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FUNERAL HOME & CEMETERY

NEWS

SEPTEMBER
2008

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

KENTUCKY • FLORIDA • ILLINOIS STATE CONVENTIONS Recaps begin on Page A40

"The mission of Medals of America is simple—they want every Veteran to display their military awards that our grateful nation has presented to them."

See Medals of America Celebrates
1,000,000th Order on Page B4

"Our mission is to educate and inform veterans and their families about the free burial entitlements guaranteed to them by the VA," said Mark Davis. Taking advantage of the free burial program saves families thousands of dollars on final arrangement expenses.

See Veterans & Family Memorial Care
rolls out "Free Veterans Burial"
Registration on Page A10

"Our continued growth in the funeral service industry both necessitated the move to larger offices and made the purchase of a new building possible," said David Gordon.

See New Meadow Hill Facility
Readies Thumbies® for
Future Growth on Page B1

NOTES ON *Surviving the Death of a Child* BY TODD VAN BECK See Page A24

Look for the
Ticket to Paradise!
It denotes
NFDA Exhibitors



Reeder-Davis Schindler Funeral Homes celebrates 100 Years in Northeast Texas



The Reeder-Davis-Schindler Hughes Springs funeral home facility, adjacent to Woodlawn Memorial Park, a perpetual care cemetery, also fully owned by Reeder-Davis, Inc.



Charles and Leita Reeder Davis, taken soon after Leita earned her funeral directors license, and just before Charles went overseas in World War II with the Army.

HUGHES SPRINGS, TX— Reeder-Davis-Schindler Funeral Homes in Hughes Springs and Linden have just celebrated a milestone. One hundred years have passed since the first member of the family-owned business began serving funeral needs of Northeast Texans.

It was still the 19th century when the teen-aged Jimmie Reeder first came to work for Keasler's Store as he finished school in Hughes Springs. There was no funeral home in Hughes Springs at that time, so as deaths occurred, family members called on the local

store for caskets and other funeral goods, often using the store wagon as a hearse. By 1908, Reeder bought into his own business: Eubanks and Reeder, and began funeral-related business for himself. And since that date, at least one member of the Reeder-Davis-Schindler family has been in Northeast Texas providing such funeral goods and services.

CONTINUED ON PAGE A23



Bro. Jim Reeder



Reeder-Davis-Schindler Funeral Home in Linden

Dyer-Lake Funeral Home and Cremation Services Events



Co-owner Timothy Nay is pictured proudly waving an American flag at Africa's highest point in honor of Independence Day in America.

ARTICLE ON PAGE A17

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Changes Coming in October

FUNERAL HOME & CEMETERY DIRECTORY

The National Yellow Book of Funeral Directors and the Cemetery Directory have combined!

Listings for US and Canadian Funeral Homes, US active Cemeteries, select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers

BUYER'S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies, the BUYER'S GUIDE also contains listings of firms dealing with Pet Deathcare. Trade Associations, Educational Services and US Daily Newspapers are also included.



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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing



Age Progression to 23 Years

MELISSA ANN ESPINOZA

Date of Birth: 9/23/81

Date Missing: 12/2/93

Missing From: Rancho Cordova, CA

Age at Disappearance: 12 Yrs

Age Now: 27 Yrs

Sex: Female

Race: White/Hisp

Height: 5'1"

Weight: 125 lbs

Hair: Brown

Eyes: Brown

Circumstances: Melissa's photo is shown age-progressed to 23 years. There are suspicious circumstances surrounding the child's disappearance. She was last seen wearing a black "Bulls" jacket, black pants and black sneakers. She has a homemade tattoo near one of her thumbs. FOUL PLAY SUSPECTED.

Family Abduction



LEILANI CURRY

Date of Birth: 3/6/94

Date Missing: 6/24/07

Missing From: Los Angeles, CA

Age at Disappearance: 13 Yrs

Age Now: 14 Yrs

Sex: Female

Race: Black

Height: 5'4"

Weight: 110 lbs

Hair: Brown

Eyes: Brown

Circumstances: The child is missing from Los Angeles, California. She may be in the company of her father and her brother. They are believed to be in the Bahamas. Her mother has applied for the return of the child to the United States under the international civil treaty: The Hague Convention on the Civil Aspects of International Child Abduction. Do not pick up based on this information.

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

Funeral Documentary "The Undertaking" is nominated for an Emmy

BROOKFIELD, WI— On July 15, the *National Academy of Television Arts & Sciences* announced the nominees for its 29th Annual News and Documentary Emmy® Awards. The *PBS FRONTLINE* documentary "The Undertaking" received a nomination in the "Outstanding Arts & Culture Programming" category.

"The Undertaking" presented a moving, insightful view of funeral service and the important work performed by funeral service professionals every day. The documentary featured multi-generation, *National Funeral Directors Association*-member (NFDA) firm **Lynch & Sons Funeral Directors**, which operates from several locations in suburban Detroit, MI. More information about "The Undertaking" can be found at www.pbs.org/frontline/undertaking.

Along with "The Undertaking," other films nominated in this category include: "What Remains: The Life & Work of Sally Mann" (Cinemax), "Czar Putin" (CNN) and "NY77: The Coolest Year in Hell" (VH1). The awards will be presented September 22 at a ceremony in New York, NY.

"We're very pleased," says NFDA Secretary **Patrick Lynch**, CFSP, of Lynch & Sons Funeral Directors. "The Emmy nomination honors the art and eloquence of filmmakers *Karen O'Connor* and *Miri Navasky* and the rest of the FRONTLINE crew. It honors the gift of those grieving families that allowed a look into their lives at the most difficult of times. Our family is honored and humbled to have been a part of such an important project."

In conjunction with the premier of this film in October 2008, NFDA developed a comprehensive community-outreach package, which includes a DVD of the FRONTLINE episode, a copy of the award-winning book *The Undertaking* by Thomas Lynch, a study guide developed by faculty from the University of Michigan based on these two works, a community presentation that imparts the value of the funeral, and suggestions on how funeral service professionals can best use these tools in their communities. For more information visit www.nfda.org/resources.php.



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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A56 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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Online Directories
US & International Funeral Homes
US & Canadian Supply Companies
US Cemeteries

Speaks Family Legacy Chapels sponsors 3rd Annual Veteran's Program



Edith Long was presented with an American flag which flew over the Capitol Building in Washington, DC. Pictured with her in the replica of President Truman's White House Office are (L to R) Bob Speaks, Brad Speaks and David Speaks of Speaks Family Legacy Chapels, the program sponsors; and Larry Cappelto, documentary filmmaker of "Korea - The Forgotten War" which premiered at the event.

INDEPENDENCE, MO— On June 25, 2008, the 58th Anniversary of the start of the Korean War, a standing room only audience of predominantly veterans and their families packed the auditorium of the Harry S. Truman Presidential Library and Museum in Independence.

The occasion was the kick-off of an annual three-day effort by **Speak Family Legacy Chapels** to honor area veterans and to help documentary maker *Larry Cappelto* capture on film the personal stories of veterans who served in America's wars.

The Speaks "Lest They Be Forgotten" Veterans Program is "a truly unique event dedicated to the men and women who preserved America's freedom by serving

our great country in time of war," stated **David Speaks**, Director of Community Relations for Speaks Chapels and chairman of the third annual event.

This year's program featured the premier showing of "Korea, The Forgotten War". This film is eighth in Cappelto's series of documentaries, all of which include stunning accounts and gripping stories as told by veterans of World War II, the Korean and Vietnam Wars. These unique and compelling films are historically important as America's generation of war veterans are dying every day. While the audience included veterans from all these wars, approximately 30-40% of those in attendance were Korean War veterans.

CONTINUED ON PAGE A16

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Austin & Bell Funeral Home purchases New Eagle Coach



SPRINGFIELD, TN— Jones Coach Sales congratulates Bob Bell of Austin & Bell Funeral Home in Springfield—the oldest funeral home in Tennessee—upon the delivery of their new 2008 Eagle Cadillac Funeral Coach.

Saber Management celebrates the Fourth with donation to Operation Homefront



(L to R) Charlie Rouse (Saber), Megan George (Operation Homefront), David Sullivan (Saber), and Damon Melcho (Saber).

FT. CAMPBELL, KY— Saber Management, LLC and Operation Homefront-Kentucky/Tennessee announced a new charitable partnership to benefit military families in Kentucky. Saber Management, LLC, a privately owned cemetery and funeral home provider serving Kentucky, Illinois and Missouri, launched the partnership with a \$10,000 donation to Operation Homefront. The nonprofit organization provides assistance to troops, military families and wounded warriors.

Saber Management presented Operation Homefront with the check at Saber's annual conference in Indianapolis this weekend. In addition to the initial contribution, Saber Management will make a memorial donation to Operation Homefront for every qualified Veteran served by a Saber location. "We work with a large number of military veterans in the State of Kentucky, Illinois and Missouri," said David Sullivan, President of Saber Management. "Our company wanted to find a way to honor these men and women for

their sacrifices and for serving our country."

Operation Homefront is one of the largest, national nonprofit organizations dedicated to assisting families of deployed service members and wounded warriors. "This partnership will allow Operation Homefront to meet the critical needs of military families," said Megan George, President of the Kentucky/Tennessee Chapter. "Saber Management's support will literally allow us to keep the lights on and food on the table for our families in need."

Saber Management LLC of Kokomo, IN, is a privately owned operator of cemeteries and funeral homes. David Sullivan, President, founded Saber Management in 1998. Saber Management was named the fastest-growing private company in the Indianapolis area by the Indianapolis Business Journal in 2001 and was a finalist for the 2002 Indiana Heartland Ernst & Young Entrepreneur of the Year Award. Saber Management currently owns 23 cemeteries and funeral homes in Kentucky, Illinois and Missouri.

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The Gift of Aftercare

By Sherry L. Williams

Here we go again, it seems that we just took down the tree and put away the holiday decorations and at the time of this writing there are only 125 more shopping days until Christmas. I know it is hard to believe. It seems that time is passing at a more rapid pace than ever before or perhaps it is the perspective from which we view our lives. Regardless of the circumstances, it is time to prepare for the kind of holiday programs or gifts you will be using for the families you serve, the clergy and your community.

After 24 years of doing Holiday programs, I am hearing from clients and other funeral directors that programs are being done by everyone in their community. I am hearing that churches, hospitals, hospices and other groups are all doing their own memorial programs. While this may be true, I am also aware that attendance at these programs is getting smaller and smaller. The reason for this is twofold. First, there are so many different programs in such a short time that the attendance

is spread over the number of programs available. Second, many of these programs are just for the sponsoring agency and people they serve.

As you think about holiday programming this year, why not contact your local hospice, hospital, support groups and the churches you work with and agree to sponsor one big program that can be held at a central location. This can be a joint sponsored event which will decrease costs and workload for every agency or business involved. You can share expenses such as speakers fees, advertising costs, refreshments, any hall rentals necessary in addition to spreading the work load around by assigning tasks for each agency. For instance, you might agree to pay for the speaker, and let the other agencies handle things like producing publicity pieces, invitations, ads, public service announcements, etc. One group can handle the refreshments. One group can handle decorations. One group can do the mailing of the invitations. Each group can set up a display that provides information about the services they provide and you might even invite support groups or special groups that serve the people attending the program make it like a senior or health fair display before and after the program.

When considering your speaker and program, I strongly recommend that your program include information about grief, why it seems more intense during the holidays and then

how family members and friends can cope with that grief. It is also important to let them know how to create new and meaningful rituals that include the memory of their loved one and end with some sort of candle lighting ritual at the end. If you stay away from religious programs, you don't have to worry about denominational differences.

Don't cop out to the excuse that everyone is doing it. Find a way to do it bigger and better for everyone so grieving people get the help they deserve during the holidays and so every agency involved gets the best bang for the work and dollars they put into the program. This could become a big annual community affair and you could be just the person to become the catalyst to make it happen.

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

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

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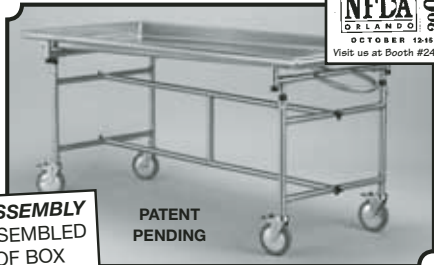
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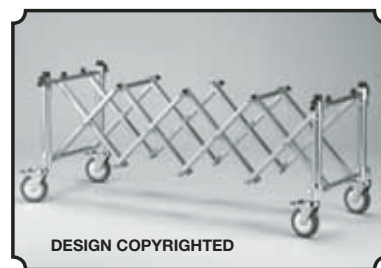


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New Preparation Room a Dream for Lewis & Ferguson Funeral Home



Foot-end View of Preparation Room

SANDY HOOK, KY— A state-of-the-art preparation room for **Lewis & Ferguson Funeral Home** in Sandy Hook, KY, was the dream of **Mark Lewis** when he called on **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists, to guide him through the process.

He is the fourth generation of his family to be involved in funeral service. His family has been proud to serve the community of approximately 7,000 residents from its facility at Hwy. 7 and Hwy. 32 since its inception in 1948. The new preparation room and dressing room would bring it up to the standards of OSHA compliance and efficiency that Mr. Lewis desired.

As he began consulting with DST, it became clear that two areas of the project would be paramount—the need for a new ventilation system and completely new cabinetry to replace the no longer suitable wood cabinets.

CONTINUED ON PAGE A12



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Time to Kick It into Gear! Still Time to Attain Your 2008 Sales Goals

How are your pre-need sales this year? Are they on track with where you want them to be? Are you behind your annual sales goal and need to play catch-up? Rest easy, because some of the best selling months of this year are straight ahead. August through November is historically some of the best months to reach prospects and help them pre-arrange and/or pre-find their final arrangements.

If your sales, thus far this year, are not where they should be now is the time to make the necessary adjustments to get things back on track. Before heading off doing the same things that got you this far, it helps to know where you've been this year and how things performed and/or didn't perform. Identify which processes worked well and which didn't. Was your marketing effective? Are you speaking with enough sales prospects each month or do you need considerably more people to speak with? Does your sales presentation need improvement? Have trouble handling consumer's objections? Are your lead generation efforts working effectively? Trouble setting telephone appointments? Make sure you look at everything you've done in the past and evaluate it objectively. Whatever is not working for you, change it! Do something different. Seek advice or additional training from those you respect in the profession

who can help you improve your sales skills, prospecting, telephone and lead generation efforts.

Develop action steps to reach each goal. Identify the steps that are necessary for you to take to reach and accomplish each goal and objective you set for yourself at the beginning of the year. Are all the steps you outlined being accomplished effectively? Do they need improvement? If it was important enough for you to outline them at the beginning of the year, are you following through with what you said you would do? Perhaps you have let a few things slide, because they are too difficult and/or you simply are afraid to try them. Cast aside the things that hold you back and move boldly forward with your goals and objectives. Let nothing (including yourself!) stand in your way.

Create a monthly action plan. Based on your priorities, come up with a written action plan for each of the remaining months this year. Schedule a timetable for each step and stick to the plan. Regardless of what comes your way, make 100% sure you accomplish everything on your plan every month. If it was important enough to put on your plan, it's important enough to accomplish. No excuses!

Are you communicating with your clients as effectively as you could be? Communication is the most important tool in effective selling. You must be able to listen and determine your prospective customer's needs and feelings, as well as convey information about your product or service and how it will serve the customer. Be a "people person" — make sure that you build a good rapport with customers. Develop your questioning skills.

Be confident. You must have confidence in yourself and in your funeral home to instill confidence in the customer. You can insure confidence by knowing your services and merchandise thoroughly and by knowing your own strengths and weaknesses. Present all your offerings with authority and enthusiasm. Learn from past mistakes and use them to your benefit.

Keep persevering. Remember that you have to kiss a lot of frogs to uncover the handsome prince. One of the qualities all successful sales people possess is the ability to accept rejection and move on—moving on, both in the sense of going on to the next customer, and in making repeat calls on prospects. (Remember the 80/20 rule) 20% of the sales force brings in 80% of the business. These are the people who don't give up too quickly. It takes a lot of

activity to generate a few sales. So put rejection in perspective and keep moving forward. Time is money, so don't waste it.

Follow-up. Follow-Up, Follow-Up. Don't forget the client after the sale. Thank them profusely and be sure they are happy. Remember that it takes about six times longer to get a new customer than it does to maintain a relationship and gain profitable sales recommendations and referrals with an existing one.

Highly successful pre-need sales professionals do the following:

- Don't take "no" personally or allow it to make them feel like a failure. They may be disappointed, but they're not devastated.
- Arrive early and stay late on the job most every day. They strive for excellence and allow nothing to stand in their way.
- Accept 100% of the responsibility for results. They don't blame the economy, the competition, the prospects they visit, their manager, their co-workers, or the funeral home they work for, for their sales lags. When the going gets tough, they work harder to turn negatives into positives.
- Exhibit high levels of empathy. They know how to properly respond to their customer's needs through utilizing the "discovery sales process."

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

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

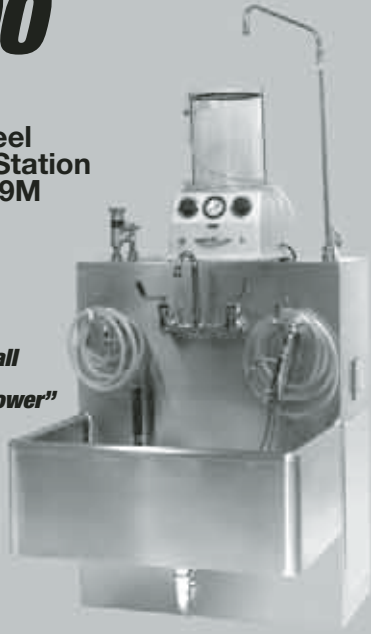
He has presented numerous continuing education, advertising, marketing and pre-need seminars to a variety of national, state and regional funeral associations. Chris can be reached at (800)331-6270 or ckuhnen@theoutlookgroup.com.

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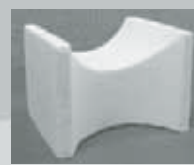
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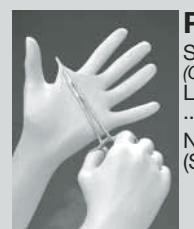
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Mourning Sarah Captures the emotions surrounding Preventable Newborn Death

WINONA, MS— Following repeated requests, **Theresa Vigour** was stunned to discover that the reason the hospital staff had not brought newborn *Sarah* to her for her first two feedings was that the baby's health was declining rapidly and critically. By the time for the baby's third feeding, she was already being taken by ambulance to a larger hospital for emergency treatment where she died as a nurse carried her into the hospital.

Released in the United Kingdom earlier this year, *Mourning Sarah* fuels the movement underway by group B strep organizations worldwide to educate and test pregnant women for GBS. Although testing is routinely done now in the United States, pregnant women can and do develop GBS before or after the test at 37 weeks gestation. That fact is still widely misunderstood or ignored. The consequences are not. Babies are still dying of group B strep infections.

ing ground for healthcare providers. It offers comfort to anyone who has experienced this saddest of losses, and education for loved ones who want to understand what a parent suffers after a child dies.



Author Makes Case for Group B Strep Testing and Shares Lessons from Her Newborn Daughter's Brief Life

With a journalist's eye for detail and a writer's ability to bring the reader into her life, she narrates the story of shock, denial, anger, despair and finally acceptance by weaving together the shattered pieces of her life. "In writing the book, I discovered connections with my mother, remembering when she lost an infant and a toddler. Grieving for a very young child then was a non-issue. I believe that invalidated grief is fatal to recovery. Everyone grieves, but not everyone recovers."

"I would hope that *Mourning Sarah* empowers women to expect and require the health care they deserve at any time but especially during childbirth and newborn death."

The story of Vigour's movements through her loss, and her testimonial example of compassion denied following newborn death is a lesson for all. Her book capably serves as a thoughtful tool for grief counselors and a profoundly honest train-

Theresa Huttlinger Vigour is a freelance writer, adjunct instructor of English, and a creative writing teacher. She has a bachelor's degree in journalism, a master's degree in English, and a master of fine arts degree in creative nonfiction writing. She is an advocate and lecturer for group B strep awareness and women's compassionate care during pregnancy, childbirth, and at the tragic loss of a child. A native of Alexandria, VA, she and her husband, Tom, live in Winona, MS, where they raised three daughters—a lawyer, a pediatrician, and a chemistry teacher. *Mourning Sarah* is available at amazon.com.

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For Keep Sakes

By Adrienne Kalmes

Lighting the Way: Candle Keepsakes Bring Comfort

Before a pyramid would be sealed, torches were lit in the maze of passageways. Oil pots were kept filled near the sarcophagi of the ancient Greeks and in the columbaria niches of old Rome. Eternal lights flicker today in the darkness of many cemeteries. People have long used light to pierce the darkness and mystery of death...

The response to light and dark is deeply encoded in the human psyche. Light fuels crops. The en-light-enment resulting from education fuels our minds. The differing lights of a dazzling winter morning or a beautiful spring sunset fuel our spirits. Conversely, darkness, as the absence of light, is associated with ignorance, obscurity, secrecy, gloom and, ultimately, death. As we grow in wisdom, humans begin to see that both light and dark are really much more complex continuums: too much light

can blind us as badly as the pitch of night, and darkness can be soothing by removing distractions and giving us pause to rest. To a great extent this human response to light and dark explains why they are such powerful symbols in our funeral rituals—both public and private.

The importance of light and dark was recently brought home to me. I attended a memorial service for a young woman whose heritage included Cherokee and Scottish ancestry. She was also Southern Baptist. Her family, wanting to make the memorial service a reflection of her life, planned an outdoor service on one of their daughter's favorite nights—the night of the Strawberry moon (the full moon in June, that marked the strawberry harvest). Family from around the country, the minister and friends from church gathered on the banks of a favorite river near her home at sunset. Prayers, songs, and testimonials hung in the air as the soft fading light seemed to signal her final passing. As it grew darker each of us lit the candle we had been given. These small lights pierced the growing darkness, but quickly were paled by the rising of the full moon, which shed its beautiful, yellowy light on all. I still get chills thinking about it. I took that candle home and put it in a holder promising myself to pull it out each June and light it on the night of the Strawberry Moon in honor of young Stacci.

So what does all of this have to do with keepsakes? Candles can be an easy and affordable keepsake for most families. They are essential elements in the grieving process of some cultures. Today's synthetic and faux flame varieties remove many of the obstacles of using candles as part of a wake or memorial service or a holiday remembrance gathering. A number of manufacturers offer personalization of candles

with flowers from the casket spray, photographs, and favorite poems, scripture passages or sayings that greatly increase their value as keepsakes. A funeral home interested in this aspect of human response can easily include some form of candle keepsake into their regular offering to families, no matter whether they will be used at the funeral home, at the graveside or memorial service, or at home on anniversary or other special dates when families recall the life of their loved ones.

To find the right candles for your families, service providers can look at the many manufacturers that supply funeral homes (ads in industry publications and exhibits at state conferences) as well as the artisans in your own communities.

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

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

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

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



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Veterans & Family Memorial Care rolls out "Free Veterans Burial" Registration

SANIBEL, FL— Veterans & Family Memorial Care, a division of ValMark Memorial Group Inc., announces the launch of the nation's only Pre-Need Burial Registration Program for Veterans, their

spouses and dependent children. This program enables veterans to take advantage of their most last-advantage benefit from the VA, free burial in a national cemetery. A survey by the Department of Veterans

Affairs says that over one third of the nation's 27 million veterans do not even know about the national cemeteries.

Mark Davis, President and CEO of Veterans & Family Memorial Care said, "Our mission is to educate and inform veterans and their families about the free burial entitlements guaranteed to them by the VA." Taking advantage of the free burial program saves families thousands of dollars on final arrangement expenses. The VA prepares the gravesite, carries out the burial, furnishes a headstone or marker and a flag and provides perpetual care. The VA does not provide funeral arrangements, transportation or military honors, and graves cannot be reserved in advance through the VA.

Hundreds of veterans nationwide have taken advantage of VFMC's Free Burial Registration Program and the numbers are growing daily. Once a veteran registers online with VFMC, the information regarding the veteran is immediately forwarded to the VFMC Certified Funeral & Cremation Provider in their area in the form of a Pre-Need Lead. The VFMC Provider contacts the veteran or family member in order to record their

final arrangement wishes to ensure that burial will take place in the closest national cemetery. Of course the VA does not provide the funeral arrangements which are required to carry out their wishes. "These are the highest quality pre-need leads in the industry," said Mark Davis, "The dollars saved on the burial side are often spent in the funeral home on better merchandise and service selections."

Certified Veterans & Family Memorial Care Providers are all family owned and operated funeral homes, not direct disposal services or cremation societies. They have deep roots in their community and are selected for their high ethical business standards and integrity. These premier firms are branding themselves as "The Veterans Funeral Home" in their community. In keeping with that theme VFMC has recently changed its URL to www.VeteransFuneralHomes.com.

Family owned funeral home owners interested in branding their firm as "The Veterans Funeral Home" by becoming the "Exclusive" Certified VFMC Provider in their community should either visit www.VeteransFuneralHomes.com or call Toll Free (866) 770-6791.

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Legal Speak

By Atty. Harvey I. Lapin

Procedures for the Identification of Human Remains?

The author recently made a presentation to the students attending the Cremation College at the ICCFA University Program in Memphis Tennessee on the subject of Avoiding Cremation Liability and Litigation. During the presentation, the subject of identification of human remains was covered.

The author also repeated the statement made during other presentations on Avoiding Funeral Home and Cremation Liability that "Cremation at the present time is not reversible." Most other forms of the disposition of human remains may be and as a result a mistake in the identification of the human remains possibly can be corrected. A recent situation at Mt. Auburn Funeral Home and Cemetery in Stickney, Illinois illustrated this difference. The survivors informed the funeral home while viewing the remains of their Grandmother that it was not her remains. The funeral home investigated and confirmed it was true. The grandmother's remains had been buried in the cemetery the day before and the remains in the casket were supposed to have been buried. The first family did not notice that the remains were not their love one. Even though, the media reported the situation it appears that Mt. Auburn's personnel handled the situation in a fashion where everyone was satisfied. However, this option is not available when human remains are cremated. Accordingly, it is imperative that the necessary steps are taken to assure that the human remains have

been correctly identified initially and continue to be identified during the whole process.

At the present time, the most litigated subject involving the industry concerns misidentification situations. It is therefore very important that industry members either take the necessary steps themselves if they are directly involved in the initial identification process of human remains or confirm that those they deal with who are directly involved take the necessary and prudent steps.

The excellent resource book "Traversing the Minefield" by my good friends Michael Kubasak and William M. Lamers, Jr. M. D. summarizes the current means for verifying identification of human remains as follows:

1. Visual Recognition;
2. Using a photograph, either supplied by the authorizing agent or taken with the permission of that agent;
3. Matching physical characteristics (scars, tattoos, deformities, etc.)
4. Fingerprint comparison;
5. DNA Analysis; and
6. Dental Record comparison;

The last three methods would probably only be used by government officials or professionals in connection with a difficult situation, so as a practical matter industry members would only be using one or more of the first three methods in the usual case.

Visual recognition is usually used, but it is very difficult for most people to identify the remains of a loved one. It is very important that some member of the family or an appointed representative do the visual process in a careful and dignified manner. The location for the identification should be a separate area in a facility that is maintained in a clean condition. Remember that most people are not used to viewing human remains and especially those of a loved one. Any steps that can be taken to simplify the process will be appreciated. However, the purpose is to in fact identify the remains, so it is important that the industry member is in a position to be assured that a positive identification was done. If there is any doubt that the designated person did confirm the identification, then additional precautions should be taken.

There are concerns in using the other two customary

methods that will be discussed in future columns. However whatever method is used, it is important that the authorizing agent execute a Release, Confirmation, Hold Harmless And Indemnification Form that confirms the identification, indicates the means it was done by and protects every member of the industry that will be involved in the process. If you do not have a form of that type, purchase a "Release Kit" from CB Legal Publishing Corporation that contains that form and other useful forms. See the following contact information to obtain ordering information.

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

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

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

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

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

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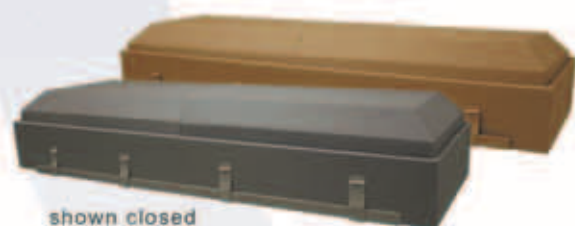
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New Preparation Room a Dream for Lewis & Ferguson Funeral Home

Continued from Page A6

To meet OSHA standards for air quality, DST supplied their exclusive PrepAir system. Mark Lewis comments that it is a dream, and "why didn't I do this years ago?" He greatly appreciates the absence of fumes and odors, plus reduced operating costs from the system's energy saving properties. "Life is easier now," he says. "It's the difference between daylight and dark."

To accomplish the second major renovation, DST designed completely new custom cabinets with solid surface countertops that are moisture and stain resistant, adjustable cabinet shelves for flexible storage and convenient instrument drawers. Extra deep wall cabinets provided maximum storage capability. Custom acrylic accessories completed this part of the installation.

Much of the foot-end equipment that adds to a successful work flow, such as water control units, morgue table receptors and trocar wells, were designed and manufactured by DST.

Another benefit on Mr. Lewis' list of highlights in the two-station embalming room and separate dressing room is a body lift to reduce the physical strain as he works.

Construction took longer than normal as Mr. Lewis chose to act as his own general contractor. He employed three skilled local tradesmen, Curtis Howell, Chris Howell and Toby Roe, who worked after their usual business hours. "It was an 'experience'," he recalled, "but the thoroughness of the DST master plan gave us good direction."

In the end, Mr. Lewis speaks proudly of his new room that the state inspector calls "the best or equally best in the state of Kentucky".

Mark Lewis followed in the family footsteps beginning with great-grandfather **William M. Ferguson**, grandfather **John N. Ferguson**, and finally his mother and father, **Mynea E. Ferguson Lewis** and **James E. Lewis**. James Lewis had changed careers to become a funeral director when he met and married Mynea Ferguson. **Teresa K. Triplett Lewis**, herself a funeral director, works with her husband, Mark.

Mark Lewis serves as Elliott county coroner, is a fire captain with the local volunteer firefighters, and a member of the Chamber of Commerce.

Observations

By Steven Palmer



Preneed and Thee

Preneed is the bane, yet the manna, of funeral service. In its roller coaster relationship with the average funeral director, this friend is sometimes an enemy, but an enemy we need, we fully exercise, yet we curse its existence.

Its evolution has made us change our thinking and strategic planning. The journalist/essayist Christopher Morley put it well, "It will be a shock to men when they realize that thoughts that were fast enough for today are not fast enough for tomorrow. But thinking tomorrow's thoughts today is one kind of future life."

To survive this future life, we must consider where preneed came from, why we need it and how it will serve us, save us or sink us.

Roman General Marius (155-86 BC) might have overseen one of the first prepaid funeral plans. This in-law to Julius Caesar, Marius opened the army to anyone who was poor, but fit and willing to fight. Marius created a "burial club" where members regularly donated to pay ahead for the funerals of a member's death. Many other organizations were formed with similar purpose.

Fraternal insurance proliferated and grew as immigrants and lower wage workers tried to protect their families. Burial clubs became burial societies as each group tried to cover funeral expenses for fellow countrymen or fellow workers.

Funeral directors did not get involved early. Cemeteries and some forward thinking funeral directors tried such techniques as debentures.

Howard Raether, longtime National Funeral Directors Association executive director, had long warned about the danger of preneed and discouraged funeral directors away from it.

Preneed programs, preneed companies flourished and the funeral director was impressed with a product that would pay them (through commissions) to attempt to ensure future business. Companies and other motivated persons offered (by looking at commissions offered) to help present and secure future clients. The funeral director gladly turned over this burdensome, yet rewarding, work to sales teams who would contact as many individuals as possible, mostly through telemarketing. Many other suppliers of much needed product were doing the same and eventually the "no call" list was created, severely hampering these types of contact. Modern technology (e-mail websites, etc) has given some new avenues to those wishing to contact prospective families.

There have always been those less than scrupulous in any profession, but the changing tide of declining profits within funeral services and funeral director's salivating over large pools of captured preneed funds over the years has tempted some to criminal behavior.

This illegal activity of not directing preneed funds to their lawful destination or to the blatant coveting of funds has given prearranging and prefunding an ugly face.

Organizations such as AARP and the Funeral Consumers Alliance warn consumers against prepaying.

Any honest funeral director would want those who deliberately dip into prepaid funeral funds prosecuted to the full extent of the law. Funeral service and those funeral funding companies need to be vigilant and lobby for regulation to insure the integrity of prepaid funeral services.

It is a matter of trust.

Hardworking, self sacrificing individuals come forward to offer their money for the funeral service or

final tribute they want. The funeral director, historically, has always been a symbol of trust. When the time comes to honor that final tribute commitment, funeral service's reputation is on the line. Our future depends on that deliverance on the trust that was placed with us.

The funeral director must also depend on the funeral funding company to give the maximum return so that they may offer that final tribute as ordered and paid for.

The funeral director must also remember that this money paid is for that final tribute, not for extravagant administrative fees and high commissions.

Strategic planning may necessitate different plans of investment for different types of services requested. One company may not serve your entire purpose of preneed. You may not be able to guarantee all services as you have in the past.

It becomes time for collective research between funeral directors, funeral financing companies and outside advisors. When we are advised to have a majority ratio of preneed to at need services, it will take informed planning.

Your future depends on how you invest tomorrow's services today.

"The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making them, changes both the maker and the destination."

—John Schaar, professor and futurist

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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30,000th Free Bicycle Helmet from Flanner and Buchanan



Mayor Ballard places the celebratory helmet on eight-year-old Aubree Ballariel.

INDIANAPOLIS, IN— For a few years now, **Flanner and Buchanan Funeral Centers** has been donating free, top-quality bicycle helmets to children in the Indianapolis metro area. At this year's Minority Health Fair associated with Black Expo, Mayor *Greg Ballard* placed the 30,000th free helmet on one lucky child. The Indiana Black Expo is one of the largest minority events in the United States.

Mayor Ballard appeared at the Flanner and Buchanan booth at the health fair on the evening of Friday, July 18, and placed the celebratory helmet on eight-year-old *Aubree Ballariel*.

Becky Borel, long associated with this helmet give-away program, who works at the Washington Park North location, was on hand to welcome the mayor and distribute helmets to other children at the event. "It was a great honor to have Mayor Ballard give away the 30,000th helmet," said Borel. "We put so much of ourselves into making this program a success. To see the excitement in a child's eye when you put a new helmet on his or her head—that makes it all worth it. But to know that we have the support of our mayor is something truly special."

CONTINUED ON PAGE A28

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OSHA Compliance

By Gary Finch

six months to act, and that agency only dealt with the complaint in its aspect of how the funeral home employees were affected.

Meanwhile, employees were still breathing highly carcinogenic formaldehyde without protection, handling infectious waste without protection and disposing of biohazards into the common public garbage rather than utilizing a certified medical waste disposal pickup.

Could these employees have developed life threatening illnesses in the time it took for OSHA to respond? Yes. Although OSHA found the funeral home to be in violation of multiple laws it considered serious, the fines were so comparatively paltry that they would offer little to permanently discourage egregious behavior. A state sanctioned Board of Funeral Homes would act immediately, but since Colorado is the only state without such an entity, its people are in constant danger.

There was a time when we did a lot of these inspections. For some reason the safety people never volunteered to come along.

This initial post received three comments, from "OSHA Underground" readers.

1. Well duh. Of course safety people don't want to be involved. It's usually a health issue and current industrial hygienists are better off getting safety inspections in construction if they want to get promoted.

Construction is easier, quicker and by golly no sampling.

—Anonymous 1

2. The IH's in our office (5) haven't done but 3 samples for all of FY08 and haven't done many health inspections either.....So I'm not so sure I would be touting IH capabilities here at OSHA.

—Anonymous 2

3. IH is dying under the system of "just hurry up". Does anyone care if we sample anymore?

—Kane

Gary Finch comments:

Kane refers to himself as a mortician. Colorado does not require a license for embalmers. Kane says he went from a Walgreen Manager to a funeral home manager and mortician. "I was embalming, cremating and arranging funeral plans in three days with absolutely no prior experience."

It was left wing politics that led to Colorado deregulating our industry. Now it is that same left wing that is horrified over industry abuses. Now that they are starting to see what their reforms have wrought, don't expect a "mea culpa".

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.

The following letter was written by someone named "Kane". It appeared in The Denver Post and later in a blog called "OSHA Underground".

Lack of funeral regulation in Colorado is horrifying.

As a former mortician working in the Denver metro area, I was witness to some of the most horrific and egregious actions imaginable perpetrated by the funeral home where I was employed.

Propelled by my conscience and with the encouragement of friends and family, I came forward to the district attorney with a lengthy laundry list of complaints. The District attorney, Mitch Morrissey, sent me a letter saying that nothing could be done. He added there were no laws on the books to protect Colorado consumers from the funeral industry.

By this time, having hit this brick wall, most grieving families victimized by the funeral industry would give up. Myself having hit the dead end, I had to do a lot of exhausting research to determine what regulatory agencies might be able to help. OSHA stepped up but took

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Art Pagel exhibits Horse Drawn Hearse at Funeral Directors Association of Kentucky Convention



Randy and Jeanelle Halsey (Left) with their son Ryan (Right) stand proudly with their restored Cunningham horse-drawn hearse.



Ryan Halsey takes the reins, under the watchful eye of Danny from Lexington Livery, for a short ride.

SAUKVILLE, WI— Art and Janice Pagel exhibited their restored Cunningham horse drawn hearse at the *Funeral Directors Association of Kentucky Annual Convention*. The hearse was sold to Randy, Jeanelle, and Ryan

CONTINUED ON PAGE A18

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Speaks Family Legacy Chapels sponsors 3rd Annual Veteran's Program

Continued from Page A2



David Speaks, Director of Community Relations for Speaks Chapels, chaired the third annual Speaks "Lest They Be Forgotten" Veterans Program.

In addition to Cappetto and David Speaks, speakers included *Dr. Michael Devine*, Director of the Harry S. Truman Presidential Library & Museum; **Brad Speaks**, President of Speaks Chapels; and *Gregory Edwards*, Director of the Center for the Study of the Korean War. The colors were posted by American Legion Robert L. Clore Post #189.

In welcoming the audience, Dr. Devine stated, "The Korean War was known as the forgotten war because it came just five years after World War II, America's greatest war, and a few years before the Vietnam War, America's longest

CONTINUED ON PAGE A27

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Dyer-Lake Funeral Home and Cremation Services Notable Events

Continued from Front Page



Staff members were awarded a Caribbean Cruise as part of the firm's "Cruising Beyond Expectations" incentive program.

NORTH ATTLEBORO, MA— Dyer-Lake Funeral Home and Cremation Services in North Attleboro, recently donated a Chevrolet Venture Van to the *Helping Hands of America, Inc.* to be transferred to aid a non-profit local organization. *Coastline Elderly Services* was awarded the vehicle to assist in the delivery of meals-on-wheels. According to **Michael S. Lake**, co-owner, of Dyer-Lake Funeral Home, this demonstrates his firm's commitment to the community and the organization's mantra of subscribing to a philosophy of service to the community for the betterment of all. "It is our hope that the vehicle will provide the necessary transportation to feed dozens of local residents each and every day. In such tough economic times, it is with pleasure that we can bring such necessities as food to needy individuals whom, without such

transportation and lack of volunteers, may go without."

In additional news staff members were recently awarded with a 7-night/8-day vacation aboard the Royal Caribbean's *Liberty of the Sea* that cruised throughout the Western Caribbean as part of the firm's "Cruising Beyond Expectations" incentive award program for 2007. This program recognizes employees for their commitment to the firm, the community and the families Dyer-Lake is privileged to serve.

Timothy R. Nay, co-owner of the Dyer-Lake Funeral Home spent the week of July 4th trekking to the summit of Mount Kilimanjaro, one of the world's largest volcanoes, in the East African country of Tanzania. The multi-day trek led him to reach Africa's highest point and the highest free standing mountain in the world.

Artistic Expressions is proud to introduce

The Funeral Directors' Tribute



The Funeral Directors' Tribute, the first in a series of prints dedicated to various professions, is a collage of detailed, hand drawn, graphite images by nationally known artist Don Ricchio. It depicts various aspects of funeral service from the past to the ever-changing present.

The Funeral Directors' Tribute would make a beautiful addition to your funeral home or office. It makes a wonderful gift for employees, and the print would be especially appropriate in recognition of career milestones.

The Funeral Directors' Tribute is printed on heavy fine art paper, double matted to fit a standard 18" x 24" frame, and signed by the artist. Each unframed print is available for \$125.00, which includes shipping and handling.

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Art Pagel exhibits Horse Drawn Hearse at Funeral Directors of Kentucky Convention

Continued from Page A15

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Halsey, of Herald & Stewart & Halsey Funeral Home in West Liberty, KY and the Menefee Home for Funerals in Frenchburg, KY. Comments from fellow funeral directors ranged from "beautiful," "magnificent," and "gorgeous," to "excellent workmanship" and "the finest I have ever seen." Art Pagel commented, "Funeral directors are a great bunch of people—very friendly and usually with a dry sense of humor. We were told some great stories of some of the antics done by fathers and grandfathers, in the horse-drawn era."

The day after the convention, the Pagels loaded the hearse and headed to Lexington, KY to take some photographs. "We had contacted Danny, of the Lexington



Art Pagel takes a rare turn at the whip.

CONTINUED ON PAGE A25

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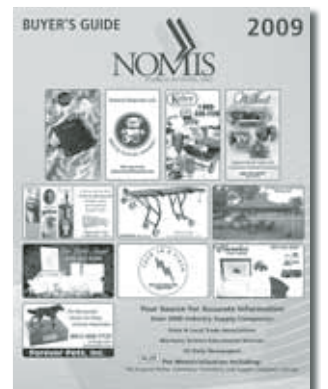
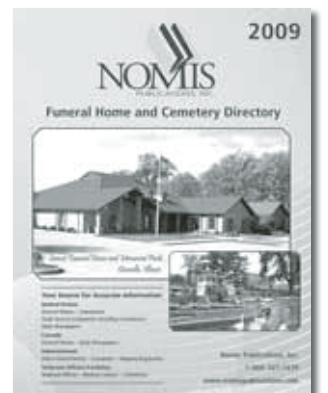
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- 8" casters, all with locking mechanisms.

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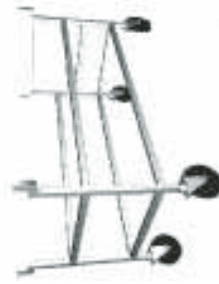
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 Height: 1.75 inches
 Width: 23 1/8 inches
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 Design Load: 500 LBS.
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STANDARD CARRIER



CAT NO. 90-0540
 Size: 80" x 30" x 34" high
 With tray
 Weight: 125 lbs.
 Design Load: 500 lbs.
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STANDARD FEATURES:

- Fabricated from 1-1/2 inch square, 11 gauge, 304 stainless steel tubing
- Stainless steel has a grained finish and all welds match adjoining surfaces
- 8 inch casters, all with brake mechanism
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 Height: 42 - 68 inches
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CAT NO. 90-0904

Length: 86 inches
 Width: 38 inches
 Height: 84.3 inches overall
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 Door: 27 inches x 53 inches
 Temp: 39 degrees F

Sale Price \$4,795.00 /EA

Design Features:

- Unit ships fully assembled, simply plug it into an outlet and the unit is operational
- Available in 115/1/60 Volt
- Exterior balance- 20 gauge stucco embossed aluminum
- Interior walls/ceiling - 20 gauge stucco embossed aluminum
- Interior floor - 14 gauge smooth aluminum
- Insulation: 4 inch injected polyurethane insulation (no foam or wood)
- Heavy-duty chrome plated hardware for long lasting use
- Includes thermometer, light switch, vapor proof light fixture
- Provided with three interior roller racks and HD plastic body board
- Racks are removable for easy cleaning
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11-704	Large	8.75
11-706	X-Large	9.75



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11-716	X-Large	3.25
11-718	XX-Large	3.75
11-719	XXX-Large	4.95



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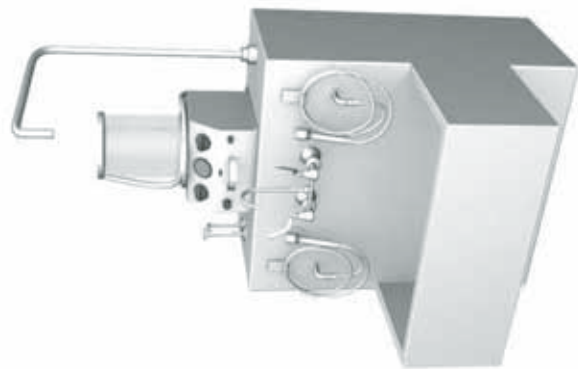
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 Plumbing: Plumbing specs by request
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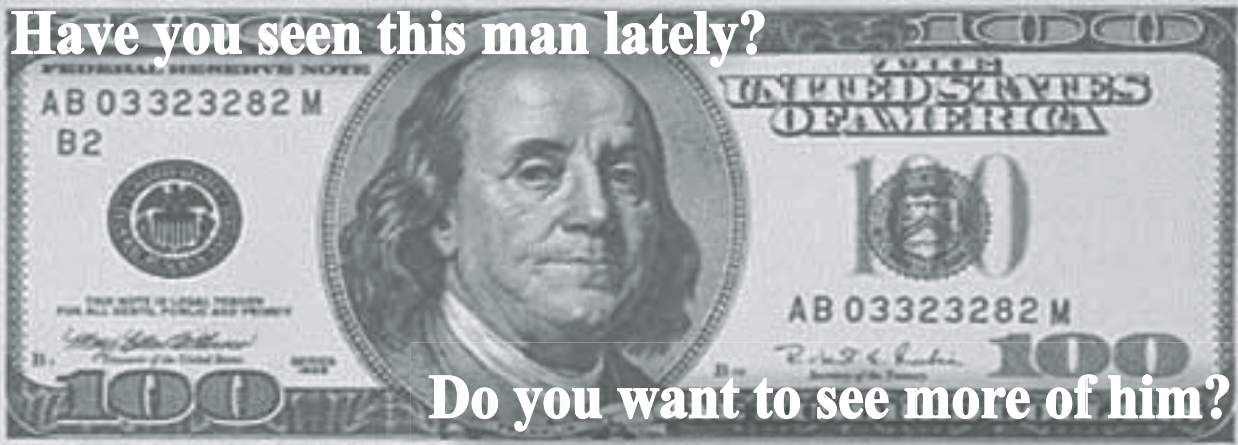


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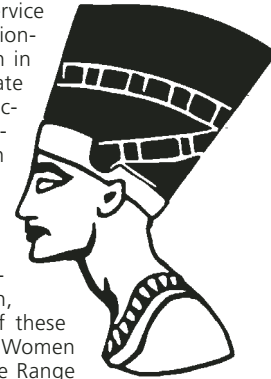


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Women of Distinction

The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service profession, women are at the forefront. Many of these women were honored as 100BWFS Women of Distinction, receiving the M. Athalie Range Trailblazer Award. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to www.100Blackwomenoffuneralservice.com or email Hundredbwfs@aol.com.



Evelyn E. Syrie and Gladys Edwards Wallace

In 1969, **Evelyn E. Syrie** of Lafayette, LA embarked on a 30 year teaching career. Upon her retirement from teaching in 1999, she joined her siblings in the funeral business, **Syrie Funeral Home** of Lafayette, which was founded by her father, **Carol Syrie, Sr.** Her first position was as secretary and bookkeeper of the Syrie Corporation and Funeral Home. After completing her internship and obtaining her funeral directors license in 2001, Evelyn began her second and much loved career in funeral service.

As executive secretary of the *Louisiana Funeral Directors and Morticians Association*, she has represented the group by serving on the *Delgado Community College* Funeral Service Department Board of Advisors and the Louisiana State Board of Embalmers and Funeral Directors Special Committees. Those committees are Pre-Need and the Funeral Rule. She is also a proud member of the *Southwest Funeral Directors and Morticians Association*, Progressive Baptist Church, and Alpha Kappa Alpha Sorority, Inc. Evelyn is truly a lady who gets things done in funeral service.



Evelyn E. Syrie

Gladys Edwards Wallace of Broadview, IL, was elected National President of the *Ladies Auxiliary of the NFDMA* at their 66th Annual Convention because of her exemplary service in the funeral business. She and her beloved husband **Vernon Wallace** own and operate the **Wallace Broadview Funeral Home** in Broadview, outside of Chicago, where she serves several roles as co-owner, pre-need counselor and licensed insurance producer for the state of Illinois. They purchased Wallace Broadview Funeral Home in 1992.



Gladys Edwards Wallace

Gladys states, "We attribute our success in the business by putting God first in our lives, and running our business on the Doctrine of God and Faith. We are blessed with a capable and wonderful staff. Because of our community involvement, educational outreach and aftercare, we are blessed with repeat families. They come back because of the dedicated service we render in both their time of bereavement and after the friends have gone and they face the realities of everyday life. I've learned a lot in 44 years of marriage."

Gladys is a former Woman of the Year for the Ladies Auxiliary and was recently inducted into the John Marshall Hall of Fame. She is an active member of St. Joseph Missionary Baptist Church, where she serves as vice president of the Usher Board, vice president of the Busy Bee Ministry, a member of the Mission Ministry and served on the 50th Church Anniversary Committee in 2005. Gladys is very proud of the Annual Memorial Scholarships she provides for funeral service students through the funeral home.



Cremation Issues and Answers

By Ronald Salvatore



Thermocouples (Part 2)

As explained last month, when a thermocouple fails the temperature controller will show 2424° F, or *snssr* depending upon the type of controller. A failure trips the high temperature limit switch shutting down the cremator automatically and the cremator cannot be operated until the thermocouple is replaced. It's important to have at least one spare thermocouple on hand at all times. Thermocouples come in different lengths and some cremators have two. Consult your equipment manufacturer for information on which thermocouples to stock.

Checking and replacing a thermocouple is very simple:

1. Check that the wiring from the thermocouple to the temperature controller is tight and that no wires are touching. Wires that are touching grounds out the thermocouple causing the controller to register 2424° F, or *snssr*. You do not need to shut off the power to check these wires.
2. Loosen, do not remove the two screws on the cap of the thermocouple assembly, and twist the cap counterclockwise to remove it. Check that the yellow wire is firmly connected to the positive terminal and the red wire is firmly connected to the negative terminal. A + sign is etched into the insert for the yellow wire.

3. Note: wear high temperature gloves if the cremator has been running as the thermocouple gets very hot. If the wiring is ok, remove and inspect the thermocouple assembly. Disconnect the yellow and red wires inside the thermocouple cap. Then disconnect the conduit and pull the wires back with the conduit. Use a crescent wrench to unscrew the entire assembly.
4. Inspect the ceramic protection tube for ruptures or cracks, and check that the rounded tip is not burnt or damaged. If the tube seems in order, the problem is most likely the element.
5. Loosen the remaining screw that holds the thermocouple element within the tube and remove. Most often heat will damage the weld at the tip of the element. Look for cracking or separation points at the tip of the element. Even a hairline crack can render the element unusable. You should also look for any broken beads that separate the two dissimilar wires.
6. Install the new thermocouple assembly by reconnecting the wires as described above, and reconnect the cap.

Upon replacing the defective thermocouple, the readout on the temperature recorder should indicate proper chamber temperature.

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.

Reeder-Davis Schindler Funeral Homes celebrates 100 Years in Northeast Texas

Continued from Front Page



Early Photos of the Reeder Store in Hughes Springs. Jim Reeder stored caskets behind the second floor banister.

Reeder changed partners a few times through the years, and his longest-running partners were his son-in-law and daughter **Charles** and **Leita Reeder Davis**. After Reeder's death in 1967, Davis incorporated the family business and re-named

it **Reeder-Davis Funeral Home, Inc.** as it remains today, now under the third generation of Reeder family ownership: **Lyle** and **Betsy Davis Schindler**.

Reeder became well-known in the area for his retail business. **CONTINUED ON PAGE A30**

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Notes on "Surviving the Death of a Child"

By Todd Van Beck



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Compare today with 1900.

In 1900 children were expected not to survive birth, and even the mother's life was suspect of being destroyed in the process. Today however children are not supposed to die, and most do not—Thank God—but still hundreds of children die every day.

The Problems:

1. It reverses the "natural" order to things. Children are supposed to survive their parents
2. The guilt issue looms high on the horizon because children are so helpless and to be cut down by death so young is heartbreaking.
3. All the hopes and dreams of the parents for the child evaporate.

What do I say?

1. Tell them honestly how you feel. If you feel a loss of words tell them.
2. Be humble and gentle.
3. Remember nothing said in word form will change or alleviate the situation.
4. The truth is life will never be the same again.
5. Do not try to be profound; even Billy Graham said he was at a loss for words when he was confronted with a child's death.



Todd Van Beck

What about the other children?

1. It is true that children are stronger than adults give them credit for.
2. Tell the children the truth.
3. Truth is your ally.
4. Children have built in lie detectors and they can sense and feel when things are being kept from them. They want to be included.

Things to be sensitive to in dealing with children:

1. A child's attention span is not as long as an adult's.
2. Remember to treat the child as normally as possible.
3. Do not allow the child's life routine to be interrupted as to make them feel insecure. Get up at the same time, eat at the same time etc.
4. Be sensitive that a child's reaction to death is on a different level of complication as is an adult's—example: a child might actually be relieved that a sibling has died so that they will not have to share a bedroom.

Value of Rite, Rituals and Ceremonies:

1. When words fail people use rituals.
2. Rituals are actually the language of most children—we call it Play.
3. Encourage the family to hold the dead child, comb the hair, help dress the child—if they wish.
4. Encourage the siblings to draw pictures and help describe their feelings.

NO ONE IS PERFECT:

Remember going through the process of grief is more important than going through it perfectly. Go easy on everybody for everybody is basically in the same boat. Let mistakes go and do not make a big deal about what this person said or did.

Should children go to funerals?

Yes, if they want to. No if they protest. Remember children love to be involved with family happenings whether they understand all the nuances of

CONTINUED ON PAGE A34

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FUNERAL HOME & CEMETERY NEWS



Prelude to the Science of Embalming (Part 37)

By John A. Chew

Prelude to the Science of Embalming has reintroduced and demonstrated the effectiveness of the step-up methodology of embalming. Ten bodies, all refrigerated for ten days, were prepared under controlled conditions using a 30+ index concentrate of arterial fluid. The variable factors considered were age, weight and cause of death.

The purpose of the test was to return to basic preservation and chemical containment within the tissue to meet the needs of the funeralization process. With sound preservation, the art and science of embalming becomes the central catalyst for body presentation.

The presentation of a clean, sanitized and well-groomed body meets the sociological and psychological needs of the bereaved family (grief work).

This is the primary function of the funeralization process.

Step-up methodology is based on the use of controlled dilution factors which provide the greatest saturation and depth preservation without the walling off effect. Concentration above 1% will create the walling off within the arteriovenous network.

This micro anastomosis between the arterial and venous networks is compromised by astringent chemical reactions which actually cauterize the micro networks preventing total chemical containment.

The human vascular system is made up of 60,000 miles of vessels which equates to two and a half times around the circumference of the earth. To accomplish total saturation and distribution restricted drainage is necessary.

Chemical manufacturers seem to have created standard formalin guidelines in order to accomplish preservation. The difference is special purpose supplemental proprietary combination of chemicals contained within each concentrated formulation.

To simplify the concentration, I use what I call the Rule of Six which can be applied to all arterial fluids. This provides a base for determining the actual step-up injection strength

The Rule of Six concept deals strictly with the amount of 100% formalin in each 16 ounce bottle of initial arterial concentration. The predetermined concentration is the embalmer's decision. This overall conclusion should achieve maximum containment and preservation.

Containment of the arterial formulation within the tissue at the cellular level creates an inert medium which is biodegradable and protects the environment.

In summary the Rule of Six is simple:

6X6 = 36 - equates to a 36 Index

6X5 = 30 - equates to a 30 Index

6X4 = 24 - equates to a 24 Index

6X3 = 18 - equates to a 18 Index

6X2 = 12 - equates to a 12 Index

6X1 = 6 - equates to a 6 Index

Hypothetically to make one 16 ounce bottle of a 36 index concentrate would equate out as follows:

6 ounces of stabilized formalin

X amount of proprietary additives

Vehicle to complete 16 ounces of concentrate

Prelude Thirty-Eight will deal with special terminal treatments associated with step-up methodology.

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.

Art Pagel exhibits Horse Drawn Hearse at Kentucky Convention

Continued from Page A18



Randy Halsey expresses his thanks and complete satisfaction to Art Pagel with a friendly handshake.

Livery Co., and a local photographer, and met them for some great picture taking. We hitched a pair of beautiful, well mannered white Percherons, wearing black funeral nets, to the hearse.”

After the picture shoot, Art “turned the reins” over to Randy Halsey, and they continued on to West Liberty, KY, where the hearse is on display at the Herald & Stewart & Halsey Funeral Home. The Halseys said they were very satisfied

with the hearse, and the Pagels thanked the Halseys for their wonderful “southern hospitality.”

If you are looking for a

horse-drawn hearse, give Art Pagel a call at 262-675-6471. They will try to find something that meets your needs.

Shuler Funeral Home promotes Chae Trantham Davis

HENDERSONVILLE, NC—Shuler Funeral Home announces that funeral director Chae Trantham Davis has been promoted to the position of assistant manager. Davis joined the staff in May 2008. She is a native and lifelong resident of Henderson County.

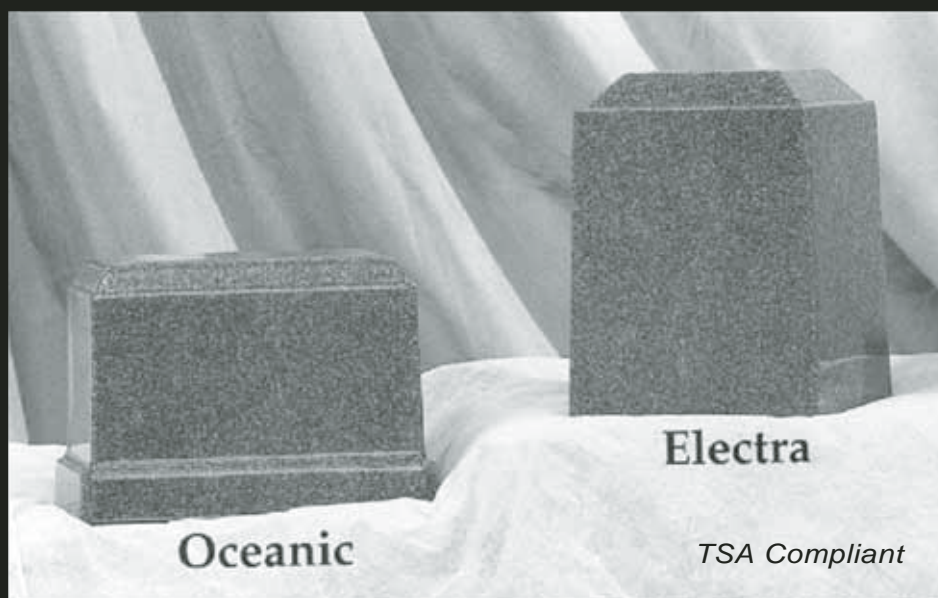
Davis began her career in funeral service while still in high school, working in the office of a local cemetery. A 1997 graduate of West Henderson High School, she graduated from Piedmont Technical Community College in Greenwood, SC, where she earned her degree in Funeral Service in 2000. She received her license in 2001.

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LAKEWOOD, NJ— When the fourth-largest open-space cemetery in New Jersey planned to add a columbarium, the project became an international endeavor. **St. Mary of the Lake Catholic Cemetery and Mausoleum**, in Lakewood, NJ, recognized that the increasing rate of cremation influenced their growth strategy. Their search for a company to design and install a columbarium, providing 356 niches, led them to **KMI Columbaria** in Kimberley, British Columbia, Canada.

KMI Columbaria was selected for its innovative engineered technology and its patented security system. Aluminum niches

with granite exteriors ensure a clean and dry environment with significantly more niche space than with conventional construction. KMI's process of assembling and installing on-site ensures maximum customization and minimized opportunity for damage. The niches are accessible despite the icy New Jersey winters.

Although St. Mary of the Lake turned to KMI for its technical expertise, they found the working relationship to be just as impressive. "The ease of working with KMI Columbaria was nearly

unheard of," notes **Erik Gross**, the director of St. Mary of the Lake. "Everyone created for us a rare experience: they were always knowledgeable, efficient and pleasant."

The design of the columbarium, in the shape of a cross, is both attractive and created to accommodate expansion. Plans allow for two additional cross-shaped columbaria, for a tableau that represents the crucifixion. St. Mary of the Lake commissioned the installation to accommodate the needs of its families. **CONTINUED ON PAGE A28**



Let's Chat

By Kristan Dean

that their loved one is remembered and celebrated. The ones people look to when they need to know what they can give that will bring comfort to another's heart.

Are you one of the leaders who can answer your communities need for comfort beyond the day of the service? Do you know: where the families you serve are in their walk with faith? How different faiths find comfort and mourn? What to suggest when a person is concerned about giving a gift of faith?

Are you able to offer people the perfect gift of remembrance? Do you have relationships with florists that you know are amazing, basket companies whose gifts bring true comfort, retailers that are able to provide that just right remembrance gift and sympathy card? Are you creating alliances with retailers, service providers, and manufacturers that will help you expand your ability to help those who want to reach out and bring comfort to others?

Let this column help. Over the coming months we will take a look at some of the most important comfort gifts seen at this summer's Gift Industry trade shows, explore the possibilities of alliance marketing, and introduce a manufacturer or two that would love to work with you. I look forward to your thoughts. Please give me a ring at 781-331-5308 or, if you prefer, email me at Kristan@mooneytunco.com.

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

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

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

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Speaks Family Legacy Chapels sponsors Veteran's Program

Continued from Page A16

war. But it was not forgotten by the veterans who fought, their families, and certainly not by the people of South Korea who lived through this terrible conflict."

Following the showing of the film, the Speaks family presented an American flag which flew over the Capitol Building in Washington, DC to Edith Long. Ms Long is the sister of Sgt. Charles R. Long, the only Congressional Medal of Honor winner from Independence. Sgt. Long was killed in the Korean War.

"When I looked around the packed Truman Library Auditorium, I was very proud that we had presented such a meaningful experience for an audience filled with veterans who had served our nation in times of war," said David Speaks. "They and their families were truly touched by a film that recognized their efforts and the program that publicly thanked them for what they had done. As a funeral home, we serve many veteran families each year, and this was a wonderful way for us to reach out and positively affect the lives of living veterans whose individual stories we may hear someday from their own families."

It is fitting that the "Korea..." film premiered at the Truman Library. Its museum area contains exhibits related to the Korean War and President Truman's experiences as Commander-in-Chief during that period, as well as a doughboy in World War I. The film also had added meaning for the audience since nearly a dozen Greater Kansas City area veterans have appeared in Cappelto's films. Following the showing of the film, Cappelto introduced four area veterans who had appeared in his movies, including Overland Park, KS resident David Tanquary who was featured in the "Korea..." film.

On June 26 and 27, Cappelto conducted veteran interviews at the Carson-Speaks Chapel for use in his upcoming documentaries so that more area veterans could be a part of this moving project. The average one hour interviews allow the veterans to share their stories and help deal with the grief that comes with the loss of comrades and other experiences of war. Cappelto's films are unusual in that the entire narrative is drawn directly from these memories and monologues. His goal is to make sure their sacrifices for our country and their efforts to preserve our freedoms are not forgotten.

In commenting about the Speaks program, Dr. Devine added, "The vet-



Larry Cappelto (Right), documentary producer, is pictured with Dr Michael Devine, Director of the Truman Library; and his wife, Maija Rhee Devine. Mrs. Devine was born and lived in Korea during the war.

erans who appeared in the film provided an enlightening and emotional view of the Korean War that was shared and deeply appreciated by the large number of veterans and their families that attended. It is the type of excellent programming that we are proud to offer

at the Truman Library and we thank the Speaks family for selecting our facility as the venue for this meaningful presentation."

Cappelto stated, "The event at the Truman Library was significant, being that this was the 58th anniversary that we are proud to offer

CONTINUED ON PAGE A32

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30,000th Free Bicycle Helmet from Flanner and Buchanan

Continued from Page A14



Long time volunteer Becky Borel was on hand to welcome the mayor and distribute helmets to other children at the event.

Flanner and Buchanan is a 127-year-old family-owned business with a long history of giving back to the community. The company has been donating these helmets at a variety of events, from the Minority Health Fair at Black Expo to the Mc-Miracle on 38th Street,

to other events attended by children, for a number of years. As a result, a good percentage of children throughout the metro area are safer from using Flanner and Buchanan-supplied helmets when they ride their bikes around our streets.

Carriage Services Reports Second Quarter 2008 Results

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) has announced second quarter results and revised its Rolling Four Quarter Outlook.

Melvin C. Payne, Chairman and Chief Executive Officer, stated, "Our second quarter performance was disappointing. We like to say that there are no excuses for underperformance, only reasons that should be viewed as opportunities. Needless to say, we have plenty of opportunities on which to focus during the remainder of 2008 in order to reverse this recent decline in our performance so that we enter 2009 with strong positive momentum. Our near term priorities are rebuilding key cemetery sales leadership and holding costs in line with revenue across our entire portfolio consistent

with our Standards Operating Model. We view the second quarter as a wake-up call for our leadership at all levels in a weak revenue environment and are confident that our performance will improve quickly notwithstanding a slowing economy and selective cost inflation.

"Given the weakness in the second quarter, we are lowering our Rolling Four Quarter Outlook through June 30, 2009 for diluted earnings per share from \$0.48 - \$0.52 to \$0.38 - \$0.42, while maintaining our Long Term Outlook through 2012. It is important to note that starting with the fourth quarter of 2006 we experienced six straight quarters of excellent year over year performance. We prefer to view our performance on a longer term basis through our annual trend reports, but will be focused on improving results during the balance of 2008 and positioning the Company for 2009 performance in the range of what we believe is our sustainable earning power of \$0.48 - \$0.52 per diluted share with our existing portfolio of operating

Carriage Services is a leading provider of death care services and products. As of August 7, 2008, Carriage operates 136 funeral homes in 25 states and 32 cemeteries in 11 states. A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at <http://www.carriageservices.com>.

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Cemetery Responds to Family Needs with Installation

Continued from Page A26

fore the final design was completed, seven of the niches had been reserved and even more since the completion.

St. Mary of the Lake Catholic Cemetery and Mausoleum is a parish cemetery serving the Catholic population and their families in Lakewood for more than 100 years. It is the fourth-largest open-space cemetery in the state.

KMI, headquartered in Kimberley, British Columbia, Canada, is a leading manufacturer of Columbaria throughout North America, providing full service to cemeteries, funeral homes and church organizations from design to installation.

A Hallmark of Funeral Service

By Shun Newbern, CFSP

A compassionate heart may be a good characteristic; however, in funeral service, reliability is the key. A reliable funeral professional attracts and demands attention. When one is steadfast in being reliable in all of their affairs families and professional associates are honored to be served by such a person. When we are privileged to serve families they don't ask for staff members who are reliable or dependable—it is implied. The solution to gaining a family's respect, allegiance and return service is building your service on reliability. In any career that involves service, those that excel are found to be prudent, inventive and produce results.

Service Details must be Precise

When you have full knowledge and understand your roles and position, only then are you completely reliable to the family you are serving. Whatever type of service you provide for the family, make certain that it is precise. We are so concerned about the future of funeral care, but the professions slow demise is approaching due to the lack of precision and accuracy of funeral service details. Imagine handling the most detailed arrangement and you elicit great respect from the family at the meetings conclusion. Days later they return for the family hour to review final details and observed multiple errors on the death certificate, the memorial program and the selected flower arrangements. Guess where their enthusiasm went? Inaccurate information or flawed services are proven to aggravate the family and devalue the service that was rendered. Such experiences cause families to reconsider returning to your business and reinforce future considerations for minimal and low cost services.

We all make blunders; nevertheless, we must strive to be reliable in word and in deed. Let trust and dependability be your ultimate aim as families rely on you and your company to carry out their wishes. Your word must be your bond and the service should be reliable and seamless.

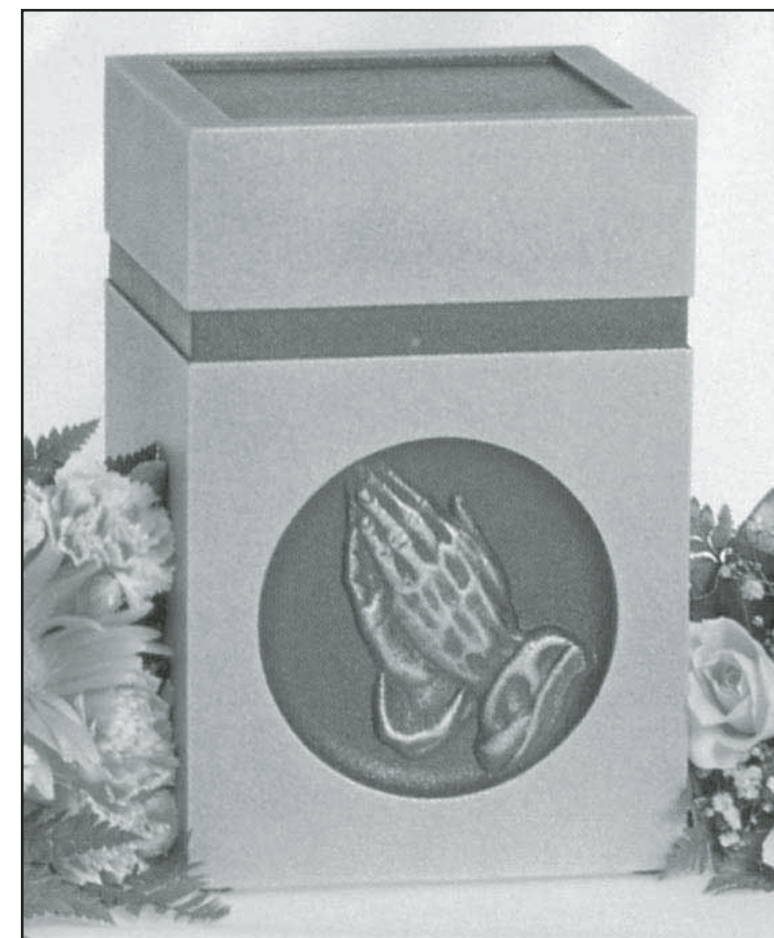
He Provided Service
The Story is told of a Southern California funeral director who established his mortuary in a small interracial community. The area was like many communities today with a culture mixture from various regions. He began the business with a partner who later passed away and continued to operate with his sons until his own death. The father had a unique business practice that continued for many years. When some families came in for funeral services and did not have the balance he did not turn them away.

He would open the curtains of his corner arrangement office and show them the sign displaying his name. "If you are not able to pay on time," he would



Shun Newbern

say, "the old man's name will not long be on the sign. I can't stay in business." He would then direct them to the other window and state "you properly can't see it from where you are sitting,



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but I do have an old John Deere tractor out there. I hate to take her out to the cemetery to retrieve mama from her earthly bed."

I doubt if he ever used the tractor, but he was making a point and sealed those payment agreements with a very firm hand shake. The

community relied on his family being there regardless of the need and without a doubt; they did not let the community down. Today

he is remembered by families when he demonstrated reliability, even under trying circumstances.

CONTINUED ON PAGE A33



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Reeder-Davis Schindler Funeral Homes celebrates 100 Years in Northeast Texas

Continued from Page A23



Jim Reeder guiding a horse pulling a wagon that was used for hauling groceries and also served as a hearse around the turn of the 19th Century.

Jim and Betsy—were raised. Reeder had taken a test to receive his funeral directors license in 1938, and Leita, who had earlier earned college degrees, followed suit and received her license during World War II. Charles was drafted, meanwhile, and served in the Army overseas.

Jim Reeder loved directing funerals, especially driving his hearse and leading the procession to the cemetery. He also loved riding his horses and shared them with kids around town. Reeder often sponsored unusual local events, a practice the Hughes Springs chamber has brought back in recent years. "Grandpa regularly held a 'Turkey Toss,' where he launched a live turkey from atop his two-story downtown building," Schindler recalls. "The bird would fly and the person who caught it would get to take it home for Thanksgiving dinner." In recent years the event has involved turkey replicas, cotton-filled, with coupons attached.

"Nor was the turkey toss my granddad's only odd venture," she continued. "Several times a year, Grandpa would invite the public to an all-day picnic on his farm, located 10 miles southwest of town. He would bring out his horses and mules and donkey-cart for free rides. People would swim and fish from his home-made barge on the Fourth of July, Mother's Day and his birthday, and he made certain there was a June 19th picnic and celebration just for his African American friends. At the last one—around 1960—more than 1000 people came to his remote farm to spend the day. His picnics were written up in *Dallas Morning News*. For each (free) picnic, he would put a notice in the local paper emphasizing "All are invited!"

In 1951, Reeder was recognized by the Hughes Springs newspaper *The Voice* as "Man of the Half-Century."

Reeder often gave unusual gifts, including a parrot brought to the United States during Spanish-American war, and a monkey. Some years, he planted a field of turnip greens. Then he put an ad in the paper inviting the community to come and get what they wanted.

The long-time merchant, funeral director, insurance salesman, preacher died on Christmas Eve, 1967 at the age of 88. He died without a whole lot of money because he continually gave away what he had.

Reeder's son-in-law, Charles Davis, had attended mortuary school in Dallas after returning home from World War II, and he earned his embalmer's license in December, 1947. The second generation leader in the Reeder family business built the funeral home facility now in use by Reeder-Davis. "My dad upgraded the company fleet, and kept a fairly new hearse for the people he served, contributing tremendously to building the business. Davis took great pride in his embalming, and he enjoyed his job as 13-year tenure as Democratic county chairman, and he raised cows. He served a stint as mayor, and loved the local Lion's Club. Like most funeral directors of his day, he worked long hours between embalming, funeral directing and the insurance company, plus in early days he ran the city's ambulance service," Schindler said.

Leita was active in the family retail store, and insurance company, and became well-known for her participation in the founding of Wildflower Trails, an annual festival now in its 39th year. She was active in her Methodist church, various local clubs and she

CONTINUED ON PAGE A31

ness. With that business, he began selling funeral insurance, and by 1947 he had formed his own insurance company.

"Jim Reeder was Sunday School superintendent at First Baptist Church in Hughes Springs for many years," recounts his granddaughter Betsy Schindler. "Our mother, Leita, was their third child and both her brothers died young. My grandfather became convinced these deaths were a message from God that he should surrender to preach so he joined the ministry." At one time he was said to have pastored seven churches at the same time, preaching at various hours. He served South Union Baptist and Cason Baptist for a couple of decades, until his retirement from preaching, all the while running his retail, funeral and insurance companies.

With all his responsibilities, Jim Reeder was glad when his only living child Leita brought her husband to live and work with him in the home where the next generation—

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Reeder-Davis Schindler celebrates 100 Years

Continued from Page A30

served on the State Democratic Executive Committee, and statewide wildflower-related causes.

Charles and Leita Reeder Davis died in 1993 and 1994, respectively.

Their daughter, Schindler, earned a degree in journalism at The University of Texas and then worked in Austin. Until one October day at a convention of *National Selected Morticians* (NSM) in Chicago, she had no intention of joining the family funeral business.

"While I was always proud of my parents and grandfather, the business had never appealed to me in my youth. But when I met Lyle, and other fine funeral directors from all over the country through NSM, I began to realize just how special the funeral service industry is," said Betsy. "And one year after the convention we were married," Schindler said.

A graduate of *California College of Mortuary Science*, Lyle continued his job managing **Coleman Mortuary** in La Habra, CA for a year, until the couple came back to Hughes Springs in 1978. Lyle earned a reciprocal license in Texas and began helping his overworked father-in-law in the family funeral business. Betsy has since become licensed, after completing her studies online at *Amarillo College*.

During much of his 30 years with Reeder-Davis, Lyle has been at the helm of the business, himself building a perpetual care cemetery adjacent to the facility, and later buying out **Hanner-Caver Funeral Service**, and then **Haaland Funeral Home**, both in Linden, "where the Caver family is still around to help us do things right in Linden," Betsy emphasizes.

The Wisconsin native easily became a hunter of Texas deer and turkeys. Also while in Texas, Schindler has become involved in the East Texas community, serving 18 years on the local school board, president of the local Chamber of Commerce, a term as *East Texas Funeral Directors Association* president, and member of the *Texas Funeral Directors Association* state board.

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Stewart Enterprises rejects proposal from Service Corporation International

JEFFERSON, LA— Stewart Enterprises, Inc. (Nasdaq:STEI) has rejected a proposal from Service Corporation International to acquire all of the outstanding shares of Stewart for \$9.50 in cash. In a letter dated June 25, 2008, SCI invited Stewart Enterprises to enter into negotiations regarding the possible combination of the two companies. In the letter, SCI stated that were it to be given access to certain non-public, non-competitively-sensitive information about Stewart's overhead and trust management structure, it might be able to improve its offer, suggesting a potential range of \$10.25 to \$11.25 per share.

Stewart's Board of Direc-

tors carefully evaluated the terms of the proposal and unanimously concluded that it is in the best interests of Stewart Enterprises and its shareholders to reject the proposal as inadequate. The Board believes that the company is accomplishing positive change with its new management team, and is committed to implementing the company's previously disclosed long-term strategic plan, including its Best in Class, Innovation and Acquisition initiatives. Stewart's response was communicated in a letter to SCI dated July 7, 2008.

Chairman of the Board Frank B. Stewart, Jr., has advised Stewart Enterprises' Board that, sub-

sequent to the company's July 7 response to SCI, he communicated directly to SCI's President and Chief Executive Officer Thomas L. Ryan his view that the proposal was inadequate and that the timing was not right for discussions. He advised Mr. Ryan of his belief that currently the best course for the company and its shareholders to increase shareholder value is for the company to pursue its business plan independently under its new senior management.

SCI disclosed the two letters in a Form 8-K filed this morning. In its Form 8-K, SCI stated, among other things, that it "intends to honor the decision of the Board of Directors of Stewart."

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry

in the United States. The Company currently owns and operates 221 funeral homes and 139 cemeteries in the United States and Puerto Rico. 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.

Speaks Family Legacy Chapels sponsors Veteran's Program

Continued from Page A27

versary of the start of the Korean War, coupled with the fact that Harry Truman was President at the time of the Korean War. This was one of the most successful events I have attended since I began interviewing veterans almost six years ago. Many thanks to Speaks Chapel for once again sponsoring the Veteran's Program this year."

The Veterans program was free to those who attended. Speaks picked up the cost of producing the program. While a fee is normally required to enter the facility, there was no charge to attend the movie and veteran's program compliments of the Truman Library.

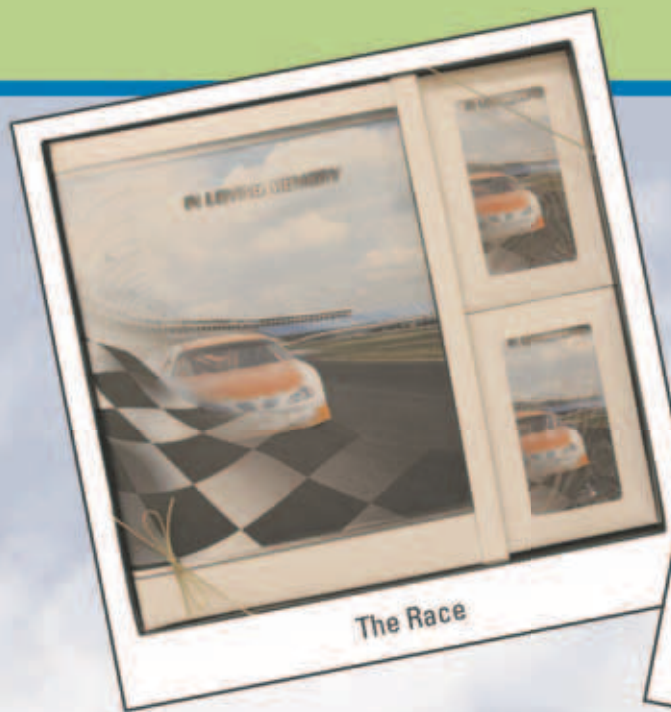
"Having this event at the Truman Library had an added significance for the Speaks family," added David Speaks. "The funerals of President Truman and his wife, Bess, were arranged by Carson Funeral Home, which is now Carson-Speaks Chapel and in 2008 our family was honored to be trusted with the interment in the Truman Library Courtyard of their only child, Margaret Truman Daniel and her husband, E. Clifton Daniel."

Selected Independent Funeral Homes, the world's oldest and largest association of independently owned funeral homes, has partnered with Cappelto to make his series of "Lest They Be Forgotten" DVDs available exclusively to members of the association. Selected has developed a Veterans Memorial Program to assist its members in conducting special events within their communities to honor local veterans and showcase Cappelto's work. Speaks Chapels is a member by invitation of the Selected association.

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A Hallmark of Funeral Service

Continued from Page A29

Can you take the Pressure?

It seems absolutely natural why we are more important and more praiseworthy if we are able to handle all funeral and memorial instructions reliably and without constant direction. It is human nature to hate being "bossed." Yet, a reliable person does not need to be bossed. When we successfully demonstrate our reliability, we find the boss is only too glad not to have to do any bossing but observe and receive strength from the ceremony.

I had the pleasure of serving my student apprenticeship under the former **Osborne Funeral Directors**, San Francisco, CA under one of the most fascinating funeral directors, **Vaughn O. Nixon**. He had a noble appearance, wavy haired, distinguished beard, most dignified, energetic, confident but not pompous, the quintessence of a funeral director. He also looked and talked like one.

Consistently I would observe him as a director of large services, without the services directing or overwhelming him. He also arrived early for church services to greet the church staff, clergy and became acquainted with the church layout. Before the service began he had made so many friends and knew the decedent so well, he could actually do the eulogy in the absence of the pastor. When it was time for the parting view and recessional I would eagerly attempt to assist ushering the crowd.

Nonetheless, he would position me each time near the casket to observe and to learn. As I would take my position, his last five words were always the same—"keep your eyes on

me". I stood there in awe as he would direct the funeral service of hundreds without complications—what a pro. When I often visit him today at **The Duggan's Welch Family**, I am yet in amazement that he is still full of energy and zeal to carry out the essential details to families on a daily basis.

Admirable Traits

This great funeral director not only took instructions, he was modest to carry them out. He made his standard very clear to everyone in his reach. The more reliable we are and resourceful we are the more respect we command and deserve from our superiors and fellow employees alike. Sadly, most people rely and lean on others—defined as a "leaner". A genuine leader is inventive, skilled and is a visionary that endeavors challenges with simplicity. Who deserves to advance and move forward, the leaner or the leader? Bookstores are full with so many best sellers on leadership and reliability. Adding those resources to your collection is suggestive only if they are implemented. The ultimate way that one can become reliable is to be reliable.

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

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Reeder-Davis Schindler celebrates 100 Years in Northeast Texas

Continued from Page A31

"Under Lyle's leadership, our funerals have involved 18-wheelers and fire trucks, motorcycles, trains and helicopters. There have been saddles and chaps, lakeside cremation memorials, airplane fly-overs and many 21-gun salutes. We've buried a blues singer who was a Grammy-winner and we've had Grammy winners perform at funerals. We've buried people with their pet's cremains and others with family heirlooms." One of the most tender funeral moments that Schindler remembers was when was when one little boy tearfully placed his newly-earned "all-star shirt" in the casket with his granddad.

Betsy emphasizes that her dad and grandfather and husband have all run the family business differently, but they were all dedicated to serving the needs of grieving families, without discrimination for race or any other reason. In Reeder's day especially, racial discrimination was rampant at most other white-owned funeral homes.

And all three generations of the family have been blessed with wonderful staffs. "Funeral service in northeast Texas has been a wonderful calling for three generations of our family," Schindler emphasized. "Sometimes, the long hours are difficult but people are so appreciative. The sad situations we witness can be heart-wrenching. We encounter so many people who are suffering excruciating emotional pain."

The Reeder-Davis-Schindler family all agrees that the funeral business has been a wonderful calling for the past 100 years.

Notes on "Surviving the Death of a Child"

Continued from Page A24

the activities or not. A child is not expected to understand all the complexities of marriage in order to march down the aisle as a ring bearer or a flower girl at a wedding.

Explaining death to children:

Well this is a big ticket item because most every adult on the face of the earth does not totally understand death themselves. However here are some suggestions:

1. Answer only the questions the child asks and keep it short and simple.
2. Yes or no answers are usually the best. "Do dead people get hungry?" "No." "Do dead people smell food?" "No."
3. Go easy on explanations. Often times adult's love to talk and talk and talk, and often times their children have tuned them out minutes ago and are not hearing anything the adult is babbling about.

Finally:

It is just as important for the parents to talk to their children about death as it is to talk to them about sex. Life and death—they simply go hand in hand.

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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 www.vanbeckseminars.com.

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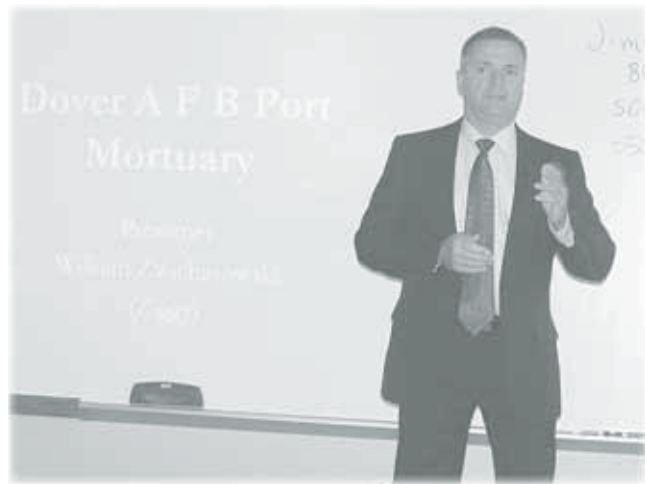
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Educational NEWS

ASE Fourth Annual Conference and Meeting is a Success



Bill "Ziggy" Zwicharowski

FOREST PARK, IL— The American Society of Embalmers held their Fourth Annual Meeting and Conference on Friday, June 20, 2008 at *Worsham College of Mortuary Science*. Speakers **Jim Fullerton** and **Bill "Ziggy" Zwicharowski** were a great source of information. We were honored to have an interna-

tional member in attendance as well as many mortuary students. Planning for the Fifth Anniversary program is underway.

For more information about the American Society of Embalmers visits www.amsocembalmers.org or contact amsocembalmer@sbcglobal.net.

Life Appreciation Training prepares funeral directors to serve more Baby Boomers

MIAMI BEACH, FL— The following funeral homes are partnering with **Life Appreciation Training** in the Baby Boomer One Day Training at their firms in September and October 2008. All funeral directors, funeral arrangers, pre-need counselors and family service counselors are invited. **Pierce-Jefferson Funeral Service**, Kernersville, NC, Friday September 12; **Zabor's Funeral Home**, Cleveland, OH, Saturday September 20; **Anderson-McQueen Funeral Homes**, St. Petersburg, FL, Tuesday September 23; **Pilon Family Funeral Home**, Arnprior, Ontario, Saturday September 27; **Heritage Memorial Services**, Huntington Beach, CA, Friday October 3; **Craver-Riggs Funeral Home & Crematory**, Milford, OH, Saturday October 18; and **Cooper Funeral Home** in

Jarvis, Ontario, Saturday October 24.

The Life Appreciation Baby Boomer Basic Training program is not "just another seminar." The training combines a three-level teaching discipline to maximize learning results and retention. It is a how to, hands-on experience in effective methods when working with both traditional and Baby Boomer families.

There is one September, one October, one November and one December date remaining for 2008. For 2009 there is one January, one February and two March dates remaining. To join them, or for additional information call Life Appreciation Training, call 1-800-877-8905, email info@lifeappreciation.com or visit www.lifeappreciation.com or www.funeralceremony.com.

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testimonials

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David Goebel, Owner
Moran & Goebel Funeral Home, Decatur, IL

"We are most grateful for the terrific training and marketing insight Veterans Funeral Care has provided. Although Indiana Funeral Care competes in a market with very good service providers, we have just completed our fourth consecutive year of increased volume."

David Ring, Owner
Indiana Funeral Care, Indianapolis
Harry Moore Mortuary, Indianapolis

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

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

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Educational NEWS CONTINUED

MKJ to Repeat Advanced Reception Room and Event Planning Seminars in 2009



MKJ Marketing Seminar Participants in Napa Valley

LARGO, FL— MKJ Marketing, the death care industry's leading marketing services provider, conducted the "Advanced Course" Reception Room & Food Service Seminar and the Event Planning Seminar in Napa Valley and San Francisco in July of 2008. Because of the outstanding attendance at these events, MKJ will repeat the programs at the 2009 Seminars to be held in Avon, CO February 9-12, and in Naples, FL March 9-12.

"Funeral homes nationally are offering reception rooms and food services to families following funerals, memorial services and visitations; thousands more are considering this new business opportunity. Consumers appreciate the convenience these rooms afford them, and they represent a new profit center for funeral businesses. But providing services in a manner consistent with the consumers' expectations can be a challenge. MKJ's "Advanced Course" on Reception Room and Food Service was designed specifically with funeral home owners and staff in mind," comments **Marilyn Gould**, President of MKJ Marketing.

The "Advance Course" Reception Room and Food Service Program includes pricing strategies for the reception room and food service, menu selection, food styling and presentation, creating a pleasant facility and environment, and how to manage beer and wine, including how to ascertain an alcohol license, and liability issues when providing food service. For example, who is liable, the funeral home or the caterer, and what insurance should you carry?

Everyone says you and your staff should be event planners, but what does that mean? The Event Planning Program features event planning authorities familiar with the funeral arrangers' challenges, and includes exercises in creativity and planning. Attendance at these seminars in July of 2008 exceeded 50 at each seminar and received rave reviews.

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Contact MKJ Marketing for references.

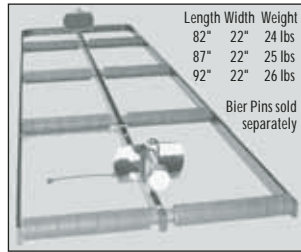
The February 9-12, 2009 MKJ Seminars will be held at the brand new Westin Riverfront Resort & Spa in Avon, CO, which offers ski-in and ski-out onto Beaver Creek Mountain slopes. The hotel opens to the public in October of 2008; as one of the first groups to commit to the new hotel, MKJ received special introductory pricing. The Westin offers a full spa and many luxury ski amenities. If you intend to ski in Colorado anytime this winter, this is an outstanding opportunity.

For those of you looking for a reprieve from the late-winter cold and snow, The March 9-12, 2009 MKJ Seminars will be held at the Naples Grande Beach Resort in Naples, FL. Located on 23 waterfront acres of Florida's west coast, this full-service resort is known for its relaxed luxury and warm hospitality. The resort is only minutes from trendy shopping, the Florida Everglades and other area attractions, and is only seven miles from the Naples Municipal Airport.

According to Marilyn Gould, "Attendance at MKJ's seminars in 2008 was much greater than in recent years. We accredit that to the exciting locations, quality of the accommodations, and the improved programming as a result of **The Whitmore Group's** sponsorship of MKJ Seminars. Our relationship with **Jim Metzger**, Founder and President of the Whitmore Group, has allowed us to invest in outside speakers that

CONTINUED ON PAGE A39

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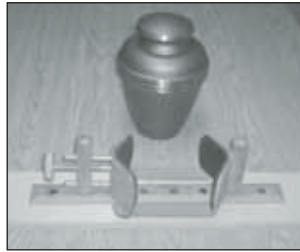
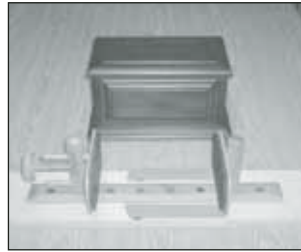
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Educational NEWS CONTINUED

END's Third Annual John Haynes Memorial Backpack Project benefits children in Indianapolis

By Francine Ross-Roden

INDIANAPOLIS, IN— The national body of **Epsilon Nu Delta Mortuary Fraternity, Inc.** continues its national service project by donating over 100 school backpacks full of school supplies to underprivileged children in the city where the board of directors meeting is held. The children at the Martin Luther King Multi Service Center on West 40th Street in Indianapolis are this year's recipients of the backpacks.



National President Clarence E.H. Glover addresses the children as they receive their backpacks. Seated on his right is National General Secretary Lynn Armstrong-Patterson, CFSP.

Over 20 children were onsite to receive the backpacks that were filled with crayons, coloring books, pencils, hats, gloves, socks, notebooks and other essential items necessary for the start of school. These supplies were donated by the various chapters across the country as well as assembled in Indianapolis by the fraternity members.

"You could just see the joy in the children's faces and hear it also in their voices," explained Soror

Lynn Armstrong-Patterson, CFSP, General Secretary of Epsilon Nu Delta Mortuary Fraternity, Inc. "The children are so happy. This is why we donate every year—for the children." Along with Soror Armstrong-Patterson, in attendance were National President Brother **Clarence E.H. Glover**, Chairman of the Board, Brother **Shun Newbern, CFSP**, National Coordinator Brother **Damien Hall**, National Recording

Secretary, Soror **Deborah Whipper-Wyche**, and National Treasurer Soror **Danette Hale Moore**.

The Martin Luther King Multi Service Center in Indianapolis prides itself in being the neighborhood community center for persons of all ages. Their mission is to promote hope in the members of the community in which it serves. The desire to create a sense of community was the common

CONTINUED ON PAGE A39



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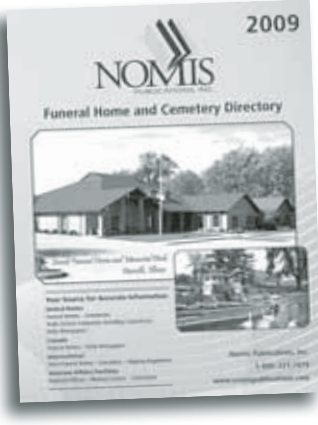
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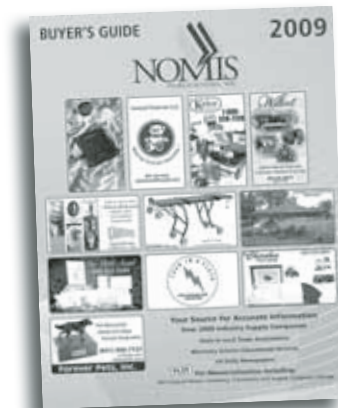
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Educational NEWS CONTINUED

END's Backpack Project benefits Children

Continued from Page A37



platform also shared by Epsilon Nu Delta, thus the accommodation by the Martin Luther King Center to assist children in need.

The late Brother **John Haynes**, a devoted member of Epsilon Nu Delta Mortuary Fraternity, Inc, was also a teacher who showed a genuine love for children. He tried to help them academically and made sure that they were able to receive all of the tools and components for this to happen. Epsilon Nu Delta Mortuary Fraternity continues the legacy of Brother Haynes by donating backpacks yearly to children in need in the city where the summer board of directors meeting is held for the fraternity. Children in Myrtle Beach, SC and Philadelphia, PA also benefited from this project in previous years.

MKJ to Repeat Seminars

Continued from Page A36

bring a new dimension to our seminar programs. We are so pleased Jim will continue to sponsor our seminar programs in 2009."

MKJ Marketing is a full-service marketing firm serving funeral homes, cemeteries and death care industry vendors in areas of market research, advertising, website development, and training programs. MKJ has been conducting marketing seminars at select locations for over 20 years. For additional information on upcoming MKJ seminars and to make room reservations, contact MKJ at 888-655-1566 or visit MKJ on-line at www.mkjmarketing.com.



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- Food styling & presentation
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- What works? From sound, décor, food service, audio and video, printed programs
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Association NEWS

Illinois FDA Holds 128th Annual Convention

SPRINGFIELD, IL— The **Illinois Funeral Directors Association** held its 128th Annual Convention at the Renaissance Hotel and Convention Center in Schaumburg, IL from June 24-26. Over 1,000 people attended from Illinois and elsewhere.

The Convention had a one-day shorter format this year, but still packed in just as many events, exhibits and continuing education hours. The Convention kicked off on Tuesday, June 24 with a three-hour presentation from **Rich Kizer** and **Georganne Bender**, who refer to themselves as "retail anthropologists." They visit businesses, blending in as regular customers, and later report on what the business did right—and what it did wrong. They've done this with funeral homes on behalf of **Batesville Casket Company**, and were able to share their experiences with the convention attendees.

Other speakers who joined us during the three-day event included **Elaine Hand** with advice about hiring the right employees for your firm; nationally recognized marketing expert **Ron Rosenberg** on how to dominate a market niche, and a separate program on how to double your memory; and well known speaker and Illinois native **Jack Adams** on Embalming in the Real World. Wednesday afternoon also offered attendees the chance to participate in an "IFDA Preened Trust Update" program, an open forum where they were able to ask questions regarding the IFDA Preened Trust.

The annual Professional Session was held on Tuesday afternoon. IFDA's 2008-2009 Board of Directors was installed by former IFDA Executive Director **Robert W. Ninker**. **James D. Bosma**, CFSP, of **Bosma-Renkes Funeral Homes, Ltd.** of Morrison and Fulton, IL was installed as the new



James D. Bosma

IFDA President. Mr. Bosma previously served as President Elect and Regional Director of IFDA, as well as on the board of directors of the *Funeral Service Foundation*, the *Funeral Ethics Association* and *IFDA Capital, Inc.* and on several IFDA committees. He has also served on the board of directors of *Funeral Service Credit Union*. Mr. Bosma has 29 years of experience as a licensed funeral director in the states of Illinois and Iowa. He holds a Bachelor of Science degree with a major in Mortuary Science and has also applied hours of study toward an Associates Degree in Grief Counseling. Mr. Bosma is a Certified Funeral Service Practitioner (CFSP) as designated by the Academy of Professional Funeral Service Practice. In addition to IFDA membership, he also is a member of the *National, Iowa and Mississippi Valley Funeral Directors Associations*.

Mr. Bosma's theme this year is "IFDA: A Foundation for Change." In his address to the membership, Mr. Bosma said, "As President of IFDA, I pledge to accomplish a fundamental, yet critical, task. I will work to establish strong cornerstones that will help build a new era of progress for IFDA. Those cornerstones must include Ethics, Integrity, Best Practices, Openness and Communication. These principles, or cornerstones, will help us build a better future for IFDA. I want to lead the effort to build what I am calling 'A Foundation for Change.'"

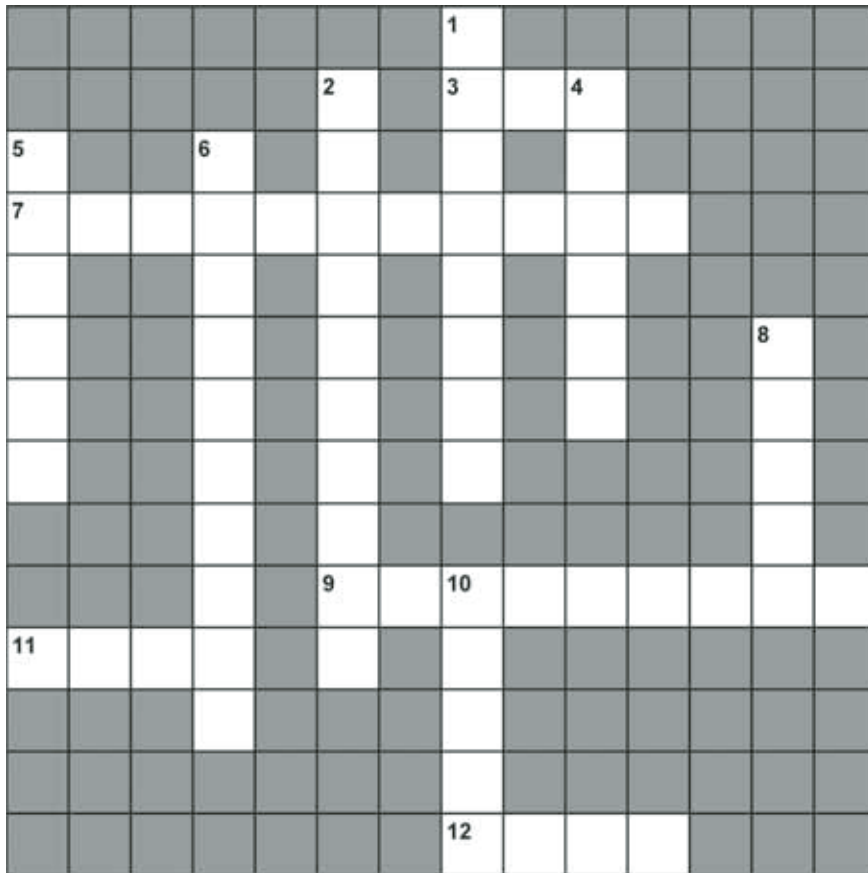
CONTINUED ON PAGE A42



Klicker's Crosswords

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

By Ralph L. Klicker, Ph.D.



ACROSS

- 3. Cover ends of a handle
- 7. Fluid in pleural cavity
- 9. Dies without a will
- 11. To grieve or mourn
- 12. Visitation

DOWN

- 1. Cause of a disease
- 2. Spreading of a tumor
- 4. A fatal epidemic
- 5. Seven days of mourning
- 6. Laws of a city
- 8. Hinge cover
- 10. Overlay

ANSWERS ON PAGE A44

Ralph L. Klicker, Ph.D., has authored the books *A Student Dies*, *A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management* and *Ethics in Funeral Service*, and his newest textbook *Restorative Art & Science*. Dr. Klicker is founder and president of Thanos Institute, which offers funeral directors home study courses approved throughout the United States and Canada for continuing education credit for their license renewals. For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14321, (800)742-8257 or send an e-mail to Thanosinst@aol.com.

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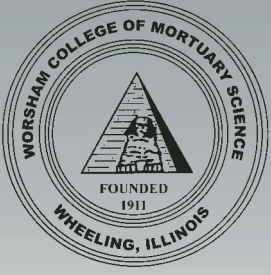
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Association
NEWS
CONTINUED

IFDA Holds 128th Annual Convention

Continued from Page A40

Members serving on the new Board of Directors are: Executive Committee: President **James D. Bosma**, CFSP, Morrison, IL; President Elect **Chris Wooldridge**, CFSP, Brighton, IL; Vice President **Donald C. Henderson**, CFSP, Pekin, IL; Secretary/Treasurer **Stephen C. Dawson**, Franklin Park, IL; and Immediate Past President **Geoffrey W. Hurd**, CFSP, Knoxville, IL. Regional Directors: Region 1 **Stephen G. Anderson**, Belvidere, IL; Region 2 **Michelle L. Harrison**, Blue Island, IL; Region 3 **Reid W. Trimble**, Moline, IL; Region 4 **Michael A. Sayles**, Joliet, IL; Region 5 **Vickie Diedrich**, CPC, Springfield, IL; and Region 6 **Linda L. Allan**, Collinsville, IL. Advisory Board Members include **Charles S. Childs, Jr.**, CFSP, CPC, Chicago, IL, also serving as NFDA Policy Board Representative; **Brent M. Davis**, CPC, Carlinville, IL; **Jack R. Kynion**, CFSP, Northbrook, IL; and **David M. McReynolds**, CFSP, Marion, IL.

The Professional Session concluded with the Service of Remembrance, a moving tribute to the friends in funeral service we've lost during the past year.

The Educational Exhibits also provided education credit to attendees. We're proud to announce that over 80 vendors were present this year. In all, 15½ hours of continuing education credit were offered during the convention.

There were many social events during the convention. Funeral directors licensed for forty and fifty years were honored at a special luncheon on Tuesday. 40 year licensees honored include **Roger D. Ahlgrim**, **Henry J. Bos**, **Antoinette J. Cicero**, **Stanley W. Daughenbaugh**, **Virgil L. Davis**, **Vernon H. Hultgren**, **Richard P. James**, **Billy Lee Johnston**, **Warner M. Jones**, **Patrick R. Jones, Sr.**, **Donald E. Laird**, **Bart J. Leary**, **Fred W. Leonard**, **Burtton M. Phillips**, **Bernard C. Shawgo**, **John J. Shay**, **David A. Swickard**, **Joel W. Weinstein**, and **Ladimir C. Zidek**. 50 year licensees honored were: **H.C. Austin, Jr.**, **Raymond J. Baril**, **Howard B. Brookins, Sr.**, **Lena Taylor Bryant**, **Mariano Rocco Coletta**, **Joseph L. Crain**, **Edward L. Cronin**, **Steve Cunningham**, **Stuart R. Daws**, **Rodney C. Elias**, **Daniel T. English**, **Rod Craig Erickson**, **Leon E. Gibson**, **Terry C. Gilbert**, **John F. Hann**, **Raleigh J. Harris III**, **Harry J. Helfrich**, **Thomas E. Kohrs**, **Karl J. Kurtz**, **Ronald C. Lack**, **Robert D. Lawler**, **Larry F. Love**, **Joseph A. Lucania**, **Gary L. McClure**, **Robert D. McKenzie**, **Anthony J. Morizzo**, **Edward P. Olenec**, **Terry L. Petty**, **Edwin P. Roarick**, **John I. Schilling**, **David H. Searby**, **Bernard Slaughter**, **Vick J. Steward**, **William A. Tyler**, **William H. Underwood**, and **Jerry D. Watson**.

The Exhibit Floor officially opened on Tuesday evening with a "Take Me Out to the Ballgame" baseball-themed opening party. This was followed by a special reception courtesy of *Illinois Wilbert Manufacturer's Association*. The exhibits were open again

CONTINUED ON PAGE A47

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I'LL EVEN REMIND YOU TO PLEASE SAY YOUR PRAYERS

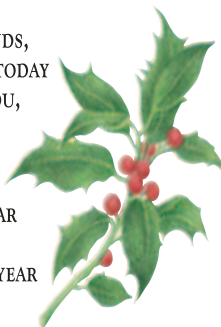
I JUST WANT TO TELL YOU, YOU STILL MAKE ME PROUD
YOU STAND HEAD AND SHOULDERS ABOVE ALL THE CROWD

KEEP TRYING EACH MOMENT, TO STAY IN HIS GRACE
I CAME HERE BEFORE YOU TO HELP SET YOUR PLACE

YOU DON'T HAVE TO BE PERFECT ALL OF THE TIME
HE FORGIVES YOU THE SLIP, IF YOU CONTINUE THE CLIMB

TO MY FAMILY AND FRIENDS,
PLEASE BE THANKFUL TODAY
I'M STILL CLOSE BESIDE YOU,
IN A NEW SPECIAL WAY

I LOVE YOU ALL DEARLY,
NOW DON'T SHED A TEAR
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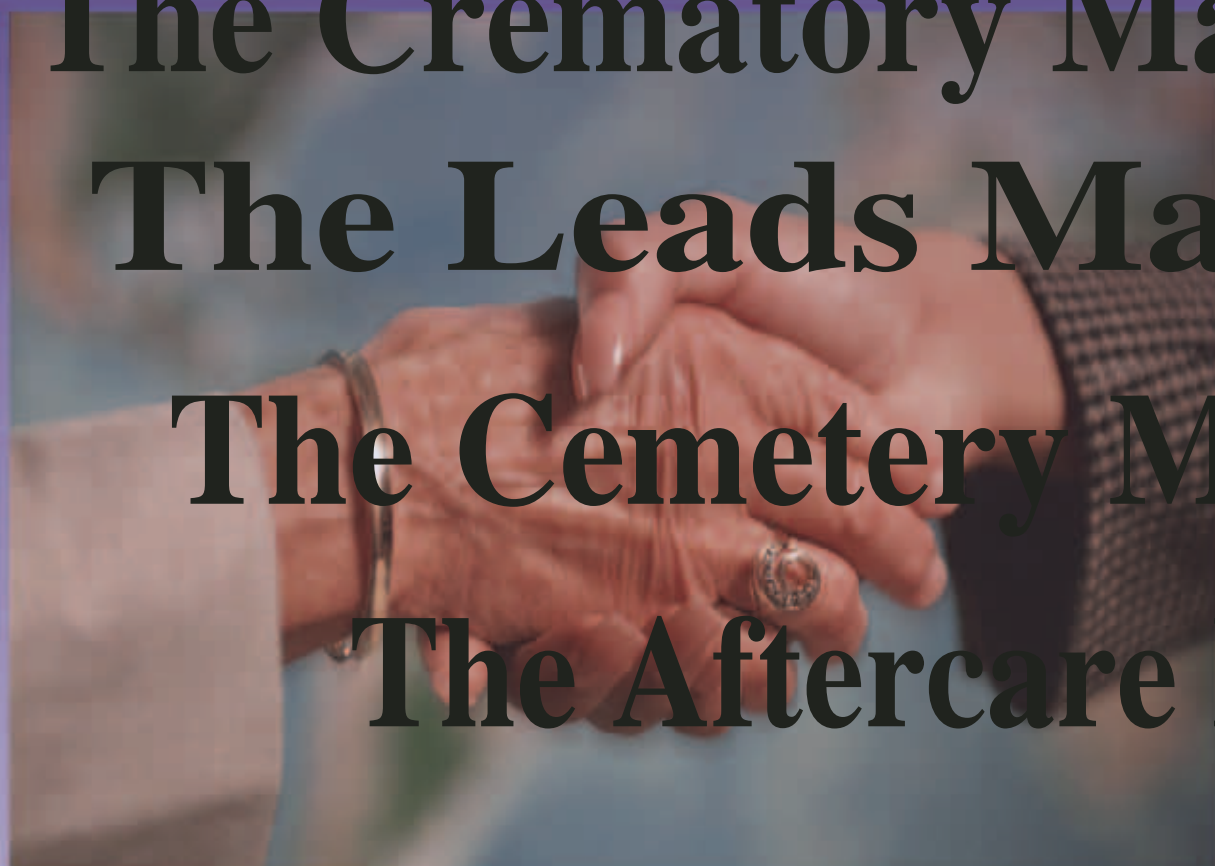
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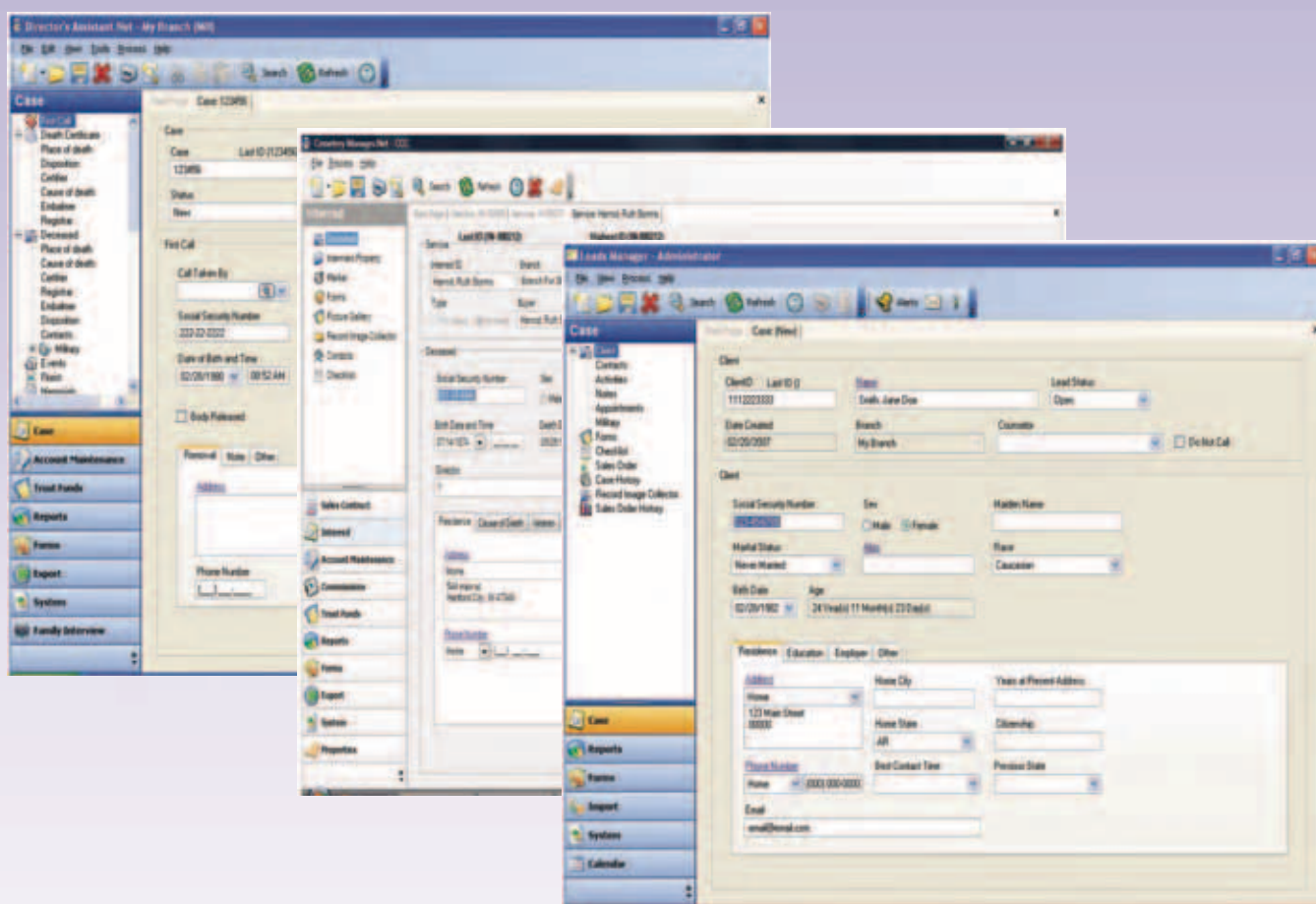


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Answers to Klicker's Krossword
Puzzle on Page A40

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Association
NEWS CONTINUED

OGR shines a light on "Family Appreciation" in October

ST. LOUIS, MO— The **International Order of the Golden Rule** (OGR) continues to receive support of its annual *National Family Appreciation Month* awareness campaign from **Aurora Casket Company** and the **Funeral Service Foundation** (FSF). The 2008 campaign, now entering its third year, will be observed in October by independent Golden Rule firms throughout the United States and Canada, shining a light on the importance of family.

Since its inception in 2005, Aurora has been sponsoring the \$5,000 college scholarship awarded to the winner of the National Family Appreciation Month (NFAM) Student Writing Contest, the centerpiece of the program. The contests are conducted at area high schools by Golden Rule firms during October. The senior who best expresses the family appreciation theme is chosen from local first-place winners submitted to OGR.

"Aurora Casket Company is proud to be the title sponsor of OGR's National

Family Appreciation Month program again in 2008," said **Jason Barrott**, Aurora's corporate secretary/director of marketing development. "It is a great program OGR has for its member funeral homes, and we are glad to be a part of it for the third year in a row."

"Aurora has been such a strong supporter of NFAM since its inception," adds **Janet Protzel**, OGR director of communications. "We are very grateful for Aurora's continued interest and commitment to family and to the important work our members are doing by promoting family appreciation in their respective communities."

Norm Juday, Haverstock Funeral Home, LaPorte, IN, a member of the OGR Board of Directors and chair of its communications committee, sees NFAM as a way to give back to the community. "What better way than through scholarships that enable students who might otherwise have difficulty funding their education," he asks.

The Funeral Service Foundation, which began supporting NFAM last year, pledged \$4,000 toward the 2008 campaign. The funds will be earmarked for the program's promotional and media tools, as well as for travel costs to recognize the winner at OGR's annual conference in Nashville next year.

In congratulating OGR on its grant award, FSF Executive Director **Melinda Mueller**, noted that the trustees found the "project to have merit in advancing the Funeral Service Foundation by heightening awareness and educating the public about the importance of family."

"What better way to create good will, foster a positive image of the funeral profession and reinforce your reputation as a family owned funeral home than through this OGR-only program," points out OGR President **Guy Linnemann**, CFSP, **Linnemann Funeral Homes**, Erlanger, KY. "We found NFAM an effective PR tool and a great way of reinforcing a sense of family among the young people involved in the writing contest," Linnemann adds. "It was a pretty big deal for us to get a proclamation from our mayor last year naming October 'Family Appreciation Month' in Erlanger."

In addition to the writing contest, members will create awareness of NFAM through community events and media activities, sending news releases, displaying posters, placing print and radio ads, and sending letters to the editor. Instructional materials were sent to members in July and resource media are available by download from the OGR web site.

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Association NEWS CONTINUED

The Funeral Directors Association of Kentucky holds its 126th Annual Convention



2008-2009 FDKA Officers. (L to R) Front Row: Immediate Past President Jimmy Maggard from Hazard; President Quintin McGinnis from Science Hill; Southeastern District Director Mary Steele from Pineville; Northern District Director Doug Stanley from Williamstown; Eastern District Director Marcia Caniff-Davis from Ashland; Southern District Director Robbie Brantley from Brownsville; and Chairman of the Board Ronald Strong from Hickman. Back Row: Secretary/Treasurer Jim Davis from Berea; Southcentral District Director Glenn Hickey from Monticello; Sergeant-At-Arms Will Muster from Calhoun; Vice President John W. Gay from Burlington; and President-Elect Mike Neal from Catlettsburg. Not pictured: Central District Director Billy J. Shell from Lexington and Western District Director Rick Morgan from Princeton.



Immediate Past President Jimmy Maggard (Left) presenting to Quintin McGinnis his gavel as the new President of The Funeral Directors Association of Kentucky.



Ribbon cutting at the opening of the FDKA Exhibits. (L to R) Betty St. Pierre; NFDA President Michael St. Pierre; FDKA President Jimmy Maggard; and Sondra Maggard.

LOUISVILLE, KY— The Funeral Directors Association of Kentucky celebrated their 126th Annual Convention at the Marriott Louisville Downtown Hotel and the Kentucky International Convention Center in Louisville on June 23-25, 2008. The convention was well attended by funeral directors, suppliers, and their families. It began with the 4th Annual Motorcycle Ride on Sunday along with other special events. As the attendees viewed all the new and improved merchandise, they were able to visit with old friends and vendors as well as new ones.

The Exhibit Hall, with over 110 exhibitors, displayed their businesses in the 63,000 square feet of exhibit space. During this three-day meeting, the 50, 75, and 100 year-old firms were honored; the 50 year licensed funeral directors were honored; and continuing education awards were presented to the funeral directors.

CONTINUED ON PAGE A47

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Association NEWS CONTINUED

The Funeral Directors Association of Kentucky holds its 126th Annual Convention

Twelve hours of continuing education credits were offered. The speakers from across the country were outstanding and included the following:

Dana Goodell, Owner of **D-L Provider**, presented "Cosmetic Application: A New and Better Approach for the Funeral Professional;" **Brian Grubb**, Corporate Director of the Ritz-Carlton Leadership Center, presented the keynote presentation on "Radar On-Antenna

Up; Fulfilling Customers Unexpressed Wishes;" **Will Prible**, Kentucky.gov Director of Marketing & Portal Communication presented "Introducing the New Kentucky Electronic Death Registration System (EDRS);" and **Michael St. Pierre**, NFDA President, gave an update

Continued from Page A46
on the *National Funeral Directors Association*.

A large crowd attended "The President's Casino Night Party" Tuesday evening. It included a wonderful buffet and casino games with professional dealers, pit bosses, DJ, audience participation games and lots of prizes.

IFDA Holds 128th Annual Convention

Continued from Page A42

on Wednesday, where lunch was co-sponsored by *Illinois Funeral Suppliers* (formerly IFSSA). Wednesday evening, a special reception was held for President Jim Bosma and his wife Lu Anne. This was followed by live "funeral service improv" by the Chicago-based group *The Comedy Shrine*.

A special thanks to the Convention Committee members for putting together this special event. The IFDA 2009 Annual Convention will held in Springfield, at the Crowne Plaza Hotel from June 29 – July 1.



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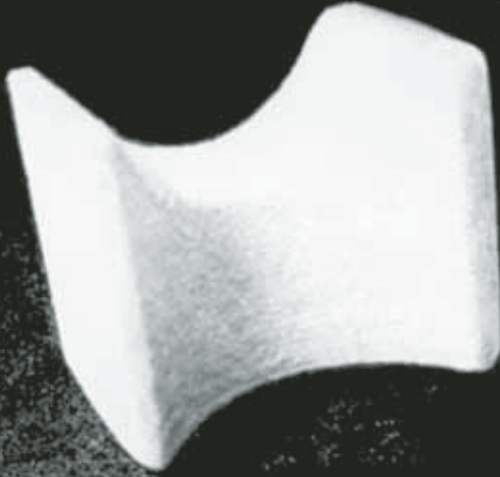
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Association NEWS CONTINUED

NFDA Policy Board elects Bates, Krill to Executive Board

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** Policy Board met on August 2 in San Francisco, CA, and elected **Robert "Robby" L. Bates**, CFSP, of **Harrison Funeral Home** in Naples, TX, and **J. Michael Krill**, CFSP, of **Krill Funeral Service** in Edgerton, OH, to serve as at-large representatives to the Executive Board. They will begin their two-year term of service immediately following the NFDA International Convention & Expo, October 12-15, in Orlando, FL.

Bates currently serves as Texas' representative to the NFDA Policy Board and has served as secretary/treasurer, vice president, president-elect and president of the *Texas Funeral Directors Association (TFDA)* and as chair of the association's political action committee. Bates has also served on the TFDA Nominations, By-laws, Resolutions, Convention Site Selection, Budget, Building/Property, Staff/Salary, Ethics and Long-Range Planning committees. He was an inaugural member of NFDA's Professional Conduct Committee and regularly participates in national advocacy, leadership and convention activities.

Krill is a fourth-generation funeral director with a variety of experience on the state level with the *Ohio Funeral Directors Association (OFDA)* and nationally with NFDA. He has served on OFDA's board of directors as treasurer, president-elect and president, as well as president of District #1 in Ohio and as chair of OFDA's Master Trust, Finance and Member Services committees. Nationally, Krill presently serves as Ohio's representative to the NFDA Policy Board and as a member of NFDA's Disaster Preparedness Work Group and its Operations Committee (Governance Work Group).

Bates and Krill will replace NFDA At-large Representatives **Shaun**

Myers, CFSP, of **Myers Mortuary** in Ogden, UT, and **Randall Earl**, CFSP, of **Brintlinger & Earl Funeral Homes** in Decatur, IL, who will complete their two-year term this October. Earl is a declared candidate for the 2008-09 role of NFDA secretary.



NFDA joins Coalition Demanding Action on High Energy Costs

BROOKFIELD, WI— This July, the **National Funeral Directors Association (NFDA)** formally joined the *Coalition for Affordable American Energy (CAAE)*, a group of 77 trade associations urging Congress to take swift action to combat rising energy costs.

CAAE's first action was to send a letter to Congress expressing concern about rising energy costs and urging "decisive, effective and immediate action."

The letter, in part, states: "The skyrocketing cost of oil and gas is now impacting every industry sector, large and small businesses, and every American who relies on gasoline or diesel fuel for work and family needs ... Continued escalation in the price of oil and gas threatens the U.S. economy and is having a devastating impact on the budgets of American households. Congress must act now to respond to the need for affordable energy with stable prices by taking every possible step to encourage the environmentally sensitive

development of domestic energy resources."

The trade associations that comprise CAAE represent a variety of industries, including the American Bakers Association, American Council of Engineering Companies, International Association of Amusement Parks and Attractions, the National Retail Federation and the Society of American Florists. NFDA is the only funeral service organization to join the coalition.

To help Congress better understand the impact of rising energy costs on funeral service, NFDA is currently conducting a survey of its members to determine how rising fuel and energy prices are impacting funeral homes and funeral prices.

"We'll share the data we gather from the survey with Congress so they can see how our country's current energy policies are negatively impacting small businesses and why immediate relief is needed," says NFDA Senior Vice President of Advocacy **John Fitch Jr.**

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Association NEWS CONTINUED



NFDA develops consumer-friendly Preneed Contract Templates

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** has taken steps to simplify the advance funeral planning process for consumers by developing a series of customizable forms and contracts—available at no cost to its members.

Under the standard of Preneed with Integrity™, NFDA continues to focus on raising the bar on preneed practices and ethics. NFDA's new business form templates, written in consumer-friendly language, will help funeral directors educate families about the preneed agreements they are signing.

"When a family is preplanning a funeral, there are so many things for them to consider and choices to make," said **Shaun Myers**, CFSP, a member of NFDA's Executive Board and chair of its Preneed With Integrity™ Work Group. "Even though we do our best to try and make the process clear and easy to understand, we can do better. Anything we can do to simplify the preplanning process and be more transparent is beneficial to families."

The two new packets of forms are:

Sample Preneed Funeral Contract Packet – NFDA's Model Consumer Protection Guidelines for State Preneed Funeral Statutes list more than 30 disclosures that should be contained in preneed contracts. Using those disclosures, NFDA has developed 10 contracts covering a variety of preneed scenarios – insurance or trust funded; irrevocable or revocable; guaranteed price or non-guaranteed price. Each sample contract incorporates the information and disclosures recommended in NFDA's model guidelines, giving consumers an easy-to-read, comprehensive description of the terms and conditions of the preneed contract.

Insurance Assignment Forms and Information Packet – Insurance is widely used to fund preneed and at-need funeral arrangements. Therefore, it is important that insurance policies and proceeds be properly assigned and paid to the funeral home. The packet contains forms for verifying information needed for at-need funeral arrangements; verifying insurance information for preneed funding; assigning insurance policy proceeds to fund an at-need funeral; and assigning a life insurance policy to fund a preneed contract.

All of NFDA's forms can be customized by funeral directors to include their specific funeral home pol-

icies and state-mandated information and disclosures.

NFDA members can obtain these forms free-of-charge via the NFDA FaxBack system. The system can be accessed via the NFDA Website, www.nfda.org/faxback.php, or through a toll-free telephone number, 800-713-0661. If members have difficulty accessing the forms, they should contact their personal NFDA member services representative at 800-228-6332 for assistance.

NFDA is the world's leading funeral service association, serving 19,500 individual members who represent more than 10,000 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

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Ken Dahlgren is honored by the Pennsylvania Funeral Directors

PHILIPSBURG, PA— **Ken Dahlgren**, of Lansdale, PA a licensed Pennsylvania funeral director for 58 years, and the **David K. Dahlgren Funeral Home**, were honored for dedicated professional service by the **Pennsylvania Funeral Directors Association (PFDA)**. The awards were presented at the Service Awards Ceremony held in conjunction with the 127th PFDA Annual Convention on June 10, 2008 at the Holiday Inn Harrisburg/Hershey in Grantville, PA

Mr. Dahlgren is a graduate of the *Pittsburgh Institute of Mortuary Science* and founded the David K. Dahlgren Funeral Home, which he owned and operated for 56 years. After many years of serving area families, Mr. Dahlgren retired in January 2008, selling the funeral home to **Patrick J. Willar**, who is a licensed funeral director. Mr. Willar has a degree in business administration and is a graduate of the *Pittsburgh Institute of Mortuary Science*. Mr. Willar is committed to keeping the same long standing tradition of service to the families in the

greater Philipsburg area as Mr. Dahlgren had done. The David K. Dahlgren Funeral Home staff is comprised of **Holly J. Henry**, a licensed funeral director with the firm since 1999; **John Deacon**, who has dedicated 38 years to being a funeral service assistant, but



Ken Dahlgren

who is also responsible for the maintenance and landscaping of the funeral home, and **Blair Dixon**, who for the past two years has assisted families before, during, and after the funeral service.

The David K. Dahlgren Funeral Home is a proud member of PFDA, which is the largest state association of funeral directors in the nation and represents more than 1100 funeral homes in Pennsylvania.

Florida FDA holds 114th Annual Convention

ORLANDO, FL— The 114th Annual FFDA Convention was held at the Gaylord Palms Resort & Convention Center in Orlando on July 6-9, 2008.

The Tradeshow opened on Monday night with a Welcome Reception and over 40 vendors. Kids enjoyed special Pirate's Punch and a stilt walker balloon artist. It was an enjoyable night for the whole family.

The Legislative Luncheon was held on Tuesday. Scholarships were given to three deserving students totaling \$2,500 honoring **Doug Stowell** and his work within the funeral profession, sponsored by FSI and FFDA. A PAC raffle was lead by **Judy Ralph** and raised \$2,500.

Wednesday was a full day of activities with the election and installation of officers and new board members and of course the much anticipated Inaugural Banquet.

The 2008-2009 FFDA Officers and Board are: **Lew Hall** (Independent) – President, **Gentry Morrison Funeral Home** in Lakeland; **John Williams** (Independent) – President Elect, **Farley Funeral Homes & Crematory** in Venice; **Mark Van Rees** (Independent) – Vice President, **Fred Hunter's Funeral Home** in Hollywood; **Robin Giddens-Sheppard** (SCI) – Secretary/Treasurer, **Hardage-Giddens Funeral Homes** in Jacksonville and surrounding areas; **Dan Perrin** (SCI) - Immediate Past President in Lake Worth; District 1 – **Ted Beggs** (Independent); **Beggs Funeral Homes** in Monticello and surrounding areas; District 2 – **Jim Semesco** (Independent); **Page Theus Funeral Home** in Leesburg; District 3 – **Peri Craven** (SCI); **Moss-Feast-**

er Funeral Home in Largo; District 4 – **Tim Hauck** (Carriage Services); **Harvey-Englehardt-Metz Funeral Home** in Cape Coral; District 5 – **Paul Mitchell** (Independent); **Bass Okeechobee Funeral Home** in Okeechobee; At-Large – **Michael Wick** (Independent); **Serenity Meadow Memorial Park & Funeral Home** in Riverview; At-Large – **Andrew Coleman III** (WFG); **A.B. Coleman Mortuary** in Jacksonville.

Newly elected FFDA President **Lew Hall**, the owner of **Gentry-Morrison Funeral Homes**, is a graduate of the *Kentucky School of Mortuary Science*. Lew has been married to his wife Anita for 28 years and has one son, Trey and two precious grandchildren, Shelby and Lane who all reside in Lakeland, FL. Before returning to the funeral business in 2001, Lew was in the insurance and real estate business for 24 years.

The Banquet allowed the FFDA board to recognize certain individuals for their support and work in the industry. The following companies were recognized for their outstanding service in the funeral industry and support of FFDA: **FSI; Ellis, Ged and Boddin; Batesville; and Federated Insurance**. The A.B. Coleman Industry Excellence Award was presented to **Lew Hall** for his outstanding work within the industry and dedication to FFDA. Outgoing Board Members recognized were **Clay Roberson**, 8 years on the board and serving as the 2006-2007 President and **Lew McGann**, 3 years on the board.

You can check the FFDA web site at www.ffda.org for the convention slideshow.

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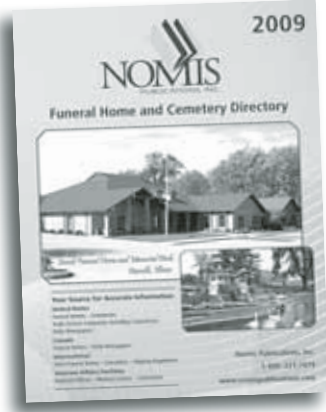
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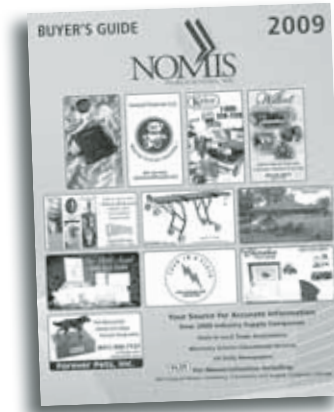
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OGR Fall Seminars to focus on "Business Fundamentals"

ST. LOUIS, MO— It's a fundamental fact of doing business. Every decision made, every change implemented, is sure to impact a funeral home's profitability, growth—and the families served. The educational seminar series being sponsored this fall by the **International Order of the Golden Rule**—"Business Fundamentals...Connecting the Dots"—is designed to help funeral home owners and managers better understand, prepare for and make the modifications necessary to their firm's fiscal health. Each of the two programs offers funeral professionals

and networking opportunities to learn, enjoy and connect.

The first seminar, September 14-16 at the InterContinental Harbor Court Baltimore, will offer one and one-half days of invaluable information, strategic planning and training. The schedule includes: "Collections," presented by **Lavell Jesse, Federated Funeral Directors of America**; "Customer Service and Other Business Practices," by **John Carmon, Carmon Community Funeral Homes**; "Plastination," presented by **Ronald S. Wade, Maryland State Anatomy Board, University of Maryland School**

of Medicine; "Shattered Dreams," by **Scott Holmes, Holmes-Watkins Funeral Homes**; and "Strategic Planning," by **Ralph L. Klicker, Ph.D., Thanos Institute**.

The second program, November 9-12 at the Casa Marina Resort & Beach Club in Key West, FL, will feature three half-days of thought-provoking programming on important strategies for funeral home management and operations. Sessions include: "Five Financial Controls for Proven Profit Management," presented by **Dan Isard, The Foresight Companies**, and **Curt Rostad, Indiana Funeral Directors Association**; "Redesigning Your Funeral Home for the Future," by **Brent Behrens and Tam Schreiner, Behrens Design & Development**; and "Tried and True Marketing and Merchandising Techniques," presented by **Timothy Totten, Cotcov-ers.com**.

Both seminars will offer an ideas exchange, exhibits by Golden Services Group suppliers, Sunday evening Welcome Reception and group dinners. Lunch is included in the Baltimore seminar package. Up to 10 CEUs have been approved for each seminar. Full program and social packages are available, with special rates for students and educators. To register or for questions, contact the OGR education/meetings department, (800) 637-8030, x120, email jgabbert@ogr.org or visit www.ogr.org.

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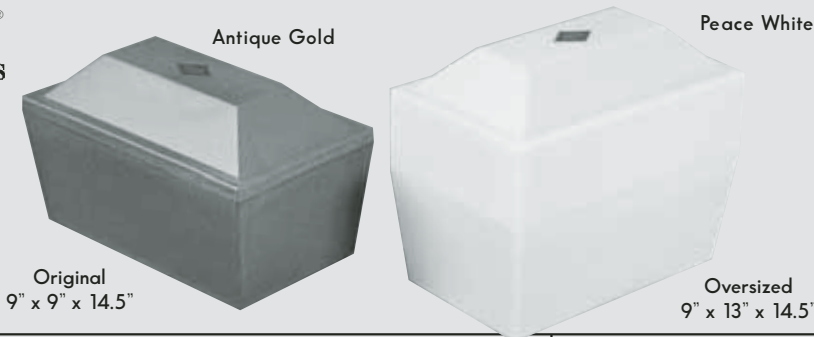


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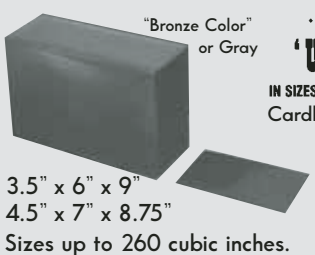
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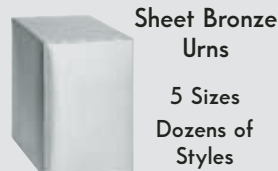
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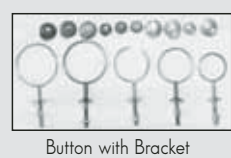
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BOBBIE DALTON REECE of Tazewell, TN died July 13, 2008 at the age of 82. She and her husband, the late **Alvin Reece**, founded and operated **Reece Funeral Home** and **Reece Monument Company** in Harrogate. They opened their first funeral home in New Tazewell in 1949, serving families for almost 60 years. A licensed Tennessee Funeral Director, she was the fourth funeral director to obtain a license in Claiborne County. They were members of the *Tennessee Funeral Directors Association* for 53 years.

JOHN P. TUCHOLSKI of Roslyn Heights, NY died June 21, 2008 at the age of 85. He was the owner of the **Roslyn Heights Funeral Home** in Roslyn Heights and a funeral director for 60 years.

RICHARD O. HARDAGE of Jacksonville, FL died August 5, 2008 at the age of 77. He began working 62 years ago at the **Hardage-Giddens Funeral Home**, which was co-founded by his father in 1929. Graduating from the Dallas Institute of Mortuary Science in 1955, he became a licensed funeral director in Florida in 1956. In 1962 he was named recipient of the Award of the Roses citation of the *International Order of the Golden Rule*.

JANE MUIR of Lapeer, MI died August 6, 2008 at the age of 91. She and her husband, **Paul Muir**, owned and operated the **Muir Brothers Funeral Home** in Lapeer, which marked its 100th anniversary this year.



LLOYD Q. GARRIEST of Philadelphia, PA died July 21, 2008 at the age of 72. "Q" as he was known by everyone, was the supervisor of the **Lloyd Q. Garriest-Franklin Crawley Funeral Directors Inc.**, which was established by his father in 1928. A 1962 graduate of *Eckels College of Mortuary Science*, he received his license in funeral directing and joined his father in 1964. In 1968 Garriest's brother **Robert M. Garriest** joined the firm and it became known as **Lloyd Q. Garriest & Sons**. In 1975 Franklin Crawley joined the firm, and it became incorporated as Lloyd Q. Garriest-Franklin Crawley Funeral Directors Inc. Since the passing of their father and Mr. Crawley, the brothers had been running the firm. He was a member of *Quaker State Funeral Director Association*, and the *National Funeral Directors & Morticians Association*.

DAN L. MOODY of Fort Meade, FL died July 21, 2008 at the age of 74. He opened **Moody Funeral Home** in Fort Meade in 1965, operating the firm until his retirement in the late 1990s. A graduate of the *Cincinnati College of Embalming*, he was also associated with the University of Cincinnati, College of Medicine.

CATHERINE THOMA of McCandless, PA died July 13, 2008 at the age of 86. Along with her husband she owned and operated the **George A. Thoma Funeral Home** in McCandless. Courtesy Clem's Livery Service, Pittsburgh, PA.

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CHARLES EDMUND HALL of Fallbrook, CA died July 4, 2008 at the age of 71. He graduated from California Mortuary College in San Francisco in 1958 and apprenticed in Crescent City, CA. He began working for **Ernest Bell** at **Berry Bell Mortuaries** in Oceanside and Fallbrook in 1960, becoming manager of the Fallbrook location in 1962. In 1977 he and his wife purchased the firm and operated the **Berry-Bell & Hall Fallbrook Mortuary** for the next 20 years until their retirement. Mr. Hall served on the board of directors of the *California Funeral Directors Association* for 8 years, served as president of the *San Diego County Funeral Directors Association* for 2 years, and was a member of the *International Order of the Golden Rule*.

JAMES W. DAVIS, JR. of Madison, NY died July 27, 2008 at the age of 84. A graduate of *Simmons Institute of Funeral Service*, he owned and operated funeral homes in Madison and Oriskany Falls, NY.

CY JAMES CASE of Fort Lauderdale, FL died August 1, 2008 at the age of 71. Mr. Case was chief executive officer and president of **Case Holding Co. Inc.** and CEO and partner in **Baird-Case Jordan-Fannin Funeral Home and Cremation Service**. He earned an associate's degree in mortuary science from *Cincinnati College of Mortuary Science* in 1959. A year later, he founded **Baird-Case Funeral Home Inc.** in Fort Lauderdale. The company expanded to include 22 funeral homes, one cemetery and four crematories throughout Florida, staffed by 200 employees at its peak. In 1990, Baird-Case was bought by **Service Corporation International**. In 2003, Mr. Case and his partners repurchased two of his original funeral homes, in Fort Lauderdale and Tamarac.

JAMES KIMO FRANCIS AKINA of Kailua, HI died July 4, 2008 at the age of 43. He was a funeral director for **Borthwick Hawaii Funeral Home**.

LEE GALLANT of Fayetteville, TN died July 5, 2008 at the age of 86. She was a Tennessee Licensed Funeral Director for over 50 years, and the first female licensed funeral director in Fayetteville. She was owner and operator of **Gallant-Riverview Funeral Home** and **Riverview Memorial Park**.

LYLE IRVIN of Danville, IL died July 12, 2008 at the age of 76. He was Vermilion County Coroner for 18 years, beginning his first term in 1980. Following his retirement, he worked for several years as a funeral director assistant with **Sunset Funeral Home** in Danville. He was a member and former president of the *Illinois Coroners Association*.

JAMES D. DEPP of Glasgow, KY died August 5, 2008 at the age of 67. A licensed funeral director and embalmer, he graduated from the *Kentucky School of Mortuary Science* in Louisville and worked for **W.G. Hardy Funeral Home**. Later, he was employed by **T.W. Crow & Son** in Scottsville, **J.C. Kirby** in Bowling Green, **Hatcher & Saddler** in Glasgow and **Aaron Smith Funeral Home** in Lexington, KY. He was also a former part-owner and manager of **A.F. Crow & Son Funeral Home** in Glasgow.

JOSEPH C. ABELE of Toledo, OH died July 20, 2008 at the age of 61. A graduate of the *Cincinnati College of Mortuary Science*, he joined the family business as a fifth generation funeral director with **Abele Funeral Home** in Toledo, which was founded in 1860.

WILLIAM P. KOLLER of Roxborough, PA died July 22, 2008 at the age of 88. He founded **Koller Funeral Home** in Roxborough with his wife, **Peggy**, in 1946.

CHARLES ROBERT "BOB" BONAR of Harrisville, WV died July 26, 2008 at the age of 86. He was a member of the *West Virginia Funeral Directors Association* and was honored in 2000 as the WVFDA Funeral Director of the Year receiving the Charles E. Dodd Award; a member of *District V Funeral Directors Association*; and a member of the *National Funeral Directors Association*. A 1947 graduate of the *Cincinnati College of Embalming*, and he began working for **Raiguel Funeral Home** in Harrisville. He purchased the firm in 1950 and owned and operated the firm until his retirement in 1999, when he continued to serve families on a part time basis. Courtesy West Virginia Funeral Directors Association, Charleston.

RICHARD LEBER of Union City, NJ died August 4, 2008 at the age of 84. Leber was the funeral director of **Leber Funeral Home**, Union City, for 45 years. He retired 15 years ago. He was the former president of **Weehawken Cemetery** in North Bergen, and a former member of the *Hudson County Funeral Directors Association*.

THOMAS R. MENGIS of Mabel, MN died August 1, 2008 at the age of 75. He earned a degree in Mortuary Science from the University of Minnesota, and in 1967 he took over the **Mengis Funeral Home** from his father. He operated the firm until 1997, and continued to help his son with the business until early this year. He was a member of the *Minnesota Funeral Directors Association*.

R. BRENT PARKER of Charleston, WV died July 11, 2008 at the age of 59. He had been owner and funeral director of **Cunningham-Parker-Johnson Funeral Home** since 1979. A 1974 graduate of *Cincinnati College of Mortuary Science*, he was a member and past president of the *West Virginia Funeral Directors Association*, a member of the *National Funeral Directors Association* and *District I Funeral Directors Association*. He was appointed to the West Virginia Board of Funeral Service Examiners, where he served for 15 years and was president of the board for 8 years. He was a member and past president of *Preferred Funeral Directors International*. Courtesy West Virginia Funeral Directors Association, Charleston.

If you have an obituary that you would like to see listed here, send information to:

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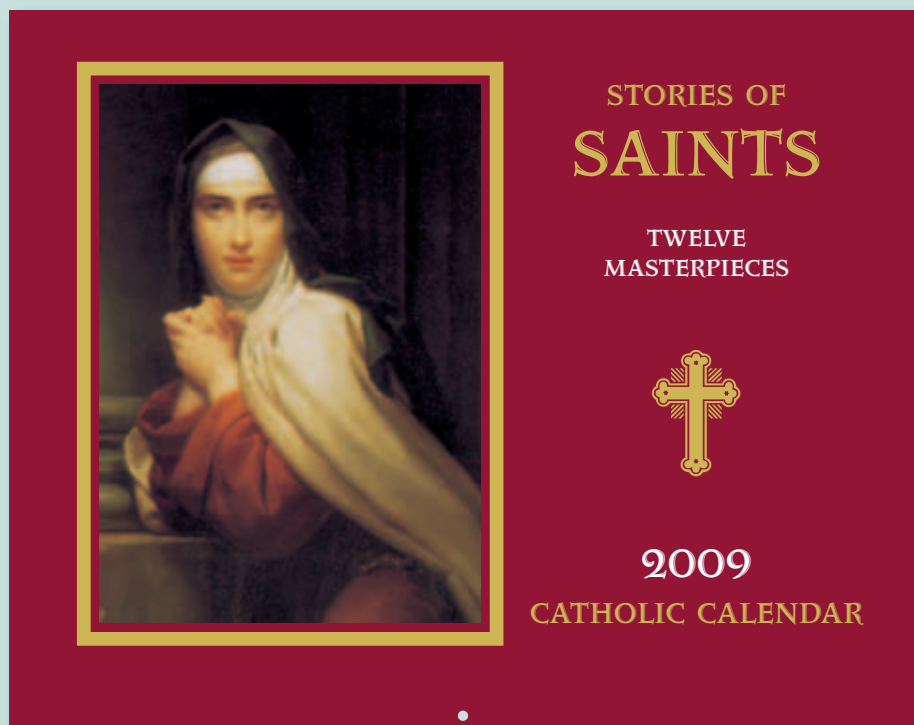


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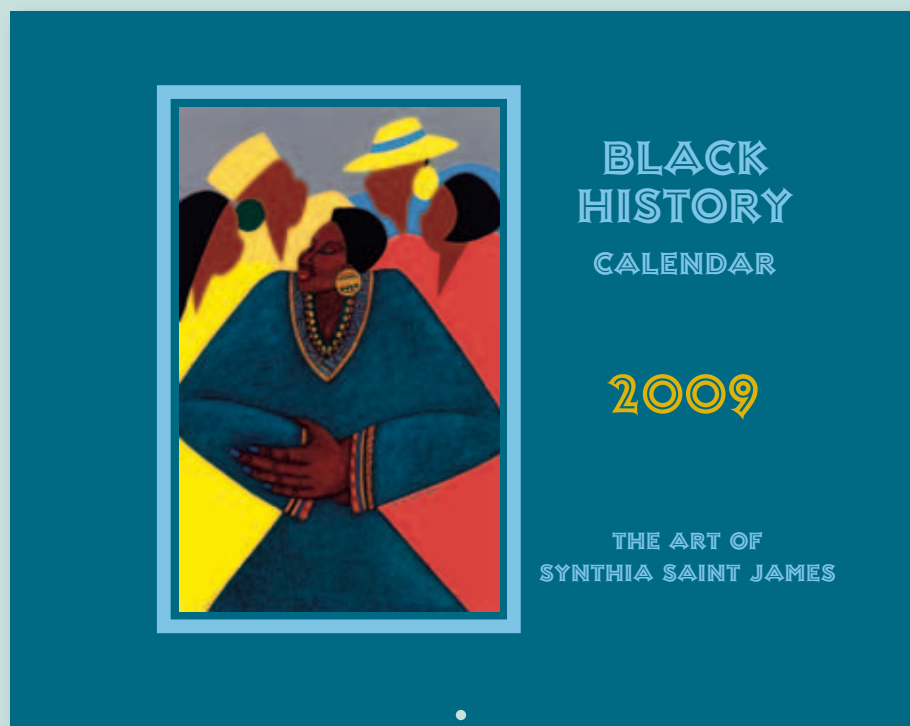
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