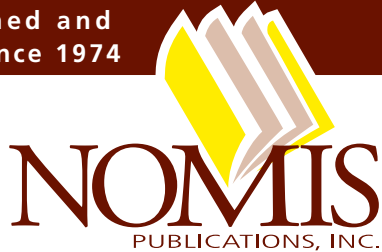


Family Owned and
Operated Since 1974



FUNERAL HOME & CEMETERY

NEWS

JULY
2011

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

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

NEW on the WEB!

**Professional Aerial
Scattering Association
is Founded**

See Page A16



**Cremation
Association of
North America
launches
New Website**

See Page A42

**California Professional
Manufacturing
announces release of
new Website**

See Page B8

**Tributes.com and
FirstGiving announce
partnership to increase
Memorial Giving**

See Page A6

**MemorialTechnology.com
marks Memorial Day
by launching
New Website**

See Page B5



National Funeral Directors & Mortician Association
ANNUAL CONVENTION

July 30 - August 4 • Atlanta, Georgia

Stop by
Booth 430 and
Rest Your Feet!



Brunswick Memorial Home in East Brunswick



Brunswick Memorial Home

EAST BRUNSWICK, NJ— Though he's a first generation funeral director, for **Peter Kulbacki**, owner of the **Brunswick Memorial Home** in East Brunswick, the seeds of funeral service were planted when he was about six years old. Having lost three grandparents in a short period of time, he was impressed with the high degree of compassion and care rendered by the family funeral director and



the notable esteem funeral directors were held in. He attended *Mercer College* immediately after high school, and served his internship concurrently, earning his funeral director license at age 21.

CONTINUED ON PAGE A19

Hart's Mortuary serving Macon, Georgia since 1899



Hart's Mortuary at the Cuppola

MACON, GA— The firm that would become **Hart's Mortuary Inc.** began in 1899 when **Jesse B. Hart**, an already successful entrepreneur, and **C.M. Bran-**

an bought the Macon undertaking firm of **Dennis A. Keating**. The population of Macon was growing rapidly at that time, as was Jesse's stellar reputation. Within two years, Mr. Hart was able to buy out his partner's interest and ac-

quire the undertaking firm of **Arthur L. Wood**, located at 550 Mulberry Street.

In 1904, Mr. Hart enlarged the building on Mulberry Street to in-

CONTINUED ON PAGE A2

PRESORTED STANDARD
US POSTAGE PAID
INDIANA PA
PERMIT NO 12

NOMIS PUBLICATIONS, INC.
POB 5159
Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy

SELL Hearse Limo Funeral Business BUY Hearse Limo Funeral
Business RECRUIT Personal Services SELL Hearse Limo Funeral Business
BUY Hearse Limo Funeral Business SELL Hearse Limo Funeral Business
RECRUIT Personnel SELL Hearse Limo Funeral Business BUY

BUY SELL RECRUIT

CLASSIFIED ADS BEGIN ON PAGE B11

also online at

www.nomispublications.com

COMING
SOON...

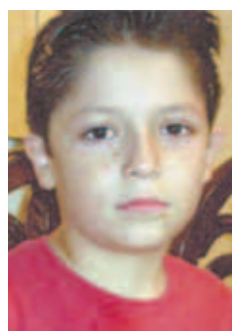


HAVE YOU SEEN THESE CHILDREN?

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.

Missing

ARTURO CRUZ



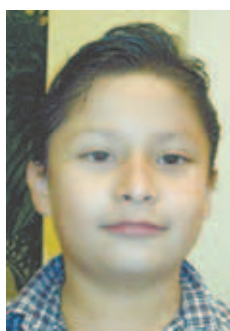
DOB: 4/15/2000
Age Missing: 10 Yrs
Age Now: 11 Yrs
Sex: Male
Race: Hispanic
Height: 4'8"
Weight: 60 lbs
Hair: Brown
Eyes: Brown

KEVIN CRUZ



DOB: 7/26/2008
Age Missing: 2 Yrs
Age Now: 3 Yrs
Sex: Male
Race: Hispanic
Height: 3'4"
Weight: 25 lbs
Hair: Brown
Eyes: Brown

LUIS CRUZ



DOB: 9/8/2001
Age Missing: 9 Yrs
Age Now: 9 Yrs
Sex: Male
Race: Hispanic
Height: 4'7"
Weight: 65 lbs
Hair: Brown
Eyes: Brown

Date Missing: 8/28/2010
Missing From: Elkhart, Indiana

Circumstances: Arturo, Kevin, and Luis may be in the company of their father. They may have traveled to Mexico.

Family Abduction

JAIME ALEXIS GARCIA



Age Progressed to 13 Yrs

Date of Birth: 11/24/1997
Date Missing: 12/5/2003
Missing From: Los Angeles, California
Age at Disappearance: 6 Yrs
Age Now: 13 Yrs
Sex: Male
Race: Hispanic
Height: 3'0"
Weight: 40 lbs
Hair: Black
Eyes: Brown

Circumstances: Jaime's photo is shown age-progressed to 13 years. He was last seen on December 5, 2003. Jaime may be in the company of his father. They may have traveled to Mexico.

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

Healing Field coming to Saint Mary Our Mother School, Horseheads, NY



HORSEHEADS, NY— Where were you? Every generation has a "Where were you?" moment; Pearl Harbor, John F. Kennedy, Martin Luther King, and September 11, 2001. The Saint Mary Our Mother School Community Playground Group will be hosting a temporary memorial *Healing Field... We Remember* display in honor of the 10 year anniversary of the 9/11 terrorist attacks on our country. This three day event will be held from September 9-11, 2011 and will include ceremonies,

quiet periods of remembrance, and appearances by dignitaries and military guests.

The Healing Field is a national memorial program whose purpose is to remember and honor the lives of those who died in the terrorist attacks of 9/11/2001. They are humbled to participate in such an important tribute to all those who died that day and for all of our loved ones whom we wish to commemorate.

On September 9, volunteers and organizers will transform a grassy field into a sea of red, white, and blue. The 8-foot-tall American flags, paying honor to our heroes who have died for the cause of freedom, will help visitors to heal, pay tribute, and remember that freedom is not free.

This incredible and patriotic event is free and hosted by the Saint Mary Our Mother Playground Group. The field of red, white, and blue flags is being funded through business sponsors and flag sales. Individuals and businesses may sponsor a flag and at the conclusion of the memorial, on September 11 (through the following week) take the flags home to continue to pay tribute and honor our great country.

Funds raised through sponsorships and flag sales will be dispersed throughout the community; the beneficiaries are Saint Mary Our Mother Community Playground, VFW, American Legion, Bath VA Hospital, 5 Rivers Council Boy Scouts, and Sullivan Trail Chapter of the Red Cross.

If you wish to become a Corporate Sponsor or are willing to participate in any of the ceremonies during the three day event, please contact Keith Vakiener at concordcapital@verizon.net or (607) 733-9858. For more information or to purchase a flag, please visit us at www.healing-field.org/horseheads.

Continued from Front Page

Hart's Mortuary serving Macon since 1899



The Chapel at Hart's Mortuary at the Cuppola

include a mortuary chapel for families wishing to conduct a funeral outside of the home, a growing trend at that time. One year later, he added horse-drawn ambulance service, and later led the trend in automobile service. His progressive nature was most notably illustrated when he hired a female embalmer in 1911.

In 1908, Jesse's brother, J. Freeman Hart, joined the firm. The **Jesse B. Hart and Brother** undertaking firm grew steadily. Together, they built a solid reputation for compassionate funeral service and consummate professionalism. Jesse served on the legislative committee of the *National Funeral Directors Association* and Freeman was appointed to the State Board of Funeral Examiners, where he later served as secretary and treasurer. Additionally, both served terms as president of the *Georgia State Funeral Association*.

CONTINUED ON PAGE A16



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

Subscription: United States \$20.00 - Canada/Mexico \$50.00
 Circulation 21,000 per issue. Overseas rates available.
Deadline for Press Releases: 5th of the Previous month.

Advertising: Display Ad rates sent upon request. Classified and Shipping Directory rates published in each issue. All advertising must be received by the 5th of the previous month.

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

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

MONTHLY FEATURES

Classified Ads	B11
Shipping Directory	B9
Calendar of Events	B2
Association News	A42
Deaths	A46
Educational News	A35
Suppliers News	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning by Chris Kuhnen.....	A6
Changing Lives Through Laughter by Nancy Weil	A8
Memoires des choix des Jacque by Kate Frediani-Gorman	A42
Cremation Issues and Answers by Ron Salvatore.....	A22
John A. Chew.....	A24
Klicker's Crosswords by Ralph Klicker	A40
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean	A20
Observations by Steven Palmer	A12
OSHA Compliance by Gary Finch	A14
Protecting Your Families and Your Business by Jim Starks.....	A18
The Gift of Aftercare by Sherry Williams.....	A4

NOTICE

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

© 2011 by Nomis Publications, Inc.

ISSN 1944-1126

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

ONLINE DIRECTORIES

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

www.nomispublications.com

NATURE CALENDAR

Sold exclusively to funeral homes and cemeteries

Beautiful images by renowned American photographers.

Magnificent color.

Quotes from famous philosophers, writers and poets.

Entertaining. Insightful. Life affirming.

Choice of Inspirational or Biblical version



CATHOLIC CALENDAR

Sold exclusively to funeral homes and cemeteries

Glorious works of religious art.

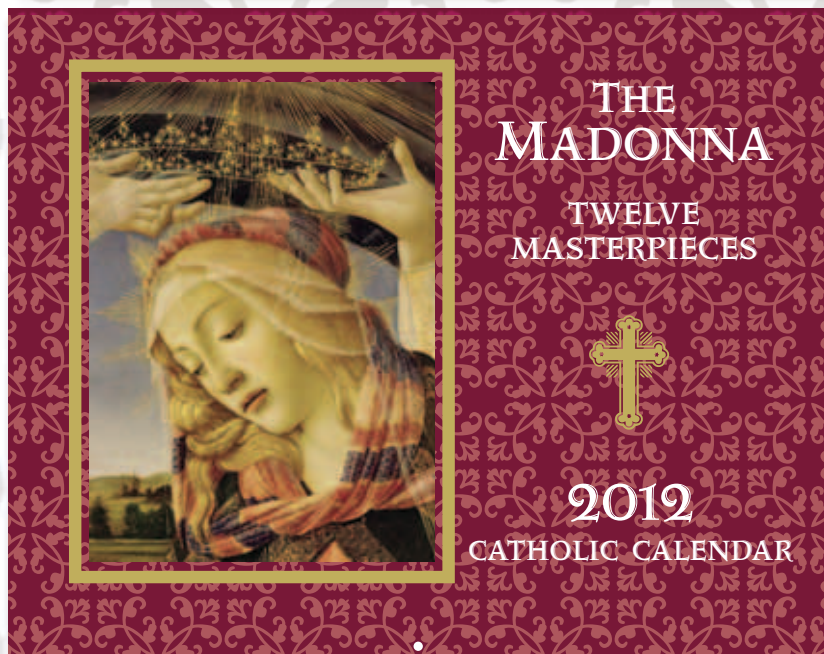
Museum quality reproductions.

Complete Catholic information.

Holy Days. Feast Days.

Vestment colors and more.

Also available in Spanish



BLACK HISTORY CALENDAR

Vibrant works of art by Georgette Baker.

Joyous. Soulful.

Words of wisdom by famous black Americans.

History and culture facts.

Politics. Science. Music. Show business.

A wealth of entertaining information.



Calendar closed 11" x 8 3/4" • Calendar open 11" x 17 1/2"

Your information is at the *center* of these highest quality

Promotional Calendars

Only **99¢** each

Plus 15¢ each for shipping & handling

Absolutely no other charges. Really.

To find out more call: **800•413•4455**

The Judith Roth Studio Collection is not affiliated with any other company or association. To receive these calendars, your signed order form must be sent directly to our company.

3 Stone House Road • Mendham, New Jersey 07945

The Judith Roth Studio Collection
The world's highest quality promotional calendars



Hand-Crafted Quality
24 Classic and Contemporary Styles

WoodMiller Urns
717.624.0997

E-mail: woodmillerurns@embarqmail.com
www.woodmillerurns.com/wholesale_products.htm

Promote Goodwill in Your Community...

Call us and we'll give you the **Secret...it works!**



www.wintersetwater.com
800-617-3676

Winterset Water
Your Spring Water Company
"Your source for custom label bottled spring water"

Williams River Cremation Services opens in Southern Vermont

CHESTER, VT— A new cremation business has opened in Southern Vermont. **Williams River Cremation Services**, a full service cremation service, offers affordability, convenience, peace of mind, and professional services. With no traditional facilities, pricing is affordable to anyone who wants full service at discounted pricing.

Williams River will meet with families where they are most comfortable. Arrangements can be made at the home or any other agreed location. With an emphasis on simple, many families select arrangements to be held at a church, cemetery chapel, social club, care center, resi-

dence or in private at a time and place that is convenient to them.

Williams River will meet the needs of those families who aren't interested in the expensive selections offered by traditional funeral homes. Williams River Cremation Services offer customized alternatives that are tailored to the family's personal needs.

The staff of Williams River are cremation experts. With the shift to cremation and green services, Williams River has taken the first step toward changing end of life services.

Green cremation and burials are quickly becoming the norm in Vermont and

the rest of the country. Williams River offers the latest in green products. With a partnership with **Passages Inc.**, a leader in green products, Williams River can offer reasonable priced merchandise with the environment in mind. Biodegradable floating urns, urns made from recycled biodegradable paper, corn starch, and flowers can be used with no effect on the environment.

Williams River has all the equipment that a family would need to have a service any where they decide. Like the funeral directors of the past, Williams River Cremation Services will prepare a home, church, outside location, or public building with

what the family will need to have a comfortable, well organized service. Food has always been a major part of end of life services, and Williams River offers catering services using only the best in local fare.

Other essential services that a family may need after the services are over, estate closings, house clean-outs, senior check in, and domestic aide services, are also available through Williams River after care services.

Williams River Cremation Services is a veteran and family owned and operated business. Questions can be answered at www.williamsriverservices.com, by phone at 802-374-0172, or email mjkenney08@yahoo.com.



PREMIER

Funeral Manufacturing LLC

*Equipment Built to Last
Highest Quality
Satisfaction Guaranteed*

Exclusive Values for Readers of Funeral Home and Cemetery News

<p>Cemetery Lowering Devices</p> <p>\$1,697</p>	<p>Multi-Level Stretchers</p> <p>450 LB CAPACITY</p> <p>\$1,327</p>	<p>Oversized Multi-Level Stretchers</p> <p>1000 LB CAPACITY</p> <p>\$1,637</p>	<p>Hydraulic Embalming Tables</p> <p>100% STAINLESS STEEL</p> <p>\$1,777</p>
---	---	--	--

Purchasers from South Florida Will Receive a Discount on Cremations

Call for Details

561-602-3330

www.premierfuneralmanufacturing.com

Haight Funeral Home purchases New Hearses



SYKESVILLE, MD— **Brian Haight** (Right) president of the **Haight Funeral Home**, located in Sykesville, as well as employee **Robert Freeman** (Left) take possession of two new 2011 Cadillac S&S Medalist Hearses. The hearses were purchased from **Conaway Enterprises, Inc.** in Uniontown, PA.



The Gift of Aftercare

By Sherry L. Williams

July is a month when we are once again reminded of the price for freedom and are given the opportunity to celebrate the birth of our nation. Over the years we have looked back patriotically at the past as we move into the future very often forgetting that we could not celebrate the birth of our nation without remembering the losses that have allowed us our freedom. In reviewing our past I have found an interesting look at how our grief has been impacted or influenced by the national spirit.

Several years ago, a colleague and friend of mine and I were preparing a seminar about the American Spirit and how resilient we are as a people. We explored the different ways that our history has influenced our grieving patterns and how we as Americans tend to look to our heroes to lift our spirit and give us hope. We continue to look to our heroes and to society to help us determine how we should or should not react or act when someone we love dies.

The Patriotic 40's were a time when we as a nation experienced a lot of death and loss. There was a closeness and urgency to value the moment because as men and women went off to war, we never knew if we would see them again. Priorities changed our own sense of time and we found that little things didn't seem so important. Life and death had great meaning. Our society became living memorials to those who died in the service of our country as we worked as a nation to rebound and be greater than ever.

The Denying 50's were a time of rebuilding and we didn't want to hear, speak or see pain again. We developed all

kinds of rules and manners to live by as we moved into an era where roles were very clearly defined to allow order to become king over the chaos of the war years. We needed to feel safe and be able to trust again and we built structure into our families and our society.

The Shocking 60's as a country, we lost our sense of reality when President Kennedy was shot and our innocence was lost. The deaths of Martin Luther King Jr. and Robert Kennedy buried along with them the classic rituals of the widow wearing black with a black mourning veil. This was a decade filled with upheaval, rousing emotions and turmoil.

The Angry 70's brought a time of rage, conflict and blame as we were coming out of the shock of the 60's and entered a time when we were filled with anger about our losses, our peace and the respect for individual differences. There was a loss of trust in leadership and as a society, we were saying no more. We marched for peace and demanded fairness.

The 80's were a time of healing and a return to tradition. We moved into an era of rapid growth and technology but as a nation we once again mourned as our heroes died in the explosion of the space shuttle while school children watched. As a nation, we realized that we had lost some understanding of the capacity to deal with death and grief. As we learned to merge our traditional values with new opportunities we also learned that attitude can be healing and laughter is good medicine which combats stress and grief.

In the 90's we faced a technology boom that continues to be growing even today. Our youth began to embrace environmentalism and women moved to the forefront in business and politics. A search for meaning became an increasing goal in spite of the good financial times we were living in. Grief seemed to be something that we passed through and no one really paid much attention to it until it happened to them. As a nation and as individuals we took on a "things will get better and we can rebound" attitude.

We are now living through the digital world of the 21st century. We are living in a time where information is passed

from one person to another in a matter of "nano" seconds. We have economic and cultural integration and a global economy that seems to be struggling. And in spite of the ability to communicate with people across the globe in a matter of seconds, our family unit and structure is deteriorating. With the events of 911, our innocence was once again shattered and we have found ourselves living in a world that is looking for meaning in both our lives and in our experiences with life and death. The people in this generation want more than ever to make a difference in the world and they want to know that their life mattered.

We all seem to desire to make a difference. We are not a helpless nation and we are not a helpless people. We strive toward competence, toward knowing. It is our choice to do something with our lives and to turn tragedy into challenges. With each decade as a people or with each decision as an individual we have labored our losses and given birth to new inspirations, new directions and renewed hope. Happy Birthday America.

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

MORTECHTM
MANUFACTURING INC.

(800) 410-0100

DISTRIBUTOR & MANUFACTURER
of Premium Mortuary Equipment • Family Owned
& Servicing the Industry for Over 25 Years

EQUIPMENT PROUDLY
MADE IN THE USA

Flush Embalming Station Model 1036-13



Stainless Steel Embalming Station Model 1036-9M



FREE SHIPPING FOR THE
1036-1 WATER CONTROL UNIT
ONLINE PURCHASE ONLY*
use coupon # YB400



Two Body Roll-in Refrigerator Model 1036-R115

SPECIAL PRICING
ECONOMY REFRIGERATOR
1036-R114EC
\$4,899.00

- Units ship fully assembled, simply plug it into an outlet and it is operational.
- All quality stucco galvanized steel construction.
- 30" wide door opening to accommodate larger cases.
- The interior is provided w/rolling racks & high density plastic storage boards.
- Add optional casters for mobility



...2, 3, 4, & 5
Tier Capacities
Available with
or without
casters

WE CARRY INSTRUMENTS-CALL US or GO ONLINE

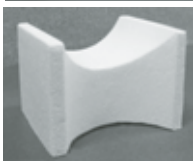
Headrest

Molded plastic, sturdy, reusable
Only \$38.00 each



Disposable Headrest

Styrofoam, disposable sturdy,
head and arm rest
Only \$25.00 per case
24 per case



Premium Gloves

S - XL 10 bx/case 100/bx
Latex PF
Textured..... \$76.00 case
\$8.40 box



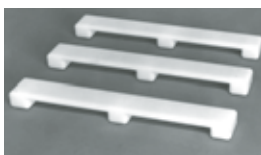
Nitrile
Powder-Free ... \$120.00 case
(Shown above) \$13.25 box

Pall Bearer Gloves

Quality, Cuffed, White
Small - XL
Only \$12.75
per dozen



Plastic Body Boards
Set of 3 Only \$ 135.00
per set



Three Piece Sterilization Sets

Solid Pan, Perforated
Pan & Cover
20.75" x 12.75" x 4"H
Only \$79 each
12.75" x 10.375" x 4"H
Only \$45 each



Stainless Steel Hypodermic Needles
Luer Hubs with long
lasting points

20 Gauge	13 Gauge
1.5" long..\$1.65 ea	4.5" long..\$5.50 ea
2.5" long..\$1.95 ea	8.0" long..\$7.95 ea
	10.0" long \$8.95 ea
19 Gauge	12 Gauge
3.0" long..\$2.05 ea	3.0" long..\$3.75 ea
15 Gauge	4.0" long..\$4.95 ea
3.5" long..\$4.25 ea	5.0" long..\$5.75 ea
4.0" long..\$4.95 ea	6.0" long..\$6.75 ea
5.0" long..\$5.75 ea	
6.0" long..\$6.75 ea	



Post-Mortem Thread

Cotton, White /
Brown, 1 lb.
Only \$21.50 each
Polyester, White, 4 oz.
Only \$10.70 each

EVERYDAY MORTUARY PRODUCTS
get 10% off
online purchase only*
use coupon# YB402



7011 PORTABLE CREMATION RACK...2, 3, 4, & 5 Tier Available

GREAT FOR LOADING REFRIGERATORS, CREMATORIES AND RACK SYSTEMS

M690 Portable Cadaver Scissor Lift w/Rollers

Also Available with
• End/Side Loading
• Side Loading
& Scale optional for all Models



Cadaver Storage Racks

Model T3627 Transfer Board

Model T3626HS Stainless Steel Body Tray

Model T3624 Laminated Body Storage Board



FREE SHIPPING FOR THE
600025 EMBALMING CARRIER
online purchase special only
use coupon # YB401

Email us at: info@mortechnmfg.com
Call us at: **(800) 410-0100**

FIND OVERSTOCK & INTERNET ONLY SPECIALS ONLINE AT:
WWW.MORTECHMFG.COM

*ALL FREE SHIPPING DISCOUNTS APPLY TO ORDERS SHIPPED WITHIN THE CONTINENTAL US ONLY
• VALID FOR ONLINE PURCHASE ONLY •



CALL FOR MORE DETAILS
Need Stainless Steel Cabinetry



Triple H Company
Cemetery, Crematory and Mausoleum Supply Since 1950

PYRAMID
CREMAINS BURIAL VAULTS
Oversized 9" x 13" x 14 1/2"
Over 1300 Cu. In.
Original 9" x 9" x 14 1/2"
Over 900 Cu. In.
Tongue and groove connection.

Peace White
Antique Gold
Green velour lined.

Golden-Line
Solid Jeweler's
Bronze Mausoleum
Vases & Holders
2" to 10" High over 450 Varieties

Royal Duchess
Plastic Mausoleum
Vases & Holders
Ring or Button Design
Over 150 Varieties
Bronze, Verde Green or Gold Color

TRION
Floral Lawn Vases
Dozens of Options

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

Tributes.com and FirstGiving announce partnership to increase Memorial Giving

BOSTON, MA— Tributes, Inc., the online resource for local and national obituary news, and **FirstGiving**, a proven leader in providing online peer-to-peer fundraising tools dedicated to expanding the world of giving, announced that they have formed a strategic partnership. Tributes.com has integrated FirstGiving's *Global Charity API Platform* throughout the popular obituary classified destination site to help facilitate memorial giving to major charities in line with the final wishes of those that have passed away and are permanently memorialized in the Tributes.com database.

In Memory Charitable Donations to Help Family and Friends Fulfill Last Wishes of Loved Ones

By leveraging FirstGiving's API and donation processing services, Tributes can provide funeral homes and families with a very simple point-and-click interface to integrate direct links to over 100 of the most popular national and international charities so that extended family and friends can easily make donations in the name of a loved one directly from within their online obituary. FirstGiving seamlessly handles all payment processing and will even facilitate annual giving commitments through their powerful donation engine.

"Tributes.com is quickly becoming the brand that people turn to in times of loss to connect and remember," said **Karsten Robbins**, CEO, FirstGiving. "Donating to a designated charity can be an important part of honoring someone's memory and we are thrilled to play a critical

role in facilitating that transaction – making it easier for the donor and in doing so ultimately increasing the volume of donations received by charities working to fund important research and solve critical problems."

"By partnering with FirstGiving and taking advantage of their robust technology and service platform, we have dramatically reduced the amount of business development and technology resources that would have been required to develop the relationships and infrastructure that they bring to the table," said **Elaine Haney**, President of Tributes, Inc. "We couldn't be happier to be partnering

with a neighbor in Boston's Innovation District that delivers such tremendous value to our Company, our funeral home channel and the families we collectively serve while helping us increase the amount of memorial giving generated by our platform and across our growing network of 100+ broadcast media partners."

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 90 million current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com founder **Jeff Taylor** officially launched Tributes.com in the fall of 2008 and in 2½ short years the site has experienced rapid growth, and is now relied on by thousands of funeral homes and more than 1.8M unique consumers each month to publish and locate obituary news. For more information about Tributes.com, please visit www.tributes.com or email media@tributes.com.

FirstGiving empowers passionate individuals to raise money online for thousands of causes and helps 501c3 nonprofit organizations plan, execute, and measure successful online fundraising campaigns. FirstGiving is a proven provider of powerful, yet easy-to-use tools for charity fundraising events and grassroots fundraising campaigns and securely processes online donations. Fundraising ideas and fundraising tips abound on FirstGiving, and our personal fundraising pages are easier to use than any other fundraising software product. In addition, in support of our commitment to expanding the world of giving, we offer a suite of Application Programming Interfaces (APIs) enabling charities and outside parties to tap into our donation processing and fundraising expertise. For more information, visit www.firstgiving.com or email press@firstgiving.com.


DUNCAN STUART TODD
THE PREPARATION ROOM SPECIALISTS

SPECIALIZING IN DESIGN PRODUCTS VENTILATION

Call today for a free brochure.
877.832.6898



duncanstuarttodd.com info@duncanstuarttodd.com



A Proactive Approach to Advance Funeral Planning
By Christopher Kuhnen

How to Beat the Summer Sales Blues

Each year, as summer sets in, I begin to hear the same comments from Funeral Preplanning Professionals. "Nobody wants to meet with me in this heat," "It's summertime and people have better things to do with their time than make funeral prearrangements," and "Everyone's on vacation; I can't get any appointments." I've heard some really creative comments in my time. Each one is nothing more than a poor excuse for why they are not making sales.

The facts are: Yes, it is hot and steamy outside. Yes, many people do take their vacations in the summer months. Yes, the heat does make it uncomfortable. So what?

Funeral prearrangements can be and still are written in the summer months. Funeral preplanning, and the people that take advantage of its features and benefits, do so just as much in the summertime as any other time. You can set just as many sales appointments and close just as many sales in the summer, fall, winter or spring. Just as death is no respecter of person; funeral

preplanning is no respecter of season.

The summer months do take a slight change in your attitude and work habits to make them profitable. Here are some suggested adjustments to make over the summertime.

- Call people earlier in the day to set an appointment. The 65+ clientele predominantly start their day earlier during the summer months. They are up with the sun and can be contacted earlier than 9:00am. Try 7:30am to 8:30am. This has proved highly successful for many of Outlook Group Funeral Preplanning Professionals.
- During the summer months, people do their chores early and get back home and into the air conditioning before the heat of the day set in. Therefore your morning appointments will usually not be as full as your afternoon and evening appointments. You can schedule many more appointments after lunch, when people are inside staying cool.
- Weekends are also a great time to schedule sales appointments. Saturday mornings from 8:00am to 12:00pm and Sunday afternoon from 2:00pm to 6:00pm.
- Get and keep a positive, upbeat attitude when the thermometer readings are high. Don't let the summer heat sap your enthusiasm for what you are doing. People need what you have to offer year round. They need to feel your excitement for what you are doing. People will buy your feelings long before they buy your facts.
- Write a press release about the value of planning ahead. Send it to all local media outlets and post it on the internet. Share statistics about how many people your local firm has assisted over the years. Press release writers can get fabulous results from well-written releases that are optimized for the search engines. A consumer who is searching online for information and types into the search engine box the same keywords used in your release will most likely find the release. When you insert your e-mail and website into the press release, they can

click through and become a new sales lead.

- Summertime is the best time of the year to do go-bys. Do morning go-by visits with prospective clients. You can start arriving at their door any time after 8:00am weekdays and 9:00am weekends. Get out and do these before the heat of the day sets in. Early morning visitors are always welcome by 65+ adults.
- Summertime is good and your pre-need living can be easy, and worry free, if you follow these suggestions. Remember to: keep calling, keep mailing, keep sending e-mails, keep sending letters, keep reaching out to people in every and any way you can to spread the good news about funeral pre-planning.

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

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

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

100BWFS to shine with history, education and awards during NFDMA Convention

ATLANTA, GA— In conjunction with the **National Funeral Directors and Morticians Association (NFDMA)** 74th Annual Convention, the **100 Black Women of Funeral Service** will host several events in celebration of their 2011 History of African American Funeral Service Exhibit. The convention will begin July 31st in the Omni Hotel at the CNN Center in Downtown Atlanta, and close August 5th. An extensive collection of historical photographs has been gathered from funeral homes across the country, showing the rich legacy of African American owned and operated funeral homes. To include pictures of your firm's founders, state or national meetings and local events they participated in, or an historical "bragbook" of black and white photos documenting your firm's legacy, contact the 100BWFS History Committee at 407-595-9277, or e-mail hundredbwfs@aol.com.

On Monday, August 1st at 11:30 am in Room 412 at the Georgia World Congress Convention Center in Atlanta, **Mathews International-Casket Division**

is sponsoring a lecture and book signing by the award winning lecturer, comedienne, entertainer and best-selling author *Dr. Bertice Berry*. Dr. Berry, former host and co-executive producer of the nationally syndicated "The Bertice Berry Show" and host of "USA Live", will present "Change & Transformation: How it Affects Your Funeral Home, Your Families and YOU!". Come and experience this gifted speaker's pride and strength of voice in what is sure to be an entertaining and enlightening afternoon.

On Wednesday, August 3rd at 8 am in the Omni Hotel at the CNN Center, the 100 BWFS presents the 2011 Jewels of Funeral Service, Women of Power Annual Rebecca Barksdale Academy Awards Leadership Breakfast featuring the honorable *Judge Glenda A. Hatchett, JD.* Judge Hatchett is an Emmy nominated television judge and personality, national spokeswoman and author of "Dare to Take Charge: How to Live our Life on Purpose" and national best-seller "Say What You Mean, Mean What You Say". Dress is tropical/Ca-

ribbean long casual for this gala buffet breakfast and book signing. Reserve local, state and district seats or VIP tables of 10, in advance, at www.100blackwomenoffuneralservice.com.

There is still time to submit your recipes for the 100 Black Women of Funeral Service "Recipes To Die For" Funeral Service Colleague Cookbook to benefit the scholarship fund for funeral service students from around the country. All recipes are needed, from mom's mac and cheese to

your cousin's meatloaf or your own special dessert. To submit your recipe, email Superbowlmom2@aol.com or mail your recipe to 100 Black Women of Funeral Service, PO Box 916404, Longwood, FL 32791. The Cookbook will be published in August, in time for the National Funeral Directors and Morticians Association Convention in Atlanta, so time is of the essence.

For additional convention information and a complete schedule of events, visit www.nfdma.com.

Reliable & Professional



Many Amenities

Providing Funeral Homes in South Florida with Reliable, Professional Cremation Services

Low Commercial Rates

Located in Miami-Dade County

Service area extends from Palm Beach County to Monroe County

Sanitary 8,000 sq. ft. State-of-the-Art Facility • Multiple Retorts • Super-Sized Cooler

Strict Verification and Chain-of-Custody Procedures

Tour our facility. We're confident you'll see our quality.

786-507-7288

www.floridacremationservicesllc.com






Time may be only a moment so keep a memory

Necklace Urn Pendants for an Everlasting Keepsake.

Urns hold a portion of the cremains.

Sterling Silver and Gold pieces in stock.



CREMATION KEEPSAKES

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

3287-C Chrome, 3287-SS Stainless Steel

Superior Lowering Device

Designed for continuous dependability and reliability. Superior Lowering Device guarantees longer-lasting service.

Features

- Lifetime lubrication
- Positive lock braking system

Finished in heavy-duty, gleaming chrome plate and polished aluminum. There is no better value!

Specifications

Closed: 26" W x 67 1/2" L

Adjusts to: 95 1/2" W x 40" L

Straps: 21" long, each tested to 400 lbs.

Speed control: Complete on all models



3287



PROUDLY MANUFACTURED IN THE USA

888-458-6546

3121 Millers Lane • Louisville, KY 40216

Tel: 502-775-8303 • Fax: 502-772-0548

JUNKIN

SAFETY APPLIANCE COMPANY

www.junkinsafety.com

A Superb Resource For Your Aftercare Program



Moonlight Memoirs
Remembering that Family and Friends are Forever

Maggie Mei Lewis
Illustrated by Melody Lea Lamb - Good Times Press, LLC
\$14.95
Quantity/Wholesale Pricing Available

"A comforting view of an afterlife where the living are loved and watched over by the people and animals who have left life before them." Foreword Clarion Reviews

Winner, 2010 Next Generation Indie Book Awards - Spirituality

www.moonlightmemoirs.com www.amazon.com 443-822-4258

Bio-Specialists LLC earns qualifications through the Institute of Inspection, Cleaning and Restoration Certification

GORHAM, ME— **Bio-Specialists, LLC**, professionals in trauma and crime scene cleanup, announced that two of its personnel have received qualifications in Odor Control through

The Institute of Inspection, Cleaning and Restoration Certification.

President **Bill York** and Operations Manager **Rob Simmons** traveled to Philadelphia, PA to study and train on the chemical aspects of odor control. In order to achieve the qualification as an Odor Control Technician, both individuals were required to attend an extensive classroom portion and pass an examination administered by the IICRC.

Tom Hill, IICRC Executive Administrator, states Bill York and Rob Simmons are examples of the type of individual who cares about consumers and their belongings as well as their industry. They have demonstrated the desire to provide customers with thorough, professional, and caring service.

The IICRC is a non-profit certifying and standard setting organization dedicated to raising industry standards through techni-

cal proficiency. By administering a strict process of certification, the IICRC provides a means by which consumers can receive the highest quality of service from trained, knowledgeable, and professional technicians.

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

For more information, please contact Bio-Specialists LLC at 866-331-7731 or visit www.bio-specialists.com.

Graceful Elegance

Hand-Cut, artistic lines, instill beauty and charm to our new ArtGlass Urn Series.

With matching keepsake and name medallion, your customers are offered a perfect opportunity to memorialize the passing of a loved one.

And it gets better... our ArtGlass is affordably priced at a lower price point - *your customers will love that.*

And all orders are shipped same day - no minimums - *your customers will love that too.*

Ask your local sales rep about ordering our product line of urns and keepsakes. And let's honor our loved ones with the style and grace - that is and always will be, Elegante.



Elegante
BRASS COMPANY

1-800-252-7277

COMING SOON...



Changing Lives Through Laughter

By Nancy Weil

Decisions, Decisions

It started out as a simple conversation about taking care of the client's needs. Each of us had our own approach in how we handled the families who came to us seeking information and wishing to purchase a grave or mausoleum crypt. Since many arrive at our doors grieving the loss of a loved one, they are not thinking clearly. Some are still in shock and trying to come to terms with the fact that the person they love is no longer with them. They look around our office trying to figure out how they ended up here instead of at work, running errands or taking care of the tasks they had planned for that day. When death comes suddenly, our job becomes one of helping them adjust to this new, shocking reality rather than just selling them something they need, but do not want. One of the members of my grief support group calls it, "having a change thrust upon you." It is not a change based upon a decision or a choice, but of circumstances neither welcomed nor desired.

Even when the death was expected, we still may have to assist them towards accepting the new reality they now face for there is never a time when they are ready to say, "Goodbye." It is as if the head knows that their loved one has died, but the heart cannot yet accept this truth. They may feel as if they are in a bad dream from which they can awaken. Their phone rings, and for a moment, they think it might be them calling. Reality is never easy when it comes to loss.

Our at-need families arrive at our office with decisions to

make and a brain unable to process basic information, much less forever choices. We bombard them with facts, figures, options and opinions. We put papers in front of them with price lists, maps or contracts. They look to us to make sense of it all. It is up to us to do our best to make sure this happens.

Imagine if you were going to make a purchase that would cost you thousands of dollars, be irrevocable and impact many people. You would take your time, gather all of the facts, sort through the information, weigh the costs and benefits of each choice and then, when you are ready, move ahead with your purchase. We ask our families to do this in a short time when their brain is in a fog and their hearts are broken.

How can we best guide them through this process? That was the conversation I had with a colleague. I believe in giving the family as much as information as they can handle. I do not want them to ever come back to me with regret about what they selected and tell me that they were unaware of an option. I explain to them the differences between a grave and a crypt, flat marker versus monument and near the road or farther into the section. I review prices, long term maintenance needs and where other family is located. We drive around and visit each area as I again review the features of each area they may want. I have found that in doing this, the location chooses the family. I see it happen again and again, we go out to an area and they just know. "This is the place," they say. "Dad loved trees and this spot has a tree," they say or, "This lot number is her lucky number, so this is where it will be." Facts fade away into fate as they choose a final resting place for their loved one. The family leaves at peace knowing that one part of the planning is completed.

My colleague has a different approach. He offers the family two or three choices at the most. Here is one grave that will fit what you want or here is a mausoleum option. Which do you want? He believes that they are not able to handle too many choices and so he simplifies it down to what he thinks is best for them. He tries to be sensitive to the fact that they do not want to be at the cemetery and so he keeps his presentation short and to the point. He is professional and caring in his interaction and the family receives his full attention. He has not found any families returning and wishing that they had chosen differently. They leave satisfied in their decision.

Very different approaches, same result. A family has selected

a final resting place for their loved one and we have served our client. While I present this from a cemetery selection process, it is no different on the funeral home side. Selections must be made and options are abundant. Which casket? Do I need a vault? What about the service itself? Prayer cards? Options, options, options. Decisions, decisions, decisions.

I cannot say that my way is the right way. I cannot tell you that information overload is the way to go. I cannot say that simplifying the process is the best route to follow. Each family is different, each circumstance unique. Each of us has a background and training that varies and affects how we approach the families we serve. There is no right and no wrong, unless the family feels overwhelmed, dismissed or led into a choice, in retrospect, that they regret. I am interested in your approach and philosophy. Send me an e-mail at Nancyw@mountcalvarycemetery.com and tell me how you handle your clients. I am always open to learning new ways of doing things and I will pass along the advice in a future column.

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

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

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

There Are Things More Fuel Efficient Than Our Millennium Cremators.



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

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

Crematory Manufacturing & Service, Inc.

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

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

www.CrematoryManufacturing.com



Personalized Solutions for your clients' treasured memories

The **I Remember Urn** is a simple, respectful way for your clients to personalize and pay tribute to their family's deceased loved ones – whether using the urn as a vault to bury the ashes intact or displaying it in a meaningful place in their home.

The **I Remember Urn** shipped in a boxed set of four, priced at

\$29.95 each*

Your clients first select their preferred finish: sandstone, pearl, walnut or black marble – then personalize their urn with up to four treasured photos, celebrating their loved one's life.

Herbert Walker
August 12, 1928 - September 15

They may also choose a military emblem* and a nameplate* in black on brushed gold or on brushed silver – with two lines of engraving: first line, 30 characters; second line, 38 characters.

Personalize the urn with up to four treasured photos (includes one photo holder)*, celebrating their life.

Through cremation and the preservation of ashes in an urn, families are observing a time-honored, centuries-old tradition. With the personalized I Remember Urn, your clients can pay tribute to their loved one's life in a unique new way while creating memories to last forever.



shown in sandstone with brushed gold nameplates



Side latches allow the enclosure of ashes or photographs and mementos. This durable, high quality polymer urn, which is made in the USA, may also be permanently sealed (high-strength glue included with each urn).

i remember urn
from EckCo Products
56599 Twin Branch Dr. • Mishawaka, IN 46545
p: 574.968.0679 f: 574.258.5813
EckCoProducts.com

* accessories sold separately

Scott Smith Attends 137th Kentucky Derby with Muster Coaches



Debbie and Scott Smith enjoying the Derby.



Randy Earl and Carol Belcher with the Roses Blanket for the Winner of the Derby. Carol is with Kroger Florist of Louisville and is in charge of constructing the roses blanket for the Derby and is also in charge of the floral decorations for the Funeral Directors Association of Kentucky Annual Convention.



Mike Neal working his magic on the horses.

LOUISVILLE, KY— John and Susan Muster, with Muster Coaches of Calhoun, KY welcomed Scott and Debbie Smith to the 137th Running of the Kentucky Derby on May 7, 2011 at historic Churchill Downs in Louisville. The Kentucky Derby is held on the first Saturday of May and is "The Most Watched Two Minutes in Sports."

Scott Smith, with **Vondell L. Smith & Sons Mortuary** in Oklahoma City, was the winner of Muster Coaches Annual Run for the Roses contest at the 2010 *National Funeral Directors Association Convention* in New Orleans. John Muster would like to thank Scott Smith on his purchase from Muster Coaches and

CONTINUED ON PAGE A12



Legal Speak

By Atty. Harvey I. Lapin

Burr Oak Cemetery Update Again

Last month this column began with the following:

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

When COA had been enacted the primary oversight of cemeteries had been assigned to the Illinois Department of Financial and Professional Responsibility (IFDPR). This included the transfer of the administration of the cemetery care trusting laws from the Comptroller of the State of Illinois (Comptroller) to IFDPR. It was also anticipated that the administration of the pre-need funeral and cemetery trust laws would be transferred to IFDPR.

Unfortunately the Illinois Legislature did not revise COA before it adjourned for the summer at

the end of May. It looks like this saga will continue for several more months and maybe until next year. As was reported in the last column the Illinois Cemetery and Funeral Home Association ("ICFHA") and the author, as ICFHA's General Counsel, were active in providing information about the problems with COA to members of the Legislature. SB 1853 was introduced into the Illinois Senate at the behest of ICFHA. SB 1853 proposed major comprehensive modifications to COA, clarified the exemptions and removed most of the onerous provisions. SB 1853 also included a new law, title the Cemetery Consumer Protection Act that applied to all cemeteries and provided some basic requirements for contracts, notices and a dispute resolution procedure.

The Senate passed SB 1853 by a vote of 54-2 with one abstention. Concurrently, about 8 bills were introduced into the Illinois House proposing minor revisions to COA. Then some members of the House decided to amend completely (Amendment) a Senate Bill involving Nursing (SB 689) that had already passed the Senate to incorporate some of the concepts proposed in the 8 bills previously introduced. This Amendment apparently was acceptable to IFDPR. Concurrently, a bill was introduced to transfer the administration of the care trust laws back to the Comptroller.

The Amendment was not acceptable to ICFHA and fortunately the Senate. The author does not know the details, but it appears negotiations to resolve key differences between SB 1851 and the Amendment were unsuccessful. The result was there were no changes to COA, but the legislation transferring jurisdiction of the care trust laws back to the Comptroller did pass.

The author believes that the status of the Illinois law covering cemeteries is that current COA with all of its onerous provisions is in effect, but IFDPR cannot license any cemeteries, managers or others or enforce most of COA because it cannot issue any Rules. Any-

one interested in determining what is in effect can visit the ICFHA.org website or the IFDPR website. At this point, no one knows what will be the final result, but it appears as indicated this situation will definitely continue until the legislature goes back into session in September.

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

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

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

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

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

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

Lohman Funeral Homes, Inc. continues to expand and announces the opening of Lohman Funeral Home Deltona



Artist's Rendering of Lohman Funeral Home Deltona

DELTONA, FL— Florida's largest private, family-owned operator of funeral homes and cemeteries will expand again with the opening of **Lohman Funeral Home Deltona** in September. With this addition, there will be 14 convenient Lohman locations to choose from in Volusia/Flagler.

Located in the heart of Deltona – Providence Boulevard between Saxon and Howland – Lohman Funeral Home Deltona is the only funeral home located within the City of Deltona. "We knew the community in Deltona needed and deserved

a beautiful and convenient funeral home of their own," said **Lowell Lohman**, President and CEO of the firm. "We will offer both traditional burial funerals, as well as cremation memorial service packages at affordable prices."

Families may gather both formally and informally in the funeral home's beautiful chapel and reception area. This lushly-landscaped building will also be appointed with stained-glass and chandeliers.

Lohman Funeral Home Deltona will operate in-sync with the other locations, especially **Deland Me-**

morial Gardens – a Lohman Cemetery. "With both the funeral home and our cemetery, we can now offer families in the Deltona and Deland area one single continuum of care. They can go to a single place and work with one staff for all their funeral, cremation and burial services." Mr. Lohman said.

The Lohman family also owns their own local crematory for the families they serve. "Our crematory is beautiful, clean and dignified; just as we would want if it were our family," said **Nancy Lohman**, Vice President.

National Distributor of
MEN'S SUITS FOR PERSONNEL
 25,000 Pieces in Stock
 100% Wools, Polyrayons, **\$85.00** each
 Gabardine Fabrics 3 Suit Minimum

METAL URNS
 Available in 8 colors
\$36.50 each 6 piece minimum

SOLID BRASS CRUCIFIX
 Bright Gold Finish • Standard Size 10"
\$5.00 each 80 pieces per case

Quantity Discounts Available
SMARTCHOICE DISTRIBUTION, INC.
 TOLL FREE 888-900-2018
 CELLULAR (917) 862-0548 • FAX (718) 728-1555

SEND US YOUR NEWS

PO BOX 5159
 YOUNGSTOWN, OH 44514
 FAX (800)321-9040
 press_releases@nomispublications.com

NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

Church & Chapel Your Chair Source

WIDOWS CHAIR



CE 6600

The Widows Chair is made of Solid Maple Wood with Cherry Finish.
 Overall Height: 45"
 Seat Height: 30"

PADDED STACKING CHAPEL CHAIR



1365

Padded Steel Frame Stacking Chapel Chair has a 3.5" thick cushion graduation to 4" waterfall edge. Included Ganging clamps for attaching several chairs together. Available in various colors.

VINYL FOLDING CHAIR



E180

The Vinyl Folding Chair is made of tubular black R7 Steel frame, providing a lighter weight chair. Seat and back are manufactured of 100% virgin injected molded polypropylene. Available in various colors.

STAKMORE FOLDING CHAIR



970V

The Comfort Folding Chair legs and supports are constructed of solid wood with steel folding mechanism. Padded upholstered seat and back. Available in various colors and styles.

Contact your local Church & Chapel representative for best pricing

Church & Chapel Metal Arts, Inc.

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

Ph: 773-489-3700 Fax: 773-489-3434 info@church-chapel.com
 Toll Free: 1-800-992-1234 Toll Free Fax: 1-800-626-3299 www.church-chapel.com



Honor Vase, Inc.
 1-877-556-5454
 HONORVASE.COM
 HONORVASE@ATT.NET

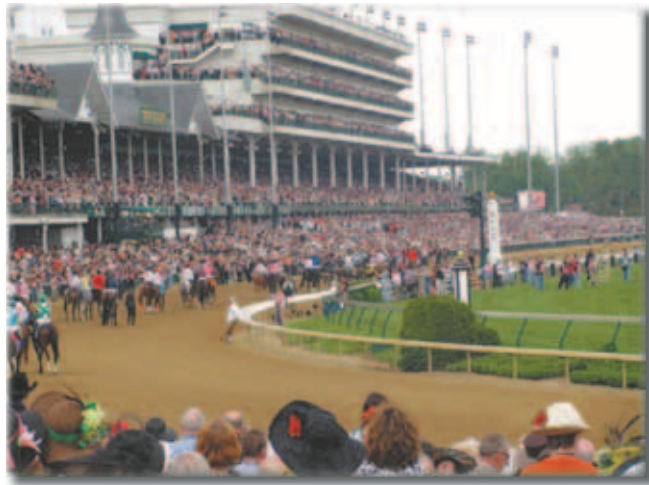
FLAT VASES FOR MAUSOLEUMS
 OR UPRIGHT HEAD STONES

AVAILABLE IN
 BROWN • COPPER • PEWTER • WHITE



Scott Smith Attends 137th Kentucky Derby with Muster Coaches

Continued from Page A10



Horses on the way to the starting gate for the beginning of the 137th Kentucky Derby.



(L to R) John Gay, Bryson Price, Susan Price, Sidney Fogle, Suzanne Gebel, and Tina Gay in the Clubhouse.

congratulate him for winning their annual Run for the Roses Contest. Also attending the Kentucky Derby with John and Susan Muster were NFDA President-Elect **Randy Earl** and his wife **Evelyn**

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

Funeral Directors Research, Inc.

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

www.amrainstruments.com
 www.preproumdirect.com



WEB DIRECT GIFT & PRICING

All Our Best to You! Mark Thomas + Chapel Craft

Introducing the "Comfort and Healing" Aftercare Series



The **Comfort and Healing** series of booklets is an aftercare program you can send to the families you serve during the year after death at three weeks, and three, six and eleven months following the funeral. Includes booklets, envelopes, tracking card and suggested copy for cover letters for each mailing.

Each 8-page full color booklet helps the reader understand what he or she is experiencing and provides hope and encouragement for the journey.



(L to R) Randy Earl, Evelyn Earl, Laura Neal, Mike Neal, Olivia Neal, Mick Neal, Caroline Neal, Adrianna Muster, Will Muster, Heather Combs, and Shannon Combs, with Combs-Parsons & Collins Funeral Home of Richmond, KY.

with **Brintliner and Earl Funeral Homes** of Decatur, IL. The group cheered on the high odds winner, Animal Kingdom as the 137th Winner of the Kentucky Derby in the Clubhouse at Churchill Downs, stayed at the Louisville Hyatt Regency, and enjoyed tasting the local dining establishments of Louisville. The Muster Coaches Group was also joined and entertained by a group of funeral directors from **CONTINUED ON PAGE A13**

Call 800-437-2635 for a **FREE** sample set
 www.markthomasco.com

The Mark Thomas+Chapel Craft **Spring 2011** catalog is available now.



Observations

By Steven Palmer

You Can't Regulate Stupid

"We have now sunk to a depth at which the restatement of the obvious is the first duty of intelligent man."
 —George Orwell

A postal worker in the state of Washington decided delivering mail was a bother. He built up 34 tubs of undelivered mail. He put it under a blue tarp in his back yard and eventually burned it in a fire pit, also in his back yard. These were checks, bills, important notifications and life changing correspondence. There is no explanation to his actions other than just plain laziness. He now faces federal charges.

How do you regulate stupid?

A windshield repairman was summoned to replace a windshield on a van in an industrial area of Mesa, AZ. As he was working on the van, he couldn't help notice its contents or their odor. There were cardboard boxes stacked up inside the van.

The business was Allstate Crematory.

The repairman, a viewer of Channel 15 news couldn't sleep very well and gave them a call: "They had stickers on the boxes that said what the person's name was and where they came from."

"They were just there in my mind, thinking about it. They are, just in my opinion, mistreated, sitting there in a van rotting away in the heat. Just thinking if it were a family member or a loved one of mine, that there is no way for any reason that I would want them treated that way after they passed," the "viewer" told Channel 15.

The viewer took cell phone video of a partially opened ga-

rage door that showed maggots on the floor and the unlocked van in front stacked with cremation containers.

ABC 15 staked out the van with five bodies in it from 7 one evening until 2 the next afternoon – nearly 20 hours. The heat reached 80 degrees. The crematory staff finally moved them inside.

Later reporters Joe Ducey and Maria Tomasch found out that All State Crematory owner Franklin Lambert had taken four other bodies home and parked them in his driveway overnight in another van.

Reporter Ducey confronted Lambert, an Arizona licensed funeral director and cremationist.

Lambert admitted storing the bodies in the vans. "I don't have room."

Lambert told ABC15 that he had been too busy and that his cooler was full. This was just a temporary measure.

Arizona law states that embalming is: "Not required by state law, if remains are refrigerated, cremated or buried within 24 hours and the person has not died due to certain communicable diseases. If you select any of the services, you do not have to pay for embalming you did not approve. Note that funeral establishments are not required to provide refrigeration."

Therefore, after 24 hours, refrigeration was needed for ALL of his clients.

Channel 15 called some of the families they were able to discern from the labels.

One family had not received their loved one back in several weeks. Channel 15 played their crematory stakeout video to the family. They paid a visit and confronted All State Crematory owner Lambert. He told them he would be cremated that day. They received the cremated remains within 24 hours.

Franklin Lambert of All State Crematory appeared before the Arizona State Board of Funeral Directors and Embalmers on May 17. The board voted to revoke the license of the crematory and Lambert's cremationist license.

Board member Jim Ahearne, a longtime funeral director and cremationist asked Lambert: "Did you ever sit back and say I have four bodies in my driveway at home, I have

seven in a red van out front, I have 35 not in the cooler, I have an odor, do I have a problem? Did you meet the minimal standards doing the best you can?"

Lambert: "No."

Lambert did offer that "I do know that All State Crematory is a reputable crematory."

They are still nursing the chins that hit the floor.

Lambert admitted that 49 out of the 75 decedents in his care were kept unrefrigerated as long as three days because he was so busy.

Lambert has thirty days to accept or appeal his revocation of licenses.

The funeral home customers of All State Crematory have been summoned before the board. Their course of discussion is not known. However their liability is high with many lawyers circling the remnants of what should have been proud final care of the recently passed.

The funeral director that allows the pickup and drop off of those they do not cremate directly are fools; unless they regularly visit and can verify the clean, orderly premises and the same from its operators.

Doubt can never be erased from the mind of the family of someone who has been cremated.

Learn from the errors of others.

"When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps."

—Confucius

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

137th Kentucky Derby with Muster Coaches

Continued from Page A12



(L to R) John Muster, Susan Muster, Evelyn Earl, and Randy Earl in the Clubhouse at the Derby.



(L to R) Mike Neal, Laura Neal, Adrianna Muster, Will Muster, Elizabeth Jones, and John Jones on the way to Churchill Downs.

Kentucky to enjoy the day at Churchill Downs. Attending with the Kentucky Group was **Sidney Fogle**, Executive Director of the *Kentucky Funeral Directors Association*, **Suzanne Gebel**, Executive Director of the *Iowa Funeral Directors Association*, **Susan** and **Bryson Price** with **Price Funeral Home** of Lewisburg, KY, **Tina** and **John Gay** with **Linnemann Funeral Homes** of Erlanger, KY, **Laura** and **Mike Neal** with **Kilgore-Collier & Neal Funeral Homes** of Catlettsburg, KY, **Elizabeth** and **John Jones** with **Anderson-Laws & Jones Funeral Home** of Harlan, KY, and **Adrianna** and **Will Muster** with **Muster Funeral Homes** of Calhoun, KY. **John** and **Elizabeth Jones**' daughter, **Hannah Jones** had a call in horse to her father and was the only one to correctly pick the Derby Winner of Animal Kingdom.

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

Please feel free to contact Muster Coaches for more information on their annual Run for the Roses Contest at 800-274-3619 or visit them online at www.mustercoaches.com. They hope to see you at the 2012 Kentucky Derby.

Golden Frost®

McCord®

MEMBER

CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

Child Caskets & Vaults

"The Original Casket & Vault Combo"
Sizes 12"/ 18" / 21" / 24" / 30" / 36" / 42" & 48"



Faithful Friend®

PET CASKETS

12"/ 22"/ 28"/ 34"/ 40"/ 52" & 18" Octagon



1-800-782-8249

1-800-567-7387

Independent & Family Owned Since 1945

www.mccordcasketsandvaults.com

www.faithfulfriendpetcaskets.com



We Ship World Wide



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



Funeral Exclusive Answering Service

Family Owned and Operated Since 1972

ASD's incredibly sensitive staff, custom-built systems and culture of absolute transparency have revolutionized the answering service and funeral profession.

Let us help you maintain and grow your funeral business starting today.



Ask how ASD's Rewards Program can reduce your bill by 50% or more, indefinitely.



Call Jason and ask about your free trial!
1-800-868-9950

Gain the Competitive Advantage:

- Know how many rings it took to answer all your calls (ASD exclusive)
- Staff undergoes intensive training before handling your calls
- NO EXTRA COST for weekends, nights or holidays
- All Calls are recorded for 100% accuracy
- First Call Connect (patent pending)
- Text & Email Messaging
- First Call Alert
- Patching



Answering Service for Directors since 1972
1-800-868-9950 • www.myASD.com



"We Repair All Makes & Models"

American
CREMATORY EQUIPMENT CO.

SALES • SERVICE • REPAIRS • SUPPLIES

Office: (562) 222-BURN
(800) 396-2254 • Fax (562) 222-2880
www.americancrematory.com
john@americancrematory.com
P.O. Box 4087 • 9828 Arlee Avenue
Santa Fe Springs, CA 90670

"SERVICE IS EVERYTHING"™

Funeral Divas elect New Leadership Team

PHILADELPHIA, PA— The **Funeral Diva Corporation**, with over 350 members located in the United States, New Mexico, Canada, Germany, England, Australia, South Africa and Bermuda, has elected a new leadership team. **Daniella Marcantoni** has been selected as the group's first spokeswoman. She has an AS in Administration of Justice from Fullerton College, as well as a Bachelor's degree in Business Administration and Leadership from Concordia University, Irvine. She graduated from *Cypress College* with her degree in

Mortuary Science in 2008, and is a licensed funeral director and licensed embalmer in California. She currently works at **Rose Hills Memorial Park and Mortuary** as the Hospitality Services Supervisor and hopes to use her networking opportunities to recruit more



Daniella Marcantoni



Kristy Lee Witt



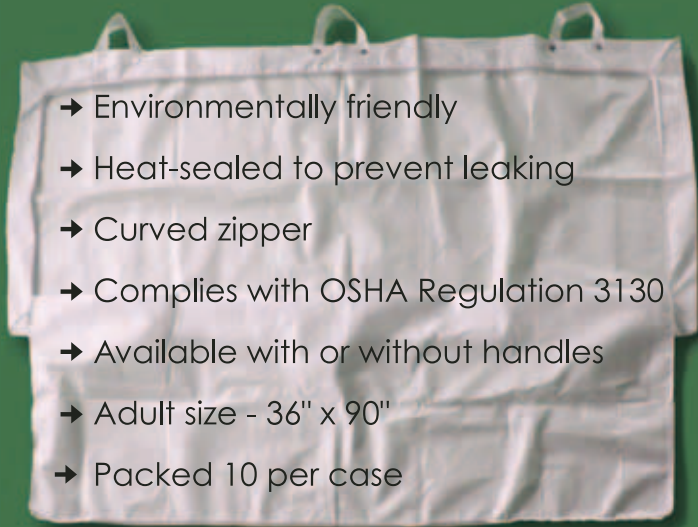
Jessica Molina



Tina Marie DeHaan

BIODEGRADABLE BODY BAGS

Our body bags can replace caskets
A cost-effective solution to cremations & caskets
Perfect for indigent burials



- Environmentally friendly
- Heat-sealed to prevent leaking
- Curved zipper
- Complies with OSHA Regulation 3130
- Available with or without handles
- Adult size - 36" x 90"
- Packed 10 per case

Contact Richard:
1-800-872-7548
Richard@ExtraPackaging.com

Or visit:
BodyBagStore.com

Many other
body bag styles
and sizes available!

BODYBAGSTORE.COM

BodyBagStore.com is the
Death Care Division of

EXTRA PACKAGING, CORP.
In business for over 40 years. 1-800-872-7548



OSHA Compliance

By Gary Finch

The Changing American Workplace

Every year there are more workers age 55 and over in the workplace. One reason for this is that workers are choosing to work longer. Perhaps an even bigger reason can be attributed to the "Baby Boomer" generation. As we examine findings from the Bureau of Labor Statistics (BLS), we can glean the following information.

In 2003, workers 55 and over made up 12 percent of the American workforce. By 2009, the figure had grown to 17 percent. The current number is 19 percent. And by 2018, 25 percent, that is one of every four workers will be age 55 or over.

I want to pause to insert a personal observation. Over the last 20 years, I have conducted staff training at hundreds of funeral homes. One observation is that the funeral home workplace is far more senior than the average workplace. This is exacerbated in part by a significant number of part-time workers. Almost every firm has a few. I want you to keep this in mind as we look more closely at the BLS findings.

First let me share some good news with you. There is no discernable difference in the number of injuries incurred by those over 55 years of age and other workers. In some cases, older workers have even less injuries. For example, they are less likely to have a finger or some other body part crushed in a work related accident.

Some of the news is not so good. When it comes to injuries that are traced to the category of "slip, trip,

and fall hazards," older workers are the most likely to be injured. They are injured more, take more time to heal, and miss more work due to injuries. Older workers also miss more work due to non-occupational injuries. Each year brings a record number of hip and knee replacements in America.

The answer is not to avoid hiring older workers. Discrimination is not prudent or legal, not to mention that older workers offer some great benefits. It's just that they offer many more benefits if you can keep them healthy and free from injuries. What this means is that occupational safety will focus on a redesigned workplace that will be safer for all workers, but especially senior workers.

What changes will the coming years bring? There will be greater enforcement in existing regulations that require handrails and illumination in stairways. In the redesigned workplace, every step up or step down will feature a slip-resistant adhesive or something similar. Grease spots in floors will invite worker complaints and OSHA fines. New products, from slip resistant shoes to trip barriers will be introduced.

For funeral homes, it makes sense to begin implementing steps to make your workplace more senior-friendly now.

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

Funeral Divas who are empowered women in the funeral industry. She's an advocate for femininity, fashion, and makeup; she believes that just because you happen to be a "mortician" doesn't mean you have to "look like one."

Kristy Lee Witt is a licensed funeral director in New York State and the 2011 recipient of the Funeral Service Foundation Scholarship for the *NFDA's Professional Women's Conference*. She holds an Associate Degree from the *Simmons Institute of Funeral Service*, a Bachelor Degree from Wells College and a Master in Business Administration from the University of Phoenix.

Kristy Lee Witt has written several articles over the years that have appeared in popular industry publications such as *Dodge Magazine* and *American Funeral Director*. Kristy Lee is also the Owner and Director of Salt City Royalty Benefit Pageants, a charity organization dedicated to increasing young girls' self-esteem and confidence while teaching them the importance of community service and academic excellence. She resides in North Syracuse, NY with her husband Marcus, daughter Kaylee, and their pug, mini dachshund, and two cats. She is thrilled to be involved with Funeral Divas and can't wait to meet more of the industry's beautiful, brilliant women.

Jessica Molina resides in Burbank, CA and began her working career in the automotive parts industry nearly ten years ago. Earning her Associates in Criminal Justice just this year gave her a head start in deciding to continue her education. She has always had an interest in the funeral profession so she decided to attend the Mortuary Science program in Cypress, CA and is now a current first semester student. In her spare time she loves to relax and enjoy her days as long as she can. She has two dogs and has been married to her husband Daniel for almost five years. Jessica is excited to be working with Funeral Divas and is eager to get started. For website advertising and sales inquiries please contact Jessica at Sales@FuneralDivas.com

Tina Marie DeHaan graduated from Cypress College's Mortuary Science Program in 1993. She is a first generation Licensed Funeral Director and Embalmer. Tina is currently a freelance Embalmer for **England Family Mortuary** in Temecula, CA and **Walker Family Funeral Services** in Corona, CA. With 19 years of experience in funeral service Tina has found it to be an honor and a blessing to serve families during a difficult time in their lives. She is excited to be Funeral Divas' first video blogger. She hopes to inspire other Funeral Divas by sharing insight into the world of funeral service and at the same time share a few details about her life.

Funeral Divas, Inc. is a social group for funeral industry women. For more information about Funeral Divas please visit the website at www.FuneralDivas.com or email FuneralDivas@EternalEnterprisesInc.com.

Setting a higher standard.



Digital Video Tributes :

Instantly create stunning world-class DVD tributes, on-demand videos or digital playback memorials during visitation and services at a level you and your families have never seen or experienced before.

It's fun, simple and easy to use and allows for exceptional opportunities because you no longer need to be at the mercy of "pay-per-use" or credit programs. The new DVT program comes completely integrated in the new FrontRunner WebSuite and IMS solutions and utilizes our "one-entry" logic saving time, money and finally placing you in control of your DVD Tribute program.



To learn more contact us at 1-866-748-3625 or online at FronrunnerProfessional.com



Professional Aerial Scattering Association is Founded

LA HABRA HEIGHTS, CA—Has a family ever mentioned that they would like their loved one's cremated remains scattered by airplane but they didn't know where to

turn? The **Professional Aerial Scattering Association** hopes you will turn to them. PASA is a national network of professional pilots and funeral directors that offer scat-

tering of cremated remains by airplane.

The goal of PASA is to connect families with pilots and funeral directors who offer scattering by airplane in a safe, legal, reverent and dignified manner. Each member of PASA is licensed and insured and is familiar with the laws in his or her state.

Jamie Tanabe and **Kris Larson** started PASA. Jamie is the President of **A Journey With Wings**, located in Southern California, and Kris Larson is the Chief Pilot. After being asked for referrals to funeral directors or



LOWER COST CREMATORY REPAIRS
 Are you un-happy with your brick-work contractor?
 Want to LOWER your crematory operation cost?
 Jarvis can often double your refractory service!
 "Refractory Brickwork Specialist"

BRICKWORK ✓ NEW STACKS ✓ CONTROL WORK ✓ SPARE PARTS ✓
 We repair all makes and models

Jarvis Incinerator Co., Inc.
 Quality service since 1876
 PO Box 1146 • Lowell, MA 01853
 Phone: 617-957-6092 • Fax: 978-458-5816
 www.jarvisincinerator.vpweb.com

THE ULTIMATE 1000™ LIFT
ALL-IN-ONE LIFT SYSTEM

NEW LOAD SCALE! Fully Retractable Straps

- NO TOOLS REQUIRED!
- Lifts caskets and remains.
- NO TIME WASTED FOR PARTS CHANGE-OUT.
- 1000 lb. lifting capacity.
- No Dangling Parts.
- ONE-PERSON operation!

MORTUARY LIFT™ COMPANY
1-800-628-8809
 WWW.MORTUARYLIFT.COM

Lifting
 Casketing
 FREEDOM PIVOT™

pilots who offered scatterings in other states, Kris and Jamie realized that there were no set standards and the range of services varied greatly. There were also large parts of the country that didn't have a pilot offering these services.

Kris and Jamie offer a solution to help families and funeral industry professions across the nation. They have developed a curriculum to train pilots to scatter cremated remains safely and legally, as well as teach them the applicable federal, state and local laws that govern this procedure.

Each pilot member has to meet certain minimum criteria. They must be commercially licensed, professionally



insured, and offer various scattering locations consistent with the federal, state and local laws in their area. Each pilot must also offer a witnessing option so that families who want to view the scattering may do so.

Each funeral director member offers cremation services and other mortuary services requested prior to the scat-

tering. The funeral director and pilot will work together to meet the needs of the family. Families turning to PASA who wish to make pre-need arrangements for a scattering will be referred to a funeral director member in their area.

For more information on PASA or to become a member please view the website www.PASApilots.org.

One Convenient Source for Quality Funeral Products

WINDSHIELD STICKER
 With pressure sensitive adhesive strips.
 Available in Purple, Yellow and Orange.

	100	500	1000
No Imprint on Back	\$ 42.00	\$ 87.00	\$ 117.00
With Imprint on Back	\$ 63.00	\$ 107.00	\$ 138.00

HANGING WINDSHIELD CARD
 Die-cut to fit rearview mirror, available in Orange.

JEWELRY BAGS
 Burgundy Velour Bag with tie string 5 1/2" x 4"

25	-	\$102.00
50	-	\$112.50
75	-	\$123.00
100	-	\$131.25

UNIVERSAL DONATION ENVELOPE
 Printed Two Colors • Actual size 6 5/16" x 2 7/8"

MASS CARD BAG
 11" X 7" X 17"
 With or without your imprint

Abigal
 800-442-3060 • 718-641-5350
 Fax: 800-531-7272 • 718-641-5743
 api@abigal.com • www.abigal.com

Hart's Mortuary serving Macon since 1899

Continued from Page A2



The Coffee Shop at Hart's Mortuary at the Cupola

As stated in the local press in 1926, Jesse B. Hart and Brother had become "one of the largest and best-known establishments of its kind in the state." As the firm had outgrown its original building, Freeman contracted with a local firm to design and build a new funeral home. In 1931, the building that is today known as **Hart's on Cherry Street** opened its doors at 765 Cherry Street.

After his brother's departure to pursue a banking career, Freeman continued at the funeral home and was later joined by his son, **J. Freeman Hart, Jr.** In 1982, J. Freeman Hart, Jr. sold the business to **J. Milton Heard, III** of Macon. From that day, Mr. Heard has honored, upheld and expanded the high standards of compassionate funeral service and consummate professionalism set by his predecessors.

The firm has remained family owned and operated from inception. Since 1899, **Hart's Mortuary & Crematory** has extended warmth, respect, dignity and friendship to Central Georgia families in their time of loss. The staff at Hart's strives to provide memorable, life-affirming tributes by ensuring that individual requests and family traditions are fully honored and fulfilled.

In August of 2008, Hart's Mortuary opened an additional Macon branch at 6324 Peake Road. **Hart's at the Cupola**, as the high-tech facility is now known, is the former headquarters of the Homebuilders' Association of Middle Georgia.

For additional information visit their website at www.hartsmort.com, or call Hart's on Cherry Street at 478-746-4321, or Hart's at the Cupola at 478-746-4322.

Service Corporation International announces the acquisition of 70% interest in The Neptune Society, Inc.

HOUSTON, TX— Service Corporation International (NYSE: SCI) has announced that it has acquired 70% of the outstanding shares of The Neptune Society, Inc. Neptune is the nation's largest direct cremation organization, with annual revenues of more than \$55 million and a network of 30 locations in nine states. Through an active preneed sales program, Neptune has built a backlog of future revenues of more than \$125 million. Neptune operates under the brand names Neptune Society, Neptune Cremation Service and Trident Society.

Neptune's owner, BG Capital Management Corp., a diversified private equity company, will continue to hold 30% of the outstanding shares, and the company will continue to be managed by its current Chief Executive Officer, Marco Markin.

"We look forward to welcoming Neptune's associates into the SCI family of businesses," said Thomas L. Ryan, SCI President and CEO. "This partner-

ship is a wonderful opportunity for us to join forces with the largest and fastest growing direct cremation company in North America. Neptune serves a segment of the market that will continue to grow and that we do not currently target through our traditional funeral service and cemetery network. In addition to building on Neptune's successful growth and customer service we will be able to yield immediate synergies by providing back office and fulfillment support through SCI's infrastructure."

Marco Markin, CEO of Neptune commented, "In our stage of rapid growth and development, it is the perfect time to partner with a company having SCI's scale, resources and capital. Neptune is a great organization with fabulous employees and we are all excited to pursue the tremendous growth prospects ahead of us."

For more information about Service Corporation International, please visit their website at www.sci-corp.com.

NO - IFS ANDS or BUTS

ACB 13-01 - 2 pack

- 12" x 70" - Board Glued Down Middle
- 400# Brown Kraft Bottom
- 10" Oyster White Lid
- Sold in 2 Packs, Folded Flat

\$39.00
Per Pair

(Shipped Flat) In Pairs

1-800-220-7410

FOB Indianapolis, Indiana.

Manufacturer reserves right to change or modify materials and pricing without prior notice.

WHILE SUPPLIES LAST



July Specials

Prices Good Through August 20, 2011
For Promo Pricing - Reference YB711



NEW 2011 CATALOG!

It's here, and features new items and new product lines including housekeeping, breakroom supplies and assorted memorial urns. We are also introducing our very own Private Label items.

CALL TO REQUEST YOUR COPY TODAY!



SAVE TIME! GET YOUR HOUSEKEEPING & BREAKROOM SUPPLIES HERE, TOO!



WASHABLE BLOCKADE GOWNS

- washable one ply with poly cotton back*
- fluid resistant fabric shield
- breathable to reduce heat buildup
- extended length, back ties and knit cuffs
- available individually or 12/cs

		10% Savings	
L	tie-neck	\$25.00 ea	\$257.00 cs
XL	tie-neck	\$27.00 ea	\$266.00 cs
L	snap-neck	\$27.00 ea	\$266.00 cs
XL	snap-neck	\$29.00 ea	\$275.00 cs
2XL	snap-neck	\$30.00 ea	\$292.00 cs

*this fabric has stain and fluid resistant properties; therefore, bleaching should not be necessary and is not recommended.

10% Savings

15% Savings

WASHABLE COMFORT EASE™ UNISEX SCRUBS

- 65% polyester 35% cotton ComfortEase™ fabric
- available in: S-3XL, 11 colors; 4x and 5x, 5 colors (call for details)

ONE-POCKET SCRUB TOPS

- v-neck, reversible pullover top
 - left breast pocket w/set-in sleeves
- | | | | |
|------|------------|-----|------------|
| S-XL | \$13.00 ea | 4XL | \$23.00 ea |
| 2XL | \$15.00 ea | 5XL | \$25.00 ea |
| 3XL | \$17.00 ea | | |

DRAWSTRING SCRUB PANTS

- reversible drawstring pants with matching ties
- | | | | |
|------|------------|-----|------------|
| S-XL | \$14.00 ea | 4XL | \$25.00 ea |
| 2XL | \$16.00 ea | 5XL | \$27.00 ea |
| 3XL | \$23.00 ea | | |

FERNO® MODEL 24 • MULTI-LEVEL, ONE MAN® \$1,700.00 ea

22% Savings

- allows one person to perform retrieval • equipped w/release levers, posts, and scuff strips
- load-end legs unfold and lock automatically when unloading cot
- highly maneuverable in confined areas • allows portable stretcher to lie evenly in place
- includes one-inch burgundy mattress and two five-foot-long, two-piece burgundy, quick-release restraining straps • also available w/optional sidearms and/or wheel locks
- 77" L x 20-1/2" W; max load 400 lbs

FERNO® MODEL 24-MINI-MAXX • HEAVY DUTY \$2,157.00 ea

22% Savings

- same features as model 24
- 1000 lb. load capacity allows the handling of large bodies with ease
- true independent legs with multi-level adjustment, 6 inch wheels, dual hand controls, and a distinguishable durable gloss-black powder-coated finish
- 77" L x 22-3/4" W; min 14" H to max 39" H; loading height 26"; max load - 1,000 lbs

FERNO® MODEL 24-MAXX • HEAVY DUTY, ONE MAN® \$2,327.00 ea

22% Savings

- same features as model 24 and 24-MiniMaxx
- 77" L x 25-1/2" W; min 14" H to max 39" H; max load - 1,000 lbs



SAFEGRIP POWDER-FREE LATEX GLOVES

Everyday Low Price

- 16 mil • high tensile strength • non-sterile • ambidextrous
- single-use • extended 12" cuffs • textured
- packaged 25 pr/bx in sizes XS - XL 10 bxs/cs \$118.00 cs

STAINLESS STEEL GLOVE BOX HOLDER

- designed specifically for Safe Grip gloves, hardware included

\$25.00 ea



DIAMOND GRIP POWDER-FREE LATEX GLOVES

Everyday Low Price

- 7 mil • tapered fingers for greater comfort • ambidextrous
- polymer coated for easy donning • tactile sensitivity for secure grip
- single-use • beaded cuffs • textured • non-sterile
- packaged 50 pr/bx in sizes XS - XL 10 bxs/cs \$85.00 cs

Call for a catalog or visit us online at www.southlandmed.com
Ph. 800.959.9160 or 714.456.9160
Fx. 714.456.9094 • info@southlandmed.com

We offer a full line of: Protective Gloves • Protective Apparel • Other Apparel • Facial Protection • Prep Room Supplies • Hair & Beauty • Funeral Service • Soaps & Disinfectants • Instruments • First Call • Coroner & Donor Service • Ferno® Mortuary Products • Church & Chapel • Funeral Stationery • Mortuary Equipment • Crematory & Memorial Urns • NEW~Housekeeping & Breakroom... and a whole lot more!
Every effort has been made to keep our ad error free. We reserve the right to correct any errors that may occur.

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

Independent AUTOPSIES
by Board-Certified Pathologists
Licensed in Your State

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

AUTOPSY EXPERTS OF AMERICA, LLC **NATIONWIDE SERVICES**

Over 37 years of Experience **1-800-343-2135** 7 days

www.autopsyexperts.com

Autopsies For Any Reason • In-Custody Death Autopsies • In-Custody Death Autopsies • Autopsies For Any Reason • Postmortem Biopsies • 2nd Opinion Autopsies • Malpractice Autopsies • Exhumation Autopsies

Amy Stittsworth Funeral Home and Cremation Directors Honored

ENID, OK— Amy Stittsworth Funeral Home and Cremation Directors, who only recently opened their doors in September of 2010, have been honored with the 2011 Enid News & Eagle's Best of Enid Reader's Choice Award, showcasing the best

businesses in Enid.

Located in the northern part of the state, the funeral home is ideally positioned to serve families in the five state area of Oklahoma, Kansas, Missouri, Arkansas and Texas. Amy Stittsworth Funeral Home and Crema-

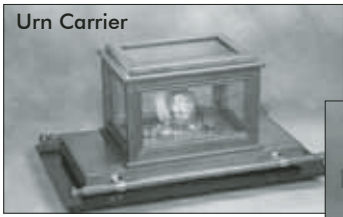
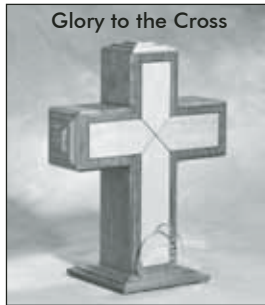
tion Directors is owned by the husband and wife team of **Bill and Amy Stittsworth Jr.** Bill is a second generation funeral director with 20 years of experience serving the families of Enid. A graduate of the *Dallas Institute of Funeral Service*, he formerly worked for **Brown-Cummings Funeral Home.**

The firm offers a full range of traditional, graveside, green burial, celebration of life and cremation services. Their staff is well versed in helping families with insurance assignments, filing for tribal assistance, and union or veteran's benefits. They honor all faiths and strive to personalize each service.



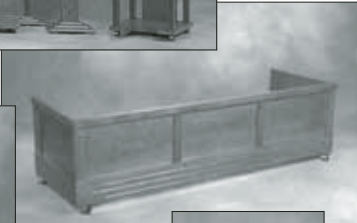
Roberts & Downey Chapel Equipment, Inc.

Argenta, IL 62501 • 800-331-9093
robertsanddowney.com



Urn Carrier

JULY SALE – Classic Collection



Large Baby Bier/Cremation Altar as the base of the Urn Carrier, offers multi-purpose functionality. The enclosed Urn Carrier provides a way to present the cremains in a more formal manner for the funeral service.

For over twenty years Rick and Elizabeth Roberts, owners of Roberts & Downey, have been supplying the funeral industry with superior quality handcrafted hardwood chapel furniture, on a custom built to order basis.

Your authorized Howard Miller, Hekman and Woodmark dealer.

SCI announces Quarterly Dividend

HOUSTON, TX— Service Corporation International (NYSE: SCI), the largest provider of deathcare products and services in North America, announced that its Board of Directors has approved a quarterly cash dividend of five cents per share of common stock. The quarterly cash dividend is payable on July 29, 2011 to shareholders of record at the close of business on July 15, 2011. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Service Corporation International is North America's leading provider of deathcare products and services. At March 31, 2011, they owned and operated 1,398 funeral homes and 381 cemeteries (of which 218 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. For more information about Service Corporation International, please visit our website at www.sci-corp.com.

SEND US YOUR NEWS

PO BOX 5159
YOUNGSTOWN, OH 44514
FAX (800)321-9040
press_releases@nomispublications.com



Protecting Your Families and Business

By Jim Starks, CFuE, CCRE

Small, Proactive Steps to Reduce the Opportunity for Employee Theft

"My employees are honest and trustworthy," and "They would never steal from me!" are common misconceptions. In fact, personal observations throughout my career estimate that employee theft occurs in one out of ten funeral homes. This includes theft where the employee takes cash payments, pays personal bills, fills gasoline into their personal vehicle, authorizes personal charges at the hardware store or mechanic, and submits padded hours worked.

Significantly, the true cost of employee theft is much more than the monetary theft itself. The money is from your bottom-line profit. To regain this money, you must generate about 20 times the amount taken. Thus, if an employee stole \$30 in gasoline, you must generate \$600 in additional revenue to recoup the loss.

Employee theft can have trickling effects down to the owner, the other employees, and the consumer. Depending on the amount of the theft, the owner may be forced to execute tough business decisions to regain shortfalls, the other employees may receive smaller bo-

nuses or not receive a cost of living increase, and the consumer may see increased prices. The thief's gain impacts everyone else negatively. And without proper controls and procedures in place, the amount of damage to the firm could be devastating.

Implementing the following procedures reduces the opportunity for employee theft:

- Issue hand-written receipts for all payments received, by the person who receives the payment. Only use one pre-numbered receipt book at a time.
- Separate the following duties amongst different employees: receipts, entering payment, making deposit slips, and taking the money to the bank. The more these duties are separated amongst different personnel, the more control.
- Deposit money the day it is received.
- Separate the following duties amongst different employees: approving payments, issuing checks, and reconciling the bank account.
- Require vehicle identification and mileage with gas receipts to reduce the possibility of employees fueling gasoline into their personal vehicles.
- Reconcile petty cash regularly. Submit receipts for all expenditures.
- Keep blank checks locked and secured with limited access.
- Use a computerized time clock to track employees' hours instead of hand-written sheets. If an employee adds 12 minutes per day to their time sheet, that is an hour per week or over a week of additional pay in a year!
- Review check register monthly regarding which checks were issued.
- Issue pre-numbered, pre-need contracts and maintain a log

of whom they were issued to. By doing this, all contracts, even voided contracts, must be turned in before new ones can be issued.

- Require documentation attached to all expenditures before a check is issued.

These are only a few of the areas and procedures to review to help reduce the risk of employee theft. Depending on policies and procedures, there are certainly other ways to address the relevant issues.

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

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

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

Brunswick Memorial Home in East Brunswick, New Jersey

Continued from Front Page

The Kulbacki family has called East Brunswick home for four generations, having come to the area to farm the fertile soil of Middlesex County. Once a picture postcard of farms and small towns, the area is now bustling with suburban towns filled with New York and Philadelphia commuters. The Kulbacki farm is long gone, a victim of suburban crawl, but the family retained the original homestead.

Thirty years ago, at the age of 23, Peter Kulbacki razed his grandparent's old farmhouse, and he built a modern funeral home of his own design. While he and his new wife **Diane** lived above the funeral home and started a family, during the first few lean years Peter covered other directors, did trade work and even started a limousine service to pay the bills. As with most startup firms, they did everything themselves around the funeral home in the early days. They chuckle when they recall how they lost a walk-in call because Peter was mowing the lawn in dirty jeans and a sweaty t-shirt, and the family was put-off that the owner would be doing such labor!

When they opened their doors, the Kulbacki's had hoped to build a nice two man operation that would

CONTINUED ON PAGE A20



*Classifieds
Online*

To Place Your Classified Ad

Call 1-800-321-7479
or visit our website at
www.nomispublications.com





“This keepsake program makes such a difference to my families and how I run my business.”

Meadow Hill gives you a way to connect with those you serve.

- Families realize that the purchase of a Thumbie brings them closer to their lost loved one.
- Thumbies offer outreach opportunities to work with local hospice, hospital or other areas within your community.
- Families are now asking for Thumbies by name.
- And, from the financial perspective, 40-50% of each sale comes back to my home.

Thumbies... The first name in keepsake jewelry

Add Thumbies to your keepsake center.
Call **877.848.6243**
to receive your free start-up kit



We're here for you and for your families



WHETHER YOU ARE TRANSPORTING STRETCHERS, FLOWERS OR CASKETS...



WE'VE GOT YOU COVERED!

LINK MANUFACTURING, LTD • 223 15TH ST NE • SIOUX CENTER, IA • 800.248.3057 • WWW.LINKCMP.COM

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

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

Three Sizes Available
Combo Tray
Air Tray
IPPC Stamp Available

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

Brunswick Memorial Home in East Brunswick, New Jersey

Continued from Page A19

provide them with a comfortable living while doing what they loved. Located across from the only other funeral home in town, they knew they had their work cut out for them. Through hard work, and a determination to differentiate themselves from the other firms in the area, Brunswick Memorial Home has become one of the premier funeral service names in Central Jersey. In fact, the funeral home was named "Best Funeral Service" in Central Jersey for the past two years by THNT.

as well as serving as a funeral assistant when necessary. Michael, the couple's oldest son, is a commercial pilot as well as a licensed funeral director who also works at the funeral home. Youngest son Kevin, who is finishing forensics studies at the University of Central Florida, also helps out when he is home. All three of the boys have worked in the funeral home since they were about 10 years old.

"Serving Every Family as our Own" is not just the firm's slogan, it's the way they do business, and it's what the Kulbacki's attribute the firm's success to.

As proud as they are of their sons' involvement in the firm, the Kulbacki's are particularly proud of the rest of the staff. Aside from being a busy firm, the funeral home does a fair amount of shipping, and also seems to handle many of the high profile cases in the area. "We have one of the finest groups of professionals, both our licensees and non-licensees, of any funeral home in the area," according to Peter Kulbacki. "They really care about what they do, and it shows. It's what makes us different. Without them, we wouldn't be where we're at today."

From those humble aspirations of a two person funeral home, today the entire building is used for serving families, and the firm employs one of the largest professional teams in the area, including seven licensed directors supported by a devoted staff of over 10 full and part timers. In addition to Diane who helps with the company books and concentrates on public relations, the Kulbacki's sons are also involved with the firm. Brian serves as the firm's Business Manager, running in house accounting and marketing efforts,

Today, he has the utmost faith that no matter what's going on in the office, his staff can handle any situation from a walk in to an international shipment. The firm places a strong emphasis on continuing education, and routinely sends staff members on seminars and conventions, as well as conducting monthly in-house seminars. As a member of the *International Order of the Golden Rule*, *National Funeral Directors Association* and other business organizations, Brunswick Memorial is constantly participating in round table discussions in an effort to share our successes and learn from others. Over the past year, Brian attributes many of their marketing initiatives to tweaking ideas others have shared and pushing them out in unique ways.

A strong believer in curb appeal, Peter has always placed emphasis on the appearance of the building and grounds, believing that a good first impression starts before a family gets out of their car. In fact, the firm routinely receives awards from the Garden Club, Chamber of Commerce and other organizations for the showplace grounds.

Peter Kulbacki and his wife stay deeply rooted in the community where they met volunteering for the rescue squad so many years ago. To them, family is not just about them and their three sons; it is about the community that embraced them when they opened

CONTINUED ON PAGE A21

Fixed pricing includes everything!

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

Fixed pricing keeps it simple & includes:

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

See why simple is better!

PROUDLY MADE IN THE USA

Contact us for more information or a FREE display kit!

Precious Memories™
QUALITY • CUSTOM • KEEPSAKES IN SILVER & GOLD
1-800-774-0306
email: pmkeepsakes@aol.com



Let's Chat

By Kristan Dean

on deliveries closest to their neighborhoods, helping their profit margins by saving on gas...By collaborating, these...competitors deliver the goods."

More than saving dollars and keeping prices low. CNN's Kiran Chetry explains that because the New Jersey twelve choose to work together they will "have an improved business model when things get better... they have something figured out." Leading me to ask: what are you doing to bring your fellow funeral directors, aftercare providers and cemetery managers together to improve your businesses and increase the value you bring to the families you serve?

How are you reaching out to your would be competitors to cheer each other on and improve each other's business? Looking for ideas on how to start? Consider inviting your most respected fellow funeral directors, cemetery managers, and aftercare providers to an old fashion cookout.

Relive our family's favorite camp day, race day: See who can hop the fastest in a potato sack, what pair works together the best to win a three legged race, which team wins the soft ball game, and/or get out the squirt guns and have a ball.

Play, join each other's teams, and let each other know that you are your competitors biggest fan then fire up the grill. Grab some hot dogs and hamburgers and take a break by the campfire. Tell stories and ask questions about how your group can come together to help one another and build better businesses. Then, when you put your plan into action, invite the media to spread the word.

I look forward to hearing how you join together to bring more to the families you serve and help each other improve your businesses. Please give me a ring at (781) 331-5308 or, if you prefer email me at kristan@mooneytunco.com.

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

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

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

Happiness! Summer is here! It's time for campfires, ball games, barbecues, beaches, and fun. Oh wait, that was when I was a kid and my Mom, Dad, sister Jennifer, and I would spend all summer at camp. Can you imagine a place where bunches of people from all walks of life come together have tons of fun, support one another, and help each other out? A place where your competitors are your greatest fans and better yet someone you can lean on when times get tough? If you are like Paula Brandimarte, owner of Clover Garden Florist in New Jersey, you do.

You are the one who brings your competitors together to help each other beat the economy and build your businesses. Better yet you join CNN's American Morning Anchor Kiran Chetry's listening tour and share your story about how your group "found a clever way to outsmart a tough economy" with CNN Correspondent and Anchor Christine Romans.

Thanks to Paula and her group of 12 competing New Jersey Florists, CNN is now telling the world about how Clover Garden Florist "is making every effort to keep prices in check" and that "it is not easy. High gas prices have led her flower suppliers to increase costs...on top of that, Paula pays \$80 every time she fills up the gas tank..." Sadly not everyone reaches out when times get tough.

Worse while Paula's group bands together Phil Owens, a florist employee, tells CNN that "We are seeing a lot more flower shops going out of business. They can't compete, can't afford to pay the gas prices and ... get their product delivered." They are not improving with the times.

Wondering how Paula and her group of fellow florists are beating the pump and protecting their customers' wallets? According to CNN's Christine Romans: Paula's solution is to "Team up with the competition. Paula is part of a flower pool. She links up with twelve other florists in a central location. They swap orders taking

NOMIS
PUBLICATIONS, INC.

Customize Your Direct Mail Program

Database Files

Reports

Mailing Lists

Email Addresses

CALL FOR COUNTS AND COSTS TO
CUSTOMIZE YOUR MAILING PROGRAM

1-800-321-7479

Brunswick Memorial Home in East Brunswick, New Jersey

Continued from Page A20



their doors and treating them as family as well.

As with most funeral home owners, they are deeply involved with a multitude of causes, but veterans and children's causes are special to them. In 2009, Diane became involved with "Home Front Hearts," which helps military families adjust to life when they come home from serving their country;

Brunswick Memorial Home provided 150 gift cards for the organization to supply their returning National Guard unit with. More recently, the firm applied for, and received, a grant from the York Children's Foundation for a local Buddy Ball program which helps challenged children become involved in athletic programs. The firm surprised the Buddy Ball board by then matching York's grant during a ceremony. In fact, Brunswick Memorial was honored in 2010 with the Community Service Award from the Order of the Golden Rule at their International Conference.

As a family owned funeral home, the firm strives to work with family run businesses and almost exclusively refers clients to these businesses when outside help or products are needed. The area is fortunate to have many flower and monument shops that offer high quality products and service and when a family requires their assistance, Brunswick Memorial Home does not hesitate to make a referral. The firm, however, won't just give out one phone number, because it likes to make sure everyone sees the benefits of a familial relationship.

Peter places a strong emphasis on the bonds and relationships he has in the community and believes that it starts with a simple "hello" when he gets his morning newspapers, but should not end there. With Diane at his side, and Brian pushing for new and creative marketing opportunities, the business's philanthropic endeavors are an ongoing effort.



For more information on Brunswick Memorial Home and its involvement in the community, visit www.BrunswickMemorialHome.com or check out its newsfeed on Facebook at www.facebook.com/BrunswickMemorialHome.

QUALITY, SERVICE & REPUTATION SINCE 1993

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

Timeless Memories™ Keepsake Wristwatch

Madelyn CO.
KEEPSAKE PENDANTS

Each watch comes with complete instructions and tools needed to allow easy filling of the back memorial capsule.

Timeless Memories Instructional Video:
<http://www.youtube.com/user/madelyncopy>

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

SEND US YOUR NEWS!

We welcome news of the industry. Send us information on your firm today!

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

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS



the CLASSIC

Sometimes you get MORE than you expect.

Equipped with more standard features than any other cremator in its price range the Classic delivers more than an attention grabbing price.

- The Classic outperforms larger and more costly models and requires no cool-down between cremations.
- Increased efficiency: 60 to 90 minute cremation cycles in a production mode with fuel savings as much as 50%.
- We provide responsive 24/7 service and a two-year limited warranty.

Price. Performance. Service. We deliver all three.



Nadene

Cover-Up Cosmetics Ltd.

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

800-531-9744 Fax 903-641-0383
 Catalogs Available e-mail: cosmetics@nctv.com

Pandemic Influenza Preparedness in Funeral Service and Allied Professions study findings released

ALBANY, NY— Last year *Columbia University's* Mailman School of Public Health completed a national, Web-based survey of 42 questions to assess the pandemic preparedness in the death care profession in the United States. The University received responses from 492 individuals – 77 percent of whom were funeral directors in 46 states – as well as professionals from all areas in the death care sector, for the School's study, "Pandemic Influenza Preparedness in Funeral Service and Allied Professions."



(L to R) Bonnie L. McCullough, CAE, Executive Director, NYSFDA; Richard J. Sullivan, Board chair, New York State Tribute Foundation; and Dr. Robyn Gershon, Professor of Clinical Sociomedical Sciences, at Columbia University's Mailman School of Public Health.

New York State Funeral Directors Association (NYSFDA) Board member, **Martin D. Kasdan** and New York State Tribute Foundation Family Assistance Commission (FAC) and NYSFDA member, **Edward Mockler** were presenters for the Emergency Preparedness in the Death Care Sector Conference's panel discussion, facilitated by **Dr. David Abramson**, Director of Research for the National Center for Disaster Preparedness. Also included were: **Regina Smith**, Academic Dean and Chief Academic Officer of the *American Academy McAllister Institute of Funeral Service*; and **John Toale**, President and CEO of the **Woodlawn Cemetery**. Their discussion focused on preparedness planning challenges and current best practices, and sought to identify research gaps and opportunities for improvements in preparedness planning at multiple levels. Scheduled, but unable to attend to serve on the panel, was NYSFDA Board member and FAC Chair, **Douglas R. Brueggemann**. Brueggemann had been activated earlier in the day for DMORT duties in Joplin, MO, following the devastating tornado that leveled the town, and took more than 120 lives.

Dr. Robyn Gershon, Professor of Clinical Sociomedical Sciences, at Columbia University's Mailman School of Public Health, shared the findings on May 24, 2011 during the Conference hosted by the Mailman School's Department of Sociomedical Sciences and co-sponsored by the New York State Tribute Foundation. The Conference

CONTINUED ON PAGE A25

MEMORIAL GUARD LLC

Proudly Made in the USA



Without Memorial Guard



With Memorial Guard

"Memorial Guard" is designed to enhance your new or existing marker stone by reducing the risk of sinking while lowering plot maintenance.

With "Memorial Guard" your family will have an identifiable marker stone for many years to come.

Originally designed for the Veterans Memorial Marker, the "Memorial Guard" will also fit other flat edged (not rough cut) 24" x 12" x 4" granite or marble marker stones.

Call Today 1-855-264-3596

Order Online at www.memorialguard.com

Disclaimer: Due to different rules & regulations at cemeteries throughout the USA, please contact your local cemetery to verify approval of this product.



To Place Your Classified Ad

Call 1-800-321-7479 or visit www.nomispublications.com



Cremation Issues and Answers

By Ronald Salvatore

Matthews
INTERNATIONAL
CREMATION DIVISION

Environmental Update (Part 1)

It's been just over 20 years since USEPA was directed to develop guidelines for many sources that previously were exempt from Federal requirements as part of the 1990 Clean Air Act. Crematories were one of these. Unfortunately, EPA incorrectly grouped them with medical waste incinerators.

The cremation industry provided EPA with data to support the position that crematories were not similar to medical waste incinerators and should not have been included in the same classification. EPA agreed and crematories were grouped with "other incinerators." Because emissions from crematories were low, priority was given to developing standards for other sources.

In 1996, EPA established an Industrial Coordinated Combustion Rulemaking (ICCR) Workgroup to review the data that was available on crematories, determine what additional information was needed, gather and review, then develop new regulations. In their

review of existing data and data gathered from questionnaires sent by EPA to crematory facilities across the country, EPA determined that comprehensive environmental testing was needed to complete their analysis.

The cost for testing was nearly \$300,000. The Cremation Association of North America (CANA) funded a large portion of testing costs through donations from members. Testing was conducted on four ALL crematories located at Woodlawn Cemetery in New York to determine emission levels for all the regulated pollutants. This facility was selected because the crematories were equipped with wet scrubbers for additional emission control.

The results of the CANA/EPA test were very favorable and consistent with previous studies and environmental testing. As expected, emissions increased as the operating temperatures of the crematories were raised. It was also discovered that the wet scrubber had little effect on emissions.

With testing completed, EPA's task was to review the data and develop new regulations. The proposed regulations would then go through the Office of Management & Budget before being available for public comment. After the public comment period, a final review would be performed and by November 2000, the regulations implemented.

In late 2004 EPA released its "Standards of Performance for New Stationary Sources and Emission Guidelines for Existing Sources: Other Solid Waste Incineration Units." Printed in the Federal Register on December 9, 2004, this 55 page report proposed new regulations for Other Solid Waste Incinerators which would include crematories.

According to EPA: "These requirements are based on the Administrator's determination that these waste incinerators (Other Solid Waste Incineration Units) cause, or contribute significantly to, air pollution that may reasonably be anticipated to endanger public health or welfare." The wording of this "determination" is significant because EPA decided after 14 years of research and comprehensive envi-

ronmental testing, *not* to develop regulations for human and animal crematories. It is well known within the cremation industry that a properly designed and operated cremator can operate in the most sensitive areas without creating a nuisance or environmental impact.

EPA's decision not to develop regulations for crematories strengthens this position, and it is clear, to borrow EPA's words, that crematories do not cause or significantly contribute to air pollution that may reasonably be anticipated to endanger public health or welfare. More next month.

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

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

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

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

Eternal Reefs offers Private Green Memorial Experience



ATLANTA, GA— **Eternal Reefs** has been honoring loved ones and memorializing their passing by placing their ashes in marine-restoring reef balls for over 10 years, but now for the first time families can do so privately. The memorial reef site is located in the ocean waters off the Sarasota, FL coast and is an attractive, environmentally-sensitive option to occupying plots of land with expensive cemetery space. The Sarasota reef site, The Silvertooth Reef, is already home to hundreds of Eternal Reef memorials and is a thriving location covered with marine life and growth.

Reef balls are an alternative to ash spreading in which cremated remains are incorporated into huge, hollow, structures that look like wiffle balls and foster new marine growth, replenishing the world's diminishing natural reef systems. The Eternal Reefs program offers families a rewarding, highly participatory way to give back to the environment even after death and now families who prefer can do so in private.

"What we do is such an intensely personal experience that many families want to take the journey in private," Eternal Reefs CEO **George Frankel**, said. "Now, we can help families memorialize their loved ones with private activities with only designated family members present."

Eternal Reefs encourages families to be involved in creating their loved one's memorial reef because it can be a moving and healing experience. On the first day, if they wish, family members can mix the concrete and cremated remains and have the opportunity to personalize the Eternal Reef with handprints, written messages and other mementos pressed into the damp concrete.

On the second day, the loved one's Eternal Reef is loaded on a specially chartered boat. Military honors, if appropriate, are presented dockside then family members board a second boat which follows to the reef site. Family members watch as their loved one's Eternal Reef is lowered to the bottom and then they dedicate the reef, a positive and therapeutic experience for families and the sea.

With every Memorial **CONTINUED ON PAGE A26**

C&L

CONTAINERS, INC.

FULL WOOD COMBINATION TRAY

AIR TRAY

LIGHT WEIGHT COMBINATION TRAY

TRANSFER CASE

DELUXE CREMATION

OVERSEAS SHIPPER

LEAK RESISTANT CREMATION TRAY

CREMATION SUPPLIES

Containers For Precious Cargo

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

When Quality Counts
800-398-0447
www.clcontainers.com

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

MESSENGER'S

FAVORITE PASTIMES

Collection

Angler's Glory

Beaches

Whether they enjoyed gardening, fishing or spending time at the beach, families can aptly honor the life of their loved one

ANGLER'S GLORY
BEACHES
GARDENER'S GLORY

Closed: 8.25" x 10"

All feature coordinated stationery and are available in box sets.

ALSO AVAILABLE

CANVAS ART PORTRAITS

Turn a special photograph into a timeless heirloom that can be enjoyed for generations to come

Available in time for the memorial service!

Call to learn more

GARDENER'S GLORY
(Framed)

ANGLER'S GLORY

BEACHES

800-827-5151

www.messengerstationery.com

Follow Us on
[Twitter.com/messengerllc](https://twitter.com/messengerllc)

Find Us on
[Facebook.com/messengerstationery](https://facebook.com/messengerstationery)

Promo code: 8118

Aurora Casket sponsors "Armed Forces Day" at Cincinnati College of Mortuary Science



CCMS Students Laura Jacobson, President of Delta Gamma Pi and a student representative; Elizabeth Ryerson, Activities Coordinator of Delta Gamma Pi; and Becca Brasher volunteering at the Yellow Ribbon Support Center.



EMBALMING FLOWMETER

Now you can monitor and carefully control the rate of flow of arterial injections.

- Determine proper pressure setting
- Indicate changes in vascular resistance
- Reduce chances of unnecessary swelling
- Indicate improperly inserted arterial tube
- Indicate mechanical failure of embalming machine
- Installs easily

Only \$184.⁹⁵

Call for more information
(315) 471-0934



**PROFESSIONAL
TRADE SERVICES**
Division of CNY Funeral Service



Simmons Institute
OF FUNERAL SERVICE, INC.
Home of the Flowmeter:
1828 South Avenue, Syracuse, N.Y. 13207

COMING SOON...



hearsehub.com

professional

Don't Buy Expensive Software Just To... Or Upgrade

New
Option!

Securely
Access Your
Data From
Anywhere

Personalize memorial folders, prayer cards, & programs!

PrintPRO™

From A.C.S.

Analyze accounts receivable & bill at-need calls!

AIRPRO™

From A.C.S.

Organize your cases & print government forms & obituaries!

NEW! Enter data by clicking on-screen copy of form!

LedgerPRO™

From A.C.S.

Analyze preneed financial arrangements!

PINPRO™

From A.C.S.

Free Demo

A.C.S. Association Computer Services, Inc.
Four key to your success.
The Best Funeral Home Software Since 1985

FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS 0711

1.888.ACS.9411

www.FuneralHomeSoftware.info

(L to R) Aurora Director of Creative Marketing Marty Strohofer and CCMS President Colonel Karen Giles.

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

By John A. Chew

One of the major concerns to the embalmer is that there may not be any external signs in the face to indicate the degree that facial edema exists. The only indications may be regional signs existing in other parts of the body.

The reason is that 5 percent of the body weight is the tissue of the head. The most common cause of facial distention is a reaction to specific allergens. Other causes may be conditions existing prior to death with no apparent external visible signs.

If there are no external signs or reasons for the facial edema, a serious internal medical condition may have existed. The most common facial lymph edema is caused by the removal of facial lymph nodes for biopsy to determine metastasis of cancer or possible effects of radiation treatment.

There are many other concerns such as sinusitis, conjunctivitis, facial trauma, surgeries, illegal or prescribed drugs (allergic reactions), insect bites and obesity. The neck seems to develop an accumulation of edematous fluid with no apparent provocation which seems to be most noticeable when a body is in repose.

Edema facial swelling is a build-up of fluid affecting the neck, shoulder and upper arm. If facial

distention is mild, it is usually hard to detect. I find that pre-injection fluid mixed with a special buffered edema fluid will neutralize the chemical effect and reduce the distention with application of digital pressure, wicking or wraps.

Positioning of the body and keeping both pressure and rate of flow at a minimum seems to be the most effective way to control edematous conditions and neck distention. When necessary, controlled drainage and proper body positioning allows for moisture reduction and clearing of discolorations.

Application of basic physiognomy (the study of individual features/structures and surface markings both natural and acquired) will refine the details of the actual restoration.

Next month we will suggest other treatments for specific facial edematous concerns when preparing a body for presentation. Each area presents its own specific treatment to maintain naturalness.

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

AURORA, IN— The nation's largest privately owned funeral services supplier, **Aurora Casket Company**, sponsored "Armed Forces Day" on May 21 from 1:00 to 4:00 p.m. at the **Cincinnati College of Mortuary Science**. Item donations and financial contributions from the event supported the *Yellow Ribbon Support Center*, a nonprofit that sends more than 30 those serving overseas. The event was covered live by 96 Rock, WFTK and featured a Veterans Affairs mobile unit, concessions and live entertainment by rock band Cover Model.

"It's a great opportunity for the public to thank our veterans, to support the Yellow Ribbon Support Center and for the students to be good neighbors," Cincinnati College of Mortuary Science President **Karen Giles** said of the second annual event. Colonel Giles served for 22 years and is the former Director of the Port Mor-

tuary at Dover Air Force Base. Sponsoring Armed Forces day is one of several ways Aurora Casket Company recognizes those who have served. The company's "Honoring the Veterans" program allows families to donate to the American Red Cross, Vietnam Veterans of America or the National World War II Museum. "As Memorial Day approaches, we are reminded of the sacrifices our troops have made fighting for our country," said Aurora's Director of Creative Marketing **Marty Strohofer**. "At Aurora Casket Company we continually honor those who have defended our freedoms and this celebration is one of the many ways we show our appreciation."

For more information about the Yellow Ribbon Support Center and requested item donations, visit www.YellowRibbonSupportCenter.com. For more information on Aurora Casket Company, visit www.AuroraCasket.com.

Pandemic Influenza Preparedness in Funeral Service and Allied Professions study findings released

Continued from Page A22

brought together more than three dozen working in the field to discuss related issues.

Survey Respondent Highlights

- 60% are on call 24/7
- 87% are affiliated with a trade organization (such as NYSFDA or NFDA)
- 9% are DMORT members
- 12% are emergency response volunteers
- 78% of death care professionals were willing to assist other sectors during an emergency
- 87% of retired funeral professionals were willing to assist other sectors during an emergency
- 96% of mortuary students were willing to assist other sectors during an emergency

Troublesome Findings

- 63% of respondents had not identified means to acquire staff, supplies, space or additional refrigeration during their disaster planning.
- 39% of respondents felt unprepared for an emergency

“The New York State Tribute Foundation was pleased to assist the University with this important research study,” said **Richard J. Sullivan**, Board chair of the New York State Tribute Foundation, “the Mailman School of Public Health is a world renowned leader in education.”



(L to R) Panelists John Toale, President/CEO of the Woodlawn Cemetery; Regina Smith, Academic Dean and Chief Academic Officer of the American Academy McAllister Institute of Funeral Service; NYSFDA Board member, Martin D. Kasdan; and New York State Tribute Foundation Family Assistance Commission and NYSFDA member, Edward Mockler answered questions from the audience at the Emergency Preparedness in the Death Care Sector Conference held recently at Columbia University.

The New York State Tribute Foundation was established in 2003 out of a desire to unite the knowledge and resources of funeral service professionals throughout New York State. The Foundation is dedicated to supporting education, outreach and research programs that advance the public’s understanding of end-of-life issues.

Founded in 1922 as one of the first three public health academies in the nation, Columbia University’s Mailman School of Public Health pursues an agenda of research, education, and service to address the critical and complex public health issues affecting New Yorkers, the nation and the world.

Funeral Director's

ANSWERING SERVICE

- 24 hour check in line
- FREE updated funeral arrangements
- Text messaging
- Email
- Customized death call questions
- Patching calls
- Toll Free call forwarding number
- Supervisor on duty 24/7
- Caller ID
- And more!

Try Our Services FREE for 30 Days
Call plans as low as \$40

www.directorsanswering.net

1-877-452-3857



FALL MANAGEMENT CONFERENCE

SEPTEMBER 21-23, 2011

THE RITZ-CARLTON BEACH RESORT
NAPLES, FLORIDA

RITZ-CARLTON ROOM RATE:
JUST \$179 PER NIGHT!

KEYNOTE SPEAKER

One of the top subjects being taught in executive training today is emotional intelligence. Your emotional quotient, or EQ, is your ability to perceive, assess and manage emotions—both your own and others’. You and your staff work with people at one of the most difficult and emotional times of their lives. Developing your EQ improves your ability to lead, to engage and develop your staff and to better serve families. Dr. J.P. Pawliw-Fry will present the opening keynote address followed by an interactive two-hour workshop on how to develop your EQ and leverage it to become a more effective leader.

Dr. J.P. Pawliw-Fry

What's Your EQ?



THREE "CAFE COLLECTIVE" BREAKOUT SESSIONS

Nowhere else will you have the opportunity to interact with such an experienced, knowledgeable and successful group of peers than at the ICCFA Fall Management Conference. We'll take advantage of this considerable brain trust by breaking into smaller groups for a set of three breakout sessions:

Marketing to Baby Boomers—Moderator Larry Merington, senior vice president of sales and marketing for Stewart Enterprises. What is the best way to reach and engage the baby boomer generation? What are you doing to attract them, meet their needs and desires and encourage loyalty among them?

The Cremation Value Proposition—Moderator Julie Burn, CCRÉ, CSE, ICCFA director of cremation services. How do you convey the value proposition of cremation both to staff and families as it relates to memorial services, personalization, alternative disposition, permanent placement and memorialization?

Leadership in Times of Change—Moderator Vinnie Faccinto, CCFE, owner, Signature Services, Cookeville, Tennessee. How do you leverage your leadership style, communicate with staff, develop your organizational culture, ensure accountability?

CEMETERIANS VS. FUNERAL DIRECTORS "YOU JUST DON'T GET IT!" PANEL DEBATE

Don't miss this lively debate between longtime cemeterians and funeral directors examining the age-old feud between the two sides of the profession. What are the main areas of contention, and what lies at the heart of the conflict? Most important, how can we work together to understand and resolve it?

Cemetery panelists: C. John Linge, CCFE, president, Cedar Memorial Park Cemetery Association, Cedar Rapids, Iowa; Anthony Russo, vice president and superintendent, Cypress Hills Cemetery, Brooklyn, New York; and Gregg Strom, CCE, senior vice president, StoneMor Partners LP, Levittown, Pennsylvania.

Funeral home panelists: Mark Krause, CFuE, president, Krause Funeral Home and Cremation Service, Milwaukee, Wisconsin; Gwen Mooney, CCFE, managing director, Gwen Mooney Funeral Home, Cincinnati, Ohio; and Blair Nelsen, CFuE, CFSP, president, Nelsen Family Funeral Services, Richmond, Virginia.

PLUS:
GOVERNMENT & LEGAL AFFAIRS
BREAKFAST ON FEDERAL AND STATE
ISSUES MOST AFFECTING YOUR BUSINESS
AND THE
FALL MANAGEMENT GOLF TOURNAMENT

VISIT WWW.ICCFA.COM FOR MORE DETAILS OR TO REGISTER

CLOSEOUT SPECIALS

Funeral Home and Cemetery Directory

2011

Nomis Publications, Inc.
1-800-321-7479
www.nomispublications.com

2011 BUYER'S GUIDE

Call
1-800-321-7479
or visit

www.nomispublications.com

Eternal Reefs offers Private Green Memorial Experience

Reef, public or private, families receive two memorial certificates that identify the GPS coordinates of the reef and all reefs are marked with a bronze plaque. Families often return to the me-

morial reef site throughout the years to dive, fish or visit by boat.

An Eternal Reefs memorial reef is specially engineered to entice fish and other forms of sea life into the reef, building new habitats in and around the uneven structure. The Eternal Reef (which can weigh between 600 and 4,500 pounds and measure between 2- by 4-feet high and 4- by 6-feet wide) quickly becomes a permanent part of the marine seascape.

Continued from Page A23

Eternal Reefs, Inc is an Atlanta-based company that provides a creative, environmentally-enhancing way to memorialize the cremated remains of a loved one. The company incorporates cremated remains into a concrete mixture used to cast artificial reef formations. The artificial reefs are dedicated as permanent memorials while also bolstering natural coastal reef formations. Since 1998, the company has placed more than 1,500 Memorial Reefs in 20 locations off the coasts of Florida, South Carolina, North Carolina, Maryland, New Jersey, Texas and Virginia, substantially increasing the ocean's diminishing reef systems. Memorial reefs can only go in properly permitted locations by the US Government. Contact Eternal Reefs Inc. for more information on the Private Placement Option at www.eternalreefs.com.



2010 African American Funeral Home Hall of Fame

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

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



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

Awards of Excellence: Virginia Firms

J.M. Wilkerson Funeral Establishment

Since 1874, the **J. M. Wilkerson Funeral Establishment, Inc.** has endeavored to serve with dignity and express concern to the families in the Petersburg, Chesterfield County, Dinwiddie County, Hopewell, Prince George County, Sussex County and surrounding areas.

During the 1870's, **James M. Wilkerson, Sr.** was a well-known carpenter who, from time to time, was called on to make wooden coffins. As a result, in 1874 he founded the **J. M. Wilkerson Undertaking Company** located in the one hundred block of Harrison Street in Petersburg, Virginia.



James M. Wilkerson, II



James M. Wilkerson, Sr.

When James M. Wilkerson, Sr. died in 1890, **James M. Wilkerson II** inherited the business. He operated the company with the assistance of his brother, **Samuel Wilkerson**. James was the first Licensed Embalmer of African descent in the Commonwealth of Virginia: license number 4. Soon after, James purchased the land where the present building now stands. He built, what was at the time, a well-equipped two-story brick building. In addition to the undertaking business, James operated a livery business, employing at least 16 persons in a stable on College Place. For a number of years, the establishment operated an ambulance service for Petersburg and the surrounding counties. Wilkerson also owned and operated several cemeteries.

When James M. Wilkerson II died in 1932, the business was passed to the third generation of Wilkerson's under the leadership of **Mrs. Virgie Sparks**. The business was incorporated in 1967 and "Miss Virgie" as she was affectionately known, continued to manage the business until her death in 1971.

Since its incorporation, a board that includes fourth and fifth generations of the Wilkerson family has directed the business. The board is proud to a part of the oldest continuously operating black-owned business in the Commonwealth of Virginia.

The mission at the J. M. Wilkerson Funeral Establishment is to be the most significant provider of quality funerals and related services in South-Central Virginia, using their caring and compassionate experience to respond to the needs of families and individuals in a professional and personalized manner. They strive to be sensitive to various social, religious and economic backgrounds in ways that are meaningful, dignified, and affordable.

CONTINUED ON PAGE A32

THE FAN MAN

THE FAN MAN, INC.
John Mannion
bankersadvertising.com/thefanman

THE FAN MAN

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

Fans Calendars Urns
Register Books Dresses
Advertising Specialties
"WHATEVER YOU NEED"

got odors?

- **In Chapel** – Incense Odors
- **In Coolers or Storage Rooms**
- **In Prep Rooms** (nightly)
- **For Crematory Odors**

Also Kills Insects

www.FuneralHomeOdors.com

1.800.474.0105

NEW!

Mortuary Sandbag Arm Positioning System - M.A.P.'s™

Solves Any Arm Positioning Problem!

Rigor Arms

Spider Fingers

Ship-Ins

M.A.P.'™ Benefits

- Easy to Use
- Made from Durable OSHA Friendly Fabric
- Can Be Used After Casketing
- Proven Effective
- Includes Instructions
- Manufacturers Warranty

Also Works Great On...

Swollen Necks

Swollen Hands

M.A.P.'s™ Solves It All!
Only \$49.95 a pair

SUPER PROTECTION

NEW!
MORT-PORT
SUPER-CAPRI
PANTS

- NRJ Super-Capri's give 2 times greater torso coverage which gives you 2 times greater protection
- Saves money! Super Capri does the job of 1 coverall and 2 stockings
- Drain your troubles away with MortPort drainable plastic goods!

OURS

DOUBLE PROTECTION WITH MORT-PORT™ DRAINAGE OPTION

THEIRS

LIMITED COVERAGE WITH NO DRAINAGE OPTION

Any Size Only \$9.95

Don't Bury Treasure - Save It!

WITH THE NEW
I-SEE-IT
SECURITY
JEWELRY BAG™

Features

- Zip-Top Seal! (won't open like drawstring bags!)
- Transparent Vinyl Front (you see everything, easy to double check)
- Large Capacity - 7" tall, 4" wide easily fits in coat pocket or purse
- Deceased Name - don't give out wrong belongings
- Release Form - confirms removal items for your records
- Attractive, durable, London blue vinyl makes a first class presentation

Only \$1.95 per unit

To Order M.A.P.'s™ & Jewelry Bags
www.graveyardgift.com or Call 248-577-9975 • M-F / 9am-5pm EST

To Order MortPort Super Capris and Unionalls
mortport.net or call 248-577-9975 • M-F / 9am-5pm EST

Visa, Mastercard, Discover, American Express Welcome. Satisfaction Guaranteed - Return unused product for a full refund within 30 days. Shipping not included

Hit and Miss: A Brief History of the Attempted Assassinations and Assassinations of the Presidents of the United States

By Todd W. Van Beck

ANDREW JACKSON – MISS

On January 30, 1835 as President Jackson was leaving the United States Capitol Building, Richard Lawrence, a mentally disturbed house painter, approached to within 13 feet and thrust a single-shot derringer at the president. Although the percussion cap exploded properly, the gun powder failed to ignite. As President Jackson lunged forward to strike the would-be assassin with his cane, Lawrence pulled the trigger on a second derringer at point-blank range. Unbelievably, it too did not fire. President Jackson proceeded to pummel Lawrence with his cane. Bystanders had to restrain Jackson from literally killing the man.

At his trial, Lawrence was found not guilty by reason of insanity. He was confined to a mental institution until his death in 1861.

Soon after the assassination attempt, Lawrence's derringers were examined and found to be in perfect working order. The odds of two such weapons malfunctioning in succession were put at one in 125,000.

ABRAHAM LINCOLN – HIT

On April 14, 1865, President and Mrs. Lincoln joined Major Henry Reed Rathbone and Miss Clara Harris in the Presidential box at Ford's Theater in downtown Washington, D.C. to see a Good Friday evening performance of the comedy *Our American Cousin*, starring Miss Laura Keane. The Lincolns were late, the curtain had already risen, and the performance was suspended briefly to acknowledge their presence. In Act three, Scene two, the character of Asa Trenchard, played by Harry Hawks, remained alone on stage to deliver a line that never failed to get a big laugh. It was around 10:15 p.m.

As the theater rocked in laughter, a shot rang out from behind the President. John Wilkes Booth, a famous actor and Southern sympathizer, slipped into the Presidential box and shot the president in the back of the head with a .44 single-shot derringer while Lincoln's body guard, John F. Parker, was away from his post. The brittonia bullet, an alloy of tin, copper, and antimony, split in two on impact; one piece stopping in the middle of the brain, the other continuing through the brain to the bone of the right eye socket. Dr. Charles Leale, who happened to be in the house that night, examined the president, removed a blood clot to relieve fluid pressure on the brain, and pronounced the wound fatal. Lincoln was carried across the street to the Peterson boarding house where, because of his size, he was placed diagonally on a bed. There, he died, without regaining consciousness, at 7:22 a.m. on April 15, 1865.

An autopsy and embalming was performed in a guestroom of the White House.

The contents of Lincoln's pockets on the night of his assassination remained under seal until February 12, 1976. They contained two pairs of eye glasses; a cloth lens cleaner; an ivory and silver pocketknife; a large white Irish linen handkerchief, slightly used, with "A. Lincoln" embroidered in red; a gold quartz watch fob without a watch; a new silk-lined leather wallet containing a pencil, a Confederate five-dollar bill, and news clippings of unrest in the Confederate army, emancipation in Missouri, the Union party platform of 1864, and an article on the Presidency by John Bright.

Lincoln left an estate valued at \$111,000, with final administration divided among his wife and two surviving sons.

After discharging his weapon, crying "Sic simper tyrannis!" John Wilkes Booth leapt to the stage below. His right foot spur caught on the flag marking the Presidential box, and he broke his leg in the fall. He hobbled offstage, before the stunned cast, and made his way to a farm near Bowling Green, Virginia. He was hiding in a tobacco barn when federal troops tracked him down. Co-conspirator David E. Herold surrendered at once, but Booth held out as the soldiers set fire to the barn. One of the soldiers, Boston Corbett later claimed that he shot Booth; however, the assassin may have shot himself. In whichever manner Booth was wounded, he was dragged from the barn and soon thereafter died, on April 26, 1865.

Four others were convicted and hanged for taking part in, or having foreknowledge of, Booth's plot: David E. Herold, who conspired to assassinate Secretary of State William Henry Seward simultaneously with Lincoln's murder; Lewis Paine, who actually stabbed Seward that night; George A. Atzerodt, who conspired to assassinate Vice President Andrew Johnson, but failed to go through with it; and Mrs. Mary Surratt who knew about the conspiracy but whose active involvement was never proven.

JAMES A. GARFIELD – HIT

Charles J. Guiteau stalked the President for weeks. Three times, he was armed and within firing range of the President and backed down. Finally on July 2, 1881, he fired a .44 British Bulldog (a relatively expensive pistol he had picked out specifically for the assassination because he thought it would look attractive in a museum) at the back of the President as he strolled with Secretary of State James Blaine across the waiting room of the Baltimore and Potomac railroad station in Washington D.C. He was promptly arrested by District of Columbia po-

liceman Patrick Kearney, who had rushed into the station at the sound of gunfire. Ironically, Guiteau, a Stalwart, had actually supported Garfield in the election of 1880. When Guiteau came to Washington seeking a diplomatic post as his reward, he was politely but firmly rebuffed. Thereafter, the disappointed office seeker, mentally unstable for some time, came to believe that Garfield must die. "The President's tragic death," Guiteau wrote on the morning of the assassination, "was a sad necessity, but it will unite the Republican Party and save the Republic... I had no ill-will toward the President. His death was a political necessity."

Garfield received two gunshot wounds. One grazed his right arm, doing little damage. The other entered his lower back, deflected off a rib, and lodged near his pancreas. Dr. Smith Townshend was the first physician on the scene, arriving just a few minutes after the shooting. After his removal to the White House, Garfield was under the care of Dr. D. W. Bliss, assisted by a team of surgeons: J. K. Barnes, J. J. Woodward, Robert Reyburn, D. H. Agnew, and F. H. Hamilton. Three separate operations were performed to drain abscesses and remove bone fragments. Unfortunately, the doctors repeatedly probed the wound with bare fingers and unsterilized instruments, a common practice of the period. It led to blood poisoning, the immediate cause of the President's death. On September 6th, at his own request, Garfield was transferred by special train to Elberon, New Jersey. There, he seemed to rally. But, by September 17th, he had developed bronchopneumonia and was drifting in and out of consciousness. He died two days later. His last words were to his Chief of Staff David G. Swaim: "Swaim, can't you stop this (pain)? Oh, Swaim!" An autopsy was performed by Dr. D. S. Lamb of the Army Medical Museum. Garfield was buried at Lake View Cemetery in Cleveland.

On the day Garfield died, Guiteau wrote to the new President, Chester A. Arthur, "My inspiration is a God send to you and I presume that you appreciate it . . . It raises you from a political cipher to the President of the United States . . . Never think



Todd W. Van Beck

of Garfield's removal as murder. It was an act of God, resulting from a political necessity for which he was responsible." He then proceeded to advise Arthur on the selection of a new cabinet.

At his trial, held from November of 1881 to January of the following year, Guiteau, defended by his brother-in-law George Scoville, plead not guilty by reason of insanity. He told the court that God had ordered him to kill the President. The jury deliberated an hour before returning a guilty verdict. Judge Walter Cox sentenced him to be hanged. On June 30, 1882, Guiteau climbed the scaffold, read aloud from the Bible, and sang a hymn he had composed for the occasion, which began, "I am going to the Lordy, I am so glad. I am going to the Lordy, oh Lordy, oh Lordy."

THEODORE ROOSEVELT – MISS

Roosevelt was in the middle of the 1912 campaign against William Howard Taft and Woodrow Wilson, when, on October 14, John N. Schrank, a German immigrant, shot Roosevelt once with a .38 Colt revolver as Roosevelt was en route to address a crowd in Milwaukee. The bullet passed through the folded pages of Roosevelt's speech in his breast pocket, through his metal spectacle case and into his chest an inch below and to the right of the right nipple, before traveling four inches upward and inward to fracture the fourth rib. No vital organs were affected. In a dramatic, if not foolhardy, display typical of his courage, Roosevelt insisted on delivering his speech before going to the hospital. He spoke for nearly an hour. Afterward, at Mercy Hospital in Chicago, doctors treated the wound, but

CONTINUED ON PAGE A30

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

Funeral Directors Research, Inc.

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

www.amrainstruments.com
www.prepoomdirect.com

WEB DIRECT GIFT & PRICING

There was not enough time...

To get to know them. To love them. To care for them. To see them grow into the people they would someday become.

Serenity

Pure White, White Marble, Pink Swirl, Blue Swirl

Nothing is so difficult as dealing with the loss of a child. It is our sincerest hope that our Serenity casket vaults can provide your families with one last opportunity to lavish their little one with all of the love, care, security and honor possible.

Available in youth, toddler, infant and preemie sizes

800.637.1992 www.trigard.com

Trigard
Copyright © 2011 Greenwood Inc.

Take Advantage of Your Casket & Supplier Discounts!

Insurance Assignment Claims Paid WITHIN 24 HOURS OF VERIFICATION!

Reduce Your Receivables!

• **NO Chargebacks!**

• **We Deal With Insurance Companies**

- No Hassles!



BETA CAPITAL CORP.

CALL TOLL-FREE: (800) 430-7935

Fax: (757) 488-7315

Visit: www.betacapitalcorp.com

John Hudson - Marketing Director

Selected Independent Funeral Homes Educational Trust awards Hardship Grant to Flood Victim

Southeast Tennessee Firm Hit Hard by Floods Uses Grant to Ease Expenses

DEERFIELD, IL— Selected Independent Funeral Homes Educational Trust has awarded its first Hardship Grant of 2011 to Selected Member Legacy Funeral Home & Cremation Center Inc., of Soddy-Daisy, TN, in the amount of \$6,000. The funds have primarily been used toward the cost of significant unreimbursed business expenses as a result of the damage caused by the deadly mid-April storms affecting the entire region.

Cade Williamson, president and owner of the firm, reported that more than four inches of rain fell in a thirty minute timespan when their business was hit with the flood during the fast-moving storm. The damage sustained by his business included several flooded vehicles, containers, supplies and facilities. Additional expenses incurred included water extraction and cleaning, dehumidifier and fan rentals, dumpster rental, furniture replacement, miscellaneous expenses (cleaning supplies and printed materials) and

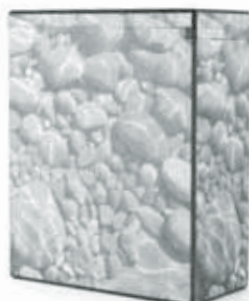


vehicle clean-up, all totaling more than \$14,000 in costs not covered by insurance.

“We are accustomed to helping families through hardships and know that in our line of work, our colleagues never hesitate to help out someone in need,” said Williamson. “Now we’ve experienced the generosity of the Selected Trust during our own time of need and feel extreme gratitude and comfort knowing that we can count on our own.”

As soon as the Trust learned of the devastation in the area, the Board of Trustees quickly stepped in to help and awarded the grant within a matter of days.

CONTINUED ON PAGE A34



Terrybear introduces a new line of engravable Scattering Urns that are both beautiful and affordable. Encased with beautiful scenery that depicts locations typically selected for scattering, these urns have a removable sliding panel on the top for scattering use. Ask your Terrybear distributor for more information.

(888) 588.8767 • www.terrybear.com

Terrybear®
Urns & Memorials

All urn designs © 1994-2011 Terrybear, Inc. Terrybear is a registered trademark of Terrybear, Inc.

NOMIS FUNERAL HOME & CEMETERY NEWS
PUBLICATIONS, INC.

We welcome industry news!

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

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

Send to:

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

Educating a Legacy of Funeral Directors for Over 100 years...

The Worsham Training School of Anatomy and Embalming

America's Leading Institution for Instruction in Embalming and Funeral Directing



ALBERT H. WORSHAM
President

Above All Else a School of Experience

As everything the Funeral Director is required to do will be taught here by actually doing it under the eyes of the Instructor.

Catalogue and further information furnished upon application.

THE SUBJECTS TAUGHT IN THE WORSHAM SCHOOL ARE:

(Stereopticon and Microscopes Used to Visualize)

- | | |
|--------------|--------------------------------------|
| Anatomy | Postmortem and Postmortem Conditions |
| Bacteriology | Professional and Business Law |
| Physiology | Casket Trimming |
| Hygiene | Disinfections and Disinfectants |
| Chemistry | Transportation Rules |
| Pathology | Demi-Surgery |
| Embalming | Funeral Management |

Address The Worsham School
620 South Lincoln St. Chicago, Illinois

The above ad is from the 1930 issue of American Funeral Director

WORSHAM COLLEGE OF MORTUARY SCIENCE



Different Customs
Different States
Different Traditions

**One Level of Comfort
Nationwide.**

All Worsham College graduates are CANA Certified Crematory Operators.*

THE PRACTICAL EDUCATIONAL EXPERIENCE

*2010

495 Northgate Parkway • Wheeling, Illinois 60090
(847) 808-8444 • Fax (847) 808-8493
www.worshamcollege.com

BLUE MOUND GRAPHICS, INC.

Enlightening

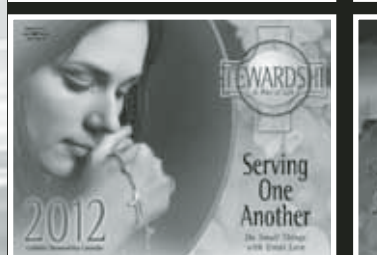
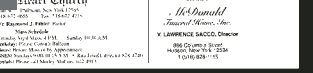
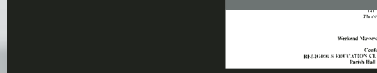
C A L E N D A R S



Reserve your
2012 advertising
calendars now!

www.bluemoundcalendars.com

Blue Mound Graphics, Inc. | 326 N. 76th Street, Milwaukee, WI 53213-3534 | 800.334.6052



ENGLISH | SPANISH | ITALIAN | POLISH



MADE IN THE USA

Hit and Miss: A Brief History of the Attempted Assassinations and Assassinations of the Presidents of the United States

Continued from Page A27

decided not to remove the bullet. Roosevelt recovered completely with no complications. As for Schrank, he explained to authorities that the ghost of William McKinley had appeared to him in a dream and told him to avenge his assassination by killing his successor. He was judged insane and committed to an institution where he died in 1943.

FRANKLIN DELANO ROOSEVELT – MISS

On February 15, 1933, Giuseppe Zangara, a 32-year-old bricklayer, shouted "Too many people are starving to death!" as he fired five shots from a 32-caliber revolver at the President-elect's open motorcade in Miami, Florida. Four people were wounded. Mayor Anton Cermak of Chicago who was riding beside FDR was killed. Roosevelt escaped unharmed. Zangara was found guilty of murder and electrocuted on March 20, 1933.

HARRY S. TRUMAN – MISS

The White House was closed for reconstruction and remodeling. President and Mrs. Truman were living in the historic Blair House.

On November 1, 1950 Puerto Rican nationalists Oscar Collazo and Griselio Torresola, attacked the Blair House. In the exchange of gunfire with White House guards, Torresola was killed and Collazo wounded. White House guard, Private Leslie Coffelt was fatally wounded and two other guards were seriously injured. President Truman, who observed the disturbance from an upstairs window, was unharmed. Collazo was convicted of murder, assault, and attempted assassination of the President, and was sentenced to death. In July 1951, Truman commuted his sentence to life imprisonment. In 1979, President Jimmy Carter freed Collazo.

JOHN F. KENNEDY – HIT

President Kennedy had come to Texas to reconcile differences between opposing factions of the Democratic Party in the state. The presidential party flew into Dallas' Love Field at 11:37 a.m. President and Mrs. Kennedy, accompanied by Governor and Mrs. John Connally, then proceeded in an open limousine to the city for a scheduled luncheon address at the Dallas Trade Mart. As the motorcade made its way through

Dallas, the reception from the crowds lining the streets was enthusiastic. Mrs. Connally turned to Kennedy and said, "Mr. President you can't say Dallas doesn't love you." The president replied, "That is very obvious." Moments later, after the President's car passed the Texas School Book Depository, shots rang out. One bullet passed through Kennedy's neck. A second, fatal bullet tore away the right side of the back of his head. Governor Connally was also wounded. The President was rushed to Parkland Memorial Hospital where Dr. Malcolm Perry performed a tracheotomy and administered blood transfusions and oxygen. The President's heart stopped and cardiac massage failed to revive him. Kennedy died at 1:00 p.m.

According to the autopsy performed by Navy Commander J. J. Humes at Bethesda Naval Hospital that evening, "The wound of the skull produced such extensive damage to the brain as to preclude the possibility of the deceased surviving this injury."

The President's body lay in state at the Capitol Rotunda while an estimated 250,000 mourners filed by. Richard Cardinal Cushing, Archbishop of Boston, performed the funeral mass at St. Matthew's Cathedral in Washington D.C. Kennedy was buried at Arlington National Cemetery. An eternal flame, lit by Mrs. Kennedy, still marks his grave.

GERALD R. FORD – MISS

It is evident that at least two women in America did not like President Ford. In separate incidents, in September 1975, two women tried to shoot President Ford. On September 5th, Lynette "Squeaky" Fromme, a disciple of mass-murderer Charles Manson, drew a Colt .45 from her thigh holster and squeezed the trigger, just as Ford reached out to shake her hand in a crowd outside the Senator Hotel in Sacramento. However, the fully loaded pistol failed to fire because there was no bullet in the chamber. Secret service agents quickly wrestled Miss Fromme to the ground. She was the first person convicted under a 1965 statute making the attempted assassination of a President a federal offense, punishable by life imprisonment. Fromme received a life sentence.

In San Francisco on September 22nd, Sara Jane Moore, a political activist and one-time FBI informant, pulled a .38 revolver from her purse and fired one shot at President Ford

from 40 feet away. An alert bystander spoiled her aim, and she was quickly subdued. The shot missed Ford by a few feet. Miss Moore was convicted and sentenced to life. In 1979 she was recaptured hours after escaping from the Federal Correctional Institution at Alderson, West Virginia.

RONALD WILSON REAGAN – MISS

At 2:25 p.m. on March 30, 1981, John W. Hinckley Jr., a drifter from a wealthy Colorado family, fired six Devastator explosive rounds from a .22 Rohm RG-14 revolver at President Reagan as he emerged from the Washington (D.C.) Hilton Hotel. One bullet ricocheted off the Presidential limousine, entered Reagan's left side, bounced off the seventh rib, punctured and collapsed his lung, before lodging one inch from his heart. Another round penetrated the brain of Press Secretary James Brady, leaving him severely paralyzed. Policeman Thomas Delahanty and secret service agent Timothy McCarthy were also seriously wounded.

At the first sound of gunfire, Jerry Parr, the senior secret service agent on the scene, slammed Reagan into the Presidential limousine and pounced on top of him as a human shield. At first, neither Parr nor Reagan realized that he had been injured. But when Reagan began coughing up bright red blood, fresh from his lungs, agent Parr ordered the limousine to George Washington University Hospital, where an emergency team, already alerted, awaited the President's arrival. Reagan walked into the hospital on his own steam, despite the loss of three pints of blood, and complained of difficulty breathing. Doctors later reported that his blood pressure had dropped so sharply that if treatment had been delayed just five minutes, he probably would have died. Just before going into surgery, Reagan looked up at Dr. Benjamin Aaron, who would perform the operation, and said "Doctor, I sure do hope you are a Republican."

Reagan's first words, scribbled on a pad after awakening, were borrowed from W. C. Fields: "All in all, I'd rather be in Philadelphia." Reagan later described being shot as a paralyzing pain similar to the effect of being hit with a hammer. Despite his 70 years, the President made a remarkably quick and complete recovery. Twelve days after the shooting he returned to the White House.

www.nomispublications.com

Online Directory Advertising Options



BANNER AD - \$750/yr
468x60 pixels

CALL US TOLL FREE AT 1-800-321-7479 SEARCH FOR A FIRM

Home Our Publications Mailing Lists Website Advertising About Us Contact Us

MONIS FUNERAL SERVICE
 TRADE SHIPPING
 1-888-888-8888 • 1-888-888-8889
 Your Town, Ohio 99999
We Ship Anywhere

ONLINE DIRECTORY AD BANNER
\$1000/yr
350x125 pixels

1 of 29 Next > Last >>

SMITH FUNERAL HOME
 1-888-888-8888
Serving Families for 20 Years

Bachman, Kulik & Reinsmith Funeral Home
 1629 W Hamilton St.
 Allen PA 18102


SMALL BOXED AD
\$150/yr
200x75 pixels

Simon
 Cemetery & Memorial Park
 1-877-777-7777
"Trusted by families for 50 years"

Bachman, Kulik & Reinsmith Funl Home PC
 225 Elm St
 Emmaus PA 18049

MEDIUM BOXED AD
\$250/yr
200x150 pixels

Bass-Smith Funeral Home & Crematory
 334 2nd St NW
 Hickory NC 28601
basssmithfhome@charter.net *Email Link*
\$50



FUNERAL HOME & CEMETERY DIRECTORY

Order Your Copy Today

Bass-Smith Granite Funeral Service
 106 S Main St
 Granite Falls NC 28630

LARGE BOXED AD
\$350/yr
200x300 pixels

Berge-Pappas-Smith Mortuary
 40842 Fremont Blvd
 Fremont CA 94538
www.bergepappassmith.com
info@bergepappassmith.com *Website Link includes Email Link*
\$75

Boardman-Smith Funeral Chapel
 800 South Grand Ave W
 Springfield IL 62704
www.boardman-smith.net
bsfc@sringnet.com

Toll Free 1-800-321-7479 • Email info@nomispublications.com



Artistry that's affordable

The Meadow Lane Urn Series



NEWMAN BROTHERS INC.

5609 CENTER HILL AVE. CINCINNATI, OH 45216
 TEL: (513) 242-0011 • FAX: (513) 242-0015 • TOLL FREE: 800-447-1072
 e-mail: newman@supern.com • www.newmanbrothers.com

"Family owned and operated since 1882"

Call for a FREE color catalog featuring our entire Urn Selection.

Awards of Excellence: Virginia Firms

Continued from Page A26

Gray's Funeral Home

This year marks the 116th anniversary of **Gray's Funeral Home**. Its rich heritage began in 1895 when **Mills C. Gray**, a skilled carpenter who had built many houses in the community, established the business in a shed behind his home at 641 Randolph Avenue in Cape Charles, Virginia.



Mills C. Gray

Mills and his wife, **Jennie Joynes Gray**, managed and operated the business alone until they were joined by **Alston Joynes**, Jennie's niece, who began working with her aunt and uncle when she was 16 years old. She grew to love the work and dedicated herself to developing a successful business.

Mills C. Gray passed away in 1931 leaving his wife and niece to continue operating the thriving funeral service business. Jennie Joynes Gray passed in 1946.

Two years later, Alston Joynes married **Thomas L. Godwin**. With the support of her husband, Alston built Gray's Funeral Home on the existing location at 618 Jefferson Avenue in Cape Charles.

Alston earned her Funeral Director's License in 1948 and worked diligently, earning the trust and loyalty of many fine clients.

Alston J. Godwin and her late husband had two children: **Thomas George Godwin** and **Jennie Marie Godwin King**.

In 1961, Thomas George, graduated from *Eckles College of Mortuary Science* in Philadelphia, PA. He earned his Funeral Director's and Embalmer's License one year later. He and his wife, **Juanita Brickhouse Godwin**, worked jointly with his mother until her retirement. Alston Joynes Godwin is 98 years old, has a current funeral director's license and still answers the telephone with a cheery "Hello, Gray's Funeral Home."

Thomas and Juanita Godwin have three children: Keith Ansel, Thomas George, Jr. and Tonya Juanita G. Jones. They also have two wonderful grandchildren, Glenn Eric Jones, Jr. and Madison Taylor Jones.

"We are grateful to God for allowing us to serve the many generations of faithful clientele." The rich legacy lives on.

Scott's Funeral Home

In 1910, **Robert C. Scott** founded the **Robert C. Scott Funeral Home**, the outgrowth of a partnership which was operated as **Lewis and Scott, Undertakers** at 2210 East Main Street, Richmond, Virginia, in the city's "Bird-in-Hand" community.

Under the ownership
CONTINUED ON PAGE A33



DON'T LEAVE UNCLE HARRY STUCK IN SPAIN.



Inman's exclusive Trans-Containaire™ shipping unit.

After his unfortunate accident in the bull ring, it was Inman Shipping Worldwide that brought Uncle Harry home. Funeral directors and families depend on Inman to handle all the details of getting Uncle Harry back home—for one low price.

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



Inman
 SHIPPING WORLDWIDE®

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



Visit our Expanded Website! More Options! Expanded Features! Improved Online Directories!

WWW.NOMISPUBLICATIONS.COM



Awards of Excellence: Virginia Firms

Continued from Page A32



Robert C. Scott

of Robert C. Scott, who was one of the first black embalming license holders in Virginia, holding license # 75, the firm grew rapidly following rigidly a policy of excellence in service.

Mr. Scott's progressive spirit was clearly evident from the earliest days of the firm. Scott's was the first funeral establishment in the city to convert to an automobile fleet in the early 1910s. It

was also the first firm to operate branches, or "Neighborhood Chapels", in various sections of the city. The firm was incorporated as **Robert C. Scott, Inc.** in 1936.

Mr. Scott passed away in 1957. His wife, **Mrs. Mattie Olivia Cumber Scott**, took over as president of the firm with **Mr. Anthony J. Binga** assisting as general manager. After Mrs. Scott's passing in 1965, Mr. Binga served as president until his death in 1990.

In 1967, as the population shifted, a result of urban renewal and affluence, the neighborhood chapel concept no longer served its original purpose. The firm, under the guidance of its new owner **Mr. John Regi-**

nald Harris, Sr., moved into a new modern facility at 115 E. Brookland Park Boulevard, the present location of **Scott's Funeral Service**.

In 1986 the firm acquired the **Lightfoot Funeral Home** in the Churchill section of Richmond at 3021 "N" Street. The facility was renamed **Scott-Lightfoot Funeral Home**. Looking at the downturn of the economy and the overall changes in the funeral industry, a decision was made to merge the Church Hill location with the Brookland Park Boulevard location in order to best utilize services while continuing to provide outstanding service.

After Mr. Harris' passing in 1991, his wife, **Catherine Hicks Harris** became the president/owner and **Mr. Richard A. Lambert, Sr.** became the general manager. Prior to Mrs. Harris' death in 2009, she sold the business to its present owner, Mr. Richard A. Lambert, Sr. in 2002.

Mr. Lambert had served as Manager and Vice President throughout the most recent years of operation. Shortly after his acquisition, the Brookland Park Boulevard facility underwent a complete renovation. Surrounding properties have also been purchased to allow for future expansion.

With unwavering dedication to their customers, Scott's Funeral Home continues to maintain a solid presence in the community with a name that people know, trust, and depend on to provide service of the highest caliber.

DERMA-PRO
MORTUARY COSMETICS

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

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

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

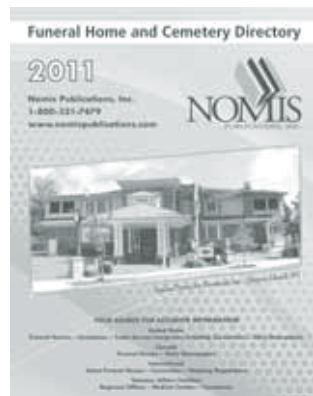
The Boston Prayer Card Company
SERVING THE FUNERAL PROFESSION FOR OVER 17 YEARS

**ATTENTION FUNERAL DIRECTORS:
ARE YOU STILL WASTING
TIME AND \$\$
PRINTING YOUR OWN CARDS?**

WWW.BOSTONPRAYERCARD.COM
Call: 1-800-PRAY-FOR (800-772-9367)

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

**CLOSEOUT
SPECIALS**
on the
**2011
EDITIONS**



REACH OUT

IMSA Members

- Aeon Manufacturing Company, Inc.
- American Cemetery Supplies, Inc.
- American Cemetery/Mortuary Consultants
- American Funeral Financial LLC
- Architectural Stone Imports, Inc.
- Axiom Business Systems
- B&L Cremation System
- Batesville Casket Company
- Begin Bronze Urns
- Biondan North America
- Carrier Mausoleum Construction, Inc.
- Casket & Funeral Supply Assoc. of America
- Cemetery Development Association, Inc.
- Cemetery Funeral Supply Company
- Cemetery Management Solutions
- Cemetery Planning Resource Alliance
- Christy Vault Company
- Church & Chapel Metal Arts, Inc.
- Clark Grave Vault Company
- Cold Springs Granite Memorial Group
- Conrad Pickel Studio Inc.
- Crematory Manufacturing & Service Inc.
- Custom Air Trays
- Dakota Granite
- Doric Products
- E.C. Wesner Associates, Inc.
- Eagle Granite Company
- Eagle's Wings Air
- EDA Land Planning
- Eickhof Columbaria LLP
- Elberton Granite Association, Inc.
- Ensure-A-Seal
- Everlasting Granite Memorial Company, Inc.
- Facultative Technologies
- Forston and Associates
- Franklin Wrap, LLC
- Granite Resources Corporation
- Grever & Ward, Inc.
- Halo International Corp.
- Hamlin Hydraulic Lift Company
- Heart to Heart LLC
- Heirloom Bible Publishers
- Heritage Flower Company
- Holland Supply, Inc.
- I.C.C.F.A.
- Ingram Construction Company, Inc.
- Inman Shipping
- Insight Books
- Inspired Artisans
- J. Stuart Todd, Inc.
- Jack Goodnoe Cemetery Planning & Design
- Jacobs
- Joseph B. Sankovich & Associates
- Kates-Boylston Publishing
- Kelco Supply Company
- KMI Columbaria
- KNF Flexpak Corporation
- Koppenberg Enterprises, Inc.
- Kryprotek/Norwalk Vault Company
- Lecon, Inc.
- Matthews International Corporation
- McCleskey Mausoleum Company
- Mekus Tanager, Inc.
- Memorial Business Systems, Inc. (MBS, Inc.)
- Memorial Gift Center
- Mid Atlantic Contractors, Inc.
- MortuaryMall.com
- NFDA
- Nomis Publications, Inc.
- Norvell Tent-Puckett Supply Company
- Paradise Pictures
- Pontem Software
- Premier Columbaria
- Ralph J. D'Amato Jr. Cemetery Planning & Design
- Rock of Ages Corporation
- Roquemore Marble & Granite
- Rossato Giovanni S.r.l., Italy
- Sinner Brothers, Inc.
- Sparly Solutions
- Star Granite Company, Inc.
- States West Cemetery Services
- Suhor Industries, Inc.
- Techniserve, Inc.
- The Dodge Company, Inc.
- The Roosevelt Investment Group
- The Tribute Companies
- Trigard
- Triple H Company
- U.S. Metalcraft
- U.S. Cremation Equipment
- Vast Data Concepts
- Western Sequoia Corporation
- Wilbert Funeral Services
- WithumSmith&Brown, PC
- Zontec Ozone Generators

IMSA Members are the companies that you have come to rely on to supply quality products and services to the memorialization industry. You can reach out to them first for solutions and innovation. Come see "what's new" at national and state conventions, or visit us on the web at www.imsa-online.com.



Please patronize the IMSA company members that support the industry.
International Memorialization Supply Association
P.O. Box 425
West Bend, WI 53095-0425
www.imsa-online.com

Call
1-800-321-7479
or order
online at
www.nomispublications.com

\$ Small Ad Savings Big! \$

Searching For Products? Visit Us At:

Stakmore Chairs

www.Kee-Folding-Chairs.com

General Supplies

www.KeeProducts.com

Or Call 1-800-982-0395
KEE Funeral Supply

Selected Independent Funeral Homes Educational Trust awards Hardship Grant to Flood Victim

Continued from Page A28

“This is precisely the reason the Trust exists and raises funds – so that we can assist independent funeral homes in their time of need,” said **Robert J. Paterkiewicz**, Administrative Trustee for



the Selected Educational Trust. “A funeral home represents a unique type of business that, similar to a hospital or school, is a vital community resource that must remain operational. We’re hoping that these funds helped bridge the gap in operational out-of-pocket expenses so that Legacy could continue serving their families and the surrounding community,” he added.

Legacy Funeral Home is the first applicant to be awarded the Hardship

Grant since the program was created a year ago. The Trust plans to award up to two grants per year going forward.

The Hardship Grant is one of several programs of the Selected Educational Trust which was founded by Selected Independent Funeral Homes, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. Any independently-owned and operated funeral home that has been adversely affected by a natural disaster, fire or flood is eligible to apply for the Hardship Grant, which is to be used to pay for operating expenses not covered by insurance and/or other needs as identified by the applicant.

When applying, the funeral home must be able to fully demonstrate its need for the Hardship Grant by supplying financial infor-

mation pertaining to the operations affected along with anticipated insurance coverage. Membership in Selected Independent Funeral Homes is not a requirement. A grant recipient is only able to receive the grant once in a twelve-month period, and once per event.

The Selected Educational Trust was established in 1982 as a charitable organization to develop and present educational programs on business management, counseling, personnel management and other topics of interest to the membership of Selected Independent Funeral Homes. Since then, it has expanded its role and funding opportunities to benefit the entire funeral home profession. More information on the Selected Educational Trust and its activities can be found on its all-new website at www.selectedtrust.org.

HELPING YOU GROW AND SECURE YOUR BUSINESS

The challenges facing funeral homes today are greater than ever. Remaining competitive in today's service environment requires a new way of thinking and an advanced service level to adequately serve today's modern family.

The Academy offers a variety of personal skills development courses that can help you, and your staff, serve today's families the way they want to be served. Visit The Academy online today at www.theoutlookgroup.com. Training for today to keep you relevant tomorrow.

THE OUTLOOK GROUP, INC.
Funeral Service Solutions

Advertising Works!



FUNERAL HOME & CEMETERY NEWS

Directors' Choice

The funeral directors' answer.

Trust the care of your families – and the tradition of your business – to North America's largest award-winning answering service dedicated to funeral professionals.

- 100% LIVE call handling
- Caring voices
- Industry-trained specialists
- Customized set-up
- 24/7 customer support
- Call recordings
- HMIS integration
- Email reply
- Text reply
- Online tools

Manage messages, recordings, staff and services... all from your iPhone.

Introducing the “DC to GO” iPhone App!

“I personally believe the iPhone App is one of the greatest things your company has going. I can stay in touch, and monitor what's going on, without being on the computer. It is wonderful.” -Bradley Smith-



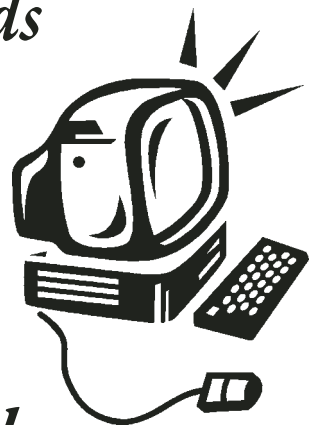
Try Directors' Choice FREE for 4 weeks! Use promo code: FHCN2011.

1-888-920-1900

www.dchoice.com

Classifieds Online

To Place Your Classified Ad ...



NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

CLASSIFIEDS ONLINE

Call 1-800-321-7479 or visit our website at www.nomispublications.com

Educational NEWS

100 BWFS and NFDA to offer Certified Preplanning Consultant Seminar

BROOKFIELD, WI— The 100 Black Women of Funeral Service and National Funeral Directors and Morticians Association, Inc. have partnered with the National Funeral Directors Association to sponsor a summer 2011 CPC Class following the 74th NFDMA Annual Convention to be held July 31 - August 4 in downtown Atlanta, GA. The mission of the NFDA CPC program is to promote professionalism and expertise in funeral preplanning by recognizing individuals who have met defined criteria and who have demonstrated their knowledge through a certification examination on preplanning standards.

Topics covered include funeral preplanning principles, creating meaningful ceremonies, ethics, customer service, FTC Funeral Rule, contract standards, listening skills for success, marketing principles, targeting primary markets and funding options.

The class will be held at the Omni Hotel on Thursday, August 4, from 9:30am to 5:30pm. The exam will be held at 9am on August 5. The seminar has been approved for 8 CE hours by APFSP and most state funeral and insurance licensing boards. The fee includes seminar presentation and instruction materials, lunch and refreshments, as well as CE processing, exam and scoring.

For more information, contact nfda@nfda.org or call 1-800-228-6332 to join the CPC Designation Class in Atlanta. The recommended seminar application deadline is July 7.

Pittsburgh Institute of Mortuary Science announces Deans List

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize the following students who have been placed on the Dean's List for the spring trimester ending May 13, 2011.

This academic honor goes to those full-time students who have achieved a grade point average of 3.50 or better in this trimester of studies.

From class #ASB: **Ralph Fuller** of Pittsburgh, PA and **Stacey Groeneveld** of Kenai, AK.

From class #143: **Jeffrey Barb** of Parsons, WV, **Theresa Boal** of Westernport, MD, **Jason Brinker** of Latrobe, PA, **James Kiriazis** of Austintown, OH, **Breanne Radin** of Mainesburg, PA, **Randi Strunk** of Pittsburgh, PA and **Chris Wertman** of Shade Gap, PA.

From class #144: **Theodore Borden** of Cranberry, PA and **Gaye McLaughlin** of Sharpsville, PA.

Congratulations to PIMS honor students on their academic achievement.

Funeral Source One.com

Toll Free 1-888-792-9315 Email tr@funeralsourceone.com

3 Year Mfg. Warranty

Hydraulic Embalming/
Operating Table
Foot Pedal Control, NO HANDS!

\$2,985.00

Church Trucks
\$519.99
Bronze, Silver, or Gold

Church Truck Drapes
\$319.99

NEW! **\$999.00** Each

FOLDING DRESSING TABLE (Gray Top)

MidKnight Black Gloves **\$78.00** per case
Mix and Match Sizes

Zip Up Cot Pouches **\$259.99** Each
Gray, Black, Navy, and Burgundy

Funeral Source One Why wait? With Funeral Source One, all items are in stock and ship same day! **NO LEAD TIME!**
Call or Email to order! www.funeralsourceone.com

ATTENTION: CLASS OFFICERS AND ADMINISTRATORS

SEND US YOUR NEWS!

Send us information from your school today!

PO Box 5159, Youngstown, OH 44514 • Fax (800)321-9040
press_releases@nomispublications.com

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

Order today only at: www.abbottandhast.com

Death Care Web Store

(800)453-1199

AVAILABLE NOW!

1959 Cadillac Limousine

\$139.00
Includes Shipping

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

Limited number available
Black • White • Silver • Maroon

Lapel Pins and Watches

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

www.mortuarymanagement.com — Death Care Web Store

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

Mortuary Management

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

Subscribe Today!

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

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

*United States funds please

○ VISA ○ MasterCard ○ Discover ○ American Express

Mortuary Management

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

Educational NEWS CONTINUED

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

Funeral Directors Research, Inc.

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

www.amrainstruments.com
www.preproumdirect.com

amra™

WEB DIRECT GIFT & PRICING

NOMIS
PUBLICATIONS, INC.

Customize Your
Direct Mail
Program

1-800-321-7479

Mid-America College of Funeral Service Tours Aurora Manufacturing Facility

AURORA, IN— Mid-America College of Funeral Service seniors received a behind the scenes tour of the Aurora Casket manufacturing facility on Friday, May 20. Thirty students participated in the tour which included a brief history of the compa-



ny, founded in 1890, and a walk-through of the manufacturing plant where students saw the craftsmanship and many steps required to make metal caskets.

"Students had the opportunity to observe each phase of the manufacturing process in our 264,000 square foot facility. The tour took them through the progression of 11,000 pounds of coil steel as it made its way to the finished product of a metal casket," said Aurora Casket Senior Professional Development Trainer **Lacy Robinson**, CFSP and graduate of Mid-America College of Funeral Service. "Our goal is to connect with new funeral service professionals and provide valuable information about our quality products as well as our custom business solutions. We want new graduates to

Senior students take a behind the scenes look at casket manufacturing processes

understand that Aurora is their partner in helping families."

Students from Mid-America College of Funeral Service spoke with marketing and product experts at Aurora Casket Company in Aurora, IN and received a behind the scenes look at the people and processes that make Aurora's caskets distinct.

"Aurora's high level of professionalism and dedication was apparent with every employee we came in contact with. From the merchandising experts, tour guides and to the employees working the plant,

everyone showed a strong commitment level to Aurora's products and services," said Mid-America College of Funeral Service senior **Chris Rhodes**. "Whether you are a funeral director or a family member you can feel confident that Aurora produces a quality product and they truly care about honoring lives."

Aurora Casket is the largest family-owned funeral supplier in America. Founded in 1890, the company operates five manufacturing facilities in the U.S. and Canada, and provides a full range of burial, cremation, and technology products to funeral home clients across America. Aurora is a fifth-generation family business, owned and operated by the Barrott and Backman families. For more information, visit www.auroracasket.com.

Premium Hardwood Pet Cremation Urns

- Figurine Urns
- Photo Urns
- Horse Urns
- Doghouse Urns
- Celtic Cross Urns
- Lifesize Figurine Urns
- Marble Vase Urns
- Velvet Bags
- Burial Markers

Forever Pets
1-888-450-7727

FREE Wholesale Catalog

www.foreverpets.com

Family owned and operated since 1996

Affinity Caskets

HONORING THOSE WHO SERVED™

- ★ High Quality Velvet Interiors with Custom Piping Trim
- ★ Service Branch Emblem On Head Panel
- ★ Service Branch Chrome Emblem on Lid Exterior
- ★ US Flag Emblem at Both Ends
- ★ Stars on Front and Back

Other Models Available

FASTER DELIVERY



ORDER YOUR



FIRST CLASS SUBSCRIPTION

Only \$40⁰⁰ per year! (12 issues)

CALL 1-800-321-7479
OR SUBSCRIBE ONLINE AT
www.nomispublications.com



1-800-882-5907 • www.affinitycaskets.com

Educational NEWS CONTINUED

Nu Chapter holds Los Angeles Spring Conference



Nu Chapter Scholarship recipients. (L to R) Patrick Graham, Neil Sobel, Marnie Wright, Evette Woods, and Shivon Ozinga.

LOS ANGELES, CA— The funeral profession has evolved with more direct-services, deficient of the value of the open casket, little practice of restorative art, and an increasing demand for tissue and/or organ donations. As 21st century practitioners we must have the leverage to retain the families that we serve and safeguard our future business. With this premise, **Epsilon Nu Delta Mortuary Fraternity**, Nu Chapter, and **OneLegacy Tissue Services** held two days of remarkable education focusing on the Evolution of Science and Service.

The attendees experienced instructive workshops presented by **Vernie Fountain**, **Edith Churchman** and **Frank Walton**, three well-informed, knowledgeable industry presenters. Additional speakers were **D. Keith Green**, **Holy Cross Mortuary**, Culver City, CA and **Kodi Azari**, MD, University of California, Los Angeles, CA. Also



Gillis Monroe

from OneLegacy were **Aaron Cohen**, **Anthony Maldonado** and **Colleen Duggan**. 12 CEUs were offered by the Academy of Professional Funeral Service Practice as well as 10 states. At the Scholarship Gala and Undertakers Ball Nu Chapter Scholarships were awarded to **Erin Paris Truesdell**, **Shivon Ozinga**, **Patrick David Graham**, **Marnie M. Wright**, and **Neil James Sobel**.

The Mary L. Winston Scholarship was presented to **S. Evette Woods**, appren-



Kenny Schenk



Fred W. Valentine



Tom Shelley

tice embalmer with **Miller-Jones Mortuary** in Hemet, CA. The Winston award covers all the related cost for **CONTINUED ON PAGE A40**

Send Us Your News!

NOMIS
PUBLICATIONS, INC.
PO Box 5159
Youngstown, OH 44514
Fax 1-800-321-9040
press_releases@nomispublications.com

CREMATION CONTAINERS *Now Available*

Proportionally Sized Cremation Containers for Miscarried, Stillborn and Newborn Babies

Available in 10", 20", 30" • Flannel Lined White Cardboard • Also Appropriate for Viewing
As low as \$18⁰⁰

321 S. 15th St. • Escanaba, MI 49829 • (906) 786-2609
www.baymemorialsbabycaskets.com

Zerbel's *Bay Memorials*




It's more than a career. It's a calling.

No matter how you found your way to funeral service, you probably can't imagine doing anything else as your life's work. Every day you help people heal. You celebrate lives. You preserve our history through memorialization.

You have been a source of comfort, worked long hours and sacrificed time with your family. You willingly do it each day for the families that you are called to serve.

Funeral service means everything to us, and we know it means the world to you. We believe in what you do, and we're dedicated to moving the needle for everyone who chooses death care as a profession. Won't you join us?

Don't just give. Give back.

Contribute to the **Hand in Hand Endowment** by visiting www.funeralservicefoundation.org

Funeral Service

f o u n d a t i o n

YOUR WORST-CASE SCENARIO... WOULD HAVE NEVER HAPPENED WITH OUR PERFORMANCE TESTED COMBINATION TRAY.

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



1-800-992-1925 | CustomAirTrays.com



Educational NEWS CONTINUED

The Conference Holds 107th Annual Meeting, new Officers Sworn In

MYRTLE BEACH, SC— The **International Conference of Funeral Service Examining Boards** held its 107th annual meeting March 3-4, 2011, at the Marina Inn at Grande Dunes in Myrtle Beach. The two day event focused on regulation in the death care profession and was attended by members of the regulatory community from throughout the United States and Canada.

Thursday morning began with two simultaneous sessions: the annual meeting of the Association of Executives of Funeral Service Boards (AEFSB), and a presentation for regulatory board members. The annual AEFSB meeting was attended by nearly 20 regulators from across North

America. The meeting focused on a wide range of topics including legislation in individual jurisdictions, resomation, and continuing education. **Dale Atkinson**, of **Atkinson & Atkinson**, gave the presentation for regulatory board members. His presentation focused on a wide range of questions and issues for board members to identify and consider when regulating their jurisdictions, including the role of the board, regulation within the profession, and board, board member, and staff immunity.

The event officially kicked off at noon when President **Robert Barnes**, CFSP, called the meeting to order and welcomed all industry professionals, regulators, and educators



2011-2012 ICFSEB Board of Directors Executive Committee. (L to R) Randy Bangert, Bart Thompson, Gail Thomas-DeWitt, and Robert N. Barnes.

in attendance. Following the opening session, the chair of the Resolutions and Bylaws Committee, **Joseph Richer**, presented the proposed bylaws changes and addressed the purpose of the amendments. The amended bylaws were adopted unanimously by all members present.

Attendees were then treated to three inclusive presentations on risk management. Dale Atkinson started the afternoon off with a session on ways to mitigate the liabilities associated with regulatory boards, citing cases to illustrate the issues. **Troy Elliott**, communications director for the Association of Social Work Boards, delivered a highly interactive presentation entitled Sweepstakes: Legislative Raids. The focus of the discussion was to define fund sweeps and what they mean to regulatory boards as well as offer some practical approaches to dealing with them.

The final speaker of the afternoon, **Timothy Koch**, mortician investigator of the Minnesota Department of Health, gave a highly informative presentation on emergency preparedness. He spoke in depth about what measures Minnesota has taken to prepare for times of crises, involving mass fatalities including tracking systems and mobile emergency operation centers.

The second day of the event began with a presentation from **David Christian, III**, of the South Carolina Division of Professional and Occupational Licensing. Mr. Christian led a discussion on ways to reduce paper through efficiencies in technology by showcasing the document management procedures of attendees and how they utilize paperless technology. **Craig Tregillus**, funeral rule coordinator for the Federal Trade Commission, led the second session of the morning. Mr. Tregillus gave a well received and educational presentation on HR 3655 Bereaved Consumer Bill of Rights, focusing on funeral homes, cemeteries, and retailers.

District meetings followed the morning sessions. These meetings gave attendees an opportunity to discuss issues, and best practices with fellow regulators from other districts. During the district meetings, elections were held for districts two, four, seven, and nine.

The Board welcomed **Dr. Hari Close, III**, president of the Maryland Board of Morticians and Funeral Directors from district two, **Robert Carter** from the Ohio Board of Embalmers and Funeral Directors from district four, and **Mark Riley**, executive director of the Oklahoma Funeral Board from district seven. **Bart Burton** of the Nevada State Funeral Board was elected director of district nine after serving previously as an appointee to the position.

Friday afternoon kicked off with the annual awards luncheon. This year President Barnes honored **Patrick Obarzanek** with the President's Distinguished Service Award, which was accepted in a standing ovation. Outgoing board members, Joseph Richer and **Billie Watson Hughes**, were recognized for their commitment and outstanding service to The Conference through their service on both the board and the executive committee.

At the close of the awards luncheon, **Randal R. Bangert**, director of district six, was sworn in as president of The Conference alongside the new executive committee members. District Eight Director **Bart Thompson** was elected to serve as vice president, and District Three Director **Gail Thomas-DeWitt** was elected to serve as secretary/treasurer.

Randy Bangert previously held the position of Vice President in 2010, and Secretary/Treasurer in 2009. Mr. Bangert was elected to serve District 6 Director in 2005, where he represents the funeral service regulatory boards

YOU CAN CUT BACK ON YOUR PRINTING COSTS
WITHOUT SACRIFICING YOUR STYLE

BOARDMAN
printing

PO Box 5159 • Youngstown, Ohio 44514

phone 800-321-7479 • fax 800-321-9040 • www.boardmanprinting.com



Insurance
Assignments
have your
cash flow
tied up?

C&J FINANCIAL, LLC can HELP!

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

Fast Funding Benefits

- Reduce administrative costs
- Eliminate accounts receivable
- Funding within 24 hours of verification
- Death Certificate not required prior to funding
- Beneficiary cash advances available
- Very competitive factoring rates
- Deal with only one company for all your assignment cases

Visit us online at www.snlfastfunding.com or call us at **800.785.0003** to receive your free **Fast Funding** packet today!



C&J Financial, LLC
an affiliate of Security National Life Insurance Company

800.785.0003
www.snlfastfunding.com
fastfunding@securitynational.com

Educational NEWS CONTINUED

Life Appreciation Training appoints new President

VERO BEACH, FL— Life Appreciation Training Seminars founder and president, **Bill Bates**, stated, "As I'm sure some of you may have heard, after 35 years in funeral service it has come time for me to retire. This has been a difficult decision because I truly love what I do and did not want to stop here. However, my health calls for me to sit back and smell the roses!"

Bates continued, "I feel strongly that with the new breed of individuals entering into funeral service and the heightened awareness that has come with these new professionals, as well as many of our seasoned professionals, it's as though much of my work in the past has been groundwork for the new and great platform that lay ahead in our industry...A funeral that totally surpasses the family's expectations, a funeral home that supports the family's needs and ultimately an experience that we hope will, in some small way, keep our families coming back for the exceptional compassion, kindness, willingness and understanding provided to them when in our care."

Bates concluded, "So for this and many other reasons I will be handing over the reins to someone who completely and totally shares my vision. My best friend and the best trainer I know in this business, **Ms. Elena Garofalo** will be the new President of Life Appreciation Training Seminars. Elena performed her first Life Appreciation Training with me in 1987 and I knew then that if the day were to ever come when I would want to entrust my life's work to someone it would be her. Her knowledge of the training and in grief and bereavement, coupled with her intuitive sense, compassion, ethics and love of people are only a few reasons why I have chosen her to continue with and lead Life Appreciation Training Seminars."

As Bill and Elena have been preparing for this transition they have been creating even more innovative and cutting edge programs so that Life Appreciation Training Seminars will provide the funeral service in-

dustry and the health care professional industry with even more tools and programs to share with the individuals and families they serve, one of which is End Of Life Stage Transition Grief Coaching For Patients and Families. In addition, LATS continues, as they have been for 35 years, to offer CEU credits for health care professionals and are currently accredited in almost all 50 states.

Finally, what's more exciting are the new additions Elena has made to the Healing Relationships Weekend Intensive for the general public. She has added two new processes and has expanded this training to serve Ministers, Chaplains and Pastoral Care workers. So, please be on the look-out for these new programs which LATS will be introducing in the last quarter of 2011.

For more information contact Elena Garofalo at Elena@lifeappreciation.com, call 772-584-3867 or visit www.lifeappreciation.com.



Elena Garofalo

Cherokee Cherokee Combo 800-535-8667
Child Caskets 18", 21", 24" & 30"

Interior in White, Blue, Pink or Lilac

www.cherokeechildcaskets.com

G. BURNS CORPORATION

Removable Silhouette Landau Bars and Removable Name Plates

No side panels Build a van floor

NO BLIND SPOT **SAVE MONEY!**

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website www.gburnscorp.com

Customize Your Direct Mail Program

Database Files • Reports
Mailing Lists • Email Addresses

CALL FOR COUNTS AND COSTS
1-800-321-7479



American Academy McAllister Institute of Funeral Service names students to President's and Dean's Lists

NEW YORK, NY— American Academy McAllister Institute of Funeral Service, Inc. is pleased to recognize the following students for their academic success in the Spring 2011 Semester.

To be named to the President's List one must maintain a semester grade point average of 3.80 to 4.0. **Ralph J. Faiella**, Bronx, NY; **William D. Tiani**, Norwalk, CT; **Sekou K. Johnson**, Grenada, WI; **Michael J. Kovach**, Oxford, CT; **Matthew J. Stein**, Hoboken, NJ; **Maria Oquendo**, Riverdale, NY and **Alva A. Stuart**, Brooklyn, NY were named to the President's List.

To be named to the Dean's List one must maintain a semester grade point average of 3.50 to 3.79. **Laura E. Mann**, Plainfield, NJ; **Michael J.**

Sztuk, Morris Plains, NJ; **Diana M. Hart**, Astoria, NY; **Cherice L. Phillips**, New York, NY; **Maria I. Velez-Correa**, Linden, NJ; **Donna Bustamante**, Cedar Grove, NY and **Joseph Velez**, Staten Island, NY were named to the Dean's List.

AAMI is committed to creating a learning environment that supports educational excellence, encourages academic innovations and promotes the steadfastness and integrity of the funeral profession. As a leader in funeral service education for 80 years, AAMI provides and supports the educational needs of the funeral industry. AAMI is an urban, not-for-profit, private, single-purpose academic institution dedicated to the educational needs of the funeral industry.

National Funeral Directors and Morticians Association, Inc.

74th Annual
National Convention & Exposition

July 30 – August 4, 2011 Atlanta, Georgia

Home to our newly constructed Headquarters!

Host Hotel

OMNI Hotel at CNN Center
in the heart of downtown Atlanta

Exhibits

Georgia World Congress Center
August 2nd and 3rd

For more information about convention registration and one-day passes email ella@nfdma.com

For more information about sponsorship, exhibits or tradeshow passes email expo@nfdma.com



We invite members and nonmembers to join us for meaningful education, exciting exhibits and memorable fun in the great city of Atlanta!

Visit us online at www.nfdma.com or give us a call at 1-800-434-0958



International Air Transport of Human Remains

We work with licensed funeral homes and mortuaries to move human remains out of JFK (Kennedy) and EWR (Newark) airports to over 370 destinations worldwide.

- Full Airfreight Service, Including Routing, Booking, Documentation, Tracking, and Special Requirements
- Fully Licensed IATA Freight Forwarder
- TSA Approved Indirect Air Carrier (IAC)



For inquiries please contact us at:
www.ilogistics.com
 (800) 842-0213
 (718) 723-5151

Educational NEWS CONTINUED

American Society of Embalmers to hold Annual Meeting and Conference in October in Chicago

FOREST PARK, IL— The American Society of Embalmers announces its 7th Annual Meeting and Conference on Friday, October 21, 2011 in Chicago, IL. The meeting is immediately prior to the combined NFDA/CANA convention to be held at McCormick Place.

The conference will provide 6.5 hours of continuing education with well known speakers. A panel discussion on current hot button embalming topics will include **Bob May-**

er, Sharon Gee and Karl Wenzel, as well as **Melissa Johnson Williams** as the moderator. **Jack Adams** will speak as will **Jason Finney** from CORE (Pittsburgh, PA) on organ/tissue donation. **Jan Fields** (Australia) from Blake Emergency Services (Manchester, England) will discuss international

disaster response.

A continental breakfast and lunch will be provided at the Chicago South Loop Hotel, located just five minutes from McCormick Place.

For further information visit the ASE website at www.amsocembalmers.org or amsocembalmers@sbcglobal.net.

Nu Chapter holds Spring Conference

the California embalmers examination.

The Eagle Award was presented for the safeguarding of parity to the profession to **Leon Albert Tillman**, CFSP, **Tillman's Riverside Mortuary**. Nu Chapter bestowed distinguish honor by presenting the Leadership Award to Nu Chapter Past President and master embalmer, **Anthony S. "Ted" Felder**, CFSP, **Ted's Affordable Mortuary and Cremation Services**.

Nu Chapter also recognized two outstanding and promising students of mortuary science with the 2011 Empowerment Award: **Patrick David Graham**, *Cypress College* and **Shanda Doane**, *American River College*.

During the Epsilon Founder's Day Luncheon, four Recognized Senior California Embalmers were honored for their many years of commitment to the profession of embalming.

The honorees were: **Kenneth R. "Kenny" Schenk**, **Schenk Professional Services**, **Fred W. Valentine**, **Woods-Valentine Mortuary**, **Gillis Monroe**, **Long Beach Colonial Mortuary**, and **Thomas "Tom" Shelley**, **Calvary Mortuary**.

This great embalming conference would not have been made possible without the great sponsorship of OneLegacy Tissue Services and all the other tremendous sponsors: **1-800-AUTOSPY**, **Academy of Professional Funeral Service Practice**, **Broughton & Brown Funeral Services Branding**, **Custom Crystals Design**, **Cryolife, Inc.**, **Dodge Chemicals**, **Eckels Chemicals**, **Memorial Reflections**, **Morgan Eloquent Designs**, **Musculoskeletal Transplant Foundation**, **Nomis Publications**, **Queen of Peace**, **RTI Biologics**, **Sunset Concepts**, and **Trinity Embalming Fluids**.

Continued from Page A37

The Conference Holds 107th Annual Meeting, new Officers Sworn In

Continued from Page A38

of Manitoba, Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin.

Mr. Bangert was appointed to serve as a public member on the Nebraska State Board of Funeral Directing and Embalming in 2005. In December, 2008, Bangert was elected Vice Chair of the Nebraska State Board. He was reappointed to a second term in December 2010 and now serves as the Chair of the Nebraska State Board.

Bart A. Thompson was elected to serve as District 8 Director in 2009, where he represents the funeral service regulatory boards of Alaska, Alberta, Idaho, Montana, Oregon, Saskatchewan, Washington, and Wyoming. Mr. Thompson has been a member of the Montana Board of Funeral Service since 2007. He is co-owner of **Helena Sunset Memorial Gardens Cemetery and Crematory**.

Gail A. Thomas-DeWitt, CFSP, previously served on the Examination Committee from 2008 to 2010. She was elected to serve as District 3 Director in 2010, where she represents the funeral service regulatory boards of Alabama, Florida, Georgia, Mississippi, North Carolina, and South Carolina.

In 1995 she was elected the first and only African American woman mayor of the city of Chattahoochee. In 1996, Ms. Thomas-DeWitt purchased **Bruton's Funeral Home** in Orlando, FL, which is now **Gail & Wynn's Mortuary, Inc.**

Ms. Thomas-DeWitt's became a member of the National Disaster Operational Response Team (DMORT) in 1996, and currently serves as Chief of Morgue Operations for DMORT. Ms. Thomas-DeWitt has been a member of the Florida State Board of Funeral Services since 2005, and currently serves as vice-chairman.

The afternoon continued with two final presentations. The first session focused on legislative updates and recent regulatory cases presented by Dale Atkinson. The second and final session was an afternoon spotlight on alkaline hydrolysis. Mark Riley gave a presentation on the process followed by a group activity moderated by **Paul Harris** of the North Carolina Board of Funeral Service, in which

CONTINUED ON PAGE A41



Klicker's Crosswords

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

By Ralph L. Klicker, Ph.D.

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

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

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

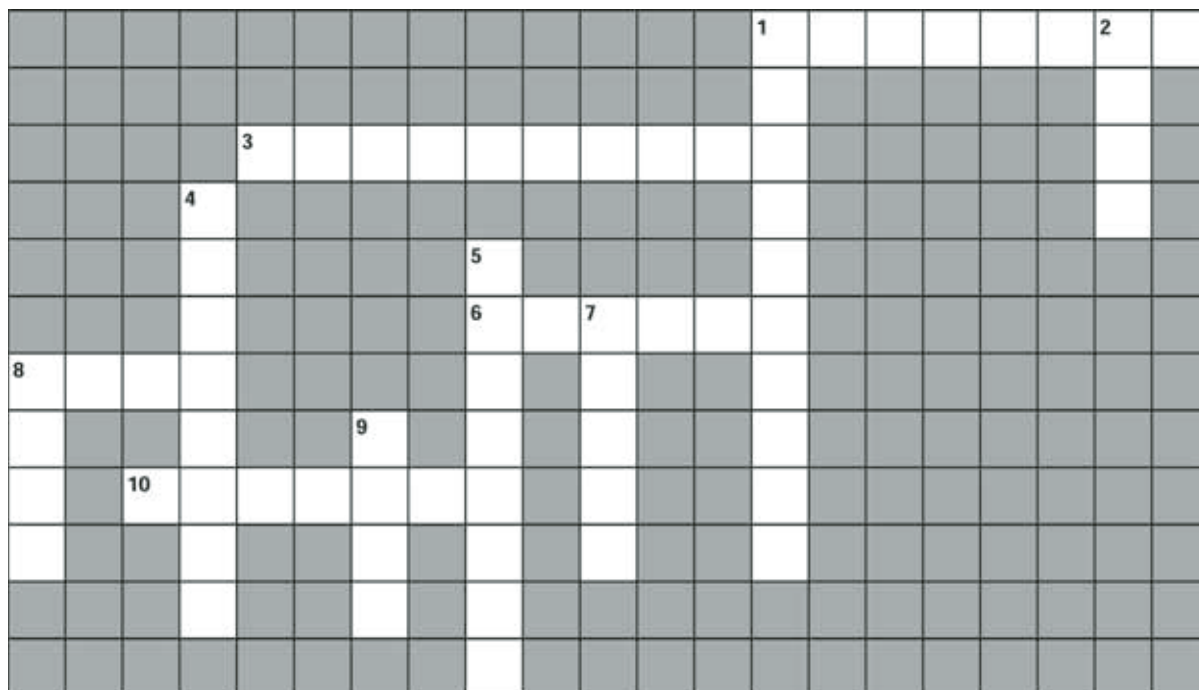
ACROSS

- Where Jesus died
- Fear of Hell
- Measurement for bronze
- Wood for cremation
- Structure for hanging

DOWN

- Slang for monument
- One who inherits
- Associated with funeral
- Doeskin
- Recess for cremains
- Slang for autopsy
- Roll

ANSWERS ON PAGE A44





Classifieds Online

To Place Your Classified Ad

Call 1-800-321-7479
 or visit our website at
www.nomispublications.com

Educational NEWS CONTINUED

FINE Mortuary College announces Dean's List for Spring 2011 Term

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College located in Norwood, is proud to announce the Dean's List for the Spring 2011 Term.

Christen Bergeson, Diana Leitao and Heather Reiter all earned High Honors as part time students.

Larissa Christensen and Jeffrey Gigliello worked hard to earn Honors as full time students.

Part-time students who earned the level of Honors are: James Burt, Thomas Caruso, Eric Fay, James Farrell, Meghan Fecteau, Robert Fisher, Adam Frates, Kelly Ma-

honey-Miller, Kerrie Maloof, Alexandra Manasas, Erik Mattson, Tara McCarron, Christopher Northrop, Karalyn Rodrigues, Andrew Stern, Christopher Todd, Brian Veras and Juliann Zinsner.

FINE Mortuary College, LLC: A Private Two Year College began as the *Funeral Institute of the North East, LLC* in 1996 when Louis Misantone, Ph.D., LFD, Lyn Prendergast, Ph.D., and the late Joanne Sperr and her husband Bill, founded the school with the backing of several funeral professionals and persons interested in promoting excellence in education in funeral service.

The Conference Holds 107th Annual Meeting, new Officers Sworn In

Continued from Page A40

attendees split into six predetermined groups to discuss and analyze the future of resomation regulation.

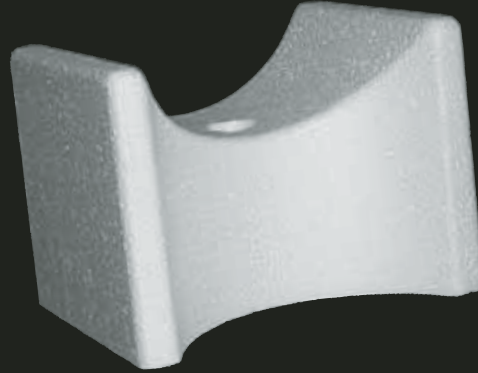
The annual meeting concluded with a formal dinner at the magnificent Grande Dunes Ocean Club.

The ICFSEB annual meeting provides a valuable opportunity for those interested in furthering funeral

service regulation to come together for exchange of information, problem-solving strategies, and goals for the future of the funeral service profession. The 2012 convention is slated for February 29 - March 1, 2012 in Little Rock, Arkansas. For more information on the convention or The Conference, call 479-442-7076, or visit www.theconferenceonline.org.

The International Conference of Funeral Service Examining Boards is headquartered in Fayetteville, Arkansas. Founded in 1904, the membership of The Conference is composed of funeral service licensing and regulatory agencies throughout the United States and Canada.

T.C. Polystyrene HEADREST™



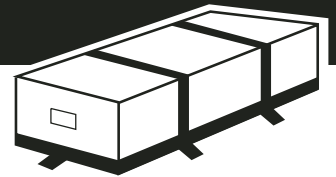
DURABLE
(It's polystyrene.)

VERSATILE
(4 heights for head, arm or leg - stabilizes, supports and positions remains for easier, faster embalming, dressing and shipping.)

DISPOSABLE
(So inexpensive you never need worry about loss from negligence or theft; ideal for AIDS, Hepatitis and Herpes cases.)

REUSABLE
(Minimum quantities of 36 or more; ask for special discount rates on large quantities.) F.O.B. shipping point.

T.C. HeadRests are offered by the makers of internationally used TransContainaire® Shipping Units.



TRANS



CONTAINAIRE®, INC.

727-391-7498
if no answer call 800-321-0566

3833 Darston Street, Palm Harbor, Florida 34685
order@transcontainaire.com

FUNERAL HOME & CEMETERY NEWS



SUBSCRIPTION

ANNUAL SUBSCRIPTION

- \$20.00 Subscription
- \$40.00 First Class
- \$50.00 Canada & Mexico
- \$65.00 Outside North America



Master Card, Visa, American Express & Discover Orders:

1-800-321-7479

Fax 1-800-321-9040

Return To:



FUNERAL HOME & CEMETERY NEWS

PO Box 5159

Youngstown, OH 44514

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Signature _____

Subscribe Online at
www.nomispublications.com

Association NEWS

OGR adds Golden Rule® 401(k) Plan to its Endorsement Program

AUSTIN, TX— The International Order of the Golden Rule (OGR) is pleased to introduce its newest endorsed member benefit, the Golden Rule® 401(k) Plan from Access Financial Group. For almost 30 years, Access has provided pre-need trust accounting and investment advice to members, “so it is with great pleasure that OGR joins forces with Access to offer members the Golden Rule® 401(k) Plan,” says Dianne Hughes, OGR executive director.

OGR has listened to its members and in January 2011 began to explore new products to help OGR members excel as funeral professionals. The Golden Rule® 401(k) Plan was exclusively developed to support independent funeral homes and their employees.

Chris Chigas, president of Access Financial Group, states, “Overall, 401(k) plans are inherently complex, it will be comforting for members to know that the Access Financial team consists of experienced professionals providing full retirement and record keeping services for funeral homes of any size.”

OGR’s initial endorsed suppliers include Access, Aurora Casket Company, C&J Financial, and Pierce Companies. Through these endorsed suppliers, members receive exceptional benefits on new products and services. For questions, contact Connie Haymes at (800) 637-8030.

Access Financial Group is a full-service financial firm offering a broad range of expertise entailing investment advisory assistance, company retirement services, and personal

Access Financial Group provides unique retirement plan for Golden Rule funeral homes

investment aid. The Interment Trust Service, a division of Access Financial Group, offers investments and services specific to cemeteries and funeral homes including account management and record keeping. www.afinancial.com.

Founded in 1928, The International Order of the Golden Rule® (OGR) is the leading association of nearly 700 independent funeral homes located throughout North America and around the world. For more information, visit www.ogr.org.

dead ringer



putter company, inc.™

P.O. Box 0057, Clifton Heights, PA 19018-0057

610-284-GOLF

Check • Visa • MasterCard • Money Orders Accepted
Made in USA



Standard

Burnished finished head, chrome shaft, and rubber grip..... \$74.95

Deluxe

Satin finished head, true temper steel shaft, and rubber grip. \$94.95

Head Cover Included

Quantity Discounts Available

Plus Shipping & Handling

Pennsylvania Residents 6% Sales Tax www.DeadRingerPutter.com

Cremation Association of North America launches New Website

CHICAGO, IL— Cremation Association of North America (CANA) is pleased to announce the launch of the new CANA website, www.cremationassociation.org. The redesigned site offers a member-focused community with network-building and collaboration tools to connect CANA members with their colleagues.

“We now have the infrastructure in place to grow with our association and serve our membership better than ever before. Members can collaborate online with each other and over the coming months, even more resources will become

available,” said Mark Matthews, CANA President.

CANA’s new website promotes the growth of the association with new tools that provide added value to CANA membership. Members can harness the power of social networking directly through the CANA website without the need to set up a Facebook page or LinkedIn profile, although a member can share these external profiles through the CANA personal profile. New members will be able to immediately connect with their colleagues instead of waiting for face-to-face networking events.

The new website serves the needs of CANA mem-

bers by offering a robust personal profile so other members can search for a specific name, company, location or industry and connect with those professionals by sending an invitation to join their network. Once members are connected, they can send emails directly through the site and maintain a categorized colleague connection list.

“I am really excited about the real time chat function. When I am logged in to the CANA website, I can see who else is on and chat directly with them. This will cut down on the number of back and forth emails, facilitate deeper conversations or allow for a quick answer to a straightforward question,” said Robert M. Boettcher, Jr., CANA Third Vice President.

CANA members will also be able to renew their membership directly on the site and register for events. Once registered for an event, the details can be added to an Outlook or iCal calendar automatically. Members can invite colleagues to attend an event they just registered for.

The new website has also been designed with the public in mind. Enhanced navigation helps consumers find the information they need quickly and easily. The pow-

erful search function allows consumers to locate a local cremation provider who is also a CANA member.

“CANA’s goal with this newly redesigned site is to serve everyone with an interest in cremation with the best information, training, experience and opportunity to learn more about cremation. Our members will benefit from enhanced networking opportunities and the public will find the information they need more easily,” said Kathy Bell, CANA Executive Director.

Founded in 1913, the Cremation Association of North America (CANA) is the oldest organization of its kind. Comprised of more than 1,300 members including cemeteryans, cremationists, funeral directors, industry suppliers and consultants, CANA members span 50 states, the District of Columbia, nine Canadian provinces and seven countries – Australia, Brazil, the Dominican Republic, Israel, Mexico, the Philippines, and The Netherlands. CANA members believe that cremation is preparation for memorialization. CANA is headquartered in Chicago, IL, USA. To learn more about CANA, visit www.cremationassociation.org.

Memoires des choix des Jacques



(Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

Shared by Kate Frediani-Gorman

Cremation Products Inc.

800-837-0701

www.cremationproductsinc.com

ZUCCHINI WITH PESTO SAUCE

Salt
6 small zucchini, cut julienne

Pesto Sauce:

2 cups chopped fresh basil
½ cups olive oil
3 Tbs pine nuts
2 garlic cloves
1 tsp salt
1 cup freshly grated parmesan cheese
2 Tbs (¼ stick) butter, room temperature

Lightly salt zucchini in colander and let drain for 30 minutes.

Puree next 5 ingredients in processor or blender. Transfer to medium bowl. Add cheese and butter, mixing well.

Melt butter in large heavy skillet over medium-high heat. Add zucchini and sauté until heated thoroughly. Add sauce and toss, mixing well. Serve hot. Makes 6 servings.

MOROCCAN CHICKPEA SALAD

This simple salad is hearty enough to stand on its own for a no-cook dinner

3 Tbs olive oil
3 Tbs fresh lemon juice
2 tsp ground cumin
¼ tsp each sea salt and ground black pepper
Pinch cayenne pepper
3 cups BPA-free canned chickpeas (garbanzo beans), drained and rinsed
1 large carrot, peeled and julienned
3 green onions, thinly sliced
2 plum tomatoes, diced
1 red bell pepper, diced
¼ cup each chopped fresh cilantro and mint
½ cup crumbled low fat feta cheese

In a small bowl, whisk together oil, lemon juice, cumin, salt, black pepper and cayenne; set aside.

In a large bowl, combine chickpeas, carrot, onions, tomatoes, red pepper, cilantro, mint and feta.

Pour lemon juice dressing over chickpea mixture and toss to combine. Serve immediately or cover and refrigerate for up to 24 hours.

Good Eating!

ATTENTION ASSOCIATIONS:

SEND US
YOUR
NEWS!



Welcomes news of the industry.
Send us information on your firm today!

PO Box 5159, Youngstown, OH 44514

Fax (800)321-9040

press_releases@nomispublications.com



- U.S. Funeral Homes
- U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
- Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers including websites & email addresses

STANDARD SIZE
(8½"x11") ~~\$125.00~~ **CLOSEOUT \$77.50**

POCKET SIZE
(5"x7") ~~\$85.00~~ **CLOSEOUT \$75.00**



Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies

U.S. Daily Papers including websites & email addresses

Funeral Service Education Programs

Industry Associations - national, state, local including websites & email addresses

CLOSEOUT \$20.00
With The Funeral Home & Cemetery Directory

CLOSEOUT \$30.00
Without The Funeral Home & Cemetery Directory

CLOSEOUT SPECIALS — ORDER TODAY!

Publication Date November 2010

2011 FUNERAL HOME & CEMETERY DIRECTORY

(Quantity Discounts on orders of 10 or more - Call for pricing)

QTY		TOTAL
_____	2011 STANDARD SIZE (8.5" x 11") \$125.00 ea. \$77.50	\$ _____
_____	2011 POCKET SIZE (5" x 7") \$85.00 ea. \$75.00	\$ _____

2011 BUYER'S GUIDE

_____	\$40.00 - without The Funeral Home & Cemetery Directory \$30.00	\$ _____
_____	\$30.00 - with The Funeral Home & Cemetery Directory \$20.00	\$ _____

STUFFED ANIMALS

Check them out at www.nomispublications.com

_____	"I Love My Funeral Director" - Choose Animal Below - \$11.95 ea.	\$ _____
_____	"I Love My Cemeterian" - Choose Animal Below - \$11.95 ea.	\$ _____
Qty:	<input type="checkbox"/> Lion <input type="checkbox"/> Duck <input type="checkbox"/> Donkey <input type="checkbox"/> Dalmation <input type="checkbox"/> White Bear <input type="checkbox"/> Monkey <input type="checkbox"/> Alligator <input type="checkbox"/> Penguin <input type="checkbox"/> Brown Bear	

SUB TOTAL \$ _____

Up to \$40.00	add \$5.00
\$41.00 - \$85.00	add \$8.00
\$86.00 - \$150.00	add \$9.00
\$151.00 - \$215.00	add \$10.00
\$216.00 - \$300.00	add \$11.00
Over \$300.00	add \$15.00

Shipping / Handling \$ _____

(Ohio only - Sales Tax) \$ _____

FUNERAL HOME & CEMETERY NEWS

_____	1 Year (12 issues) \$20.00	\$ _____
_____	First Class 1 Year (12 issues) \$40.00	\$ _____
_____	Canada/Mexico 1 Year (12 issues) \$50.00	\$ _____

GRAND TOTAL \$ _____

MAILING ADDRESS

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Ordered by _____

SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Ship to ATTN: _____

PAYMENT INFORMATION

- Check Money Order
 MasterCard Visa American Express Discover

Card # _____

Exp. Date _____ CID (3 or 4 digit code) _____

Signature _____

(Required on Credit Card orders)

RETURN TO

Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514
phone 800-321-7479 fax 800-321-9040 www.nomispublications.com



Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies



PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040
info@nomispublications.com www.nomispublications.com

Association NEWS CONTINUED

New Generation of Funeral Service Practitioners Association Board Members

FLORENCE, SC— Several board members of the **New Generation of Funeral Service Practitioners Association** met in Atlanta recently for a two-day meeting to reorganize and discuss the association's 2011 agenda. Members present included **Brandon Frederick** of **Levy's Funeral Home**, Winnsboro, SC; **Steve Hines Jr.**, son of **Steve Hines Sr.** of **Steve Hines & Sons Funeral Home** of Atlanta, GA, who plans to enroll in *Gupton-Jones College of Funeral Service*; **Abdullah Whitaker** a student at *Fayetteville Technical Community College*, Fayetteville, NC; and **Marcus Miller** also from North Carolina, a junior at *Gupton-Jones*. These members confirmed that the association's main thrust is to become a uniquely diverse organization with a global connection. The updated agenda now includes education, scholarships and, more than anything, camaraderie.

NGFSPA founder, **Kenyatta King** stated, "We are ready to move in a new direction,

one of inclusion. As the New Generation of Funeral Service Practitioners we have a duty and a responsibility to continue the work of those who have paved the way for us."

Board member **Abdullah Whitaker** of **Rhodes Funeral Home** in Goldsboro, NC, said, "We are focusing on reaching the younger generation of funeral directors because we feel we have been overlooked just because we are young. We want to make valuable contributions to the industry with our new ideas, our interest in technology while closing the generational divide that currently exists."

Orville Dunk of *Dunk Law Firm, LLC*, of Houston, TX agrees that the success for the group is to become generationally diverse. Mr. Dunk serves as general counsel for the association and believes the group has a great potential to make a difference.

In keeping with the association's goal of diversity, the board of directors is made up of professionals from throughout the coun-



(L to R) Marcus Miller, Brandon Frederick, Harold Pinkney, Steve Hines Jr., Sharon L. Seay and NGFSPA founder Kenyatta King.

Robinson addresses "Beginning with the End in Mind" at Iowa Convention



Lacy Robinson presents at Iowa FDA Convention

AMES, IA— **Aurora Casket** Senior Professional Development Trainer **Lacy Robinson**, CFSP spoke at the **Iowa Funeral Directors Association (IFDA)** Convention on May 17. Robinson's presentation, "Beginning with the End in Mind," looked at cremation attitudes and opportunities from both the funeral directors' and families' perspectives.

"The information Lacy presented at the 2011 Iowa Funeral Directors Association Convention was well received and attendees will be able to incorporate the techniques she presented when they return to their funeral homes," said IFDA Executive Director **Suzanne Gebel**.

Robinson spoke about communication techniques for getting beyond direct cremation or no-service families and the differences between short-term satisfaction and long-term satisfaction for families. "During this session we took a close examination of the cremation phone inquiry from the families' perspective to fully understand what the family member needs to hear from the funeral professional," Robinson said. "The objective in delivering this presentation was to ensure that each attendee leave with new ideas and a fresh approach to communicating with families over the phone and during the arrangement conference."

Robinson is a Kentucky licensed funeral director/embalmer and a certified member of the Academy of Professional Funeral Service Practice. As a Senior Professional Development Trainer at **Aurora Casket**, Robinson specializes in helping funeral directors partner with families to create funeral that honor both their basic and personal needs at the time of loss.

"We are grateful to Lacy for helping Iowa funeral directors work to better their businesses so they can provide the best possible service to Iowans at their greatest time of need," added Gebel.

The Iowa Funeral Directors Association Convention was held in Ames at the Iowa State Center and Gateway Hotel from May 17-19.

try. In addition to those who met in Atlanta, rounding out the board are **Jason Daniel Johnston**, general manager of **Affordable Cremation Society & Mortuary Service**, Memphis, TN; **Tiffany Cox**, New York licensed funeral director/embalmer; **Anthony "A.J." Bracy, Jr.** of **Job's Mortuary**, Sumter, SC; **Jerri J. Reed**, apprentice at **Wallace Broadview Funeral Home**, Broadview, IL; **Isaiah Holcomb** of South Carolina, currently a student at *American Academy McAllister Institute*; **Adriana Corral** of Florida, who recently passed her National Board Exams; **Brandy C. Kendrick**, licensed funeral director/embalmer of Camden, AR; and **Joseph V. Barron Wesley** of **Heights Mortuary**, Charlotte, NC.

The New Generation of Funeral Service Practitioners was founded in August 2008 as a social group via the internet. In October 2009 the purpose was revamped to become an organization for aspiring and newly licensed funeral professionals. This latest meeting was a success due in part to help or sponsorship from

the following: **Sharon L. Seay**, Ms. **Christie** of *Redmond & Sunset Concepts*, **Judith Roth Studio Collection**, **Miriam Pipes** publisher of *The Purple Directory*, *The Gess Books International*, **A. S. Turner & Sons Funeral Home**, Decatur, GA, and **James Hines Stocks** of **The Stocks Funeral Home**, Atlanta, GA for the use of their facility. NGFSPA plans to partner with other funeral service associations to promote their agenda, create an advisory board to guide them and build a powerful network of future owners.

Visit www.ngfspa.org for more information about the association, its board members and applications for free membership.

**STYLISH MATCHING TIES
FOR PROFESSIONALS
ANY SIZE GROUP OR ORGANIZATION**

100%
WOVEN
SILK

AS LOW
AS
\$15.00

www.tiesforyou.com


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



The 100 Black Women of Funeral Service Organization
presents
Women of Power
THE 2011 JEWELS OF FUNERAL SERVICE
Outstanding Trailblazers representing Florida – Georgia – Alabama
Wednesday, August 3rd at 8:00 am
Annual Rebecca Barksdale Academy Awards Leadership Breakfast
in conjunction with the 74th Annual Convention of the NFDMA, Inc. *

The Omni Hotel at the CNN Center
Downtown Atlanta, Georgia

– *With Special Guest Speaker* –
The honorary Judge **Glenda A Hatchett, JD**
Emmy Nominated TV Judge and Personality,
National Spokeswoman and Author of
"Dare to take Charge: How to Live our Life on Purpose"
and National Best Seller
"Say What you Mean, Mean What you Say"
Book signing following breakfast

Visit www.100blackwomenoffuneralservice.com
to reserve your local, state or district seats
in advance.



Buffet Breakfast
Tropical/Caribbean Long Casual Wear
VIP Reserved Tables (10) Available In Advance.

*Convention information and schedules at www.nfdma.com



Death Notices



Send obituary information to Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax (800) 321-9040 • E-mail info@nomispublications.com

DONALD H. SLATER of Chillicothe, MO died May 5, 2011 at the age of 86. In 1951, he started **Slater Funeral Home** in Trenton, serving as Grundy County Coroner from 1964 until 1980. In 1964, he graduated from the *California College of Mortuary Science* in Los Angeles. He was a member of the *Missouri Funeral Directors Association*.

JANE S. LONGENECKER of Lansdale, PA died May 29, 2011 at the age of 93. In 1960, she and her husband opened the **C. Henry Longenecker Funeral Home** in North Wales, operating it until retiring in 1993.

DEACON FRANKLIN D. RILEY of Montgomery, AL died May 25, 2011. He was the co-founder of **Philips-Riley Funeral Home, Inc.**

FELICIA L. WINSTON of Los Angeles, CA died May 18, 2011 at the age of 44. She was the daughter of the late funeral service legend and the past national president of the *NFDMA*, **James W. Winston** and **Mary Louise Winston**, owner and operator of **House of Winston Mortuary**. A licensed funeral director, Felicia was operations manager at House of Winston and owner/operator of **Felicia the Florist Flower Shop**. A graduate of the *Cypress School of Mortuary Science*, she was past president of the *California Funeral Directors and Embalmers Association Los Angeles Chapter*, a member of *NFDMA* and a life member of the *100 Black Women of Funeral Service Inc.* She served on the 2005 and 2006 *California Funeral and Cemetery Bureau Advisory Committee*.



BILLY WAYNE MARTIN of Hickory Corner, TN died June 2, 2011 at the age of 73. He worked as a funeral director at **Shackelford Funeral Directors** in Selmer, later **Johnson Funeral Home** and **Casey Funeral Home** in Henderson. In the 70's, he owned and operated **M & W Ambulance Service** in Henderson with his partner **Elmer Weaver**.



PAUL EDWARD BROWN of Philadelphia, PA died May 7, 2011 at the age of 76. He was the owner and operator of the **Beckett-Brown Funeral Home Inc.**, previously known as the **Handy C. Beckett Funeral Home** before he purchased it in the 1970's. He began his internship with the **Jennie Morris Funeral Home**. An outstanding trade embalmer, he used his skills at funeral homes throughout the Delaware Valley. He graduated from *The Eckels School of Mortuary Science* in 1956.

BEVERLY E. JOHNSON-PAYNE of Saint Charles, MO died May 16, 2011 at the age of 62. She was a funeral director associate with **Baue Funeral Home** for 11 years.

MARK W. CURRY JR., a lifelong resident of Tampa, FL died May 16, 2011 at the age of 84. In 1957, He and his father, **Mark Curry Sr.**, founded the family business, **Curry's Funeral Home** on MacDill Avenue. He partnered with **James Roel**, opening a second location, **Roel & Curry Funeral Home** on Armenia Avenue in the 1980's. In the 90's, he retired and sold the business to **Stewart Enterprises**. He served on the board of the new company during the year-long transition. He graduated from the *Worsham School of Mortuary Science* in Wheeling, IL.



REBECCA STRAIGHT-KENNETT of Alexandria, VA died May 19, 2011 at the age of 63. She became the first woman licensed as a funeral director in the commonwealth of Virginia. She began her career at **Everly-Wheatley Funeral Home** in 1970, where she worked for 17 years. She was a graduate of the *Cincinnati College of Mortuary Science*.

WILLIAM LARSON of Fredonia, NY died May 15, 2011 at the age of 87. He was a funeral director, owner and operator of **Larson Memorial Chapel** located on 20 Central Avenue for 30 years, taking over the business after his father died in 1947. He was a board member for **Forest Hill Cemetery** and a life member of the *Chautauqua County Funeral Directors Association*, and the *New York State Funeral Directors Association* where he served as treasurer from 1970 until 1976.

J. PETER DUCRO of Ashtabula, OH died May 12, 2011 at the age of 78. He worked for his father as the fourth generation funeral director in their family business, **John Ducro and Sons Funeral Home**. He was always at the forefront of advanced professional education beginning with early first responder training for the **Ducro Ambulance Service** by studying at the *Chicago Fire Academy*. He amassed an extensive library on professional funeral service and bereavement. He helped to start the *Compassionate Friends Bereavement Support Group* and was recognized as a Grief Management Specialist by the *American Grief Academy*.



He was a graduate of the *Cincinnati College of Mortuary Science*. He was a member of the *Tri-County Funeral Directors Association*, *Ohio Funeral Directors Association*, and the *National Funeral Directors Association*. He was a certified Life-Member Emeritus of the *Academy of Professional Funeral Practice*.

DONALD J. "DON" MILLER, a long time resident of Tulare, CA died May 8, 2011 at the age of 84. He was the former owner of **Miller's Tulare Funeral Home**, retiring in 2007.

DORANN G. MANCINI of Philadelphia, PA died May 28, 2011 at the age of 70. She and her husband, **Charles Jr.**, owned and operated the **Mancini Funeral Home** on Ritner Street in South Philadelphia since 1970.

FRANCIS J. "FRANK" MCPHEE, a resident of McCleary for 20 years and a former long time resident of Elma, WA died May 13, 2011 at the age of 89. He was a funeral director for **Whiteside Mortuary** in Elma for 44 years. He graduated from the *California College of Mortuary Science* in 1949.

Photique

Unique boutique tissue box covers are ideal throughout the funeral home or as a keepsake for your families. Framed panels can display your logo or firm photo. As a keepsake the removable panels can display photos or prayer cards. All covers come with your logo, Praying Hands, and two poems, "It's Ok to Grieve" and "Your Gentle Face".

*Anthony
Funeral Supply*
866.237.7899
Fax 973.992.6593
aditr40199@aol.com



Still using expensive steel cremation tags?

SHAME ON YOU!

Do you *really* need to place ID tags inside the cremation chamber?

Probably not!

Consecutively numbered brass tags



13¢ or less each

Low-cost Cremation I.D. Tags

L. PRICER COMPANY

Phone: 707-473-0319 Fax: 707-473-0270

P.O. Box 2034 • Healdsburg, CA 95448

Email: k.pricer@comcast.net

Web Page: <http://home.comcast.net/~lpricer>

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

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040
E-mail info@nomispublications.com


Customize Your Direct Mail Program

Database Files • Reports
Mailing Lists • Email Addresses

CALL FOR COUNTS AND COSTS

1-800-321-7479

NOMIS
PUBLICATIONS, INC.



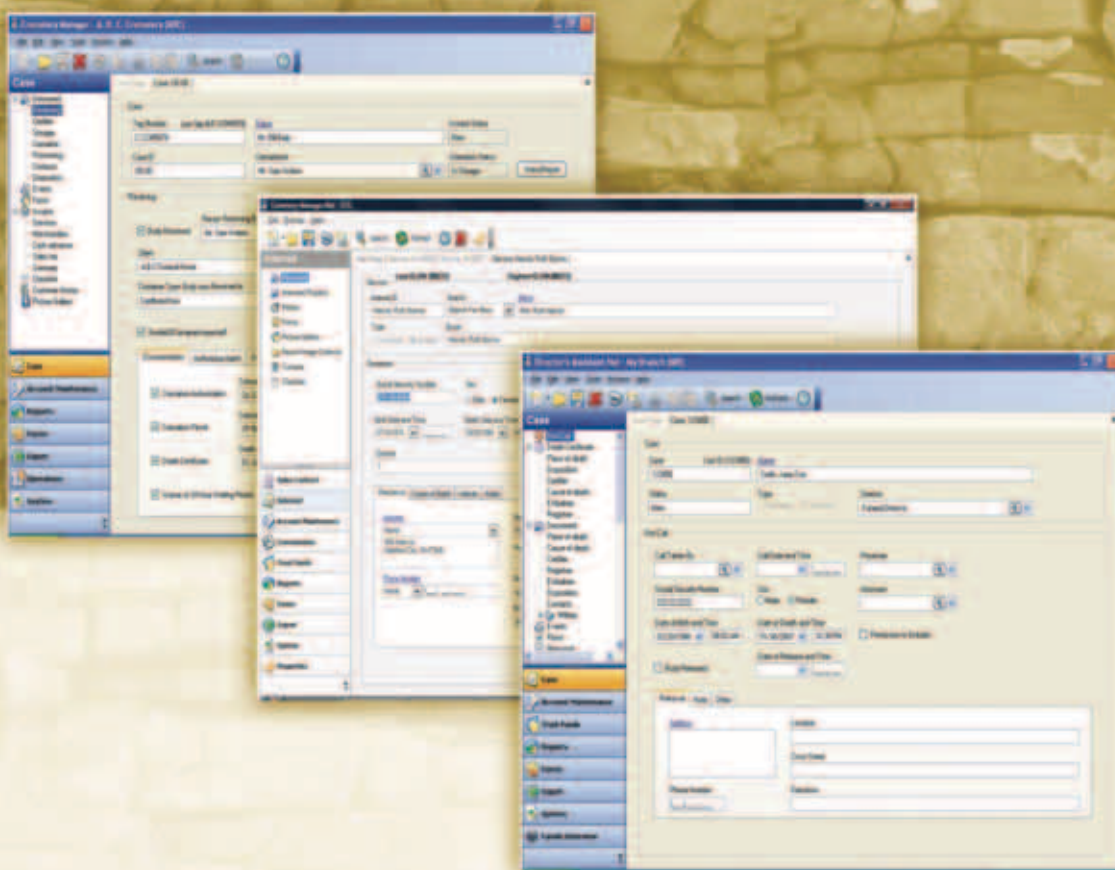
**The Director's Assistant
The Crematory Manager
The Leads Manager
The Cemetery Manager
The Aftercare Manager
The Continental Accountant**

TDA - ON - THE - GO

View service information on your Smartphone

Unwavering, Rock Solid Commitment To The Death Care Industry

Call your Sales Representative today
(800) 240-1016
sales@continentalcomputers.com



Products:

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

*Spanish Versions Available
**Also Available in Pet Care

Contact Us

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



AMAZING GRACE.

Introducing the all-new 2011 LINCOLN **FUNERAL COACH.**

More than just graceful lines and understated elegance, it's also the most technologically advanced Funeral Coach on the market. It features a smooth six-speed transmission, all-wheel drive, and even an available rear view camera. Features both functional and aesthetic combine to make the 2011 Lincoln Funeral Coach the leader in its class. Visit a Qualified Vehicle Modifier to see the full ranges of offerings, features and styles.



Find out more

at fleet.ford.com/limo or contact a QVM upfitter to learn more.

Accubuilt, Inc.
S&S and Superior
www.accubuilt.com
419-222-1501

Krystal Enterprises
www.krystal.cc
714-986-1200

Eagle Coach
www.eaglecoachcompany.com
513-797-4100

Federal Coach
www.federalcoach.com
800-292-6210



LINCOLN

20" wheels shown not available; 19" wheels standard. See QVM for details.