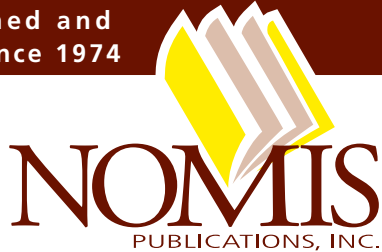


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FUNERAL HOME & CEMETERY

NEWS

SEPTEMBER
2009

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Changing Lives Through Laughter



By Nancy Weil

With certifications as a Laughter Leader, Funeral Celebrant, Grief Services Provider and Grief Management Specialist, Nancy Weil is uniquely qualified to bring new perspectives and new ways to help clients heal from the pain of grief as well as reduce stress for professionals in the industry.

New Series Begins on Page A8

MORTUARY STUDENTS TOUR INDUSTRY FACILITIES



See "Whitman Burial Vault Company hosts a day of learning for FINE Mortuary College Students" on Page A36



See "PIMS Students tour Reynoldsville Casket Company Plant" on Page A38



"Right out of the world of C.S.I., advances in 3D facial reconstruction and 3D printing are now being used in the funeral industry to produce cremation urns that are as unique as those they represent."

See "Facial profile used to create Personal Replica Urns" on Page B11

Pioneer Victorian Cemetery celebrates 150 Years



CLEVELAND, OH— The East Cleveland Township Cemetery is approximately 12 acres of land situated in University Circle on East 118th Street having been forgotten by some Clevelanders and unknown to the majority. It has been surrounded by urban legend for decades and embroiled in litigation since its founding on August 31, 1859. Today there are over 17,000 people that have been laid to rest within its gates, many

CONTINUED ON PAGE A25

Ballard-Durand installs Heritage Plaque



(L to R) Matthew Fiorillo, Stephen Pontone and Don DeNigris in front of Ballard-Durand Funeral Home.

ARTICLE AND ADDITIONAL PHOTOS ON PAGE A2

Curlew Hills Memory Gardens holds Dedication of new Greek Section of the Cemetery



(L to R) Keenan Knopke, President of Curlew Hills Memory Gardens, Michael Servos, President of Hellenism of America, and Congressman Gus Bilirakis, in front of the artist's rendering of the new Hellenic Cemetery.

PALM HARBOR, FL— Nearly 100 guests attended the dedication ceremony of Curlew Hills Memory Gardens' new Hellenic Cemetery 'Morpheus'. This beautiful, special section is dedicated to reflect the traditional cultural and religious beliefs of the Greek American heritage. The moving dedication ceremony took place on Saturday, July 11th at

CONTINUED ON PAGE A20

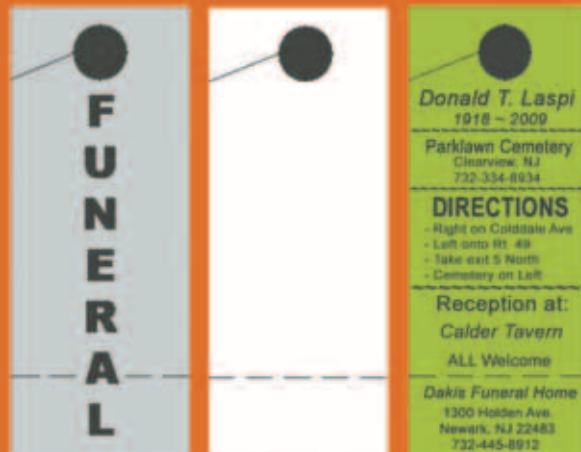
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HAVE YOU SEEN THESE CHILDREN?

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 Runaway

PASCHE MARIE BARNETT



Date of Birth: 12/2/1991
Date Missing: 11/8/2008
Missing From: Tulsa, Oklahoma
Age at Disappearance: 16 Yrs
Age Now: 17 Yrs
Sex: Female
Race: Black
Height: 5'5"
Weight: 125 lbs
Hair: Brown
Eyes: Brown

Circumstances: Both photos shown are of Pasche. She may still be in the local area. She has pierced ears.

Family Abduction

ARIELLE ISABELLA BUDAY



Date of Birth: 9/5/03
Date Missing: 10/28/08
Missing From: Gainesville, FL
Age at Disappearance: 5 Yrs
Age Now: 6 Yrs
Sex: Female
Race: White
Height: 3'5"
Weight: 47 lbs
Hair: Brown
Eyes: Brown

Abductor
JEPKE MARIE BUDAY
Date of Birth: 12/23/75
Age Now: 33 Yrs
Sex: Female
Race: White
Height: 5'7"
Weight: 130 lbs
Hair: Brown
Eyes: Green



Circumstances: Both photos at top are of Arielle. She was last seen on October 28, 2008. She may be in the company of her mother Jepke Buday. They may have traveled to Belgium. Arielle has a scar under her chin. Jepke has a tattoo of the word "sunshine" on her ankle. Her ears are pierced.

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

Ballard-Durand installs Heritage Plaque

Continued from Front Page



(L to R) Owner Matthew Fiorillo, Stephen Pontone of Matthew's Casket Division and Don DeNigris of DeNigris Monument Company.



The Heritage Plaque at Ballard-Durand Funeral Home

WHITE PLAINS, NY— Placed prominently along the front walkway of Ballard-Durand Funeral Home is the firm's new heritage plaque. The solid bronze plaque offers a brief history of the funeral home along with depictions of its original owners. It was created by the Bronze Division of Matthew's International of Pittsburgh, PA and affixed to a foot-long granite marker from DeNigris Monument Company. Ballard-Durand owner Matthew Fiorillo states, "Time and time again, my staff and I are asked about the building—whether it was once a private home, and about who lived here. People also inquire about Ballard and Durand, after whom the funeral home is named. What better way to provide answers to these questions than with the heritage plaque?"

The plaque reads *The Ballard-Durand Funeral Home can trace its roots to a funeral home originally established in 1885 in New York City. In the 1930's, the business was relocated to Cromwell Place and has been a staple in the White Plains community since that time. Arthur Ballard purchased this building in 1939. A bit later, George B. Durand became a partner in the firm, and continued to serve families after Mr. Ballard's death in 1951. Mr. Durand died in 1980 at the age of 73. Once the residence of eminent citizens, such as Williams Banks and the honorable Humphrey J. Lynch, the home has since become a historic landmark.*

A funeral director with the firm since August 1998, Fiorillo purchased Ballard-Durand in September 2001. Inspired by old photographs of the funeral home, he hired a local architectural company to restore the Greek revival structure to its original beauty. Fiorillo remembers that being no easy task, as the entire structure had been painted white so many times that you couldn't even tell what was stucco and what was wood. Leaving the architects to do their thing, he and his staff selected paint, flooring, and window coverings. They all worked together like a family to decorate the home and every detail is perfect. The 7,500 square-foot funeral home has two large visitation rooms and seating areas on the main floor. Upstairs is another seating area where guests may gather, along with a children's room. The selection room, arrangement suite and prep room are in the 1,500 square-foot basement. Despite being in the city, the funeral home sits on almost an acre of land with meticulously kept grounds and a spacious parking lot.

Fiorillo is proud to serve local families in the tradition of excellence that has become synonymous with the Ballard-Durand name. When asked if any funerals stand out in his memory, he cites two with attendance of approximately 1000: a soldier killed in Iraq and a New York City police officer killed in the line of duty. He also remembers that of an elderly lifelong resident, the founder of the White Plains Historical Society. Fiorillo states, "Every life is important, and we strive to provide a personalized service unique to each and every person." To learn more about the funeral home visit www.BallardDurand.com.



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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 and Section B, which contains the Classified Advertising and consists of pages B1-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Nelda L. Davis receives Degree in Funeral Service Education



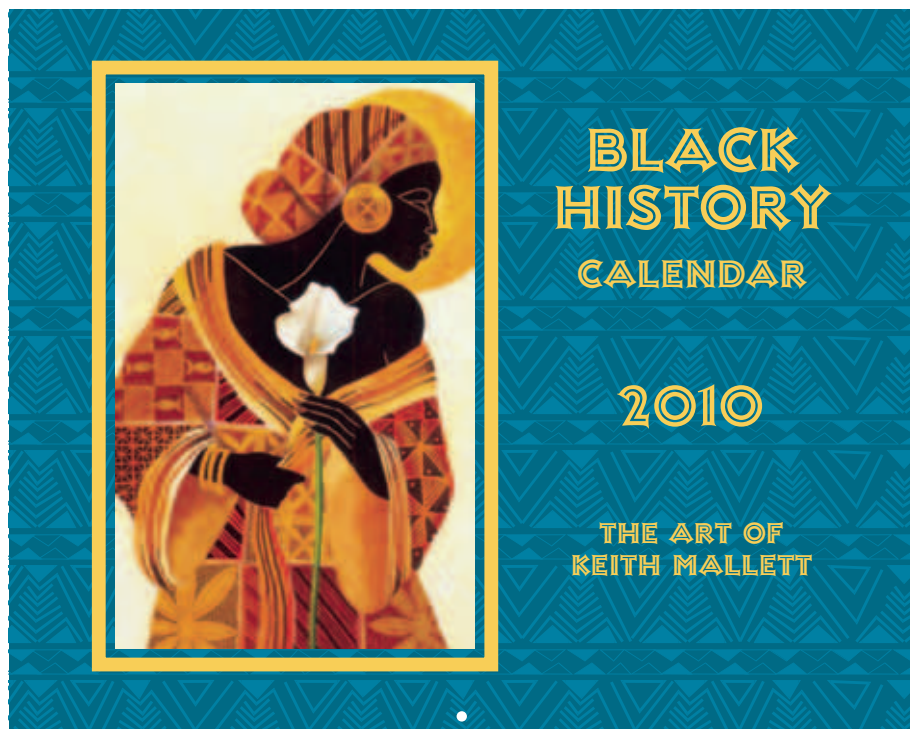
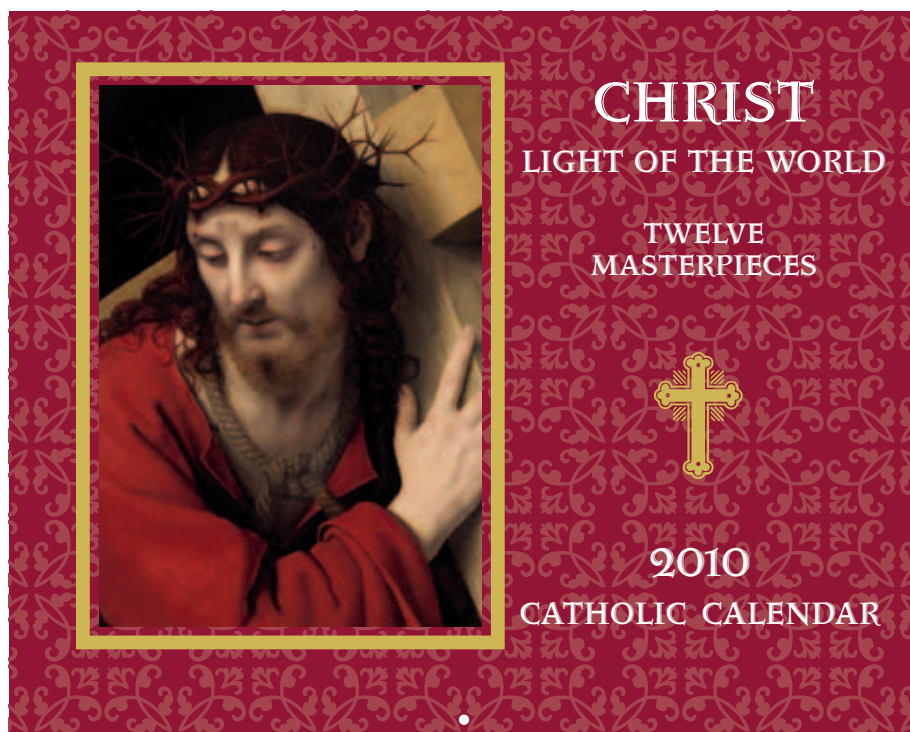
Nelda L. Davis

STATESVILLE, NC— Rutledge and Bigham Mortuary is proud to announce that Nelda L. Davis has received her Associates in Applied Science Degree in Funeral Service Education from Fayetteville Technical Community College. She will be affiliated with the firm in Statesville.

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Clyburn and Bigham Mortuary, Inc. honors Volunteer Staff



(L to R) First Row: Babia Mills, Rene Morton, Mary Frances White, Funeral Director Joanne C. Phifer, Phyllis Alexander, Kathy Murray and Kassana White. Second row: Owner Joseph T. Clyburn, Clyde Mills, Vivian Brandon, Billie Stewart, Otis White, Diane Sanders, Eva Gunnings, Julia Allison and Volunteer Support Staff Coordinator/Funeral Director Bernardeane Moton, Volunteer Support Members not pictured: Rev. William Conrad, Rydell Cowan, Paulette Brandon, Gail Collins, Clinton Caldwell, Kenya C. Harris, Shirley Black, Elder S. McIver, Matthew Gallmon, Michael Gallmon, Vivian H. Lester, Erma Gallman, Norman J. Gallman, William Coleman, Joey Clyburn, Evelyn Clyburn, Bernardette Davis and Wanda Hardy.



Clyburn and Bigham Mortuary, Inc.

MOORESVILLE, NC— In the year of 1983, **Joseph T. Clyburn, Sr.**, having been affiliated with the **Florence Funeral Home**, Statesville, NC for a number of years, and following the death of its proprietors and subsequent dissolution of the business, expressed his desire to establish a funeral home.

Clyburn, a licensed funeral director, approached **Louise Bigham Moton**, a funeral director-embalmer with the **Rutledge and Bigham Mortuary** of Statesville, about the possibility of the two of them forming a partnership. Following much thought and discussion, Louise Moton agreed and a search was begun to locate a suitable site to set up a business that would provide the best type of funeral service possible. After surveying several locations in Mooresville, the property at 168 West Statesville Avenue, was chosen as the site to house their business.

Moving on faith, rather than finance, the two story house was purchased. Renovations were necessary to bring the building up to code to house a funeral home. A family room, small chapel, office space, baths, and living quarters, etc. were provided. A porch surrounding the front and left side of the building with ample parking area in the rear allowed room for expansion. A

CONTINUED ON PAGE A21



The Gift of Aftercare

By Sherry L. Williams

While spending time with my grandchildren last weekend, they reminded me that Christmas is only three months away. I couldn't believe it, when I realized that they were right. Oh, to view time through the eyes of a child. For them, the holidays can't come quickly enough, for adults; time is just passing too quickly. I always find myself playing catch to get everything done that needs to be done for the holiday season. So, I am giving you a heads up...if you haven't begun to think about your marketing and P-R plans for the holiday season, get started!

As you begin to organize your thoughts and try to determine what it is you want to do for those you serve and your community, look for opportunities to capitalize on things that are already being planned by others. For years now, I guess about the last five; I have had many funeral directors tell me that they have quit doing holiday memorials because everyone else is doing them and the numbers for their program had continually dropped.

So, what can you do about this, instead of stopping something that means so much to grieving individuals, contact some of these other groups and see if you can't network with them to create a community holiday memorial program. You can share the costs, share the preparation time by dividing

responsibilities, and increase the attendance for this function by pooling your resources. I can assure you those agencies are seeing drops in numbers as well because people have too many choices for these memorial celebrations.

I might also suggest that you make it more than a candle lighting program with music or songs and candles. Consider having a speaker talk about holiday grief and why it is so difficult to celebrate and grieve at the same time. Empower people so they can survive the holidays by giving them coping strategies for the grief and things they can do to include their loved one who has died in their holiday celebrations. You could sponsor the speaker, someone else could cover printing and mailing the invitations, someone could handle the refreshments and someone could handle promoting the program. You might want to pool resources for advertising and looking at ways to get community service announcements and television promotions for the program. When you only have to work one aspect of the program, you can spend more time on that task and be more successful.

You could even consider making this program an annual event. You can involve different high school or church choirs to do some music. You might even come up with some sort of memorial gift for each attendee; a grief awareness pin, a star, an ornament, a candle, a bookmark, etc.

Be sure to invite bereavement support groups to attend and provide them with an exhibit table to display information about their group; when it meets, time and location, fees if any, and when the next group starts. You should also include information about any special services you provide for families such as; a be-

reavement library, a support group, a grief newsletter or magazine, and your pre-planning services.

Grieving individuals should not have to travel this journey alone and they certainly should not have to face the holidays alone. They need to understand what is causing their emotions to be so fragile during the holidays and what they can do about that. Through information comes control and through control comes hope. You are the hope of those who are grieving whether it is 1 or 101 so, remember the holidays. They'll be here sooner than you think.

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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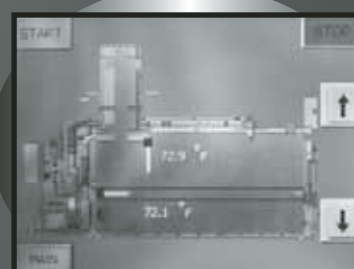
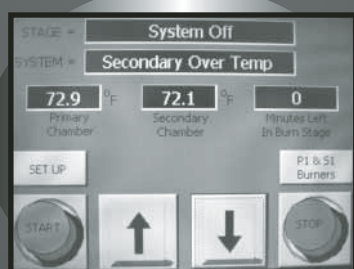
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Wilbert assists with Honor Guard Training School in Michigan

BROADVIEW, IL— Wilbert Funeral Services, Inc., along with the Wilbert Manufacturers Association and its licensee, **Detroit Wilbert**, assisted the Wyandotte, MI Police Department in conducting its annual Honor Guard Training School in mid-June. The week-long camp culminates with a “simulated” funeral service, using a funeral home, church and cemetery to lend authenticity to the event.

The school, first initiated by the Goshen, IN Police Department, has been brought each year to Michigan by Wyandotte Police Officer *Daniel Foley*. **Graham MacLeod** of Detroit Wilbert has donated the burial vault and other materials needed to replicate a graveside service each year the training school has been held in Wyandotte. This year, the Wilbert Manufacturers Association and Wilbert Funeral Service, Inc. in Broadview, IL made a financial contribution to help cover the costs of printed manuals and other support materials needed by the participants.

“The purpose of the camp is to prepare and educate public safety officers on how to properly honor the national colors and the funeral protocol used when honoring a brother or sister’s ultimate sacrifice,” said Officer Dan Foley. “We are thankful that the Wilbert organization not only understands, but appreciates the importance of this training. They truly value the contribution we make to the overall funeral process.”

“This training school is an exceptionally worthwhile mission that points up the importance of ritual and ceremony in the funeral process,” remarked **Wm. A. (Tony) Colson**, President of Wilbert Funeral Services, Inc. “Wilbert Funeral Services, Inc. is honored to be invited by our Detroit Licensee, Graham MacLeod to join his company and **Czopek Funeral Directors** in Wyandotte in supporting this worthwhile endeavor.”

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation-related products and services to North American funeral homes. From its offices in Broadview, the company licenses the right to manufacture burial vaults under the Wilbert trademark to a network of over 200 licensees and sub-licensees throughout North America that comprise the Wilbert Manufacturers Association.



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Power Point: Tips for Creating Effective Presentations

There likely isn't a funeral home in America that has not, at one time or another, had one of their representatives present a talk before a local community, club, organization, school or church group. Promoting and presenting community speaking engagements is a very effective way to get your funeral home better known, as well as educate the public to all the wonderful things funeral service (and your funeral home specifically!) can do for them, before, during and after a death.

Community speaking engagements are not only a great way to reach out and educate consumers; they are also a superb way for pre-need sales counselors to obtain quality sales leads from interested consumers who want to know more.

When most speaking engagements are held, the funeral home representative and/or pre-need sales counselor will usually do one of two things. They will write out their entire presentation on their computer and then stand before the group and read it. The majority of speakers I have seen, will just stand before the group and start talking. No notes, no preparation, no practice, no format. Simply “wing it” from memory and take a few questions at the end. While both approaches are habitual with most funeral homes and do minimally meet the need, I would encourage you to think differently about yourself as a spokesperson and how you tell your story through slides. Why not try to create, prepare and deliver a quality PowerPoint presentation?

Most every funeral home today has a laptop computer and

the affordable PowerPoint software program is easy to obtain, if not already loaded onto your laptop when you bought it. The program is easy to learn and use and can significantly add to your presentation, giving you the “WOW” effect with your audience.

When creating and developing your PowerPoint program here are a few suggestions I would offer to ensure that your presentation is the very best it can be.

You Are The Presentation...Not The Slide Show!

Write your speaking presentation first and consider the PowerPoint slides complementary to your message. By building too many slides, adding too much information to the slides, and reading the text on the slides word for word, you force the audience to focus on the slides instead of you. You are the human experience your audience has to connect with your product, service, or company at the time of your presentation. Keep the attention focused on the most important brand of all – YOU.

Limit the Number of Slides You Create

The old adage less is more is true in this case. You should develop no more than 10 slides for a twenty-minute presentation. But it doesn't mean you should always cut your presentation time in half to determine the number of slides. For example, even 30 slides in one hour are far too many for most presentations. Motivational guru Tony Robbins will show a total of only five slides in two hours. Again, he wants the focus to be on him, not the slides. And so should you.

Limit the Bullets

Slides with bullet points are easy to create – that's the problem. Anyone with the most basic knowledge of PowerPoint can create a new slide, title, and list of bullets. When this process is repeated and a series of bulleted slides are strung together, the result is dull, mind-numbing, and monotonous. Stay away from this practice!

Don't Read the Slides to Your Audience

There's no reason to read the text on a slide word for word. Your audience can read the slides for themselves. The slides should complement the focal point of the presentation – the person giving the presentation. Speakers often lose the all important quality of maintaining eye contact with the audience by turning to the slide and reading every word on it. Engaging presenters will glance at the slide and then make eye contact with listeners, paraphrasing or complementing the text on the slide.

Think Visually

Anything you say can be made more engaging through the use of visuals – photos and graphics paired with small amounts of text. Because we are in the funeral profession, please be very careful with your selection of visual slides. Slides of caskets and vaults can be offensive to some viewers. Think carefully before you place a picture of something in your presentation that may turn people off.

Have a Beginning...and an End...Don't Wing it!

Every community presentation should have a strong opening and even stronger closing. Therefore, each slide should have a clear introduction, middle and end.

Practice, Practice, Practice

How often do you actually run through a presentation out loud from beginning to end? If you're like most people, the answer is “not very much.” Yet the best presenters rehearse – what they're going to say, how they're going to transition, how they're going to say it – nothing is taken for granted. You may even want to invest in a remote presentation pointer, so you can advance your slides while walking around the room.

PowerPoint is a powerful and vital tool to impart information. Used poorly, it can hinder your success. Used wisely, it will help you wow your listeners.

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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Carriage Services endorses Eagle's Wings Air as Preferred Supplier

FORT WAYNE, IN—Eagle's Wings Air announced that it has been selected as the preferred supplier of air transportation management services by death care industry leader, **Carriage Services**.

"Our partnership began in 2008 under a pilot program which proved successful. We've enjoyed forming a strong working relationship with the managing partners of Carriage Services, and are honored to serve such a highly respected organization," comments **Frank**

Kaiser, President and co-owner of Eagle's Wings Air.

"The streamlined services offered by EWA have been a long time coming for our industry. We appreciate the personalized service and air transportation expertise which our staff receives from this innovative organization," comments **Jay Dodds**, Senior Vice President and Chief Operating Officer of Carriage Services.

Carriage Services is a leading provider of death care services and merchandise, with 134 funeral homes in 25 states and 32 cemeteries in 11 states.

Eagle's Wings Air is the leading single-source supplier of air transportation management services to North American funeral homes and shipping services. From its headquarters in Fort Wayne, IN, they provide a nationwide concierge service for the air transportation of human remains while also offering personalized travel assistance for the bereaved.

For additional information on Eagle's Wings Air, visit www.eagleswingsair.com or email Frank.Kaiser@eagleswingsair.com.

Suit claims \$600 Million for National Pre-Need Burial Insurance Fraud

ST. LOUIS, MO—The Special Deputy Receiver of the insolvent **Lincoln Memorial Life and Memorial Service Life Insurance Companies**, along with the country's participating life and health insurance guaranty associations, which have been paying death benefits under insurance policies issued by the two related life insurance companies associated with **National Prearranged Services, Inc. (NPS)**, sued the former executives, lawyers, accountants, investment advisors, and trustees of the pre-need funeral plan and life insurance companies alleging the entire enterprise was more than a \$600 million racket supported by the malfeasance of former management and their professional advisors.

Approximately 149,000 people in 47 states bought NPS pre-need funeral contracts through their local funeral homes. The vast majority of these pre-need funeral contracts were purportedly backed by life insurance policies issued by Lincoln Memorial and Memorial Service. Both Lincoln Memorial and Memorial Service were placed in receivership in Texas along with NPS on May 14, 2008. Among its 27 claims for relief, the suit seeks treble and punitive damages under the federal Racketeer Influenced and Corrupt Organizations Act (RICO), the Lanham Act, and state consumer protection acts.

Suit was filed in federal district court in St. Louis by Reilly Pozner LLP, a Denver-based national trial firm whose partners have successfully represented state insurance guaranty

associations in the past, most recently recovering \$30 million from a regional brokerage firm on their behalf. That result flowed from the liquidation of **Midwest Life Insurance Company** and followed three successful jury trials in Colorado, Washington, and Iowa, the latter a three-month trial over the failed annuity provider.

Plaintiffs in the action include the **National Organization of Life and Health Insurance Guaranty Associations (NOLHGA)**, various state guaranty associations, including those of Missouri, Texas, and Illinois, and the appointed Special Deputy Receiver of the three failed companies, **Donna J. Garrett**.

Among the several dozen defendants are: NPS founder **J. Douglas Cassity**, a disbarred lawyer and convicted felon, his wife and two sons; **Randall K. Sutton**, NPS' former president; attorneys and former NPS general counsel **Howard A. Wittner** and **Katherine P. Scannell** and the law firm, **Wittner, Spewak & Maylock**; investment advisor **David Wulf** and the investment advisory firm **Wulf Bates & Murphy**; and banks which became involved as trustees, including Bremen Bank & Trust Company, Marshall & Ilsley Trust Company, Southwest Bank, Bank of America, and Comerica and American Stock Transfer and Trust Co.

The 130-page complaint details years of systematic collusion conversion, and fraud—the looting of hundreds of millions of funds. It can be viewed at http://www.rplaw.com/pdf/NPS-Lincoln_Memorial_Complaint.pdf



Changing Lives Through Laughter

By Nancy Weil

A Little Laughter Goes a Long Way

This is not an industry known for its sense of humor, yet humor is an essential coping tool for both the funeral professional and their clients. By using humor and laughter at an appropriate time in an appropriate manner, you can improve your day, reduce your stress and build a better business.

Funerals bring out the best and the worst in people. Many families will turn to stories of their loved one when sharing memories with family and friends at the wake or funeral service. So often the moments they choose are filled with humor and joy. They naturally turn to humor because it feels good at a time when their pain is so deep that all they seek is some relief from feeling bad.

Professionals can use these same tools to lighten the load. Those in the industry know that death care providers are, by and large, a funny group of people. When

faced with tragedy, it is healthy to turn to comedy to balance the heaviness of the situation. That is not to say that it is suitable to use in front of the family, follow their lead. If they choose to joke, then gauge your response to fit their mood. By allowing your clients to express their emotions without judging them, you can begin to build a trusting, caring relationship. This is key to customer satisfaction.

Most of the time the jokes and laughter begin after the family has left. You make a small joke or read something funny that was sent to your e-mail. You share a social laugh with a co-worker. Anything to break the tension and help you separate from the grief energy you were just in. As long as the jokes don't cross the line into bad taste, you can build camaraderie and increase communication with co-workers through the use of humor.

Remember the three rules of humor: 1. Humor is subjective – what you find funny and what someone else finds funny will be different. 2. Don't joke about anything that cannot be changed in the next five minutes. Weight, race, gender, religion and other personal attributes are off limits. 3. Humor is cultural and does not translate well. When working with clients who have English as their second language, a perfectly harmless joke may be misinterpreted, so be cautious.

Once you have adopted the three rules, you can begin to put humor to use to improve your life. Build a joy basket at work. Fill it with small toys that you can play with when you need to unwind. Create a file with funny stories or jokes that you can read when the tension builds. Begin a humor plan of action and plan to put humor into your day. Tape a funny show to watch when you get home from work. Put toys in your desk drawer as an invitation

to lighten up and laugh. Watch funny movies, read funny books, go to a comedy club. Most of all, just laugh. You do not need a stimulus in order to laugh. It is a sound that you can make at any time for any reason or for no reason at all. Your body will react to a giggle, a guffaw or even a smile.

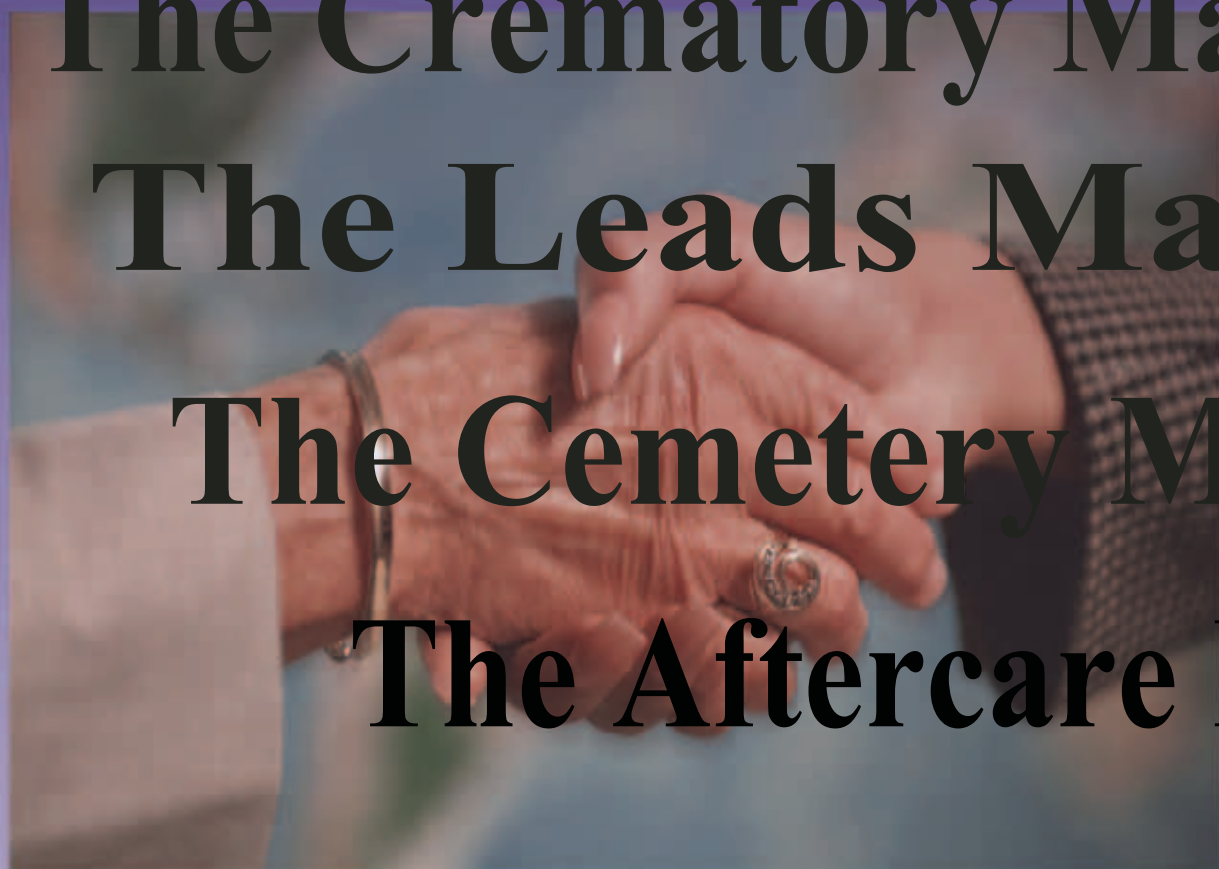
Tough economic times and serious business challenges demand a strong response. Don't go into the useless cycle of worry and anxiety, choose joy and laughter instead. Your business, your co-workers and your clients will all be better served when you put on a happy face.

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

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

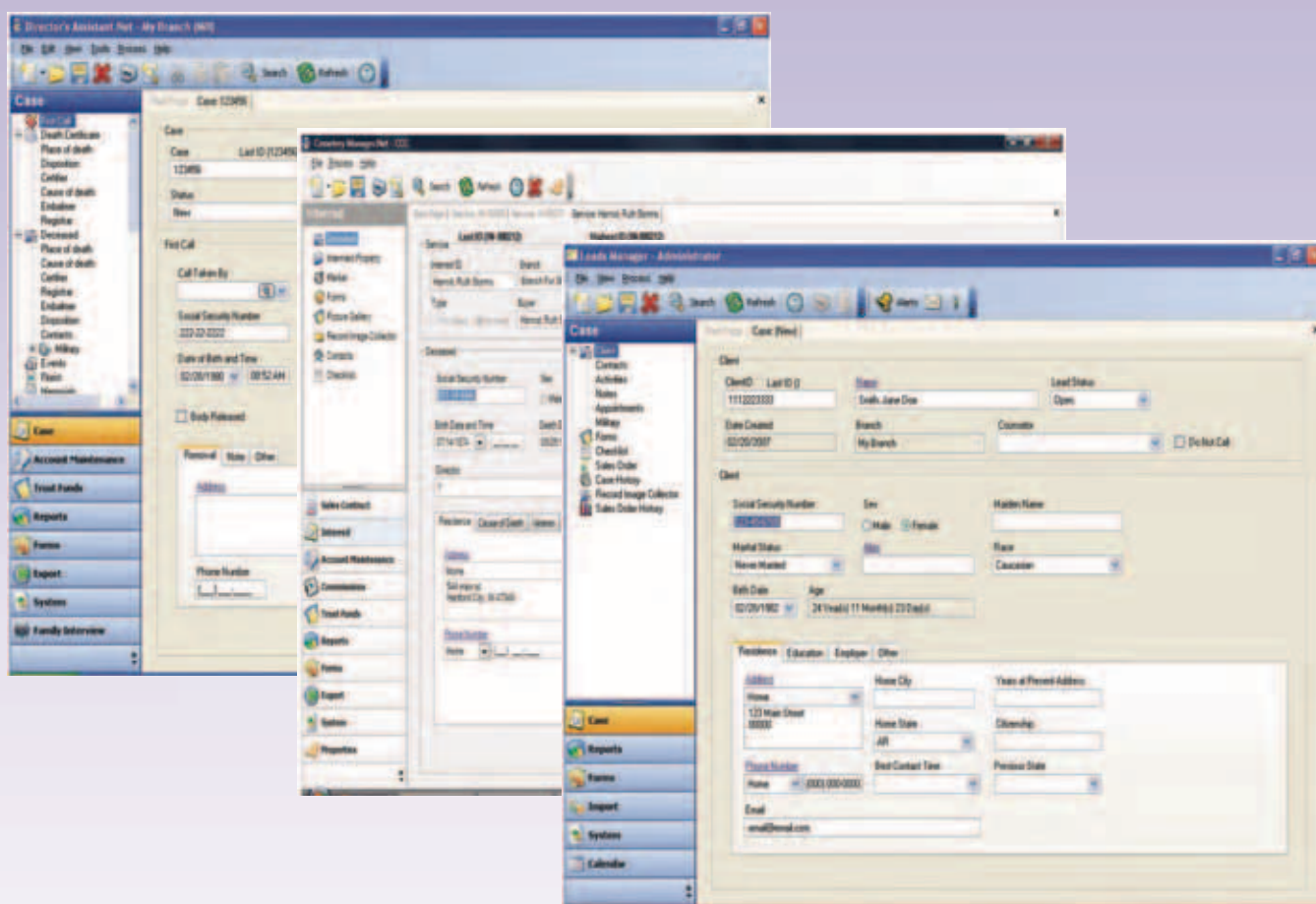
You can contact Nancy at nancyw@mountcalvarycemetery.com or visit her website at www.thelaughacademy.com.

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Timothy Nay on trekking Expedition in search of Mountain Gorilla



NORTH ATTLEBORO, MA— Timothy R. Nay of the **Dyer-Lake Funeral Home** in North Attleboro recently went on a trekking expedition in Rwanda, Uganda and the Democratic Republic of the Congo in Africa in search of the mountain gorilla, the world's most endangered ape.

After days of searching the forest and the Parc National des Volcans, he and his guide

discovered two families of gorilla including the largest known to man—an almost seven foot, seven hundred pound silverback male (pictured above over Nay's shoulder). The trip ended with time spent in a local village with native families and the study of the Rwandan genocide that claimed more than one million lives only fifteen years ago.

Lupton Chapel purchases New Superior Coach



ST. LOUIS, MO— Steve Sherman of **Lupton Chapel** in St. Louis takes delivery of their new 2009 Superior Cadillac Statesman Coach. The delivery was made by **Joe Molina** of Royal Coachworks, Inc., St. Louis.



Legal Speak

By Atty. Harvey I. Lapin

Dealing with the Unthinkable

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

On July 9, the unthinkable happened when the Chicago media began reporting the story about the situation at Burr Oak Cemetery located in Alsip, IL. Apparently, four employees of the Burr Oak had engaged in a scheme involving alleged removal of human remains from grave spaces and the resale of those grave spaces to at-need purchasers for cash. Since this is an ongoing criminal investigation the facts as reported by the media can only be considered as alleged and nothing in this article is intended to impinge on that investigation.

According to the reports in the newspapers, TV and radio, four employees of Burr Oak had been arrested by the Cook County Sheriff ("Sheriff") under a charge of dismembering human bodies and were being held in jail. The Sheriff had apparently been invited in by the owners of Burr Oak to arrest the employees and conduct an investigation. According to an article in the Chicago Tribune:

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

The author is the General Counsel of the Illinois Cemetery and Funeral Home Association ("ICFHA"). ICFHA was established in 1928 and currently has over 300 members in the industry. These members range from very small family run businesses, municipal cemeteries, religious cemeteries, other non-profit cemeteries, to multi-unit regional companies and subsidiaries of national companies. ICFHA has members that do less than 25 interments a year and some that perform up to 3,000 per year.

ICFHA's members have worked hard to promote the industry, assist the Illinois lawmakers to adopt fair laws for the benefit of consumers and to provide information to the government and consumers. When the media reports about Burr Oak began to surface the membership of ICFHA was immediately stunned but quickly began to react to this situation that adversely affected all the members of the industry. The purpose of this article is to illustrate how ICFHA and its members dealt with this terrible situation.

The Burr Oak Cemetery situation occurred so suddenly that the Board of Directors and Officers were just as surprised as most people at the announcement of these alleged criminal activities. Fortunately, ICFHA is a strong active association that retains a lobbyist and general counsel on an ongoing basis. After the ICFHA Executive Committee consulted with its advisors the following plan was developed and implemented:

1. An experience public relations advisor was hired;
2. A press release expressing ICFHA's position expressing outrage about the alleged criminal activities was written and quickly released;
3. It was determined that there be one spokesperson for ICFHA to provide uniformity and avoid miscommunications;
4. It was determined that ICFHA had to become the primary resource for information about cemeteries and the applicable laws;
5. The ICFHA website was to be the focal point for information and contacts;
6. The Executive Committee, with the assistance of its professional advisors, quickly developed written information about ICFHA, types of Illinois Cemeteries and State Regulation, the laws the ICFHA believed were violated by the alleged acts of these employees, suggestions for consumers to use in selecting a cemetery and other position papers that are currently available at icfha.org;
7. ICFHA's position as a resource and the availability of the information on its website was quickly publicized to government officials and the media;
8. All of these steps were discussed and approved by the ICFHA Board in a meeting held by conference call as soon as it could be convened; and

9. ICFHA Members were alerted and advised to download the information on the website to use as a reference source if they were contracted by the media or governmental officials.

The author hopes that other industry members or state or local associations never have to deal with a situation of this kind. However, if they do quickly developing an action plan similar to the one described above is an absolute necessity.

The Burr Oak Cemetery situation is unfortunately going to be ongoing for the next few months. However, the result of ICFHA's quick response is the recognition by the media and the various governmental agencies investigating the situation that ICFHA is a responsible and valid resource. There already have been several governmental hearings and more scheduled to determine what steps are required to make sure this horrendous activity does not occur again. Some of the events and the potential impact on Illinois and possibly the federal level will be reviewed in future columns.

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

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

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

The author writes articles for CB Legal Publishing Corporation. CB Legal Publishing Corporation also publishes the Release Form Kit, which was prepared by the author. This Kit 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 also are Release Kits for Crematories, Cemeteries and Combination Funeral Home Cemetery Operations. The author is in the process of updating and revising all of the Release Kits. It is expected that the new Release Kits will be available on or about September 1, 2009. Call Cheryl Lapin at the number below and she will send you an order form.

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

Alexander & Royalty Funeral Home hosts Ice Cream Social and Professional Car Show



HARRODSBURG, KY— Alexander & Royalty Funeral Home, the Sanders family and their staff welcomed The Volunteer Chapter to Harrodsburg, KY on Friday June 5, 2009 with a Bar-B-Q dinner held at the home of **Tonya Sanders Schroeder**.

On Saturday, June 6 the Chapter was led on a tour hosted by **David Clark** of the **Clark Funeral Home** in Versailles, KY. David gave a presentation on the filming of the movie *Elizabethtown* and then a tour of the Clark Legacy Center in Nicholasville. Later that day the staff of Alexander & Royalty Funeral Home served 15 gallons of ice cream to the community and car show visitors. The annual ice cream social is one of several events hosted each year

by Alexander & Royalty Funeral Home. Alexander & Royalty Funeral Home, Inc. is a locally operated funeral home. Visit www.alexanderandroyalty.com or call 800-928-3361.

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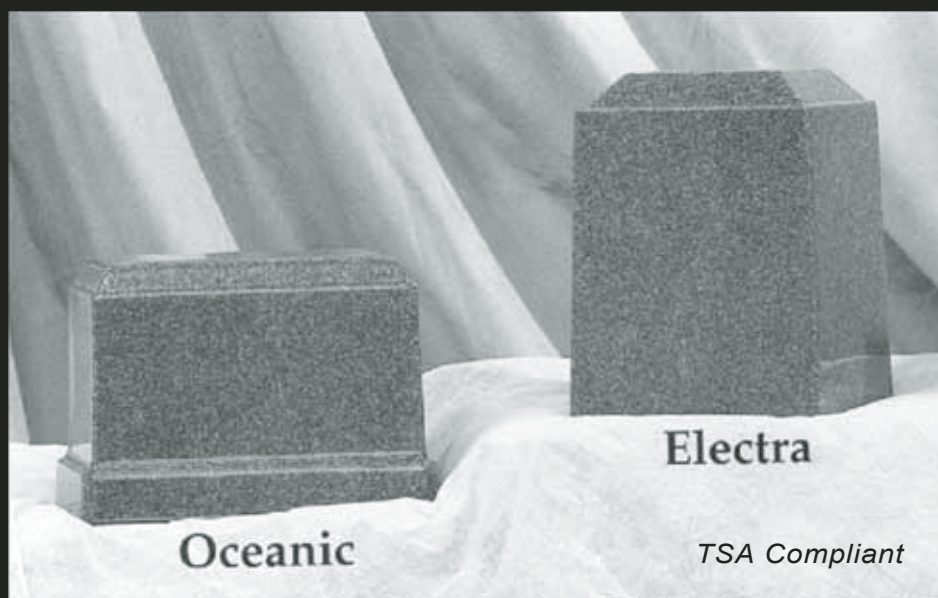
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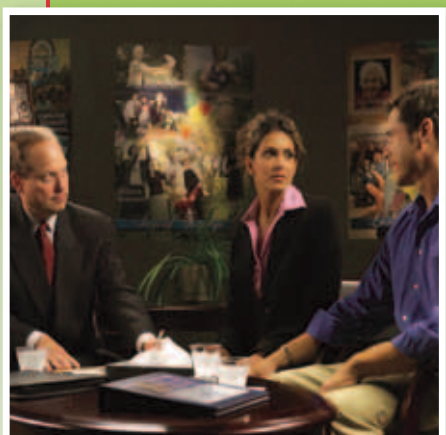
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ST. JAMES, NY— It's a dream that's been several years in the making, and it's just weeks away. In early October, the doors will open to the Maher family's new venture, **St. James Funeral Home South Chapel**, a state-of-the-art funeral home built from the ground up—a rarity on Long Island.

"Most funeral homes are refurbished from previous buildings," explains **Kenneth Maher Sr.**, who, with his wife and their children, has run the original St. James Funeral Home for more than 30 years. "It's the first time in this millennium that Long Island has seen a funeral home that is brand new, from the 'ground up', rather than a redo of another space."

Suffolk County Welcomes Largest, Most Modern Funeral Home This Fall

The Mahers, fixtures in this beautiful North Shore community, have listened closely to their treasured family and friends for three decades, and have incorporated their wishes, along with the family's own ideas, into this new space, which will be the largest funeral home in all of Suffolk County.

"Starting from scratch has enabled us to combine the best in traditional values with many advanced features available in funeral service today," says **Betty Maher**, Ken's wife of 37 years. "We will have flat-screen TVs in all our chapels, which will enable the families whom we serve the option of personalized DVD presentations during their loved one's visiting times and

CONTINUED ON PAGE A30



Observations

By Steven Palmer

Membership Modernization

"There are two primary choices in life: to accept conditions as they exist, or accept the responsibility for changing them."
—Dr. Denis Waitley

The tale of the four mice, two teams actually, that learn the lessons of survival in *Who Moved My Cheese?* by Dr. Spencer Johnson, will give you the reasoning that will lead you through any challenges in your life. Sniff and Scurry, the progressive mice realize a major change has taken place in their existence. Hem and Haw are still operating in the same manner wondering why their sustenance isn't where it has always been.

The National Funeral Directors Association will have a resolution that will be presented before the House of Delegates in Boston in October for a vote that will change the by-laws. Approved by the executive board and the policy board, the resolution asks for the creation of a new membership category: Allied Member. An Allied Member would be one who supplies related death care services or supplies. This would be a non-voting member who also cannot hold office. Membership acceptance would be determined by the executive board. The board would contact state associations as a reference for these applications. Why are they doing this? The NFDA mission statement: "The National Funeral Directors Association (NFDA) is the worldwide resource and advocate across all facets of funeral service dedicated to high ethical standards and helping members provide meaningful service to families," made the executive board realize that they are not fulfilling the mis-

sion by not allowing "all facets of funeral service" into membership. Do the issues of falling membership renewals and declining dues play a factor? Of course, but deciding where your future is the guiding light leading this decision.

Dr. Johnson in "Who Moved My Cheese" had a few sage observations such as "If you do not change, you can become extinct," which tells us that death care is not just licensed funeral directors and funeral homes anymore. Final care means cemetery, crematory, markers, monuments, flowers, catering, pet care and web-cast streaming and on and on.

NFDA has taken their money to display their wares and services but have not included them under the tent as a member. If they do not, there are other existing associations such as ICCFA (International Funeral, Cemetery, Crematory Association) that will.

As the ICCFA website will tell you, "Founded in 1887 as the Association of American Cemetery Superintendents, in 1996, the association changed its name and became International attracting other related businesses and extending its reach beyond U.S. borders. In 2007, "Cremation" was added to the name to more accurately reflect the operations and goals of its membership"

Listening to some naysayers, I have heard, "This is a slippery slope to allowing groups like hospice in. I don't agree with what they are doing, why do I want them as members?" President Lyndon Johnson faced very similar questions about including odd bedfellows into his ranks. His answer, crude as it was is cleaned up here, "I'd rather have him (them) inside the tent peeing out than outside peeing in." Coarse but true.

There are many other associations with allied memberships. Beverage, baker and brewers associations all have allied memberships. The American Dental Association, consisting of licensed dentists had the same type of resolution that would allow dental hygienists as members (hygienists are already represented by an association). Declining revenues and the idea of inclusiveness under the tent created the unsuccessful

resolution. So the state ADAs accepted these allied members much to their benefit and professional growth and education of allied vocations.

This type of evolution struck the National Association of Recording Merchandisers (NARM). When vinyl records became history, the industry changed to CDs and now to download technology. Do you think their membership has changed?

Arizona Funeral Directors has represented traditional funeral service in the Grand Canyon State since 1958. The Arizona Cemetery Association has represented the state's burial grounds for decades also. ACA decided the future was in including funeral homes and crematories, similar to ICCFA's model. This put these two associations on a course for combat on membership and vendor dollars. Wisdom prevailed and the two associations agreed to dissolve as of December 31, 2009 and become the Arizona Funeral Cemetery Crematory Association.

The National Funeral Directors Association is not looking for anything this radical. They just want to have a category of membership for the many businesses their current members trade with presently.

Your business is not what it was twenty years ago and will definitely be greatly changed twenty, nay ten years from now. Let those of us in final care band together to learn, share, grow and prepare to serve in the unforeseen future.

"Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved."

—William Jennings Bryan

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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Funeral Director S. Alan Stone in the Bonaventure Preparation Room



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OSHA Compliance

By Gary Finch

Real Safety

For far too long, funeral homes have approached safety training with a minimalist attitude.

What are the required topics?

Is there a minimum time period?

Hurry up, let's get this over and done.

There has been some justification for employees having this attitude. This industry does not have a single documented case of an employee contracting HIV through an occupational exposure. Nearly all preparation rooms operate within the established permissible exposure levels. And there is a new attitude about PPE. You can no longer recognize embalmers by their pink stained fingernails.

Yet every year, we offer the same annual renewal training. Bloodborne Pathogens (with safe sharps), formaldehyde safety, and in some states there is an annual training requirement for hazard communications. Whether you are receiving this training or teaching it, it tends to get old after a few years. We then blame OSHA or bureaucrats, but we should blame ourselves.

It is not an OSHA requirement that training be limited to these areas. It is not a federal requirement that employee safety training be boring. What OSHA sets out is "minimum" requirements. "Minimum" has become the term on which employers and even safety consultants tend to focus.

At Compliance Plus, we see a need to change this mindset. We call on other safety consultants in the industry to join us. Annual renewal training should cover the mini-

imum requirements, but with a few minutes more, it can also focus on other real safety issues.

Funeral service employees, at the end of the day, after your 40 years in the industry, your lungs are not likely to be burned with formaldehyde. Your skin will probably be intact. You probably will not have HIV. This does not mean you have escaped. You will likely have a weak back. A lot of you will have visual problems. And nearly all will have a creaky joint and some aches and pains that are the results of a slip, trip, or fall that occurred at some point in your career.

So let us focus on those areas as well. In our annual renewal training, we have pledged to take a few minutes to cover real safety issues. For example:

- *Safe lifting* – it never hurts to be reminded because if you forget for even a moment, you will likely pay for it with a chronic bad back.
- *Keyboard and data entry* – with so many employees using computers, you may forget about eye strain, posture, joint, and other hazards.
- *Avoiding slips, trips, and falls* – if it is common sense to avoid them, then it is also common sense to remind employees about them.

There will be more. This is a new day. This is what real safety is about. A 15 minute review on these areas can go a long way in making employee safety a lot less boring and far more useful.

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.

SAVANNAH, GA— One visit to **Bonaventure Funeral Home**, in person or via the internet, and it becomes clear that this is no cookie-cutter funeral home. **Kyle Nikola**, president, wanted to provide a comfortable, gracious home from which to serve families when he established his first funeral home in this historic southern city.

He speaks proudly of the 11,000 square-foot boutique facility set in woods and accented by fountains, ponds and canals. The chapel seats 150 in addition to a loft, an inviting foyer, dining room, parlors and a veranda.

When it came to planning the preparation room, Mr. Nikola called on **Duncan Stuart Todd, Ltd.** "I am so glad I used him," he commented. "This room looks cleaner than a hospital operating room. And the ventilation is unbelievable. You can breathe better air than in the Colorado Rockies!"

Echoing this sentiment, Licensed Funeral Director **S. Alan Stone** expressed these thoughts. "It is a pleasure to work in a state-of-the-art embalming room. It is with ease that I can move around and be at hands reach for most anything needed

in the prep room. The air system is a wonderful addition to the embalming room with less fumes, strong chemicals and unpleasant odors that I once had to deal with."

The two-station embalming room was designed and equipped using DST's Premier Source Design Service. Features of the service include custom interior architectural design, PrepAir HVAC, custom cabinetry, and Todd designed products for the foot-end of the table.

Bonaventure Funeral Home has a unique fleet of vehicles that offers families a choice of ways to personalize the service. In addition to the standard hearse, they have a 1910 horse drawn funeral carriage, often preceded by a Harley Davidson 3-wheeler, and a 1934 Prinzing Rolls Royce hearse in pearl white with navy blue accents. They also provided a fire truck for a recent service honoring a retired firefighter.

With their multi-media capability, Bonaventure is able to create a variety of ways to memorialize services. Visit the website, www.bonaventurefh.com to view a YouTube presentation that was shown on their local Fox news.

Speaks Fourth Annual Veteran's Program salutes Vietnam Veterans



Pictured at the Veterans Program held at the Truman Presidential Library are (L to R) Bob Speaks, David Speaks, Roger Donlon, Art Fillmore, Don Ballard and Brad Speaks. The Speaks were the event sponsors; Donlon and Ballard are Medal of Honor recipients who were recognized at the program; and Fillmore was the event's featured speaker.

program was dedicated to all the men and women who served our country in time of war, with a special tribute to veterans from the Vietnam era.

The event featured *Vietnam - Remembered*, a documentary by award winning filmmaker *Larry Cappetto*. This one-hour film is an up-close, personal and firsthand look into the lives of Vietnam veterans who fought, survived and endured the pain, suffering and anguish of a war that changed their lives and America forever.

Brad Speaks recounted the heroic actions of two Vietnam War Congressional Medal of Honor recipients, retired Colonels *Roger H.C. Donlon* and *Donald E. Ballard*; and presented each of them a flag that had flown over the US Capitol in Washington, DC. Then Captain Donlon was awarded a Medal of Honor for numerous heroic acts and several injuries while leading his twelve man team and 311 South Vietnam soldiers were fending off a full-scale, five-hour attack. He was the first Vietnam War serviceman

CONTINUED ON PAGE A16



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Event chairman David Speaks (L) thanked Charles Stapleton, president of Vietnam Veterans of America Chapter #243, for bring the Huey helicopter to the Truman Library for the Veterans Program.

INDEPENDENCE, MO— On Saturday, July 18th, veterans and their families packed the auditorium of the Harry S. Truman Presidential Library for the Speaks Fourth Annual "Lest They Be Forgotten" Veterans Program. Sponsored by **Speaks Family Legacy Chapels** in Independence, the


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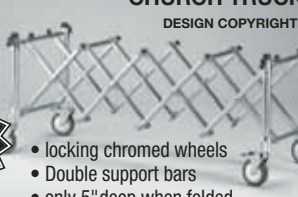
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Speaks Fourth Annual Veteran's Program salutes Vietnam Veterans

Continued from Page A15

and the first Green Beret to be so recognized. Ballard was a Navy corpsman who jumped on a hand grenade to protect injured Marines and when it failed to detonate he continued treating other comrades while un-



Before leaving the event, Art Fillmore (fourth from right in black suit) visited the Huey helicopter to reminisce about the many flights he took while serving in Vietnam. He is pictured with the members of Vietnam Veterans of America Chapter #243 and their president, Charles Stapleton (fourth from left).

der heavy fire. Both men received a standing ovation from their fellow servicemen.

The featured speaker was Art Fillmore, a decorated Vietnam veteran and founder of the Heart of America Stand Down Foundation, a not-for-profit organized

to help homeless veterans. Fillmore gave his perspective on a statement about the Vietnam conflict that reads, "We were the unwilling, led by the incompetent, to do the impossible, for the ungrateful," and spoke about his first-hand experiences during and after the

war and the treatment of returning Vietnam servicemen.

He stated that there are three accomplishments Vietnam veterans should be proud of: One, the American public has learned that the horrors of combat and bottling up one's feelings and emotions about those experiences can result in erratic and often violent behavior. It is a condition, now called Post-Traumatic Stress Disorder (or PTSD) and the military has changed the way they help today's fighting units deal with this problem

Two, more people have learned that "regardless of what you think about the war, you should honor, support and respect the warrior."

And, three, Fillmore said that America needs to end the commonly held belief that we lost that war. In 1994 and 1995, Fillmore led six medical missions to Vietnam for Heart To Heart International. He spent a great deal of time with his former enemies, including the Vietnamese Secretary of Agriculture who asked him, "Why are you Americans so hard on yourselves about losing the war? You wanted to end the spread of Communism, and no country on this continent has gone Communist since you left. You wanted to curtail the spreading influence of the Chinese Communists, and you did that. You wanted to establish an economic foothold in Southeast Asia, and now all of Southeast Asia seeks your assistance in building our economies. Tell me again why you think you lost?"

Event attendees were also allowed to view a Huey helicopter that was shot down four times while in service during the Vietnam War. It was displayed on the Truman Library front driveway for this event by Vietnam Veterans of America (VVA) Chapter #243. Chapter members were on-hand to answer questions about the helicopter and its

CONTINUED ON PAGE A18

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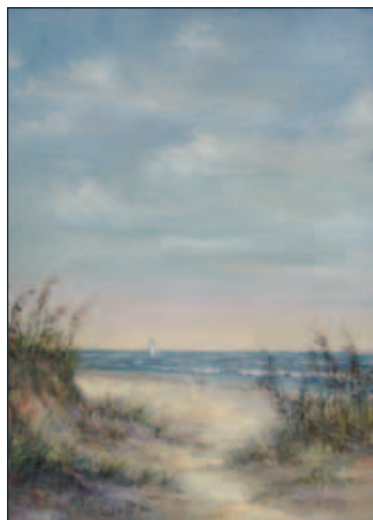
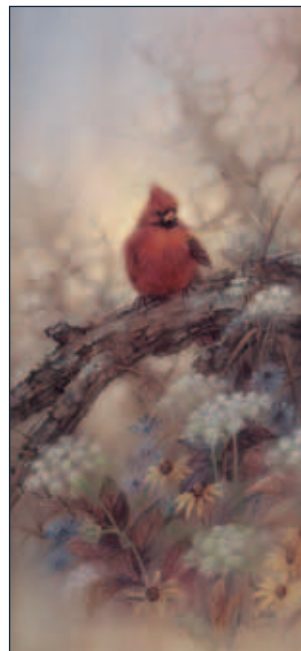
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The Boston Funeral Guide is "Live"

BOSTON, MA— TheFuneralSite.com, a national funeral-planning Web site based in Seattle, WA has announced the launch of **BostonFuneralGuide.com**, the first-ever online guide for funeral planning in the Boston area. While several companies produce local wedding-planning guides, no one has created a local funeral-planning guide to inform consumers of their local funeral planning options.

"We want to help people know their options and plan what's right for them. Thanks to the baby boomers, funerals are becoming more and more unique and personal," says **Anna Copley**, cofounder of the BostonFuneralGuide.com.

Nearly 30 categories are included in the BostonFuneralGuide.com. Traditional categories include an interactive map of all the funeral homes in the region and a list of all the active cemeteries. Other categories offer more unique services such as a motorcycle hearse, ash scattering by boat or plane, dove or butterfly release, home

funeral assistance, a funeral concierge service, anatomical gift programs, grief support services and bagpipers.

The Guide includes articles focused on local issues such as Boston Low Cost Funeral Tips, Massachusetts Green Funerals, Massachusetts Funeral Laws and other local funeral topics.

This is the seventh local funeral guide produced by TheFuneralSite.com, representing another component in an ongoing effort to provide comprehensive online funeral planning assistance to families nationwide. By the end of 2009 they will have introduced several new features and improvements to www.thefuneralsite.com, including additional local funeral guides, The National Funeral Gallery, additional content and more planning tools.

Cofounder **David Johnson** states "TheFuneralSite.com is not owned by a funeral chain, insurance company or other industry player. We are simply passionate about producing the best resources for families planning funerals and memorials."

Sundale Research releases Industry Report

BAY SHORE, NY— Sundale Research is excited to announce the release of its 2009 State of the Industry report, "Funeral and Cremation Services and Supplies in the U.S." http://www.sundaleresearch.com/Funeral_Cremation.html.

The Fourth edition of the Funeral and Cremation Services and Supplies Industry report, published annually, contains timely and accurate industry statistics, forecasts, and demographics. The report, available in late September, features historical, current, and future trends covering the 2000-2013 period. It is an essential resource for top-level data and analysis covering the most important trends for the busy executive, including detailed data on revenues and establishments; death, burial, and cremation rates; shipments of funeral and cremation supplies; and expenditures by demographic groups. Utilizing various sources and primary research, the report also analyzes new developments shaping the industry, such as the soaring popularity of cremations, personalization trends, and pet funerals and cremations.

Please visit the Sundale Research web site for more details and ordering information: http://www.sundaleresearch.com/Funeral_Cremation.html.

Sundale Research, based in Bay Shore, NY, has been closely following industry trends, forecasting data, and writing business plans for more than 10 years. They dedicate a small team of analysts to a related group of reports to ensure the most accurate statistics, forecasts, and analysis to help you make the best business decisions. Their State of the Industry reports are intended to save you time and money while providing the most accurate information about your industry. Because the analysts are focused on a core group of studies, they can efficiently produce reports and pass the savings along to you. This also results in a deep knowledge base that is continually growing. Please visit <http://www.sundaleresearch.com> for more information.

Speaks Fourth Annual Veteran's Program salutes Vietnam Veterans

Continued from Page A16

importance to the American troops during the Vietnam conflict. Attendees were allowed to climb inside and inspect a machine that helped change modern warfare and saved thousands of American lives.

In his closing remarks, **David Speaks** asked the veterans to stand and stated, "Please know that we appreciate and value the sacrifices that you have made for all of us, ensuring that we may live free and wonderful lives as we do in this great country. You will never be forgotten in the eyes of this community. Ladies and gentlemen, we wake up every day

in a free country and we have these veterans to thank for that." David is Director of Community Relations for Speaks Chapels and chairman of the fourth annual event.

Honor guards for the event were members of VVA Chapters #243 and #317. **Sam Rushay**, Supervisory Archivist for the Truman Library, welcomed the audience. In commenting about the Speaks program, he stated, "The veterans who appeared in the film provided an enlightening and emotional view of the Vietnam War that was shared and deeply appreciated by the large number of veterans

and their families that attended. The recognition of the two Medal of Honor recipients and Art Fillmore's words were truly inspiring. 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."

The Veterans program was free to those who attended. Speaks provided 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.



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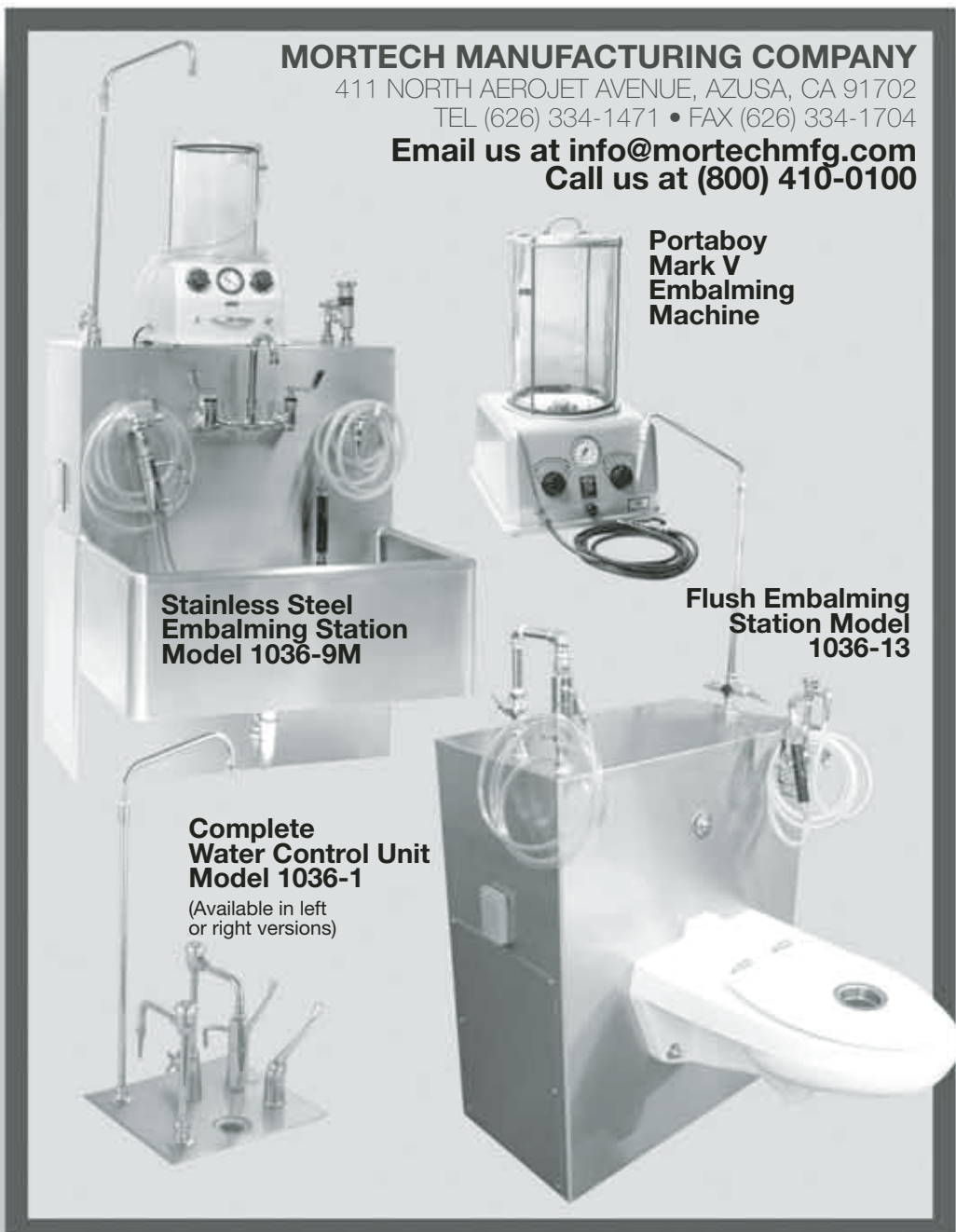
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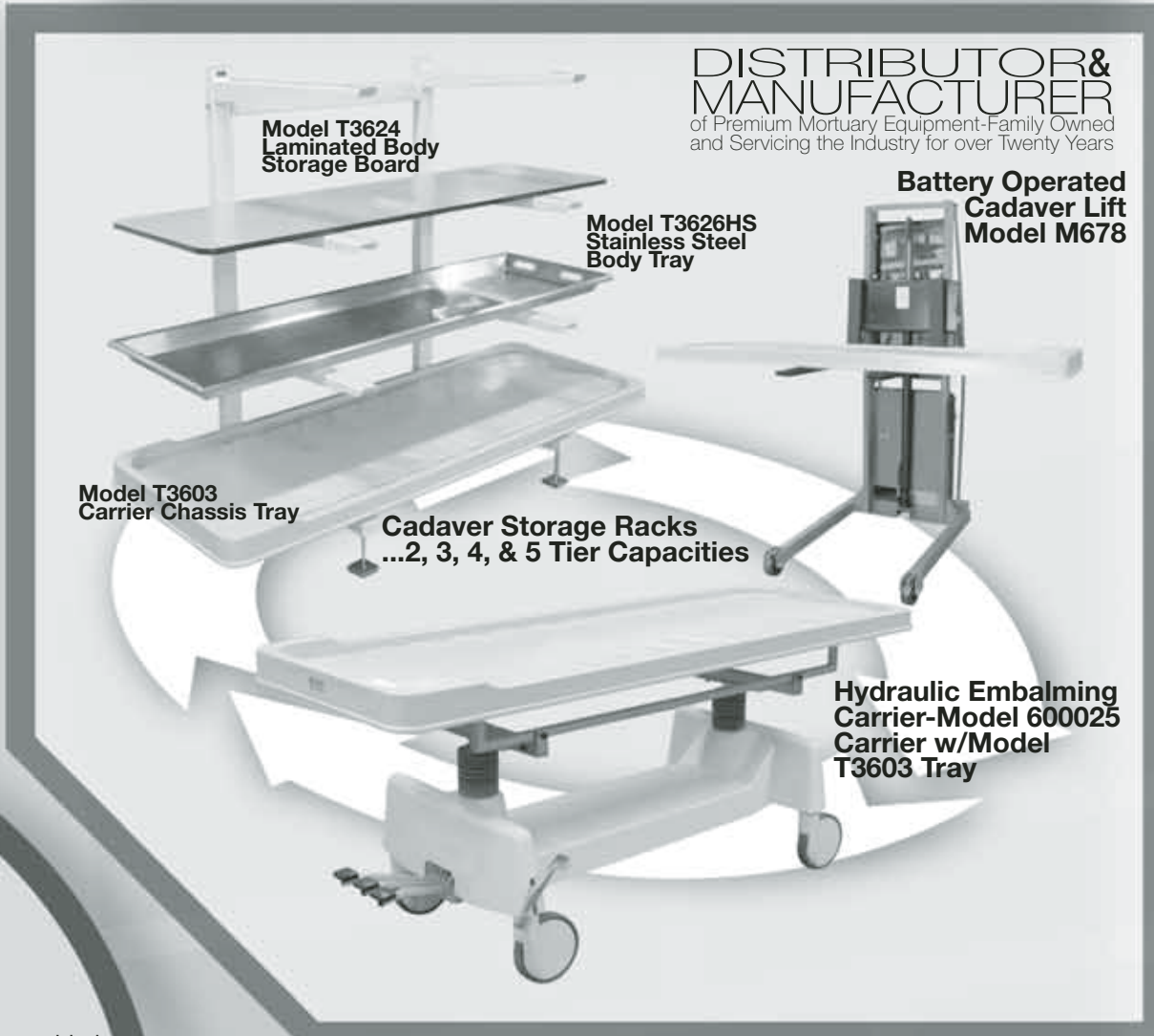
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Recent Survey shows Veterans believe the Government pays for their Funeral

SANIBEL, FL— Sixty percent of U.S. Veterans believe that the United States government pays for their funeral or cremation arrangements. One third of the 27 million veterans do not even know about the national cemeteries. This is a result of a recent survey conducted by the U.S. Department of Veterans Affairs. The V.A. says that too few people are taking advantage of this most lasting benefit, free burial in a national cemetery.

"Our focus is on education" says **Mark Davis**, president and CEO of **Veterans & Family Memorial Care**. "We receive phone calls and emails every day from veterans or their family members with the expectation that the V.A. is going to pay for their funeral or cremation arrangements. They are either misinformed or uninformed regarding the actual burial benefits due them." The Veterans Department prepares the gravesite, carries out the burial, furnishes a headstone or marker and a flag for the casket and provides perpetual care. But the department does not provide funeral arrangements, transportation or military honors, and a gravesite cannot be reserved in advance.

There are over 700 family owned and operated exclusive Veterans & Family Memorial Care Providers in 45 states that encourage veterans to take advantage of their free burial benefit in a V.A. national cemetery. Although not always conveniently located, choosing to be buried in a national cemetery can save families thousands of dollars on final arrangement expenses. In many situations it's even worth a two or three hour drive. "During my 30 plus years as a funeral director I have personally made arrangements for thousands of veterans," says Mark Davis. "Spending a few extra

minutes in the arrangement conference educating families on their options makes a world of difference. When faced with the prospect of spending several thousand dollars on a cemetery package for two versus free burial in a national cemetery more often than not the national cemetery wins."

Veterans who choose burial outside of a V.A. cemetery may receive a headstone or grave marker from the V.A. They may also receive an American flag to cover the casket and a memorial certificate with the President's signature.

The department buries about 10 percent of all veterans. That number continues to grow with the increasing age of the veteran population. Over 2 million people have been buried in veterans' cemeteries since President Abraham Lincoln created the first 12 on or near Civil War battlefields.

Because the V.A. does not accept reservations in advance at the national cemeteries, Veterans & Family Memorial Care has developed a portal on their website: VeteransFuneralHomes.com to accommodate veterans wanting to register their desire to be buried in the closest V.A. national cemetery and take advantage of their free burial benefit. VFMC collects the data and passes it on to the Exclusive VFMC Provider in their area. The VFMC Provider contacts the veteran and ensures that their wishes are recorded at the funeral home along with a copy of their DD/214 discharge papers. In addition to the free burial registration portal on the VFMC website is the Veterans Funeral Home Directory, a widely used resource by families searching for a veteran friendly funeral home. Each VFMC Provider location is listed in the directory which is categorized by state and county and links directly to each Provider's respective website.

Exclusive VFMC Providers are selected for having high ethical business standards and must demonstrate a willingness and desire to honor and pay tribute to veterans. They are all family owned and operated and many have deep roots in their community, some going back five or six generations. If you believe your firm meets the criteria and you would like to become the Exclusive VFMC Provider for the county in which you operate, log on to VeteransFuneralHomes.com and click the Become a Provider tab or call toll free (866) 770-6791.

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Let's Chat

By Kristan Dean

are unable to completely comprehend their grief and that one of the greatest things you can do is facilitate their being able to connect with others who can.

For those of you who are looking for ideas on how you can do more the Compassionate Friends organization is a great place to start. This organization has 600 chapters serving all 50 states plus Washington DC and Puerto Rico each striving to "offer friendship, understanding, and hope to bereaved parents, siblings, grandparents, and other family members during the natural grieving process after a child has died." They know how important it is to connect families who are grieving the loss of a child.

Compassionate Friends can help you find your answers to the question: What can I do to help bring those who are grieving the loss of a child together? Let Compassionate Friends be a resource to you as you find your path to helping those in your community experiencing the pain of the loss of a child. Please give them a ring at 877-969-0010 or contact your local chapter by visiting their website at www.compassionatefriends.org, clicking on local chapters, entering your state, and reaching out to your local chapter directly.

I look forward to hearing your ideas. Please give me a ring at 781-331-5308 or, if you prefer, email me at kristandean@aol.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.

Curlew Hills Memory Gardens dedicates a new Greek Section

Continued from Front Page

Curlew Hills Memory Gardens and was followed by refreshments.

Special guest speakers at the event were Congressman Gus Bilirakis, Rev. Father James Rousakis of The Metropolis of Atlanta Vicar of Tampa Bay; the Honorable Andreas Psycharis of the General Consul of Greece in Tampa and Michael Servos, President of the Foundation of Hellenism of America.

The word, Hellenism, is derived from the word, Hellen, which means Greek. The word "Morpheus" means dreams.

The Tampa Bay area has a high population of Greek Americans. More specifically, Tarpon Springs is noted for having the highest percentage of Greek Americans of any city in the United States, according to wikipedia.com.

"We are very proud to pay honor to the Greek community with our new section of the cemetery called Hellenic Cemetery 'Morpheus'," comments company President and CEO **Keenan Knopke**. "With such a large population of Greek Americans here in our area, we wanted to create a special place which

reflects their traditional religious culture and beliefs. It's going to be beautiful."

Phase One of the new section will hold approximately 1,000 traditional gravesites and private family estates and will follow the burial preferences of the Greek culture. This includes designing the area so that all the graves face an easterly direction, which is a preferred Greek custom.

The section at Curlew Hills Memory Gardens will feature a traditional archway entrance with a special commemorative plaque and impressive Greek columns. The Hellenic Cemetery 'Morpheus' will offer single and family sites along with space for a limited number of private religious chapels made of elegant granite where families may hold personal ceremonies or gatherings.

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

Wisconsin contracts awarded to Tribute Design Systems



Artist's Rendering of the Columbarium

HARTLAND, WI— Tribute Design Systems, Hartland, was awarded two contracts for the third phase expansion of **Southern Wisconsin Veterans Cemetery** in Union Grove.

The first project involved the design of a granite clad, 1800+ niche columbarium. Sunset Red granite, to match the first columbarium designed by Tribute in 1995, was used for cladding and fronts. Construction was started in October, 2008 and completed in June, 2009. Tribute Precast

supplied and installed both the precast niches and granite for the project.

A second contract was awarded to Tribute for the design of a new committal structure, development of a cremation garden and expansion of up to 5000 single and double depth lawn crypts. Construction is expected to be started in Fall 2009 and completed in approximately 12 months.

Tribute prepared the cemetery's original Conceptual Master Plan, which encompassed over 100 acres.

Upon completion of Phase III, the plan will be updated to provide greater density and expanded memorialization options. **Ben Erdmann**, Project Manager for Tribute Design, is responsible for overseeing design and coordinating construction.

Southern Wisconsin Veterans Memorial Cemetery is owned and operated by the Wisconsin Department of Veterans Affairs. Capital improvement projects are funded by U.S. Department of Veterans Affairs.

Clyburn and Bigham Mortuary, Inc. honors Volunteer Staff

Continued from Page A4

formal Dedication Service was held on September 30, 1984.

The success of this institution, for which the owners and staff give praise to the Almighty God, is based on services, dedication, friendliness, and commitment. Some of this success can be attributed to their Volunteer Support Staff Members. The Volunteer Staff was organized in 2008 and has been involved in several community projects including the Family Fun Outing, Holiday Remembrance Service, and the firm's annual Memorial Service of Remembrance. This group is composed of people who have experienced the death of a loved one and have opened their hearts to help others. The Volunteer Staff also assists with various projects, seminars, trainings, visits with families and other support services.

During National Volunteer week, owners Joseph T. Clyburn and Louise Bigham Moton, Funeral Director **Joanne C. Phifer**, and Volunteer Coordinator/Funeral Director **Bernardeane Moton**, along with the firm's other funeral directors, **Flake C. Huggins, Jr.** and **James D. Moton**, and Funeral Service Attendants **Evelyn Clyburn**, **Joseph "Joey" T. Clyburn, Jr.**, **Ray L. Glaspy**, **Clinton Caldwell, J.** **Michael McClelland**, **Otis White**, and **Michael Gallmon** honored the Volunteer Support Staff.

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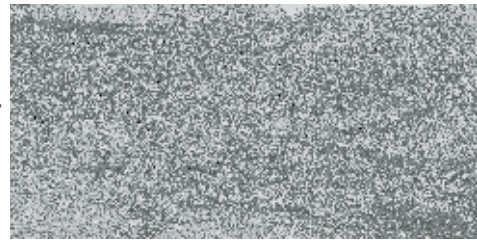
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Palmer Funeral Home purchases Eagle Coach



MAYSLICK, KY— Jones Coach Sales of Bowling Green, KY congratulates Robert Palmer of Palmer Funeral Home in Mayslick, KY on the purchase of their first brand new Eagle Funeral Coach.

Wilbert L. Shannon Funeral Home honored at 50th Anniversary Celebration

WHEATLAND, PA— Wilbert L. Shannon Funeral Home celebrated its 50th anniversary with an afternoon prayer service and buffet June 21, 2009. Shenango Valley residents gathered at the American Legion Hall in Wheatland to congratulate owners Wilbert L. Shannon, Sr. and Wilbert L. Shannon, Jr. on their success.

Founded in Farrell in 1959, Shannon has offered the Wheatland community a place for planning everything from homecomings to funerals since 1965. At the age of 74 Shannon Sr. continues to serve the community as his calling, while his son who has been at the firm for over a decade works alongside.

The elder Shannon stood quietly by while clergy members, friends and family took part in honoring the funeral directors and their dedication to serving area families. The prayer service was followed by a delicious buffet and community fellowship.



Wilbert L. Shannon, Sr.

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The Mark Thomas and Chapel Craft Autumn 2009 catalog is available now.

Mark Groeneman of Graystone Associates, Inc. Receives SPHR Accreditation

MARLBORO, MA— Mark Groeneman of Graystone Associates recently attended the Society for Human Resource Management 61st Annual Convention in New Orleans, LA. While attending, Groeneman earned CEUs to retain his certification as Senior Professional in Human Resources.

Groeneman first received his SPHR accreditation in June 2004. He has successfully applied his knowledge to real life situations dealing specifically with privately owned funeral home businesses. The SPHR degree focuses on both the strategic and policy-making aspects of Human Resources Management throughout the United States.

According to Frank Sessions of Graystone Associates, Inc., "Groeneman's expertise in Human Resources has been integral in our Company's success in dealing with the multi-faceted employee issues that are client specific." Groeneman understands that each funeral home is unique and presents its own set of challenges.

Graystone provides measurement tools, leading edge training and incentive compensation programs to many of the leaders in the funeral service industry. According to Groeneman, "We have developed training programs, incentive programs and client satisfaction surveys that motivate employees and hold employees accountable. With our tools, expertise and training, Graystone clients deliver the best service in their markets."

Mark received his MBA Degree from the University of Dallas at Irving and his Bachelor of Science Degree from Oklahoma State University. Mark can be reached via e-mail at mark@graystoneassociates.com. To learn more about Graystone Associates, Inc., please visit their website at www.graystoneassociates.com.



Mark Groeneman



Cremation Issues and Answers

By Ronald Salvatore

Matthews
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Preventative Maintenance Inspections (Part 1)

Routine service and maintenance of cremation equipment is necessary to keep it operating reliably and at peak efficiency. Depending upon the volume of cremations, cremation equipment should undergo a comprehensive Preventative Maintenance Inspection (PMI) every twelve to eighteen months.

During a Preventative Maintenance Inspection, factory-trained technicians inspect the refractory lining of both the primary and secondary chambers to ensure that the condition and thickness of the lining is still within the manufacturer's specifications. The refractory lining provides a durable surface to withstand the stresses of the cremation process, including heat, abrasion, and exposure to exhaust gases. The lining also insulates the cremator to minimize heat loss, and absorbs the heat that is generated during the cremation process to improve thermal efficiency.

The refractory wears according to the use and care it is given. Normal wear in refractory will eventually produce expansion cracks in the bricks and cast sections. Spalling, another normal wear condition experienced with refractory has the appearance of peeling. These "peelings" eventually fall away, exposing new refractory. When the refractory has worn beyond a certain point, replacement is necessary.

A thorough inspection of the refractory lining will reveal whether any repairs, patching, or replacement is required. By inspecting the refractory in a timely manner, the technician can advise you when repairs will be necessary and schedule it with other service in the area to avoid costly emergency repairs and minimize down time.

The mechanical and electrical systems, which include the blowers, motors, hydraulics, timers, controllers, and other components, are also thoroughly inspected and serviced.

Depending upon the type and age of the cremator, a thorough cleaning of the combustion air fan(s) may be necessary to keep them operating at peak performance levels. Cleaning the combustion air fans ensures that there is sufficient movement of air in and around the cremator, which is critical to proper operation. The fan motors are lubricated to ensure that the bearings allow the motor internals to rotate and continue to operate smoothly reducing friction that can cause motor failure. Spark plugs and flame detection components require occasional cleaning and adjustment to keep them in good operating condition. The technician inspects these components and performs any required cleaning and adjustment.

The stack is another vital component of your cremator. The technician inspects the section of the stack contained within the building, as well as, all parts outside including the storm collar, roof flashing and rain cap (if applicable). The technician looks for rust spots and holes in the exterior wall of the stack and inspects the condition of the internal or exterior refractory insulation.

In next month's column we will cover the rest of the Preventative Maintenance Inspection including the hydraulic and opacity systems and the critical calibration of the fuel and air settings.

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.

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Cremation Arrangement Websites: Changing Cremation Sales Forever

An interview with Michael Turkiewicz

One of the foremost authorities on death-care Web sites, FuneralNet's president discusses the growing demand for Web sites that allow families to completely arrange and even pay for a cremation online.

Q: What are Cremation Arrangement Web sites (CAWs)?

A CAW is a Web site that provides more than just information and, perhaps, a membership application. A CAW allows shoppers to select and personalize a cremation package, or build a cremation package from the base cost up. Families can add optional services, select merchandise, complete paperwork, order death certificates and even pay online.

Q: How do you think CAWs are changing cremation sales?

Two ways. First, CAWs connect with the sizeable and growing segment of the population that wants to plan their cremations online, on their own time. CAWs connect easily with both the budget and value shoppers in this demographic because each group can build their own package with what they want.

Second, a CAW lets a business easily sell its services to families in a much larger geographic area, increasing their market size and market share while decreasing labor costs. That is hard to resist.

Q: Why do you think the segment of the population that would use a CAW is growing?

I think there are several factors. One, our population is becoming ever more Web-influenced and Web-dependent in its decision making. In the 90's, not having a Web site wasn't that big a deal. Today, not having one means a lot of families are not even considering you. A 2007 Forrester study shows that 43% of shoppers will be influenced by or actually make their purchase through the internet by 2012. That number can easily be bigger for shoppers making more serious decisions.

Two, as long as the economy continues to worsen, there are a growing number of families that will be influenced or even forced to consider less expensive end-of-life options than they would have, otherwise. A CAW extends a solution to both groups.

Q: How does a CAW increase the size of one's market?

Shoppers will generally consider providers from further away from home for a cremation than for a service with burial. More importantly, since people shopping for cremation services are even more likely to shop on the Internet, and since the Internet lets businesses reach into multiple markets, a firm's market size can easily increase with a CAW. Also, a firm with a CAW can inform shoppers if it will arrange memorial services, etc., with any death-care or even non-traditional venue, anywhere. Doing so just increases its attractiveness.

Q: What kind of competitive advantages, if any, do CAWs offer?

First, a Cremation Arrangement Web site should increase the size of your market, as mentioned above. Second, while the number of

cremations you do should go up, that should be achieved with only a slight increase in staffing demands, because most or all of the planning, paperwork, merchandise selections and other choices are completed online. Arrangement meetings are very short, if conducted at all.

Q: What does a Cremation Arrangement Web site cost?

That depends on the size and the breadth of functionality. CAWs are far more complicated to build than standard Web sites. The pages are dynamic, meaning that with each choice a shopper makes the Web site is programmed to know what choices and options to show next. This requires far more programming than what is needed to launch standard, static-page Web sites, which often have relatively little programming and are built by developers. The price usually exceeds \$10,000. Of course, after about probably 40 direct cremations, you have your investment back. CAWs are great ROI opportunities if built right and advertised effectively.

Q: What are some good examples of CAWs?

csofhr.com, csnh.com, affordablecremationservicesnewyork.com, cremation-society.com

Q: Where can someone get more information about Cremation Arrangement Web sites?

As far as I know, FuneralNet is the only company in America building these types of Web sites right now. Please feel free to call FuneralNet Sales Support at (800) 721-8166 x. 517, or email sales@funeralnet.com, for more information.

Michael Turkiewicz founded FuneralNet in 1996, as a company devoted to building custom Web sites for death-care businesses. FuneralNet has since grown to become the largest provider of custom Web sites to death-care businesses in America.



Michael Turkiewicz



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By Karl D. Wenzel, CFSP

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Karl D. Wenzel

The tasks and objectives of our professional services as a funeral director/embalmer are multifaceted. Our main focus is to please the family we serve by providing an excellent dignified service to commemorate the life of a lost family member. It is also our job to educate these families that are making the funeral arrangements, and unfortunately we don't always do this task effectively. Often family members can become upset and disgruntled with the lack of knowledge and understanding of what we do.

It is our job not only to educate families we are currently serving but also the community we serve. Educating everyone (including ourselves) is often the best way to create a trouble free work environment. One of the best ways to do this is just by general conversation. Often when you meet people outside your place of work they will ask you what you do for a living. When you tell them you are a funeral director/embalmer usually the interest is sparked and they tend to ask a lot of questions. This is a great opportunity to explain what we do and the value of it. Explain to them that we arrange and direct the service, we order the casket, flowers and cemetery set up, but also take the time to explain to them the embalming process and the value of that open casket.

We often hear funeral home personnel complain that "everything" is going to cremation and the market for a better casket is down. This is true for the most part depending on the geographical and social-economical region you live. There is no doubt that cremation is on the rise across North America. Perhaps it is due to the cost of a funeral tripling over the past decade, but it could also be our negligence for not educating our families. Do you think if we took the time out to explain to families the value of viewing their loved one we might be able to turn things around? We may not change the final disposition of cremation; but, perhaps we will have that open casket visitation that would lead to a better selection of casket. From a business stand point the boss will love you for it, and on a personal side the family will often thank you as well. We need to take the time to explain that by viewing their loved one they will receive a psychological value that will help them deal with their grief. We all went through mortuary school somewhere and we all learned about grief and the grief process. Whether it is Worfelt or Kubler-Ross we all understand one thing. By viewing the decedent after death, it assists you in working through the grief process. We, as funeral directors arranging a service need to take the time to explain to families about the forthcoming grief process. Do not counsel them; however point them in the direction that would best assist them with their questions and uncertainties.

Every so often we have families come in and their loved one has died because of a lengthy illness or perhaps a tragic accident, they tell us that they don't wish to have a viewing and they want immediate cremation with a memorial service. Often if we ask that family what their reason is for not allowing some time with

CONTINUED ON PAGE A33

Mortuary Transport Care LLC takes delivery of new Eagle Funeral Van



LAKEMOOR, IL— Michael T. Carroll, owner of M T C Mortuary Transport Care, LLC, stands with his new 2009 Eagle Chrysler Town & Country Funeral Van. Dan Baines of Baines Professional Vehicles, Inc. thanks Mr. Carroll and wishes him all the best.



Prelude to the Science of Temporary Preservation (Part 49)

By John A. Chew

With the trend of green burial to protect the environment and still meet the social and emotional needs of our culture, new methods of temporary preservation of the dead are being re-examined. With family values breaking down, the rite of passage has changed and will continue to introduce variable positive and negative attitudes.

Basics of The Art and Science of Embalming remain the same. Today we deal with the awareness that certain practices may be detrimental to specific environmental conditions and not meet antiquated educational goals set forth a hundred years ago.

As we look from a bereaved individual's viewpoint, we are looking at a memory picture. We understand that in time nature will take its course and the body will return to its natural elements. We can only hope that temporary preservation will allow time for grief work to support individual readjustment to everyday activities.

At death we have two major concerns, extrinsic and intrinsic enzymatic chemical actions, which must be altered (neutralized) to prevent possible cellular and or microbial lysing action. This is accomplished by cleansing the body externally and internally (saline enema).

There are more than 3,000 enzymes constantly creating chemical reactions within the human body. They are specific in their interactions at cellular levels. High temperatures (104 F) destroy en-

zymes leaving cellular waste products to undergo denaturalization as part of the overall cellular decomposition process.

Enzymes are sensitive to their environment and medications given during the course of a disease. Too much acid or alkaline will affect their activity as will either high or low temperatures. Due to these natural processes, it is difficult to determine the course of actual treatment.

In actuality, ninety percent or more of all carbohydrates are used to form ATP, or cell energy. Increase in activity allows the Ph to move toward acidity which in turn prevents or slows general decomposition.

Once the Ph shifts to alkaline lysozymes (organelle of digestion) they will self destruct at the cellular level. When the body is refrigerated (40 F) the enzyme action is slowed down to prevent chemical changes from altering the physical appearance.

Using a multi-purpose non-fixative stabilizing formulation to maintain naturalness of form and color of the body will provide many futuristic options to final disposal of the body.

Prelude Fifty will deal with many factors, past and present, which influence funeral service practices.

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.

Pioneer Victorian Cemetery celebrates 150 Years



Continued from Front Page

of whom were instrumental in creating the Cleveland we know today. There have never been any racial, ethnic nor religious lines drawn in the cemetery, despite its date of origin. On August 31, 2009 East Cleveland Township Cemetery celebrated its 150th anniversary.

East Cleveland Township Cemetery's permanent residents are not of those who lived during the era of Millionaires Row on Euclid Avenue, but those who came before that mapped out and cleared Euclid Avenue, those that migrated to Cleveland with Moses Cleaveland and of those who followed. These are the stories of the early settlers of Cleveland who worked relentlessly so that we can enjoy the riches that our City has to offer today. East Cleveland Township Cemetery Foundation obtained ownership of the cemetery in June 2003 as part of a settlement between the Cities of Cleveland, Cleveland Heights and East Cleveland. The Foundation has turned a previously neglected historical Cleveland landmark into its most up and coming shining star.

On Friday, August 28th the Foundation hosted an **CONTINUED ON PAGE A27**



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Rutledge & Bigham celebrates 87 Years with annual memorial service and presentation of Scholarships

STATESVILLE, NC— Founded on a tradition of integrity, **Rutledge and Bigham Mortuary** celebrated their eighty-seventh anniversary during their 23rd annual Memorial Service and presentation of Memorial Scholarships. The service was held on June 28, 2009 in the Mary B. Bigham Memorial Chapel and featured a special candle service to remember all persons funeralized by the firm. **Bernardeane Moton**, Funeral Director, presided over the service. Several local pastors



(L to R) Bishop Brian Caines, Elder Wilford Walls, Louise Bigham Moton, Elder Lonnie Gray and Bernardeane Moton.

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offered the invocation, prayers and words of comfort. Memorial candles were lit by Funeral Directors, **David Moton** and **Flake C. Huggins**.

Staff members include **James A. Moton, Shelby Misher, Priscilla Dudley, Donna Lackey, Michael McClelland, Ho-**
CONTINUED ON PAGE A28

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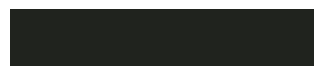
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Victorian Cemetery celebrates 150 Years

Continued from Page A25



appreciation open house for its donors of both financial as well as services support in celebration of its 150 years. On Saturday, August 29th the Foundation hosted free walking tours of the cemetery to the public. The walking tours were lead by docents telling the stories of the people who settled this great City and how they accomplished spectacular things when Euclid Avenue was a dirt road still covered with tree stumps, how boys worked at ridding the area of rattle snakes, how the first schools in the area were started and many more intriguing stories. One of the cemetery's more infamous residents, George Watkins, was portrayed and his life story told by local actor, Robert Keefe.



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Rutledge & Bigham celebrates 87 Years with annual memorial service and presentation of Scholarships

Continued from Page A26

bart Mays, Wanda Hardy, Joseph T. Clyburn, Joey Clyburn, Joann Phifer, Ray Glaspy, Nelda Davis, Dorothy I. James, Clorine Lindsay, Dara Moss, Elder Wilford Walls, Bobby Holmes, David Moton,

Jr., Avis W. Schofield, Charles Tenor, Clyde Cowan and Matthew Moton.

The presentation of scholarships was held during the reception that followed in the St. Charles Rutledge Chapel. The

Scholarship Committee, Vermel Moore, William Jones and Christopher "Skip" McCall presented the scholarships on behalf of the funeral home.

Louise David Learson is the second recipient of the Charles Warner Brown Higher Learning Scholarship which is named for the late **Charles Warner Brown**, who was one of the owners of Rutledge and Bigham Mortuary. Mr. Brown died on January 31, 2008, in Hartford, CT. Mrs. Learson is a graduate of Statesville High School, Statesville, NC and Shaw University in Raleigh, NC. She is currently pursuing a degree from Hood Theological Seminary.

Kalan Breann Thompson is the 23rd Recipient of the Rutledge and Bigham Memorial Scholarship which is awarded to a child, grandchild or person whose guardian was funeralized by Rutledge and Bigham Mortuary. Ms. Thompson is the daughter of Billy and Karen M. Thompson and is a resident of Statesville. She will attend the University of North Carolina at Charlotte and pursue a career in Nursing.



(L to R) William Jones, Vermel Moore, Kalan Breann Thompson, 2009 Rutledge & Bigham Memorial Scholarship Recipient, and Christopher "Skip" McCall.



(L to R) Vermel D. Moore, William Jones, Louise Learson, 2009 Charles Warner Brown Scholarship Recipient, and Christopher "Skip" McCall.

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Carriage Services announces Second Quarter 2009 Results

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) has announced results for the second quarter ended June 30, 2009.

Melvin C. Payne, Chairman and Chief Executive Officer, stated, "We have had good quarters before, but our second quarter this year was special. While we continue to be impacted by weak death rates and difficult economic conditions in our local markets, our Managing Partners, Sales Managers and employees rose to the challenge and made the most of their service and sales revenue opportunities with client families, resulting in a revenue increase of 4.2%. But the greatest highlight in the midst of a deep recession was the performance of our cemetery sales teams, who set an all time preneed property sales record in April and then substantially exceeded it with another record month in May. Such exceptional performance produced a historically high recognized preneed property sales record for the second quarter that was 78% higher than the prior year."

Payne continued "I want to congratulate and thank our leaders and employees for an amazing second quarter performance in a very difficult revenue environment. Now the challenge is to maintain our focus and to sustain our performance during the second half of 2009 and beyond." A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

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Master of your own Domain, or Slave?

By Kevin W. Montroy

If you think you own and control your firm's website address, you'd better check again.

Your website address, or what's called a "domain" in today's rapidly changing Internet world, is almost as important as your firm's address in your local community. It will continue to become more and more important as more and more people turn to the Internet looking for information about funerals.

But, just as you go to register your firm's Internet address, you quickly realize it's gone! It has been taken by another firm with the same name, a disgruntled former employee, or your competitor down the street.

For others who thought they had done everything right when purchasing their firm's domain, they quickly discover that the domain is registered to the owner of the website developer they hired or the legal name of their website hosting firm.

Sadly, this has become common practice with some of the large website providers as well as a number of the

smaller ones. These firms register the client's domain name in their own name in order to create a 'hostage' situation if the funeral home ever considers moving to another website provider. At a time when most website companies are here today and gone tomorrow, the practice becomes a ticking time bomb for funeral homes.

Another tactic employed by website companies is to try and block anyone they view as a competitive threat to them from reaching you. They do this without your knowledge or approval but the result is the same; they strip you of the right to control your own domain.

So how do you know if your firm's website address has been hijacked?

The first thing you need to do is to check the registration.

A great site to check this out is located at <http://whois-search.com>. Enter your domain name in the search box



Kevin W. Montroy

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and you will be provided with all of the registration information related to the domain. This will produce a record showing the legal registrant, when it was first registered, and when it is set to renew.

If you are not listed as the registered owner, it's best to take immediate action. However, it is not recommended that you engage the registrant yourself. Contract a reputable third party firm that specializes in Internet matters and allow them to act on your behalf to attempt to change the records.

The Internet provides funeral homes an opportunity to bet-

ter serve their families and communities by allowing them to offer a convenient, informative portal about funerals, options and costs. Surveys indicate that the public is having a greater sense of trustworthiness with firms that provide this information online. With the advent of new Integrated Web Systems (IWS) that offer complete self administration at very affordable prices, the barrier of entry to the World Wide Web for any size firm has been removed. But, even the best website solution can fail without the right domain name strategy.

CONTINUED ON PAGE A31

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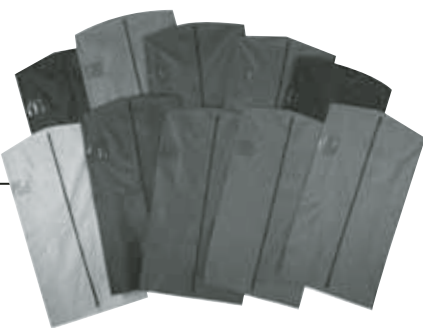
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- drain, located in center of foot-end, quickly eliminates fluids from the table
- when not in use, folds easily and can stand on end for easy storage



80" L x 30" W x 38" H
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Continued from Page A12

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The new building will feature different chapels of varying sizes. This unique architectural design will

allow for ultimate comfort whether a family requests a smaller, more intimate space or a more open area. "Each chapel is also designed individually,

while incorporating the beloved, historic furniture of many of Long Island's earlier families," says Ken Sr. "Our lovely Long Island is a treasure-trove of history; we wanted to showcase a respect for this history by featuring these one-of-a-kind pieces throughout our facility. The furniture that was once enjoyed by Long Island families will be available to be appreciated once again. Notwithstanding is the fact that saving so many of these significant pieces from Long Island's landfills, is another way that we feel good about "going green," as we have furnished our funeral home with these significant historic furnishings. Through the use of these furniture pieces, we save forests and fuel while helping to recycle and preserve our Long Island heritage!"

Each chapel will also have its own courtyard, making ours the only such facility of its kind in New York. "Our families have told us over the years that having a private, outdoor space for mourners to gather is important to them; we made sure to make that happen," says **Ken Jr.**

Betty and **Kerry** are especially excited about the building's Children's Room. "As a former teacher, Mom is thrilled to design this space with input from many local teachers and administrators especially for the children of our community," says Kerry. "We're also working with artists from a wonderful non-profit organization called Splashes of Hope, which designs hand-painted murals for children's hospitals and other medical settings. Their work is so beautiful; we asked them to create murals that will reflect the beauty of our area, and that will bring a sense of serenity for all who see them." The room will also include educational toys and books to keep the youngest children occupied, Betty adds.

Additionally, artists' and students' own artwork will be featured in the Community Gallery area, in honor of all the families the Mahers have been privileged to serve. "We raised our family in St. James, and we all continue to live in this wonderful community to this day," says Betty. "Many of the children I taught are now grown up, raising families of their own here, so our connections run very deep."

Kerry will continue the tradition she started at the original location of the St. James Funeral Home on Route 25A: a personalized, hand-made Memory Book that allows loved ones to find accurate names and dates of their family mem-

bers. "It's another form of memory that each family can keep with them always," she says. "It's so comforting for them to discover their family information." This popular book feature has become a well-used resource for many families' genealogical research endeavors. We are quite pleased to assist families with their personal history.

Ken Jr. is quick to sing the praises of the new building's architect, **Marc Mancini**. "His design is serene, peaceful and modern all at the same time," says Ken. "Our goal is, as always, to combine the traditions that are so important to people while at the same time creating a facility that offers every modern convenience; wherever you turn, a Maher will be there to help."

Mancini's designs also took into account another of the family's goals: To create a "green" building that utilizes the most energy-efficient, environmentally friendly materials. "We're committed to preserving not only our community's environment, but that of our entire planet," says Ken Sr. "We incorporated features such as eco-friendly windows with low-e glass; safe insulation that saves energy; and low and non-VOC paints and carpeting, so we're preventing the release of unhealthy emissions into the air."

The new building is the culmination of more than two years of planning for Ken, Betty, and their children Kerry and Ken Jr. Still, the joy of preparing for the opening is bittersweet for the Mahers, since their eldest daughter, Aelysche, is not here to be part of the exciting event. **Aelysche**, a licensed NYS Elementary Teacher and licensed NYS Funeral Director died in October 2007 at the age of 31 years.

"My sister was involved from day one in the planning and dreaming of this new building," says Kerry, a board member of the *Nassau-Suffolk Funeral Directors Association*, as well as a board member of the St. James Chamber of Commerce. "When we poured the foundation for the site, we included family photos, a shamrock to honor our heritage, an American Flag pin for our beloved Country and all of our handprints, including a special set for Aelysche. We know her spirit is with us every step of the way."

The Mahers are now in the planning stages for hosting a Community Welcome Day at their new building. News concerning this event will be published in the near future. All are welcome and encouraged to visit and witness this newest Home for Funerals.

SCI Second Quarter Results Reported

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), has released results for the second quarter 2009. **Tom Ryan**, the Company's President and Chief Executive Officer, commented on the second quarter of 2009: "We are very pleased with our solid operational results this quarter, which were better than expected and reflect the actions we've taken to mitigate the economic and near-term pressures on our business. We also benefited from positive developments in the external environment, including a rebound in the financial markets and an improvement in consumer confidence. Cash flow performance continues to be strong and we have been actively deleveraging our capital structure, retiring more than \$100 million of debt in the first half of 2009. Our solid financial position and healthy cash flow outlook provide us the flexibility to pursue opportunities to invest in the long-term growth of our business and to return value to our shareholders."

Service Corporation International, headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At June 30, 2009, they owned and operated 1,264 funeral homes and 365 cemeteries (of which 207 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through these businesses, they market the **Dignity Memorial** brand. For the complete second quarter results or for more information about Service Corporation International, please visit www.sci-corp.com. For more information about Dignity Memorial, please visit www.dignitymemorial.com.



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Master of your own Domain, or Slave?

Continued from Page A29

Here are a series of helpful tips.

Make every effort to purchase the domain that matches your firm's name, brand, or "the way you answer your phone". Intuitively, this is what people will expect your domain name to be. Any other name can lead to an expensive uphill battle to educate the public differently.

Always try to acquire the ".com" extension because of its universality. Extended families and friends from around the world will be the ones looking to offer words of sympathy and support to the family at a time they need it most. The .com extension after your domain name is also perceived as professional; most will believe that you were forward thinking enough to acquire it years ago.

Domains can be purchased online from one of the many domain registry companies. The pricing can range from \$10-\$75 for the first year but be aware that your domain must be renewed on the anniversary each year. Many companies now offer multiple year registrations of up to 15 years while others offer automatic domain renewal services so you never need to worry about your renewal slipping through the cracks. Be careful not to fall into the trap of choosing the cheapest company; there are usually strings attached. If you have done your homework and selected the best, professional solution for your website, speak to them about registering your domain as well since some will include that service as part of your website purchase.

Make sure you check the registration record of your domain name regularly to ensure that you (or your firm) are the legally registered owner of the domain.

Regrettably, if another firm with the same name already owns the .com extension, you are probably out of luck. You can try an alternative extension such as .org /.net /.us, however you always run the risk of visitors and potential families trying the .com extension first. A number of registrars offer a "backorder" service which allows you first rights to purchase the domain in the event that the current owner does not renew or lets the renewal slip through the cracks.

Sadly, there is very little you can do under current domain regulations if a disgruntled employee, a less than scrupulous competitor, or website developer has purchased your domain and registered it in their own name. Unless the name of your firm has a registered Trademark, it probably will be difficult to get it back. If this happens, you will more than likely be held hostage for money to buy it back

or run the risk of them publishing a less than flattering website under your firm's domain name.

Keep in mind that you can have multiple domains all pointing to the same website. If the name of your firm is lengthy, you might also want to consider purchasing a shorter version for use with e-mail and with death notice insertions. As long as you have the main one for search engines, the second one can almost be anything.

Your domain name is also a critical component to higher search engine rankings. For example, if someone types in the actual name of your funeral home, your search engine rankings will be very high, if not number one, because of the matched keywords. By the same token, if someone searches for "funeral homes in Smithville" and you acquired the domain www.SmithvilleFuneralHomes.com and pointed that domain to your firm's website, you would be the top match. Having multiple domains pointing at the same site can be a powerful strategy.

If you build it, it doesn't necessarily mean they will come. Once you own your firm's domain and have a professional, functional website ready to go live, make sure that your domain name is advertised on every piece of newly printed stationery and any ad you run. You must help educate your public about your firm's website address and provide them with real information, services and conveniences when they get there. Once you establish that connection, there is an endless number of new services you can launch on the web to help increase potential business.

Make sure your firm's domain is listed at the bottom of every death notice. This will provide you with powerful promotional tools that highlight the incredible service you offer your grieving families through an efficient Online Condolence feature.

Bottom line – if you haven't already purchased your firm's domain name, it is wise to do so immediately. You do not have to have a website in place in order to purchase the domain but it's a wise investment to secure the future of your firm on the Internet. Thanks to relatively low costs, it is no longer a luxury to have a professional and interactive online service and it has become an integral component of funeral "service" expected by the public and the families we serve. "Controlling your own domain" has never had such a significant meaning.

Kevin W. Montroy, a licensed funeral director in Canada, is President and CEO of FrontRunner Professional. For more information, please feel free to contact FrontRunner at 1-866-748-3625 or online at www.FrontrunnerProfessional.com.



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The Arranging Director

Continued from Page A24

their loved one before cremation they respond with "Well mom's had cancer for the past year and she's lost a lot of weight and looks really frail. We do not want to see her like that since she has suffered so much." Perhaps the death was tragic and they have been told by the coroner or hospital staff that it would not be possible to view them. By educating this family about what we may be able to do, we possibly and often do change their minds. We need to take the time to explain to them that we have the capability to often restore their mother or family member to a much more peaceful likeness of their past self. We need to tell them that cancer is a brutal disease, and we understand that they went through a lot of suffering; however, it is our profession that can give back to them some peace and dignity that such a disease took away. Explain to them that we have specially trained staff that can assist them so that that dignified person they once knew can resemble more of their past self. If the death was a tragic loss due to an accident, often families are told by outside professions or friends that you do not or cannot see them. Remember this, you the director/embalmer are the true death care professionals of your community. Families have come to you because they look at you for the answers, so make sure you give them the right one. Explain to the family that more cases than not, a tragic accident, whether by way of auto accident or even a gunshot are capable of being restored and viewable.

Not long ago I was speaking to a funeral director from another funeral home and he was explaining to me that he had arranged a funeral for a young woman who was killed in a car accident. He went on to explain that it was going to be a closed casket because the family had been told by the local coroner that it was not possible to view her because of the injuries she sustained. When I asked him just how bad the injuries were, he told me he had no idea because the body was still at the ME office. The director went on to tell me he would take a look at it later and see what could be done but he did not think they could do much. When I offered my services to him should they not be comfortable handling the preparation and reconstruction of this young woman it was blown off with a quick response of "we'll handle it."

In a situation like this do you think this director gave this family a true professional opinion on the possibilities of what could be done for this family? Do you think he was acting in the best interest of

the family he was serving? If that was your family in this circumstance would you want this director? Currently, there are lawsuits in the USA against funeral homes because the family was told that their loved one could not be embalmed and /or restored because the injuries were too severe. If you are uncomfortable handling a difficult case or doing reconstruction because it's beyond your professional capabilities, families have the right to have you hire a specialist in that area to come in and prepare those remains for you. Do not let your ego or pride step between you and what's right for this family should they want to view. I don't know what ever happened in this case with the director I was talking to, but I hope he did the right thing for this family because they deserve that closure.

When someone goes missing or there is a tragic accident we have to think of what is the first objective the rescue team attempts to do. It is to recover the human body. Hopefully, they are alive but even

CONTINUED ON PAGE A34

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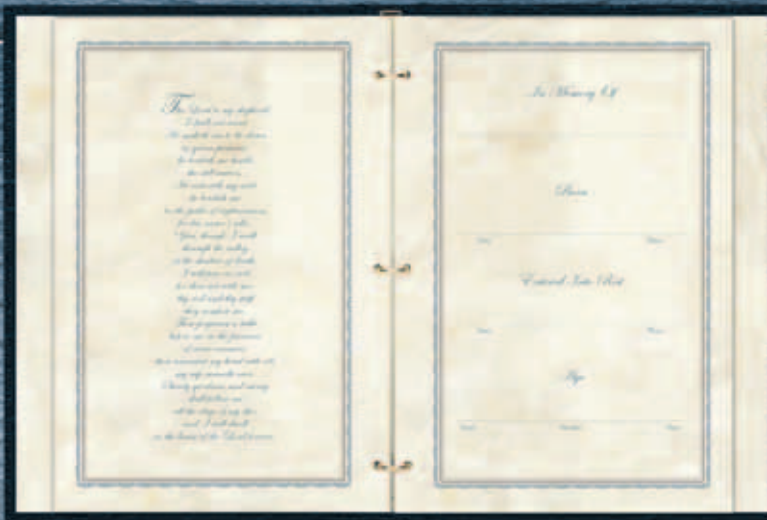
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The Arranging Director

Continued from Page A33

after all hope of finding survivors they still continue their search. They do this because the significance of this body retrieval is critical not only for investigational purposes but to allow that family closure. The old saying "seeing is believing" is often true in such cases. Families can continue through their grief process by knowing their loved one has been found and by viewing them. We must not take that opportunity away as directors or embalmers.

Remember, we all started in this profession to help the families we serve. This profession truly is a calling and a gift. That gift is in our own professional knowledge, a gift we can pass on to our families and to our communities. The next time you are with a family and they don't wish to view or want an immediate cremation, ask them, why, and explain all the options, and reasons why we have those option. I guarantee that your family will be delightfully informed and could possibly change their mind.

Below is a brief letter that was written to sit in your arrangement room. It allows the family something to read and make them think about what their decision will be. It's informative and may even bring some questions to you the director. Remember, you are the professional, give them that professional answer.

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The death of a family member is by far one of the most traumatic, life altering experiences a family will ever be confronted with. Whether it is your father, mother, brother, sister, or a parent's worst nightmare, their child; this day will change your family forever.

When a death occurs in a family there is a great deal of confusion and uncertainty about what needs to be done to honour the life of your loved one. Family and friends, business associates, and neighbours, will all begin to grieve this death in their own way. Despite everyone else this is your time, for you and your family to not only grieve but to make very difficult decisions about what needs to be done involving your local funeral home. These difficult decisions will however help you, your family and friends begin the process of working through the grief. Accepting the reality of the loss of your loved one is often assisted by viewing your family member at a funeral home or church.

Whether you choose burial or cremation as a final disposition for your loved one, the decision whether to view the body or leave the casket closed may be the most difficult. Medical intervention and life support mechanisms often create drastic physical changes to the appearance of the facial features. In some situations the abnormal appearance is to the degree that they no longer resemble their past self. If the death is due to a motor vehicle or other tragic event families may assume that viewing is not possible. Occasionally family members are ill informed by law enforcement agencies, coroners or physicians that viewing is not advisable. Families may fear the unknown regarding the appearance of their loved one. Rather than relying on the recommendations

CONTINUED ON PAGE A35

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The Arranging Director

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of these individuals a careful consultation with a funeral professional should be considered. Your local funeral home may employ an embalmer that specializes in post mortem reconstructive surgery to allow for open casket viewing.

Viewing your family member is the most important and personalized aspect of a funeral ritual. It is not uncommon to hear people who have attended closed casket funerals make comments like "I can't believe they died, it doesn't seem real" often this is due to uncertainty in their own minds. They are uncertain because they have not had the opportunity to visualize. They know the death has occurred but something inside their mind doesn't want to believe it. We need to remember one fact and that is "seeing is believing". When a child goes missing or a tragic disaster occurs what is the first thing that authorities attempt to do? Recovery of the human body is always the first priority, alive or dead. This is because reality of a death is often confirmed in the mind by seeing the body. It is comforting and necessary to have a period of time to adjust to the fact that your loved one has died. We need this time to say our good-byes face to face. Family members and friends need a time to begin the transition from their life with the loved one into their new life that is now without the presence of their loved one. Open casket viewing can be valuable to help families begin this transition during the grieving process.

For most families this will be their first time arranging a funeral for a family member. What they may not know is that even following a lengthy illness or a traumatic death an open casket or private family viewing is often possible. In such cases a professional embalmer may need to restore lost or damaged fea-

tures through reconstructive techniques. In severe cases a procedure referred to as post mortem surgical reconstruction may be necessary. In some situations this may exceed the skill set of your local embalmer. In situations like this you may request your local funeral home to contact an outside embalmer that specializes in these skills.

You have chosen your local funeral home in most cases because of one reason...TRUST...you trust the establishment to handle and care for your loved one in the most professional manner possible. You know they will do everything they can to assist you in honouring your family member's life. Ask your funeral director during your funeral arrangements about viewing your loved one before cremation or burial.

Karl D. Wenzel, CFSP, is an Embalmer, Certified Funeral Service Practitioner, and Post Mortem Reconstructive Specialist. He is FNA Canadian Ambassador and a member of the Board of Directors for the American Society of Embalmers.

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Educational NEWS

Whitman Burial Vault Company hosts a day of learning for FINE Mortuary College Students



FINE Students at Whitman Burial Vault

WHITMAN, MA— Whitman Burial Vault owners **Mark Donovan** and **Bruce Delle Chiaie** hosted a "Day of Learning" at their manufacturing facility for the **FINE Mortuary College**.

FINE students, teachers and the dean visited the vault manufacturing facility, where they got a hands-on experience of how burial vaults are produced. Students were shown the step by step process, from the very beginning raw material phase all the way through to a completed, ready for delivery vault.

Students were shown the various levels of protection offered in today's burial vaults.

Whitman Burial Vault manufactures **Trigard** lined burial vaults. Trigard had authorized Whitman to award a \$250 scholarship to a student who could answer a question on one of Trigard's newest vaults, The Aegean. **David Comeau** knew that the Aegean offered three layers of protection to the casket, and he was awarded the scholarship.

The day ended with a luncheon and all in attendance received a travel bag that not only contained promotional items but an entire Whitman Burial Vault catalog of all the burial vaults available to them.

FINE Mortuary College announces Dean's List for the Summer 2009 Term

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

Susan Burke, Mark Robinson and **Fred Gifford**

made High Honors as full time students. **Bethany Antunes, Lindsey Ballard, John Gentile, Marguerite Gustafson, Louis Hebelinck II, Robert Iannotti,** and **Timothy Keefe** all earned Honors as full time students.

Brian Folsom is a part-time student who earned High-Honors. Part-time students who made Honors are: **Tara Berriault, Autumn Cardello, John Clougherty, David Comeau, Amanda Des-**

marais, Katelyn Estes, Jeffrey Gigliello, Bruce Harris, Jacqueline Iacovelli, Kathleen Jackman, James Joyce, David Kelleher, Rose Kelly, Lee Lavoie, Joey Lovell, Virginia Martin, Thomas Mayo, Thomas McNamara, Christine Miller, Angelo Nardolillo, Jeffrey Remick, Heather Rivard, Jonathan Spagnolo, Joseph Stevens and **Christopher Voccia.**

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Educational NEWS CONTINUED

FINE holds First Annual Alumni Dinner

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College held its First Annual Alumni Dinner at the Chateau Restaurant in Norwood in July. Representative members of nearly every class were present at the wonderfully relaxing and fun evening.

Glenn D. Burlamachi, LFD '04, Coordination of Alumni Events, and owner of the **Concord Funeral Home** in Concord, MA was master of ceremony. **Craig J. Lacouture**, LFD '03, owner of the **Menard Funeral Home** in Woonsocket and Manville, RI, gave the benediction and spoke on behalf of the alumni. **Susan E. Burke**, '09, from Marblehead, MA, spoke for the class graduating this year. Finally, **Jacqueline C. Iacovelli**, Project manager and HR Administrator and an Apprentice Funeral Director at the **Dyer-Lake Funeral Home** in North



New England Licensed Funeral Directors at the First Annual Alumni Dinner. (L to R) Standing: Andrew Florent, Donna Arthur, Glenn Burlamachi and Patrick Driscoll. Seated: Joseph McDonough.

Attleboro, MA spoke for the undergraduates. **James N. Earle**, LFD '98 associated with the **Douglas & Johnson Funeral Home** in Salem, NH was award-

ed a FINE cap since he had traveled from his home in Maine to come to the event and was the oldest graduate in attendance. **Danielle (Clearly) Reale**, LFD '08 was awarded the raffle prize of a pair of tickets to the Body Revealed exhibit at Foxwoods Resort Casino.

Glenn announced that an official alumni representative will be appointed and hopefully each will host the Alumni Dinner each year. That way FINE Alumni from all New England states will eventually have the event very near to their home.



Two FINE Classmates. (L to R) Glenn Burlamachi and Manny "Manny" Diaz meet at FINE's first alumni dinner.



Three FINEst Alums. (L to R) Veronica Houston, Danielle (Clearly) Reale and Richard "Cosmo" Snyder.



Craig J. Lacouture, LFD, '03, speaks for the FINE Alums at the First Annual Alumni Dinner.

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PIMS Students tour Reynoldsville Casket Company Plant



PIMS Class 139 at Reynoldsville Casket Company



Ron George discusses Reynoldsville's custom embroidering



Rusty Meyers answers a question from Kim Baker

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PITTSBURGH, PA— Students from **Pittsburgh Institute of Mortuary Science (PIMS)** class #139, recently visited and toured the **Reynoldsville Casket Company** plant. As part of their Professional Seminar Series course, the students were invited to Reynoldsville by

Mr. Wayne Jackson, president of Reynoldsville Casket Company and the program was delivered by **Mr. Rusty Meyers**, VP of Reynoldsville. The students were afforded the opportunity to learn about Reynoldsville's marketing concepts, sales techniques, and production. Additionally, they toured the plant where they saw caskets being manufactured from raw steel. Concluding the program and tour, Reynoldsville Casket Company staff, specifically **Judy Vandervort**, supplied lunch for the students before they returned to Pittsburgh. PIMS is grateful to Reynoldsville for their continued support of funeral service education.

PIMS announces Scholarship Recipients

PITTSBURGH, PA— **Pittsburgh Institute of Mortuary Science (PIMS)** is happy to announce that 14 students were recently awarded the Pittsburgh Institute of Mortuary Science Scholarship. The recipients were selected for the scholarship through the American Board of Funeral Service Education (ABFSE) scholarship committee with each student receiving \$1,500. The students were selected as a result of their academic standing and other criteria as determined by ABFSE. The scholarship recipients are: **Chontel Harris** of Pittsburgh, PA, **Rachel Dwyer** of Dillsburg, PA, **Alisha Guckes** of West Homestead, PA, **Jennifer Keopka** of Erie, PA, **Emily Fecek** of Erie, PA, **Joseph Kramer** of Verona, PA, **Tonya Jenkins** of Homestead, PA, **Timothy Sullivan** of Frackville, PA, **Matthew McVicker** of Johnstown, PA, **Kimberly Baker** of Salem, OH, **Kelsey Carlisle** of New Philadelphia, OH, **Alison Crist** of Chambersburg, PA, **Terry Whittington** of Montgomery, WV, and **Sho-shaughna Jenkins** of Columbus, OH.



Ron Healey

In addition, **Ron Healey** of Connoquenessing, PA was recently awarded the *Pennsylvania Funeral Directors Association (PFDA)* Scholarship. Ron, a student in class #139 scheduled to graduate in September, was selected by PFDA as this year's recipient. PIMS is grateful to PFDA for their support of funeral service education.

Additional PIMS speakers this term are: Pennsylvania State Board of Funeral Directors; **Donatelli Memorials (Pittsburgh Cremation Service)**; **Mr. Ernie Heffner**; *Western Pennsylvania Funeral Directors Convention*; **Kathleen Berry - Wilbert Burial Vault Company**; **U.S Airways-Inman Nationwide Shipping**; **Dave Beck-Clark Vault Company**; **Eugene Ogrodnik-PIMS**; **Eileen Carlins-SIDS Alliance of Pittsburgh**; **Wallace Miller-Somerset County Coroner**; **Center for Organ Recovery and Education**; and **The Caring Place**.

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NEW YORK, NY— **American Academy McAllister Institute (AAMI)** is experiencing record enrollments due, in part, to its efforts to provide aspiring funeral directors with alternative degree program formats and timelines.

AAMI's goal is to offer its degree program with the options necessary to fit the busy lives of adults.

AAMI's current enrollment is 230 students, 30 percent higher than its previous high of 161 students in 1996.

Students choosing to pursue their degree full-time in the accelerated program on the AAMI campus in New York City may enroll in the 16-month program if they have not earned previous college credits or the 12-month program if they have completed the 12 credits of the General Education requirement

through previous college courses. Students in the 16-month program begin their studies in September while those in the 12-month program may start in September or January.

The newest option available to students is the Online Program which provides much more flexibility in taking courses and which can be tailored to each student's unique needs. While students on campus study full-time, AAMI's Online Program allows students to take up to 14 credits per semester. Students studying online complete their studies in 20 to 48 months, depending on the number of credits taken each semester and the number of transfer credits received. On average, online students who are employed full or part-time complete their degree in 36 months. AAMI currently

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Educational NEWS CONTINUED

Owens Funeral Home hosts Training Seminar by Matt Smith



(L to R) Back Row: Mike Owens, Larry Scott, and Chris Lawson. Front Row: Len Saunders, Mike Keller, and Amanda Swinford.

ALEXANDRIA, IN—Mike Owens of the Owens Funeral Homes invited Matt Smith of Frigid Fluid Co. to give a technical training seminar on pleasant expression – Creating the Smile. Mr. Owens is a past President of the Indiana Funeral Directors Association and is very dedicated to serving his community in the very best way. Mr. Owens understands that serving his families sometimes comes in the

form of extensive training above and beyond the normal day to day hands-on training that is done in the funeral home. Mr. Owens has also made it possible for all that attended to become members of the American Society of Embalmers. If you would like more information on Matt's technical training or the ASE please contact Matt Smith at 866-774-4746 or email him at msmith@frigidfluidco.com.

Chris Lawson attends Training Session



(L to R) Chris Lawson and Matt Smith

OXFORD, MI— Matt Smith of Frigid Fluid Co. hosted a six-day embalming/Power Point training session. Chris Lawson of Alexandria, IN came to Oxford and learned techniques to help turn the "frown" that is commonly seen on

bodies, upside down. His six days and five comfortable nights included nearly 3,000 square feet of privacy, internet, projector screen TV, room and board, jet skiing, a one year membership to the American Society of Embalmers,

six hours of Power Point Presentations, work and fun. He observed several embalmings and assisted in several other cases. Chris received specific hands on training with feature setting, feature building, hair restoration, autopsy cases, cosmetics, dressing and casketing.

Matt Smith is eager to train embalmers of all levels of expertise. For more information on training with Matt please call 866-774-4746 or email msmith@frigidfluidco.com.

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Continued from Page A38
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Association NEWS

NFDA Policy Board elects Ennis, Mortimore to Executive Board



The NFDA Policy Board elected Jzyk S. Ennis, MPA, CFSP (Right), and Mark Mortimore, to serve as at-large representatives to the NFDA Executive Board.

BROOKFIELD, WI— The National Funeral Directors Association (NFDA) Policy Board met on July 25 in Branson, MO, and elected **Jzyk S. Ennis**, MPA, CFSP, of **Ridout's Trussville Chapel** in Birmingham, AL, and **Mark Mortimore** of **Mortimore Funeral Home** in Thermopolis, WY, to serve as at-large representatives to the Executive Board. They will begin their two-year terms of service immediately following the NFDA International Convention & Expo, October 25-28 in Boston.

CONTINUED ON PAGE A44

Frigid Fluid sponsors ACCFA Speaker



(L to R) Tony Garcia, Frigid Fluid Co. Sales Rep, Bill Addison, James DeCastro, and Matt Smith, Frigid Fluid Co.

SCOTTSDALE, AZ— **Matt Smith** of **Frigid Fluid Co.** was invited to speak at the *Arizona Cemetery, Cremation and Funeral Association* State Convention to a group of funeral directors and embalmers from Phoenix and surrounding cities on the topic of Pleasant Expression and Creating the "SMILE." The funeral directors and embalmers received 1 CE hour with Matt's seminar and learned new techniques to close the mouth and set the features to give a symmetrical look that includes a slight smile, doing away with the most common unpleasant "frown." Matt is available to speak and train at your associations or privately at your funeral home. If you have any question on any topic concerning the seminars or societies please contact Matt Smith and he can guide you in the right direction. **Tony Garcia** of Frigid Fluid Co. also gives training seminars on lowering devices and travels to cemeteries across the country. Matt can be reached at msmith@frigidfluidco.com or toll free at 866-774-4746.

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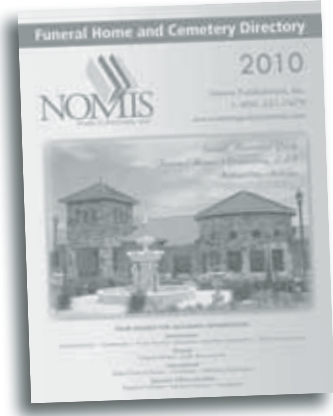
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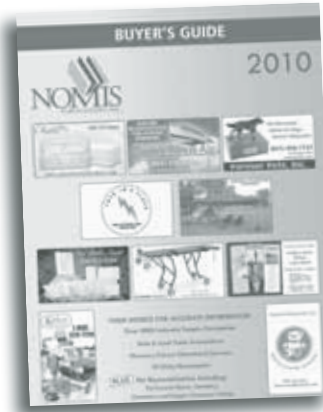
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Association NEWS CONTINUED

Annual Meeting of Selected Independent Funeral Homes offers fresh, innovative Approach

DEERFIELD, IL— Selected Independent Funeral Homes has announced the lineup of speakers and study session presentations for its 91st Annual Meeting, to be held October 7-10 at the Hard Rock Hotel in San Diego, CA. In addition to the vibrant city, dynamic hotel, and numerous social and networking opportunities at this meeting; unique and timely informational presentations and idea-exchange sessions are scheduled.

New for Selected's Annual Meeting agenda this year is an opening session keynote address by author and humorist **Ross Schafer** who has spent the last fifteen years focusing on the subjects of customer service and motivation. His latest books, *The Customer Shouts Back!* and *Customer Empathy*, explore today's rapidly changing customer and a younger workforce.

During a special panel discussion, *NextGen Speaks: Technology and Funeral Service*, four participants in Selected's NextGen group will discuss their firms' use of Internet technologies, social networking media and selection room virtualization. They also will discuss what the future may hold for the profession in terms of technology.

Another timely session will take a look how **Everest Funeral Package, LLC** is positioning itself to make a major impact on the funeral profession. During this members-only session, Everest co-founder and president **Mark Duffey** will explain the specifics of the services his company provides and respond to questions during a candid interview segment.

Christopher Mursau of **Smart & Associates** will discuss *Topgrading: Building a Winning Team*. He will outline the key aspects of Topgrading, a highly effective method used to hire, coach and retain "A" players. Participants will learn to identify common pitfalls and how to institutionalize the Topgrading approach.

The Myth of Multitasking: How 'Doing It All' Gets Nothing Done will be the subject of a study session presented by time management expert **Dave Crenshaw** of

The Nashville Group. He will explain why multitasking is a false concept and show how to create a new and realistic plan for using time more efficiently.

Author and management consultant **Greg Giesen** will present an engaging session entitled *Ask Dr. Mac: Answers to Top Employee and Management Concerns* in which he will offer advice on the issues that are holding firms back from realizing their full potential.

Dr. Louis Gamino, PhD, ABPP, FT of **Scott & White Medical Center** will present *The Role Funerals Play in Adaptive Grieving: A Clinical Psychologist's Perspective*. He will use case anecdotes and his personal experiences as a clinical psychologist specializing in bereavement work to discuss research findings supporting the concept that funeral participation offers positive benefits.

Additional sessions will include:

- Kubler-Ross Forty Years Later: Changes in Our Understanding of Bereavement
- Assessing Insurance Risk in a "Down" Economy
- Serving Unique Groups In Your Community
- Cremation: Best Practices in Customer Service and Sales
- Checking the Crystal Ball: What's the Future of Embalming
- Cremation and More: Ideas and Lessons Learned in New Zealand

More information about the 2009 Annual Meeting of Selected Independent Funeral Homes can be found at www.selectedfuneralhomes.org.

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

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Networking at the PFDA Convention



HERSHEY, PA— At the most recent annual **Pennsylvania Funeral Directors Association** convention in Hershey, the turnout was terrific and the networking opportunities were abundant. There was a great deal of interaction between the suppliers and the association members as well as between the suppliers themselves. **Todd Hanson**, Sales Manager at **Cooperative Funeral Fund, Inc.** (seen on the motorcycle) and **Ron Mlinarchik**, Funeral Director Assistant at **Harris Funeral Home** in Johnstown, PA, have some fun in the exhibit hall. Ron also represents **Tombstone Hearse** of Bedford PA, providers of the motorcycle hearse seen on display.



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Association NEWS CONTINUED

NFDA International Convention & Expo ranked among 50 fastest growing tradeshows in North America

BROOKFIELD,WI— The National Funeral Directors Association (NFDA) International Convention & Expo has been recognized by *Tradeshaw Week*® magazine as one of the fastest growing tradeshows in the United States and Canada.

According to the publisher's letter informing NFDA of this accomplishment, the association's premier annual event is now among "an elite group of recipients of the industry's most prestigious award." NFDA will be officially honored, along with the other "Fastest 50" award winners, at a recognition gala on November 14 in Houston, TX.

Tradeshaw Week, the global exhibition industry news magazine, has sponsored the "Fastest 50" awards for the past seven years. Award winners are determined based on growth in the number of exhibitors and square footage of exhibit space purchased by exhibitors over a three-year period. From 2006 to 2008, the NFDA International Convention & Expo experienced considerable growth – the number of exhibitors increased 6.9%, and the space purchased by exhibitors increased 21.6%.

NFDA hosts the world's largest annual funeral service convention and exhibition, which attracts the profession's leading suppliers. Many exhibitors debut new products and services at NFDA's Expo, giving funeral professionals the opportunity to be the first in their community to offer these options to the families they serve.

The 2009 NFDA International Convention & Expo will take place October 25-28 at the Boston Convention & Exhibition Center in Boston, MA. A limited amount of space in the NFDA Expo hall is still available. Supplier representatives who want to learn how they can participate in the Expo should visit www.nfda.org/boston2009 (click on "Exhibitors") or call 800-228-6332 for more information.

Funeral service professionals who wish to attend the gathering should visit www.nfda.org/boston2009 or call 800-228-6332 for more information or to register.

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

NFDA Urges FTC to Strengthen Funeral Rule Following Burr Oak Cemetery Tragedy

BROOKFIELD,WI— The National Funeral Directors Association (NFDA) called on officials at the Federal Trade Commission (FTC) to extend the Funeral Rule, the federal regulations governing the nation's funeral homes, to cover all sellers of deathcare goods and services.

In a letter to FTC Chairman **Jon Leibowitz**, NFDA CEO **Christine Pepper**, CAE, reiterated the association's call for increased consumer protection under the Funeral Rule. Over the past 20 years, NFDA has been joined by consumer groups, such as AARP, in repeatedly petitioning the FTC to expand the Funeral Rule to cover all sellers of funeral goods and services, including cemeteries and crematories.

In her letter, Pepper states: "Any time the government extends regulations over sellers in an industry or profession, it has the effect of curtailing the opportunity..."

CONTINUED ON PAGE A44

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Association NEWS CONTINUED

NFDA sponsors Mobile Museum of Funeral Customs

BROOKFIELD, WI— The National Funeral Directors Association (NFDA) announced its sponsorship of **Reflections: The American Funeral**, a mobile museum designed to educate and inspire both the public and funeral service professionals about American funeral customs and the caregivers who attend to those in mourning.

This historical perspective on funeral customs and traditions is spread throughout 1,000 square feet of thoughtful display areas, beginning with Native American burial mounds and ending with the diverse rituals practiced across the country today. Stories are brought to life through dynamic graphics, original artifacts and replicas, and multi-media at nearly a dozen exhibit stations, including:

- The Abraham Lincoln exhibit, which features a reproduction of Lincoln's casket and traces the slain president's nearly three-week funeral procession. Scholars cite Lincoln's 1865 funeral as the birth of modern funeral service.
- "Arlington National Cemetery," which honors our country's veterans and the more than three million Americans buried in our national cemeteries.
- "Glory, Glory Hallelujah" showcases President

Reflections: The American Funeral provides public and practitioners with deeper understanding of funeral and mourning customs.

John F. Kennedy's riderless horse – empty boots reversed in the saddle – trotting briskly in his funeral procession, as well as civil rights pioneer Rosa Parks, the first woman to lie in state at the Capitol Rotunda in our nation's capital.

Said NFDA CEO **Christine Pepper**, CAE, about the association's sponsorship of Reflections, "Our support of Reflections provides a powerful platform for inspiring careers within funeral service, offers continuing education for funeral service professionals, and will enlighten the public on the valuable role that industry professionals play in helping the living both mourn and honor their loved ones."

"We created this mobile experience to communicate the valuable role of funeral professionals and their commitment to the needs of families during times of sorrow," said **Harry Kurtz**, president of MRA, a leading experiential event producer. "There are intriguing stories of funeral practices throughout the centuries; this exhibit educates people on those stories and enables them to connect to the universal human experience of death. The displays on Arlington and fallen public-safety officers move people to tears."

Reflections: The American Funeral has been touring across the United States since summer 2008, stopping at state cap-

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NFDA Urges FTC to Strengthen Funeral Rule Following Burr Oak Cemetery Tragedy

Continued from Page A43

ty for abuse. If a seller is not licensed, not inspected and not regulated by federal, state or local governments, it operates in a free-for-all world where there is no accountability for any transgression... NFDA, AARP and other organizations have documented the harm that consumers have experienced... The FTC has refused to even investigate these complaints by ar-

guing (without any support or evidence) that the practices are not pervasive throughout the industry. As a result, cemetery and crematory consumers continue to suffer from these reoccurring scandals."

This letter comes on the heels of the events surrounding **Burr Oak Cemetery** in Alsip, IL. In July, Illinois authorities and the FBI launched an investi-

gation into the illegal exhumation of hundreds of bodies that were allegedly dumped in a mass grave so that cemetery plots could be resold. Authorities report that thousands of the dead remain unaccounted for by their families.

To read the letter sent to the FTC by NFDA in its entirety, please visit: <http://www.nfda.org/index.php/funeral-profession/news/1838?task=view>.

NFDA Policy Board elects Ennis, Mortimore to Executive Board

Continued from Page A40

Ennis has more than 20 years of experience in funeral service as both a licensed funeral director and embalmer, and a mortuary science educator. He has a broad range of service and leadership experience on the national, state and local levels. Ennis currently serves as Alabama's representative on the NFDA Policy Board, has served on NFDA's Professional Development Committee since 2007, and is a regular participant in NFDA Advocacy, Leadership and Convention activities. Ennis is the past president of the *Alabama Funeral Directors Association* (AFDA) and served in every elected position on the AFDA board, as well as a director of District IV and on various committees.

Ennis earned a Bachelor of Science degree in business administration/marketing

from Auburn University, an associate degree in funeral service education from *Jefferson State Community College*, and a master's degree in public administration from the University of Alabama at Birmingham. He is a Certified Funeral Service Practitioner and a member of the Alabama SMORT team.

Mortimore is a third-generation funeral director with 23 years of experience in funeral service and is actively involved in his profession on the national, state and local levels. He currently serves as Wyoming's representative to the NFDA Policy Board, and was a past member of the NFDA Advocacy Committee and past NFDA Political Action Committee representative for Wyoming. Mortimore is a past member of the *Wyoming Funeral Directors Asso-*

ciation Board of Directors, and served as the organization's secretary/treasurer. He has served as the deputy coroner of Hot Springs County since 1996.

Mortimore earned an associate degree in business from the University of Wyoming – Central Wyoming College and a mortuary science degree from the *San Francisco College of Mortuary Science*.

Ennis and Mortimore will replace current NFDA At-large Representatives **R. Bryant Hightower**, CFSP, of **Martin & Hightower Funeral Home** in Carrolton, GA, and **Robert "Bob" Rosson Jr.**, CFSP, CPC, of **Waller Funeral Home** in Oxford, MS, who will complete their terms in October. Rosson is a declared candidate for the position of secretary on NFDA's Executive Board.



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Association NEWS CONTINUED

NFDA sponsors Mobile Museum of Funeral Customs

Continued from Page A44



NFDA's sponsorship of Reflections: The American Funeral, a 1,000-square-foot mobile museum, will help educate and inspire both the public and funeral service professionals about American funeral customs and the caregivers who attend to those in mourning.

Within the Reflections mobile museum, visitors can gain an historical perspective on funeral customs and traditions through dynamic graphics, original artifacts and replicas, and multi-media at nearly a dozen exhibit stations.

itols, universities, veteran events, mortuary schools, funeral homes and industry conventions. During January's presidential inauguration celebrations, both **Arlington National Cemetery** in Washington, DC, and Fort McHenry National Monument and Historic Shrine in Baltimore, MD, hosted this mobile museum.

A visit to Reflections is approved for .1 (one hour) of continuing education credit by the Academy of Professional Funeral Service Practice and some state boards. Licensed funeral service professionals should check with their state licensing board beforehand regarding credit.

Please visit www.reflection-saft.com for more information, including photographs, video and a current schedule of upcoming events nationwide, including an appearance during NFDA's International Convention & Expo in Boston, MA, on October 25, 2009.

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

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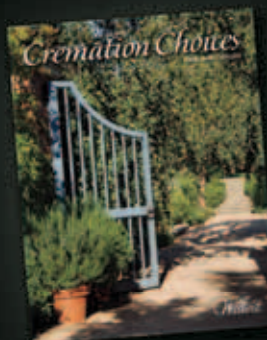


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DAVID C. SCHMIDT of Erie, PA died August 3, 2009 at the age of 62. A 1971 graduate of the *San Francisco California College of Mortuary Science*, he became a licensed Pennsylvania funeral director in 1972. David had been the owner and operator of the **Russell C. Schmidt & Son Funeral Home** since 1980 when he purchased the business from his late father. He was a member of the *Erie-Crawford County* and *Pennsylvania State Funeral Directors Associations* as well as a past president (1978) and member of the *Western Pennsylvania Funeral Directors Association*.

JACK F. FREDIANI of Sonoma, CA died August 3, 2009 at the age of 85. In 1974 he established **Frediani Cremation**, now known as **Cremation Products Inc.**, owned and operated by his daughter, **Kate Frediani-Gorman**. He was a member of the *California Funeral Directors Association* for many years. Perhaps best known for the many years he shared his love of cooking through his world-wide collection of recipes in monthly contributions to the *YB News* (now the *Funeral Home & Cemetery News*) in "Dottie & Jack Frediani's Recipes".



MYRON G. TOMBLYN of Elkins, WV died July 11, 2009 at the age of 78. Devoted to the profession for nearly 50 years, he graduated with honors from the *Pittsburgh Institute of Mortuary Science* in 1959. In 1968, along with his late wife, Sue, he established **Tomblyn Funeral Home** where he maintained an active and important role in the operation of the funeral home until the time of his death. He was an active member of the *West Virginia Funeral Directors Association* and was a 2002 recipient of the Charles E. Dodd Award Funeral Director of the Year.

LUELLA SIFERD BROOKHART BROWN of Wapakoneta, OH died July 28, 2009 at the age of 105. Raised most of her life in the funeral home business by her parents, her brother **Ralph Siferd**, and husband, **Walter Brookhart**, started **Siferd and Brookhart Funeral Home** in Wapakoneta. After her husband's passing in 1954, she became co-owner of the funeral home. She sold the family-owned business in 1989 to what is now the **Bayliff and Eley Funeral Home**.

DORIS PETTEWAY JOHNSON of Jacksonville, NC died July 17, 2009 at the age of 78. She and her late husband, **Robert**, founded the **Johnson Funeral Home** in Jacksonville in 1963. She was a licensed funeral director and manager from 1963 to 2009.

EUGENE PAUL "GENE" AMOS of Shawnee, KS died July 24, 2009 at the age of 78. His father founded the **E. Paul Amos Funeral Home** in 1946, and Gene joined the firm in 1952 after graduating from *Kansas City College of Mortuary Science*. He was Past President and member of both the *Kansas Funeral Directors Association* and the Kansas State Board of Embalmers. Gene was also the author of several books: *History of Kansas Funeral Directors*; *Ancestry from A to Z*, *Amos, Zoll and Related Families*; and he co-authored *Tales of the Preacher and the Undertaker* with his longtime friend, Forrest Haggard.

MARGARET L. BECKER of Struthers, OH died July 28, 2009 at the age of 70. In 1961, she began working with her husband, **Dan**, his father, **Hazen** and his aunt, **Rachel** at the former **D.A. Davidson Funeral Home**, which became **Davidson-Becker Funeral Homes** in Struthers, Poland, and Lowellville, OH. She began by providing cosmetic and hair styling for deceased ladies, and later also worked in an administrative capacity and provided all decorating services for the Becker Funeral Homes. In 1966, she and her husband founded Becker Ambulance Service, which became Gold Cross Ambulance and Medical Service until they sold the company to the Rural Metro Corporation in 1995. Courtesy Tri-County Funeral Directors Association, Hubbard, OH.

ROBERT J. BRUCKER, SR. of Newark, OH died August 1, 2009 at the age of 84. A graduate of the *Cleveland School of Mortuary Science*, he co-founded **Brucker & Kishler Funeral Home** in 1952. He was past member of *Ohio District 13 Funeral Directors*, *Ohio Funeral Directors Association* and the *National Funeral Directors Association*. The Ohio FDA honored him for 50 years of funeral service to his community.

ANTHONY J. "A.J." SUFAK of Lawrenceville, PA died August 2, 2009 at the age of 90. He was the owner of the **Anthony J. Sufak Funeral Home** in Lawrenceville from 1951 to 1980. He was also a member of the *Pennsylvania* and *Allegheny County Funeral Directors Associations*. Courtesy Clem's Livery Service, Pittsburgh, PA.

HARMON ROGER "ROD" FISHER of Fort Worth, TX died July 13, 2009 at the age of 81. He worked at **Shannon's Funeral Home** and later for his brother-in-law, **Marvin L. Wittman, Jr.**, at **Mineral Wells Funeral Home**, selling pre-need funerals. Later he was hired by **National Prearranged Services** and worked in the Public Relations Department for the state of Texas, where he met with funeral directors. He was also awarded as the 2003 *Texas Funeral Directors Association Supplier of the Year*. Courtesy Texas Funeral Directors Association, Austin.

EDWARD B. LAUGHLIN, JR. of Mt. Lebanon, PA died July 17, 2009 at the age of 77. He was a funeral director and former owner of **Laughlin Funeral Homes** in Castle Shannon and Mt. Lebanon. He graduated from *Pittsburgh Institute of Mortuary Science* before joining the business, founded by his father. Courtesy Clem's Livery Service, Pittsburgh, PA.

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