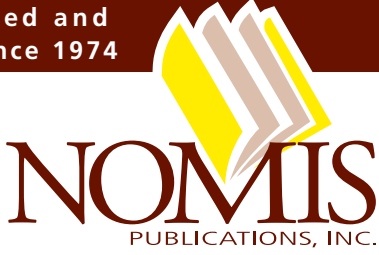


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FUNERAL HOME & CEMETERY

NEWS

AUGUST
2010

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The Elms Funeral Home opens its Doors in Illinois *See Page A16*



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See Page B4

Neidhard-Minges Funeral Home has been serving families for over 150 Years



Taylor Creek Funeral Home where business was started in 1860.



The newest location in Harrison Ohio.



Flood damage at Taylor Creek in 1913. Note the handmade coffins set out to dry by Andrew Neidhard.

CINCINNATI, OH— Neidhard-Minges Funeral Home is one of the oldest and most respected funeral homes in the Western Hills area of Ohio and has been privileged to serve its many residents. The firm's reputation for honesty, fairness and a true concern for those served has been a hallmark of Neidhard-Minges for over 150 years.

Their roots date back to 1860, approximately one year before the start of the Civil War. Operated under the name **A. Neidhard & Sons**, the funeral home was located at the site of the Neidhard family residence in Taylor's Creek. **Andrew Neidhard** settled on Harrison Pike in Taylor Creek in 1859. He owned a wagon repair business and began making coffins and transporting the dead. In March of

CONTINUED ON PAGE A2

2010 African American Funeral Home Hall of Fame

See Page A26

The First African American Hall of Fame is being celebrated this month at the 100 Black Women in Funeral Service Induction Breakfast and service during the 73rd Annual NFD&MA Convention in Fort Lauderdale, Florida.

Elleanor Starks begins coverage of these 38 firms that are over 100 years old with New Jersey inductees, Carl Miller Funeral Home and James E. Churchman Funeral Home.



Miller Funeral Home & Crematory awarded

OXFORD, AL— Miller Funeral Home and Crematory was established in April 1970 by Toby and Dianne Miller under the name of Miller-Robinson Funeral Home. The Robinson name belonged to **James H. Robinson**, a licensed embalmer who agreed to partner with Toby Miller until the time he completed Embalming School and earned his embalmers license. Toby Miller enrolled into the funeral service program and Jefferson State Junior College in 1970 and commuted four nights a week for two years earning his degree.



Miller Funeral Home Staff. (L to R) Dudley Miller, Manager; Richard Sherrow; Alesia Miller Sherrow; Shelley Miller; Patrick Miller, President Miller Monument Company; Chris Smith, Dianne Miller, Jason Bedford, and President and Founder Toby Miller.

Initially, the business operated with Toby Miller being the only full time person and a couple of part-time people.

After receiving his degree in Mortuary Science the business was relocated in 1972 to its present site at 50 Hamric Dr East. The initial building was a modest 6000 square foot facility. In the same year, Congressman *Bill Nichols* selected him to be Oxford's Outstanding Young Man of the Year. He purchased Mr. Robinson's part of the business and officially changed the name to Miller Funeral Home.

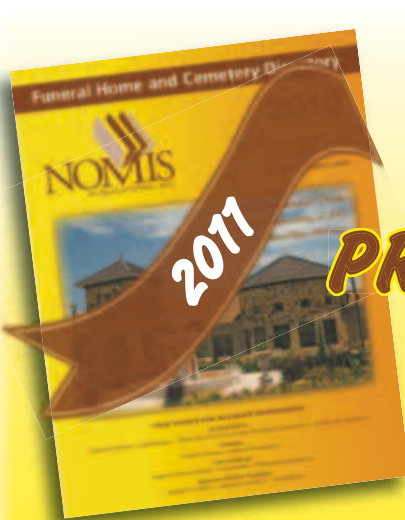
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With The Funeral Home & Cemetery Directory

Without The Funeral Home & Cemetery Directory

SEE PAGE A41 TO ORDER

HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing XINYUE ZHANG



Date of Birth: 8/15/2002
Date Missing: 12/19/2009
Missing From: South Pasadena, California
Age at Disappearance: 7 Yrs
Age Now: 9 Yrs
Sex: Female
Race: Asian
Height: 4'2"
Weight: 45 lbs
Hair: Black
Eyes: Black

Circumstances: Both photos shown are of Xinyue. She may be in the company of her father. They are believed to have left the country and traveled to China. Xinyue may go by the first name Michelle.

Endangered Missing PRINCESS PEREZ



Date of Birth: 11/30/1993
Date Missing: 6/15/1996
Missing From: Bronx, New York
Age at Disappearance: 2 Yrs
Age Now: 16 Yrs
Sex: Female
Race: White/Hisp
Height: 2'1"
Weight: 25 lbs
Hair: Brown
Eyes: Brown

Circumstances: Princess was last seen on June 15, 1996 in the Bronx area of New York City. She has not been seen since. FOUL PLAY SUSPECTED.

Endangered Runaway DEVINEE MARIA PRISCILLA PINGUL



Date of Birth: 2/1/1990
Date Missing: 12/31/2007
Missing From: Las Vegas, NV
Age at Disappearance: 17 Yrs
Age Now: 20 Yrs
Sex: Female
Race: Biracial
Height: 5'2"
Weight: 110 lbs
Hair: Brown
Eyes: Brown

Circumstances: Devinee may be in the company of a male. They may travel to California. Devinee has a spider tattoo on her left hand. She has a faint scar on her forehead.

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

Neidhard-Minges Funeral Home has been serving families for 150 Years

Continued from Front Page



Andrew Neidhard



E.J. Neidhard



Raymond Neidhard



James Minges

1860, he finally decided to hang out his shingle which said "Andrew Neidhard: Undertaker, Coffins Made to Order." When called upon, Andrew would measure the deceased with a piece of string and then make a solid walnut coffin at the standard price of \$15.00. He would then transport the deceased on a spring wagon trimmed with draperies to give it the appearance of a hearse. This method continued

CONTINUED ON PAGE A25



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MONTHLY FEATURES

Classified Ads.....	B11
Shipping Directory.....	B8
Calendar of Events.....	B2
Association News.....	A30
Deaths.....	A46
Educational News.....	A39
Suppliers News.....	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning.....	A6
Changing Lives Through Laughter by Nancy Weil.....	A8
Cremation Issues and Answers.....	A22
John A. Chew.....	A24
Klicker's Crosswords.....	A40
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean.....	A20
Memoires des choix des Jacque.....	A42
Observations by Steven Palmer.....	A12
OSHA Compliance.....	A14
The Gift of Aftercare.....	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-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Lady Undertaker now available

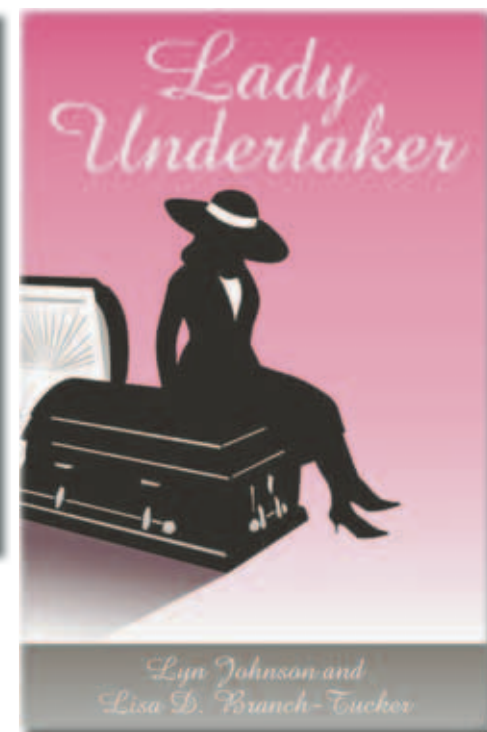


Sister-friends Lisa Branch-Tucker, left and Lyn Johnson, right.

PHILADELPHIA, PA—*Lady Undertaker*, now available, is a novel written by authors **Lyn Johnson** and **Lisa D. Branch-Tucker**, two sister-friends who run **Yarborough & Rocke Funeral Home, Inc.**, in Philadelphia. Both are licensed funeral directors. In addition to the funeral home, they own a catering and event planning business. They say that as strong African-American women, "Both our mothers and grandmothers are entrepreneurs. It was a natural fit for us" to work in the funeral industry.

Johnson and Branch-Tucker met through Lyn's brother, a fellow funeral director in 2000. Johnson was looking for an internship at the funeral home where Branch-Tucker served as a supervisor as well as a third generation funeral director at Yarborough & Rocke Funeral Home, Inc. Johnson has a liberal arts degree and finds that communicating with people, whether at an arrangement conference or board meeting, to be universal.

Lady Undertaker is about three women who run a funeral home set in a fictional small town on the outskirts of Atlanta. The ladies make a name of themselves as the book spans 40 years, ending in present day. The three main characters are Leona, wife of a funeral director; Sydney her



daughter; and Kalen, Leona's niece. Both of the younger women are licensed funeral directors and have many stories to tell.

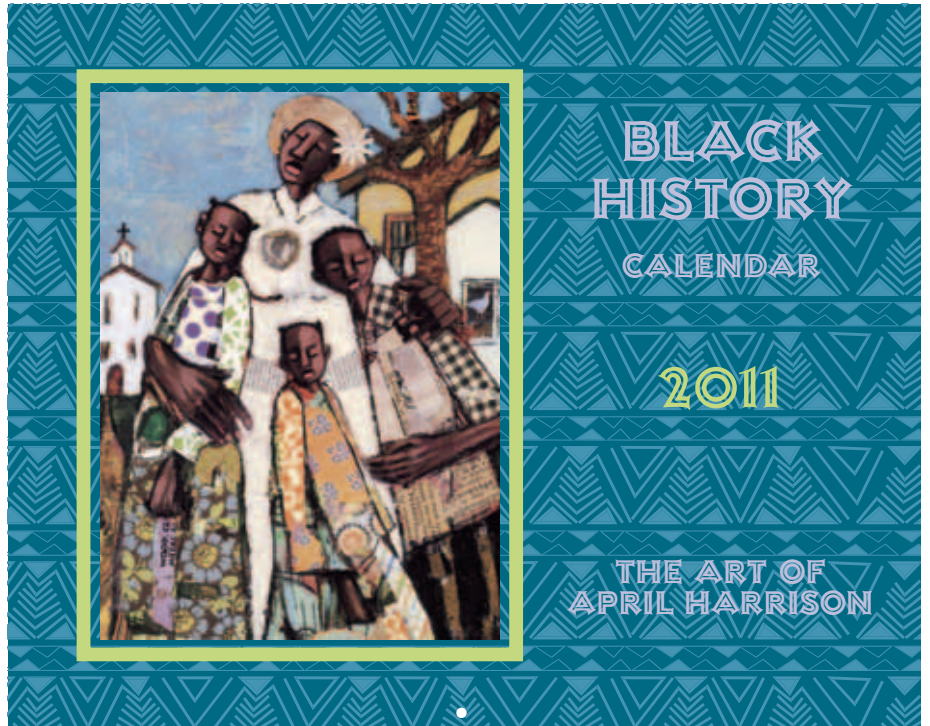
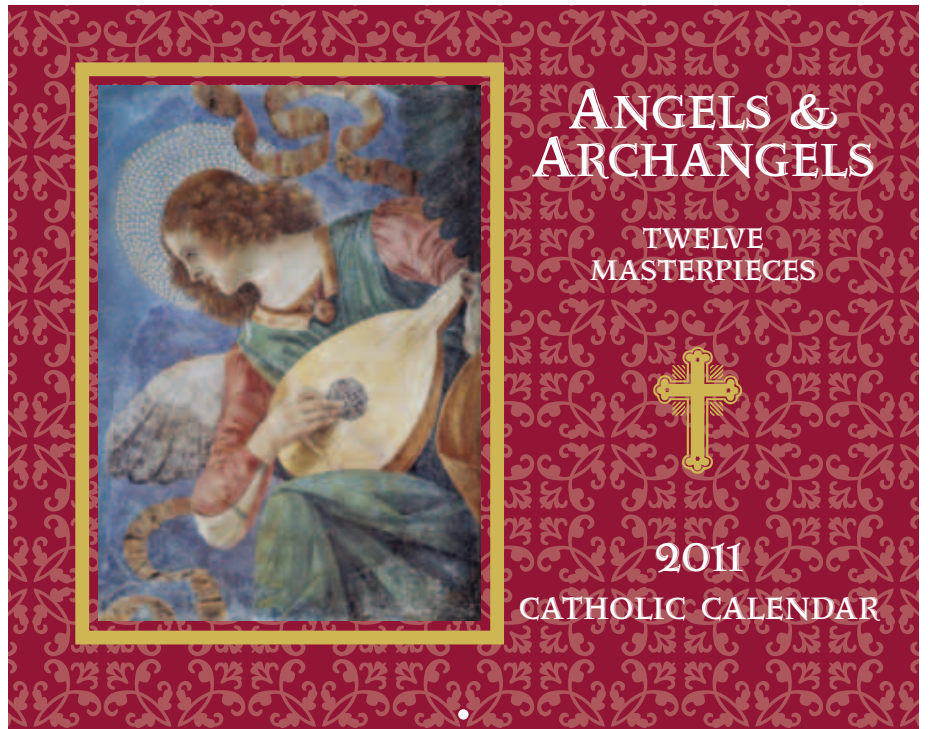
Johnson and Branch-Tucker are currently writing two more books, *Embalmer's Blues* and *The Final Viewing*.

For more information, visit www.ladyundertaker.com.

Correction

On page A37 of the July issue, the article "Gupton-Jones College holds Graduation Exercises" incorrectly identified **Bryan B. Evans** as owner of **Platt's Funeral Home** in Augusta, Georgia. Bryan is the Operations Manager at the facility which is owned by sisters **Kathleen K. Curtis** and **Corinne H. Curtis**. Platt's Funeral Home has been serving the Augusta area since 1837.

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Farley Funeral Homes honored by Chamber

VENICE, FL—Farley Funeral Homes and Crematory is the proud recipient of the 2010 Venice Chamber of Commerce Large Business of the Year Award. The ceremony was held on May 26, 2010. Since 1932, Farley Funeral Home has main-

tained a solid tradition of family ownership, fairness, excellence, professionalism and integrity which has brought comfort to countless families at their time of sorrow. For more information, visit www.farleyfuneralhome.com.



Michele and John Williams are shown with the award.

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Reger Funeral Home purchases new Cadillac



HUNTINGTON, WV—Reger Funeral Home of Huntington, WV purchased a new Cadillac funeral coach from **Muster Coaches** of Calhoun, KY. When **Henry Reger** first opened the doors in 1924, he set out to provide personal service that focused on family and community. For four generations, Reger Funeral Home has continued to build on that foundation and uphold that proud tradition of service. They remain a family-owned and operated business with attention devoted to satisfying the needs of their community.



The Gift of Aftercare

By Sherry L. Williams

Are You Doing Aftercare? If Not... Why?

The fireworks are over and we are quickly approaching a new school year and beyond that we are facing another holiday season and budgeting for the New Year. So, if you aren't doing aftercare, it is time to add it to your budget.

After 27 years of helping funeral service professionals set up community outreach programs, I find it unbelievable that there are still many of you who have not worked this family service and community service into your budgets.

In a market like today's where people are shopping funerals for price and more importantly service and a market where the money market is so volatile, it is more important than ever to cultivate business through community service and value added services to the funeral packages and services you already provide.

The language of grief is a universal language that unites us all. It is the one common thread that binds the world together. Grief is the one experience that everyone must confront and deal with at some time during your life and it is your job as a funeral director to provide services that are meaningful and help people express their grief.

When you think about the market today and how many choices, it is more important than ever for you

to provide something different, something that provides the family a feeling of satisfaction that they have received an invaluable experience for the money spent and the life lost. It is important that you help the family tell the story of the life of their loved one and even more important that you provide services that help them find a new identity as they explore and learn to live in a world without their loved one.

Aftercare or follow-up programs are the one part of the funeral that allows you to build on the trusting relationship you have worked to gain while planning the funeral. By helping people deal with their grief as well as taking care of their dead, you build a relationship and a bond that is hard to break because you are reaching out to people when they are most vulnerable.

Grief is the natural, normal and necessary by product of a death. You cannot separate one from the other. Everyone grieves; some more intensely than others, some more openly than others, but, everyone grieves. And if funerals are for the living, how can you provide funeral services that do not contain a component that addresses helping those you serve with their grief? This is the question that has always been the impetus for the services I have created through my own business as my personal ministry, as my way to help grieving individuals and as my way to help funeral service continue to have meaning in our society. Aftercare services help people being served feel that you care about them, that you want to help them and that you are committed to your profession and what it means to be the caretaker of the dead and the living.

If you think your job is limited to taking care of the body or providing the casket, you are wrong. People can get the caskets at Costco and Wal-Mart. They do not have to embalm if they bury right away and they can plan their own memorial services, but they cannot get help with their grief because they don't know where to look.

The generations that you are serving now and in the very near future are looking for meaning. They have found that materialism is not the answer to what life is about. They have found that they need to express their feelings, their love and their grief. They have found that they need rituals and a way to say that their loved one mattered to this world. They are looking for ways to commemorate life and acknowledge death. They are looking for ways to be directed through their grief journey and you are the best and most natural person to help them meet those needs.

Through information, support and the acknowledgement that grief is normal, you, the funeral director provide a beacon of HOPE to what may seem to be an immense void. One step at a time, you help lead the way to a new life for those left behind after someone dies. The funeral service is only one of those steps. Aftercare is another. Listen to the world, it is crying out for help. It is crying out for meaning and ritual and you have the answers. Focus on WHY you do what you do! Not the How!

Sherry L. Williams, RN, BA, GMS, GRS, is the president and founder of New Leaf Resources a division of Sherry Williams Enterprises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and services for the past twenty-two years. She has an Associate Degree in Nursing from the University of Kentucky Extension Program and a Bachelor of Arts degree in Psychology from Bellarmine College in Louisville, KY. Sherry is a nationally certified Grief Management Specialist and has advanced certification as a Bereavement Facilitator from the American Academy of Bereavement and is certified by the Grief Recovery Institute as a Grief Recovery Specialist.

She has been a featured speaker for numerous organizations including the National Funeral Directors Association and the Association for Death Education.

She can be reached by email at sherry@newleaf-resources.com. Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at www.newleaf-resources.com

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Bring in a Stronger Revenue

By Larry Parker

RALEIGH, NC—Everyone knows the grassroots of the funeral industry is made up of licensed and non-licensed people organized as a funeral home staff. Some would say that staffs of cemeteries, crematories and even pet related facilities are included in the grassroots level. Think back a hundred and fifty years. There were no funeral homes. Cemeteries organized by families, churches and towns or villages formed the grass roots. Think ahead, just fifteen years. *The Cremation Association of North America* predicts a cremation rate of sixty per-



Larry Parker

cent for the United States. Canada's rate has trended higher and will probably continue its climb.

History teaches us that change can come slowly over time or rapidly. Let's look through the public's eyes at a rapid change that is sweeping through not only North America, but the entire world. It is business communication with potential customers.

In the past, businesses advertised with many outgoing messages and graphics. Through the internet, buyers now have the ability to search for services and goods when they feel a need. The transmission of marketing messages is reversing. The buyer decides to search and gets lots of information about a service or product before contacting a firm. Just how does this change affect the funeral industry?

Three revenue streams flow in the typical funeral home business. They come from burial families, cremation families and business-to-business transactions with other funeral homes. A fourth stream from pet families is developing, but it is not yet typical. Why are burial and cremation families split into two audiences? It is because they are looking for different content on web pages. Families are paying less attention to the bombardment of traditional ads on newspapers, yellow pages, television and direct mail. Instead they seek information on the internet. Web search traffic is increasing dramatically. It is one of the rapid changes.

Suppose you are a bright mortuary school graduate starting out on your chosen career. Maybe you are thinking about owning your own business. There is pressing need today to clear cobwebs from the brain and look into the future. The main business curb appeal will be on web pages, not just the building location of the past. Searchers take only seconds to reject what they see, or to be interested in and look further into your web content. Therefore, determine what each audience is looking for and design pages accordingly. Pictures of burial caskets and hearses appeal to traditional burial families. Maybe cremation searchers should instead see rental caskets and urns on the pages they find. The memorial service with lots of personalization works well for cremation families. Private family viewings with varying levels of preparation and varying levels of cremation caskets work for those families as well. Web pages presented to the families searching for burial services should not find this content. If they do, you stand a good chance of either losing them or turning them into cremation buyers.

Hey, what a thought. Findability of desired content on the internet which matches what a potential buyer is searching for may be the backbone of your future business. You may need three separate websites to appeal to the three distinct buyer types. Even a fourth will be necessary if a pet crematory is added to your business model. Search is growing. We are using it daily. It is fast. It is inexpensive. It is developing as a function on smart mobile phones.

Many funeral homes have idle capacity with cremation growing at a fast pace. Some are choosing to put their vehicles, staff and facilities to use handling trade work for distant and out-of-state firms. A few web pages built by your web design firm with placement in a national directory bring in a stronger revenue stream. Inbound advertising with just a little attention to findability can be achieved for just a few hundred dollars. This wave of the future is here now. It is great for bottom lines when used because the cost is low compared to increased revenue generated with available capacity.

The secret in getting started is to identify and define the audiences you wish to serve. Find what they want and work with your web design firm to present that content on pages they find. Remember, your found web page is your business face to the buyers that find you. Initial impressions are very important. In the few seconds of initial viewing, that found page will gain or lose buyers. The old days of neighbors asking neighbors about funeral homes are giving way to web searching and comparison. Whether it is burial families, cremation families, pet families or other funeral directors, be there with content they are looking for. That is your best shot for getting a call from today's and tomorrow's buyer.

Larry Parker, president of Cremation.com, Raleigh, NC, has 35 years past ownership experience in funeral home and crematory operations including pet cremations. His current interest is inbound marketing with improved funeral home web sites. Larry can be reached at larry@cremation.com.

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Value of Reading

As a funeral service professional, how much reading do you do to keep your skills and mindset sharp? I read a national poll recently that stated 1 in 4 adults read no books last year. Can you believe it? 25% of American adults are reading no books. That is an outrage. What about the adults who are reading books? The same poll reveals the average adult reads only four books per year. Half of those people read less than four.

The leadership team at The Outlook Group, Inc. read several books over the course of the year. We do so for many reasons. Reading good quality books by knowledgeable authors provides our team members many benefits. Reading is an active mental process – books make you use your brain. By reading, you think more and become smarter. Who among us does not wish to become smarter? Reading is a fundamental skill builder – books help clarify difficult subjects. Books provide information that goes deeper than any classroom discussion. Books provide new and exciting ideas and ways of thinking. Books expand your mind. Reading good books can improve your vocabulary, concentration, focus, memory, discipline and can improve reasoning skills and creativity. In short, without books and the wealth of valuable and insightful information they impart, The Outlook Group, Inc. would not be the most successful Funeral Service Solutions Company in America today. Reading the right type of books can help you and your career excel.

What have I been reading the past few years? Here is a short list of some of my favorites. I encourage you to purchase any of these books for yourself and see what

value, benefit and enjoyment you will receive by reading them.

- *Six Disciplines – Execution Revolution* by Gary Harpst (ISBN – 13: 978-0-9816422-0-2)
- *The Radical Leap* by Steve Farber (ISBN 0-7931-8568-8)
- *How to Win Customers & Keep Them for Life* by Michael LeBoeuf, Ph.D. (ISBN 0-425-17501-4)
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If you have not been reading as faithfully as you should, I encourage you to begin today. Take a trip to your local bookstore and allow one of their trained literary specialists to assist you. Reading is fun and exciting and will help surface all kinds of new thoughts and ideas to the forefront of your mind and imagination.

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

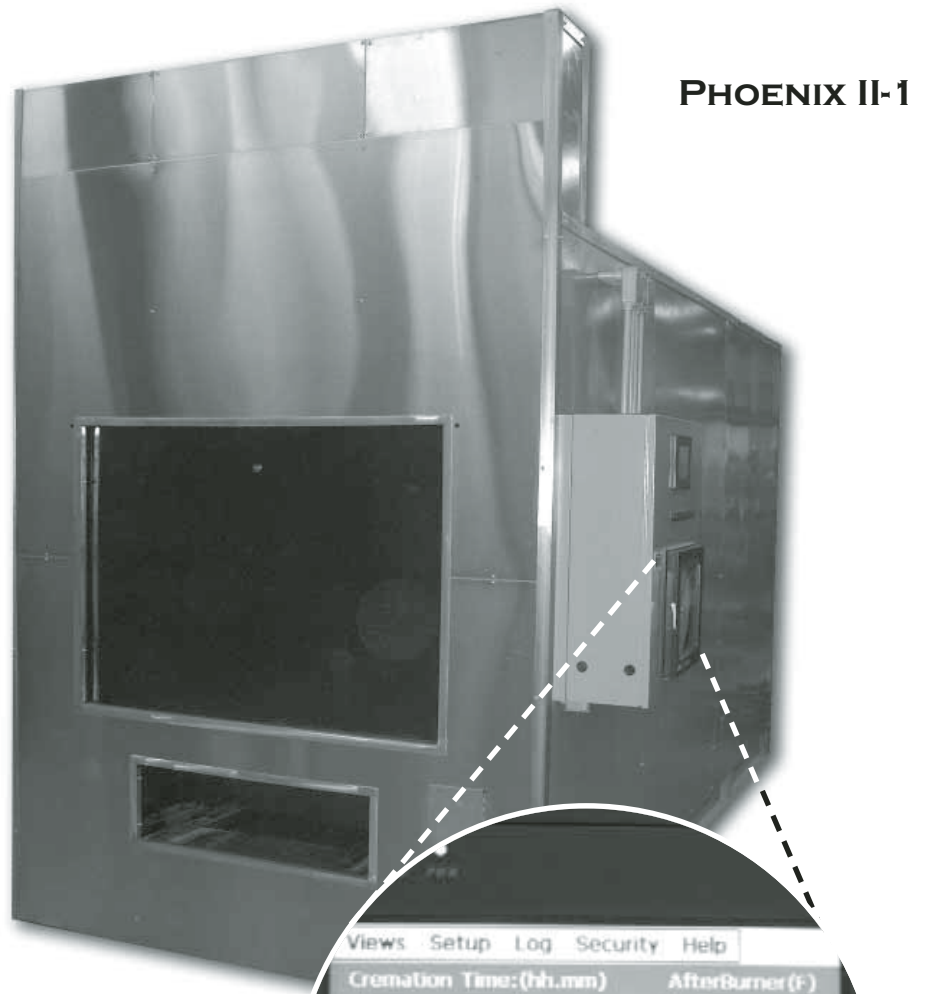
He has 25 years experience in the field of funeral directing, prearrangement planning and training. He also has considerable experience in public relations, marketing, consumer and business to business sales. He is a trusted advisor to those in the death care industry. As an insider into excellence Chris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

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

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Daytona Memorial Park and Funeral Home holds Memorial Day Ceremony

DAYTONA, FL—On Monday, May 31st, Memorial Day, 2010, **Daytona Memorial Park and Funeral Home** hosted their annual Memorial Day Ceremony. Special Key Note Speaker was Staff Sgt. (ret.) USARMY **Bill Coleman** who served on active duty as a Staff Sergeant during World War II in the 506th Parachute Infantry Regiment assigned to 101st Airborne Division - the "Screaming Eagles" - , one of the most well known companies in the United States Army.

Staff Sgt. Coleman's experiences in World War II are the subject of the award winning HBO mini-series **Band of Brothers**. He participated in the combat invasion of Europe on D -day minus one and in campaigns in Normandy and Central Europe. He was also a prisoner of war in Germany and received numerous decorations, including the Purple Heart with Oak Leaf, the American Theatre Ribbon, the European/African/Middle Eastern Ribbon with two bronze stars, and the Presidential Unit Citation.

Coleman is currently part of an effort to raise

\$ 3 million for a veteran's memorial to be located near the veteran's hospital under construction in southeast Orlando. Central Florida Veterans Memorial Park Foundation Inc wants to build a world class memorial with the names of more than 1,100 Central Floridians who died in combat. For more information, go to CFVMPF.org.

Other dignitaries include Florida House Representative **Dwayne Taylor** and Volusia County Councilman **Joshua Wagner**.

The backdrop for the program was the granite Veterans feature at Daytona Memorial Park. The program included the historic planes from the Spruce Creek Gaggle Flight, who flew twice over the ceremony, once in the traditional "Missing Man Formation".

The program also included the Civil Air Patrol who presented the colors, a gun salute presented by a Multi Unit team, under the direction of Lt. **Cliff Williams** and the Volusia County Sheriff's Department; Taps and Bagpipes.



Changing Lives Through Laughter

By Nancy Weil

The 100 Acre Woods Classification of Personalities in the Workplace

Any office with more than one staff member will be comprised of different personalities. Understanding the various modes of behavior allows for better teamwork and camaraderie. Every office manager strives for a work environment free of drama, petty squabbles and politics. Every employee wants to work in an atmosphere that is fun and supportive.

Books have been written and tests developed on how to categorize your employees and hire for success. While I don't remember my DiSC profile, which was quite accurate, I can remember which character in the 100 Acres Woods I am. I can also place every one of my co-workers into a category with this theory and realize better ways to accomplish our work together without stress or hard feelings.

Think back to those wonderful tales of Winnie the Pooh and his friends. They went on a lot of adventures together, faced challenges and celebrated successes. If you were one of the characters in the book, who would you be? How about your co-workers? Your boss?

Winnie the Pooh – This tubby little cubby all stuffed with fluff never gets rattled or upset. "Tut tut, looks like rain" or "Oh bother, I'm stuck in a tree," he good naturedly says. Always with a ready smile and a welcoming greeting, Winnie the Pooh is a social creature who does not get stressed, no matter the circumstances. When things do not go as expected, he just shrugs his shoulders and asks for help from his friends.

You may be a WtP if you handle annoyances small and large with an easy acceptance, if you don't get upset easily and if

you are known for being laid back and easy going.

If you are working with a WtP, you must realize that they are not motivated by time pressures, rewards or threats. A few supportive words and a reminder of expectations will go a long way with this type of personality.

Tigger –Tiggers are bouncy, trouncy, flouncy, pouncy, fun, fun, fun, fun! High energy and always on the go, it is hard to stop Tigger. While his plans are not always well thought out, he means well and enjoys being with his friends. He is loyal to a fault and loves everyone. Tigger does not have time to be sick or stressed as there are too many adventures waiting to experience.

You may be a Tigger if you are excited about life in general and your job specifically. Your enthusiasm, for even the smallest project, is hard to contain. You bounce into work in the morning with a cheery disposition and rarely take a break.

If you work with a Tigger, get ready for the ride. Their enthusiasm, especially first thing in the morning can be overwhelming. Tiggers are fun to work with as they organize the office parties, sing songs randomly at their desks and become the office cheerleaders. If you need something done quickly, give it to a Tigger. If you need a friendly voice answering the phones, Tiggers are the perfect receptionists. Just don't chain a Tigger to their desk as they will growl.

Eeyore – The gray cloud hovers over Eeyore. Head looking down and slow in movement, Eeyore can make even the best time seems gloomy. Ask him how he is and you will hear, "not so good." Pessimistic to the max, Eeyore sees the glass not half full or half empty, but broken.

You may be an Eeyore if you focus on what is wrong in life, rather than what is going right. Eeyores are rather solitary and happy to be left alone. If you look at your successes as only a momentary event that will soon give way to disaster, you are an Eeyore.

If you work with an Eeyore, do not let them bring you down! They are invested in dragging you to their level of misery. You will never bring an Eeyore up, so stop trying. Give a long range project to an Eeyore and they will work at it until it is complete. They love a reason to complain about how overburdened they are with work, so pile up the folders at their desk. The challenge will make them happy, um miserable.

Christopher Robin – He is everyone's friend. Well liked and respected, CR is the problem solver and the one to turn to for any sort of trouble. Affable and eager to lend a hand, CR is reliable and comfortable in his own skin. He is content with life.

You may be a Christopher Robin if you are the go-to-guy (or girl), the one everyone turns to help solve their problems. Managers and owners of businesses are often Christopher Robins. If you are social and seen as a rescuer, you are probably a CR. CRs must be careful not to take on too many people's problems as it can lead to burnout and stress.

If you work with (or for) a Christopher Robin, jump for joy! CRs will help you with your challenges and are sympathetic to your troubles. They are accepting of your mood and ready to listen to whatever you have to say. Their open door policy is sincere and just being in their presence makes you feel calmer and more secure. Just be careful not to dump too much on them as they have their own work to do, even if they don't share this information with you.

So there you have it. My theory of the 100 Acre Woods Personality Profiling. I bet you have already placed yourself, your co-workers and your family into one of these roles. While I have only covered four of the characters, I would love to hear your theory on the profiles of Piglet, Roo, Owl, Kanga and Rabbit. E-mail me at nancyw@mountcalvarycemetery.com The best answer will win an office stress reduction kit.

One last trivia question: Do you know what the A.A. stands for in Milne's name? Alan Alexander.

Now go out and share your new knowledge with everyone you know. And remember this bit of wisdom: "It is more fun to talk with someone who doesn't use long, difficult words but rather short, easy words like 'What about lunch?'" (W.T. Pooh)

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

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

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

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**Madonna shines on, celebrates Silver Anniversary**

By Madonna

**Madonna (Center) president and owner of The Madonna Multinational Home for Funerals, surrounded by her hardworking support staff.**

PASSAIC, NJ— This is the fifth time I get to tell my story. You see, every five years I get to celebrate a momentous occasion, however this time it is a little different. It is the story of a young, single mother of one son, and a dream to open her own business.

It all started around high school with my dreams of being a nurse and going to the St. Mary's Nursing School in my hometown of Passaic. These dreams dissolved quickly after becoming an unwed mom by 12th grade. I still graduated on time with my class and never lost my A average, but plans to marry after graduation changed after my fiancée died suddenly and left me with a 13 month old baby to take care of. The nursing school

closed that year also, and with no one to look after the baby if I went away to college, I had to quickly re-alter my plans.

So my plan was, if I couldn't work on live people I guess I'd work on the dead. Ironically, death and funerals had never left a bad taste in my mouth. Some of my best memories and family moments were had at funerals. Think about it: you get to talk with family and friends you probably haven't seen in a long time, go to church, a place you may not have been in a long time, buy new clothes, eat good food, and reconnect your sense of "belonging". Even if it was a childhood friend, work colleague, club or church member, you were

CONTINUED ON PAGE A28**Legal Speak**

By Atty. Harvey I. Lapin

Update on the Burr Oak Cemetery Scandal in Illinois

It seems like the Burr Oak Cemetery Scandal occurred several years ago, but in reality the first media reports about the situation started on July 9, 2009 and the author's first column in *Funeral Home & Cemetery News (YB News)* about the situation was published in the August 2009 issue. In that column the following was reported:

"On July 9, the unthinkable happened when the Chicago media began reporting the story about the situation at Burr Oak Cemetery located in Alsip, Illinois. Apparently, four employees of the Burr Oak had engaged in a scheme involving alleged removal of human remains from grave spaces and the resale of those grave spaces to at-need purchasers for cash."

According to an article in the *Chicago Tribune*:

"Prosecutors said 200 to 300 bodies were dug up and dumped in an isolated, weedy area of a cemetery at which many prominent African-Americans are buried, including civil rights icon Emmett Till. Exposed bones, chunks of concrete and broken coffins litter the hilly, overgrown area about four blocks long, authorities said."

According to the reports in the newspapers, TV and radio, the four employees at Burr Oak had been arrested by the Cook County Sheriff ("Sheriff") under a charge of dismembering human bodies and were being held in jail. At the time the Sheriff's Office was under the impression that this was the only Illinois law that covered the alleged crimes. Subsequently, it was determined that other more specific Illinois cemetery laws applied and the employees were charged with violations of those laws.

The authorities had apparently been invited in by the owners of Burr Oak to arrest the employees and conduct an investigation. This turned out to be a bad decision, as the company that owned Burr Oak had to file for bankruptcy because of the litigation that resulted from the employees alleged criminal activities and the extensive media coverage.

Shortly after the arrests were made the Illinois Governor and outraged members of the state legislature started an investigation. Hearings were held to determine the need for new Illinois laws to regulate the cemetery industry, so that this type of event would not happen again. Even though Illinois had extensive laws already regulating the industry, it was determined for various reasons, primarily political, that it was necessary to consolidate all of these laws into one Cemetery Oversight Act (COA) (225 ILCS 411, Art. 5) and assign the regulation of the cemeteries in the state to the Department of Financial and Professional Regulation (DFPR).

Accordingly, in January of 2010, the State Legislature passed COA. The Governor signed COA into law shortly thereafter and it became effective on March 1, 2010. COA consisted of over 200 pages of laws requiring the licensing of the cemeteries that conduct about 35% of the burials in the state because the religious, governmental and small inactive cemeteries are exempted from the primary provisions of COA. Cemetery managers and cemetery sales persons that work at licensed cemeteries are also required to obtain licenses.

The alleged perpetrators of the dismembering of bodies and re-sales of spaces are out on bail. At this time, no trial date has been set. Furthermore, in the author's opinion, most of COA does not deal with the alleged crimes that were committed and there is no guarantee that similar acts could not happen in the future.

The State of Illinois, like many other states, has revenue problems and DFPR does not have the funds to administer COA that is estimated to total over 11 million dollars a year. It is expected that the necessary funds will have to be generated by imposing fees on the regulated segment of the industry. It is also expected that these increased fees will cause the regulated cemeteries to increase their fees to consumers and that the competitive situation between those cemeteries and the active exempt cemeteries may be significantly changed in the future.

Concurrently, the Burr Oak situation led to an investigation by a Committee of the US Congress. This led to the introduction of HB 3655 title the "Bereaved Consumers Rights Act" into the current session of Congress that provides for federal

regulation of all cemeteries by the Federal Trade Commission. Reports indicate HB 3655 is currently being held up because of opposition from some of the industry groups that believe it should not have covered them. Meanwhile, there is a scandal about alleged wrongful burials at Arlington National Cemetery and the House Armed Services Committee of Congress has convened a hearing to consider that situation.

This column began with the statement that it has only been about a year since the Burr Oak Cemetery scandal was first reported. Much has happened since then in Illinois and now probably on a national basis. The author believes that the impact of the Burr Oak Cemetery Scandal will continue for the near future and no one knows the ultimate impact on the cemetery industry in Illinois, other states and on a federal level.

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

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

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

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

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

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Sanders Funeral Home meets challenge

EUREKA, CA—Stan Dame faced many challenges when he was asked to manage **Sanders Funeral Home**, a firm that has been in business for 102 years in Eureka. He could not have known the myriad of obstacles that he would face in renovating the facility that had been a converted Victorian home.

Undaunted, Mr. Dame forged ahead, fortified by 25 years as a hospital corpsman in the United States Navy. After retiring from military service, he entered funeral service, graduating from *Cypress College of Mortuary Science* in 1999.

Duncan Stuart Todd, Ltd. joined forces with Mr. Dame to create a 21st century preparation room out of a Victorian shell. Not surprisingly, the preparation room in the home was outdated and unused as such, having become a storage area. The initial challenge was

how best to design an embalming room in a very small space. The end result was a compact single station preparation room that meets all the requirements for functionality and OSHA compliance.

Over the years, the home had been remodeled several times. An unforeseen difficulty was that the floor wasn't true to plumb, presenting problems that could not have been predicted. To meet this chal-



Stan Dame in the preparation room at Sanders Funeral Home.

lenge, the room ended up with two drains beneath the floor. Further construction problems involved a slope in the roof that produced a gap and walls that eventually had to be removed all the way to the studs in order to accommodate custom cabinetry.

The permit process turned out to be another of the nightmare challenges Mr. Dame had to overcome. He credits DST with a significant contribution to this step, helping out with codes and regulation issues that could not be refuted.

Throughout the process, Mr. Dame relied on DST's experience and service. And he "was glad he did."

Sanders Funeral Home serves a population of 129,000 on the north coast of California. Mr. Dame's civic work includes his role as Lt. Gov. of Kiwanis, Division 20, as well as supporting veterans groups.

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Observations

By Steven Palmer



A Healthy and Happy Child

In automobile terms, the child supplies the power but the parents have to do the steering.

—Dr. Benjamin Spock

Any parent who has endured nine months of intense worry (with mother enduring the many physical discomforts) and meticulous preparation for the arrival of a new child can appreciate the slightly similar feeling of members of two former associations during the maternity of this unprecedented creation. The preconception was sometimes volatile, but the maternity was surprisingly calm.

After the first convention of the Arizona Funeral Cemetery Crematory Association, (conceived of the Arizona Funeral Directors Association and the Arizona Cemetery Association) it can be announced that this unique infant, there is no equal in the country, is happy and healthy.

The board meeting prior to the convention was filled with contingent concerns. "What if" scenarios ate up much time in worry that naysayers would challenge the good work of this new formation of final care providers.

The worries were for naught. Deep sighs of relief were felt, not from the board, but from the funeral directors, cemeterymen and cremationists attending, the child has arrived.

In Arizona, funeral homes are regulated by a state licensing board for funeral directors and embalmers. Cemeteries are regulated by the Department of Real Estate. Divergent regulators with different agendas had always been an issue. The executive director of the Department of Real Estate did much to educate funeral homes with limited cemetery knowledge and shortly thereafter the executive director of the State Board of Funeral Directors and Embalmers had an opportunity to speak to cemeterymen and cremationists for the first time.

During the gestation of this association, a could-have-been contentious moment was the selection of the lobbyist/lawyer. Each former association had their own and was content with their selections. Presentations were given and interviews were held with each and a vote was held. The vote never goes the way all had wished, but that is democracy. This selected person and staff gave a report that satisfied all purveyors of final care. The new association was watching all fronts at the capitol with a recognized and respected firm.

Programs ranged from "Handling Price Shoppers", "Marketing and Sales Ideas" (a cemetery program that was easily translated to funeral home methods of building consumer relationships) to many joint and some separate programs that all could benefit from. Restorative art programs to Crematory Operating Training (mandated by the state) gave a training session for all facets of final service.

Exhibitors were all joyous to congratulate the creation of this child of the future. They could see all of their customers under one roof at the same time. Our exhibitor presence exceeded expectations with many new exhibitors.

The affiliation to what national association was a somewhat minor issue during the formation meetings of this new alliance. All saw the benefit of the National Funeral Directors Association membership and its representation as a state association. We endured the surprisingly controversial vote at the Boston NFDA Convention on the acceptance of the new state association charter.

The other group to be included in the convention was the International Cemetery Crematory and Funeral Association. As can be imagined, many Arizona cemeterymen (and funeral homes) were members of this organization. Especially with the defeat of the allied membership addition to NFDA, ICCFA gives representation to other unified parts of final care.

The emergence of the Rush Bill 3655: The Bereaved Consumer Bill or Rights presented the first real trial for the new organization. It was decided to test the water by email prior to the monthly meeting. As expected, the feelings were strong depending on your allegiance. It was clear that no consensus would be reached. It had been pre-decided that any controversial issue where no unified view could be given would render the association neutral on an issue. When a few electronic ballots did not bring any change in views, it was apparent a no opinion stance was the only way to

maintain harmony in this and other divisive issues.

At the convention, NFDA President Bill Wappner and ICCFA President-elect Ken Varner were both present and spoke before the assemblage. Both properly mentioned the Rush Bill and gave their reasons for their views and were politely accepted. I joined Bill Wappner and Ken Varner in a casual friendly discussion where common travel and meetings challenges, not their divergent issues, were reviewed. Their congenial conversation reflected the feeling of the membership.

The convention was a collegial success and most importantly a true financial success.

If we can offer two words of advice it would be: #1 Make it anew. Do not merge. Do not try to take two established groups, with much pride and investment and ask each to share. Toss it all aside and create a new association as none had existed before. #2 the temptation of the "We did" or "you did" conversations is inevitable. Stop them as soon they are uttered. Look forward and not behind. Remember why you are doing this and the benefits for both groups. Occasional deep breaths and focus on the future will bring you to your goal.

This Arizona child will grow and mature to serve what all were gathered to do: to assist those who provide honorable and ethical experiences as a funeral home, cemetery and or crematory.

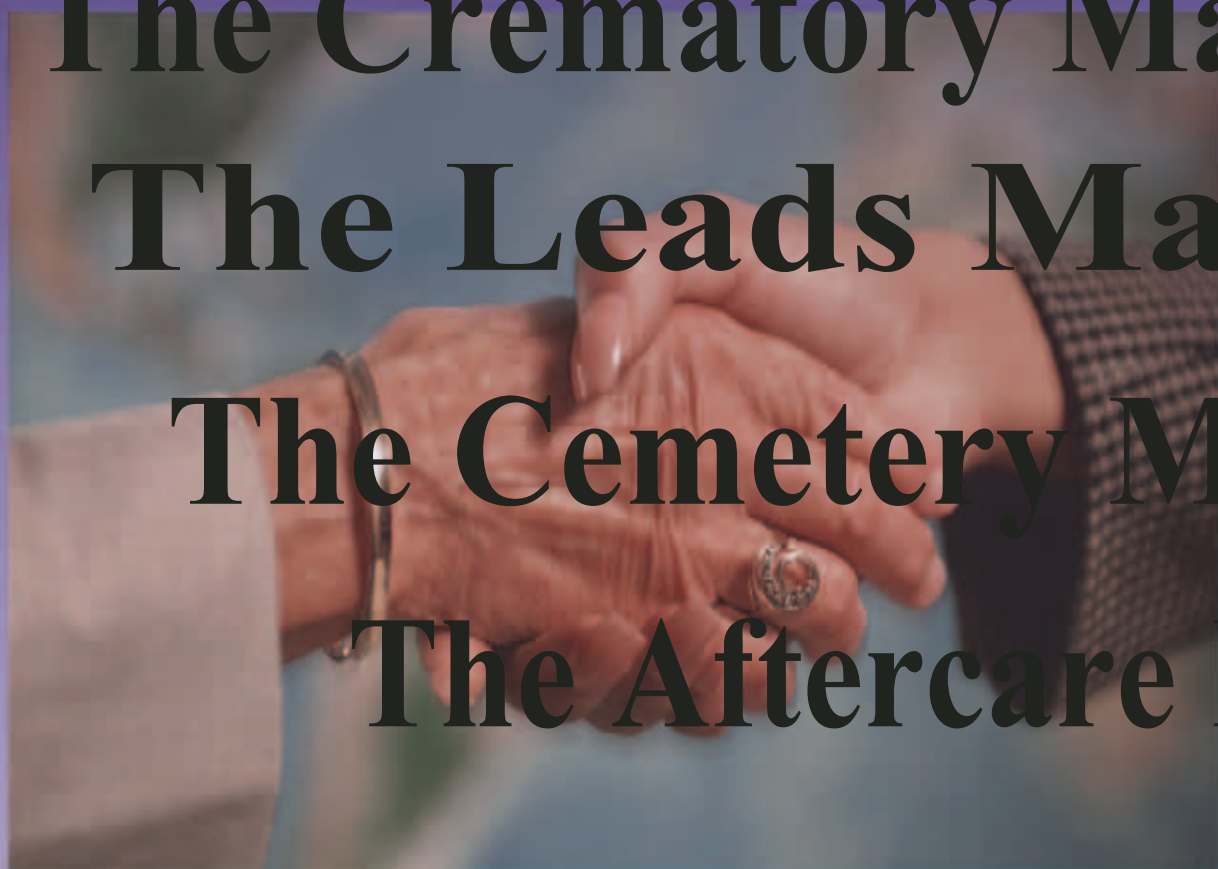
There is not one part of the country that would not benefit from this union. The Hatfields and the McCoy's were intelligent enough to lay down their differences. The general public truly does not know we are different, why shouldn't we serve them to the best of our ability by showing them we are not?

A house divided against itself cannot stand.

—Abraham Lincoln

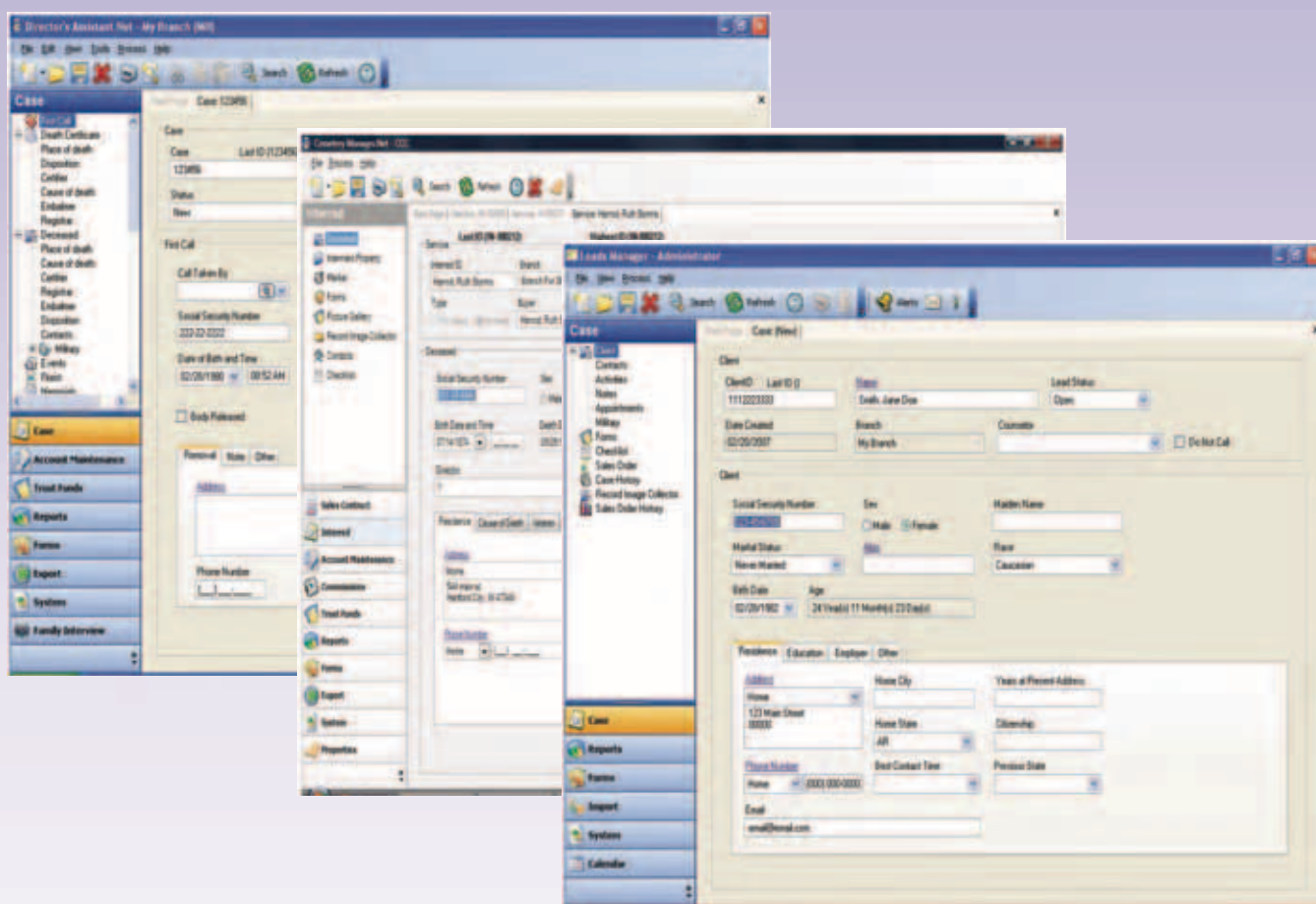
Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. Licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached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

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New England Livery offers Bio Hazardous Cleaning Service



Bio-Specialists owners (L to R) Richard Shepard and Bill York.



Bill York in truck as Richard Shepard, left, helps Rob Simmons, right, suit up.

GORHAM, ME—William York strongly believes that a service business must go above and beyond what they say they will initially do all the time for its customers. "It's building a reputation of professional attitudes."

York owns **New England Livery Services LLC**. The company, based out of Gorham, Maine, is a removal and transportation service that was started almost three years

CONTINUED ON PAGE A23

AMERICAN PATENT PENDING USA Patent Pending 12/176,609

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OSHA Compliance

By Gary Finch

Part Two: Waste Segregation – Beating the Waste Regulators and Waste Haulers

We began part one with a reference to the West Virginia Department of Health and Human Resources. It takes a regulatory agency to prove to readers and my customers that I'm not blowing smoke at them when I write or say that 95% of the waste funeral homes place in red bags is not correctly classified and did not need to be placed in a red bag.

When a regulator audits a hospital that generates 125 tons of infectious waste annually, and the audit shows that 95% of their biohazard waste is incorrectly classified, it tends to carry more weight. Now, here is the next great secret about infectious waste. If you, as a waste generator, chose to rinse, clean, and disinfect infectious articles before they enter the waste

stream, then 99% of the 5% would be eliminated.

But don't states have different regulations on how infectious waste can be treated, or even if it can be treated? Yes they do, but forget them. An infectious article does not become infectious waste until it enters the waste stream. No state waste regulator has jurisdiction of the article prior to this, so wash, rinse, and treat as much as you like. Just do it before the article enters the waste stream.

Let's illustrate this with an actual example. In treating a posted case, you notice blood on the floor of the thoracic cavity. You reach for an absorbent cloth to absorb the blood. Later, you find more bloods and you rinse and compress the cloth, and use it again. You repeat this several times. If you were to put this cloth into the waste stream at this point, it would be classified as infectious waste. If you rinse it to the point that no blood is visible, and compress it to the point that it is not dripping, then it is not infectious waste and should not be placed with infectious waste.

I know a lot of hospitals are loading remains down with plastic tubing and body bags. If you have a water hose or some way to clean the bag to ensure it is free of blood, then it can be placed in your regular waste stream. Here are the advantages with regular waste stream placement.

1. Regular waste is hauled and disposed of for approximately one cent per pound. Funeral homes pay around \$5 a pound to have infectious waste hauled off site and treated.

2. The plastics that are incorrectly classified and incinerated harm the atmosphere. They are not incinerated when placed in the regular waste stream.
3. Infectious waste haulers transport thousands of tons of incorrectly classified waste each year. This contributes to highway congestion on hazardous routes.

Every funeral home safety officer should view the West Virginia presentation. Go to Google or another search engine. Enter "PowerPoint Presentations on Infectious Waste." You will see the West Virginia presentation in one of the first few hits. Once you view it, spread the word to others. Do your part to make your funeral home both green and efficient with biohazard waste.

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

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

Heritage adds 3 new cars to Fleet



SPOKANE, WA—Heritage Funeral Home in Spokane, WA has added three new 2010 Cadillac vehicles to their fleet of family cars and hearse. “These new vehicles compliment our warm and attractive facility” said **Dennis Murphy**, President of Heritage Funeral Home. Murphy added, “Providing professional, caring service has and will continue to be our goal at Heritage.”

Trigard adds Hall of Fame Salesman

DANVILLE, IL—Hall of Fame Plaques, a consumer division of **Trigard Bronze**, is proud to welcome **Carl Busch** to their team as lead salesman.

A native of Tolono, IL, Carl has most recently worked with **Orkin Commercial Service** and **FedEx Corporate Services**. Carl has more than 20 years of sales and marketing experience. He attended *Southern Illinois University* in Carbondale. Carl will use his sales knowledge to continue to build the already growing client base at Hall of Fame Plaques.

“Carl brings some very vital sales experience to our team which will definitely take our plaque and sign division to the next level. We welcome him and look forward to watching him grow,” said Chief Operating Officer **Rich Darby**.

Hall of Fame Plaques, a subsidiary company of Trigard Bronze, creates affordable bronze, aluminum and SimuMetal signs, plaques, awards, recognitions, trophies and donor walls customized for your individual needs. With an outstanding history and a clientele that includes **Walt Disney World**, **McDonalds**, **The Indianapolis Speedway**, **The Ronald Reagan Ranch** and numerous state and local businesses, Hall of Fame Plaques has a variety of borders, images and fonts available to choose from as well as full color and 2D inking capabilities. A family-owned and operated company in Danville, IL, Hall of Fame Plaques takes pride in the hands-on approach and master craftsmen that detail each plaque and sign that they produce. Visit www.halloffameplaques.com for more information.



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FREE mounting bracket for Flat Pack available upon request

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pack, 45 wipes/pk	20 pks/cs	\$111.00 cs

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- Velcro neck closure, side tie and knit cuff

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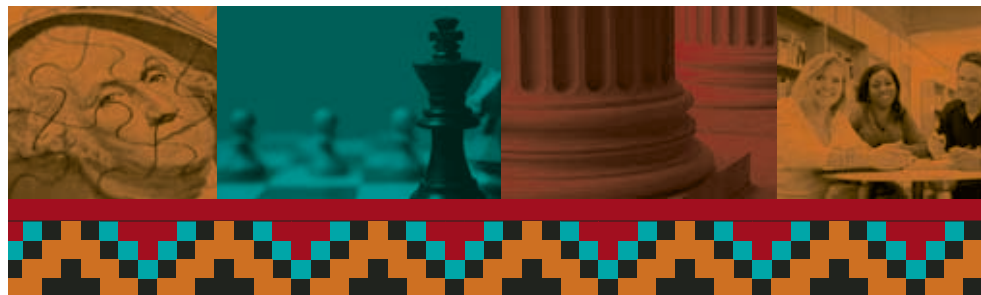
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Day 1: Strategic Planning

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



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

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

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

Day 2: Strategic Execution

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

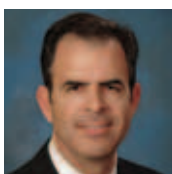


William is co-author of *Executing Your Strategy: How to Break it Down & Get it Done*, published in 2008 by Harvard University Press. Among the courses he has taught at Stanford are "Converting Strategy into Action," "Designing Organizations for Execution," "Mastering the Project Portfolio" and "Leadership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

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

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

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



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

- Morning coffee and continental breakfast with your colleagues
- Three evening receptions with open bar and heavy hors d'oeuvres
- The ICCFA Fall Management Golf Tournament



For more information, visit www.iccfa.com or call 1.800.645.7700

The Elms Funeral Home opens its Doors



The Elms Funeral Home



Funeral Home Staff. (L to R) Eugene Cha, Karen Christensen, Stephanie Brown, Apprentice Shanoah Keep, and Michael Rominski.



Entranceway at The Elms Funeral Home



The Elms Funeral Home Chapel

ELMWOOD PARK, IL— Four days short of nine months from the groundbreaking ceremony, **The Elms Funeral Home** opened its doors to the community on June 10, 2010. To celebrate the momentous day, the funeral home held a ribbon cutting ceremony followed by an open house for all to see. With estimates close to 500 guests, the turnout was far more than expected.

The guests arrived to a complimentary valet, a service families will become accustomed to at all visitations. To begin the evening, the ribbon cutting ceremony was held at the west entrance of the funeral home. *Rev. Jeffrey Grob*, Pastor of St. Celestine Church, began the ceremony with a blessing, heart-felt by all. "...May this building be a place of solace for

CONTINUED ON PAGE A27

One Size Does Not Fit All

BETHLEHAM, PA—My two children have uniquely sized feet; my son's feet are very wide, my daughter's very narrow. My wife and I must resort to patronizing a specialty children's shoe store with a selection of shoes that meet their respective needs. I admit these shoes cost a bit more than the average pair one can find in a department store. However, the value of these shoes, that is, the benefit to our children in having appropriately fitting, comfortable, functional shoes in which to walk, trumps any notion of post purchase dissonance (i.e. "second thoughts"). When our children begin to outgrow their current shoes, can you guess where we will buy their next pair? You get the point- or do you?!

Although we are funeral directors by trade, we are also consumers of various goods and services. Undoubtedly, you can relate to my mundane shoe story with various purchases you have made over time. Have you ever considered why you give a particular business your money? What specifically motivates you to select "A" over "B" or "C"? Moreover, have you ever evaluated your funeral home in this fashion?

Taylor and Archer (2005) suggest evaluating your business's marketing efforts in light of the well known "P's of the Marketing Mix." Although most models bear only four P's, these authors propose "Six P's" that wonderfully fit the nature of funeral service: "price, product (or service), place, promotion, people, and positioning" (p. 42). In order to find a consumer, you must *think like a consumer!* Therefore, think about your P's as a relatively inexperienced funeral consumer would- your consumers' perception is their reality. Let's begin!

Price. Does the price of each of your goods and services reflect the quality perceived by the consumer? If there is disparity between price and perceived value, the likelihood that a lower priced option will be selected is very high. This area of your marketing mix can affect everything from your merchandise to your service revenues. It is interesting to note that among the great challenges to the funeral profession are immediate dispositions and minimal merchandise selections. Hmmmm...

Product. Product refers not only to goods, but to services as service is also a product that we sell. The goods and services you offer must be wanted and/or needed by the consumer. Like my kids' shoe store, you must offer a mix of products and services that fit the unique needs and desires of the clientele your firm serves. This concept is practical, solid marketing theory applied by successful enterprises, both large and small, on a global scale.

Place. Although you may not have the option of relocating your firm, try entering the front door of your funeral home as each member of your community does on a regular basis. Trace the consumers' steps inch by inch. What do you see when you enter the front door? What do you hear? What do you smell? Use each of your God-given senses to truly understand the experience created by your "place" each time someone enters your door. You may wish to ask some of your trusted non-funeral director friends to do the same and report their observations. Subsequently, make any necessary adjustments to enhance this vital sensory experience for your consumers.

Promotion. This essential "P" can best be summarized as "[getting] the right message, to the right person, at the right time" (Taylor & Archer, 2005, p. 45). Evaluate your promotional efforts by considering your message, targeted audience, and timing and ensure your message is being clearly communicated to your target market at a time when they are sure to be paying attention. The amount of time and money you spend on promotion is not as paramount as the effectiveness of well designed promotional activities.

People. As self explanatory as this "P" is, it deserves much emphasis. In the eyes of your community, your funeral home is your people- the individuals on your payroll. My experience has taught me to behave in a manner that represents the firms for which I work at all times whether I'm on the clock or not. As you know, a funeral director is never off the clock, even when enjoying a meal with his or her family in a neighborhood eatery. Perhaps you've observed the curious glances of funeral attendees during the committal service as they watch your staff collect flags, move flowers, etc. Your clients (and potential clients) are watching you and your staff perform. Your firm is judged on the image portrayed by the people that answer your phones, open your doors, meet with families, park cars, transfer remains, and so on. There are too many areas that affect the overall quality of your staff to mention in this article, but excellent employees tend to be well trained, approachable, client oriented, professional in appearance, empowered with responsibility, well compensated, motivated, etc.

Positioning. Consider your firm's competitive advantage- what can it provide or perform better than the competition? If you cannot immediately answer this question, you are missing this element. Evaluate the unique skills and talents of your staff and discover ways in which you can utilize these untapped competencies to your firm's advantage. But

remember, if consumers aren't aware of your uniqueness, of what your firm does well, then it is all for naught. Consumers must *perceive* this uniqueness. It is not enough to say, "We are the most compassionate funeral home in town" or "We provide personalized tributes to your loved one." If your market does not perceive this quality differential, then it is worthless and absent from the set of criteria consumers use to make their purchase decisions. Remember my shoe store example? This store has positioned itself in my family's mind as the go-to place for the unique shoe needs of my children. They have an assortment of wide shoes for my son and narrow shoes for my daughter- something that the store's competitors can't seem to match. They've discovered their niche in the children's shoe market and serve it well with an incredible, friendly, well trained staff cognizant of the value they deliver.

One size does not fit all. Complacency has no place in today's competitive environment. Funeral service is being challenged by contemporary consumers desiring something more than the so called "cookie-cutter" offerings reminiscent of days long past. Consider the collective package you offer your community, your firm's "Six P's." Evaluating your business is not a static activity. Rather, it is an active, continual process that necessitates modifications along the way. If you refuse to find what fits your market, be assured that others (i.e. competing funeral homes, cemeteries, Costco, Wal-Mart, www.bestpricecaskets.com, etc.) with a carefully planned marketing mix will.

Reference: Taylor, D., & Archer, J.S. (2005). *Up against the Wal-Marts: how your business can prosper in the shadow of the retail giants* (2nd ed.). New York, NY: American Management Association.

Justin is a full time instructor in The Funeral Service Education Department at Northampton Community College, Bethlehem, PA. He also works as a licensed funeral director/embalmer in central Pennsylvania.

By Justin K. Huie



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Zarzycki announces 2010 scholarship recipients

WILLOW SPRINGS, IL— Zarzycki Manor Chapels, Ltd. has announced their 2010 scholarship recipients.

Katlin Krzos and Brad Slouber, Willow Springs School; Agustin Fernandez and Felipe Daniel Oropeza, St. Bruno School; and

Kelsey Gomez and Michael Vazquez, St. Richard School. Katlin Krzos, Julia Galvan, of St. Bruno and Jonelle Gonzalez of St. Richard received *The Agnes Zarzycki Achievement Award*.

Scholarships are awarded to the top two scholastic

average students at each school. All scholarship recipients were selected by their educators, intended to benefit students in their initial year of high school. The funeral home has been presenting the scholarships since June of 1989 to local elementary schools. The Agnes Zarzycki Achievement Award is an additional scholarship in honor of the foundress of the family owned and operated business 95 years ago. It is presented to a female graduate who possesses courage,

strength, leadership and dependence. **Claudette Zarzycki**, owner of the Zarzycki Manor Chapels, Ltd., said, "We believe that the future lies with the success of these young graduates, adding excellence in schools is a reflection of excellent leadership."

Zarzycki Manor Chapels, Ltd. is a family owned and operated funeral home with locations in Chicago and Willow Springs.

For more information, visit www.ZarzyckiManorChapels.com.

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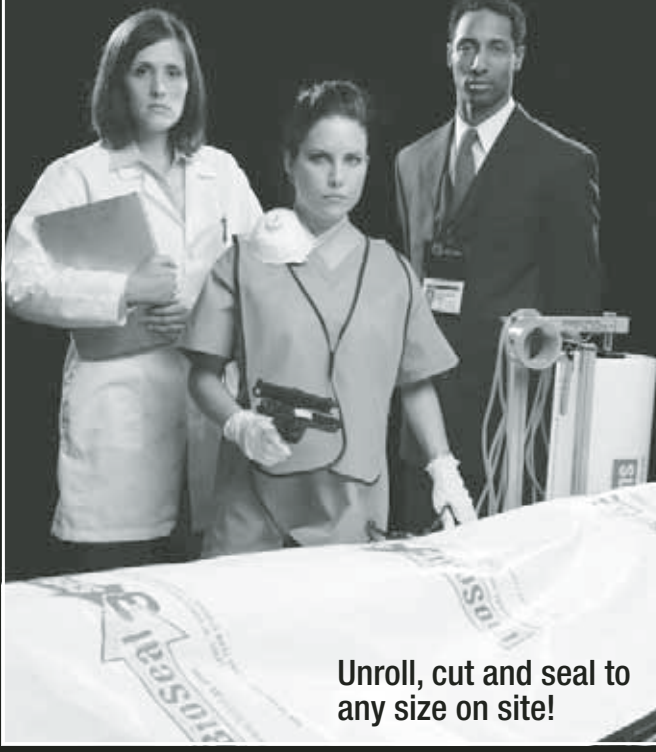
East Cleveland Township Cemetery holds Civil War Veterans Walking Tour

CLEVELAND, OH— The **East Cleveland Township Cemetery** is approximately 12 acres of land situated in University Circle on East 118th Street having been forgotten by some Clevelanders and unknown to the majority. It has been surrounded by urban legend for decades and embroiled in litigation since its founding on August 31, 1859. Today there are over 17,000 people that have been laid to rest within its gates, many of whom were instrumental in creating the Cleveland we know today. There have never been any racial, ethnic nor religious lines drawn in the cemetery, despite its date of origin.

On Saturday, July 31, 2010 the East Cleveland Township Cemetery Foundation hosted free walking tours of the cemetery to the public.

The American Civil War has also been known as: The War of the Rebellion, Mr. Lincoln's War, The War Between the States, and the War of Secession. The Civil War was responsible for the deaths of over 623,000 Americans. More than 310,000 Ohioans served as Cavalry, Infantry or Artillery, in the Northern army during the war. About 11,237 Ohio soldiers died from wounds received in battle, and 13,354 died from disease. Ohio units had the lowest rate of desertion in the army. Many of the Civil War veterans in this cemetery were present at the War's most momentous events. They played an active role as the battles unfolded. Some gave their lives to keep the Union whole.

There are 173 known Civil War Veterans interred in the East Cleveland Township Cemetery, the stories of sixteen (16) of these men and women triumphs and defeats will be told at the top of each hour.

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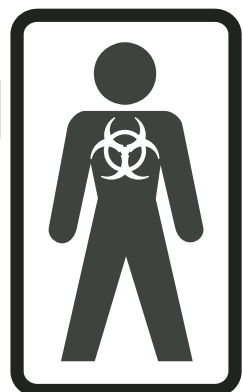
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Carriage Services closes Fuller Funeral Homes and Cremation Services Acquisition in Florida

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) recently announced that it has acquired **Fuller Funeral Homes and Cremation Services** in Naples and Cape Coral, Florida from **Michael S. Fuller**. Recognizing a great need for a modern funeral home to meet the community's growing needs, Michael Fuller opened a centrally located facility in Naples in 1996. Michael quickly grew his premier funeral home business, which included the opening of an almost identical east Naples location in 1999. Michael continued to grow within the surrounding market, and the business now serves approximately 1,800 families annually in its five facilities, including a newly constructed and soon to be operating Cremation Center. One of the facilities being acquired is in close proximity to Carriage's Cape Coral facility, which will offer future synergies to Carriage's funeral home operations in that market. Michael and his wife **Ju-**

liana Fuller will continue to be very active in the funeral industry as consultants for Carriage Services.

J. Bradley Green, Executive Vice President, Strategic Development of Carriage, said, "As a result of adding this premier business to our portfolio, we were able to acquire a strategic market in a single transaction. As always, we will strive to uphold and build upon the standard of service, excellence and reputation for which Fuller Funeral Homes is known."

Carriage Services is a leading provider of death care services and merchandise in the United States. Carriage operates 140 funeral homes in 25 states and 33 cemeteries in 12 states.

A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

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Carriage purchases Heritage Memorial

HOUSTON, TX—Carriage Services, Inc. has announced that it has acquired **Heritage Memorial Services** (Heritage) in Huntington Beach, CA, from **Dennis and Linda Gallagher**. Recognizing an opportunity for service in a growing market, in 2001 the Gallaghers opened a premier funeral home business in a prime location within the community. Having laid a firm foundation for future growth, the business has grown from serving approximately 130 families a year to more than 560 annually. Dennis and Linda will continue to be active in Heritage and the funeral industry as consultants for Carriage Services.

J. Bradley Green, executive vice president, strategic development of Carriage, said, "We are pleased to be able to add this premier business to our portfolio as we

continue to expand our strategic presence in the Southern California market through the execution of our growth strategy. As always, we will strive to uphold and build upon the standard of service, excellence and reputation for which Heritage Memorial is known."

Carriage Services is a leading provider of death care services and merchandise in the United States. Carriage operates 140 funeral homes in 25 states and 33 cemeteries in 12 states.

For more information, visit www.carriageservices.com.

Carriage updates profile

HOUSTON, TX—Carriage Services, Inc. has announced that it has updated its "Company & Investment Profile," which can be found on Carriage's website at <http://www.carriageservices.com>.

Carriage's updated Company & Investment Profile includes updated discussions of Carriage's business, operating and growth strategies, historical financial information, financial outlook and more.

The Company & Investment Profile is being published and updated by Carriage in continuation of its stated goal to provide more disclosure and transparency to the investment community regarding Carriage's operations, goals, industry dynamics and conditions. It is Carriage's intent to continue to be proactive in communicating with investors. Investors and interested parties are encouraged to visit the website to read or download the Company and Investment Profile.

Carriage Services is a leading provider of death care services and products. Carriage operates 140 funeral homes in 25 states and 33 cemeteries in 12 states.

For more information, visit www.carriageservices.com.

Stewart enters agreement with FCA

JEFFERSON, LA—**Stewart Enterprises, Inc.** (Nasdaq: STEI), **Funeral Consumers Alliance, Inc.** (FCA), and their respective counsel have jointly announced that Stewart and FCA have entered into a confidential settlement agreement ending a lawsuit filed by FCA and several individuals in 2005. The settlement provides for dismissal with prejudice of all claims filed by the plaintiffs without any finding or admission of liability or wrongdoing by any party.

Matthew L. Cantor and **Gordon Schnell** of **Constantine Cannon LLP**, lead counsel for plaintiffs, said, "Plaintiffs brought this lawsuit to ensure, among other things, that funeral homes are honoring consumer rights with respect to casket purchases. We believe that Stewart has clearly demonstrated a commitment to apply the same standards to caskets purchased

from other sellers as it does to its own merchandise."

Thomas J. Crawford, President and Chief Executive Officer of Stewart, said, "I am pleased to bring this litigation to a conclusion and to reaffirm Stewart's long-standing policy and practice of honoring the wishes of our customers who purchase caskets from other sources." Counsel for Stewart is **Jones, Walker, Waechter, Poitevent, Carrier & Denegre, LLP**.

Founded in 1910, Stewart Enterprises, Inc. is the second largest provider of products and services in the death care industry in the United States, currently owning and operating 218 funeral homes and 140 cemeteries. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.



Let's Chat

By Kristan Dean

The question is how do we uncover our talents and discover the strengths of our employees. One great place to start is the strengthsfinder.com and Gallup Press' Strengths-Based Books including: *Strength Finders 2.0* and *Strength Based Leadership*. *Strength Finders 2.0* picks up where *Strength Finders 1.0* left off. In this book you will learn the 34 themes of strength: what they are, how they sound, how to put these talents into action, and the best way to work with individuals who process each strength.

Strengths Based Leadership, written by Tom Rath and renowned leadership consultant Barry Conchie reveals the results of Gallup's study of what makes an effective leader. "The book identifies three keys to being a more effective leader: 1) knowing your strengths and investing in others' strengths, 2) getting people with the right strengths on your team, and 3) understanding and meeting the four basic needs of those who look to you for leadership."

The best part, each book gives you a code that will allow you to take the Strength Finders 2.0 online assessment. Where you will learn your five strength themes, receive ten action ideas for each of your natural strengths, and be given access to all of strengthsfinder.com resources.

I cannot wait to hear what your strengths are and how you plan to help your employees shine. Please give me a ring at 781-331-5308 or 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.

Today I am wondering how many of us leverage the talents and gifts each of us, our associates and coworkers bring to the table? Do you know the strengths and natural talents that you and each member of your team possess? When you delegate tasks do you purposefully create teams so that every member's talents shine?

Would you like to learn how to better utilize your team members' innate abilities so that each person can contribute their best and ultimately want to do all they can to propel your organization to the next level? Tom Rath, leader of Gallup's workplace research and leadership consulting, may have your answer. Rath and the father of "Strengths Psychology" Donald O. Clifton, helped the world discover "people have more potential for growth when they invest energy in developing their strengths instead of correcting their deficiencies."

Their study revealed that people who are able to capitalize on their "strengths...are six times as likely to be engaged in their jobs and more than three times more likely to report having an excellent quality of life." While those who are unable to use their talents everyday almost never become "emotionally engaged in their job."

Gallup's research further shows that while 99% of employees choose to actively engage when their manager focuses on their strengths, 40% of employees actively disengage when their manager ignores them, and 22% of employees check out when their manager focuses on their weaknesses. People want to be a part of organizations where they are able to perform at their highest level.

The Most Important Day Of Your Life: Are You Ready? is now Available



Maria Dancing Heart

LYNNWOOD, WA—**Maria Dancing Heart's** new book, *The Most Important Day of Your Life: Are You Ready?* explores life and death. While reading the book, the audience learns how expansive life is and how lovingly, creatively and graciously they may live it. "This is skillful advice from a revered hospice worker who speaks from the deep experience of a true heart," said **Stephen and Ondrea Levine**, authors and mentors in the area of death and dying.

Dancing Heart has been incorporating the book in her seminars which include a 5-part series where she delves into the topic of befriending death through some fresh perspectives and learning body-mind-spirit holistic modalities for relaxation and self-care. The book begins with *Chapter 1: Life and Death Go Hand in Hand—Bring Death Back to Life* and ends with *Chapter 11: Healing Tools for Self-care and Relaxation*, followed by a *Conclusion: A Vision of Peace*. Sandwiched in between are chapters that flow through the dying and healing processes, looking at the procession as a celebration.

Born in Japan, Dancing Heart is the daughter of Lutheran Missionaries. She attended *Yale College*, then later attended seminary and received her Masters of Divinity from *Chicago Theological Seminary* in 1984. Ordained within the Church of the United Church of Christ, she began her ministry at Church of the Cross-

roads in Honolulu, HI, where she served for 10 years, between HI and the northwest. In 1995 she began her work as a bereavement coordinator for Hospice in the Puget Sound area. Since then, Dancing Heart has also been doing work as a spiritual counselor. Her work is not limited to the death care industry; she preaches and performs at weddings and other ceremonies, sharing her universalist perspective.

For more information, visit www.changewithcourage.com.



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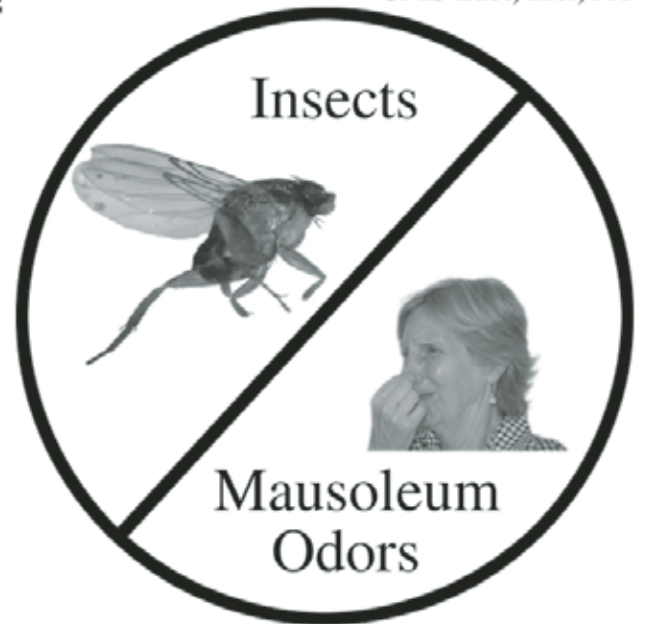
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John Hudson - Marketing Director

Lohman Funeral Home Deland Opens



Lohman Funeral Home Deland



Lohman Staff Cut the Ribbon at their newest funeral home.

DELAND, FL—The Lohman family opened **Lohman Funeral Home Deland** with the purchase of **Constantino Funeral Home** on May 25, 2010. An open house and ribbon cutting was held Sunday, June 13, 2010. With the opening of their funeral home, the Lohmans now operate the only family-owned combination funeral home and cemetery in the Deland community.

The Lohmans also own **Deland Memorial Gardens**, a Lohman cemetery. "With both the funeral home and our cemetery, we can now offer families in the 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 ser-



Lowell, Nancy & Ty Lohman receive plaque from their staff.



vices," said **Lowell Lohman**. The Lohman family also offers their own 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**.

Representatives from the Deland Area Chamber of Commerce held a ribbon cutting to celebrate the funeral home's new ownership. Sally Updike, director of membership development and marketing for the chamber, Robert Delgado, board member and vice president branch manager at Regions Bank, and ret. Danny Gainin, board member, represented the chamber. The Open House included music by Sims Kline, refreshments, and a complimentary gift to the guests who attended.

During the Open House, the Lohman staff presented Lowell, Nancy, **Victor** and **Ty** with a plaque and photograph which read, "The Lohman Family has not only just purchased a new funeral home; they have significantly earned it. Lohman Funeral Home Deland is working in conjunction with Deland Memorial Gardens to be Deland's one and only funeral home and cemetery combination. The Lohman Family along with all their staff are dedicated, devoted and diligently compassionate with every family they serve."

The Lohman family is the largest, private, family-owned operators of Funeral Homes and Cemeteries in Florida with 13 locations.

Cremation Issues and Answers

By Ronald Salvatore

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Cremator Control Systems (Part 4)

What ladder logic basically does is to allow the programmer to automate a sequence of events. The PLC works by continuously scanning the program that was created. Think of it as a three step process (though there are more) – the PLC checks the status of the process, executes a command based on the current status then updates the status. It's performing these functions continuously and faster than any equipment operator could respond. It's also more than just a rule based process – if this happens, do this – in that it is also intuitive and can "think ahead" and execute commands accordingly.

The PLC is the brain of the control system. There is also a HMI – Human Machine Interface – which allow the operator to interact with the PLC. The HMI can be a simple panel of lights and buttons, a touch screen system or a monitor with keyboard. In addition to the PLC and HMI, there may be optional software and hardware available to allow the operator to expand or upgrade the system as needs change.

It is important to understand that not all PLCs are the same nor do they all perform the same functions. On cremation equipment, the PLC and HMI may be simple in that they replace all the relays, switches, buttons, and timers of a typical operating control system, but the PLC operates the cremator in the same

manner as before. The difference is instead of pressing a button or turning a knob, the operator touches the appropriate icon on the screen. We'll call this a basic PLC. Think of the basic PLC as being a passive system in that there is little difference in how the cremator is operated, just the manner in which functions are performed. The operator still makes all the decisions.

By comparison, an advanced PLC is a thinking control system that can be upgraded and expanded as the needs of the operation change. It is more flexible as well. The advanced PLC can be operated in different ways depending upon how it is programmed, and what hardware is connected. The first is manual operation. There are some operators who simply like to control the cremation process manually, making all the decisions based on their knowledge and experience. The second way is the use of "favorite" buttons or presets which are programmed for the automatic operation of specific cremations. For example one favorite button could be programmed for a 150-pound body in a cardboard container. Another favorite could be an infant cremation. All the operator must do is select from one of the presets and the PLC does the rest.

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.

New England Livery offers Bio Hazardous Cleaning Service



Bio-Specialists, LLC. (L to R) Back Row: Bill York and Richard Shepard. Front Row: Rob Simmons, Gene Lewis, and John LaCroix.

ago. In order to better serve New England residents as well as those in the funeral industry, York teamed up with **Richard Shepard** and in June launched the bio-hazardous cleaning company under the name **Bio-Specialists, LLC**, also based out of Gorham.

Staff works with state victims programs and other related services to help people in need. "It's about helping people going through the worst periods they have ever been through," York said. The staff is made up of various professional backgrounds. Shepard is a deputy fire marshal for the state of Maine. Others on staff include police officers, emergency medical service personnel, funeral home staff, a doctor, nursing staff and insurance personnel.

Money is not the first thing owners and staff worry about when receiving a call. "Most of what we do is covered under home owners insurance," York said, adding that staff members file all claim paperwork for each client, and that a job will never be refused for anyone. "Our professional staff will do whatever it takes to render aid to a family in need. Service and fast response time are paramount to our work. We render aid first, and worry about payment later."

Bio-Specialists, LLC offers people as well as businesses, state and federal agencies and private companies Bio Remediation services after suicides, unattended deaths, industrial accidents or crime-related incidents. They also offer odor removal from decomposition, pets and other odor-related problems. The company offers outbreak control systems for any business that needs cleaned such as schools, daycares or locker rooms. If a mass casualty disaster occurs, staff is equipped and ready to respond.

Trucks and refrigerated trailers are ready for mass casualty accidents in and around New England. Bio-Specialists, LLC can assist

with temporary morgue facilities and descendent recovery if the need arises. They have two trucks, both retired ambulances, as well as two trailers, one behind each rig, used for medical waste and decontaminated items that are gathered from a scene.


The cleaning company is OSHA compliant. "People cannot just throw blood and body fluid-soaked articles in the trash. Its federal law it must be disposed of and tracked through regulatory agencies," York said, adding violators will be

Continued from Page A14
fined 70-thousand dollars if caught.

Traveling to any state and accommodating any family or business that requires bio hazard cleaning is no issue. "We will work with other (local) bio cleaning businesses to help assist in incident management throughout the cleaning process," York stated. He added that if the company receives a call from Florida they can send staff to oversee the job, ensuring it is handled professionally. To better assist with these kinds of situations, a supervisor is available to travel anywhere at any time.

The company is available 24 hours a day, seven days a week.

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ST. LOUIS, MO— Mr. Nelson Thomas of Reliable Funeral Home, St. Louis, takes delivery of his new 90-inch Superior Cadillac 5-Door Limousine. His wife, **Eva Thomas**, and son, **Benny Thomas**, look on. This limousine was ordered and delivered by **Joe Molina** of **Royal Coachworks, Inc.**, St. Louis.

Extreme Funeral Home Makeover: The Eight Steps to a High Performance Funeral Home

By Dr. Gregory Ferris

Experience has taught us that high performance is achieved, and dramatic gains result, when commitment, energy, and efforts are focused on improved strategy, processes and people in funeral homes. The outgrowth can naturally lead to finding and keeping loyal families, referral sources and all others with whom you have important relationships. The Extreme Funeral Home Makeover is a proven process, recommended for getting a funeral home where you've always wanted it to be so you can get the professional and personal results you want.

The proven eight step process naturally falls under three categories: *The Foundation*, *Planning* and *Execute*. *The Foundation* is our premise and approach to the Makeover. It includes thinking strategically – looking toward the future and determining what's next; changing and operating – managing today's challenges and capitalizing on opportunities; muscle-building the funeral home by - developing people; and, muscle-building the funeral home - through improving processes and technology.



Dr. Gregory Ferris

Under *Planning* emphasis is given to help managers, funeral directors and staff think strategically and having a well thought out, actionable plan to deal with continued growth while dealing with the seemingly ever increasing amounts of paperwork required and other responsibilities. Secondly, the *Planning* process develops team leadership. Simply put, great leaders and teams follow processes that engage the head, heart and hands of the staff as well as achieve desired results. Learning how to balance a demanding work schedule while achieving personal and professional goals allows individuals to be happier, creative and more productive in the workplace. Finally, the *Planning* category is centered on creating loyal families. When everyone involved has developed their ability to interact with families on a positive emotional level, positive feelings are created. People remember the feeling of being cared for and cared about. With loyal families, a funeral home can save money on marketing and advertising by minimizing the cost of attracting new families.

The third category, *Execute* deals with office procedures. When good people have to struggle with poor processes and procedures, everyone impacted suffers unnecessarily. Processes that eliminate and streamline actions are developed and implemented within the office. Individual development is also part of the action in this category. When people are able to take full advantage of their skills, gifts and talents, more things can happen more effectively with fewer struggles. Monitoring is a key part of *Execute*. What gets measured gets done. What gets measured, self-reported, and rewarded gets done even faster. It engages the staff as well as increases job satisfaction. The last part under *Execute* is accountability and follow up. This is the culminating action of the Makeover. False starts and dropped balls are a thing of the past. High performance becomes the focus with sustainable actions that produce improved results.

The Extreme Funeral Home Makeover represents an approach that assures success. The facilitated process is flexible and produces measurable business results in a short period of time. The timeline can be adjusted based upon the time and energy your people can realistically invest in the steps of the process while also performing their day-to-day responsibilities. The Extreme Funeral Home Makeover delivers.

Gregory Ferris is currently a regional director for Paradigm Associates. He specializes in helping funeral home owners move their business from the "as is" to a "desired state" Formerly with Batesville Casket Company, he also worked as Director of Training and Development for a funeral home acquisition company. Gregory often presents at state funeral director associations as well as publishes in numerous association newsletters. You can contact him at Gferris@paradigmassociates.us.

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The Basics of 21st Century Temporary Preservation Technology (Part 10)

By John A. Chew

It is interesting to note that the preparation of a dead body hasn't changed in years. The methodology has been dictated by specific needs based on the customs of ethnic groups and religious values. In many cases for the sake of convenience and advances of medical needs, preparation of the body is based on the possible medical/donor use and final disposal.

When it's all said and done, a body cannot disappear completely due to the principle of mass/matter conservation. The body only changes its form after the life processes cease to function. After a death, early changes occur at a molecular level which may be difficult to identify due to body composition and cause of death.

Until the early visual signs are brought about by autolysis, the self digestion at the cellular level, it is difficult to determine specific needs. All cells in the tissues have the ability to self destruct due to their own chemical makeup at variable rates. Such variable reactions allow for donor programs.

The concept of both matter and mass conservation is an important part of the chemistry of embalming and preservation. The understanding of this concept has brought about the use of specific formulated pre-injection fluid.

Traditional formaldehyde based chemical's stability is based on pre-treatment of each body on an individual basis. Chemically speaking, formaldehyde

has a shelf life of three years; this is variable when formulated into concentrated chemical. When scientifically formulated for body injection, the solution takes on another form as it combines with the protein and becomes inert. This new form will break down within a year if the body is not placed in a protective container.

Early testing indicates formaldehyde preserved tissue can last for years when maintained in a controlled environment. When removed from the controlled environment, the tissue will undergo variable modes of degradation bypassing the rotting stage.

Both preserved and non-preserved tissue can be desiccated to revitalize and support microbial life. This is a part of a natural life cycle for nature's conservation of mass which cannot be created or destroyed, although it may be rearranged in space and changed to different forms.

Pre-treatment of a body alters many negative effects brought about during the agonal period where there may be an accumulation of medications and metabolite waste materials which hamper the preservation process.

Refrigeration prior to the embalming process slows down the natural enzyme reactions, i.e. rigor mortis. Refrigeration retards putrefaction, slows down microbial action and constricts the vascular network which influences the preservation effectiveness.

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

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FUNERAL HOME & CEMETERY NEWS

Neidhard-Minges Funeral Home has been serving families for over 150 Years

Continued from Page A2



Mark Minges



Pete Minges

until about 1875 when Andrew purchased a horse drawn hearse, one of the first modern funeral vehicles of that era. In an attempt to solve the problem of preservation of the deceased and to allow more time for family and friends to pay their respects, Andrew built large ice boxes on the premises which helped preserve the body for longer periods of time. He was assisted in the trade by his sons **William, Charles, George and Edward**.

In 1908, the business was sold to Andrew's son **Edward "E.J." Neidhard**. E.J. began his career at the age of 12 working for his father in the livery, where he fed and curried the horses. When he was 17, he drove the carriage in which President *Benjamin Harrison* journeyed from Cleves to North Bend, Ohio in 1892, for the burial of his sister in the Harrison Tomb. At the age of 20, E.J. began attending embalming lectures by circuit-riding professors and enrolled in several local Colleges and Training Schools. In 1902 he became one of the first licensed embalmers in the State of Ohio. E.J. was a crusader for Western Hamilton County improvements; he successfully petitioned for free rural mail delivery in 1903, persuaded the Cincinnati & Harrison Pike Co. to have telephone lines extended from Cheviot to Miamitown, and collected money to run electrical service between Miamitown and Taylor's Creek. In 1915, E.J. purchased the first motorized hearse in Western Hamilton County.

E.J. married on September 5, 1900 the former **Catherine Anstedt** of Shandon. They had four children, **Joseph, Raymond, Marie and Lucille**. In 1923, the business was expanded to Mt. Healthy, Ohio where oldest son Joseph was placed in charge. In 1928, a third funeral home was opened in Westwood; it was operated by E.J. and his younger son Raymond, who helped his dad in the business until his death in 1954.

E.J.'s daughter Marie married **Henry Minges**; in 1947, their oldest son, **James**, began working in the business after serving his country in WWII.

Jim is the fourth generation of the Neidhard fam-

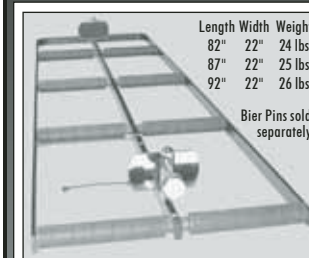
ily. His wife, the former **Mary Donnelly**, is also a licensed funeral director. She has been active in the business in a multitude of capacities and presently helps with the management of the Harrison, Ohio location. Jim purchased the business from his grandfather E.J., who died suddenly in February of 1960, just one month before the centennial celebration of the funeral home. Jim continued with the longstanding Neidhard tradition of knothole baseball team sponsorships and oversaw the remodeling of both the Taylor's Creek and Westwood locations in the 1960s. It was during this time that the "Minges" name was added to the business.

In 1979, the fifth generation of the Neidhard-Minges family, **Mark Minges**, joined the firm as a licensed funeral director and embalmer, followed in 1984 by his brother **Pete**.

1986 saw the expansion of the firm into the Harrison, Ohio area with a new location at the corner of New Haven Road and Carolina Trace. This location was managed by Jim until his death in 2006. All three locations are now managed by Mark and Pete.

The future looks bright for the continuation of the families' tradition in funeral service. Mark and Pete have six children between them and are looking forward to the sixth generation of Neidhard descendants to someday operate the family business.

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Miller Funeral Home & Crematory awarded

Continued from Front Page

In 1974 Toby Miller was appointed to *The Northeast Alabama Regional Medical Center's Board of Directors* to represent the City of Oxford serving six five-year terms. During those 30 years of service, he served on many committees and was chairman on several committees. When he retired in 2005, he was serving as Vice Chairman of the Board. In 2009, he once again was asked by RMC to serve on another of its Boards. He has the distinguished honor of serving more time than any other appointee. RMC is Calhoun County's second largest employer.

Toby Miller was a charter member of the Oxford Quarterback Club, the Rotary Club, and organized the Oxford Rescue Squad which operated out of the funeral home for a few years.

Currently the campus of Miller Funeral Home and Crematory houses a 17,000 square foot facility, the largest in the area and employees 10 full time employees. In 1983 **Miller Florist** was founded. In 1992, **Miller Monument Compa-**

ny was founded; and in 1995, **Kids First Day Care Center** was founded on the same property by their daughter Alesia. In May of 2006 a crematory was added. Recently Miller Funeral Home and Crematory opened a food service area that accommodates over 60 people for their families use.

Since the time of being the sole employee, the Miller family is now responsible for employing over 30 full time people in our community.

In 2000, Toby Miller joined eight other businessmen in the organization of Cheaha Bank. Cheaha Bank has grown to serve in three locations in Calhoun County and employs over 35 people.

Miller Funeral Home and Crematory was recently awarded *Calhoun County's Sustaining Business* for 2010, and this year they celebrated their 40th anniversary.

Miller Funeral Home and Crematory is the oldest independently-owned funeral home in the Calhoun County area.

For more information, visit www.millerfuneral-homeoxford.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.

The 2010 Hall of Fame salutes the New Jersey Hall of Famers

New Jersey 2010 Hall of Fame Inductees **James E. Churchman Funeral Home** of Newark and **Carl Miller Funeral Home** of Camden and Lawnside, don't mind being called "Jerseyite". They believe the state's motto of "Liberty and Prosperity" was a driving force for their forefathers when they established their funeral homes in the 1800s. Many historical events were taking place: the American Civil War, Abraham Lincoln's inauguration, the 13th Amendment, the Spanish American War, the Treaty of Paris and many important and significant events that played a vital part in the history of New Jersey. In addition, two of the oldest African American funeral establishments were founded in the Garden State. The Miller Funeral Home family founders, a young and beautiful bride by the name of **Leah McCants Miller** and her husband **Edward Miller** were ready to do their part to serve their community family in 1861 and became an asset to all around them. Meanwhile, a dynamic, handsome, outgoing man by the name of **Rev. James E. Churchman** was born in 1863. James E. Churchman with an entrepreneurial spirit – fulfilled his dream and established his funeral business to serve the families in his area.

Carl Miller Funeral Home has been a family owned and operated business for over 149 years. They are committed to providing exceptional service and support with the highest level of compassion and sensitivity.



(Clockwise) Alexis Dabney Combs, Gloria Hunt Miller, Gabrielle Dabney and Pamela Miller Dabney.

The goal of the firm is to provide the comfort and peace that comes from knowing that every detail is attended to and that each family receives the personal attention they deserve. The caring professional staff at Carl Miller Funeral Home are also friends and neighbors in the local community. It is their wish that the service provided will ease the burden of grief and foster healing. As the oldest African American Funeral Home in the United States, Carl Miller Funeral Home is extremely proud of their service within and throughout the community.

CONTINUED ON PAGE A28



Hi Mark, just wanted to update you on the annual VFMC Operation Valentine initiative-our local T.V. station has been running Public Service Announcements all week promoting Operation Valentine, and our local newspaper ran a story about it. We are extremely proud to be an Exclusive VFMC Provider.

Mark, the annual VFMC Sweaters for Veterans initiative has been a huge success for us. In addition to collecting upward of 300 sweaters, we have written several preneed contracts, all with new veteran families in the last week alone. There is no question that working the VFMC PR Campaigns is working for us.

Nearly 900 family owned funeral homes in 46 states are driving traffic thru their front doors and creating new opportunities by participating in VFMC's Signature PR Campaigns and Strategic Marketing Partnerships. They have become the catalyst for their communities to show their support and honor veterans and active duty military.

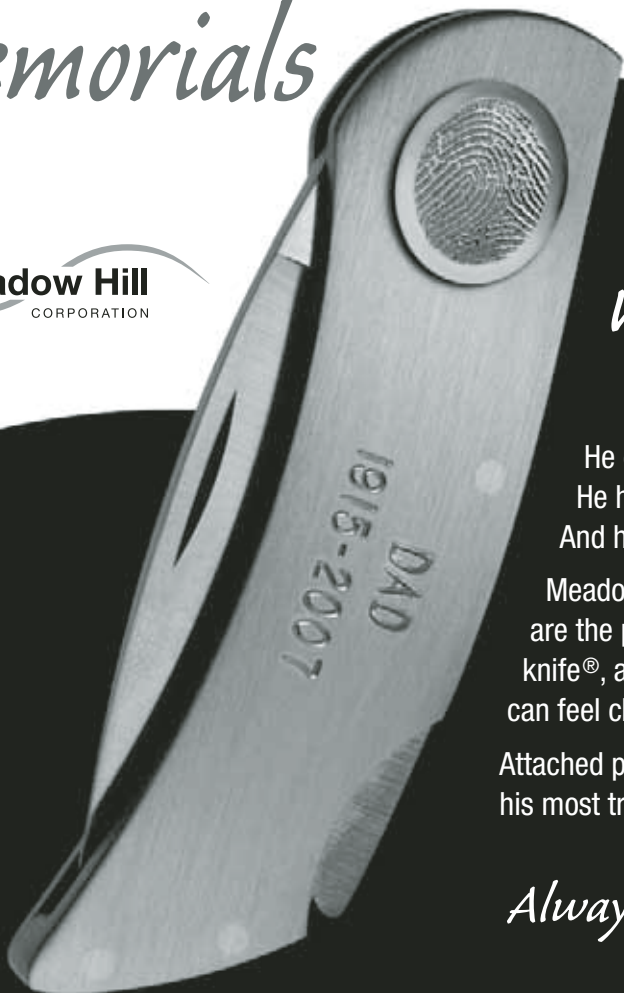
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ValMark Memorial Group's, Veterans & Family Memorial Care nears Goal of 1000 Providers Nationwide

SANIBEL, FL— Creating opportunities is the mission. Driving traffic through the front doors of funeral homes creates opportunities. So says **Mark Davis**, CEO of **ValMark Memorial Group** and founder & president of its unit, **Veterans & Family Memorial Care**. People responding to the VFMC signature public relations campaigns and strategic marketing partnerships have a totally different frame of mind than those attending a funeral or visitation. They are coming in to show their support and to honor veterans and active duty military. "It's an opportunity to meet the public on a completely different level," says Mark. "Our initiatives are designed to stimulate a response or action from the entire community, and based on the feedback from nearly 1000 family owned funeral homes in 46 states nationwide, we are succeeding."

One of the many benefits of working the VFMC public relations campaigns is the free advertising: "Mark, this has been a tremendous success! We have received approx. 250 handmade Valentine cards from a Rochester City School in support of VFMC's Operation Valentine. They presented us with the cards at their morning pep rally and it drew the attention of 3 News Stations. Thank you for creating Operation Valentine. It is our pleasure to be an Exclusive VFMC Provider"

Paul Perotto, Bartolomeo & Perotto Funeral Home.

ValMark Memorial Group is meeting the challenges con-

fronting funeral home owners nationwide by creating public relations and image building programs that set them apart from their competition. "I speak with funeral home owners every day," said Mark. "Every one of them tells me about the great service they give, the beautiful facilities they maintain, and the affordable pricing they offer. I ask all of them the same question: What makes you different from the funeral home down the street? They too boast the exact same attributes."

Relying on family heritage or the good name on the building to maintain or grow market share is an outdated and reckless philosophy. Funeral homes that have been market leaders for decades are seeing a rapid decline in case volume and pre-need sales. Over the years the current generation of ownership has been conditioned to believe that the business will always be there. Never in the history of the funeral industry has this been farther from the truth. Today's consumer is asking for something more than the same old story and ValMark Memorial Group is

helping funeral home owners nationwide tell their story. Funeral homes embracing the sweeping changes in consumer attitude will ride the crest of success in the new era of funeral service. ValMark is designing innovative branding techniques and public relations initiatives that are exceeding industry expectations. In early October they will be announcing the launch of a new division with the expectations of changing the way people think about funeral service. To learn more about becoming an Exclusive Veterans & Family Memorial Care Provider visit VeteransFuneralHomes.com or call toll free (866) 770-6791.

The Elms Funeral Home opens its Doors

Continued from Page A16

all who enter, and may those who work here be a channel of your comfort and consolation." Funeral director, **Karen Christensen** commented, "It brought tears to my eyes."

Standing atop the stairs of the west entrance of the funeral home, The Village of Elmwood Park Village Hall, Library, Fire Station, Early Childhood Development Center and Community Aquatic Center are in view. Village President, **Peter Silvestri** welcomed The Elms Funeral Home to the city center of the village and recognized the importance of a funeral home to a community. On behalf of the people of Elmwood Park, village officials in attendance Clerk Sutter and Trustees Bennett, Forte, Kmieck and Sargent, Mr. Silvestri offered his best wishes and sincere welcoming.

In closing, The Elms Funeral Home President and Funeral Director **Eugene Cha** expressed his gratitude to all in attendance for their support, the cooperation of the Village throughout the project, the hard work and dedication of **Randy Mezger of Miller Architects and Construction**, and most importantly the long time and continued support of close family and friends.

With the completion of the ribbon cutting, The Elms was officially open and the guests

were welcomed by funeral directors, **Stephanie Brown, Eugene Cha, Karen Christensen** and **Michael Rominski**. While visiting The Elms, guests were offered a full array of hors d'oeuvres, pastries, locally made candies, champagne, sparkling lemonade and water. Harpist, Hannah Young, delivered the soothing sounds of the harp throughout the evening. On any other night, visiting The Elms would be at a time of loss and sorrow, but this night was a night of celebration, a night of celebrating hard work, a night when dreams became reality, a night of new beginnings.

The Elms Funeral Home, 7600 W. Grand Ave., Elmwood Park, IL 60707, is a family owned funeral and cremation service provider. In addition to The Elms Funeral Home, funeral directors: Stephanie Brown, Eugene Cha, Karen Scimeca Christensen and Michael Rominski serve the Norwood and Jefferson Park areas of Chicago from the **Kolbus-John V. May Funeral Home**, 6857 W. Higgins Avenue and the **Lawrence Funeral Home**, 4800 N. Austin Avenue. Collectively, the directors bring over 50 years of experience caring for families from many ethnic backgrounds and religious beliefs. For information call 708-453-1234 or visit them on the web at www.elmsfh.com.



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The 2010 Hall of Fame salutes the New Jersey Hall of Famers

Continued from Page A26

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Rev. James E. Churchman's greatest accomplishment and legacy which has spanned over 100 years was the establishment of his **James E. Churchman Funeral Home** in 1899 at 3 Baldwin Street in Orange, NJ. A sign in the window proudly proclaimed, "James E. Churchman & Co., Undertakers," and Rev. Churchman became, as far as is known, the first of his race to actively practice funeral service in Essex County, NJ.

Indeed Rev. Churchman was the first African American to own a hearse and coaches during the time of horse drawn liv-



Rev. James E. Churchman, Sr.



Edith Churchman

ery. Before Rev. Churchman's death in 1917, he had successfully conducted business in Orange, Morristown, Newark and Plainfield, NJ as well as Washington, D.C.

Upon his death, a temporary license for funeral home operation was given to his widow, **Minnie Churchman**. She carried on the activities of the funeral home until the licensing of her son, **J. E. Churchman, Sr.** in 1918. Mr. Churchman's first location was 23 Centre Street in Orange. He later expanded and had establishments in Newark and other New Jersey locations. His last business location before retirement was at 132 Clinton Avenue in Newark. Upon retirement from active business in 1980, he moved his offices to his son's establishment where he continued to conduct funerals until his death in 1983. J. E. Churchman was a veteran of World War I, and a dedicated Masonic Brother. The James E. Churchman, Sr. Shrine Club of East Orange, NJ was named in his honor. Mr. Churchman, Sr. was a charter member of the *Independent Funeral Directors Association*, a forerunner of today's *National Funeral Directors and Morticians Association*.

Having grown up in the funeral profession, **James E. Churchman, Jr.** decided to enter the profession after serving the US Navy during World War II. James received his license in 1949. He first worked with his father, until receiving a vision to open a separate facility of his own in Newark. With the help and dedication of his wife, **E. Corinne Churchman**, they operated a business at 397 Bergen Street in Newark for 20 years until purchasing an expanded facility in 1971 345-13th Avenue in Newark.

In 1976 **James E. Churchman III** and **Edith C. Churchman** both received their licenses as funeral directors and embalmers from the state of New Jersey, becoming the fourth generation in their family to have such licensure and becoming the only fourth generation family owned and operated African American Funeral Home in Essex County, New Jersey.

Today, the James E. Churchman Funeral Home is happy to employ **James E. Churchman IV**, son of James III, and **Brandon J. Churchman-West**, son of Edith. We trust that yet another generation of Churchman's will serve with diligence, compassion and sincerity, highlighting this story of service from horse to airplane, from pen to computer, from father to son to daughter, from generation to generation.

Madonna shines on, celebrates Silver Anniversary

Continued from Page A10

there because you felt you belonged. Funerals were all right with me.

I had a baby to take care of and I needed a profession that would always be there, plus funeral service allowed me to learn how to do something with my hands. I couldn't knit or sew like my cousins or braid hair like my sister, but they can't embalm like me either. I've been a licensed embalmer for 30 years now.

Before that, however, I was the local barmaid around the Passaic-Paterson area, never knowing God was sharpening up my people skills for my new profession to come. You encounter a wide variety of people sitting on the local bar stools, perhaps some of them were just like you.

I learned a lot about people and myself behind the bar that I still use in funeral service today. I found out that I was kind, trustworthy, dependable and could experience empathy. I found out that, yes, people were different, yet pretty much the same (man or woman) and everybody was going through something either in life or due to death. I was a proud "cocktailologist" for six years.

So when my child went off to kindergarten in 1976 I entered William Paterson College and was on my way to Mortuary School at *American McAllister Institute of*

CONTINUED ON PAGE A29

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Humor and Death (Part 1)

By Todd Van Beck

On the surface of it, it would seem that humor and death are literally opposites of human emotions and experience. I have found nothing really funny about death, although some of the most hilarious events in my life and career have indeed happened on funerals.

There seems to be nothing funny about the painful emotions that death creates namely deep profound acute grief – nothing funny about pain and grief. Grief hurts; death can be terribly untimely, unexpected, and inappropriate even though the death rate is always 100%.

The human emotions caused by death and grief can kill. People can and do self-destruct when confronted with such inevitable life situations. Not everybody to be sure, but enough to capture our attention.

As a funeral director I have, as the rest of my colleagues been subjected to death humor regularly. I need not elaborate to the reader that experience, needless to say we all in funeral service have experienced it, and what is impressive is that most of us understand the genesis of such behaviors.

I have long felt that people have a natural built in fear of death. This seems a good thing in a way. A respectful fear of death certainly teaches people to avoid needless dangers in life. However this learning about deaths fearful possibilities is not something we are born with, it is developed learning, and in the absence of this type of learning people grow up with the meaningless idea that death has nothing to do with them, and if and when the subject pops up humor is often used to distance a person from a subject that they are fearful of and hence causes them anxieties, and few if any people want to feel anxious. We have learned to laugh at death, laugh in the face of death, laugh at deaths power, laugh at people whose calling in life is to ministry in this death world, laugh, make sport, ridicule, make jokes, laugh, laugh, laugh.

Being afraid of something is a mighty powerful motivator to create a language that distances people from reality – here is a sample of euphemisms that humans have made up to address the subjects of death/the dead/dying: Dirt nap, pushing up the daisies, passed, ex-, demised, expired, gone to meet their maker, stiff, resting in peace, kicked the bucket, in a better place, six feet under, crossed the bar, bought the farm, belly up, checked out, departed, done for, liquidated, perished, in repose, rubbed out, snuffed out, wasted, cashed their chips, cashed out, checked out, croaked, finished, kicked off, snuffed, gave up the ghost, wacked, terminated, put down, eternal rest, laid to rest, was a goner, rode into the sunset, that was all she wrote.

Madonna shines on, celebrates Silver Anniversary

Continued from Page A28

Mortuary Science, where I graduated cum laude, 11th in my class of 1980. My mother, *Myrtle Hines*, though she never lived to see me open up the funeral home, was a proud mother that day, and she was the one who taught me all those traits I discovered about myself behind the bar.

Thank God for **Mrs. Eunice Bragg** and the **Bragg Funeral Home** of Paterson, NJ for my apprenticeship. However good grades and all I couldn't find a job so in the interim I became the first woman in New Jersey to sell caskets for the **Miller Casket Company**, Newark.

My grandparents, the late *Ned* and *Ethel Wright*, asked me one day what I was going to do with all this education and good grades. I told them of my dilemma, for it was hard for women to get into the field in the 1980s, but I also told them that I heard there was a funeral home for sale right in our own hometown.

After a leg, an arm, a few houses for collateral and some insurance money from my late mother, my grandparents, *David Davis* and myself, bought the **Madonna Multinational Home For Funerals** on August 25, 1985 and the rest is history. Read more about my journey, my life, the funeral home on my website, www.madonnafuneralhome.com.

Madonna is celebrating 25 years in business on Thursday, August 26, with a gala "Silver Soiree" affair in Garfield, NJ, a free community "fish fry" Friday the 27th a Mortgage Burning Ceremony attended by various community officials, followed by a wine and cheese cocktail reception Saturday August 28, and will take 25 people to her family church on Sunday August 29 followed by a champagne brunch. For more information or tickets to the affair, please contact the funeral home at 973-777-6011.

We have done an excellent job in making up an entire language that makes fun of grief and death, and add to this that certain comedians make big money and get big laughs on this subject and the conclusion can easily be made that laughing at death makes people feel safe, secure, comfortable, and also totally deluded. There is another story to be told to be sure.

I have found that in my seminars I can use humor, but only if it is directed at myself, and certainly if the humor concerning death and grief is not too honest, not too direct, not too disturbing. Interestingly during breaks at my seminars people, all kinds of people, hospice workers, clergy, funeral directors, cemeterians come up to me and tell me humorous jokes and stories about grief and death, but oh my if they are told in public, or shared with the group, most everybody seems to freeze.

So humor abounds, jokes are told, people laugh, but concerning death and grief only under certain circumstances which almost always mirror the basic concept of being afraid of death. This environment needs an atmosphere of being safe, secure, and comfortable – and don't share the death jokes you heard during a break in a seminar. There is a dynamic which makes something funny between two people during a break time, but which is totally off limits being shared with a group. Interesting?

I once saw a Catholic priest give a seminar to the Association for Death Education and Counseling in Portland, Oregon on humor and death. He had collected an array of cartoons from a variety of sources and all of them were irreverent, candid, blunt, raw but terribly honest. The audience at first was stunned into absolute silence, and I thought to myself "How are you going to get out of this one?" However by the end of the seminar most people were rolling in the aisles while at the same time trying not to laugh too much in front of their colleagues. Such is the utter power of laughing at death, and this was a group of death professionals, the cream of the crop so to speak. I remember when the priest finished and took a break the laughter had vanished and people were judging the rashness, the boldness, the offensiveness of the priest. Interesting? He was not invited back again, even though or in spite of the fact that people were laughing till their sides hurt.

It fascinated me to watch those dynamics – laughing one minute with utter judgementation the next. Interesting dynamics.

Remember Johnny Carson? Anytime he ran into trouble in his opening monologue he would tell a joke about the world famous Forest Lawn Cemetery in Glendale, California. Johnny Carson, I thought anyway, gave the impressive Forest Lawn company free publicity on national television.

The queen of the muckrakers, none other than good old Jessica Mitford went to the bank laughing at death and funerals. Hell she made almost an entire career on using humor and death and she perfected her anti-funeral craft with great skill and delivery.

My old professor the Rev. Dr. Edgar N. Jackson who seriously took Jessica to task wrote in a book review in October of 1963 of Mitford's book "The American Way of Death," that "If this fear of death motivates attacks upon funeral directors, Jessica Mitford must be frightened to death of death." No one ever said it better.

The great Union Theological professor and world acclaimed philosopher Paul Tillich said that death-anxiety is the basic human emotion. It underlies all our other fears and apprehensions about the process of living.

I have concluded that when dealing with such an all pervading, and unfocused emotion such as grief and fear, it is not surprising that one's anxiety leads one to forms of acting out that may seem incongruous, immature, and utterly fearful simply because we are operative in the area of non-rational. The death rate rationally and bluntly speaking is 100% but just try to get a group of people or one individual to rationally re-



Todd Van Beck

spond to this fact of life. Some get it, many do not, and the number of those who do not get this rational truth I want to suggest is growing day by day.

People who are fearful and anxious usually have a strong need to reduce the bothersome subject in size to something that can easily, or thought to be easily handled. This works sometimes, but usually not with larger than life subjects.

One hundred years ago sex was taboo. People were excellent at reducing the formation of babies to small size bites which they thought made the touchy subject of how every human being on the planet got here more manageable. Hence the small easy story of the "stork," or the small easy story of the "cabbage patch." Storks and cabbage patches was much preferred by many people over the honest and rational penis, ejaculation, vagina, sperm, egg – much preferred – and look what happened. Unwanted, untimely, unexpected pregnancies abounded in this country. Sex was too large a life subject to be relegated to the stork or the cabbage patch. Same is true about death and grief the defy reduction, can't be done successfully.

I believe that each person on this earth is in reality in a fight for life. Though conditions concerning this fight differ greatly none the less the fight continues and part of this battle is the balance between the tensions created by confronting the larger than life experience such as birth and death, and the necessary humor that we use to embrace these serious sobering issues and not become so overwhelmed by them that we are paralyzed. So at times and at certain places humor has its place.

My son has fights in his own life, serious sobering life issues which have taken time, love, more love and more time. However as serious as his challenges are the other night he told a story about one of his roommates in the place that is trying to help him and the story involved this chap using crack cocaine. Trust me folks I have never ever thought cocaine was a humorous subject, but by the time my son was finished telling this ridiculous story I was laughing my ass off.

It is not unusual then, based on the following analysis, that the more serious the human problem, the more likely it is to become a subject for humor. This I believe is the embryo of undertaker jokes. They hurt, they sting, and yes they are horribly boorish but I believe they stem from something much deeper, much more profound than a knock knock joke.

This article will be continued next month in Part 2.

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

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

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Association NEWS

NFDA and CANA to host groundbreaking Joint 2011 Convention

BROOKFIELD, WI—The **National Funeral Directors Association (NFDA)** and **The Cremation Association of North America (CANA)** have reached a historic agreement to host a joint International Convention & Expo, October 16-19, 2011, in Chicago, IL.

“This convention promises to be a landmark event for funeral service,” said NFDA President **William C. Wappner**, CFSP.

“As cremation is an important part of our members’ businesses, it makes sense for NFDA to work closely with the leading cremation association to provide cutting edge information. Partnering with CANA on the 2011 International Convention & Expo allows NFDA to focus on its unique strengths and better serve its members through the strengths of our partner organization. CANA, likewise, can do the same for its members, including crematory owners, cemeterians and funeral directors.”

“CANA members firmly believe that cremation is preparation for memorialization,” said CANA President **William B. McQueen**, CFSP. “Our members – even if they do not own or operate funeral homes – work closely with funeral directors and

cemeteries. This historic partnership with NFDA to host the 2011 International Convention & Expo will help bring funeral directors, cremationists and cemeterians together to build relationships, share ideas, solve common challenges and deliver meaningful services to families.”

The decision to host the convention together comes after more than two years of collaboration between the two associations: NFDA joined CANA in producing the increasingly popular annual Cremation Symposium in 2009 and 2010; NFDA endorsed CANA’s Crematory Operators Certification Program in 2009; and CANA representatives joined NFDA members in Washington, D.C. for the 2010 Advocacy Summit. In addition, members of CANA can register for NFDA-hosted continuing education events (e.g., teleconferences, Web seminars, on-site events) at the NFDA-member rate; NFDA members can, likewise, register for CANA-hosted continuing education events at CANA-member prices. The two associations have also been sharing information and resources for the benefit of their respective memberships.

Wappner noted that members of NFDA and CANA, as well as the supplier community, have expressed strong interest in more joint programming that builds on the strengths of both associations. According to McQueen, hosting a joint convention will help both associations make the best use of member, supplier and attendee dollars.

Wappner and McQueen stressed that the gathering will be structured in a way that maintains the unique identity of each association. More details about the 2011 NFDA & CANA International Convention & Expo will be released as they become available.

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

Founded in 1913, CANA is the oldest organization of its kind. Comprised of more than 1,300 members, including cemeterians, cremationists, funeral directors, industry suppliers and consultants, CANA members span 50 states, the District of Columbia, nine Canadian provinces and seven countries – Australia, Brazil, Dominican Republic, Israel, Mexico, the Philippines and The Netherlands. CANA members believe that cremation is preparation for memorialization. CANA is headquartered in Chicago, IL. To learn more about CANA, visit www.cremationassociation.org.

NFDA’S Asia Expo Grows

BROOKFIELD, WI—Attendance at **The National Funeral Directors Association’s (NFDA)** third annual Asia Funeral Expo & Conference (AFE), held May 13-15 in Hong Kong, increased by 15%, to 2,300 funeral professionals representing 43 countries, regions and territories.

“Having attended AFE since its inception in 2008, I am pleased to see how this gathering has grown,” said NFDA President **William C. Wappner**, CFSP. “AFE is quickly becoming recognized throughout the world as a ‘must-attend’ event because of its outstanding educational offerings. The caliber of workshops is on par with the world’s best funeral service conventions. This event gives funeral professionals from Australia, Italy, the United States and beyond, an opportunity to

build meaningful relationships, share ideas, and solve common challenges, which ultimately leads to improved service to the bereaved.”

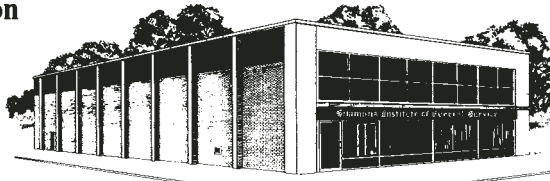
In total, 22 workshops were presented at AFE. Wappner participated in a panel discussion with funeral professionals from Canada, China and Australia about raising the bar on professionalism in funeral service. NFDA President-elect **Patrick Lynch** spoke about grief and bereavement services in the United States. Cremation Association of North America President **William B. McQueen**, CFSP, spoke about cremation arranging. **Craig Caldwell**, of **The Dodge Company**, hosted a well-attended workshop on embalming difficult cases.

Other workshop topics included: green funerals, **CONTINUED ON PAGE A32**

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Association NEWS CONTINUED

NFDA names Edward Defort Editor-in-Chief of The Director magazine

BROOKFIELD, WI—Edward J. Defort, veteran funeral service trade publication editor and writer, has been named the new editor-in-chief of *The Director* magazine, the official publication of **The National Funeral Directors Association** (NFDA). As editor-in-chief, Defort will be responsible for overseeing the editorial direction and production of *The Director*, the world's leading funeral service trade publication.

"Ed's award-winning coverage of the profession has earned him the respect of many people in funeral service," said NFDA CEO **Christine Pepper**, CAE. "His high journalistic standards and commitment to helping funeral service professionals understand the important issues impacting the profession will help the association further its mission of being a source of expertise and professional resources for all facets of funeral service."

Fourteen years ago, Defort entered the funeral profession when he joined **Kates-Boylston Publications**. He rose from managing editor to publisher/editorial director where he oversaw the production of *American Funeral Director*, *American Cemetery*, *Funeral Service Insider*, an annual directory and a number of ancillary products and conferences. Defort also won several national awards for journalism excellence including First Place for the Best Spot News or Exclusive Single News Story from *The Newsletter & Electronic Publishers Foundation* (now the Specialized Information Publishers Association).

In 2009, Defort launched *Memorial Business Journal*, an independent weekly, electronic, subscriber-based newsletter. As the founder and managing editor of that publication, he had sole responsibility for the operation of the weekly newsletter covering the deathcare profession, including editorial production and distribution, marketing and development of the publication's website.

NFDA has also acquired *Memorial Business Journal*, and it will be offered to association members as a new benefit of membership. As with *The Director*, nonmembers may purchase a subscription.

"*The Director* already has an excellent reputation," said Defort. "I am looking forward to helping NFDA take it to the next level in providing useful information that supports members' business operations and helps them provide meaningful service to families. I am excited to bring *Memorial Business Journal* with me to NFDA. I believe it will complement what NFDA offers through *The Director* and will allow NFDA to provide members with more news, information and in-depth analysis more frequently."

Defort noted that he looks forward to connecting with readers of both publications and using their feedback to help improve *The Director* and *Memorial Business Journal*. "It's my goal to provide useful content to readers. I look forward to working with members and getting a better understanding of the kinds of information that would be most useful to them."

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

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Association NEWS CONTINUED

ICCFA to hold fall management conference

STERLING, VA—The International Cemetery, Cremation and Funeral Association has contracted with instructors from two of the world's top business schools to provide customized research and training at its 2010 Fall Management Conference, October 27-30 at Camelback Inn Resort & Spa in Scottsdale, AZ.

On the first day of the conference, **John Austin, Ph.D.**, senior consultant in executive development for Decision Strategies International and an instructor for senior executives at *The University of Pennsylvania's Wharton School of Business*, *Georgetown University* and *Duke Corporate Education*, will present a three-hour session on strategic planning. Based on a pre-conference industry-wide survey as well as in-depth interviews and study group sessions with some of the profession's top thought leaders, Austin will develop an exclusive "scenario report" with a five- to 10-year outlook for the cemetery, cremation and funeral service industry. He will present a one-hour keynote address on scenario-based strategic planning, followed by a two-hour workshop session in which he will facilitate a planning session using the scenarios in the report.

On day two of the conference, **William Malek**, strategy execution officer for **Strategy2Reality LLC**, former program director for Stanford University's Advanced Project Management program and author of "Executing Your Strategy: How to Break it Down & Get It Done," will conduct an interactive, experiential session on strategy execution. He'll share his expertise on how to take a strategic plan from idea to action, including topics such as recognizing necessary change, avoiding poor planning and understanding and communicating strategic goals.

The conference program will be rounded out on the final day with a presentation by employee benefits expert **Scott Morsch** on how the new health care laws and the choices employers make with regard to those laws will affect their companies, as well as a panel discussion on the government and legal issues facing the profession.

In addition to the educational sessions, the Fall Management Conference offers excellent opportunities for informal idea sharing, including the Fall Management Golf Tournament and several evening receptions.

For complete program details and registration materials, visit www.iccfa.com or call 1.800.645.7700.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

NFDA'S Asia Expo Grows

Continued from Page A30

cosmetology, international funeral customs, preneed, funeral home marketing, disaster management and cemetery management.

At approximately 6,000 square meters, the AFE exposition was 25% larger than last year. The global showcase included 150 exhibiting companies representing 19 countries, regions and territories. Five companies and two associations from the United States were present at the exposition: **Cremation Association of North America**, **Crematory Manufacturing & Service, Inc.**, **Lifemark Group**, **Nce-Crawford Emcotek**, **National Funeral Directors Association**, and **Passages International**.

The exposition included a wide variety of products and services, including: caskets and urns made from a variety of materials; tombstones, monuments and other gravemarkers; equipment and machinery used in cemetery, mortuary and crematory operations; keepsake and memorial products; technology consultants; advance funeral planning solutions; repatriation sources; and many other business-building ideas – particularly important given the state of today's global economy.

"AFE features a full-spectrum of activities – including an extensive expo displaying a variety of exhibitors, a conference program that explores professionalism and green trends, [and] visits and tours – all of which provided a great platform for western and eastern funeral professionals to network and exchange ideas and practices," said **Deanne McLeod**, CEO of the Australian Funeral Directors Association. **Second Annual Asia Senior Fair a Success**

AFE also featured the second annual Asia Senior Fair, a concurrent, but separate event for consumers. Approximately 3,000 people attended the Asia Senior Fair, 1,000 more people than 2009's event. In addition to examining a wide

array of funerary products and services, consumers also had an opportunity to meet with businesses that provided other end-of-life products and services, such as hospices and medical supply companies. Attendees could also participate in workshops covering a variety of funeral service-related topics.

The success of the Asia Senior Fair inspired NFDA leaders to develop an educational event for consumers that will be held in conjunction with the 2010 International Convention & Expo in New Orleans, LA. NFDA's consumer education event will be held October 9, and will feature funeral directors speaking about the value of a funeral, ways families can plan personal and meaningful funerals, and tips for making educated decisions when planning a funeral; an attorney will speak about ways families can get their financial house in order. Additionally, consumers will be able to view informational displays that illustrate the many options available for planning a personal and meaningful funeral.

Global Connections Connect Members with Information, Resources

"In communities across the United States – no matter how large or small your business – you will soon face the challenge of serving families from another country, whose religious beliefs, customs, funeral traditions and expectations may be unlike anything you've ever encountered," said Wappner. "NFDA has built a reputation as a global leader in funeral service by participating in funeral service conventions, expositions and other meetings in Europe, Central and South America and Asia. Just as we have done in the United States, NFDA is actively working to help raise professional and ethical standards around the world."

Wappner also noted that the global connections **CONTINUED ON PAGE A37**

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Association NEWS CONTINUED

Alabama Funeral Directors and Morticians Association Annual Convention



2010 Officers of AFD&MA. (L to R) Back Row: Calvin Meadows Good Shepherd Funeral Home, Montevallo, District Representative & Assistant Chaplain; David Smith, Royal Funeral Home, Huntsville, District Representative, By-laws Committee Chairman; Paul Rollins Jr., Rollins' Mortuary, Tuscaloosa, District Representative, Registration Committee; and Austin Brooks, Sergeant at Arms. Front Row: Belinda Windham, Lavender Funeral Home, Aliceville, Sergeant at Arms, Website Chairperson; Bryonda Williams, Chambers Funeral Home, Bessemer, Assistant Recording Secretary, Convention Committee Co-Chair; Venus Smith, Smith & Gaston Funeral Home, Birmingham, Recording Secretary, Education Committee, Policies and Procedures; Carole Jones Banks, Jones' Unity Funeral Home, Inc., Monroeville, State President; Jeffery Harris, Harris Funeral Home, Opelika, Chairman of the Board, Past President; Warren Lavender, Lavender Funeral Home, Aliceville, Treasurer; and Korey Hameen, Saints Funeral Home, Florence, State 1st Vice-President, Convention Committee.



Mary Wilson, Rollins Mortuary, Tuscaloosa, Belverleean Madison, Van Hoose & Steele Funeral Home, Tuscaloosa, Ted Felder "Aunt Flossie" of California, and Rachael Arrington and Carolyn Davis both of Arrington Funeral Home, Birmingham, enjoy laughter during registration.



Bryonda Williams and Wilda Law Hameen share a moment following Monday's business session.

FLORENCE, AL— The Alabama Funeral Directors and Morticians Association hosted their annual state convention, June 14-16, at the Marriott at the Shoals Hotel and Spa, in Florence. Although festivities and business did not begin until the 14th, many arrived early to enjoy the city and all that it had to offer. The host property was the setting of several beautiful and accommodating amenities. The newly renovated pool area provided excellent relaxation opportunities to convention guests at the end of a busy day. For many, the hotel spa, which offered everything from full service salon services to massages, manicures and pedicures, was the chosen method of relaxation for early birds.

Sunday evening opened to a Memorial Service that offered support and condolences to the members of the association who had passed on as well as those who had lost loved ones. For the first time, AFD&MA organized a choir to showcase the talents of its members. Under the leadership of association Chaplain, Rev. A. C. Perryman, Perryman Serenity Funeral Home, Birmingham, and Cryst-

tal Whitfield of Arrington Funeral Home, Bessemer, the choir performed several songs during the memorial service and proved to be an encouraging source of inspiration.

Monday's business session started with devotion led by Rev. A. C. Perryman. The Mayor of Florence, the Honorable Bobby Irons, presented AFD&MA President, Carole Jones Banks,

CONTINUED ON PAGE A34

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Association NEWS CONTINUED

Newbern shares at the CFDA and FMA Conventions

By Shun Newbern, CFSP

As a technical speaker for funeral service, I have been auspicious to travel this summer to many state conferences something that is dear to me: "The Value of Embalming in the Grief Process". We have the finest organizations in our profession, and I want to share the value and the meaning of continued education opportunities. We are upon a new era of challenges for funeral service, cremation and the preferences for families, in likes that we have never seen. What is equally disturbing is that some of our leaders, who are voicing a pessimistic opinion on the future of education and mortuary sci-

entation Between the Funeral Director and the Embalmer" I shared the importance of bridging the information between the two parties to provide harmonious work relationships in the funeral home. Communication produces clarity, lucidity, builds trust, saves resources and helps to avoid mistakes.

On June 22, 2010 I shared with the 86th Florida Morticians Association Convention in Tampa, FL. The session "Keys to a Successful Viewing" centered on restoring the value of embalming, ways to handle the challenges faced by embalmers - the issues are growing. We took out the time to develop action plans to build credibility to improve family satisfaction. Each attendee was given a workbook as an essential resource guide toward funeral home management and continuous business.

I will also be speaking in August at the International Embalming Conference, hosted by world renewed restorative artist, Vernie Fountain in Springfield, MO. Scheduled for Saturday, August 7, 2010, I will demonstrate "Techniques in Embalming the Obese Decedent" - how to take this challenge and make it a daring opportunity.

Are you planning to attend the NFDA convention in New Orleans? If you are you can catch "Mortuary Litigation, A to Z" as I will share cases that I have testified and consulted on and offer protective measures for the profession on Monday, October 11, 2010 at 7:30am. For additional information on the speaker and links to register for any of the 2010 conferences or conventions visit www.shunnewbern.com.

Shun Newbern, CFSP is an embalmer, a national speaker and consultant on relatable issues. He can be reached at shunnewbern@aol.com or visit www.shunnewbern.com.



Shun Newbern

ence as it relates to state regulation - less is better. The naysayers and the cynics will always have their moment to fight for attention; I will use mine to be very hopeful toward a profession that I love very much.

I was one of many speakers at the 106th California Funeral Directors Association Convention, June 15, 2010 in San Diego. During "Mastering Communi-

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Alabama Funeral Directors and Morticians Association Convention

Continued from Page A33



E. R. Hudson, Hudson Funeral Home, Greenville, and Marilyn Thomas, Sgt-at-Arms, Faith Memorial Chapel, Gaysville.



Venus Smith, AFD&MA State Secretary, and Gina Goodsell of Batesville Casket Company during the break.

with the keys to the city. This touching presentation was preceded by a brief speech welcoming the AFD&MA members to the city. President Carole J. Banks called the meeting to order addressing various subjects of business. After closing the meeting, the members enjoyed a break in the exhibit hall where they were greeted by more than 30 vendors and sponsors.

CONTINUED ON PAGE A35

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Association NEWS CONTINUED

Alabama Funeral Directors and Morticians Association Convention *Continued from Page A34*



Howard Johnson, Sr. and Odessa Johnson, Johnson Funeral Home, Bessemer, two long standing and involved members of AFD&MA. Mr. Johnson was recognized as one of our Pioneers in Funeral Service at the Tuesday night dinner. These active members travel annually to both state and national conventions and most all other meetings of AFD&MA and NFD&MA.



Calvin and Beverly Meadows of Good Shepherd Funeral Home at the "Caribbean Affair"

There were several educational seminars arranged throughout the week: **Thomas, Means, Gillis and Sacy Law Firm** provided vital information on Risk Management for Funeral Homes; **Batesville Casket Company** engaged the members with a technology based presentation on Funeral Home Websites; **Ted Felder** gave a seminar on embalming that offered a wealth of information as well as humor; **Steven Weems**, of **Safestate** gave helpful reminders about OSHA and compliance. Monday evening saw the enjoyment of a patio "Caribbean Affair" where members all donned their linen attire and met out on the hotel patio to fellowship under the stars.

Following another day of business, Tuesday evening brought about the climax of the Convention with a semi formal dinner hosted by Mistress of Ceremonies, "Aunt Flossie" (Ted Felder). Speaker, **Paul Robinson**, delivered a capturing message that encouraged members to strive to be the best in their profession. President Carole J. Banks presented **Bryonda Williams**, **Chambers Funeral Home**, Bessemer, Assistant Recording Secretary and Convention Co-Chair, with an award for dedicated service to AFD&MA, recognizing her for her hard work in all that she does for AFD&MA. Rev. A. C. Perryman, AFD&MA Chaplain, was also recognized with an honorarium for serving in his position for more than twenty-five years. First Vice President, **Korey Hameen**, presented "Pioneers in Funeral Service" awards to, past and present, members who have been in the death care industry for more than 50 years. Award recipients were: **Mr. E. R. Hudson**, **Hudson Funeral Home**, Greenville; **Mrs. Gracie Phillips**, **J. H. Williams and Sons**, Selma; **Mr. Warren Lavender**, **Lavender Funeral Home**, Aliceville; **Mr. Howard Johnson, Sr.**, **Johnson Funeral Home**, Bessemer; **Mr. Julius Vines**, **Vines Funeral Home**, LaFayette; **Mr. Arthur D. Graves**, **Thompson & Son Funeral Home**, Tuscumbia; **Mr. Aubrey Bushelon**, **Bushelon Funeral Home**, Birmingham; and **Mr. James Jones**.

President Carole J. Banks gave special recognition to AFD&MA member, **Mr. Lorenzo Wright**, Associate Executive Secretary to the Alabama Board of Funeral Service, who retired after 25 years of service to the state of Alabama. Members took turns presenting him with honorariums. Among items presented were a rocking chair and a resolution from AFD&MA. Mr. Wright delivered a touching farewell speech reminding the body that his retirement only meant that he had more time for AFD&MA. He took a moment to introduce his successor, **Mr. Charles Perine** of Mobile. Mr. Perine, a licensed funeral director and embalmer, has served many years in the funeral profession. Prior to his employment in



President Carole J. Banks with her husband, Frank Banks enjoy a dance at the "Caribbean Affair"



Rev. A. C. Perryman, Perryman Serenty Funeral Home, Birmingham, AL, Chaplain honored for 25 years of service as Chaplain.



Venus Smith and Bryonda Williams at the "Caribbean Affair"

June, he worked for **Reese Funeral Home**, Alabama Department of Forensic Science, and Newman's Ambulance Service, consecutively. He addressed the body and, in closing, reassured the group that he would be ethical, professional and approachable, always working for the best interest of those governed by the Alabama Board of Funeral Service.

Wednesday morning brought about the final business session and elections of new officers. **Belinda Windam**, **Laven-**



Joe Kendrick of Ross Clayton Funeral Home, Montgomery, takes a water break and visits the vendors between educational seminars.



David and Karen Smith, Royal Funeral Home with Guest Speaker, Paul Robinson.



President Carole J. Banks and C'archer Smalls, Smalls Mortuary, Mobile, enjoying the atmosphere of the "Caribbean Affair" on Monday evening.

dar Funeral Home, Aliceville, Sergeant-at-Arms, tendered her resignation in an effort to devote more time to meeting the needs of the AFD&MA website. President Banks held a special election to fill the vacated position. **Mr. Roy Goodson**, **Goodson Funeral Home**, Anniston, who had previously held the position, was re-appointed to serve. The convention closed with great anticipation for the 2011 convention which will be hosted in Mobile, AL.



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Iowa Funeral Directors Association fills Hilton Coliseum with exhibits at Annual Convention

DES MOINES, IA— The 2010 Iowa Funeral Directors Association Convention in May drew the attention of exhibitors nationwide this year at the Iowa State Center and Gateway Hotel in Ames, IA. Attendees gained a continuing education hour for attending the exhibit hall to view all the new and valuable products and services the exhibitors offer. Overall, attendees had a chance to obtain



IFDA Board Members. (L to R) Back Row: Lynn Ochiltree, Incoming NFDA Policy Board Representative; Michael P. Jones, District 5 Governor; Jay R. Woodhouse, Outgoing President; Daniel L. Eckhoff, Immediate Past President; Scott R. Graham, President-Elect; and Jayme E. Lentz, District 8 Governor. Front Row: Bradley J. Smith, NFDA Policy Board Representative; William E. Judd, Jr., District 1 Governor; Justin P. Hillman, District 6 Governor; Douglas D. Carlsen, Secretary/Treasurer; David M. Fry, District 2 Governor; Martin L. Beenblossom, District 3 Governor; John F. Moller, Jr., Outgoing District 6 Governor and Dean O. Boeckman, President.

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A bird's eye view of the exhibit hall floor in Hilton Coliseum, where vendors filled the floor. The IFDA staff set up a booth just outside the entrance to the floor to make room for the suppliers.

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Dean O. Boeckman (right) congratulates Jay R. Woodhouse (left) on his successful term as IFDA President.

up to 15 hours of top-notch preapproved continuing education hours.

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

The fun started on Monday, May 10, with the 6th Annual IFDA Golf Outing at Coldwater Golf Links. Not all who signed up for the golf outing were able to golf due to the less-than-desirable weather conditions, but a little over half stayed to make the most of

CONTINUED ON PAGE A38

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Association NEWS CONTINUED

Florida Morticians honor Henry Postell

TAMPA, FL—The Florida Morticians Association hosted their 86th Annual Convention June 20 through June 24. During the convention, **The Reverend Henry L. Postell II** was honored with *The Clarence P. Wilson Presidential Award* by his colleagues for his compassion in serving families and the community at large as well as his love and dedication for the Association. He is the owner and operator of **Postell's Mortuary**, located in Orlando, FL.



Reverend Henry L. Postell, II

Rev. Postell has served in several capacities of the Florida Morticians Association, Inc., for the past 25 years. He is currently the president of the association.

NFDA'S Asia Expo Grows

Continued from Page A32

NFDA has made allow its staff to quickly and easily provide members with a wealth of information and resources they can use to meet the evolving needs of those they serve. One specific example of this is repatriation.

"Many funeral professionals turn to NFDA for help navigating the many laws and requirements for both shipping a body to another country for burial or bring a body back to the U.S. for funeral services," said Wappner. "When time is of the essence for the families we serve, having a reliable source of information and assistance with repatriation issues is crucial; NFDA is proud to be a resource on repatriation – and many other issues involved in serving a diverse population – for its members."

NFDA will co-host the 2011 Asia Funeral Expo & Conference, May 19-21, at the Hong Kong Convention & Exhibition Centre. Funeral service professionals or suppliers interested in participating should contact NFDA Director of International Relations **Deborah Andres** at +1-262-789-1880 or dandres@nfda.org.

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



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Association NEWS CONTINUED

Iowa Funeral Directors Association fills Hilton Coliseum with exhibits at Annual Convention

Continued from Page A36

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Attendees gather at the Iowa Army National Guard booth during the exhibit hall.



The IFDA exhibit hall housed nine different casket vendors for attendees to visit with; overall, there were over 60 vendors that exhibited at the convention.

it. Coldwater Golf Links created a wonderful opportunity for the others who did not stay by handing out rain checks to use on another date, which were also good to use as cash in their merchandise shop. IFDA had long sleeve polos on hand for all attendees to help battle the cool temperatures.

Tuesday morning's opening ceremonies kicked off the 2010 Convention, followed by the Keynote Speaker Captain Al Haynes, who was the pilot on United Flight 232 that crash landed at the Sioux City Gateway Airport in



Father Mike Tauke congratulates the incoming IFDA officers. (L to R) Dean O. Boeckman, President, Scott R. Graham, President-Elect, Lynn Ochiltree, Incoming NFDA Policy Board Representative, Father Mike Tauke, Jayme E. Lentz, District 8 Governor, and Justin P. Hillman, District 6 Governor.

1989. His "Story of Flight 232" detailed how 184 passengers amazingly survived the crash that day. A panel of funeral directors who volunteered their services following the crash shared their experiences after Captain Hayne's seminar. They told of their experiences as they encountered the crash site, set up the morgue, respectfully processed the remains of those who perished in the crash and assisted the families of the survivors. The annual IFDA Business Meeting followed the panel and then everyone gathered for the Wilbert Luncheon in Scheman, which helped the attendees recharge for the Exhibit Hall Grand Opening in Hilton Coliseum.

To mark the beginning of the Exhibit Hall this year, then-president Jay R. Woodhouse and other members of the IFDA Board placed leis on attendees as they entered the Exhibit Hall. With that, the crowds perused the floor jam-packed with suppliers.

Tuesday evening started with the Celebration of Life honoring IFDA members and their family who passed away within the last year. Representatives of the deceased were presented with a candle fashioned with



IFDA members gather in the Garden Room just before the Celebration of Life.

a picture of the deceased as a memento of the evening. Following that was the Presidential Banquet and Awards Ceremony, which honored the achievements of IFDA members throughout 2009. Those honored included IFDA scholarship recipients, 40-, 50- and 60-year licensees and Award of Excellence recipients. Father Michael Tauke with St. Mary's Catholic Church in Waverly was present to induct the new officers and district governors for the 2010-2011 term.

Wednesday came early with the Roundtables starting at 7:00 a.m. in Scheman. The day was full of continuing education seminars and the final day of exhibits. The

seminars moved to Gateway for the evening to conclude a day full of educational opportunities. Thursday's two concurrent morning seminars brought the 2010 IFDA Convention to a close.

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

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Educational NEWS

East Mississippi Community College commencement



(L to R) Seated: Rachel Schultz, Ashley McDowell, Vickie Dipuma, Kimberly Pierce, Johnnie M. West, Shelly (Nikki) Withers, and Luna Stafford. Standing: Andrew Dearman, Clifton Dion, and Justin Canterbury. Not shown are Reggie Tatum, Jessica Price, and Claumecia M. McInnis.

SCOOPA, MS—Eleven of the thirteen graduating sophomores of the Funeral Service Technology program at **East Mississippi Community College** in Scooba, MS participated in the commencement exercises on Saturday, May 8, 2010 in the Keyes C. Currie Coliseum located on the Scooba campus.

Participating in the ceremonies were **Andrew T. Dearman** (graduating with Honors) of Meridian, MS; **Clifton Dion James** of Okolona, MS; **Justin Canterbury** of Coffeerville, MS; **Rachel B. Schultz** (graduating with Honors) of Tuscaloosa, AL; **Ashley McDowell** of Starkville, MS; **Vickie F. Dipuma** (graduating with Special Honors) of Morton, MS; **Kimberly Pierce** (graduating with Highest Honors) of Starkville, MS; **Johnnie M. West** (graduating with Honors) of Meridian; **Shelly (Nikki) Withers** of Carthage, MS; **Luna M. Stafford** (graduating with Honors) of Meridian, MS; and **Jessica Price** of Kosciusko, MS.

Also graduating but not able to participate in the commencement exercises were **Reggie Tatum** (graduating with Honors) of Forest, MS; and **Claumecia M. McInnis** of Prentiss, MS.

The Funeral Service Technology program at East Mississippi Community College, located on the Scooba, Mississippi campus is the oldest Mortuary School in the state, having been established in 1975. Students throughout Mississippi and neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC in part due to the unique block class schedule

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Educational NEWS CONTINUED

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



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

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

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



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Cincinnati College of Mortuary Science welcomes Alums and the Community for Armed Forces Day Commemoration



CINCINNATI, OH— Cincinnati College of Mortuary Science hosted an Armed Forces Day commemoration May 14 and 15 on its campus, as the finale of Armed Forces Week. A centerpiece of the remembrance, held on the CCMS campus, was *Reflections: The*



American Funeral, a mobile museum exploring funeral customs and commemorating veterans and those who have served their country and communities.

As the nation's oldest school of its kind, CCMS has graduates working in and leading the funeral service profession throughout the country, so the activities on May 14 also served as a Welcome Home to alumni. In addition to an opportunity for alums to reconnect with one another and tour the *Reflections* bus, there were tours of the school led by current students, continuing

education sessions and a late-afternoon reception and barbecue. The camaraderie continued into the evening when alums, family and friends enjoyed the Cincinnati Reds vs. the St. Louis Cardinals at Great American Ball Park.

On Saturday, Armed Forces Day, local veterans and others focused on honoring fallen soldiers. Members of the color guard of the Hugh Watson American Legion Post 530, in suburban Cincinnati, provided the flag raising followed by a 7-gun salute and "Taps" **CONTINUED ON PAGE A44**

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Klicker's Crosswords

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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.

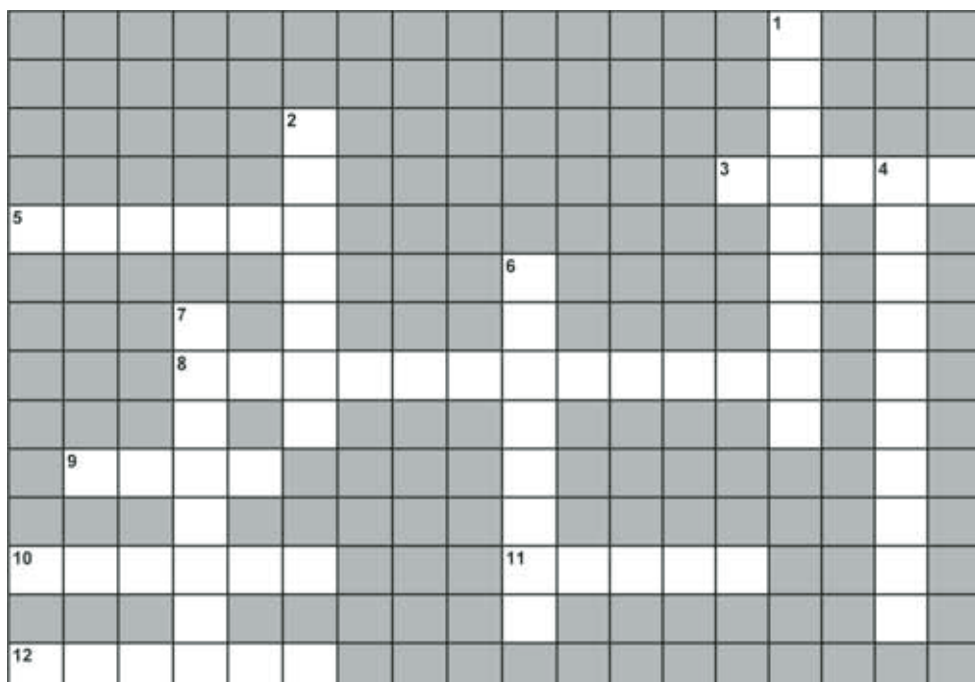
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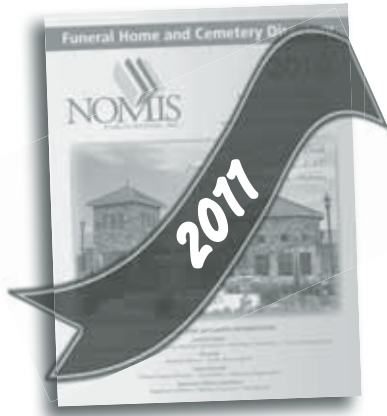
- 3. Jewish grave
- 5. Jewish procession
- 8. Union between two bones
- 9. Orthodox holy picture
- 10. Whites of the eye
- 11. Strength of embalming fluid
- 12. Jewish eulogy

DOWN

- 1. Retains moisture
- 2. Old injection method
- 4. Type of discoloration
- 6. 30 days of mourning
- 7. Yellow skin pigment



ANSWERS ON PAGE A44



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FINE announces articulation Agreements

NORWOOD, MA—FINE Mortuary College, LLC: A Private Two Year College (FINE) located in Norwood, MA has in place two articulation agreements, one north and a second south of FINE, which open the way for many more students to attend mortuary college in New England since the agreements considerably reduce the expense of attending FINE.

FINE and *North Shore Community College* (NSCC) located in Danvers, MA

have developed an articulation agreement whereby specified NSCC courses can be applied to the Associate in Applied Science in Funeral Service degree program at FINE. South of FINE there is a second articulation in place with *Bristol Community College's* (BCC) Thanatology Certificate Program in Fall River, MA. Students must complete the courses at NSCC and BCC with a

letter grade of "C" or higher in each course within four years prior to entering FINE. Courses which may be transferred into FINE must be taken prior to enrolling at FINE. No courses are eligible for transfer credit after enrolling at FINE.

These agreements allow students located in the northern and southern catchment areas of FINE to attend college closer to home, and for lesser

tuition, for the first few courses needed to complete studies at FINE.

Additional information may be obtained from FINE via email at fine@fine-ne.com and/or from Enrollment Services at NSCC or BCC. To facilitate evaluation of transfer credits, students should indicate that they are using the articulation agreement on their FINE admission application.

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PIMS names Dean's List

PITTSBURGH, PA—Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize those students who have been placed on the Dean's List for the Spring trimester ending May 14, 2010.

The following students have achieved a grade point average of 3.50 or better in this trimester of studies. From class #141: **John Elachko** of Pittsburgh, PA; **Katherine Kniseley** of Bedford, PA; and

Erin Maser of Pittsburgh, PA.

From class #142: **Brittany Bittenbender** of Clarks Summit, PA; **Ralph Fuller** of Pittsburgh, PA; **Alexander Kepner** of Wheeling, WV; and **Kelly Walter** of Altoona, PA.

From the Associate Degree Program class: **Anthony Lengwin** of Pittsburgh, PA.

Congratulations to PIMS honor students on their academic achievement.

Life Appreciation Training announces Fall Weekends

NORTH BAY VILLAGE, FL—Life Appreciation Trainings are scheduled in many US cities for fall and winter 2009. Life Appreciation Training, founded in 1974,

conducts funeral personalization methods for funeral directors. The Trainings are limited to just ten funeral directors per training.

The scheduled weekends include: September 4-5 – Portland, Maine; Toronto, Ontario; New Orleans, LA; and Vancouver, BC. September 11-12 – Fresno, CA; Coraopolis, PA; San Francisco, CA; and Sacramento, CA. September 25-26 – Cedar Rapids, Iowa; Regina, Saskatchewan; and Ft. Lauderdale, FL. October 2-3 – Boulder, CO; Denver, CO; Raleigh, NC; and Minneapolis, MN. October 9-10 – Amarillo, TX; Dallas, TX; Greensboro, NC; Charleston, SC; Chicago, IL; and San Antonio TX. October 16-17 – Oklahoma City, OK and Kansas City, MO. October 23-24 – Hamilton,

Ontario; Philadelphia, PA; and Virginia Beach, VA. October 30-31 – Baltimore, MD and Cleveland, OH.

Training begins Friday evening at 7:00 PM for two hours. It continues Saturday at 8:00 AM with breakfast and concludes for Saturday after dinner. Sunday 8:00 AM to no later than 3:30 PM.

Life Appreciation Training has been praised on four continents as the successful leader in dynamic funeral personalization training since the early 1970s. It will change the way you work with families for the rest of your life.

To see the full 50 city schedule with cost and hotels for each visit www.lifeappreciation.com. For more information call 772-584-3867 or email info@lifeappreciation.com.

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(Memories of Jack's Recipes)

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MINISTRONE SOUP FOR A CROWD

In a large pot put:

2 lbs. cubed beef
1 large can tomato sauce
1 Tbs. parsley
2 Bay leaves
2 cloves garlic, chopped
2 cups chopped celery
2 large cans beef broth
1 large can chopped tomatoes
1 large can kidney beans drained
1 med can green beans, drained
2 cups chopped onions
2 cups chopped carrots

Cook on medium heat for 2 hours, and then add a 12-ounce package of macaroni. Simmer until noodles are tender. Remove bay leaves. Serve with French bread and enjoy!

SPAGHETTI SQUASH WITH TOMATOES

1 medium spaghetti squash
2 Tbs. water
½ cup sliced green onions
½ cup chopped red or green pepper
2 large tomatoes, chopped
2 Tbs. parsley, minced
¾ tsp. dill weed
½ tsp. salt
2 tsp. minced fresh basil
2 Tbs. grated Parmesan cheese

Cut squash in half lengthwise; discard seeds. Put cut side down in baking dish. Add hot water ½-inch deep. Cover and bake at 350 degrees for 30-40 minutes, until tender. In a skillet, heat water; add pepper and onions. Cook and stir for 2 minutes; stir in tomatoes, parsley, dill, basil and salt. Bring to boil, reduce heat and simmer uncovered for 5 minutes until tender. When squash is cool, scoop out pulp separating strands with a fork; place in large bowl. Add tomato mixture and toss to combine.

Good Eating!

East Mississippi Community College commencement

Continued from Page A39

which enables students to attend classes only two days per week for four semesters, thereby allowing them to work full time the remaining five days of the week at a funeral home establishment or other job which can accommodate their class schedule. The program is accredited by *The American Board of Funeral Service Education* (ABFSE), and is recognized by *The International Conference of Funeral Service Examining Boards* (ICFSEB).

Additional information about the Funeral Service Technology program can be obtained by contacting **Don Webb** at (662) 476-5100 or **Octavia Dickerson** at (662) 476-5101. For more information visit www.eastms.edu/career_tech/FuneralServices.php.

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Educational NEWS CONTINUED

Worsham Scholarship students submit essays

Continued from Page A??

and I look forward to next year's meeting.

Rayford Grady: It is with great enthusiasm that I am writing regarding the American Society of Embalmers Conference. I am a student at Worsham School of Mortuary Science. This was my first time attending this event but affirmatively not my last.

I cannot imagine entering in this profession without continuing my membership in *The American Society of Embalmers* and attending this conference. It was academically enlightening learning about the 21st century challenges, the responsibility, the future of the professional licensee and the importance of continuing education in this profession. While continuing education was not a topic; the topics of the conference resulted in me being cognizant of the importance of continuing education.

As a student, I expected to be overwhelmed by the speakers but I was not. The professional vernacular of the speakers connected to what I had learned at Worsham. I surveyed the room and saw the facial expressions of informed time-honored funeral service professionals' openness to the speakers. I was impacted by their openness to continual education, including one of my own professors. I saw the light come on in his head through the smile that came on his face as he listened and took notes. Continual education of our profession is critical. *The American Society of Embalmers* 6th Annual Meeting and Conference was a commendable continuing educational event.

Many were notably inspired as each speaker presented such an informative lecture. The various publications and informational handouts will continue to educate me until the next conference as I continue to read the handouts. I encourage past and present students of mortuary science to attend future meetings and conferences of *The American Society of Embalmers*.

The one service we provide to families that they cannot do for themselves is the artful skill of restoration and embalming of those who are deceased. This skill is what differentiates us as professionals. We are professional in our dress and behavior. Having a professional look and behavior is an integral necessity of professionalism. We have a particular skill and knowl-

edge in a particular field of learning. We must be the best at our skill of providing memorable pictures of loved ones by temporarily inhibiting organic decomposition and restoring to an acceptable physical appearance. It is important to remember that most lawsuits against funeral homes are over the appearance of the deceased.

The value of viewing the body provides a psychological benefit by offering families and friends the opportunity to say goodbye to the deceased family or friend in various manners. An unacceptable appearance provides a psychological detriment. How do we continue to be the best in our



Jerri Reed



Rayford Grady

profession, when the etiology of new and redeveloping diseases occurs and the impact of pharmaceuticals within the human body is not broadly known without the means of continuing education?

My time as a student at

Worsham School of Mortuary Science will officially come to an end but my learning must continue throughout my profession. Thank you *American Society of Embalmers* for such an engaging learning experience at the 6th Annual

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CECIL REID of Hampton, New Brunswick, Canada died May 29, 2010 at the age of 84. He was the owner and operator of **Reid's Funeral Home** in Hampton, New Brunswick. He was a member of *The New Brunswick Funeral Directors and Embalmers Association* and served as president in 1961.



JO ANN ELLIOTT HAMIL of Abilene, TX died June 26, 2010 at the age of 74. She was the owner and operator of **The Hamil Funeral Home** in Abilene. A graduate of *The Dallas Institute-Gupton Jones College of Mortuary Science*, Hamil was one of two women in her class and she was the first woman in Taylor County, TX to hold an embalmers license. She was also former president and member of *The Texas State Board of Morticians*.

DENNIS G. REED of Canton, OH died July 4, 2010 at the age of 67. He was the owner and operator of **The Reed Funeral Home** in Canton, OH.

JAMES H. HARRIS, JR. of Toccoa, GA died June 21, 2010 at the age of 85. He was the president of **Ultra Enterprises** in Toccoa. Courtesy CFSa, Lake Bluff, IL



JOE R. "BUDDY" WINSTEAD of Hattiesburg, MS died June 13, 2010 at the age of 82. He was the owner and operator of **Hullett-Winstead Funeral Home** in Hattiesburg.

GENE CURRY of Alum Creek, WV died June 21, 2010 at the age of 84. He was the owner and operator of **Curry Funeral Home** in Alum Creek and co-owner of **Casdorph and Curry Funeral Home** in St. Albans, WV. Mr. Curry was an active member of *The West Virginia Funeral Directors Association, The National Funeral Directors Association* and *WVFDA District I*.



THOMAS D. GOOLSBY, JR. of Atlanta, GA died May 18, 2010 at the age of 84. He was the owner and operator of **Goolsby Mortuary** in Atlanta, GA.

THEODORE "TED" WILLIAMSON of Niagara Falls, NY died June 24, 2010 at the age of 86. He was the owner and operator of **The Williamson Funeral Home** in Niagara Falls, NY.



HERBERT DUNN of Cincinnati, OH died June 3, 2010 at the age of 84. He was the previous owner and operator of **Chas. A. Miller Sons/Miller-Busse & Borgmann Funeral Homes** in Clifton, OH. Dunn graduated from *The Cincinnati College of Mortuary Science*.

WILBERT L. SHANNON, JR. of Sharon, PA, died June 10, 2010 at the age of 49. He was the owner and operator of **The Wilbert L. Shannon Funeral Home, Ltd.**, in Wheatland, PA. A graduate of *Pittsburgh Institute of Mortuary Science*, he was a member of *The National and Pennsylvania Funeral Directors Associations*. He was also the first vice president of *Mercer County Funeral Directors Association*.

LLOYD L. KILDOO of Slippery Rock Township, PA died June 19, 2010 at the age of 70. A licensed funeral director in Pennsylvania and Florida, he was the owner and operator of **Glenn-Kildoo Funeral Homes** in Zelienople and Cranberry, PA as well as **The Caskey-Kildoo Funeral Home** in New Castle, PA. Courtesy Clem's Livery Service, Pittsburgh, PA.

CHARLES WILLIAM FAULKNER, SR. of Mathews, VA died June 16, 2010 at the age of 82. He was co-owner and president of **Foster-Faulkner Funeral Home** in Mathews, VA, co-owner and secretary of **Bristow-Faulkner Funeral Home** in Saluda, VA and co-owner and vice president of **Marks-Bistow Funeral Home** in Tappahannock, VA. He also co-founded **Middlesex Memorial Cemetery** in Urbanna, VA. During World War II, Faulkner served in the Army Medical Corps. A graduate of *Gupton-Jones College of Embalming*, he was former president and member of *The Tidewater, National and Virginia funeral directors associations, The Association of Independent Funeral Homes of Virginia and Selected Independent Funeral Homes*.

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Educational NEWS CONTINUED

Piedmont Tech instructor attends Fountain National Academy



Tina Lindsey, center, with Glyn Tallon, FNA European Division, left, and Vernie Fountain, FNA director, right.

GREENWOOD, SC—Tina Lindsey, an adjunct instructor with the funeral service program at **Piedmont Technical College**, recently completed specialized embalming and reconstructive training as part of **Fountain National Academy's** "Embalming Skills Seminar."

Lindsey is a 2009 graduate of Piedmont Tech's funeral service education program. She currently works as the instructor for embalming chemistry and teaches the science half of the senior review class in the program. While seeking her funeral director and embalming license, Lindsey is currently working as a heart perfusionist, a trained health professional who operates the heart-lung machine during cardiac surgery and other surgeries that require cardiopulmonary bypass, at AnMed Health in Anderson.

"Tina has a very strong science background. She was the first person that I thought of when we needed a new chemistry instructor," said **David Martin**, funeral service program coordinator. "She helps to make a hard subject easier to understand and is available to her students that need extra help."

Lindsey's background was only one of the reasons Martin brought her in to work as an adjunct instructor in the program. As a student, she made an impression on him as well.

"She was the student you wish you could clone. She absorbed all of the material given to her and often looked for more on her own," Martin said. "I rank her as one of the best students we have ever had in the program, not only because of her grades, but because she had a good rapport with others and the personality and empathy to make a great funeral director."

tragic loss," Lindsey said. "To see the instruction of funeral service culminate in the expertise needed for these areas will allow me to stress to students the dedication, ethics and knowledge involved."

Held at the Fountain National Training Facility, the seminar focused on highly specialized embalming techniques and included special surgical techniques. These techniques advanced the skill level of the professional embalmers attending regarding general embalming techniques and post-mortem reconstructive surgery techniques.

"My opportunity to work with **Mr. Fountain** and **Mr. Tallon** allowed me to see firsthand the skills needed to help a family in times of



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