with each other,” Dan said. “This year the panel will be made up of **Quinn Eagan** and **Scott Simons** as well as myself,

and we are going to highlight our thoughts on how to best operate the funeral home business in the future starting with the toys, technology and techniques that are available today!” Dan added.

Quinn Eagan is the president of the preneed marketing company **PFP**. PFP is and has been the foremost producing organization of preneed throughout the United States and Canada. “My objective is to share with you some cutting edge automated systems that work cost-effectively delivering results to help you climb ahead of your competitor,” Quinn said. Quinn will be leading the seminar in the areas of measured Funeral Home Growth through preneed

marketing. “This format of the seminar is great. Last year we had a great deal of fun presenting with the panel interacting as well as the solid questions from the audience. I look forward to being able to contribute to this program in my own hometown”, Quinn stated.

Scott Simons is the president and owner of **SRS Computing**, which over the past 10 years has come on to be the leading privately owned technology provider to the funeral and cemetery business. “I have the opportunity to be able to look at the technology trends that exist in the industry every day and can see how they are progressing. Those that have the greatest affect upon the success of a business are the items I will be talking about in this workshop,” Scott stated.

No one speaker is better known in funeral service today than Dan Isard, the president of The Foresight Companies, author of four books and the publisher of *Preneed Perspective*. Dan has been leading the industry to evolve to its next level for three decades. “I get to see the operation of those businesses that are growing and dying every day and see what tools and techniques of operation will allow these businesses to grow market share and increase profitability. That

is going to be the areas that I provide concrete references to during this meeting,” Dan said.

If you are planning to attend the NFDA Convention you should get in early enough to participate in this event. Continuing Education credits are provided by the Academy of Professional Funeral Service Practice. The seminar will have advance registration from noon to 1 p.m. with the workshop going from 1 to 5 p.m. Following the workshop the audience is invited to stay, mingle and talk to the presenters during a lavish cocktail party. Seminar registration is limited. Discounted registration will be provided for early registration and multiple people attending from the same firm. Foresight will help arrange for state CEUs if people register early enough to apply. For registration information people can call **Susan Drago** at 800-426-0165.

For comments from The Foresight Companies, LLC, or to interview Dan Isard, Scott Simons or

Quinn Eagan please contact Susan Drago at 800-426-0165 or susanralston@f4sight.com.

## Mount Ida 2010 Summer Institute

BOSTON, MA—**Mount Ida College** has announced *The 2010 Summer Institute on Grief and Loss*. It will be held by **The National Center for Death Education (NCDE)** at Mount Ida College.

The annual program is made up of series that focus on grief, loss and bereavement. Participants will have the opportunity to learn from leaders in the field of thanatology as well as network with colleagues and share ideas. The workshop will be held from July 26 through July 30.

For more information on the Summer Institute on Grief and Loss and other workshops, call (617) 928-4649 or visit [www.mountida.edu/ncde](http://www.mountida.edu/ncde).

## Gupton-Jones College holds Graduation Exercises

*Continued from Page A38*

were presented to: **Bradley Ray Burke** of Maiden, NC; **Charles Ryan Duff** of Atlanta, GA; **Vincent J. Sharkey III** of Lake Worth, FL; and **James Daniel Thornton, Jr.** of Andrews, SC.

During the ceremonies, forty-four students were recipients of the Associate of Science Degree in the Funeral Service ceremony. They were: **Tamika Monica Amey** of St. Thomas, US Virgin Islands; **Danielle Nicole Booker** of Marietta, GA; **David Brookshire** of Decatur, GA; **Tabitha Renee Bryant** of Warner Robins, GA; **Bradley Ray Burke** of Maiden, NC; **Kelvin Lamonte Bush** of Decatur, GA; **Siedah Elizabeth MonChai Canty** of Stockbridge, GA; **Jessica Ashley Champion** of Decatur, GA; **Jesse L. Clay** of Tunica, MS; **Courtney Imishacoe Cooper-Davis** of Orangeburg, SC; **Christopher Rayshaun Culp** of Rock Hill, SC; **Roy Alexander Cuthbert** of Stone Mountain, GA; **Myron Nathaniel Davis** of Baltimore, MD; **James Stephen Dove** of Athens, GA; **Charles Ryan Duff** of Atlanta, GA; **Ben James Floyd** of Lake City, SC; **Demetrius Rashad Gadson** of Jamestown, SC;

**Justin Lamont Garland** of Baltimore, MD; **Eileen Allison Gates-Kontsis** of Baltimore, MD; **Romaine S. Gibbs** of Philadelphia, PA; **Emma Noelle Gosa** of Atlanta, GA; **Gerald Antonio Harris** of Reidsville, NC; **Brandon Lamar Rester** of Helen, GA; **Joshua Hughes** of Grenada, MS; **Donnie Darrell Johnson** of Rocky Mount, NC; **Scott Alan MacKenzie** of Waltham, MA; **Sean Alan Massaro** of Atlanta, GA; **Melvin Melton, Jr.** of Atlanta, GA; **Tiffany Yvette Myers** of Columbia, SC; **Curtis Brandon Nugin, Sr.** of Chicago, IL; **Brenda Marie Oviedo** of Newnan, GA; **Lindsay Beth Pantti** of Gladstone, MI; **Misty Renee Patel** of McDonough, GA; **Bentley Curtis Reece** of Canton, GA; **Floyd Otha Rice, Jr.** of Arcadia, FL; **Joseph Russell Ricks** of Loganville, GA; **Kendall E'loria Ryan** of Memphis, TN; **Andrew Charles Schell** of Decatur, GA; **Vincent J. Sharkey III** of Lake Worth, FL; **Naieshia Makita Thomas** of Ft. Mitchell, AL; **James Daniel Thornton, Jr.** of Andrews, SC; **Ave' Maria Truell** of Charleston, SC; and **Craig Yarroll** of Columbus, GA.



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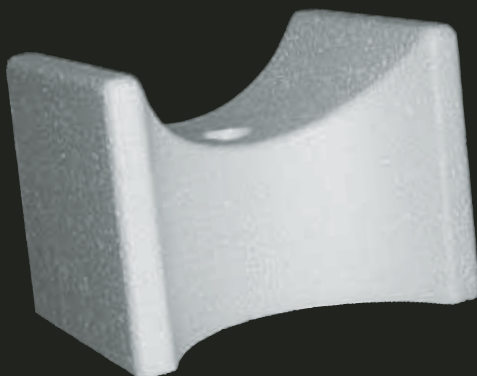
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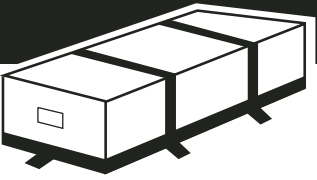
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# Educational NEWS CONTINUED

## Outlook Group Presents Groundbreaking Seminar

FRANKLIN, OH—The Outlook Group, Inc., America's premier Funeral Service Solutions Company, presented a groundbreaking funeral educational seminar.

The seminar entitled: *Stop Reacting and Start Winning* was presented to funeral home owners, managers, directors and staff members on Tuesday, May 4 at the Radisson Hotel Valley Forge, King of Prussia, PA and Wednesday, May 5 at the Harrisburg Holiday Inn and Conference Center in New Cumberland, PA.

The two hour program focused on how the character of funeral service is drastically changing and will continue to do so at a rapid pace in the years ahead. This change is thanks in large part, to today's Baby Boomer segment of the to-

tal U.S. population. From caskets being sold by national retailers to natural burial packages and a steady increase in cremation; funeral directors need to learn how to change and adapt to the constantly shifting wants and needs of today's modern family. This program helped attendees better understand the true depth and breadth of the "true challenges" facing the death care industry and offered concrete solutions on how to begin their individual process of service and merchandise transformation to remain financially profitable into the future.

The large number of program participants learned how to identify the many forces that are impacting funeral service and how the world global economy is af-

fecting their bottom line. They also learned how to better focus on "the customer" and their unique wants, needs and desires; how to implement new "Discovery Techniques" to enhance customer communication, interpersonal interaction and satisfaction; what new funeral service options should be made available to consumers today and the five important survival skills they will want to start using now.

Post seminar surveys showed the seminar very highly ranked by attendees with 97% sharing that the seminar content was well worth their time to receive. Plans are currently underway to present this seminar at additional cities across the United States in the months ahead.

The Outlook Group, Inc. offers a broad range of services including pre-need program consulting and management, pre-need training, pre-need marketing, funeral director continuing education courses, preplanning program assistance and much more. For further information contact **Charles W. Anderson** at (800) 331-6270 or visit them on-line at [www.the-outlookgroup.com](http://www.the-outlookgroup.com).

## 100BWFS Educator of the Year named

*Continued from Page A40*

DALLAS, TX—Working as a chemistry, arts and former embalming teacher at **The Dallas Institute of Funeral Service, Christie K. Redmon** works one-on-one with her students, arming them with what they need to pass classes and conference exams to graduate. These are a few reasons that Redmon has been named Educator of the Year by **100 Black Women of Funeral Service**.

100BWFS founder **Elleanor Davis Starks** and president **Dottie Hector** presented Redmon the award at the May 2010 graduation services of the Dallas Institute.

Redmon will be honored at the 2010 NFDMA Convention with a reception on Tuesday, August 3 in the convention hall and again on August 4 at the VIP Event breakfast. A newly inducted member of the Dallas Area chapter of *Epsilon Nu Delta Mortuary Fraternity*, she is working toward the goal of starting a *Horus Group of Epsilon Nu Delta Fraternity* for students at the Dallas Institute. She is one of the founders of *The Women in Black Social Club* at the Dallas Institute to help build a stronger network for female students entering the professional ranks of the funeral service profession.

To add to her credibility, Redmon has worked with the Federal Bureau of Investigation in the DNAII laboratory. In 2002, she attended *The Dallas Institute of Funeral Service* while working for the Dallas County Crime Division and **Evergreen Funeral**

**Home**, becoming an evening manager of the facility.

Upon being honored for her work, Redmon thanked those who have helped her achieve her goal as becoming a mortician.

Redmon is an active member of the *NFDMA, Inc., 100BWFS, TFDA* and *NFDA*.

The 100 Black Women of Funeral Service, Inc. was established in 1993 to provide a network for black women and minorities who have chosen the funeral service as their profession or career.

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

For more information, contact: 100 Black Women of Funeral Service, Inc., P.O. Box 2652, Orlando, FL 32802-2652, Doretha F. Hector, CFSP, President, [dfhcfsp812@aol.com](mailto:dfhcfsp812@aol.com), (410)804-1044 or Elleanor C. Starks, CFSP, Executive Director, [hundredbwfs@aol.com](mailto:hundredbwfs@aol.com) (407)595-9277.

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#### ZESTY MOZZARELLA CHICKEN

1 egg white, lightly beaten  
2 Tbs. milk  
1 cup dry bread crumbs  
2 Tbs. grated parmesan cheese  
¼ tsp. each salt, pepper and dried oregano  
8 boneless, skinless chicken breast halves  
¼ cup butter or margarine  
1 tsp. dried basil  
1 can (8 oz.) tomato sauce  
1 cup (4 oz) shredded mozzarella cheese

In a shallow bowl, combine egg white and milk. In another bowl, combine the bread crumbs, Parmesan cheese and seasonings. Dip each chicken breast in the egg white mixture, then in bread crumb mixture. In a skillet, brown chicken on both sides in butter or margarine until no longer pink and juices run clear.

Meanwhile, heat tomato sauce and basil until warm. When chicken is done, sprinkle with mozzarella cheese. Remove from the heat and cover for 2-3 minutes or until cheese melts. Serve with tomato-basil sauce. Serves 4.

#### LAMB AND BEAN CASSEROLE

4 lamb shanks (about 1 lb. each)  
2 Tbs. all-purpose flour  
3 Tbs. salad oil  
1 large celery rib, diced  
1 medium onion, diced  
1 can stewed tomatoes (14½-16 oz.)  
1 can beef broth (13¾-14½ oz.)  
1 garlic clove, minced  
1 bay leaf  
½ tsp. dried thyme leaves  
½ tsp. salt  
¼ tsp. coarsely ground black pepper  
1 can (16-19 oz.) white kidney beans (cannellini) drained  
1 tsp. chopped parsley  
1 tsp. grated lemon peel

About 2½ hours before serving: coat lamb shanks with flour. In a 5-quart Dutch oven over medium high heat, cook lamb shanks in hot salad oil until browned on all sides. Remove shanks to bowl. In drippings remaining in Dutch oven, cook celery and onion over medium heat until well browned. Return shanks to Dutch oven; add stewed tomatoes, beef broth, garlic, bay leaf, thyme, salt, and pepper; heat to boiling over high heat.

Cover Dutch oven and bake in 350 degree oven for 1½ hours or until lamb shanks are fork-tender, turning meat once.

When lamb shanks are done, skim fat from liquid in Dutch oven. Stir in white kidney beans; heat through. Discard bay leaf. Sprinkle with parsley and lemon peel to serve. Makes 6 main dish servings.

Good Eating!

## Kates-Boylston to hold Cemetery Directors Conference

WALL, NJ— Cemetery professionals nationwide are already signing up for the **Cemetery Directors Conference**, which will be held November 16 at Caesars Palace in Las Vegas.

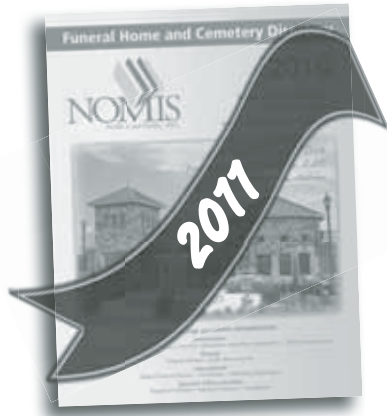
With families increasingly opting for cremation, green burial and other options, many cemeterians are caught wondering what they need to do to book more profits and ensure future success. Discover the steps you need to take now at an event featuring some of the nation's top cemeterians, planners and thinkers.

Organized by **Kates-Boylston Publications**, the publisher of *American Cemetery* magazine, the conference will help you to incorporate green and pet burial sections into your cemetery; maximize the value of your cemetery business; use space effectively and profitably; provide better service to families and cut costs using technology; connect with and serve more veterans; improve community outreach efforts; and much more.

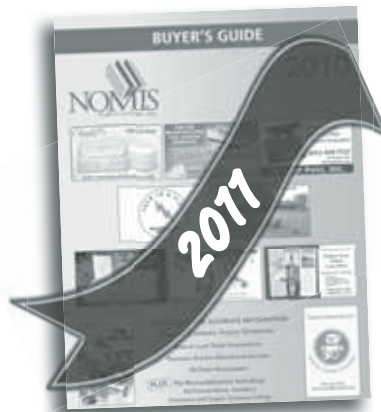
The conference speakers are: **Larry Anspach**, president of **American Cemetery/Mortuary Consultants**. He'll provide tips on maximizing cemetery value, and he'll also show you how to use legal and tax codes to your advantage. **Doug Flin**, principal of the **Cemetery Planning Resource Alliance**, will provide master planning techniques to help you expand responsibly. **Ed Horn**, director of sales, marketing and community relations for **St. Michael's Cemetery** in Queens, NY, will provide a roadmap on how to boost goodwill within your community. **Barb Milton**, vice president of community relations with **Buchanan Group, Inc.**, will explain how opening up green and pet burial sections can help your cemetery succeed. **Mark Smith**, vice president of **McAlister-Smith Funeral Cremation**, an owner of **Palmetto Cremation Society** and former president of the *Cremation Association of North America* will show how to boost profits by working with funeral homes, crematories and cremation. **Eric Robuck**, president and founder of **webCemeteries.com**, will be joined by **Nick Timpe**, the company's director of sales and marketing. The duo will share insights on how to serve families better through providing online burial records and maps, how technology can help cut costs, how to improve computer security and much more.

The Cemetery Directors Conference offers the opportunity to network with your peers and learn from some of the top experts in the field. Visit [www.katesboylston.com/cdc](http://www.katesboylston.com/cdc) for more information.

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider* and the *American Blue Book of Funeral Service*. The company has been helping funeral professionals succeed and serve since 1877.



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**VINCENT C. OLSON** of Valley City, ND died May 31, 2010 at the age of 81. He was the owner and operator of **The Olson Funeral Home** and later went into partnership in **The Peterson Olson Funeral Home**. Olson had a graduate degree in mortuary science. He was a past president of the *North Dakota Funeral Directors Association*. Courtesy North Dakota FDA, Mentor, MN.

**PATRICK J. O'NEIL** of Lockport, IL died May 1, 2010 at the age of 76. A graduate from *The Worsham College of Mortuary Science*, he was owner and operator of **O'Neil Funeral Home** in Lockport. O'Neil was a founding board member **The Abraham Lincoln National Cemetery**, where he will be interred. He was also a member of *The State Board of Funeral Directors* and he was president of *The Will County Funeral Services Association*.



**WEBSTER CLYDE SINNETT, JR.** of Spencer, WV died June 4, 2010 at the age of 83. He was the owner and operator of **Sinnett Funeral Home** in Spencer. A graduate of *The Cincinnati College of Mortuary Science*, he was a member of *The West Virginia Funeral Directors Association*, *The National Funeral Directors Association* and *WVFDA District I*.

**GARY WAYNE ADDISON** of Richmond, VA died May 6, 2010 at the age of 45. He was a funeral director in Johnson City, TN.



**CHARLES R. "CHUCK" DEANER** of Stoystown, PA, died May 14, 2010 at the age of 80. He was the owner and operator of **Charles R. Deaner Funeral Home** in Stoystown, and Hooversville, and was former president of Deaner Funeral Home Inc., in Stoystown and Berlin. He was a graduate of *The Pittsburgh Institute of Mortuary Science*. Deaner served as a Navy corpsman and embalmer during the Korean War.

**HERBERT C. DUNN** of Leitchfield, KY died June 3, 2010 at the age of 84. He was the former owner and operator of **Chas. A. Miller Sons Funeral Home** in Cincinnati, OH.

**JAMES B. ELINE** of Reisterstown, MD died May 6, 2010 at the age of 74. He was the owner and operator of **The Eline Funeral Home** in Reisterstown. A graduate of *The Eckols Mortuary School* in Philadelphia, he was a member of *Maryland State Funeral Directors*.

**JOHANN QUAY** of Vineland, NJ died May 14, 2010 at the age of 77. She was the owner and operator of **Potter-Quay Funeral Home** in Vineland. A graduate of *Eckels Embalming School* in Philadelphia, she was a member of *The West Jersey Funeral Directors Association*, *The New Jersey State Funeral Directors Association* and *the National Funeral Directors Association*.



**TERRY BRAZZELL** of Albion, IN died May 7, 2010 at the age of 57. He was the owner and operator of **Brazzell Funeral Homes** in Albion. Brazzell was also the Noble County coroner from 1992 until 2000.

**JOHN H. FINEGAN** of Chester, NJ died May 16, 2010 at the age of 68. A graduate of *The American Academy of Funeral Service* in New York City, he was a funeral director for over 40 years, majority with **William A. Bradley Funeral Home** in Chatham.

**DANIEL HILLENBRAND** of Batesville, IN died May 17, 2010 at the age of 86. He was co-manager of **The Hill-Rom Company and Batesville Casket**, where he assumed leadership duties in 1964 and was elected president of the company in 1969. The company merged to become **Hillenbrand Industries**, which became a Fortune 500 company while he was chief executive officer.



**FRANCES A. WINGFIELD** of Cedartown, GA died May 21, 2010 at the age of 95. Licensed in both New York and Georgia, she was the owner and operator of **Wingfield Funeral Home** in Cedartown. A graduate of *McAlister School of Embalming*, she was a member of *The Georgia Funeral Service Practitioners Association, Inc.*, a life member of *The National Funeral Directors and Morticians Association* and life member of *The 100 Black Women of Funeral Service Organization*.



**ROBERT A. "BOB" FANNING** of Welch, WV died May 25, 2010 at the age of 79. He was president of **Fanning Funeral Home, Inc.** of Welch. A Cum Laude graduate of *Cincinnati College of Embalming*, Fanning was a member of *The West Virginia Funeral Directors Association*, and *National Funeral Directors Association*. Courtesy West Virginia Funeral Directors Association.



**ARNOLD POWER MOORE** of Bartlesville, OK died April 29, 2010 at the age of 92. He was the owner and operator of **The Arnold Moore Funeral Service** in Bartlesville. He also owned and operated **The Arnold Moore-Barnsdall Funeral Home** in Barnsdall, OK, **The Arnold Moore-Dewey Funeral Service** in Dewey, OK, as well as co-owned **The Fitzgerald-Arnold Moore Ivy Chapel** and **The Fitzgerald-Southwood Colonial Chapel Funeral Homes** in Tulsa, OK, and **The Mobley-Dodson Funeral Service** in Sand Springs, OK. Moore graduated from *The Worsham College of Mortuary Science*.

**MILO C. ANDRUS** of Spanish Fork, UT died June 6, 2010 at the age of 88. He was a licensed funeral director.



**LAWRENCE "LARRY" G. LOHR** of Marathon, WI died May 5, 2010 at the age of 95. He was the owner and operator of **Stieber Furniture Store and Funeral Home** in Marathon. Lohr was a graduate of *Worsham College of Embalming*.



**JOHN F. SHONKWILER** of Las Vegas, NV and formerly of Tulsa, OK died May 26, 2010 at the age of 87. He was a long-time funeral director and partner with **Fitzgerald Funeral Service**, in Tulsa, previously working for **Stanley Funeral Service**. A graduate of *Worsham College of Mortuary Science* in Illinois, he was former president of the *Oklahoma Funeral Directors Association* and was a member of the *National Funeral Directors Association* and Oklahoma State Board of Embalmers and Funeral Directors.

**ROY L. WILSON** of Flower Mound, TX, died May 4, 2010 at the age of 81. He was a licensed funeral director for 38 years, working in Kerrville, San Antonio, Cuero, San Angelo, Meridian, Tyler and Dallas.

**B. RODNEY VAUGHAN, JR.**, of West Norriton Township, PA died April 28, 2010 at the age of 81. He was the owner and operator of **The B. Rodney Vaughan Funeral Home and Livery Service** in Norristown, PA. A graduate of *The Eckels School of Mortuary Science*, he was a former member of the *Montgomery County Funeral Directors Association*, *Pennsylvania Funeral Directors Association*, and the *National Funeral Directors Association*.

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# Educational NEWS CONTINUED

## Women in Black Social Club recognizes Women in the Industry

DALLAS, TX—A new club out of Dallas, TX, *Women in Black Social Club*, is recognizing women in the funeral industry.

Founded by 100 Black Women in Funeral Service member **Christie K. Redmon** along with **Pam West, Sarah Wilson, Amanda Vanston, Kenney Kuehler, Barbara Whitlock, Dominique Sampson, Jada Ortiz, Iona Williams** and **LaKisha Bailey**, the club provides an opportunity for women in the funeral service industry to network and share their experiences. The club is open to all women enrolled at *The Dallas Institute*.

## FINE Mortuary College announces Dean's List for Spring 2010 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 2010 Term.

**Thomas Mayo** and **Madison Sullivan** earned High Honors as full time students. **Louis Hebbelinck, David Kelleher, Christine Miller, Kathryn Olander** and **Daniel White** all earned Honors as full time students.

Part-time students who earned High-Honors are: **Sean Bowen, John Gentile, Grainne O'Leary, Steve Stonely** and **Juliann Zinsner**.

Part-time students who made Honors are: **Stacey Alves, James Burt, Jonathan Cain, Amanda Desmarais, Katelyn Estes, Steve Everson, Robert Fisher, Jeffrey Gigliello, Robert Iannotti, Kyle Kokosa, Lee Lavoie, Joey Lovell, Kelley Mahoney-Miller, Tara McCarron, Thomas McNamara, Angelo Nardolillo, Chris Northrop, Heather Reiter, Amanda Soares, Justin Souza, Jonathan Spagnolo** and **Christopher Todd**.

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Senior graduating class of the Women in Black Social Club.

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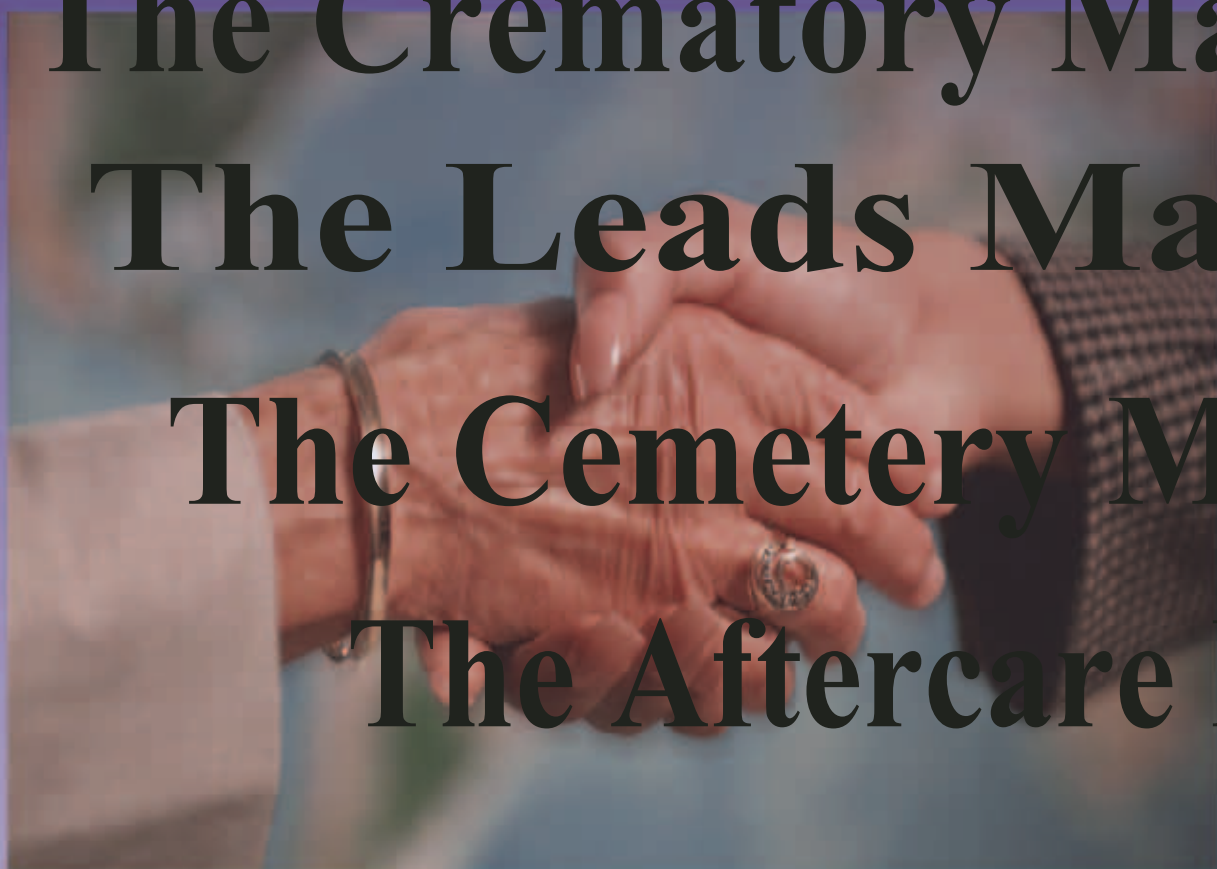
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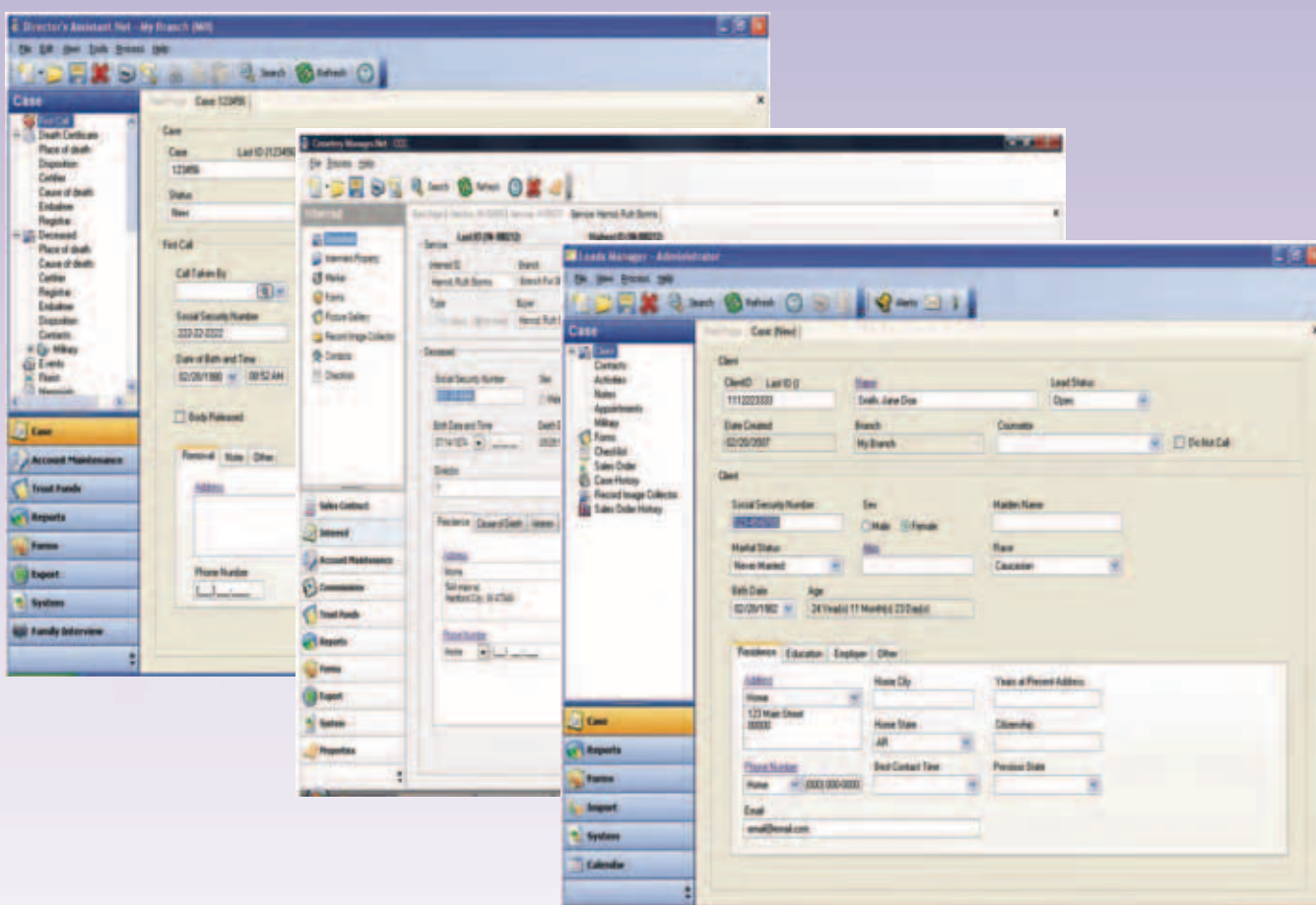
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