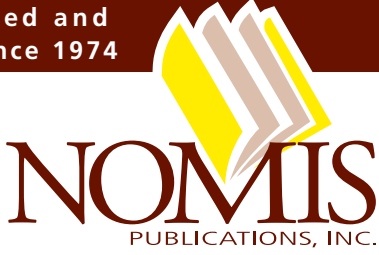


Family Owned and
Operated Since 1974



FUNERAL HOME & CEMETERY

NEWS

SEPTEMBER
2010

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

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

*LET THE
GOOD TIMES ROLL!*

NATIONAL FUNERAL DIRECTORS ASSOCIATION

2010 INTERNATIONAL
CONVENTION & EXPO

OCTOBER 10-13

NEW ORLEANS, LOUISIANA

Convention Highlights

begin on Page A41

List of Exhibitors

can be found on Page A51



STATE ASSOCIATIONS ANNOUNCE CHANGES

Arizona's New Association:

ARIZONA FUNERAL CEMETERY AND
CREMATION ASSOCIATION

See Page A31

Florida Funeral Directors Association and
Florida Cemetery Funeral Cremation
Association unite to form

FLORIDA CEMETERY, CREMATION
& FUNERAL ASSOCIATION

See Page A35

Platt's Funeral Home is oldest in Georgia



Platt's Downtown Augusta Location



Platt's West Location in Evans

AUGUSTA, GA— Platt's Funeral Home is the oldest funeral home in the state of Georgia and the oldest privately owned business in continuous operation in Augusta.

For over one hundred and seventy years, the people of Platt's Funeral Home have been deeply involved in the life and customs of Augusta. When **Charles A. Platt** arrived in 1837 and opened Platt's Furniture Emporium, Andrew Jackson was President of the United States and Augusta was about to become the terminus of the first railroad and the center of Georgia cotton trade.

A native New Yorker, Platt found a ready market for his elegant furniture among the affluent society that had grown up in Augusta after the Revolutionary War. More important, he understood the need for a man of culture and good taste to provide more than just coffins for the elegant funerals that were becoming so important in the Victorian Age. Death, in the nineteenth century, was treated with great pomp and ceremony, and Charles Platt was ready to see that funerals in Augusta were performed with tasteful dignity.

The funeral of a prominent citizen brought everyone in town out to watch as the procession made its way through

the streets to *Magnolia Cemetery*. Black-edged cards were sent around by a servant to all the families and friends

of the deceased who would congregate at the home and join in the procession. The
CONTINUED ON PAGE A2

Kennedy-Amis-Kennard Funeral Home



Staff of Kennedy-Amis-Kennard Funeral Service

BROKEN ARROW, OK— Tom Kennedy owns and operates two funeral homes in Oklahoma—**Kennedy-Amis-Kennard Funeral Service** in Broken Arrow, OK and **Kennedy-Amis-Kennard Funeral Service** in Catoosa, OK.

Opened by the Kennard family originally in 1928, the Kennedy-Amis-Kennard Funeral Service facilities have grown into landmark in each respective community of Broken Arrow, since 1928 and Catoosa since 1964. Both locations have a chapel on their campus. Each

facility has been serving their community proudly for decades. The staff at both facilities offer most services grieving families need such as grief counseling, embalming, pre-planning arrangements to offering a selection of urns and caskets as well as floral arrangements. Setting them aside from other facilities, Kennedy-Amis-Kennard Funeral Service pay great attention to detail to planning arrangements and services and have competitive pricing. For more information, visit www.kakfs.com.

When You Absolutely, Positively Need A Perfect Print...

Introducing...
**The Thumbies
Fingerprint
Scanner™**

- Handheld
- Wireless
- Inkless



Demo at **NFDA
Booth # 918**
or call toll-free
877.848.6243

PRESORTED STANDARD
US POSTAGE PAID
INDIANA PA
PERMIT NO 12

NOMIS PUBLICATIONS, INC.
POB 5159
Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy

HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing DANIEL CANTRELL



Age Progression to 17 Years

Date of Birth: 6/21/1992
Date Missing: 2/16/2006
Missing From: Park Forest, Illinois
Age at Disappearance: 13 Yrs
Age Now: 18 Yrs
Sex: Male
Race: Black
Height: 5'5"
Weight: 125 lbs
Hair: Black
Eyes: Brown

Circumstances: Daniel's photo is shown age-progressed to 17 years. He may still be in the local area. Daniel's left ear is pierced. His nicknames are Dee and Danny.

Endangered Missing ELIAN AMILCAR MAJANO



Date of Birth: 12/15/2003
Date Missing: 6/21/2006
Missing From: Irving, Texas
Age at Disappearance: 2 Yrs
Age Now: 6 Yrs
Sex: Male
Race: White/Hisp
Height: 2'0"
Weight: 40 lbs
Hair: Black
Eyes: Brown

Circumstances: Elian was last seen playing in a local park on June 21, 2006. He was last seen wearing floral print shorts, a white t-shirt, and Spiderman sandals.

Endangered Missing CRISTINA ESTER RUIZ-RODRIGUEZ



Date of Birth: 8/7/1992
Date Missing: 5/21/2006
Missing From: Guayanilla, Puerto Rico
Age at Disappearance: 13 Yrs
Age Now: 18 Yrs
Sex: Female
Race: White/Hisp
Height: 5'4"
Weight: 100 lbs
Hair: Brown
Eyes: Brown

Circumstances: Cristina was last seen on May 21, 2006. She has a pierced tongue.

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

Todd Mahn receives Harry Truman Award

DeSOTO,MO—Todd Mahn is only the third recipient of DeSoto to ever receive *The Harry S. Truman Award*. The Eastern Central District considers many factors when choosing a recipient. **Ray Dieker**, member of Oakville Elks Lodge # 2726 stated, "Todd is an outstanding citizen for his community service and patriotism to his country, an all around dedicated family man with strong beliefs in God and devotion to his church. Todd's accomplishments are outstanding."



Todd Mahn

The Missouri Eastern Central Elks Lodge #4760 proudly presented the Harry S. Truman award on June 12, 2010 during the annual Flag Day Ceremony. The award is presented to who best typifies and possesses the qualities of dedication, industry, ability, honesty and integrity that distinguished Harry S. Truman.

The Award reads: "Our County's Flag, Stands as an Emblem of Freedom. Our Symbol of Unity. No other can compare in Beauty. It is our Ensign of Liberty and Enlightenment.

Once, you pledged allegiance to our Flags Sacred Honor. Today, we as Elks, and

all other Americans – Stand in your debt. Because of Americans like you, Willing to make personal Sacrifices for Education and Patriotism, Many are now more aware of our personal freedoms.

"We still Pledge" ... One Nation, Under God, With Liberty and Justice For All." Thanks to you, these great words still remain True with a meaning that transcends our Beautiful Flag."

This award comes with a donation of \$900.00 to a charity of Todd's choice, which is The Steven Ketcherside Memorial Fund. In previous years recipients from DeSoto to receive this award were **Gordon Yancey**, of DeSoto and the late Sergeant **Lee Connor**.



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

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

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

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

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

MONTHLY FEATURES

Classified Ads.....	B13
Shipping Directory.....	B10
Calendar of Events.....	B2
Association News.....	A29
Deaths.....	A38
Educational News.....	A22
Suppliers News.....	B1

COLUMNS:

A Proactive Approach to Advance Funeral Planning.....	A6
Changing Lives Through Laughter by Nancy Weil.....	A8
Cremation Issues and Answers.....	A22
John A. Chew.....	A24
Klicker's Crosswords.....	A30
Legal Speak by Atty Harvey I Lapin.....	A10
Let's Chat by Kristan Dean.....	A20
Memoires des choix des Jacque.....	A32
Observations by Steven Palmer.....	A12
OSHA Compliance.....	A14
The Gift of Aftercare.....	A4

NOTICE

The FUNERAL HOME AND CEMETERY NEWS was sent this month in three parts. Section A is in two parts, pages A1-A40 and pages A41-A60. Section B, which contains the Classified Advertising, consists of pages B1-B20. If you do not receive all three sections please call 1-800-321-7479 or email info@nomispublications.com.

© 2010 by Nomis Publications, Inc.

ISSN 1944-1126

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

ONLINE DIRECTORIES

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

www.nomispublications.com

Platt's Funeral Home is oldest in Georgia

Continued from Front Page



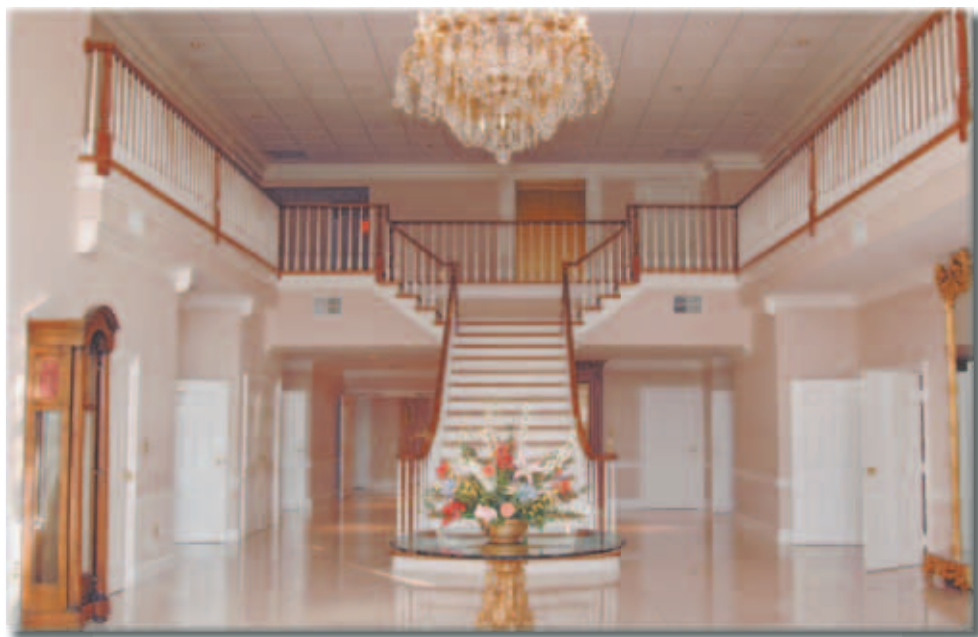
Charles A. Platt



W. Edward Platt



John D. Curtis



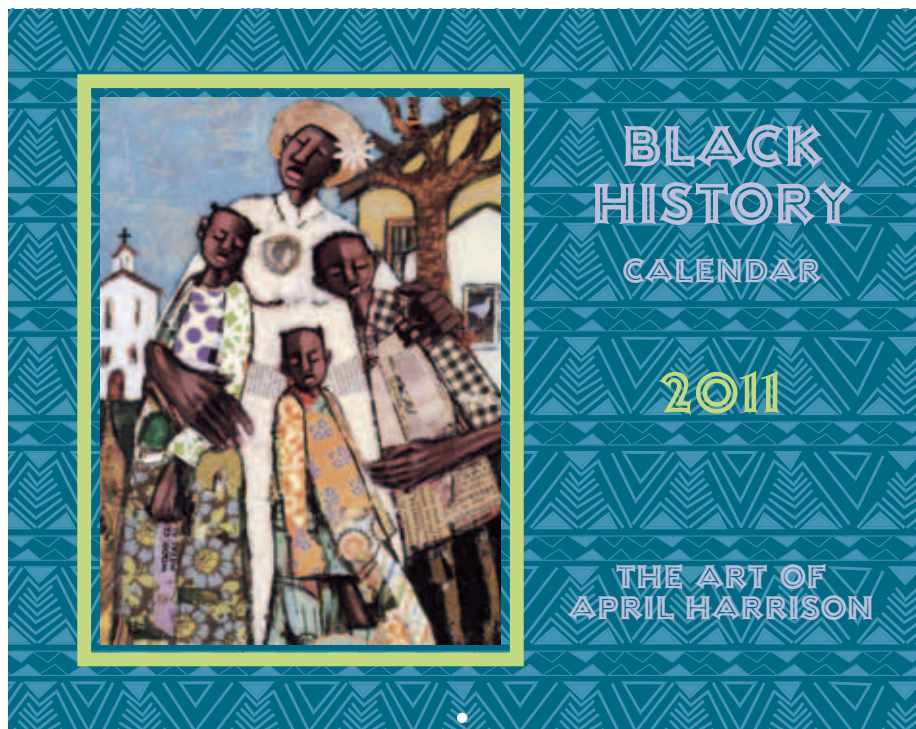
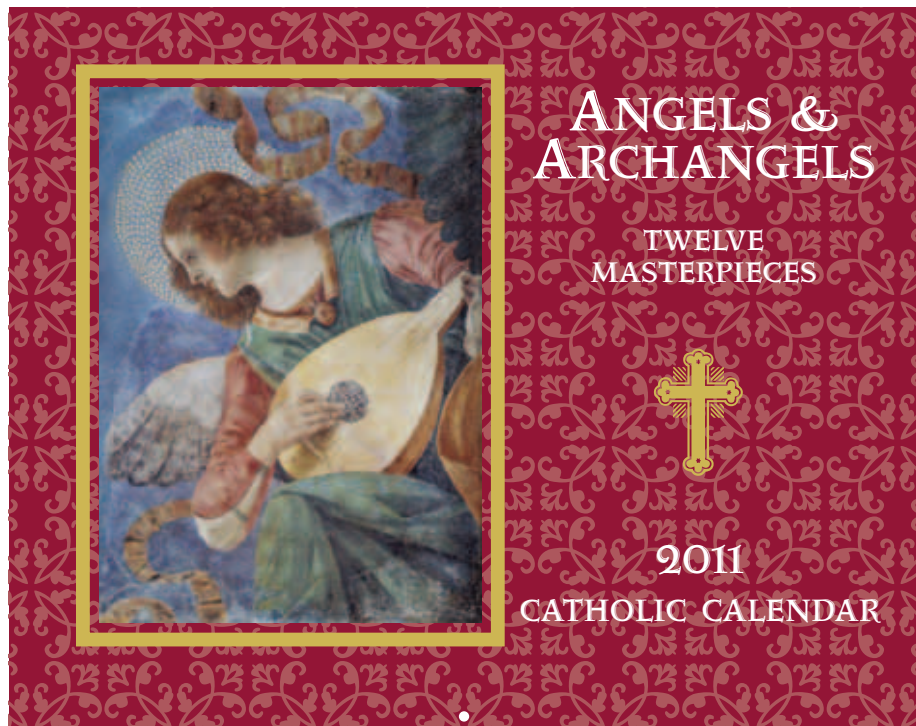
Platt's West Grand Entry Hall

horse-drawn hearse, which led the procession, was black with glass sides etched with funeral designs and was decorated with silver and gold. Under a huge canopy of ostrich plumes, a polished casket with metal handles decorated with moldings and inscribed plates could be glimpsed by onlookers, surrounded by masses of flowers. Six black horses with black trappings and plumes of black ostrich feathers attached to their headbands drew the casket slowly and sedately to its last resting place.

Behind the hearse came carriages and coaches carrying mourners in the strict order prescribed by etiquette. Gentlemen wore full black mourning, with crepe bands around their top hats; ladies were dressed in many yards of black crepe, with heavy veils, and carried black-edged handkerchiefs held to their eyes, and black gloves. Mourning jewelry of jet, cameo, pearl, gold or silver was worn.

CONTINUED ON PAGE A6

Catholic Calendar Also Available in Spanish



Promotional CALENDARS

Last Chance!

Orders Close September 15th

99¢ each

Plus 15¢ each for shipping & handling

Your **personalized** information is shown at the **center** of your calendar.

There are absolutely no other charges. Really.

800-413-4455

The Judith Roth Studio Collection

The world's highest quality promotional calendars

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

Size of calendar closed 11" x 8 3/4" • Size of calendar open 11" x 17 1/2"

Cherokee Child Caskets
Since 1941

NFDIA 2010
NEW ORLEANS OCTOBER 10-14

Visit Us At Booth #736

Register to Win a Casket & Vault Set

800-535-8667 www.cherokeechildcaskets.com

Professional Transport Service is Northeast Ohio's First Bariatric Removal Service

CLEVELAND, OH— Professional Transport Service of Cleveland, Ohio is now geared to handle the most extreme morbidly obese cases. Jay Krier, owner of Professional Transport Service states, "The percent-

age of obese removals is on the rise." He has designed a bariatric truck equipped with a hydraulic lift gate, a 2,200 pound walk-behind lift, and a custom made stainless steel morgue table that measures 40 inches



Professional Transport Service's bariatric removal vehicle, showing the oversize transport cart and lift.

wide and can handle well over 1,200 pounds. Jay Krier also states, "This may be going to extreme measures, but when handling someone of 800 to 1,100 pounds, you need this type of equipment to do the job safely."

Professional Transport Service has an agreement with **National Mortuary Shipping** to embalm, casket and or cremate at their

facility, if a funeral home is unable to tackle this type of case. Professional Transport Service can also transport oversize casketed remains out of town or for interments.

For more information about Professional Transport's bariatric removals, please call Jay Krier at 440-223-7474 or visit their website at www.protransportservice.com.

C&L CONTAINERS, INC.

FULL WOOD COMBINATION TRAY

LIGHT WEIGHT COMBINATION TRAY

DELUXE CREMATION

LEAK RESISTANT CREMATION TRAY

Containers For Precious Cargo

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

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

AIR TRAY

TRANSFER CASE

OVERSEAS SHIPPER

CREMATION SUPPLIES

Do you have a new Email Address or Website?

LET US KNOW!

1-800-321-7479
info@nomispublications.com

NOMIS PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

The Gift of Aftercare

By Sherry L. Williams

I sit here today with a fuzzy mind – thoughts flying in and out and trying to focus. I am reminded that I created this company and the whole concept of aftercare because I found it difficult to find information on grief and mourning when my Mother died in 1976. As a nurse, I knew where to look and was tenacious enough to keep looking and believe me it was hard to find. At that time, I redirected my career goals and studied psychology and grief specifically. In 1984, I started my company ACCORD with the goal of getting good information on grief to grieving people and was able to do this through funeral homes which were the people who had direct access to those who are grieving. In 2001, ACCORD was closed and I opened New Leaf Resources so I could expand the types of services I provided to funeral service and those who are grieving. I have been certified as a Grief Recovery Specialist and a Grief Management Specialist. I have a degree in Psychology with an emphasis in Counseling Psych and Grief Management. I have worked with literally hundreds of thousands of grieving people both individually and in groups over the past 27 years and thought I understood what kinds of feelings they were having and where they were coming through, but I have to admit, I had forgotten how hard this thing called grief really is.

On August 2nd, 2010, my Dad who was 85 years old died and my grief has come flooding in. It has been overwhelming and physically gut-wrenching. But I have already learned from this journey I am on how valuable and necessary the whole funeral service is to individuals and to society. As I stood beside my Dad's casket, I was reminded how important it was to view the body. It was so comforting to see him at peace, not struggling for air and not writhing in pain. It soothed my hurting heart to see him the way I remembered him when he was well, not with all the tubes and medical paraphernalia surrounding him. And while I knew he had died intellectually, emotionally I hadn't been able to make that transference from alive in my mind and

heart to the reality of death until I stood in front of his flag draped casket.

I was reminded how important the visitation was as I greeted one person after another who told me how much my Dad had influenced their lives and how they loved him. I heard stories about him that I had never heard and I laughed and cried at the same time as I heard some of the antics he had pulled during his lifetime. I learned how he had left his mark in this world, not with just me and my sister, but with his friends and family. It was nice to meet people who were total strangers to me, but people who had been influenced and touched by their relationship with my Dad and that just made him even bigger in my eyes.

As we celebrated his life, I was reminded how important that is. We wanted to share with others and to remind ourselves of the impact he had on all of us, teaching us values and virtues to live by, teaching us to love and treat others as we would want to be treated. We shared stories about how he made his living, how he raised his family and how important his relationship with God was. We learned how important it was for him to put joy into a hurting child's life with his volunteer work as a clown for the Kosair Shrine. We heard how tears touched his cheek when he watched a sentimental movie or hugged his grandchildren. We learned that this strong man had such a gentle spirit and how he shared it with complete strangers.

As we said our goodbyes, I learned once again, that I had to make the transition from his presence in my life to a life filled with memories and the funeral helped me begin that process. People witnessed to me about the character of my Dad and added to memories and stories that I already knew as I learned brand new things to add to my memory bank. I knew through this experience that I would never be alone in my grief – that there were many people who loved him and would miss him. I was reminded how normal it is to ache and yearn for his presence even when I know that's impossible.

As I think about his funeral, I am convinced once again about the need of the ritual of the funeral. Sir William Gladstone once said, "Show me the manner in which a nation cares for its dead and I will measure with mathematical exactness the tender mercies of its people, their respect for the laws of the land and their loyalty to high ideals." If ever I knew this was true, I am convinced that for 27 years I have been on the right track with my career. We played some of his favorite country music during the visitation. We had photos of him as a young navy recruit, his battleship and his life after World War II. His favorite hymns

were sung at the funeral service and we shared stories of his life in his eulogy. It was a service that told how he lived and how he was loved.

I encourage you as funeral directors to reach out to those you serve with compassion and an open mind. Help them plan a service that is meaningful for them. Help them tell the story of their loved one's life. Stay away from the cookie cutter approach to funerals. Keep the value of the funeral alive. After all, it is one of our most important rituals. The funeral helps us:

- Come to grips with life and death as a part of the human spirit
- For Christians, it helps them affirm death through the hope of resurrection
- Helps us acknowledge and accept the reality of death as we move into to a relationship of memory
- Is a rite of passage that helps us celebrate, sanctify and remember lives lived and loved.
- Provides an opportunity for family and friends to support one another as they move toward developing a new identity that does not include the person who died.
- Share publicly with family and friends thoughts and feelings about the person who died.
- Helps us evaluate life and what has meaning for us.
- Gives us an opportunity to remember the life of our loved one because we will never forget their death.
- Reminds us of how hard it is at times to be human

Thank you to all funeral service providers for the opportunity to tell my Dad's story and share with those whose lives he touched. I respect each and every one of you.

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



Stainless Steel Hypodermic Needles
Luer Hubs with long lasting points

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



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



Premium Gloves
S - XL 10 bx/case 100/bx
(One size fits all)
Latex PF
Textured..... \$76.00 case
\$8.40 box

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



Post-Mortem Thread

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



Headrest

Molded plastic, sturdy, reusable
Only \$38.00 each



Disposable Headrest

Styrofoam, disposable sturdy, head and arm rest

Only \$25.00 per case
24 per case



Pall Bearer Gloves

Quality, Cuffed, White
Only \$12.75 per dozen



LW5500 Scissor Sharpener

Two step process sharpening, 100% diamond abrasive
Only \$84.00

EVERYDAY MORTUARY PRODUCTS

DISTRIBUTOR & MANUFACTURER
of Premium Quality Mortuary Equipment
Family Owned and Servicing the Industry for over 25 Years

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

MORTECH
MANUFACTURING INC.



Complete Water Control Unit Model 1036-1

(Available in left or right versions)



SPECIAL PRICING
ECONOMY REFRIGERATOR
1036-R114EC
\$4,799.00

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



Stainless Steel Embalming Station Model 1036-9M

Flush Embalming Station Model 1036-13

Portable Examination Light SLSE50
is designed especially for demanding viewing conditions that require exceptionally good light. Boasting a highly flexible self balancing arm system. Light also available in ceiling and wall mount.

EVERYDAY MORTUARY PRODUCTS



Stainless Steel Instruments

Dressing Forceps
6.0" long.....\$3.95 ea
8.0" long.....\$7.95 ea
10.0" long.....\$10.95 ea

Scissors
Ends: Sharp-Sharp, Sharp-Blunt, Blunt-Blunt
5.5" long.....\$3.95 ea
6.5" long.....\$4.95 ea

Artery Forceps
Straight or Curved
6.25" long.....\$8.95 ea
7.25" long.....\$9.95 ea
8.0" long.....\$11.95 ea



Three Piece Sterilization Sets

Solid Pan, Perforated Pan & Cover
20.0" x 12.0" x 4"H
Only \$79 each
12.75" x 10.375" x 4"H
Only \$45 each



Plastic Undergarments

Clear, S - XL for most items
Unionalls... \$14.00 ea
Shirt/Jacket \$11.00 ea
Pants\$10.00 ea
Capri Pants...\$7.00 ea
Coveralls.....\$7.00 ea
Stockings.....\$4.00 ea
Sleeves.....\$3.00 ea
Infant Unionalls.....\$10.00 ea

Free ground shipping on plastic undergarments orders over \$300 Continental US ONLY

HYDRAULIC EMBALMING CARRIER

Savings OF OVER \$1000

Direction & Brake Lever at both ends
Elevating pedals located on both sides
w/Stainless Steel Tray
\$3,395.00

Mention this ad to receive this discount

FIND OVERSTOCK & INTERNET ONLY SPECIALS
PURCHASE
ONLINE



Hazardous Waste Hamper

Quick and easy cleaning, durable chrome plated frame with a metal, foot pedal operated lid and soft rubber casters. Fits 18 in./45 cm. reusable hamper bags or 33 gallon/124 liter disposable bags.

www.mortechmfg.com

(800) 410-0100



Urns With A Soul™

- Keepsake and full urns
- Sculptured statues on metal & wood bases
- Unique product
- Excellent price points
- Pet and people sculptures

Call for Brochure 888.510.1313
www.urnswithasoul.com • jmrsculptures@aol.com
620 S. Elm Street, Suite 240, Greensboro, NC 27406

Promote Goodwill in Your Community...

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

HOGAN'S
"YOUR BUSINESS NAME/LOGO HERE"

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

www.wintersetwater.com
800-617-3676

Time may be only a moment so keep a memory

CREMATION KEEPSAKES

Necklace Urn Pendants
for an Everlasting Keepsake.

Urns hold a portion of the cremains.
Sterling Silver and Gold pieces in stock.

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

Davis Funeral Home purchased by Becker Funeral Homes

BOARDMAN, OH— **Becker Funeral Homes** has acquired the **Davis Funeral Home**, 4996 Market Street, Boardman. The Ohio Board of Embalmers and Funeral Directors has granted a funeral home license to the new firm, now known as the **Davis-Becker Funeral Home**.

The Davis Funeral Home was founded in 1955 by **Alfred H. Davis, Sr.** and **Paul H. Velker**. Upon the deaths of Mr. Velker and Mr. Davis, ownership and management was assumed by Mr. Davis's son, **Alfred H. (Fred) Davis, Jr.**

Mr. Davis is a 1975 graduate of Boardman High School and a 1979 graduate of Adrian College where he was a member of the basketball teams of both schools and the **Pittsburgh Institute of Mortuary Science**. He has served twelve years on the Boardman Schools Board of Education and is a member of the Boardman United Methodist Church, the Four Square Club and Boardman Boosters.

Mr. Davis will continue with the Becker firm as

manager of the Davis-Becker Funeral Home, where he will continue to be assisted by his wife, Buffy.

The Becker firm also operates the **Davidson-Becker Funeral Home** in Struthers and the **Cunningham-Becker Funeral Homes** in Lowellville and Poland, OH.

The company was founded in 1896 in Lowellville by **Daniel A. Davidson** and **Jesse Cunningham**. During a separation of many years, the Cunningham firm was operated by **George and Ralph Cunningham**, followed by **Paul and Kathleen Cunningham Yeloushan**, until it was acquired by the Beckers in 1995.

For many years, the Davidson firm was owned and managed by **Hazen L. Becker**, the stepson of **Dan Davidson**.

The present owners of Becker Funeral Homes are Hazen's son, **Daniel (Dan) Becker**, CFSP and Dan's daughter, **Kelly Becker**, CFSP.

Any questions or concerns should be directed to Dan Becker at 330-565-1206.

Niewoehner receives Community Award

RUGBY, ND—Former Rugby Mayor **Dale Niewoehner** was honored recently with *The Basil O'Connell Community Leadership Award*. The award was presented by the Souris Basin Planning Council. Individuals nominated are considered by their years of service, number of organizations served, projects completed and have exhibited leadership qualities that exemplify and surpassed standards of excellence.

Niewoehner is a 1967 graduate of *Worsham College of Mortuary Science* in Chicago. In 1972 he established **The Niewoehner Funeral Home** in Rugby. He is a past executive secretary and president of *The North Dakota Funeral Directors Association* and *NFDA Policy Board* member as well as Treasurer of *The Academy of Professional Funeral Service Practice*. Currently he is president and executive secretary of *The North Dakota State Board of Funeral Service*.

In addition to serving the community through many organizations, Niewoehner has been Rugby Mayor for eight years. He was responsible for Rugby gaining designation as a Tree City USA and he organizes the city's annual Arbor Day celebration. For over 25 years he also has been an advocate for Amtrak service in the region.

Niewoehner continues to operate his funeral home and be active in the community.

Platt's Funeral Home

Continued from Page A2

The people of Augusta knew that their dead were honored as well as those of any city in the country.

Charles Platt was sought out for advice and to provide a coffin, hearse and carriages to carry the loved one to the cemetery. More important, before he left New York, he had learned a process called "embalming" that had been introduced there by **Thomas Holmes**, the father of modern embalming.

Until this time, especially in Georgia summers, funerals had to be held immediately, as there was little known about preservation. Bodies were washed, dressed and laid out at home by members of the family in accordance with custom. Many people were terrified of being buried alive and had contraptions put in coffins to give an alarm if moved from within. Evidently, in the very early days there were do-it-at-home embalmers, as an early ad for Platt Brothers advertised embalming fluid for sale. Most Augustans learned that it was more satisfactory to leave the job to Platt's.

As Platt's Emporium flourished, Charles Platt entered into the civic and cultural life of the city and learned to love the people of Augusta and understand their problems. In 1861, when Georgia went to war against the North, he had already helped to organize the Clinch Rifles. There is a contemporary print of him presiding over the ceremony of raising the first Georgia Confederate flag over the Augusta Arsenal when it was taken over by the Confederacy. In command of the regiment, he performed distinguished duty in the Western Campaign and returned to Augusta, which had become a Confederate medical center, to help in the transportation of wounded and burying of dead from the hospitals there. When General Leonidas Polk was killed in battle near Atlanta, it was Platt who arranged for his elaborate military funeral and burial in the crypt of St. Paul's Church.

This was only one of the many important funerals Platt directed. Most of the early records have been destroyed by fire, but it is known that Major General David E. Twiggs, who commanded the Western Department of the United States Army in the Mexican War, was buried with the help of Charles Platt, as was General W.H.T. Walker of the Confederacy, Governor Charles A. Jenkins of Georgia and Charles Shaler Smith who built Augusta's Confederate Powder Works and the first cantilever bridge in America.

In 1873 when Charles Platt himself was laid to rest, his son, **W. Edward Platt**, was ready to take his place. Educated in Stuttgart and at the University of Heidelberg before coming home to an apprenticeship, he was able to take his place in the civic and cultural life of Augusta as well as in the profession of his father. Nicknamed "Boss" Platt for a famous Senator, Edward Platt of Augusta became a boss in the best sense of the word. His first act was to close the furniture business and move **Platt's Funeral Service** to the corner of 14th and Broad.

In those days most families had "funeral watches" at home, with the casket open in the parlor. Friends and relatives came in to give their condolences and eat the quantities of rich food that were sent by neighbors. From the time of death until the parlor of the house could be prepared, the curtains drawn, mourning wreaths hung on the doors, black clothes prepared for the widow or widower, children and house servants, Boss Platt furnished a building where the body could be readied for viewing and kept until the house was ready.

Platt soon bought the old Bohler Mansion at 721 Crawford Avenue, changing the name to the **W. Edward Platt Funeral Parlor**, and later to **Platt's Funeral Home**. At the

CONTINUED ON PAGE A11



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

The Heart of the Matter

By Mark Jorgensen

This month I have asked Mark Jorgensen, President of Global Recruiters of Batesville, a management search and recruiting firm that specializes in funeral service and cemetery professions to share with us his thoughts regarding pre-need employee retention. I know you will enjoy his column.

Where is the highest turnover in our profession? The answer is often pre-need counselors. Conscientious owners and sales managers have created a template for hiring an idealized counselor and invested time and energy seeking candidates to meet that specification. Some have paid to use personality profile instruments, purchased canned interviewing programs and engaged costly third party "experts" to evaluate talent and provide feedback. At the end of the day they may not be enjoying better sales or counselor retention than the firms that failed to utilize these more scientific approaches.

It's not that these techniques aren't adding value. Used properly as part of your overall recruitment toolkit, they certainly help narrow the field to those most likely to succeed. They can provide what some call "knockout dimensions," such as inherent social introversion, a red flag for business-to-consumer sales.

Obvious examples would be individuals who strongly prefer immersion into their own world of video games or those who would describe a satisfying work experience as staffing one of those solitary forest fire lookout stations. Some might be able to force themselves into greater social interaction, but it's certainly out of their comfort zone. Alternately your best candidates and most successful counselors will tell you they draw their energy from interpersonal interactions with family, friends and co-workers.

Further, these techniques may help us understand candidate ability to do the work, but often fail to adequately measure a more critical, but hidden attribute – the will to do the work required. Perhaps a helpful corollary to that cliché was uttered years ago by Hall of Fame basketball coach Bobby Knight who shared that, "The will to win is not nearly as important as the will to prepare to win."

A more qualitative dimension in hiring and retaining successful counselors is their heart for this profession. The reasons you've been successful at-need – caring for your families with empathy and compassion during their most emotionally difficult days, is a critical skill for pre-need counselors. One with those caring qualities is likely committed to long term success as contrasted with the "quick hit" salesperson who claimed lots of trophies by record setting sales of widgets.

In the course of my work I ask candidates why they chose funeral service. Among our "A" players I almost always learn of that "heart" connection to the profession. It may date back to childhood – the care they received from a funeral director when a beloved grandparent passed or after a sudden, traumatic loss of a sibling or classmate. They experienced funeral service professionals at their best and decided to accept a higher calling to serve others with the same care and compassion.

Not surprisingly, many of the best folks I've encountered in pre-need have this passion for their work that is grounded in their life experience – a heart for serving others. Not only will they achieve quotas, they'll be integral members of your team, building relationships in your community for years to come.

I'd love to hear your thoughts. I can be reached 812-932-1290 or email him at mjorgensen@grnbatesville.com.

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

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

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

See us at
NFDA
New Orleans

It can generate hundreds of thousands of dollars in additional revenue.



Book of Memories™ Stand-Alone

Now the Book of Memories Memorial Websites can be used with any existing website, whether developed by your local web developer or any one of the larger companies.



THE **ims** COMPLETE SYSTEM

Bred from the needs of funeral professionals. This all-in-one solution provides you with all the tools you need to succeed. Now you're in control.



thePerfectWebsite™

A great website is only a fraction of what you need to succeed. Now you can have it all in one powerful yet simple to use solution.

Problem Solved.

These three simple and easy to use solutions have been designed to help you generate the additional revenues and profit that are critical to succeeding in today's rapidly changing markets. Sound too good to be true? Give us a few minutes and we'll prove it to you. We can easily convert your existing solution and we have plans that can be tailored for any budget, including no upfront cost options.



Budget plans available. Call 1-866-748-3625 or visit www.MatthewsIMS.com for a free demo or to learn more.

The American Marketing Association (AMA) defines **Brand Affiliation** as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers, and to differentiate them from those of other sellers.”



Changing the way people think about funerals.

To learn more visit:
RemembranceCenters.com
of call Toll Free: (866) 770-6791

Parthemore Funeral Home & Cremation Services named Simply The Best for the sixth year in a row

NEW CUMBERLAND, PA— Parthemore Funeral Home & Cremation Services, Inc. of New Cumberland has been honored as the 2010 Simply The Best Funeral Home by *Harrisburg Magazine*. This is the sixth consecutive year that the Parthemore Funeral Home has been honored. Every year, the readers of *Harrisburg Magazine* vote for their favorites in categories including area businesses, services, destinations and many others.



“We appreciate the support from the community and are proud to be recognized as the best funeral home. To be singled out from all of the

outstanding funeral homes in our area is truly an honor,” said **Gilbert J. Parthemore**, Supervisor. “We continually strive to provide the outstand-

Loikith purchases new Masterpiece Coach



MILLINGTON, NJ— **Douglas R. Loikith** of Millington, purchased a 2010 Sayers and Scovill Masterpiece Funeral Coach from **Parks Superior Sales** of Somers, CT. Doug Loikith has been providing funeral homes throughout Northern New Jersey with professional and dependable trade services for close to a decade.



(L to R) Funeral Directors Bruce Parthemore, Gib Parthemore, founder Gil Parthemore and Steve Parthemore.

ing service that the community has come to expect over the years.”

For over four decades, Parthemore Funeral Home & Cremation Services has been committed to the families they serve and the community in which they live. An independent, family-owned

funeral home, Parthemore offers pre-arrangements, cremation and traditional services suited to each individual.

For more information, contact **Bruce Parthemore** at Parthemore Funeral Home & Cremation Services, Inc., 717-774-7721 or visit www.Parthemore.com.



Changing Lives Through Laughter

By Nancy Weil

Warning Signs

I started my car and noticed that the low tire pressure light was on. I ignored it as I had no time to fill the tire and it wasn't flat, so I could continue with my busy day. That evening as I drove home exhausted, the gas light glowed brightly next to the tire light. This one was harder to ignore because it meant business. No gas, no go. I made my way to the gas station to attend to my car's needs.

Warning lights – do we set them aside or pay attention to them? Are they a nuisance or a gift? Our cars are designed to let us know when they need attention; in our businesses it is not so apparent. Don't be caught by surprise when an unexpected problem crops up. By paying attention you can take corrective action before an issue arises.

- Do you have a “well oiled machine”? Our office manager refers to our operating procedures as being like well oiled machines; they run smoothly and efficiently. When they don't, we know it quickly. We have learned, the hard way, that systems only work when they are followed. Seems simple, but people take shortcuts, make mistakes or make up their own system. When this happens, problems follow.
 - ✓ *Heed the warning:* Review your operating procedures and make sure they are effective and followed.
- Follow the money. Your business is based upon providing a service and being paid for that service. How long has it been since you reviewed your yearly budget to determine if you are on track to finish the year as projected? Have unexpected expenses cropped up and

what actions did you take to rebalance the budget? Do you need to reallocate funds from one area to another to take advantage of special pricing offers or maximize exposure for your business? Is it time to run a “sale” on graves to prompt pre-need planning?

- ✓ *Heed the warning:* Review your budget and make the necessary adjustments for the last quarter of the year.
- Are you well supplied? Don't run out of the supplies you need to operate your business. Assess your inventory of both products you offer for sale to the public as well as basic supplies like pens and paper. You and your staff need the tools available to get your work done, so don't be caught by surprise when you go to the supply closet and discover, like Old Mother Hubbard, that the cupboard is bare.
 - ✓ *Heed the warning:* Do a quick inventory check now. Then put in place a system to report to your purchasing manager when supplies reach a certain level so you can reorder before you run out.
- Everyone loves a bargain. Be on the lookout for sales on the things your business needs. Supplies, advertising space, even internet hosting services go on sale. Shop for the best price on phone service, insurance and all of the products and services you use. Buy on sale and watch your profits grow. The time it takes to comparison shop is well spent when you see the savings you'll find.
 - ✓ *Heed the warning:* Don't wait until you need something before you buy it. Search for the sales, make service providers work to gain your business and plan ahead to get the best deal.
- Update technology. You don't have a Betamax in your home or an 8-track in your car, so why would your business have old software or no computers at all? Does your company have a website or a fan page on Facebook? Do you Tweet? Poke? Write on people's walls (something we used to get in trouble for when we were kids!)? Times have changed and your business needs to be maximizing the opportunities to be easy to find and get your message out to the public. Have you attended a virtual conference? A webcast? Downloaded an Mp3 of a lecture? You can learn without leaving your office or when driving to work on your iPod. No iPod? What about an iPad? A Kindle? The possibilities are endless

and dizzying. You don't have to do everything, but start your own techno revolution and include me in your next e-mail blast.

- ✓ *Heed the warning:* Technology can be a curse or a blessing. Learn how to harness the power of the internet and other gadgets and watch your business grow.
- Hire the best, train the rest. In today's economy it is not hard to recruit great people. More professionals are looking outside of their original field to find work. Others are willing to make the move to a new opportunity if it means job growth and better pay. Your company is only as good as the staff that runs it, so be sure that you have the best working for you. Invest as well in the people you already have in place. Review procedures with them; send them to training seminars and conferences. Reinvigorate and motivate and excite and delight and remind them why they are so important to your company and why they are “awesome.”
 - ✓ *Heed the warning:* A stale staff gets lazy and unmotivated and mistakes can occur. Bringing new people in creates new ideas and input. Training existing staff boosts morale and is a great investment.

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.

STAKMORE®

The folding chair with the permanent look.®



FLEXIBILITY, COMFORT, VALUE—three words that are synonymous with the quality folding chairs STAKMORE, the *INDUSTRY LEADER*, has been manufacturing since 1922.

CHOICES—the key word describing the numerous chair styles, wood finishes and upholstery options offered by STAKMORE.

STAKMORE offers a seating option that provides client comfort, service flexibility and compliments your interior decor.

Contact your funeral supply distributor today to learn more about STAKMORE's product offerings.

For a list of funeral supply distributors contact our corporate offices. Phone: 607-687-1616; Fax: 607-687-0049; E-mail: customerservice@stakmore.com

STAKMORE • P.O. Box 309 Elm Street • Owego, NY 13827

PREMIER Funeral Supply Inc.

Serving the Funeral Industry with Exceptional Quality Products
and Simply the Best Structural Warranty Available Today.

WE CARE ABOUT OUR CLIENTS & WE CARE ABOUT WHAT WE SELL!



TRUE USA
QUALITY

BRUTE II®

The Very Best
All Stainless Steel
Operating Table
on the Market!

- TOP QUALITY
- OVERSIZED
- HEAVY DUTY
- STAINLESS BASE
- STAINLESS TRAY
- DOUBLE-LOCKING WHEELS
- WIDEST TRAY IN INDUSTRY 80 x 33+



BEST WARRANTY • 3 YEARS*

1250 LB
CAPACITY

REGULAR \$1547
HYDRAULIC \$1997

PATENT
PENDING



CHURCH TRUCKS \$527



PATENT
PENDING 1000 LB
CAPACITY

DOUBLE-LOCKING
CHROME WHEELS
WITH RUBBER TIRES
(NO STOOPING TO LOCK)

DOUBLE SUPPORT BARS

RIGID "X" FRAME
CONSTRUCTION

2+ YEAR STRUCTURAL WARRANTY*

OVERSIZE MORTUARY COTS



\$957

750 LB
CAPACITY

BEST PROPORTION
OF SIZE TO WEIGHT
CAPACITY ON
TODAY'S MARKET

DOUBLE TUBED
FOR STRENGTH

STRAPS AND
COVER INCLUDED

1+ YEAR STRUCTURAL WARRANTY*

MULTI-LEVEL COTS



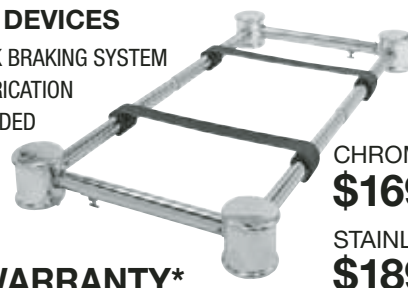
600 LB
CAPACITY
\$1327

950 LB
CAPACITY
\$1697

2+ YEAR STRUCTURAL WARRANTY*

LOWERING DEVICES

- POSITIVE LOCK BRAKING SYSTEM
- LIFETIME LUBRICATION
- STRAPS INCLUDED



CHROME
\$1697

STAINLESS
\$1897

5 YEAR WARRANTY*

QUALITY & VALUE AT A REASONABLE COST

PRICES SUBJECT TO CHANGE.
PRICES DO NOT INCLUDE S&H.

PH 561.602.3330 • FX 352.458.4613 • WWW.PREMIERFUNERALSUPPLY.COM

* ALL WARRANTIES LISTED IN THIS AD APPLY ONLY TO NEW EQUIPMENT PURCHASES MADE AFTER AUGUST 1, 2010.

Borthwick Norman's Mortuary purchases new First Call Van



WAILUKU, HI— BJ Uweko'olani, a funeral director with the Borthwick Norman's Mortuary, Wailuku, Maui, Hawaii, is shown accepting delivery of a first call/flower car combination Dodge Mini Van sold by John Muster of Muster Coaches of Calhoun, KY. This funeral home is one of the three family owned funeral homes headed up by Mark Ballard along with the Ballard Family Mortuary in Kahului, Maui, Hawaii and the Borthwick Hawaii Funeral Home Hilo & Kona Cremation Services, Hilo, Hawaii. The funeral home also operates the Valley Isle Memorial Park & Cemetery in Wailuku, Maui, Hawaii.

Vondel L. Smith & Son takes delivery of new Dodge Van



OKLAHOMA CITY, OK— Trevor Smith of the Vondel L. Smith & Son Mortuary of Oklahoma City, OK, is shown taking delivery of their new Dodge First Call-Flower Car Mini Van combination unit sold by John Muster of Muster Coaches, Calhoun, KY. The family owned and operated business serves the Oklahoma City area with two locations.

SEND US YOUR NEWS

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



Legal Speak

By Atty. Harvey I. Lapin

Cremation Liability

Everyday there seems to be a newspaper article, Internet report or a court decision about an incident related to cremation. Of course, the rate of families selecting cremation has continued to increase on a year-to-year basis, so there is more of a chance there will be an incident.

On July 29, 2010 the Chicago Tribune published an article titled:

"Cremated remains lost in transit." The article was about a family whose family member had died in Phoenix, her remains were cremated and the cremated remains were sent through the Post Office, as the family was correctly advised that FedEx and UPS would not handle cremated remains. The article indicates the family had some other problems. A memorial service was scheduled on July 23 and the burial of the cremated remains was to be at that time. The family had bought an urn burial vault to be used in Chicago and that was shipped to Phoenix by error. An uncle in Phoenix was originally going to bring the cremated remains urn with him on the airplane and had secured a permit, but when the vault had to be delivered too, he arranged for everything to be shipped for arrival on July 19. The family

decided to hold the memorial service on July 23 anyway because prior arrangements to attend had been made, but then the day of the service, Chicago had a torrential rain storm that flooded highways and side streets. The result was most were prevented from getting to the site of the service. A few days after the article, the Post Office found the cremated remains, so the story had a happy ending. However, maybe it did not; as the article indicates some of the relatives had already contacted attorneys, but had not taken any legal action. Only time will tell, but the author will not be surprised to find out a lawsuit has been filed.

The author just wrote an article for the Cemetery & Funeral Business and Legal Guide (See subscription information below) dealing with an Iowa court decision in a case where Alcor Life Extension Foundation, a cryonic company, sued two members of a family that had not followed the decedent's wishes that were documented with a contract and prepaid, to have his head removed and frozen. The remainder of his remains were to be cremated. The family members were opposed to the plan and had his remains buried when he died. When they requested the fee to be returned and Alcor sued and lost in the lower court, but the Appeals Court reversed on the basis the deceased's wishes should be honored. The Appeals Court issued a mandatory injunction requiring the relatives to approve the disinterment, so the necessary permits could be obtained. The case of *Alcor Life Extension Foundation v. Richardson*, can be found at 2010 WL 1875687 (Iowa App.) and the opinion was issued on May 12, 2010.

Since the number of cremation services that you are providing is increasing, it is important that your business adopts the best practices for dealing with cremation cases.

1. Be familiar with the state laws applicable to cremation;
2. Review and update your forms on a regular basis;
3. Make sure the cremation facilities, whether a third party or yours, are clean and efficient;
4. Verify the arrangements with the family before the

cremation occurs;

5. Confirm that all forms are correctly filled-in and that the legal authorizations have been provided;
6. Monitor employees;
7. Verify all steps in the process have been done correctly and efficiently; and
8. Make sure that the recordkeeping requirements have been met.

Following these steps will not prevent a lawsuit, but at least following them should assure there will be a proper defense.

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

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

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

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

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

Platt's Funeral Home is oldest in Georgia

Continued from Page A6



Martha M. Curtis



Corinne H. Curtis



Kathleen K. Curtis



Platt's West Visitation Room



Platt's West Solarium

new site, the house was completely redecorated with elegant furnishings in the taste of the times so that families would feel that their dear one was being cared for as he would be at home. Arrangements could be made quietly and tactfully, away from the trauma of the bereaved home.

Well-known and well-liked by the other men in the funeral business, Platt spearheaded the organization of the *Georgia Funeral Directors Association*, to safeguard the ethics of the profession and to improve its image in the eyes of the public. The charter members made him president in 1877. In 1900 he initiated legislation in the Georgia Legislature for the creation of a State Board of Embalmers, and was issued License #1 when the bill passed. The next year he founded the *Southern College of Embalming* in Augusta, the first in the state. Many of the older generation of funeral directors were his students, including **R. E. Elliott**, founder of **Elliott's Funeral Home** in Augusta.

Platt's funeral directors and assistants were all trained in the ways to help families in their various expressions of grief: that at the time of bereavement they should be the family's best friend, to be leaned on by the widow or widower, father or mother; that although not legally pledged to secrecy, funeral directors are often trusted with privileged information, and that trust should be held sacred. Platt's was always ready to adopt new and better ways of doing things. When horse drawn hearses and ambulances were replaced by motor cars, Platt's ambulances were always the newest and best equipped. For many years, ambulance service was furnished free of charge.

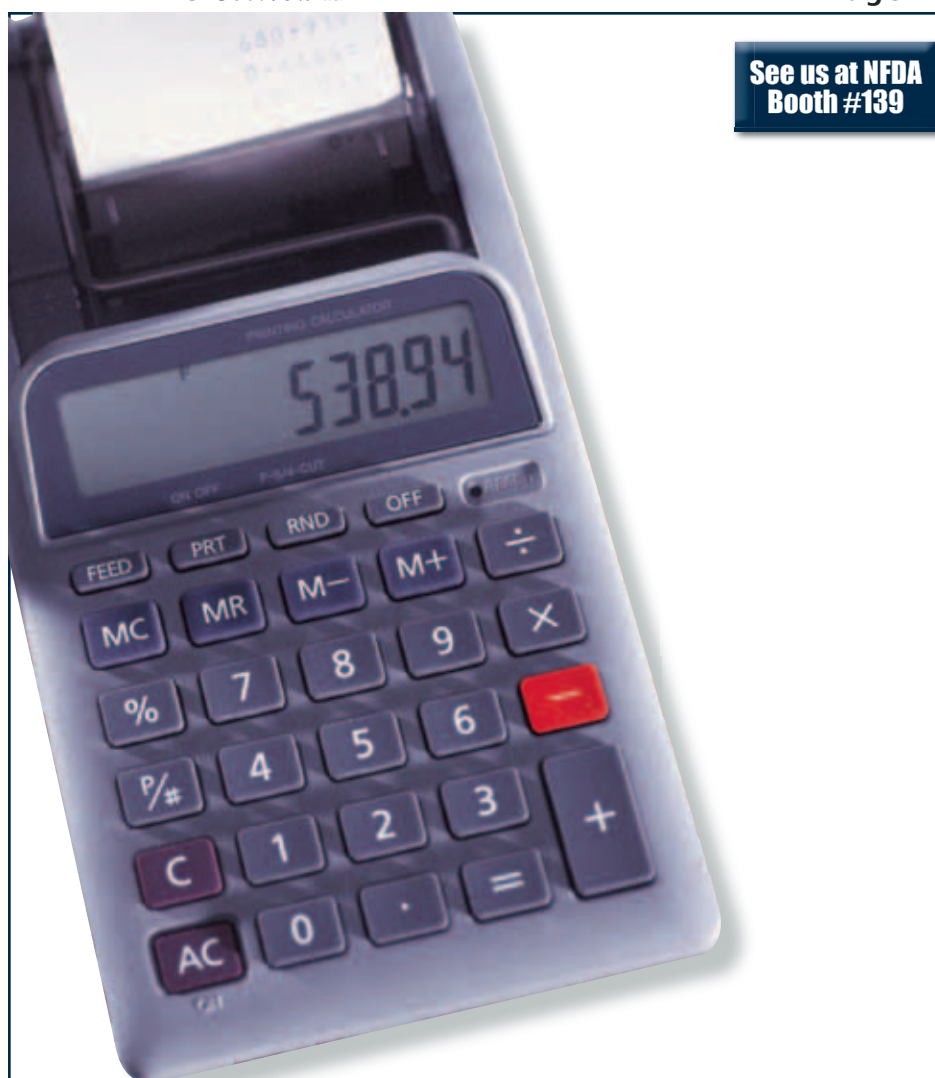
Always concerned with the welfare of the people of Augusta, as Chief of Augusta's first volunteer fire department, he learned firsthand the tragedy of fires. By 1887 he had convinced the City Fathers of the need for a regular paid fire department. Later he was able to promote the installation of fire alarm boxes over the city. He was a lifelong member of St. Paul's Episcopal Church, where he served on the Vestry and worked devotedly for the health and religious welfare of its members.

In his last illness, he asked one of his former students, **John David Curtis**, a funeral director from Thomson, Georgia, to take over the management of Platt's, requesting that the name not be changed.

The son and grandson of funeral directors, Curtis was able to carry on the high standards of Boss Platt and his father. In 1938 he renovated the Crawford Avenue mansion, improving the grounds with a flower garden, fountain and goldfish pond that added to the peaceful air of the home. As a member and sometime president of the Kiwanis Club, he carried on the tradition of civic effort. As president of the Georgia Funeral Directors' Association and a member of the *National Selected Morticians*, he devoted his time to the betterment of his chosen profession. During this time Mr. Curtis had the able assistance of **Julian Thomas Moody** until his death in 1949.

Upon the death of John David Curtis in 1957, the business was carried on in the same fine tradition by **Edward Platt Grealish** until his death in 1966, and by **Francis Truitt Rabun** until his death in 1975.

CONTINUED ON PAGE A13



See us at NFDA Booth #139

It doesn't take an accountant to see that our accounting service saves you time and money.

As a funeral home owner, you likely turn to one of two sources for accounting services. Your local tax accountant or your own internal staff of hired accountants.

With both, you don't have a tried and tested funeral industry chart of accounts, the ability to benchmark to other businesses, or timely monthly reconciled financials every 15th of the month. What's more is the costs for both options are usually more than double that of a typical Johnson Consulting client. In these times of narrowed profits, there needs to be another option...

Johnson Consulting offers you an alternative. We are the leader in cutting-edge funeral business accounting. All of our key people have owned, managed, or headed up accounting for funeral businesses their entire career.

With our full management support module, we can show you how to use the financial information produced to maximize your profitability and success. In our eyes, your accountant should not just save you money, they should make you money.

Start saving time and money today.

Call Johnson Consulting Group for a free online demonstration.



Johnson Consulting Group

888.250.7747

8095 N. 85th Way, Scottsdale, AZ 85258

Visit our website today & sign up for our free newsletter.

www.JohnsonConsulting.com

"A Total Solutions Company"

Mergers & Acquisitions • Valuations • Accounting • Management Services • Financing

"We Repair All Makes & Models"

American
CREMATORY EQUIPMENT CO.

SALES • SERVICE • REPAIRS • SUPPLIES

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

"SERVICE IS EVERYTHING"™

Nadene
Cover-Up Cosmetics Ltd.

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

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

ValMark introduces Remembrance centers

SANIBEL, FL—ValMark Memorial Group CEO Mark Davis stated that "We are now in one of the best and most exciting times to be in the business of death." ValMark's newest division, **Remembrance Centers of America** is playing a major role in changing the way people think about funerals. Funeral home owners nationwide have an unparalleled opportunity to become the exclusive Remembrance Center® preferred provider in their area. Remembrance Centers of America selects only family-owned and operated funeral homes that are leaders in our profession and who offer a wide variety of remembrance related services and products. Funeral directors and funeral director interns employed by a Remembrance Center® preferred provider have the unique distinction of becoming a Certified Remembrance Counselor® (CRC). The CRC designation emphasizes their commitment to meet the needs of the client. A certified Remembrance Counselor® pledges to be attentive to every detail while demonstrating a level of ser-



vice, compassion and sensitivity that is above and beyond other industry professionals. Their goal is to create a fitting, affordable service and help each client design a life tribute that captures the history, personality and accomplishments that made their loved ones life unique.

Remembrance Center® brand affiliation expresses a funeral home's promise to client families. It tells the community what they can expect from their funeral home, and it differentiates their offerings from their competitors. A Remembrance Center® brand affiliation is derived from

who they are, who they want to be and who people perceive them to be. Ultimately, becoming a Remembrance Center® preferred provider will influence the way a community perceives the funeral home, and perception is paramount.

Remembrance Center® brand affiliation gives funeral homes a major edge over their competition. *The American Marketing Association (AMA)* defines brand affiliation as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers."

"Becoming a Remembrance Center® is not about getting people to choose your funeral home over the competition, but it is about getting the community to see your funeral home as the only one that provides a solution to their problem," said Mark Davis. "What you communicate visually and verbally to your community is a major component of the Remembrance Center® brand affiliation strategy." Consistent, strategic brand affiliation leads to strong brand affiliation equity. The result is added value provided by the funeral home which allows them to charge more for their services than what unaffiliated funeral homes command. The added value intrinsic to the Remembrance Center® brand comes in the form of perceived quality or emotional attachment. As with many quality brands, Remembrance Center® name recognition and brand affiliation can increase funeral home profits by between 10 to 20 percent in addition to growing market share. To learn more visit remembrancecenters.com or call toll free (866) 770-6791.

Funeral Director Frank Dawson publishes Third Book

EAST LIVERPOOL, OH—East Liverpool resident and funeral director, **Frank Dawson** is releasing his third book, titled *Picking Elderberries—A Small Town Story*. The book is what Dawson, a funeral home owner and operator, describes as personal accounts of East Liverpool's history from his own perspective. The role of **The Dawson Funeral Home** in the activity in the town is emphasized.

The title comes from Dawson's childhood in the 1930s

when he and his neighborhood friends would earn extra money by shoveling snow, delivering newspapers, selling newspapers and picking elderberries. Also included throughout the book are over 300 photos, most in full color as well as several historical East Liverpool lists naming mayors, police chiefs, fire chiefs, school superintendents, events and newspaper editors, along with stories about sports, potteries, merchants, town characters and the Tri-State

Basketball Tournament.

The book includes stories about several high-profile funerals at The Dawson Funeral Home, including those of none other than "Pretty Boy" Floyd and "the lady in the barrel."

Dawson's two previous books, *Keep the Spirit Burnin'!* and *We Are The Pottery: 100 Years of East Liverpool High School Football*, are both sold out.

Copies are available by mail at: "Elderberries", PO Box 367 East Liverpool, OH



Frank Dawson

43920-5967. Cost of the book is \$47 including tax and shipping.



Observations

By Steven Palmer

Ferretting Formaldehyde Fears

"Dangers bring fears, and fears more dangers bring."

—Richard Baxter

The Civil War is where it all began in the United States.

"A surgeon, Thomas Holmes, established himself as the father of modern-day embalming. The son of a wealthy merchant, he graduated from the College of Physicians and Surgeons at Columbia University in 1849. Prior to the war, he spent years researching a safer means to preserve cadavers for medical schools across the country; there were too many medical student deaths being attributed to contact with the toxic embalming solution during dissections. It wasn't until the late 1850s that he stumbled upon what was then believed to be a safe, non-toxic embalming fluid that contained about four ounces of arsenious acid (arsenic) per gallon of water—a solution that immediately killed or halted the microorganisms responsible for decomposition—and immediately sold the product to undertakers throughout the country.

Holmes gained instant notoriety in 1861 with the death of Union colonel Elmer Ellsworth, a good friend of President and Mrs. Lincoln, who had once served as an apprentice lawyer in Lincoln's law office. Lincoln was so deeply affected by Ellsworth's death that he planned a special service for the colonel at the White House. Secretary of State William Seward commissioned Holmes to embalm the body and prepare it for the journey to the White House. During the funeral, the appearance of Ellsworth's body brought the comment from Mrs. Lincoln that he looked "...natural, as though he were only sleeping." Holmes' services were now in high demand. He charged \$3.00 per gallon for his con-

coction. Some embalming fluids, considered trade secrets during that time, contained creosote and even mercury, according to *Embalming Surgeons / Undertakers* by Kimberly J Largent (civilwartalk.com).

The Journal of the National Cancer Institute, November 2009, reports a link between formaldehyde exposures to embalmers, who have been practicing for 20 years or more, have a higher risk of myeloid leukemia. The study does not show how formaldehyde causes the cancer.

The study, looking at funeral directors who died from brain tumors, nasopharyngeal cancer and leukemia were compared to other funeral directors who died of other causes.

The study concluded that further tests were needed to clarify risks from embalming.

The World Health Organization in October 2009 determined that there was enough evidence to conclude that formaldehyde causes leukemia.

Of course, it is addressing formaldehyde in the bigger sense, in insulation, bed clothes, plastic materials, resins, not embalming fluid in a well ventilated, inspected preparation room.

Wastewater issues regarding embalming fluid run off during embalming procedures are also under review. In 2003, Carol Lynn Green, Bethesda, Maryland, was NFDA's environmental-compliance counsel. She reported, "These studies have found that large wastewater treatment facilities can adequately handle the relatively small volume of diluted embalming fluid and blood."

In New York, embalming fluid has been banned as a recreational drug by a vote from the state senate.

"Embalming fluid is combined with the hallucinogen phencyclidine, also known as PCP and used to coat marijuana cigarettes," reports Charles McChesney of the *Post-Standard*.

"Fry Sticks" are marijuana, tobacco, tea or other substances soaked in embalming fluid and PCP. The high lasts 30-120 minutes and a feeling of euphoria and mild hallucinations can occur.

Several embalming fluid companies have produced formaldehyde free, high priced, embalming fluids. There is no doubt that much research is moving to this area. As we moved from the arsenic based preservative chemicals up to

the civil war, companies are already refining reduced formaldehyde products for preserving deceased human remains.

Anecdotal arguments are not a match for scientific study yet many long term embalmers scratch their heads over the sudden formaldehyde fears.

Melissa Johnson Williams of the American Society of Embalmers, who spent her formative years observing her father embalming, does not know of embalmers afflicted with these above mentioned maladies. She mentions formaldehyde has its own "alarm system" — too many fumes or a spill, leave the area.

I contacted Debbie Dodge of Dodge Chemical Company, a leading supplier of embalming chemicals. She sent an article by Maureen Robinson that appeared in the Dodge Magazine

Ventilation, emissions testing and spill control are recognized methods of over exposure of formaldehyde to the embalmer. There is a Formaldehyde Council, made up of producers of formaldehyde to monitor impact on public health.

"Formaldehyde provides many benefits to life sciences. Formaldehyde is used in research laboratories as tissue preservative."

"The good news is we already know that, based on current information available, formaldehyde use in funeral service is not a serious environmental issue."

Contact me and I will forward the full article.

Preserving decedents and preserving the truth about embalming should be very important to our vocation.

"Avoiding danger is no safer in the long run than outright exposure. The fearful are caught as often as the bold."

—Helen Keller

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.

Platt's Funeral Home

During this time John David Curtis' daughter-in-law, **Mrs. Martha Maher Curtis**, became a licensed funeral director. Subsequently she became executive director in 1974 and later President with **William L. Putnam** as managing director. She was supported throughout the years by diligent managers such as **Robert H. Powell, Albert H. Jack-**

son, and her son **Michael J. Curtis** who came into the business in 1990.

Mrs. Curtis assumed her duties with dedication and commitment taking Platt's to new heights. She streamlined the business by training an exceptional staff. The Crawford Avenue location was given a new look of sophistication, providing a feeling of comfort and healing to grieving families.

Continued from Page A11

Employing new and innovative ideas, Mrs. Curtis was one of the first in the country to place profit in service over merchandise, preparing for the rise in cremation and decline in profits. She took seriously the firm's membership in National Selected Morticians attending meetings regularly as well as contributing when needed.

CONTINUED ON PAGE A14

Miller-Jones Mortuary participates in local "National Night Out" Event



Jaeger Jones of Miller-Jones Mortuary cooks hot dogs for local "National Night Out" event.

PERRIS, CA—Miller-Jones Mortuary cooked for Riverside County Sheriff's Department – Perris Station "National Night Out", America's

Night Out Against Crime, Saturday July 31, 2010. The event, held at Bob Glass Gymnasium and the area around Perris City Hall, was for residents of Perris, Canyon Lake, Menifee as well as the large surrounding unincorporated communities served by the station.

Cities nationwide participate in this event annually to heighten crime and drug prevention awareness, generate support for and participation in local anticrime efforts, strengthen neighborhood spirit and police-community partnership that sends a message to criminals that communities are organized and plan to fight back against crime. Target Store and Target's Asset Protection team were supporting sponsors for the event.

A diverse display of equipment and personnel from Cal-Fire and the Sheriff Department resources including Bomb Squad, Helicopter, Fire Engine, Horse Patrol, Has-Mat, Weapons, K-9, Mountain Rescue, Motorcycles, Squad Cars, Mascot Officer McDuff, and more were present and open for inspection. Neighborhood Watch, Citizen's Patrol, Crime Watch, Sheriff Explorer Scouts and Perris Mounted

A Superb Resource For Your Aftercare Program

Moonlight Memoirs
Remembering that Family and Friends are Forever

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

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

Winner, 2010 Next Generation Indie Book Awards - Spirituality

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

Fixed pricing includes everything!

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

Fixed pricing keeps it simple & includes;

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

See why simple is better!

PROUDLY MADE IN THE USA

Contact us for more information or a **FREE display kit!**

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

Precious Memories has no affiliation with Meadow Hill (Thumbnails).

Posse volunteers participated in numerous activities to make the event flow.

One opportunity the event offered parents was the chance to make fingerprint identity records of their children. The family friendly event attended by over a thousand residents was enlivened by DJ music, lawn games, jump houses, sidewalk chalk, balloons, and the opportunity to soak your local law enforcement

officer in the dunk tank. Snow cones, cotton candy, popcorn and drinks were available along with the grilled hot dogs prepared by **Jaeger Jones** on the Miller-Jones BBQ. National Night Out encouraged local communities to socialize and forge positive and cooperative relationships with local law enforcement. For further information about National Night Out visit www.nationaltownwatch.org.

Give your funeral home a competitive advantage

- Give your funeral home the competitive advantage you've been searching for by being one of the first to offer this product in your community.
- Offer your families the first and only GPS/cellular network medical alert system.
- MobileHelp is the only GPS/cellular medical alert monitoring system that provides protection nationwide.
- A beeper-sized device with 24-hour, two way (voice-to-voice) emergency response. MobileHelp is always there and ready to assist.
- At any time, you can quickly locate loved ones online with real-time location data (location displayed on Google maps).
- Caregivers receive instant text message or e-mail if unit is activated and emergency services are needed.

Call to find out how this can be a new revenue source and a tool for your pre-need business.

Call today to get licensed in your area.
Mobile Licensing Consultants:
1.800.660.0352
mlc@mlcusa.net

Fred Kitchen interviewed by BBC for Documentary on Obesity and Death

HUNTINGTON, WV—BBC News Producer **Lena Ferguson** along with renowned reporter, television and radio host, **Stephen Nolan** and film crew **Allen McGreevy** from Ireland visited Huntington, WV on July 27, 2010 to interview local funeral home owner and director for a documentary on obesity and death entitled "DEAD FAT" which is to be aired in January 2011. The BBC contacted **Fred Kitchen** with **Henson Mortuary**, located near Barboursville to interview him for a one hour international documentary that will be aired which

focuses on the obesity problem in America and how funeral service is adjusting and assisting families as they experience the concerns and limitations associated with obesity and death. According to Ferguson, "We researched the Internet and contacted funeral homes in the Huntington, West Virginia area and Fred Kitchen and Henson Mortuary was the only funeral home to have the level of experience and expertise that Fred had in clearly communicating and dealing with casket manufacturing and the growing challenges for funeral homes, direc-



Lena Ferguson talks with Fred Kitchen, right, as Stephen Nolan, center, listens.



Stephen Nolan, left, and Fred Kitchen, right.



From left to right: Fred Kitchen, Allen McGreevy, Lena Ferguson and Stephen Nolan.



Filming a scene for the BBC documentary, "DEAD FAT."

tors and families regarding obesity." The filming took place at Henson Mortuary and **Oaklawn Cemetery**. While working the death care industry for many years prior to joining Henson Mortuary, Fred worked six and a half years for North America's largest casket, urn and memorial supplier and manufacturer, **Batesville Casket Company** as a sales and business consultant, training funeral directors in WV, VA, OH, and KY.

Visit www.hensonmortuary.com for more information.

Platt's Funeral Home

Continued from Page A13

In 1992, Mrs. Curtis recognized a need for expansion into Columbia County. A new Platt's West opened its doors on Belair Road in Evans, GA offering the same excellent "Plattinum" service to a new community.

After her death in 1999, Mrs. Curtis' daughters, **Corinne H. Curtis** and **Kathleen "Kitty" Curtis** understood the importance of Platt's remaining a family business and continue the tradition set forth by their grandfather and mother with the assistance of **Bryan B. Evans**, operations manager.

After 172 years of commitment, Platt's offers an outstanding staff whose skills are continually being updated to make available a higher degree of service and care. The beautifully appointed buildings elegantly evoke peace, light and consolation. In order to meet the needs of the 21st century family, a more advanced level of technology is constantly being implemented.

CONTINUED ON PAGE A16

A Life. A Loss. A Tear.™



PATENT 2010

Elegante's proudest achievement is available in five finishes with matching keepsake and necklace pendant. This collection is a funeral director's dream — combining unique styling with greater profit potential.

Ask your funeral supplier about America's #1 urn line. Or call us today, and an ELEGANTE distributor will contact you.



Elegante
BRASS COMPANY

800.252.7277
www.EleganteBrass.com

QUALITY CAN BE AFFORDABLE



OSHA Compliance

By Gary Finch

Oil, OSHA, and the Funeral Industry

If you are in a service industry, you can attest that OSHA is quiet. You can be assured that their attention is rightly focused on the oil spill in the Gulf of Mexico. There, they are limiting shoreline clean-up workers to one twenty minute shift every hour. They cannot work more than 40 minutes in a two hour period.

I don't know if that is because of the oil's toxicity or if it is due to the hot temperatures affecting workers that are outfitted in hazmat suits. I know that BP isn't in a position to argue with OSHA or other oversight agencies. When you make someone feel like royalty, they aren't going to be in a hurry to leave. I expect OSHA to milk it out. In the short term, most service sectors can forget about OSHA.

Then what? Then you might be concerned. There has been very little growth in the private sector. Some claim there has even been a shrinkage. Yet federal government employment has swelled. There is a lot of resentment regarding that expansion, and in 2011, our taxes will go up.

The private sector will blame America's woes on an expanded federal government. This will put pressure on OSHA, which will have wound down from the oil spill clean-up, to produce and prove their worth. They will look for easy victims. You should heed that advice now so that you don't become one of those easy victims as things play out.

Under President George W. Bush, changes were implemented that restricted OSHA's right to inspect funeral homes. Programmed Inspections are not generally made unless there is a complaint from an active employee. However, there are exceptions for local, regional, and national emphasis programs. We have already seen these enacted on a statewide level in Virginia and North Carolina, and on a regional basis in Georgia.

I imagine we will see more of these as OSHA attempts to busy their expanded agency once the oil clean-up is completed. I expect funeral homes to be targeted because the National Academy of Science will complete their study on formaldehyde in 2011. I expect the EPA to lower the eight hour threshold from 0.75 PPM to 0.3 PPM. Combine those two elements and it is almost certain that some states are going to be hit with National Emphasis Programs that will allow walk-in inspections.

So you can see this time as a time to relax your compliance or you can view it as a good time to get your house in order and do it the right way. As you can opt for the latter in a way that will save you money, you should seriously consider it.

Do you segregate your waste? If so, you may qualify for our "Green Workplace Award". Call Compliance Plus at (800) 950-1101 or email Gary Finch at gfinch@kisscompliance.net and ask how you can qualify for this award.

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.



Trust MKJ to Reveal Marketing Solutions

THE 2010-11 MKJ SEMINAR SERIES

ASK ONE OF THE THOUSANDS OF PAST SEMINAR ATTENDEES WHY YOU CAN TRUST THE LEADER IN FUNERAL HOME MARKETING TO HAVE THE SOLUTION TO YOUR MARKETING CHALLENGES. CALL FOR TESTIMONIALS.

Public Speaking

November 2, 2010 • Clearwater, FL

Managing Operations

November 3, 2010 • Clearwater, FL

Cremation Arranger Training

November 4, 2010 • Clearwater, FL

Handling Price Shoppers

November 5, 2010 • Clearwater, FL

Competing with a Discounter

March 7, 2011 • Las Vegas (Before ICCFA)

Websites & Internet Marketing

March 21-22, 2011 • Naples, FL

Upgrading Cremation Sales

March 23-24, 2011 • Naples, FL

Call or visit website for details

MKJ MARKETING

1-888-655-1566
www.mkjmarketing.com

Proud Sponsors: **The Whitmore Group • Thumbies • Eagle's Wings Air**

Kevin Bean becomes Life Tribute Specialist

READING, PA—Kevin M. Bean, President of **Bean Funeral Homes & Crematory, Inc.**, with locations in Reading, Shillington, Sinking Spring and Exeter Twp., PA, recently attended *The International Cemetery Cremation and Funeral Association College of 21st Century Funeral Services* where he became a Certified Funeral Celebrant. The training was held at the University of Memphis, Memphis, Tennessee.

The Funeral Celebrants Training is a new approach to personalized funerals presented by **Doug Manning** and **Glenda Stansbury** of *The In-Sight Institute*. At the end of 2008 they had trained 1200 Funeral Celebrants in 75 locations in the United States and Canada.

A Funeral Celebrant is a layperson, clergy person or funeral director who has been trained in the specific area of conducting funerals for families who wish to have a per-

sonalized and individualized funeral service experience.

Our society has become much more mobile and much less tied to the church. Many people are not affiliated with a religion or theology and do not have a clergy person on whom to call at the time of a death. Also, many people are not comfortable with a traditional religious funeral ceremony. Therefore, the need for Funeral Celebrants has become more apparent.

This practice is widely used in New Zealand and Australia. In some cases, Civil Celebrants, who are licensed by the government in those countries, perform over 50% of the funerals and weddings. Manning, one of the leading speakers and authors in the area of bereavement, toured these countries several years ago and brought back the idea that people in the United States and Canada needed

this option.

The 3-day training included people from the United States, Canada, Guatemala, and Curacao who will either offer these services to families who come to their funeral homes or individuals who will contract with firms to offer these services to the community. Celebrants offer personalized services, tributes, memorial services and graveside memorials. They meet with the family to help them design a service that reflects the life and attributes of their loved one.

Bean plans to publicize the fact that this option is available for the families who come to his firm and presently is offering these types of funeral services, celebrations and memorial services along with **Norman Connors**, Funeral Director and Certified Celebrant with Bean Funeral Homes and Crematory.



Contact CK directly at 888-304-3457
www.ckmemories.com
or contact your Messengerline
or Hilton Funeral Supply
representative

Low Cost,
High Impact:
You'll love
the response
from
your families.

Adding a warm,
comforting glow
to any funeral,
memorial service,
or visitation.

WORSHAM COLLEGE OF MORTUARY SCIENCE



As of 2010, all Worsham College Graduates are CANA Certified Crematory Operators.

States
Customs
Traditions

DIFFERENT

One Level of Comfort Nationwide.

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

As of 2010, all Worsham College Graduates are CANA Certified Crematory Operators.



Platt's Funeral Home

Continued from Page A14

At his retirement address to the Georgia Funeral Directors' Association in 1928, John David Curtis said: "We cannot stand still while the world moves on. We must move with it or we will be asked to step aside while the procession goes on. The public has a keen eye for comparisons and, we must not forget, is quick to detect the difference between what it calls an honest effort to do the best we can and some funeral director who is living in the past and doing the best he knows how with his antiquated outfit. We should and must render a real service."

At Platt's, we feel that these words ring true today to serve as a reminder and guide to our future.

MIPRO

Portable Wireless PA Systems



- Wired & Wireless Pa Systems
- AC and Battery Operated
- Use Indoor or Outdoor



Hear Every Word



Portable Sound Systems For Memorial Services

systems starting
under \$200



System MA-707PA



System MA-101A



System MA-705PA

Contact your local Church & Chapel representative for details

Church & Chapel Metal Arts, Inc.

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

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



Templeton Cemetery installs Eickhof Columbarium



TEMPLETON, CA—Eickhof Columbaria, Inc. of Crookston, MN delivered and installed a columbarium at Templeton Cemetery in Templeton, CA. This radiused wall columbarium features 496 companion niches finished in mahogany granite niche fronts with Wisconsin Red caps and end panels. For further information visit Eickhof on the web at www.eickhofcolumbaria.com or call 1-800-253-0457.

SCI Declares Quarterly Cash Dividend

HOUSTON, TX— Service Corporation International (NYSE: SCI), the largest provider of deathcare products and services in North America, announced that its Board of Directors has approved a quarterly cash dividend of four cents per share of common stock. The quarterly cash dividend announced is payable on October 29, 2010 to shareholders of record on October 15, 2010. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Service Corporation International (NYSE: SCI), headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At June 30, 2010, we owned and operated 1,412 funeral homes and 382 cemeteries (of which 218 are combination locations) in 44 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through our businesses, we market the Dignity Memorial® brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International, please visit our website at www.sci-corp.com. For more information about Dignity Memorial®, please visit www.dignitymemorial.com.

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



MAKE YOUR LIFE EASIER... with the LYNCH "EZ SLIDER"

EZ1772
 Standard Size
 17" W x 72" L
 \$129.97 each



EZ1772-OS
 Oversize
 24" W x 72" L
 \$149.97 each

Optional Body Harness and Pull Strap Set – \$35.00

1-800-777-3151



Service · Your Profession · Our Promise
LYNCH SUPPLY CO.
 Since 1932

455 N. Cherokee Street
 Muskogee, OK 74403
www.lynchsupply.com
 800-777-3151

We gladly accept Visa MasterCard and AMEX

TreasureLine Urns

INLAY WOOD ART

Please call
 for catalog
 (541) 902-9302



Beautiful Wood Urns anyone can afford ~ \$30-\$45 ~ Why Pay More?



V1
 "Book Shelf"

Oak
 Cherry
 Walnut
 Rosewood

V2, V6
 "Madison"



V5 & V6 "Simplicity" hold plastic utility urn.

V3, V5
 "Aspen"



HANDCRAFTING URNS IN OREGON FOR 21 YEARS!

Allegheny Cemetery elects new president

PITTSBURGH, PA— **Thomas G. Roberts**, president of **Allegheny Cemetery** and COO of **The Homewood Cemetery** retired on July 31, 2010 after 36 years of outstanding service.

Mr. Roberts was integral to the development and implementation of

the cemetery's Recovery, Restoration and Renewal plan in response to the devastating 2002 macrorust that caused over one million dollars worth of damage. Among other projects and countless other benchmarks of his service in the death care industry, Mr. Roberts was

greatly responsible for the innovative development of **The Chapel of the Angels Mausoleum**. Above all, Mr. Roberts has continued on a legacy of preservation and restoration of the historic integrity that is so precious to this national historic landmark, Allegheny Cemetery.

The Board of Directors announced on August 1 the election of **David J. Michener** as President of both Allegheny Cemetery and The Homewood Cemetery respectively in addition to being responsible for **The Rapp Funeral Home, Inc.** and **Smithfield East End Cemetery**.

Mr. Michener worked at **Matthews International** for 20 years where he cultivated an expertise in the global death care industry as well as successful business management in general. He earned a Bachelor of Arts degree from Point Park University, an Associate's degree from the Art Institute of Pittsburgh and is pursuing a Master's degree at Duquesne University. He is also a member of *The International Cemetery, Cremation and Funeral Association (ICCF)* and *Pennsylvania Cemetery Cremation Funeral Association (PCCFA)*.

Mr. Michener resides in Bethel Park with his wife Kristen and their five children.

2010 African American Funeral Home Hall of Fame



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

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



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

100BWFS recognizes oldest African American Funeral Home in the Nation



Founder John W. Locks



Joseph C. Locks, Jr.



Edna Locks



Joseph C. Locks, III

Locks Funeral Home of Baltimore, MD, is the nation's oldest African American Funeral Home. Living the advice of his friend, *Frederick Douglass*, **John W. Locks** took the Fifteenth Amendment to heart: earn and save money, educate your children and get involved in politics.

Known as the Dean of Undertakers, Locks founded **John Locks Funeral Home of Baltimore** in 1837. In addition to venturing out into local politics through Colored Republican meetings, he was said to frequently host abolitionist meetings at his undertaking establishment.

He also had an extensive political and business relationship with **Alexander Hemsley**, a funeral director and undertaker. Hemsley supplied Lock with hearses. A political leader, businessman, carpenter and shipbuilder, John W. Locks was also the wealthiest African American Hackman in Baltimore at the time of his death.

Following their father's footsteps, his two sons, **Joseph C.** and **Theodore**, became undertakers. Each son opened their own establishments in Baltimore. Theodore's establishment was purchased by **Charles Bailey** at his death.

Joseph C. Jr., part of the third generation, took over his father's firm, and moved the establishment, which was located at 65 Wolfe Street, to the corner of Jefferson and Spring Streets, coincidentally across the street from the Bailey firm. It was renamed **Joseph G. Locks Funeral Home**. When Joseph Jr. died, his wife, **Edna**, operated the funeral home for 25 years until her death in 1934.

Their son, **Joseph C., III**,
CONTINUED ON PAGE A19

One Small Child

Preemie Burial Clothing



Sizes to fit 2-4 lb and 4-6 lb are in stock for immediate delivery.
Custom sizes can be made to meet your needs.

*A little whisper of life, too soon gone.
So precious, so brief.
A tiny child, dressed in white,
Sleeping.*

Call or visit us online:
www.OneSmallChild.com/Preemie
208-785-2521

All Our Best to You!

Mark Thomas and Chapel Craft



Joliet (RT675)



Ophelia (RT676)

To order call: 800-437-2635
www.markthomasco.com

The Mark Thomas and Chapel Craft Autumn 2010 catalog is available now.

Golden Frost®

McCord

MEMBER

CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

Child Caskets & Vaults

"The Original Casket & Vault Combo"

Sizes 12"/ 18"/ 21"/ 24"/ 30"/ 36"/ 42" & 48"



Faithful Friend®

PET CASKETS

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



1-800-782-8249

1-800-567-7387

Independent & Family Owned Since 1945

www.mccordcasketsandvaults.com

www.faithfulfriendpetcaskets.com




We Ship World Wide




Carriage Second Quarter Results

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced results for the second quarter ended June 30, 2010.

Carriage Services, Inc. acquired one cemetery and three funeral home businesses during the second quarter of 2010: **Glacier Memorial Gardens** in Kalispell, Montana on April 28, 2010; **Austin Funeral Home** in Whitefish, Montana and **Columbia Mortuary** in Columbia Falls, Montana on June 9, 2010; **Heritage Memorial Services** in Huntington Beach, California on June 15, 2010; and **Fuller Funeral Homes and Cremation Services** in Cape Coral and Naples, Florida on June 30, 2010.

For more information or to view the complete report, visit www.carriageservices.com.

Lindquist Mortuaries/Cemeteries installs Eickhof Columbarium



OGDEN, UT— **Eickhof Columbaria, Inc.** of Crookston, MN delivered and installed a *Modified Ely* model columbarium for **Lindquist Mortuaries/Cemeteries** in Ogden, UT. This pre-assembled columbarium features 96 companion niches and is finished in Georgia Gray granite. For further information visit Eickhof on the web at www.eickhofcolumbaria.com or call 1-800-253-0457.

The Original Keepsake Pendant

“We carry the Madelyn Company products because of the quality and the support they provide to our business.”
—Steve Storvik, Schmidt & Bartelt Funeral & Cremation Services

An expansive selection of styles and prices

NEW!

1-800-788-0807
www.madelynpendants.com
madelynco@charter.net

NFPA 2010
NEW ORLEANS OCTOBER 2010
BOOTH 353

Madelyn COMPANY
Keepsake Pendants

Oldest African American Funeral Home

Continued from Page A18



Joseph C. Locks, IV



Mae Locks

continued the family legacy. He graduated from the Douglass High Evening School in 1934. In 1938 he moved the funeral home to its current location at 1304 Central Avenue. **Joseph C., IV** also followed the family calling along with his wife **Mae**.

Upon his death in 1884, John Locks left behind a fortune of \$40 thousand and a family legacy in the funeral care industry that has lasted for the last 170 years. Current owner, **Cynthia Galmore** continues this tradition.



The right vault does more than protect the grave contents after burial – it adds meaning to the graveside service.

Although you may typically think of Wilbert vaults for the peace of mind they provide in helping protect the grave contents from the immense overhead weight and entry of ground elements, that's only part of the reason you should feel good about recommending Wilbert.

While the high strength concrete reinforced with plastic and metal liners offer structural integrity and resistance to the elements that are unmatched by other materials, your families will appreciate the wide range of personalization choices that make a Wilbert vault a meaningful and memorable part of the graveside service.

Contact your Wilbert representative to find out why our lined concrete burial vaults stand apart from the rest.



Uncompromised quality. Peace of mind. Personalized memorials.
It's the Wilbert Way.



ACADEMY To You

Now offering Pre-Need Program Consulting & Workshops for Funeral Professionals

The Academy will provide you the proven pre-need tools & techniques you need to make your preneed program all you know it should be.

Convenient... At your location
Affordable for all
Many courses to choose from

THE ACADEMY

Practical Solutions For A Changing Profession

Call Temeika Love 800-331-6270 or visit www.theoutlookgroup.com

Global Mortuary moves to larger facility due to Unprecedented Growth



David Patterson

DALLAS, TX— Global Mortuary Affairs, LLC has relocated from 117 W. Main Street to 424 S. Bryan Belt Line Road in Mesquite, TX. **David Patterson** Owner/Operations Director stated that the new facility allows



Global Mortuary Affairs Prep Room

Global Mortuary Affairs to better serve their customers through the new and much larger 4,000 square foot facility. The new facility offers inside pick up and drop off of remains out of the weather and in private as well as a larger, updated embalming facility. The new building also has a private autopsy suite that allows funeral homes to offer private autopsies to the families they serve. Global Mortuary Affairs is a TSA Approved Cargo Screening Facility and 24 hour Mortuary Transfer Point. Dedicated administrative staff members are available for death certificates and burial transit permits.

Patterson states that the Mesquite location is the Gateway into the Dallas/Ft. Worth Area and eases clients' burden of the traffic. Patterson also noted

that the larger facility and location has allowed Global Mortuary Affairs, LLC to spin off **Global Mortuary Logistics** to provide 24 hour access to DFW and Dallas Love Field Airports for picking up or dropping off remains that have been prescreened, therefore making all human remains shipments 100% compliant with the new TSA Regulations.

Global Mortuary Affairs invites clients and friends throughout the county to stop by and tour the new facility. David and Kaye would like to thank the countless funeral directors and funeral homes that have supported Global Mortuary Affairs, LLC since it began. For more information on Global Mortuary Affairs, its staff and services go to www.globalmortuaryaffairs.com.

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

<p>Personalize memorial folders, prayer cards, & programs!</p> <p style="text-align: center;">PrintPRO <small>From A.C.S.</small></p>	<p>Analyze accounts receivable & bill at-need calls!</p> <p style="text-align: center;">AIRPRO <small>From A.C.S.</small></p>
<p>Organize your cases & print government forms & obituaries!</p> <p style="text-align: center;">LedgerPRO <small>From A.C.S.</small></p>	<p>Analyze preneed financial arrangements!</p> <p style="text-align: center;">PINPRO <small>From A.C.S.</small></p>


Buy Or Rent-To-Own

Free Demo

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

FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS 0910

1.888.ACS.9411 www.FuneralHomeSoftware.info



Let's Chat

By Kristan Dean

One of my favorite beliefs is: "The greater the challenge, the greater the gift... Find it!" It is a saying I got from my Pups, or was it my Old Gram, when they told me about the rich boy and poor boy each put in a room filled to the brim with horse manure and the two very different views they have of the world.

From outside you hear the wealthy boy scream. He wants out. Who can blame him? Yet when the door is opened on the poor boy all you see is glee as he throws the manure in the air and exclaims, "with all this poop there must be a pony in here somewhere!"

This leads me to ask, with all that is going "wrong" in the world today is it possible that there just might be a pony in here somewhere? Can our economy, or lack thereof, give something back to our humanity? Could it help us go beyond "keeping up with the Jones" to a place where we realize how important it is to really connect?

As Funeral Directors, Cemetery Managers, and After Care Providers you stand in a unique position. You are the person people reach for during their times of loss. You provide the place people go to when they need to visit those who have departed this life. People trust you to help them celebrate the Life and Love they have for their parents, spouses, siblings, children, and friends. Families turn to you when they need to share their loss and their hearts need support.

You realize, no matter how hard people try to make grief a tidy little process, that the loss of those we

love becomes an emotional part of our being long after people think "shouldn't they be over this?" You understand that the "grieving process" is more than "getting over" a loss it is the non linear steps we take that allow our spirits to become whole, our hearts to heal, and the joy of memories and love to live.

As many of you know one of the greatest gifts Merry Christmas From Heaven gives to our family is how it allows us to be a bereavement ministry. This summer, while attending conventions on behalf of Merry Christmas From Heaven gifts, I became more aware of how much the families who live in your communities need you.

As people who had never met came together to help each other understand their path to healing, I began to wonder, "What are you doing to help those you serve and in your community connect with one another so that they can help each other heal?"

I cannot wait to hear your thoughts and, with your permission, I would love to share your insights and ideas with our readers. Please give us a ring at 781-331-5308 or, if you prefer email me at kristan@moonytunco.com. Better yet, if you are going to be in New Orleans please visit us in our booth #653.

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.

Miller-Jones Preneed Group PIF



(L to R) Front Row: Barbara Stewart, French Funerals & Cremations Albuquerque, NM; Jaeger Jones, Miller-Jones Mortuary, Sun City, CA; Richard Tetrick, Tetrick Funeral Homes, Elizabethton, TN; John Feher, Schoedinger Funeral Home, Columbus, OH; and Jeff Gould, Care Group, Sioux Falls, SD. **Back Row:** Pamela Tsatsos and Cyndi McReavy-Seitz, Washburn-McReavy Funeral Home, Minneapolis, MN; Danny Heinrich, Horan & McConaty, Denver, CO; Tom Bloom and Hamilton Jones, Miller-Jones Mortuary, Sun City, CA; Mark Bodicky, Meierhoffer, St. Joseph, MO; Steve Baker, Porter Loring Mortuary, San Antonio, TX; Everett Collins, Schoedinger Funeral Home, Columbus, OH. Attending, but not pictured was Bill Gregory, Harpeth Hills, Nashville, TN.

TEMECULA, CA— PIF (PlanIt ForUm), a preneed study group, met in Temecula, CA in June. Hosted by **Miller-Jones Mortuary**, the group met to discuss preneed topics. **Hamilton Jones**, Miller-Jones President, was selected by the

group to serve as chairman for the next two years. PIF membership represents funeral businesses throughout the United States. Attendees participated in a tour of Menifee Valley Memorial Park, including their new chapel mausoleum.

SEND US YOUR NEWS

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



NOMIS
PUBLICATIONS, INC.
FUNERAL HOME &
CEMETERY NEWS

DeFiore-Jorgensen Funeral & Cremation Services holds open house



The front of the new funeral home.



Looking into sitting area of the new DeFiore-Jorgensen facility.



A look at the viewing room.

HUNTLEY, IL—In May of 2010, construction was completed on the **DeFiore-Jorgensen Funeral & Cremation Services** facility. An open house showcased the 9,500 square foot structure, complete with two chapels, a reception area, children's room and crematory.

This facility enables funeral directors **Carol DeFiore** and **William Jorgensen** to serve area families in all of their funeral and cremation needs.

DeFiore-Jorgensen Funeral & Cremation Service had previously operated a storefront location in Huntley which opened in 2008, beginning a new chapter in Carol and Bill's funeral service careers.

"We felt having a presence in Huntley and being a part of the community, while getting to know area residents and serving families both when they experienced a death and for their preplanning needs was the right thing to do when we were planning and building the new funeral home."

The business partners settled on the Huntley location because they liked the ambiance and small town feel of the community. DeFiore grew up in the Chicago area and has family

in Huntley. "We're proud to be a part of the Village of Huntley and surrounding communities," says DeFiore, co-owner and funeral director. "We want the community to know that we're here to provide families with quality care and service."

The new facility provides ample parking, spacious chapels and a warm inviting atmosphere where families can accept friends and relatives when remembering that special someone.

2010 Tree Project at East Cleveland Cemetery

CLEVELAND, OH—The **East Cleveland Township Cemetery** is approximately 12 acres of land situated in University Circle on East 118th Street. The cemetery is rich in local pioneer history but has also turned into an urban park since *The Foundation* took control 7 years ago. The efforts to revitalize this once abandoned area have been a grass roots effort by The Foundation which is lead by local leaders **Allen H. Ford** (Chairman) and **Bracy E. Lewis** (President). The day to day operations are lead by **Nancy L. Adams** (Vice President & Secretary) and **J. Wayne Rhine** (Trustee). The Foundation was honored in May, 2010 by The Cleveland Restoration Society and AIA-Cleveland with its *2010 Cultural Resource Preservation Award*.

In February, 2010 the Foundation began a capital campaign to raise nearly \$80,000 for its trees. Due to the nearly 50 years of neglect and the size of the 187 trees had made it impossible for the Foundation to perform all the necessary pruning and removal of decayed trees. The first foundation to acknowledge this worthwhile project was *The Kent H. Smith Charitable Foundation* that awarded the Foundation a challenge grant in March. It in turn was followed by *The Abington Foundation*, *Ardmore Tree Service*, *The John G. Michalko Park-*

lands Fund, *The George Gund Foundation*, *The Sherwick Fund*, and *The Garden Club of Cleveland*.

Ardmore Tree Service, which has supported the Foundation for the past five years completed the tree inventory and will perform the necessary work with a completion date December 31, 2010.

The generosity of all the organizations that are supporting this project will benefit many in the area who have been coming to the cemetery to visit their ancestors and those that utilize the grounds as an urban park. Many days you will see students from *Case Western Reserve University* relaxing and having lunch, students working on photography projects, families are riding their bicycles, and others jogging around the interior gravel road.

The tree project is the last major project the Foundation needed to complete in the overall restoration and revitalization of the cemetery and grounds. The Foundation will continue to focus on additional enhancements and on-going maintenance of this 150 year old Cleveland landmark.

The cemetery is located at 1621 East 118th Street, which is just North of Euclid Avenue. For more information on the event please contact Nancy Adams at 216-536-7432 or adamsnancy@ectcf.org.

Sell more. Sell better.

Visit NFDA booth 1634 to learn how to increase your average vault sales and match your families with the products they need.

Trigard UNIVERSITY
REMEMBER. CELEBRATE. HEAL.

2010 NFDA Convention & Expo
October 10 - 13
New Orleans, Louisiana

www.trigard.com/university

One Convenient Source for Quality Funeral Products

ROSARY BEADS
RB1/RP1

1	\$5.00	50	\$3.36 ea
12	\$3.98 ea	100	\$2.85 ea
25	\$3.82 ea	each additional 100	\$2.73 ea

RP1 Clear Round Plastic Beads

416

415

REGISTER BOOKS

415 REGISTER

1	12	25	50	100	E.A. 100
\$8.75	\$8.40 ea	\$8.12 ea	\$7.99 ea	\$7.57 ea	\$7.03 ea

416 REGISTER

1	12	25	50	100	E.A. 100
\$19.75	\$18.31 ea	\$17.19 ea	\$16.92 ea	\$13.86 ea	\$13.30 ea

471 REGISTER

1	25	50	100	E.A. 100
\$6.00	\$3.00 ea	\$2.26 ea	\$1.85 ea	\$1.77 ea

294/295 CRUCIFIX

1	12	25	50	100	E.A. 100
\$15.50	\$14.02 ea	\$13.24 ea	\$12.26 ea	\$11.22 ea	\$10.96 ea

296 CRUCIFIX

1	12	25	50	100	E.A. 100
\$15.00	\$12.94 ea	\$12.21 ea	\$11.31 ea	\$10.38 ea	\$10.15 ea

CROSSES/CRUCIFIXES
10" Walnut Crosses with Brass Inlay

296

294

295

Abigal
NFDA 2010 BOOTH 126

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

Jarvis Incinerator Co., Inc.

Quality service since 1876
PO Box 1146
Lowell, MA 01853



SALES ✓ SERVICE ✓ REPAIR ✓ SPARE PARTS ✓
We repair all crematory makes and models

Specializing in refractory brickwork.
Based in Northeast = less travel
and cost to you.

Phone: 617-957-6092
Fax: 978-458-5816
www.jarvisincinerator.vpweb.com

LOWER COST CREMATORY REPAIRS

Educational NEWS

EMCC nominates Tatum Student of the Year

SCOOPA, MS—Reggie Tatum, a native of Morton, MS and a resident of Forest, MS,

was named as **East Mississippi Community College** Funeral Service Technology nominee for the *Gayle M. Galloway Student of the Year* award for 2010.

Reggie was recognized for this honor at the General Membership ceremonies of *Mississippi Funeral Directors Association* at its annual convention held in Gulfport, MS on June 29th.

A graduate of East Rankin Academy High School, he also attended East Central Community College. Reggie enrolled in The Funeral Service Technology program at East Mississippi Community College at Scooba, MS in January 2008. Associated with **Ott & Lee Funeral Homes** in Forest and Morton, MS, Reggie maintained a full-time work schedule and a full-time student status while excelling academically at EMCC. As student and an employee, Reggie demonstrated his extensive background in Management and excellent people skills.

Reggie sat for and passed the National Board Examination (NBE) and graduated with Honors from the Funeral Service Technology program



Don Webb, (left) Director of the Funeral Service Technology program at EMCC shares a moment with Reggie Tatum following his presentation of the Gayle M. Galloway Student of the Year Award from the MFDA.

at East Mississippi Community College in Scooba, MS on May 8, 2010. Reggie has completed his apprenticeship program through Ott & Lee Funeral Home and is now eligible for licensure as an embalmer and funeral director in the State of Mississippi.

Established in 1975, the Funeral Service Technology Department of East Mississippi Community College located on the Scooba, MS campus is the oldest mortuary school in Mississippi. Students from throughout Mississippi including neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC in part due to the unique Block Class meeting schedule which enables students to attend classes only two days per week for four semesters, thereby allowing them to work full time the remaining five days of the

week at a funeral home establishment or other job which can accommodate their class schedule.

The Funeral Service Technology program at East Mississippi Community College is accredited by the American Board of Funeral Service Education (ABFSE) and is recognized by the International Conference of Funeral Service Examining Boards (ICFSEB), by the Mississippi State Board of Funeral Service, and by other state boards of funeral service recognizing ABFSE-accredited schools and programs.

For information about the Funeral Service Technology program at East Mississippi Community College contact Don Webb at (662) 476-5100 or **Octavia Dickerson** at (662) 476-5101. For additional information visit www.eastms.edu/career_tech/FuneralServices.php

We've Got the Money

And We Will Work For **YOU!**

From Your Computer System to Your Cremation System



- ▷ New & Used Equipment
- ▷ Personalized Service
- ▷ Flexible Payment Options
- ▷ Dedicated to Finding You the Best Available Rates

The Solution To All Your Financing Needs



800-246-7997

Call **Chuck Territo**

chuck@graniteleasing.com • www.graniteleasing.com



Cremation Issues and Answers

By **Ronald Salvatore**

Matthews
INTERNATIONAL
CREMATORY DIVISION

Cremator Control Systems (Part 5)

We left off last month covering the basics of the PLC and its HMI, how it "thinks" and the different operating methods – manual and the use of preset favorite buttons. Now we'll talk about the more advanced method of cremator operation.

Experienced crematory personnel fully understand that there are many variables that influence the cremation process but the big four are body weight, type of container or casket, gender and the whether the cremation is the first of the day, second, third... which of course is directly related to the amount of stored energy or heat in the refractory lining. When determining how to cremate a given case, the operator takes all these factors into consideration then makes the proper settings.

With an intuitive operating system, the operator selects from a drop-down menu a selection of weight ranges, casket and container types, the gender of the deceased and the case of the day. Once these four inputs have been entered, the operator simply touches the Start icon and the system does the rest. An added benefit of this method is it prevents operators from making mistakes in deciding the cremation sequences. For example, an intuitive operating system would not allow the operator to cremate a 500 pound body the third cremation of the day.

If you remember back to the first article of this topic, I said one of the many advantages of a properly

designed PLC is it can be upgraded as your business needs grow and change. One such upgrade is the addition of an oxygen sensor. All operators know that air is the critical component of proper cremation and to achieve it requires the right amount of fuel (body, container and fuel) and oxygen. Too little air or air applied at the wrong time can create a myriad of problems.

In theory there is a specific amount of oxygen needed to completely burn a given amount of fuel, but in cremation, the input variables (weight, fat content, casket or container type...) vary. Because of these input variables, and to be as environmental and neighborhood friendly as possible, manufacturers have always designed their cremators to be excess air units, meaning there is more oxygen available than the required theoretical amount.

It's been known for many years that excess oxygen during the cremation cycle creates longer pre-heat times, longer cremation times and increased fuel consumption. We'll talk next month about how the PLC with an oxygen sensor can improve operating efficiency by reducing the amount of excess air while still ensuring there is a sufficient amount available for a smoke and odor free operation.

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.

SIFH Educational Trust launches Website

DEERFIELD, IL—A comprehensive and helpful website for the **Selected Independent Funeral Homes Educational Trust** is now open for use at www.SelectedTrust.org. Visitors to the new website will be able to download information and applications for the Trust's Hardship Grant and Second Career Scholarship and learn about all aspects of the Selected Educational Trust.

Information on the Trust's current fundraising campaign also is available through the website. This includes details on the various donation levels and participation opportunities for the Educational Trust's inaugural Fundraising Gala taking place October 1, 2010 at Disney's Grand Floridian Resort & Spa in Lake Buena Vista, FL.

"This has been a very active and exciting year for the Selected Educational Trust and our new website and fundraising program are key components to our success," said **Rob Paterkiewicz**, administrative trustee. "I invite all industry suppliers, practitioners and supporters of the independent funeral profession to join with us and participate in the Educational Trust in any manner they are able to."

The Selected Independent Funeral Homes Educational Trust funds programs and activities of interest and importance to members of Selected Independent Funeral Homes and all independently owned and operated funeral home professionals. The Selected Educational Trust was incorporated in 1982 as a 501(c)3 Charitable Organization as recognized by the IRS and as a corporation of the District of Columbia with its principle office in Deerfield, Illinois.

For additional information on the Selected Educational Trust, please contact Rob Paterkiewicz, administrative trustee, at 1-888-70-TRUST, or email at robp@selectedtrust.org.

Educational NEWS CONTINUED

FINE Mortuary College announces Dean's List for Summer 2010 Term

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College, located at 150 Kerry Place in Norwood, MA is proud to announce the Dean's List for the Summer 2010 Term.

Grainne O'Leary earned High Honors as a full time student. **Amanda Desmarais, Katelyn Estes, Louis Hebbelinck II, Dan Thompson** and **Daniel White** earned Honors as full time students.

Juliann Zinsner earned High Honors as a part-time student.

Part-time students who made Honors are: **Stacey Alves, Sean Bowen, Jonathan Cain, Steve Everson, Robert Fisher, Jeffrey Gigliello, Kyle Kokosa, Andrew Nardolillo, Stacey Pacheco, Heather Reiter, Madison Sullivan** and **Jasmine Tinker**.

Western Pennsylvania FDA presents Scholarships



Timothy McCallister presents scholarships to Porecelain Rollins, left, and Rhianna LaQuatra, right.

ERIE, PA—The Annual Western Pennsylvania Funeral Directors Association Convention held in Erie, PA was attended by funeral directors from across the Tri-State Region. Board member **Timothy W. McCallister** of **Savolskis-Wasik-Glenn Funeral Home Inc.** presented two students from the *Pittsburgh Institute of Mortuary Science* with Scholarships for \$500 each for academic achievement. **Porecelain Rollins** and **Rhianna LaQuatra** were this year recipients.



Visit us at NFDA #138

Hundreds & hundreds of display models that never need dusting.

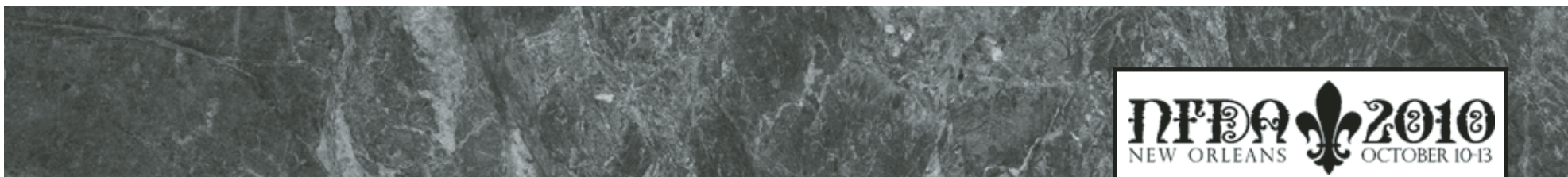
Now your funeral home can offer families hundreds of memorialization options without increasing your inventory or storing a single product. And participation is absolutely free. Atneed.com is an online catalog that lets you choose which memorialization products you want to offer each family and then lets you set your own price.

Families can scroll through countless options during the arrangement without you having to stock a single product. They don't feel pressured by the sale and you don't feel the pressure of a big inventory. Register for free. Visit Atneed.com or call 1-866-449-4495.

More sales, less dusting. What could be better?

Atneed.com[®]
1-866-449-4495 • atneed.com

©2010 MKJ Marketing



3287-C Chrome, 3287-SS Stainless Steel

Superior Lowering Device

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

Features

- Lifetime lubrication
- Positive lock braking system

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



PROUDLY MANUFACTURED IN THE USA

Specifications

- Closed: 26" W x 67 1/2" L
- Adjusts to: 95 1/2" W x 40" L
- Straps: 21" long, each tested to 400 lbs.
- Speed control: Complete on all models

888-458-6546
 3121 Millers Lane • Louisville, KY 40216
 Tel: 502-775-8303 • Fax: 502-772-0548

JUNKIN
 SAFETY APPLIANCE COMPANY

www.junkinsafety.com

\$ Small Ad Savings Big! \$

Searching For Products? Visit Us At:

Stakmore Chairs

www.Kee-Folding-Chairs.com

General Supplies

www.KeeProducts.com

Or Call 1-800-982-0395

KEE Funeral Supply

Educational NEWS CONTINUED

EMCC awards Funeral Service Students at Commencement Exercises



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



Andrew Dearman (Left) passes the gavel to Cay Thomas, the incoming President of the Mu Chapter of Sigma Phi Sigma.



Don Webb, FST Program Director at EMCC presents the "Student Of The Year Award for 2010" to Johnnie West.



Don Webb, Director of the FST program, presents the "2010 Exemplary Student Award" to Cay Thomas.



The Basics of the 21st Century Temporary Preservation Technology (Part 11)

By John A. Chew

The professional embalmer is an individual with an amalgamated accumulation of information which provides the basis for scientific temporary preservation of the dead human body. During the initial introduction articles, we have provided general cognitive information concerning the conservation of matter and how it relates to the modern funeralization process.

The basis of embalming has never been clearly defined, but evidence proves it is not solely based on the protection of public health. It is a social psychological need based on cultural and emotional requirements.

Success begins with the accumulation of knowledge acquired by an individual from his/her tutors or professional associates. The best source for success is acquired from applied personal experience and trial and error under direct supervision which is questioned and not fully defined.

Three fundamental factors contribute to the outcome of the embalming process: the learner, intern or apprentice, the body and the chemistry used in the process. Only a professional with the amalgamated accumulated resources can meet current challenges of embalming now and in the future.

The principles underlying professional expectations in embalming methodology are found in the basic sciences

such as gross anatomy, physics, chemistry, microbiology, biochemistry and histology. The knowledge in such subjects should be true scholarly curiosity and not merely superficial familiarity.

This may be accomplished through structured and continually revised accredited educational programs. This enables learners/students and licensees to use new innovative proper technical knowledge and the application of "common sense".

Such information creates sound criteria for proper treatments based on a broad, sound, cognitive approach to embalming problems. This mental training will be useful in helping to use practical reason and judgment.

No two remains are alike thus becoming a continuous source of knowledge to identify variable postmortem changes which are directly and indirectly associated with conditions existing prior to death. It is my opinion that these fixed factors are associated with all deaths and the common denominator to initial treatment is using a pre-injection multi-purpose neutralizer chemical. This treatment will help the embalmer overcome potential preservation obstacles.

There are many medications and drugs administered to patients just prior to death which produce numerous unusual reactions when they interact with formulated arterial chemicals. Reaction with chemotherapy drugs may also present potential hazardous conditions to the embalmer.

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.

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

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

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

Johnnie M. West of Meridian, MS was chosen by the Funeral Service Technology Department as the "Student Of The Year" for 2010. This award is given annually to a graduating Sophomore who not only excels academically, but who has demonstrated overall professional development in mortuary

CONTINUED ON PAGE A25

EMCC awards Funeral Service Students

Continued from Page A24

Arts and Sciences. Johnnie was presented the award following the Graduation Ceremonies.

Johnnie also graduated with Honors and has successfully passed the National Board Examination (NBE). Upon completion of the Funeral Service Residency requirements in the state of Mississippi, she will be eligible for licensure as an Embalmer and Funeral Director by the Mississippi State Board of Funeral Service.

Johnnie enrolled in the Funeral Service Technology program at EMCC in the Spring

of 2008. She is currently associated with the **Bishop's Enterprise Funeral Home** in Meridian, MS.

Cay Thomas of Meridian, MS has been installed as President of the Mu Chapter of Sigma Phi Sigma following her election by fellow classmates in the Funeral Service Technology program at EMCC. The "gavel exchange" ceremony was conducted following the Graduation Commencement Exercises.

In addition, Cay Thomas has been chosen as the "2010 Exemplary Student" for the

Funeral Service Technology program at EMCC. The award was presented to Cay by FST Director, **Don Webb**, following the Graduation Commencement Exercises.

The award is given annually to a student who has demonstrated an over-all commitment to the Funeral Service Technology program and who likewise serves as a model student for others.

A native of Jackson, MS Cay enrolled in the Funeral Service Technology program in the Fall Semester of 2009. She successfully campaigned for the office of Secretary of the Mu Chapter of Sigma Phi Sigma – a funeral service fraternity – of which she served for the 2009-2010 term. Cay is scheduled to graduate in the Spring Semester of 2011.

The Funeral Service Technology program at East Mississippi Community College, located on the Scooba, MS campus is the oldest Mortuary School in the state, having been established in 1975. Students throughout Mississippi and neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC in part due to the unique Block Class schedule which enables students to attend classes only two days per week for four semesters, thereby allowing them to work full time the remaining five days of the week at a fu-

neral home establishment or other job which can accommodate their class schedule. The program is accredited by the American Board of Funeral Service Education (AB-FSE) and is recognized by the International Conference of Funeral Service Examining Boards (ICFSEB).

Additional information about the Funeral Service Technology program can be obtained by contacting Don Webb at (662) 476-5100 or Octavia Dickerson at (662) 476-5101. Or one may go online at www.eastms.edu/career_tech/FuneralServices.php.

G. BURNS CORPORATION

Removable Silhouette Landau Bars and Removable Name Plates

No side panels



NO BLIND SPOT

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website www.gburnscorp.com

Build a van floor



SAVE MONEY!

Tell Them You Saw Their Ad
FUNERAL HOME & CEMETERY NEWS

AAMI Spring Class Recognized

NEW YORK, NY—American Academy McAllister Institute (AAMI) has recognized the following students for their academic success in the Spring 2010 Semester.

To be named to the President's List one must maintain a semester grade point average of 3.80 to 4.0. **Suzanna Dodd** of Bloomfield, NJ; **Joseph Graziano** of Pittston, PA; **Marissa Nostramo** of Maspeth, NY; **Meghan Owens** of Stockholm, NJ; **Angelica Pavone** of Holmdel, NJ; **Tasia Carrasquillo** of Bridgeport, Ct; **Matthew Hazzard** of Patterson, NY and **Peter Kucera** of Harrington Park, NJ were named to the President's List.

To be named to the Dean's List one must maintain a semester grade point average of 3.50 to 3.79. **Kristen Gaynor** of Medford, NY; **Sabrina Joynes** of Brooklyn, NY; **Patrick Leber** of Chester, NJ; **Vanessa Levano** of Maspeth, NY; **Shanay Salley** of Jamaica, NY; **Liana Candrilli** of Staten Island, NY; **Cheroi Delaney** of Philadelphia, PA and **Millan Lawrence** of Brooklyn, NY were named to the Dean's List.

Premium Hardwood

Pet Cremation Urns

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



Forever Pets
1-888-450-7727
FREE Wholesale Catalog

www.foreverpets.com

Family owned and operated since 1996



September Specials

Prices Good Through Oct 20, 2010
For Promo Pricing - Reference YB910

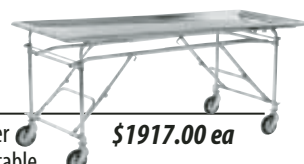
FERNO® MODEL 101-H HYDRAULIC OPERATING TABLE



- hydraulic foot pedal adjusts tilt/height
- quick adjustments & individual settings, lower or raise from 28-1/2" to 40-1/2"
- extra deep trough runs perimeter of table eliminating splashguard need
- four, 8" swivel wheels lock instantly with a single foot pedal
- 80" L x 30" W x 34" H; max load - 600 lbs.

\$3833.00 ea

FERNO® MODEL 102 FOLDING OPERATING TABLE



- ideal for embalming, dressing & transfer
- one hand release easily adjusts end of table from 32-1/2" to 38-1/2" with independently adjustable ends
- constructed of a stainless steel top and six-inch, ball bearing swivel wheels that lock during use to keep table stationary
- drain, located in center of foot-end, quickly eliminates fluids from table
- when not in use, folds easily and can stand on end for easy storage
- 80" L x 30" W x 38-1/2" H; max load - 600 lbs.

\$1917.00 ea

FERNO® MODEL 103 COMBINATION OPERATING TABLE



- multi-purpose table is ideal for embalming, transfer and dressing
- ends adjust independently from 32" to 38" for individual working height and drainage
- durable, rigid stainless steel top, and deep troughs for no-splash drainage
- six-inch wheels lock to keep table stationary while in use
- 80" L x 30" W x 38" H; max load - 600 lbs.

\$1772.00 ea

PRO ADVANTAGE LATEX GLOVES

- packaged 50 pr/bx, 10 bxs/cs
- available in sizes XS - XL



LIGHTLY POWDERED

- 4 mil • excellent sensitivity • textured
- beaded cuffs

\$42.50 cs

POWDER-FREE

- 4 mil • enhanced strength
- polymer coated interior

\$49.50 cs

BODY BAGS

- sealed vinyl construction to retain all fluids
- packaged 10/cs w/outer poly bag for belongings



Infant size	8x28 center zip	5 mil	\$35.00 cs
Child size	28x46 center zip	5 mil	\$45.00 cs
Adult size	36x90 center zip	5 mil	\$60.00 cs
Adult size	36x90 envelope zip	5 mil	\$70.00 cs
Adult size	36x90 center zip	9.5 mil	\$85.00 cs

VISA WIDE I.D. BANDS

- available in: yellow, red, white and blue
- blank 500/bx \$85.00/bx

Best Seller!

25% off
only \$63.75 per box

CLASSIC PE COATED GOWNS

- impervious PE coated polypropylene • stitchless sleeves
- tie neck & waist closure, knit cuffs • packaged 50/cs

L	\$72.25 cs
XL	\$80.75 cs
2XL	\$102.00 cs

- also available with elastic cuffs

L	\$63.75 cs
XL	\$72.25 cs



GENERAL PURPOSE APRON

- 1.375 mil polyethylene • 28" x 45" length
- packaged 100/bx, 5 bxs/cs \$76.50 cs

SHEER-FIT BOUFFANT CAP

- 100% polypropylene, cool, lightweight
- available in 21" and 24"
- packaged 100/bag, 5 bags/cs

21"	\$25.50 cs
24"	\$29.75 cs



DISPOSABLE FACE SHIELD

- comfortable latex-free stretch headband
- 100% clarity and zero distortion
- lightweight anti-fog design • packaged 24/bx, 4 bxs/cs

6.5"	\$119.00 cs
7.5"	\$140.25 cs



GRIPPER II SHOE COVERS

- non-skid with safety treads and sealed seams

up to men's sz 12	150 pr/cs	\$44.65 cs
up to men's sz 15	100 pr/cs	\$38.25 cs

PROCEDURE FACE MASK

- splash resistance without plastic films
- features earloops
- one size fits all
- packaged 300/cs \$27.50 cs



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

We offer a full line of:
• Protective Gloves • Protective Apparel • Other Apparel • Facial Protection • Prep Room Supplies • Funeral Service
• Soaps & Disinfectants • Instruments • First Call • Coroner & Donor Service • Ferno® Mortuary Products • Church & Chapel
• Funeral Stationery • Mortuary Equipment • Crematory Products • NEW~Hair & Beauty ... and a whole lot more!

Educational NEWS CONTINUED

ICCFA's Next Generation Committee creates Scholarship Fund

STERLING, VA— The International Cemetery, Cremation and Funeral Association's Next Generation Committee has created a scholarship fund for students attending ICCFA University.

"ICCFAU has always served as an incubator for developing up-and-comers within the profession," said Next

Generation Committee Co-chair **Abbie Brammer Quicho**, human resources manager for **Gibraltar Remembrance Services**, Indianapolis, IN. "This committee is dedicated to fostering leadership skills among the next generation of industry leaders, and so this scholarship fund is a great fit for us as we work to fulfill that mission."

"The ICCFA University has changed my life and the lives and careers of so many of its students and graduates," said Co-Chair **Norman Connors**, a funeral director and certified celebrant at **Bean Funeral Homes and Cremation Services**, Shillington, PA. "This scholarship gives us a way to give back, to give incoming students

the opportunity to have that same intensive experience of learning from the best in the business and of re-dedicating themselves to providing excellent service to families."

The ICCFA's Next Generation Committee was created in 2009 to develop future leaders, provide relevant educational opportunities and give aspiring professionals opportunities to network and connect with each other. All ICCFA members are welcome to participate in the group's activities.

ICCFA University is the association's premier educational forum. The five-day program is held each year in July at the University of Memphis.

Next Generation Scholarship applications for the 2011 session of ICCFA University will be available in December 2010. The number of scholarships awarded will depend on the amount of funds received.

The fund is being administered by the ICCFA Educational Foundation, a 501(c)3 organization; donations are tax deductible. For information, contact the ICCFA at 1-800-645-7700 or visit www.iccfa.com/education-foundation.

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

American Funeral Consultants 17th seminar

NEW PALTZ, NY—American Funeral Consultants is pleased to announce that they will be holding their 17th Annual Funeral Service Winter Educational and Ski Seminar in Snowmass, Colorado in January, 2011. The educational and fun-filled week will kick off with a Welcome Reception on Sunday, January 16th to meet new registrants and their guests and to welcome back and renew friendships with past attendees.

Many of their registrants rarely miss a year, and they traditionally have brought their spouses, children, grandchildren, and friends to the Seminar, where many of them first acquired their love of skiing. These attendees have grown to look forward to the camaraderie, Rocky Mountain skiing, and other activities as much as they look forward to the high-quality, hands-on continuing education. Some of their "children" now are funeral directors themselves, and continue the tradition with their own families and friends.

The Seminar will provide three-hour daily sessions on Monday, January 17th through Thursday, January 20th for a total of twelve (12) hours of stimulating and innovative continuing education topics provided by some of the most insightful and creative presenters in the field. **John and Nikki McQueen** of **Anderson-McQueen Funeral Homes**, one of the top cutting-edge funeral firms in the nation, will discuss value-added services, pet services, merchandise, and cremation, innovative marketing ideas, and effectively managing price shoppers. **Joe Joachim** of **funeralOne**, a world-renowned personalization, technology, and aftercare company for the funeral profession will discuss the use of technology in funeral service. **Rob Meredith** of **Lincoln Heritage Funeral Planning**, a highly professional, long-time financially stable pre-need company will take a fresh look at pre-need and provide an understanding of the value of leads.

So, in 2011 – start a new tradition or join those who continue an old one year-after-year by combining business with pleasure. Earn high-quality CE credits while your family or friends sleep in, and then hit the slopes for a full day of skiing, followed by après-ski activities that provide opportunities for group interaction and the exchange of ideas with your peers and their guests. Snowmass is the perfect place to ski – whether you are an expert, beginner, or somewhere in-between. Aspen Skiing Company operates an exceptional world-renowned Ski School for private and group lessons at all levels. Or, enjoy dog sledding, cross-country skiing, snowmobiling, snowshoe hiking, or just relaxing at a spa or in the hot tub. The Villages of Snowmass and Aspen are quaint, but sophisticated with wonderful retail, antique, and specialty shops, art galleries, and fine dining.

For more information, call 1-800-832-6232 or email afc@teamafc.com.

"Finest in Funeral Fashions"

- Independently Owned • Same Day Service Available
- Over 75 Years Service to Funeral Homes

BURIAL DRESSES AND MEN'S SUITS



ethelmaid

www.ethelmaid.com

E-mail: ethelmaid@aol.com

1-800-228-8552 Fax: 1-800-255-5411

Box 211, Schuylkill Haven, PA 17972



A Division of Gardiner Assoc., Inc.

NEW LOAD SCALE!

Call For Up To \$500 In Savings
Get The ALL-IN-ONE LIFTING SYSTEM.
ONE PERSON can do the work of many!



NEW! Load Scale



Retractable Straps



Casketing



Lifting

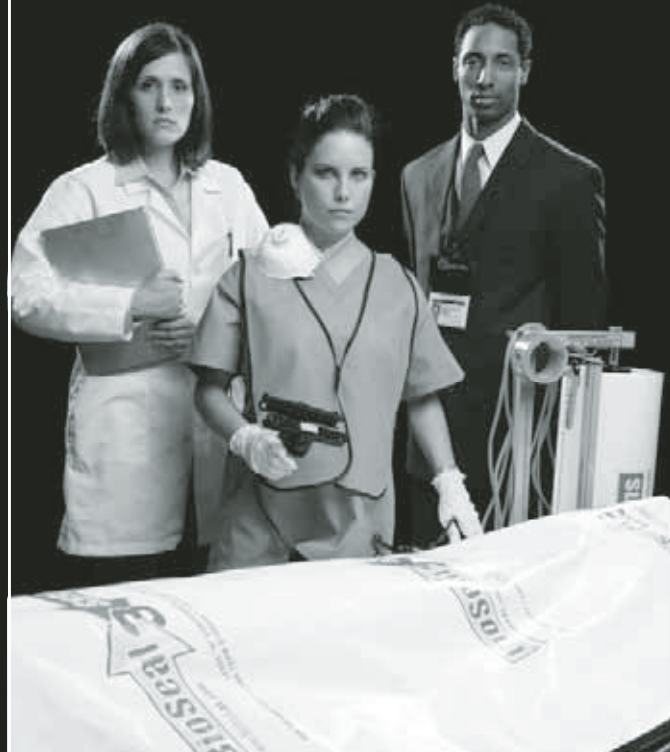


Shown with NEW FREEDOM PIVOT™
THE ULTIMATE 1000 LIFT™
1000 LB. Lifting Capacity

MORTUARY LIFT COMPANY
1-800-628-8809
www.mortuarylift.com

BioSeal

SYSTEMS



We don't just meet standards, we set them.

Our New Human Remains Sealing Station was voted Most Innovative New Product by the NFDA!

Low cost, heat-sealed flexible metal human remains pouch:

- ▶ Generates less than 1% residue upon incineration
- ▶ Temporary body pouch or permanent burial container
- ▶ Leak proof, light weight and flexible for worry-free airline shipping
- ▶ More cost effective than a traditional casket
- ▶ Reseals in minutes using a simple hand-held heat sealer
- ▶ Contains all odor, vapor, gas and fluid



Visit booth #861 at the NFDA Show and see just what we're talking about!

Educational NEWS CONTINUED

CCMS hosts an Eventful Golf Outing



Karen Giles, amazed by her hole-in-one.



Witnesses to Karen Giles' hole-in-one.



The winning team of the event.

CINCINNATI, OH—Alumni and friends of **Cincinnati College of Mortuary Science** teed it up July 8 at Aston Oaks Golf Club in nearby North Bend, OH. Forty golfers hit the links and enjoyed lunch at the challenging 18-

hole, Jack Nicklaus-designed course situated above the Ohio River. Besides the camaraderie, the net result was \$4,000 raised to support the college's building fund.

As CCMS president **Karen Giles** worked on details of this

first golf outing, she "kept her eye on the ball," soliciting hole sponsors, raffle donors and golfers. On the morning of the event she literally kept her eye on the ball as she landed her first hole-in-one. Following custom, she personally bought a round. "Wow! What a great way to kick-off our first golf outing," said President Giles. "My heartfelt thanks to the outstanding sponsors and teams. We hope to see everyone back next year—and even a few more who could not play this time."

Generous hole sponsors included: **Nomis Publications, Water Resolution, Cincinnati Surgical Company, Batesville Casket, Hillenbrand, Inc., Cincinnati Equitable Life Insurance Co., Reger Funeral Home, Pierce Fluid Company, Rosenacker & Associates Law Offices, Williams B&G Maintenance, and Kanet Advertising.**

The winning golfers for the day were on a five-man team captained by current CCMS student **Jon Palmer**. Other team members included his father **Terry Palmer, Josh Batchelor, Andrew Neff** and **Tom Tharp.**

Sauer receives CFSP

COLUMBUS, OH—**Sean Michael Sauer, CSP**, has recently qualified for the designation of Certified Funeral Service Practitioner (CFSP) by *The Academy of Professional Funeral Service Practice*.

Certified Practitioners may use the CFSP designation with their names for business letterheads, professional cards, and other appropriate uses. Certification is for individuals only and is not used to imply certification of a firm. "It is an honor to be able to use the CFSP designation in association with my name. Just to be associated with some of the great names of Funeral Service who have earned this distinction is remarkable."

Mr. Sauer is a first generation funeral director, and has been involved with the funeral industry since 1993. He graduated with honors from *W. L. Philbrick School of Mortuary Science* in Miami, Florida and became licensed in 1996. He went on to graduate Magna Cum Laude from Ohio University with a Bachelor's Degree in Technical and Applied Studies. He had been licensed in Florida and Virginia before coming home to Ohio. Mr. Sauer is a licensed funeral director and embalmer with the **Maeder-Quint-Tiberi Funeral Home** in Columbus, OH.

"As far back as I can recall Maeder-Quint-Tiberi Funeral Home has handled the final arrangements for my entire family. Attending visitations as a child, I noticed what an impact **Mr. John Quint, Jr.** had on my family, and how he put everyone at ease. I knew then, at age eleven, I wanted to be a mortician. This truly is my calling. It feels wonderful to be associated with the firm that started it all for me, and to be back in the area where my ancestors were raised. I work with a great bunch of folks."

Information about the Academy membership and certification may be obtained by contacting the Academy of Professional Funeral Service Practice, (614) 890-6200, www.apfsp.com.

HONORING THOSE WHO SERVED

- ★ High Quality Velvet Interiors
- ★ US Flag Emblem at Both Ends
- ★ Custom Piping Trim
- ★ Stars on Front and Back
- ★ Service Branch Emblem On Head Panel
- ★ Service Flags and Accessories are also Available Upon Request.
- ★ Service Branch Chrome Emblem on Lid Exterior

Other Models Available

Contact us for more information at 800 882 5907 • sales@affinitycaskets.com

Affinity Caskets • 19009 Preston Rd • Suite 215-233 • Dallas, TX 75252
T: 800 882 5907 • F: 888 430 0496 • www.affinitycaskets.com



Insurance Assignments have your cash flow tied up?

C&J FINANCIAL, LLC can HELP!

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

Fast Funding Benefits

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

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



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

800.785.0003
www.snlfastfunding.com
fastfunding@securitynational.com

Educational NEWS CONTINUED

100BWFS awards 2010 Funeral Service Scholarship Recipients



Oran T. Allen



James Ayres



Veronica Barber



Angela Bishop



Max Cormack



Gracie Fegans



Michael Frick



Melanie C. Gregory



Greg Jenkins



Luke Kroll



Jackie D. Patterson



Stacey Staten



Marsha Taylor



Melissa Tejada



Frankie Washington, III



Christopher Gladys



Wendy M. Holt



Dorothy Gross



Theresa Johnson



Tameka Myrick



Jerri J. Reed



Belinda Baxter



Kendra Darden



John Elachko, III

LONGWOOD, FL— The 100 Black Women of Funeral Service announced the class of 2010 Funeral Service Scholarship Recipients at the 16th Annual Scholarship and Leadership Event during the 73rd Annual Convention of the **National Funeral Directors and Morticians Association**.

Scholarship winners from *Dallas Institute of Funeral Service* are: **Oran T. Allen** of Dallas, TX; **James Ayres** of Dallas, TX; **Veronica Barber** of Arlington, TX; **Angela Bishop** of Arlington, TX; **Max Cormack** of San Angelo, TX; **Gracie Fegans** of Dallas, TX; **Michael Frick** of Sachse, TX; **Melanie C. Gregory** of Granbury, TX; **Greg Jenkins**

of Fort Worth, TX; **Luke Kroll** of Mesquite, TX; **Jackie D. Patterson** of Garland, TX; **Stacey Staten** of Dallas, TX; **Marsha Taylor** of Dallas, TX; **Melissa Tejada** of Dallas, TX; and **Frankie Washington, III** of Houston, TX.

Scholarship winners from *Gupton-Jones College of Mortuary Science* are **Christopher Gladys** of Harvest, AL and **Wendy M. Holt** of Marietta, GA.

Scholarship winners from *Mercer County Community College* are **Dorothy Gross** of Manchester, NJ and **Alma Rios**.

Scholarship winners from *Worsham College of Mortuary Science* are **Theresa Johnson** of South Bend, IN; **Christina**

Jones of Broadview, IL; **Tameka Myrick** of Bellwood, IL; and **Jerri J. Reed** of Broadview, IL.

In addition, scholarship winners included **Belinda Baxter** of Ladson, SC, *Piedmont Technical College*; **Adriana Corral** of Miami, FL, *Miami Dade Community College*; **Kendra Darden** of Portsmouth, VA, *Tidewater Community College*; **John Elachko, III** of Pittsburgh, PA, *Pittsburgh Institute of Mortuary Science*; **Brandy Solomon** of North Carolina, *Ogeechee Technical College*; and **John Taylor, II** of Chattanooga, TN, *John A. Gupton College*.

The 100BWFS Scholarship Program was established in 1993 when the

organization was founded by **Elleanor Davis Starks, CFSP**. She wanted to provide financial assistance, awards and grants to students enrolled or accepted in an accredited mortuary science or funeral service education program, regardless of race, religion and gender. Students awarded the assistance are monitored and matched with a professional mentor to guide them through their education, graduation, national conference exam, internship and licensure processes. The award is funded by donations of loved ones and relatives of those who have made an impact on the funeral service industry. Students may apply once per cal-



Adriana Corral

endar year. Most of the recipients are announced each year at the NFDMA Convention.

The scholarships are made possible through the generous donation of funeral industry colleagues who are dedicated to educat-



John Taylor, II

ing future caregivers. For scholarship or membership information, please visit www.100blackwomenoffuneralservice.com.

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

Association NEWS

Selected Independent Funeral Homes names Robinson and Tetrick to its Board of Directors



Adam B. Robinson, Jr.



Richard Tetrick

DEERFIELD, IL— Selected Independent Funeral Homes announces that Adam B. Robinson, Jr. and Richard Tetrick have been selected to serve on the association's Board of Directors. They officially will be installed during the closing session of the 2010 Annual Meeting in Lake Buena Vista, FL on October 2.

Adam Robinson will be the new Group 5 representative, succeeding Thomas Broussard. Robinson is President of Ralph Robinson & Son, Inc. in Pine Bluff, AR, and of his other family-owned company, Co-Operative Life Insurance Company. He has served as President of the Arkansas Funeral Directors Association and the Arkansas State Board of Embalmers and Funeral Directors. He also has served as a Selected Group Meeting Chairman and as a presenter and Nominating Committee Chair at Selected Annual Meetings.

"I am pleased and honored to be asked to serve on the Board," Robinson told Selected. "Somewhere my father, who served on the old NSM board, is smiling. It is an honor and a privilege to serve Selected members. I am simply a messenger for them in the next three years; I hope to be able to communicate with them so that I can do what I can to take the organization in the direction that they want to go.

"The friendships I've made through Selected have been so important to me. I am grateful to be able to associate with what I consider to be the most outstanding group in funeral service."

Richard Tetrick is President of Heritage Family

Funeral Service, Inc. in Elizabethton, TN, and will represent Group 3, replacing Corinne Curtis. He has been involved in various aspects of Selected, including hosting Roundtables, presenting at meetings, and serving on the Selected Committee to form a "buying co-operative." He also has served on the Tennessee Funeral Directors Association Board, as President of the Northeast Tennessee Funeral Directors Association, and as Chairman of the Tennessee State Board of Funeral Directors and Embalmers. He has helped to grow his firm from 190 services to in excess of 2,700 services annually, and has grown the number of firm locations from one to seventeen.

"Serving as a Board Member is something I have always wanted to do," Tetrick said. "Funeral service needs an organization like Selected because of the unique way Selected's membership shares information with each other.

"My goal is to work to see Selected improve its position as the leading independent funeral service organization. I would like to see an increase in quality members. And, at the end of the day, I would like our members to value and know what they're getting for their dues."

Robinson and Tetrick will join President-Elect John J. Horan, Aurora, CO, Group 6; Secretary-Treasurer-Elect Paul E. Foster, Fulton, NY, Group 1; Thomas M. Belford, Omaha, NE, Group 4; James B. Kepner, Wheeling, WV, Group 2; and Ex Officio Thomas A. Broussard, Beaumont, TX, on the Board of Directors for 2011.

Send Us Your News!

NOMIS PUBLICATIONS, INC.

PO Box 5159
Youngstown, OH 44514
Fax 1-800-321-9040

press_releases@nomispublishations.com
www.nomispublishations.com



SATISFACTION GUARANTEED – Please call 864-346-4777



Artistry that's affordable

The Meadow Lane Urn Series



NEWMAN BROTHERS INC.

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

"Family owned and operated since 1882"

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

FUNERAL HOMES & CEMETERIES

Eliminate Your Accounts Receivable Problems & Increase Your Cash Flow

American Capital Funding offers you a fast and reliable method to obtain at no cost to you, immediate payment for all services rendered where an assignable life insurance policy exists.

- Fast Turn Around Time
Most Cases You get your \$ in 24-48 hours!
- No Promissory Notes or Charge Backs
You take NO RISK! when using American Capital Funding.
- NO Headaches Dealing With Insurances Companies
We handle all communication with the insurance companies!
- Simple and Easy Process
Our friendly and knowledgeable claims department makes the process simple and easy for you with little paper work!

www.acfunding.com



"A Quality Life Insurance Funding Company"
Dedicated to Excellent Service

Customize Your Direct Mail Program

Database Files • Reports • Mailing Lists • Email Addresses

Call 1-800-321-7479

Increase Your Cash Flow...
Call Today (800)296-5053

Association NEWS CONTINUED

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

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

Three Sizes Available: **Combo Tray**, **Air Tray**, **IPPC Stamp Available**

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



FUNERAL HOME FINANCING

Our loans preserve capital, maximize cash flow and deliver fast, dependable financing options for funeral home acquisition or refinancing

CALL KEN KAPLAN AT 215-230-1885
TO DISCUSS YOUR SCENARIO WITH NO COST OR OBLIGATION.

www.FuneralHomeLoan.com

K2 Commercial Finance
Maximize Options - Minimize Risk

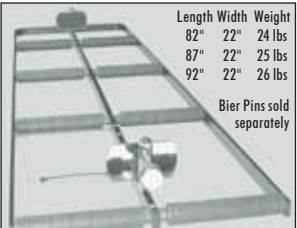
DNR INDUSTRIES LIMITED

Removal Roller Bed



Length	Width	Weight
82"	22"	24 lbs
87"	22"	25 lbs
92"	22"	26 lbs

Fits various sized vehicles and will accommodate infant and child caskets.

Constructed from Aluminium.
Fits a standard 7/16" Bier Pin.
A cot and the bed will fit in most mini vans.



Urn Holder

DNR Industries is pleased to introduce an economical approach to transporting urns in preexisting funeral coaches. Our new urn holder is attractively chrome plated and adapts easily to the existing hardware in your coach.

The urn holder comes in a convenient carrying case and has been carefully designed to accommodate all urn shapes.

PO Box 42014, Conestoga Mall
Waterloo, Ontario, Canada N2L 6K5
Phone 519-746-0194 Fax 519-884-8319 Toll Free 877-345-2097
E-mail dnr@hearseparts.com
www.hearseparts.com

NFDA Policy board elects Bob Arrington, Robert C. Moore to Executive Board



The NFDA Policy Board elected Bob Arrington (left) and Robert C. Moore, IV, CFSP, (right) to serve as at-large representatives to the Executive Board. The new at-large representatives are joined by NFDA President William C. Wappner, CFSP. (Photo courtesy of NFDA)

BROOKFIELD, WI—The **National Funeral Directors Association** (NFDA) Policy Board met on July 10 in Cambridge, MD, and elected **Bob Arrington** of **Arrington Funeral Directors** in Jackson, TN and **Robert C. Moore, IV, CFSP**, of **Moore's Home for Funerals** in Wayne, N.J., to serve as at-large representatives to the association's Executive Board. They will begin their two-year terms of service immediately following the 2010 NFDA International Convention & Expo, October 10-13 in New Orleans, LA.

Arrington became interested in funeral service when his grandfather died in 1963. His neighbor owned a funeral home, and he spent time there helping out after school and on weekends. After completing mortuary science school, he received his funeral directors license in 1978, and his embalmers license in 1979. In 1995, he founded Arrington Funeral Directors. In 1997, Arrington added a crematory to his funeral home; in 2003, he purchased two cemeteries. In 2006, Arrington added **Covington Funeral Home** and **Magnolia Gardens Cemetery** to his business.

Arrington has served his profession by taking on leadership roles with the *Tennessee Funeral Directors Association* (TFDA)

and NFDA. He has served on numerous TFDA committees and the association's Board of Directors; his service on the TFDA Board of Directors included terms as secretary/treasurer, vice president and president. He is currently serving as TFDA's immediate past president and is the state's representative to NFDA's Policy Board. Arrington currently chairs NFDA's Governance Work Group. He is also a member of The Heritage Club, a supporter of the NFDA Political Action Committee and served as Tennessee's fundraising chair for *The Funeral Service Foundation*.

Moore is a fourth generation funeral director who has worked at his family's firm since 1979, when he graduated from *The American Academy McAllister Institute of Funeral Service*. He became manager of **Moore's Home for Funerals** in 2004, and a co-owner in 2006. In addition to licensure in New Jersey, Moore has a limited funeral directors license in Pennsylvania, has been certified as an eye enucleation technician for the Eye Bank Foundation of New Jersey and is a Certified Funeral Service Practitioner.

Moore has shown a commitment to his profession through his service to *The New Jersey State Funeral Directors Association* (NJSFDA) and NFDA. In addition to serving on numerous committees, Moore has held the offices of president, immediate past president, president-elect, first vice president and second vice president of NJSFDA. On a national level, he is serving as New Jersey's representative to the NFDA Policy Board. He is a current member of NFDA's Spokesperson Team, Member Resources Advisory Group and Task Force for Policy Board Study. He is a past member of NFDA's Multicultural Membership Advisory Group, Public Relations Subcommittee and Website Resource Group.

Arrington and Moore will replace current NFDA At-large Representatives **J. Michael Krill, CFSP**, of **Krill Funeral Service** in Edgerton, OH, and **Robert L. Bates, CFSP**, of **Bates Family Funeral Home** in De Kalb, TX. Bates is a declared candidate for the position of secretary on NFDA's Executive Board.

Klicker's Crosswords

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

By Ralph L. Klicker, Ph.D.



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

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

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

- _____ : agent causing cancer
- _____ : return to primitive coping
- _____ : negative attitude
- _____ : funeral pyre
- _____ : increase desire
- _____ : Orthodox vigil service
- _____ : before birth
- _____ : containing pus
- _____ : proclaim a saint
- _____ : a relationship of harmony
- _____ : prayer shawl
- _____ : attaches bar to lug

q	f	n	a	c	d	q	w	h	t	i	l	l	a	t
r	a	y	l	r	a	d	e	s	f	o	r	e	q	p
c	e	e	r	o	m	r	m	y	t	y	r	i	g	o
g	j	a	y	u	j	s	c	k	g	q	q	n	n	h
l	t	k	p	t	h	m	y	i	c	w	i	j	l	f
a	n	y	t	w	w	a	k	l	n	s	r	m	k	w
t	e	f	r	y	t	q	x	q	s	o	h	v	e	p
a	l	i	o	d	q	e	b	e	o	e	g	u	w	s
n	u	t	p	e	i	x	r	i	r	j	o	e	d	a
e	r	a	p	t	m	g	r	i	f	d	m	s	n	t
r	u	e	a	n	e	f	a	z	f	l	t	c	g	s
p	p	b	r	r	u	z	i	i	d	j	w	y	s	a
p	r	e	j	u	d	i	c	e	g	c	g	n	j	r
b	a	l	e	f	i	r	e	h	g	r	v	g	x	a
m	o	t	i	v	a	t	e	q	p	k	c	w	u	p

FFDA selects ICCFAU Scholarship recipient

TALLAHASSEE, FL—The **Florida Funeral Director's Association** (FFDA) has chosen **Tanya Scotece**, as its first ever *International Cemetery, Cremation & Funeral Association University* (ICCFAU) scholarship recipient. Tanya Scotece has been a Funeral Director at **Farley Funeral Home** in Venice, FL for the past four years. Ms. Scotece received her M.S. degree in Criminal Forensics with a concentration in Medicolegal Death Investigation from Florida Gulf Coast University in 2009, and is currently pursuing a Ph.D in Adult Education with research in Funeral Service from The University of South Florida. This scholarship is a new member benefit and provides approximately \$1,285 to cover ICCFAU registration.



Tanya Scotece

The ICCFA University is a professional development curriculum for the death service industry at six colleges: 21st Century Services, Administration and Management, Cremation Services, Funeral Home Management, Land Management and Grounds Operations, and Sales and Marketing. In addition, the course has two graduate tracks of Master's and CEO Programs. This five day intense course is the most sought after professional development course in the industry. The 2010 ICCFA University was held at the University of Memphis July 23-28, 2010.

ANSWERS ON PAGE A36

Association NEWS CONTINUED

Arizona's New Association: Arizona Funeral Cemetery and Cremation Association



(L to R) NFDA President William Wappner and AFCCA Vice President Dennis Sparks.

SCOTTSDALE, AZ— Arizona has always been known for its pioneer spirit. The Grand Canyon state's final care providers (funeral homes and cemeteries) were represented by two associations: funeral homes and funeral directors by the *Arizona Funeral Directors Association*; cemeteries by the *Arizona Cemetery Association*. Crematories were lost in the middle as some were operated by cemeteries and others increasingly by funeral homes.

Eventually cemetery operators realized the wisdom of having a mortuary on the grounds. Some had all three entities, mortuaries, cemeteries and crematories. Some funeral home operators realized their new ventures should also include all three facets of final care.

The Arizona Cemetery Association, seeing this growing

phenomena, realized their future growth was to expand to include all three forms of memberships. After much discussion and planning the association formally changed its name to the *Arizona Cemetery, Crematory and Funeral Association*.

The Arizona Funeral Directors Association and the Arizona Cemetery Crematory and Funeral Association realized that their dual existence was just a competition for like members in funeral service. Members and prospective members had to either choose one or the other or spend the extra to join two associations. Suppliers had financial burden of two memberships, two conventions and many other appeals for sponsorship.

Each association had its unique personality, its own staff and its own history of seminars and services it offered its members.

The board of directors of both associations realized this course was not conducive to the unity of final care providers in Arizona.

Discussions began about how to unite the two groups. This was not the first attempt at creating this new federation of funeral service, but the time was now right. All of the past contentions that stopped discussions before were realized and dealt with.

A board of directors oversees a three party council: funeral homes, cemeteries and crematories. Equal representation will create equity in association decisions.

The most important recognition was that this could not be a merger, it had to be something borne anew. Taking the best of each, a new association, the **Arizona Funeral, Cemetery and Cremation Association** has been created.

The first convention of the association was held June 2-4 at the Scottsdale Plaza in Scottsdale, AZ. NFDA President **Bill Wappner** installed the new officers of this charter organization. ICCFA President-elect **Ken Varner** was a presenter at the convention.

For more information contact Executive Director **Alicia Short** at Arizona Funeral, Cemetery and Cremation Association (AFCCA), Email: afcca@q.com.

WEBCASTING CENTRAL

If Your Funeral Home Has Access To:

- ✓ a High Speed Internet Connection
- ✓ a Web Camera or Mini DVD & Tripod
- ✓ a Desktop Computer or Laptop

Prices from
\$70
per broadcast

YOU CAN START WEBCASTING YOUR SERVICES NOW



For more information contact Colin
at: 1-866-851-5809

www.webcastingcentral.com

Still using expensive steel cremation tags?

SHAME ON YOU!

Do you *really* need to place ID tags inside the cremation chamber?

Probably not!

Consecutively numbered brass tags

13¢ or less each

Low-cost Cremation I.D. Tags

L. PRICER COMPANY

Phone: 707-473-0319 Fax: 707-473-0270

P.O. Box 2034 • Healdsburg, CA 95448

Email: k.pricer@comcast.net

Web Page: <http://home.comcast.net/~lpricer>



Classifieds
Online



To place your classified ad...



CLASSIFIEDS ONLINE

Call 1-800-321-7479

or visit our website at

www.nomispublications.com

YOUR WORST-CASE SCENARIO...WOULD HAVE NEVER HAPPENED WITH OUR LEAK-RESISTANT COMBINATION TRAY.

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



CUSTOM AIR TRAYS

1-800-992-1925 | CustomAirTrays.com



Association NEWS CONTINUED

Massachusetts FDA installs officers at 2010 Family and Friends Weekend

WEYMOUTH, MA— Many Massachusetts Funeral Directors Association members, families and suppliers enjoyed a sun filled weekend at the Association's annual Family and Friends weekend. The event was held on Cape Cod at the Ocean Edge Resort in Brewster. In addition to the annual golf tournament and installation banquet, the weekend included the Educational Fund clambake and a Leadership Breakfast featuring a presentation by **Patrick Lynch**, President Elect of the *National Funeral Directors Association*.

William C. Moore of the **Prophet, Chapman, Cole and Gleason Funeral Home** in Bridgewater was recently installed as the 2010-2011 President of the MFDA. The installation ceremony and banquet was part of the Family and Friends weekend.

Bill has been a licensed funeral director and embalmer for more than 25 years, and is a mentor and instructor to numerous funeral service apprentices.

In addition to serving as MFDA First Vice President for the last year and his prior service as Secretary/Treasurer, Second Vice President and a member of the Board of Directors, he's a member of the Organ Tissue Procurement Task Force and the Mass. Fatality Task Force, as well as a committee member of the National Funeral Directors Association Resources Advisory Group.

Bill works diligently, putting in hours of training to better serve his clients, earning certification as a funeral service practitioner; he continues to represent membership's needs by attending numerous national and



(L to R) Mike Ahearn, Ann Ciccarelli, William C. Moore, NFDA President-Elect Patrick Lynch, MFDA Past President William J. Fay, II, and David Bellerose.



President William C. Moore with New England Institute's Executive Director Jacquie Taylor.



Past President William J. Fay, II and NFDA President-Elect Patrick Lynch.

state conventions. He is also active throughout his South Shore community as former member of the Board of Directors of the Rockland Chamber of Commerce, Past President and member of the Union Congregational Church Homes, Inc. Board of Directors. He was Kiwanis Club of Rockland Unsung Citizen of the year in 2002.

Always one of the first to respond in a time of need, Bill spent two weeks volunteering in the Office of the Chief Medical Examiner in New York City after 9/11 after losing a close friend on Flight 11, and he now uses that ex-

CONTINUED ON PAGE A33

EMBALMING FLOWMETER

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

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

Only \$184.⁹⁵

Call for more information
(315) 471-0934



Simmons Institute
OF FUNERAL SERVICE, INC.

Home of the Flowmeter:
1828 South Avenue, Syracuse, N.Y. 13207



International Logistic Services, INC.
DELIVERING WHAT OTHERS PROMISE

International Air Transport of Human Remains

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

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

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

Memoires des choix des Jacques

(Memories of Jack's Recipes)

Original Recipes from Dottie and Jack Frediani

Shared by Kate Frediani-Gorman
Cremation Products Inc.
800-837-0701
www.cremationproductsinc.com

BUTTERMILK CHICKEN

- Soak chicken in buttermilk for 4 hours.
- Mix together and coat chicken:
 - ½ cup flour
 - ½ cup rice flour
 - 2 Tbsp. dried parsley
 - 1 Tbsp. thyme
 - 1 Tbsp. MSG
 - 1 Tbsp. Creole seasoning
- Brown chicken in butter and peanut oil.
- Lay in baking dish in buttermilk.
- Cook for 50 minutes at 375°.

BAKED SWISS STEAK

- 2 pounds round steak, 1" thick
- 1/3 cup flour
- ¼ cup oil
- 1½ tsp. salt
- 1/8 tsp. pepper
- 2 onions, sliced
- ½ cup white wine
- 1 1-pound can tomatoes
- 1 tsp. Worcestershire sauce

Trim fat from steak, cut into serving size pieces. Pound flour into both sides of steak. Heat fat in skillet. Brown steak with salt and pepper. Place in single layer in baking dish. Cover with onion slices. In skillet heat tomatoes, loosening brown bits from bottom of skillet. Add Worcestershire sauce and season to taste with salt and pepper. Add wine, pour over steak, cover and bake at 350 degree for 2 to 2 ½ hours or until fork-tender. Makes 6 servings.

Good Eating!

Association NEWS CONTINUED

Massachusetts FDA installs officers at 2010 Family and Friends Weekend

Continued from Page A32



The 2010/2011 Board of Directors includes: Northeast District – **Frederick N. Dello Russo Jr.**, Medford; **Glenn D. Burlamachi**, Concord; and **Courtney Fitzgibbons**, Salem. Eastern District – **John E. Keohane**, Quincy; **David M. Sullivan**, Brighton; and **Peter A. Zaksheski**, Chelsea. Southeast District – **Neil O'Connor**, South Yarmouth; **John Faidell**, Brockton. Central District – **Scott Hebert**, Gardner; and **Robert J. McNally**, Clinton. Western District – **Paul A. Phaneuf**, Springfield; and **Michael T. Ahearn**, Northampton.



perience to establish funeral directors' roles as we work with numerous agencies to establish a mass fatality response plan for the commonwealth. A talented musician, he often plays Taps at the funerals of veterans.

A lifelong Weymouth resident, Bill and his wife, Marilou, have two grown children, Billy and Kristin.

Also, installed as members of the Association Executive Committee are: President **William C. Moore**, Bridgewater; First Vice President **Nancy Doherty-Neri**, Somerville; Second Vice President **Rebecca Ridley**, Boston; Secretary/Treasurer **David B. Bellerose**, Auburn; Immediate Past President **William J. Fay, II**, Worcester; and Past President **Ann Ciccarelli**, Saugus.



William C. Moore



THE FAN MAN

THE FAN MAN, INC.
John Mannion
www.iccfasupplylink.com



THE FAN MAN

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

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

Take Advantage of Your Casket & Supplier Discounts!

Insurance Assignment Claims Paid WITHIN 24 HOURS OF VERIFICATION!

Reduce Your Receivables!

NO Chargebacks!

We Deal With Insurance Companies

- No Hassles!



BETA CAPITAL CORP.

CALL TOLL-FREE: (800) 430-7935

Fax: (757) 488-7315

Visit: www.betacapitalcorp.com

John Hudson - Marketing Director



All items are in stock and ready to ship
NO LEAD TIME!
All products come with a **NO HASSLE** written warranty!

Toll Free 1-888-792-9315

3 Year Mfg. Warranty




\$2,849⁹⁹

Stainless Steel Hydraulic Embalming Table (Foot Pedal Operated)

High quality stainless steel top makes table easy to clean
Specially designed shape of stainless steel makes fluids drain away from body
Deep trough around all 4 sides eliminates the need for splash guards and assists the easy flow of body fluids to the drain at the center of the foot end
3 hydraulic foot pedals make raising or lowering either or both ends of the table simple
Stain resistant plastic base keeps product looking clean and new
8" wheels make table easy to steer and move
Wheel lock instantly with conveniently placed foot brake

2 Year Mfg. Warranty




Multi-Level One Person Mortuary Cot Regular Version **\$1199.00**

Multi-Level One Man Mortuary Cot **HIGH** Version.....\$1399.00

EZ SLIDER BOARD.....\$128.99

Our mortuary cot pouch is fully lined, and includes a pocket on the outside for document safe keeping during removal. The pouches come fully lined inside!




Zip up lined mortuary cot pouch in navy or burgundy **\$259.99**

Embroidered Cot Covers (any amount of letters).....\$119.00

Quilted Cot Covers.....CALL

2 Year Mfg. Warranty
Free Shipping



Church Truck Supports over 1000 lbs Regular Model (silver, gold and bronze) **\$489.99**

*also available with side handles

Frameless Church Truck Drapes (navy, burgundy, green, gray, or black)..... \$339.00

Casket Display Cart (black)..... \$289.99

PORTI-BOY EMBALMING MACHINES

Mark IV & Mark V

Call for Pricing



— COMING SOON —

Folding Dressing Tables • Folding Embalming Tables • 1000 lb. Oversized Mortuary Cot

FASTER DELIVERY

CALL TODAY TO ORDER YOUR

FIRST CLASS SUBSCRIPTION

Call 1-800-321-7479



Why wait for your equipment?
All items ship within 24 hours!
Visit us online www.funeralsourceone.com
Call us at 1-888-792-9315
or email tr@funeralsourceone.com



Association NEWS CONTINUED

STYLISH MATCHING TIES FOR PROFESSIONALS ANY SIZE GROUP OR ORGANIZATION

www.tiesforyou.com

Phone: 877-770-TIES (8437)
Fax: 276-466-3474
E-mail: customerservice@tiesforyou.com

100% WOVEN SILK AS LOW AS \$15.00

PFDA 2010 BOOTH 247

PFDA elects Schleifer

HARRISBURG, PA—William B. Schleifer, owner of **The Maloy-Schleifer Funeral Home** in Duquesne was elected President of **The Pennsylvania Funeral Directors Association** (PFDA) at the annual meeting of the association on June 15, 2010 held during the 129th PFDA Convention. He was installed as the PFDA President by **John Reed**, NFDA Past President, at the Board Dinner on June 16 at the Hotel Hershey.

During his tenure on the PFDA Board of Governors, Bill served as district governor, secretary/treasurer and president-elect. He will now represent this professional organization statewide and nationally as its president during 2010-2011. PFDA is one of the largest associations of its kind in the nation and represents approximately 1100 Pennsylvania funeral homes and over 3,000 funeral directors.



William B. Schleifer

Bill has been a licensed funeral director since 1972 along with being a trade embalmer for 36 years. He purchased **The Mercedes T. Maloy Funeral Home** in Duquesne in 1975. He is a graduate of St. Thomas District High School in Braddock; Allegheny County Community College, Boyce Campus; and *The Pittsburgh Institute of Mortuary Science*. He is a past president and current Board member of *The Allegheny County Funeral Directors Association*.

Bill was very involved in the recovery efforts of U.S. Airways Flight 427 in Hopewell and United Airlines Flight 93 in Shanksville. He was also involved in organizing the City of Duquesne Memorial Service honoring victims of September 11, 2001.

New York State Funeral Directors support Haitian Relief Effort



Tribute Foundation Board Chair, **Richard J. Sullivan** (Right) and NYSFDA Executive Director and Tribute Foundation President **Bonnie L. McCullough, CAE** (Left), present the check to **Doctors Without Borders** volunteer **Maggie Baker, FNP**.

Funds donated to the international medical relief organization, Doctors Without Borders

ALBANY, NY—The *New York State Tribute Foundation*, the philanthropic arm of the **New York State Funeral Directors Association** (NYSFDA) has donated \$10,000 toward relief efforts in Haiti following the devastating earthquake that hit the nation on January 12, 2010.

In June, the Foundation Board of Directors, comprised of NYS funeral professionals, voted to donate the proceeds of their Haitian Relief Fund to the international medical relief organization, **Doctors Without Borders/ Médecins Sans Frontières**; the Fund was established soon after the quake. The Foundation received contributions from NYS funeral directors, funeral service suppliers and others affiliated with funeral service.

On August 10, Tribute Foundation Board Chair, **Richard J. Sullivan**, a funeral director with **Smith, Seaman & Quackenbush Funeral Home** in Monroe, NY (pictured above right) and NYSFDA Executive Director and Tribute Foundation President **Bonnie L. McCullough, CAE** (pictured left), presented the check to **Doctors Without Borders** volunteer **Maggie Baker, FNP**, of Rhinebeck, NY (pictured center). Baker thanked the Foundation and NYSFDA for its donation on behalf of her organization, and said there is still much to be done.

Six months after the earthquake, **Doctors Without Borders** released a report describing the organization's largest ever emergency response. The report describes the dire living condi-

tions of Haitians today, and how their medical work has evolved during the past six months, from an emergency response to a wider range of medical and relief activities. As of May 31, their staff (of 3,300 international and local personnel) treated more than 173,000 people and performed more than 11,000 surgical procedures. More than 81,000 Haitians received support to cope with psychological trauma. The program has also brought in almost 27,000 tents and distributed more than 35,000 relief kits.

This is not the first natural disaster the Tribute Foundation has supported; in 2005, the Foundation donated \$40,000 to help students at six Gulf coast mortuary science schools damaged by Hurricane Katrina in the months following the storm. The money helped pay students to replace lost text books and pay for national board exams that are required to become a funeral director. Many students were displaced and had commutes of up to two hours to school. Some lived in their cars.

"Our members stand committed during a time of need. The Tribute Foundation continues to build its stature both within funeral service and beyond," says McCullough.

The NYS Tribute Foundation is a tax exempt 501(c)(3) organization. Individual contributions are tax deductible to the extent allowed by law. To make a donation, please call 800-291-2629, visit tributefoundation.org or mail to: 426 New Karner Road, Albany, NY 12205.

COACH NAMEPLATES

		SATIN ALUMINUM	POLISHED ALUMINUM
	1.5" Letters		
	16" Bar, 12 spaces	\$39.50	\$43.00
	26" Bar, 20 spaces	\$48.00	\$53.00
	2" Letters		
	16" Bar, 9 spaces	\$44.00	\$48.50
	26" Bar, 14 spaces	\$54.50	\$60.50
	3" Letters		
	16" Bar, 8 spaces	\$54.50	\$60.50
	26" Bar, 13 spaces	\$65.50	\$72.50
	4" Letters		
	16" Bar, 6 spaces	\$59.50	\$66.50
	26" Bar, 8 spaces	\$71.50	\$79.50
	36" Bar, 18 spaces	\$80.00	\$89.00
	36" Bar, 12 spaces	\$89.00	\$98.00

Choose a standard style or we duplicate your letter style/logo. Single or Double Line Nameplates.

Car License Plates also available



NAMES UNLIMITED CORP.

P.O. Box 464 Caledonia, OH 43314

Phone: 877.776.6263

Email: info@NamesUnlimitedCorp.com

Web: www.NamesUnlimitedCorp.com

AIR-FLITE

Beyond Excellence Since 1973

Air Trays

Combination Casket Air Trays

From **\$39.95**

Cremation Containers

From **\$9.00**

Quality, Service and Value

Air-Flite Containers, Incorporated
2699 Forsyth Road
Orlando, Florida 32807-6400
www.air-flite.com

1-800-752-5251

Association NEWS CONTINUED

NFDMA & 100BWFS to publish Directory

LONGWOOD, FL—The **100 Black Women of Funeral Service** has joined the **National Funeral Directors and Morticians Association**, the nation's oldest minority funeral service organization, in producing the *2010 African American Morticians, Funeral Directors and Embalmers Directory*.

The new book is a listing of the nation's top funeral service leaders and will include unique traits each member brings to the industry. The deluxe hardcover print publication will feature full color historical information and photographs from each

organization and profession, biographical entries and photographs submitted by members as well as a business card advertising section. The directory is also available in paperback.

Proceeds from full and half page advertisements go toward the new National Headquarters Building Fund of the National Funeral Directors and Morticians Association with a location in Union City, GA. The publication will be published by **Harris Connect**.

For more information, visit <http://www.100blackwomenoffuneralservice.com>.

PGMS to honor John Deere, Jeff Bourne

BALTIMORE, MD—The **Professional Grounds Management Society** (PGMS) has announced that the *John Deere* company will be presented the 2010 PGMS Gold Medal and that *Jeffrey Bourne*, chief, division of facilities and capital programs, Montgomery County (MD) Department of Recreation will receive the PGMS E. Earl Wilson Award. The honors will be presented during dinner ceremonies on Friday, October 29, 2010, at the Galt House in Louisville, KY.

First presented in 1926 to *William Kleinheinz* of Cheltenham Township, NJ, a noted horticulturist, the PGMS Gold Medal is given to an individual or entity to recognize them for outstanding and long-term achievements and/or contributions to the Green Industry. In 2004, PGMS made this an annual award. John Deere is to be saluted for its unending support of PGMS, PLANET and other Green Industry organizations as well as for its numerous initiatives including new ones associated with sustainability of the landscape.

Founded in 1911, PGMS is an individual membership society of grounds professionals dedicated to advancing the grounds management profession through education and professional development. Further information on PGMS, the GIE+EXPO or the Awards Program is available online at www.PGMS.org.

Florida Funeral Directors Association and Florida Cemetery Funeral Cremation Association Unite

TALLAHASSEE, FL—The *Florida Funeral Directors Association* and *Florida Cemetery Funeral Cremation Association* board of directors and membership met at the Boca Raton Resort for a Joint Convention and Trade Show on Thursday, July 29. Both associations' memberships convened to vote upon a merger between the two associations and unanimously voted to approve a merger creating the **Florida Cemetery, Cremation & Funeral Association** (FCCFA). The FCCFA is now the largest statewide organization representing professionals within the death-care industry as well as the most diverse group of practitioners and licenses in Florida and across the United States.

The new Officers and Board of Directors of the FCCFA were installed by **Kevin Daniels**, President of the *International Cemetery, Cremation & Funeral Association* (ICCFA) on Saturday, July 31 at a dinner banquet capping off the convention's events. The newly elected 2010-2011 officers of the FCCFA are as follows: President – **Keenan Knopke, Curlew Hills Memory Gardens, Inc.**; President Elect – **Lee Longino, Services Corporation, Inc.**; First Vice President – **Deb Gilmore, Steverson, Hamlin & Hilbish Funeral Home**; Second Vice President – **Rob-**

in Sheppard Giddens, Hardage-Giddens Funeral Homes; Secretary – **Ty Lohman, Lohman Family Properties**; Treasurer – **Jim Semesco, Page Theus Funeral Home**; Immediate Past Presidents – **John Williams, Farley Funeral Homes & Crematory** and **David Daniels, Skyway Memorial Gardens**.

The mission of the Florida Cemetery, Cremation & Funeral Association will be:

- Fostering positive consumer relationships by promoting high ethical standards; and
- Providing services, products and educational opportunities that members cannot as effectively provide for themselves; and
- Presenting proactive leadership on legislative, regulatory and legal issues; and
- Encouraging members to promote the celebration of life, remembrance and memorialization and
- Promoting the value of selecting and funding funeral, cemetery and memorial products and services in advance of need;
- And providing members the opportunity for growth and recognition through participation in the association.

For more information on the Florida Cemetery, Cremation & Funeral As-

sociation, please contact FCCFA President Keenan Knopke at 727-789-2000 or kknopke@curllewhills.com,

Leigh Ann Bradley, CAE at 800-226-3332 or Wanda Classe at 407-896-1015.

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

Funeral Directors Research, Inc.

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

www.amrainstruments.com
www.prepoomdirect.com




WEB DIRECT GIFT & PRICING

dead ringer



putter company, inc.™

P.O. Box 0057, Clifton Heights, PA 19018-0057
610-284-GOLF
Check • Visa • MasterCard • Money Orders Accepted
Made in USA




Standard Finished head, chrome shaft and rubber grip **\$69.95**
Standard Plus Highly polished head, chrome shaft and rubber grip..... **\$79.95**
Deluxe Satin finish head, *dizanium lite* magnesium titanium alloy shaft "Pro Only" grip..... **\$89.95**

Head Cover Included
Quantity Discounts Available **Plus Shipping & Handling**
Pennsylvania Residents 6% Sales Tax

SOLUTIONS we offer


COME SEE US
@ NFDA 2010 BOOTH 1018
New Orleans October 10-13

Convert your next removal vehicle with Link® equipment.




1-800-248-3057
www.linkcmp.com

Proudly Made in the USA!



SS150XL Single Deck



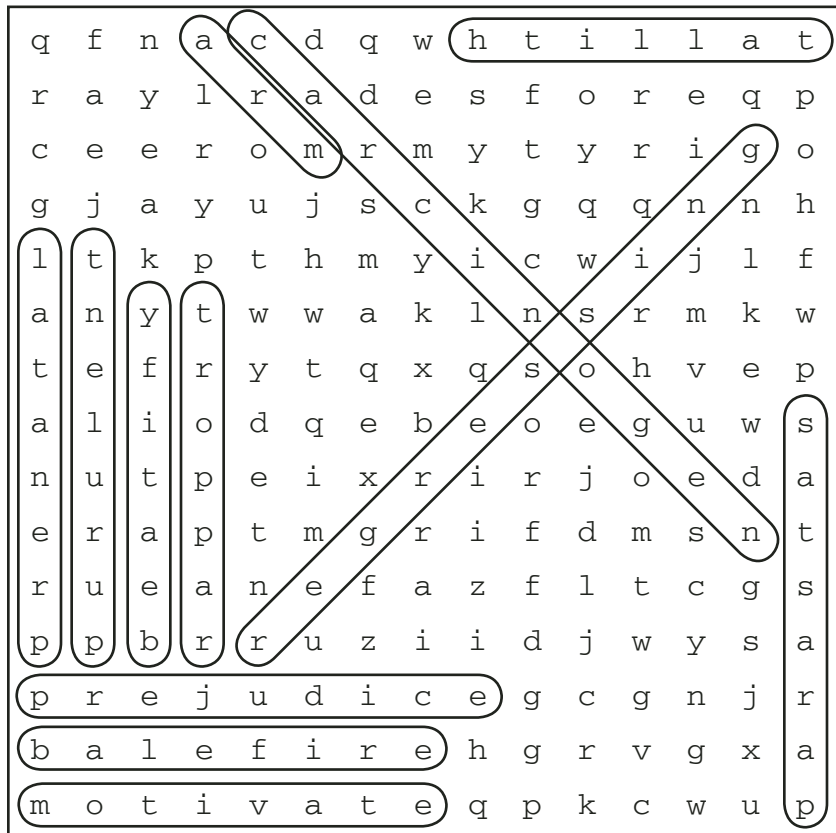
DD2000 Double Deck

Answers to

Klicker's Crossword

Puzzle on Page A30

- 1. carcinogen : agent causing cancer
- 2. regressing : return to primitive coping
- 3. prejudice : negative attitude
- 4. balefire : funeral pyre
- 5. motivate : increase desire
- 6. parastas : Orthodox vigil service
- 7. prenatal : before birth
- 8. purulent : containing pus
- 9. beatify : proclaim a saint
- 10. rapport : a relationship of harmony
- 11. tallith : prayer shawl
- 12. arm : attaches bar to lug



Association NEWS CONTINUED

NFDA-TV announces Ron Browning

FORT LAUDERDALE, FL—Michael Rappaport, Executive Producer for NFDA-TV, is proud to announce an ongoing relationship with **Ron Browning**, CEO and Founder of **Funeral Home Resource**.

Browning will be the host of the monthly 'Technology Today' segment on NFDA-TV and provide advice and guidance regarding online marketing tips and resources for the Funeral Industry. Browning is an industry leader with over a decade of experience in web development and Search Engine Optimization (SEO) strategies. The monthly video segment will educate viewers and provide tips that focus on increasing market share through internet marketing and website development.

Rappaport states, "NFDA-TV is dedicated to providing thousands of NFDA members and viewers with industry leading, high quality and informative programming. Our Partnership with Funeral Home Resource will provide members with insider tips to increase their market share, develop their presence on the internet and learn the value of internet marketing for their business."

Browning added, "The internet is the number one source of new families for funeral homes besides referrals. Our goal is to leverage that data for viewers and clients and increase their market share. Through our partnership with NFDA-TV, we will be able to assist a broad sector of

the marketplace and educate funeral home owners and directors on the importance of internet marketing and SEO and how these tools can drive more families to their establishment."

NFDA-TV is a monthly Internet broadcast that is distributed to thousands of NFDA members. NFDA-TV is a news program for those in the funeral industry— each broadcast contains uplifting and informative coverage of the industry with a focus on topical events, late-breaking stories, association news and benefits.

Funeral Home Resource's mission is to help Funeral Homes grow their market share by identifying at need or pre need Families through on-line marketing, and to help Funeral Homes provide better service to their Families through the World Wide Web. The Company operates funeralhomeresource.com and develops industry leading Web sites at FHRwebsites.com.

NFDA announces affiliate with KAVOD

BROOKFIELD, WI—The National Funeral Directors Association (NFDA) is pleased to announce an affiliation with **KAVOD – Independent Jewish Funeral Chapels**, a network of independent, family-owned Jewish funeral providers.

"Many of our members serve Jewish families in their community," said NFDA CEO **Christine Pepper, CAE**. "Affiliating with KAVOD allows us to better connect our members with information and resources on Jewish funeral customs from an organization we see as an authority on these matters."

"In Hebrew, KAVOD means honor, respect, esteem, strong moral principles and a source of pride," said **Jason Goldstein**, president of KAVOD, from **Roth-Goldstein's Memorial Chapel** in Atlantic City, NJ. "These values are not unique to KAVOD members – we see them embodied in the way NFDA members serve families of all faiths and cultures. We are pleased to work with NFDA to share information and resources for the benefit of our respective members."

As affiliated organizations, KAVOD will be NFDA's source for authoritative information about Jewish funeral customs. Wherever possible, when matters impacting KAVOD members are pending before Congress or regulatory agencies, NFDA will invite KAVOD representatives to assist in sharing information or testimony with federal leaders. KAVOD will send representatives to the annual NFDA Advocacy Summit, an event during which funeral directors from throughout the country meet with their elected representatives to discuss legislation that impacts

the profession and those they serve.

Every other year, beginning in 2011, KAVOD will hold its convention in conjunction with **The NFDA International Convention & Expo**. In turn, NFDA representatives will be invited to participate in KAVOD meetings.

Founded in 2002, **The National Independent Jewish Funeral Directors**, later renamed KAVOD – Independent Jewish Funeral Chapels, are independent, family-owned providers of Jewish funeral services. KAVOD in Hebrew means honor, respect, esteem, strong moral principles and a source of pride. It is with these ideals that KAVOD has dedicated itself to having only the highest level of family-owned Jewish firms as part of its organization. The organization has been recognized by national organizations such as *The National Funeral Directors Association*, *Selected Independent Funeral Homes*, *The International Conference of Funeral Service Examining Boards*, and *The International Order of the Golden Rule* as consultants on Jewish funerals. Membership to KAVOD is by invitation. For more information, visit www.kavodjewishfunerals.com.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI and its Advocacy Division office in Washington, D.C., NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

Customize Your Direct Mail Program

Call **1-800-321-7479** **NOMMIS** PUBLICATIONS, INC.

CASKET DOLLIES

3" SWIVEL BALL BEARING WHEELS



\$18.95 EACH

ALTERNATIVE CONTAINER COMPANY is pleased to add CASKET DOLLIES to our list of quality products.

Discounts offered for large volume orders.

CALL 1-800-220-7410 TO ORDER

FOB Indianapolis, Indiana.

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

Association NEWS CONTINUED

Funeral Directors Association of Kentucky 128th Annual Convention



FDKA Officers and Directors. (L to R) Front row: Quintin McGinnis, Mary Steele, Rusty Preston, John W. Gay, Marcia Caniff-Davis, Doug Stanley and NFDA Policy Board Member Ronald Strong. Back row: Robbie Brantley, Rick Morgan, John Jones, Will Muster, Mike Neal, David West and Jim Davis. Not pictured is Walt Parrott.



Immediate Past President Mike Neal (right) presented to John Gay his gavel as the new President of FDKA.



John Gay (left) was sworn in as the new President of FDKA by Guy Linnemann of the Linnemann Funeral Home in Burlington.

LOUISVILLE, KY—The Funeral Directors Association of Kentucky celebrated their 128th Annual Convention at the Louisville Marriott Downtown Hotel and the Kentucky International Convention Center in Louisville on June 28-30, 2010. The following members were named officers for the 2010-2011 year: President **John W. Gay**, Burlington; President-Elect **Will Muster**, Calhoun; Vice President **Mary Steele**, Pineville; Secretary-Treasurer **James W. Davis**, Berea; Sergeant-at-Arms **Marcia Caniff-Davis**, Ashland; Chairman of the Board **Quintin McGinnis**, Science Hill; and Immediate Past-President **Mike Neal**, Catlettsburg.

The following were named district directors for the 2010-2011 year: Central – **David West**, Nicholasville; Eastern – **Rusty Preston**, Paintsville; Northern – **Doug Stanley**, Williamstown; Southern – **Robbie Brantley**, Browns-

CONTINUED ON PAGE A39

Send Us Your News!

NOMIS PUBLICATIONS, INC.

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

DERMA-PRO
MORTUARY COSMETICS

“Quite Possibly America’s Finest Line of Professional Cosmetics”

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

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

T.C. Polystyrene HEADREST™

DURABLE
(It’s polystyrene.)

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

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

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

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

TRANS CONTAINAIRE®, INC.
727-391-7498 if no answer call 800-321-0566
3833 Darston Street, Palm Harbor, Florida 34685
order@transcontainaire.com



Looking for a life-changing career?
Turn to CCMS.



Generations of funeral professionals developed their technical proficiency, business skills and caring attitude as students at the Cincinnati College of Mortuary Science. The nation’s oldest college of its kind, CCMS sets the standard in mortuary science education, with programs focusing on real experience and practical skills, in a state-of-the-art campus.

CCMS is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. CCMS’ degree programs are accredited by the American Board of Funeral Service Education, Inc.



Cincinnati College of Mortuary Science

645 W. North Bend Rd., Cincinnati, OH 45224
513.761.2020 www.ccms.edu



Death Notices



Send obituary information to Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax (800) 321-9040 • E-mail info@nomispublications.com



CLENTON E. GENE CURRY of Alum Creek, WV died June 21, 2010 at the age of 84. He was the owner and operator of **Curry Funeral Home** in Alum Creek and formerly co-owned **Cas-dorph and Curry Funeral Home** in St. Albans, WV. Mr. Curry was a member of *The West Virginia Funeral Directors Association*, and *The National Funeral Directors Association*.

GUY THOMPSON of Forth Worth, TX died July 18, 2010 at the age of 90. Mr. Thompson was the oldest funeral director in the state of Texas, working in the industry for over 70 years. He was the owner and operator of **Thompson's Harveson & Cole Funeral Home** in Fort Worth, TX. A graduate of *Dallas School of Embalming*, he was a member of *The Texas Funeral Directors Association*.

CHARLES A. "CHUCK" DUNNIGAN of Grand Forks, ND formerly of Cando and Langdon, ND died Sunday, July 25, 2010 at the age of 56. He was employed as a funeral director in Grand Forks and New Rockford, ND until purchasing the **Dunnigan-Dix Funeral Home** of Cando and later the **Nelson Funeral Homes** of Benson County which he operated until his retirement in 2009. A graduate of *Commonwealth College of Mortuary Science* in Houston, TX, he was a member of the *North Dakota Funeral Directors Association*.
Courtesy North Dakota FDA.



EDWARD B. RUSSELL of Trappe, PA, formerly of Pottstown, died June 16, 2010 at the age of 87. He was the owner and operator of **The Edward B. Russell Funeral Home** in West Conshohocken, PA, and later Conshohocken until his retirement in the mid 1980s. Mr. Russell was 1946 a graduate of *The Eckels College of Mortuary Science*.

JAMES LAWRENCE SMITH of Florence, SC died July 10, 2010 at the age of 55. He was the second-generation owner and operator of **Smith Funeral Home** in Florence. A graduate of *Gupton Jones School of Mortuary Science*, he was a member of the *National Funeral Directors & Morticians Association* and the *South Carolina Funeral Directors Association*, and a past 6th District Governor of the *South Carolina Morticians Association*. He was a licensed director and embalmer for the state of South Carolina.

PAULA A. PATTERSON of Richmond, IN died July 20, 2010 at the age of 81. He was a member of *Indiana Funeral Directors Association*, as well as the *Indiana, Ohio and National Funeral Directors & Embalmers Associations*. Patterson served as coroner of Wayne County for over 20 years.



DOROTHY L. MOLLETT of Greenville, IL died May 27, 2010 at the age of 101. In 1937 she enrolled in classes at *The Hohenshub-Carpenter Mortuary Science School*. Upon graduation she was employed at **The Bass-Mollett Funeral Home** as a licensed funeral director and embalmer along with her husband, **Sterling R. Mollett**. The couple formed **Bass-Mollett Publishers** in 1949, serving the funeral industry.

WAYNE W. PIFER of Punxsutawney, PA died July 9, 2010 at the age of 67. He was the owner and operator of **Pifer Funeral Home, Inc.**, in Punxsutawney. He graduated from *The Pittsburgh Institute of Mortuary Science*.

GEORGE ROACH of Cranston, RI died July 5, 2010 at the age of 79. He was a funeral director and embalmer for **The Juhlin-Pearson Funeral Home** in Providence, RI.



DONALD D. MARCHESE of Calais, ME died July 16, 2010 at the age of 68. Although he retired in 2004, he remained employed as a funeral director for **Mays Funeral Home**. Mr. Marchese was a graduate of *The American Academy of Funeral Service*, becoming the youngest funeral director in the state of New York.

RICHARD L. TAYLOR of Indianapolis, IN died July 12, 2010 at the age of 77. He was a former employee of **Bell Mortuary and Crematory** and a funeral director and licensed embalmer for 45 years.

ROBERT S. GELONESE of Poland, OH died August 10, 2010 at the age of 86. He was the owner and operator of **Youngstown Casket Company** in Youngstown, OH, for over 50 years.

DANIEL CHARLES "DANNY" CARROLL of Kannapolis, NC died July 14, 2010 with his wife, Raychel and their granddaughter Mallory in a plane crash in Myrtle Beach, SC. Mr. Carroll was 54. He was co-owner and operator of **Lady's Funeral Home & Crematory** in Kannapolis. Mr. Carroll was a past-district director, secretary-treasurer, vice-president and past-president of *The NC Funeral Directors Association*. He served as NCFDA President during 2006-07 and was on his second term as Policy Board Representative to *The National Funeral Directors Association*.



Correction

Wilbert L. Shannon, Jr., of **Wilbert L. Shannon Funeral Home, Ltd.**, Wheatland, PA, was incorrectly identified as owner/operator of his family's firm in the obituary appearing on page 46A of the August 2010 issue. Our apologies and condolences to **Wilbert L. Shannon, Sr.**, the firm's owner/operator.

CARL PALED of Grosse Pointe Woods, MI died July 7, 2010 at the age of 82. He was employed at **The Van Lerbeghe Funeral Home** and **Matthews Funeral Home** both in Detroit, MI and **A. H. Peters Funeral Home** in Grosse Pointe. Mr. Paled was a graduate of *The Wayne State University School of Mortuary Science*.



IVAN LOUIS EAVES of Farmington, MO died July 3, 2010 at the age of 77. He was the former owner and operator of **Tucker Vault Company** in Farmington.

JOHN CHARLES SLUSKI of Orland Park, IL died July 18, 2010 at the age of 75. A funeral director for over 40 years, he was the former owner and operator of **Lucas Funeral Home** in Calumet Park, IL and was former manager for **Cedar Park Funeral Home and Cemetery**.

ALLEN J. SHOCK of West Mifflin, PA died July 16, 2010 at the age of 62. He was the funeral director of **The George Irvin Green Funeral Home** in Munhall, PA for 34 years before retiring as supervisor in 2003. Mr. Shock was a graduate of *Pittsburgh Institute of Mortuary Science*.
Courtesy Clem's Livery Service, Pittsburgh, PA.

ALBERT S. LINEBERRY of Greensboro, NC died July 11, 2010 at the age of 92. He was the owner and operator of **Hanes-Lineberry Funeral Home** in Greensboro. Mr. Lineberry graduated from *Gupton-Jones College*.

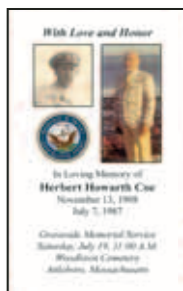


SADIE B. CUTCCHINS of Franklinton, NC died July 24, 2010 at the age of 84. Before retiring, she was the owner and operator of **Cutchins Funeral Home, Inc.**, in Franklinton. She was a member of *The Funeral Directors & Morticians Association of NC, Inc.*, and was a Life Member of *The National Funeral Directors & Morticians Association, Inc.*

CLARA R. LESICKO of New Douglas, IL died August 4, 2010 at the age of 85. Clara and her husband **George**, purchased **Burgett Funeral Home** in New Douglas, IL and Livingston, IL in 1961, founding the **Lesicko Funeral Home**. Clara was a funeral director assistant, serving alongside her husband for 27 years. She received her Illinois Funeral Director's license in 1983 and remained active in the funeral home until her death.

The Boston Prayer Card Company

Delivered Next Day for calling hours! No charge for shipping!



We have over 400 religious and non-religious card selections in stock at all times!
• We can create virtually anything your families may want!
• We ONLY work with Funeral Homes!

Just Call: **1-800-PRAY-FOR** (800-772-9367)
Phone: 781-749-5214 • Fax: 781-749-4794

E-mail: bpcc@bostonprayercard.com
www.bostonprayercard.com

SEVERING THE FUNERAL PROFESSION FOR OVER 15 YEARS

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

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

PO Box 5159, Youngstown, OH 44514
Fax 1-800-321-9040
E-mail info@nomispublications.com

NOMIS
PUBLICATIONS, INC.
FUNERAL HOME & CEMETERY NEWS

Association NEWS CONTINUED

Funeral Directors Association of Kentucky Convention

Continued from Page A37



Ribbon cutting at the opening of the FDKA Exhibits. (L to R) Evelyn Earl, NFDA Treasurer Randall Earl, FDKA President Mike Neal, and Olivia, Carolyn, Mick and Laura Neal

ville; South Central – **Walt Parrott**, Greensburg; Southeastern – **John Jones**, Harlan; and Western – **Rick Morgan**, Princeton.

The convention was well attended by funeral directors, suppliers, and their families. As the attendees viewed all the new and improved merchandise, they were able to visit with old friends and vendors as well as new ones.

The Exhibit Hall, with 108 exhibitors, was a sold out Exhibit Hall floor. They displayed their businesses in the 63,000 square feet of exhibit space. During this three-day meeting, the 50, 75, 100, 125 and 150 year-old firms were honored; the 50 year licensed funeral directors were honored; and continuing education awards were presented to the funeral directors.

Twelve hours of continuing education credits were offered. The speakers from across the country were outstanding and included the following: **Lynn Ochiltree**, owner of **Ochiltree Funeral Service & Aftercare**, presented *Award Winning Ideas for Funeral Homes in Pursuit of Service of Excellence* **Eric Ellis**, President and CEO of Integrity Development, presented the keynote presentation on “*Business Ethics & Diversity*”; **Dr. Michael Baden**, former Chief Medical Examiner of New York City and chief forensic pathologist for the New York State Police, presented “*Post-Mortem with Dr. Michael Baden*,” and **Randall Earl**, NFDA Treasurer, gave an update on the National Funeral Directors Association.

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

TAYLOR URNS

Commitment To Service!

Oceanic **Electra**
TSA Compliant

OVER 150 DIFFERENT COLOR & STYLE COMBINATIONS
PERSONALIZED ENGRAVING AVAILABLE
CULTURED ONYX, MARBLE & GRANITE URNS
CALL FOR FREE BROCHURE (800) 987-6390
Made In The USA
1980 CENTERS AVE. LAKE HAVASU CITY, AZ 86403



SEE US AT
BOOTH 1063!

Join the Evolution!

Where will your company be this time next year? In five years? 10? 20? The funeral profession is undergoing profound changes. Those businesses that adapt will prosper, while those that do not may face extinction. The ICCFA is the only national association poised to help you adjust so that you can expand your business and your service to families. We're often called the “glass half full” organization, with members who actively seek out **what is possible**.

The Best in Education & Idea Sharing

Consistently rated the industry's top educational events, ICCFA's Convention and conferences are the best places to learn and meet colleagues who will help you solve your biggest challenges. With sessions covering every aspect of management, sales and operations, these events will put you leaps and bounds ahead of your competition.

Wealth of Ideas

The ICCFA offers you the best new information, first. That's because our members represent the leading edge in their markets and are known for their willingness to share.

Business Tools

You face many of the same business challenges as your industry colleagues, so there is no sense in reinventing the wheel. This is where your association membership really comes into play, and no other organization offers as many tools to help you as ICCFA.

Government, Legal & Public Relations

Because the ICCFA represents every segment of our industry, we can approach government and legal entities and the media with a neutrality and legitimacy that individual businesses and less inclusive organizations often cannot.



Our new Cremation Coaching Center, led by **Julie A. Burn, CCrE, CSE**, special cremation counsel **Poul Lemasters, Esq., Ron Salvatore** with Matthews Cremation Division and Crematory Manufacturing & Service President **Larry Stuart**, provide information, tools and support to help you better serve your cremation clients. Visit www.cremationcoach.com.



The PLPA is a group of like-minded pet-loss care providers who are working to foster a high level of ethics and training within our profession. We are focused on establishing sound business practices and standards among our ranks and on promoting the value of quality pet-loss care to veterinarians and the public. PLPA is a committee of ICCFA. Visit www.myplpa.com.

Our ICCFA membership is a strategic component of our management philosophy. ICCFA provides us with many tools: the magazine, the sales conference, membership in the lot exchange program, and sales presentation materials that are effective and affordable.



—Nancy Lohman, CCFE
Lohman Funeral Homes, Cemeteries & Cremation
Daytona Beach, Florida



ICCFA is one of the most profound institutions in our industry. There are so many great ideas

and concepts, and so many industry leaders and instructors. If you're not a member, you're missing a grand opportunity.

—Allen Dave
Allen Dave Funeral Directors & Cremation Tribute Center
Houston, Texas

I've learned more and expanded more as a professional through ICCFA than I ever did in the 20 years before I got involved. The membership dues could very well be 10 times what it is now. It's not a bargain, it's a gift.



—Todd Van Beck, CFuE
A.S. Turner & Sons
Decatur, Georgia



ICCFA represents an open sharing of information. It's formalized to welcome new people and make a

special effort to include them in networking.

—Tim Hoff
Hoff Funeral & Cremation Service
St. Charles, Minnesota

Visit www.iccfa.com for more!

- The ICCFA Café, which includes the latest industry news, forums, blogs and the ICCFA Wiki as well as the Reading Room and Screening Room, which offer an expansive library of educational resources collected for more than a century
- Supply Link, your online guide to suppliers continuously updated throughout the year
- Government and legal resources, including model guidelines, contracts and more
- The ICCFA Store, offering brochures, books, videos, CDs, DVDs and sales & marketing training materials

Our price will get your attention.
Our performance and service will make you our customer.

The Classic delivers more than an attention-grabbing price. Equipped with more standard features than other cremators in its price range, it easily outperforms larger and more costly machines. And our around-the-clock service keeps those features in good working order.



Model US 100

The Classic Cremator.
Value beyond expectations.

- Fuel savings as much as 50%
- A more environmentally responsible choice.
- Cremation cycles are faster – 60 to 90 minutes.
- Refractory life is extended.



370 S North Lake Blvd., Suite 1004
 Altamonte Springs, FL 32701
 (321) 282-7357
www.uscremationequipment.com



U.S. Cremation Equipment is a division of American Incinerators.