

# NFDA 2010

NEW ORLEANS OCTOBER 10-13

## Let the Good Times Roll!

**BROOKFIELD, WI**—Those who attend *The National Funeral Directors Association's* (NFDA) 2010 International Convention & Expo, October 10-13 in New Orleans, LA, can participate in exclusive events and tours that will allow them to socialize and network with colleagues while exploring the rich history and vibrant culture that New Orleans has to offer.



### Give Back to the Crescent City and Your Profession

Building on the success of the last two Habitat for Humanity builds in Orlando and Boston, NFDA is again working with the organization to give back to New Or-

leans. Convention attendees can donate their time and energy on October 9 to this vital cause, and help provide a small piece of the American dream to a family

in need. Lunch, refreshments, a T-shirt and transportation to and from the site will be provided to all volunteers. Those who are interested in volunteering should send an email to NFDA Meetings Specialist Sandra Jeske at [sjeske@nfda.org](mailto:sjeske@nfda.org) for more information; the email should include the volunteer's name, firm name and telephone number. A \$50 donation is requested, but not required, from volunteers to help fund building supplies.



The 2010 *Funeral Service Foundation* (FSF) Golf Classic will take place on October 10 at Lakewood Golf Club, a favorite site for PGA Tour professionals. Golfers can experience one of New Orleans' finest courses while enjoying the camaraderie of their colleagues. Proceeds from this event will help FSF in its work to attract, retain and educate funeral service professionals; promote the value of the deathcare profession to the public; provide scholarships to mortuary science students and professionals; and support children's grief programs.



beaches and swamps of the South. They will also witness the devastation caused by Hurricane Katrina and be inspired by the rebirth of New Orleans. The cost to participate is \$50, and includes tour, lunch, T-shirt and a donation to FSF.

**CONTINUED ON PAGE A53**

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## NFDA to select second annual Innovation Award Winner

**BROOKFIELD, WI**—The National Funeral Directors Association (NFDA) is seeking assistance from the funeral service community in selecting the recipient of the 2010 Innovation Award. The NFDA Innovation Award, established in 2009, promotes the importance of creativity and innovation among funeral service suppliers and vendors, and recognizes excellence within the funeral service supplier community. The winner will be announced on October 11 during the Opening Session of the NFDA Inter-

national Convention & Expo, which will take place October 10-13 in New Orleans, LA.

Earlier this year, funeral service vendors and suppliers had an opportunity to submit a product or service that became commercially available after January 1, 2008, for consideration in the 2010 NFDA Innovation Award competition. A distinguished panel of funeral directors evaluated and scored the 46 entries on four specific criteria, and selected five finalists:

- American Airlines Cargo:** Customized Military Cart – entry excerpt: “American’s employees have a deep care and concern for our fallen military heroes, and have taken it upon themselves... to design and fabricate special carts that provide a much more dignified mode of handling these special shipments. One special cart was recently produced at our Tucson facility [and] provided an excellent example of this work by dedicated and caring AA employees.”
- Argent International:** ThanoSeal – entry excerpt: “ThanoSeal is a pre-cut, clear polyethylene tape to be used as a wound closure and sealer for needle sticks, carotid arteries [and] anywhere [bodily] fluids may leak. ThanoSeal is pre-cut in various sizes and shapes: 2”x2”, 4”x4”, 2” ovals and 4”x25’ rolls. This ThanoSeal tape will minimize time [needed] to prepare a body for showing...most importantly, ThanoSeal will halt any leakage post-embalming.”
- Barrier Products:** BioSeal System Human Remains Sealing Station – entry excerpt: “[The] BioSeal System is addressing the health, safety and infection control issues involved in mass-fatality response. The BioSeal Human Remains Sealing Station is the only product in the world that is designed to solve the worker fatigue and emotional health cost[s] that result from being required to seal hundreds of human remains each and every day at a temporary morgue.”
- The Dodge Company:** The Dodge Waterless Aspirator – entry excerpt: “The Dodge Waterless Aspirator is the first electric aspirator available to funeral service which utilizes the technology of the peristaltic pump. The peristaltic pump, which is primarily used in the medical field in dialysis and heart/lung bypass devices, eliminates the need for aspirated material to pass through a motorized mechanism or impellor. The aspirator creates a vacuum by compressing flexible tubing, using a series of three rollers which rotate in a housing at a high rate of speed. This allows the isolation of the aspirated material from any moving part of the mechanism, eliminating the possibility of contamination or clogging, a common problem with all other electric aspirators.”
- Duncan Stuart Todd, Ltd:** PrepArm HVAC Product for Preparation Rooms – entry excerpt: “PrepArm is a ventilating product for localized air extraction in the preparation room...PrepArm consists of a lighted transparent exhaust hood attached to arm sections that swivel by means of jointed elbows. The flexible arms function much like an overhead light in a dental office so that the embalmer can easily move the exhaust hood over the area in need of air extraction.”

Funeral professionals have until September 17 to review the finalists’ entries and vote for the product or service they believe is the most innovative of the year. Votes will be combined with the judges’ scores to determine the winner of the 2010 NFDA

Innovation Award. Members of the funeral service community should visit [www.nfdabizexchange.org/2010innovation](http://www.nfdabizexchange.org/2010innovation) to view the finalists’ entries and cast their vote. This page also contains the entries of all 46 Innovation Award competition participants.

## R&S Design Gallery showcasing New Products at NFDA



**INDIANAPOLIS, IN**— With the launch of new products for the cremation industry, **R&S Design Gallery** will be showcasing these unique artisan-style pieces at the *National Funeral Directors Association* convention in New Orleans. The new product line, to include pet urns, memorial candle sticks, markers, and biodegradable pieces, will be available for order at the conference.

“With our vast customer base, we are constantly being given feedback on new products that the end consumers, the families, desire. We’ve listened to these needs and have had our skilled and talented artists design new masterpieces to fulfill these requests. We are delighted to now have these new and innovative pieces in our line. From the growing segments of pet urns, keepsake urns, candle memorials, and biodegradable pieces, the R&S Design Gallery line is now all-inclusive with creative and unique vessels to fit every need,” **Rahila Robinson**, President of R&S Design Gallery said.

“Our customers and those that would like more information on our products can also view our entire line on our newly introduced e-commerce store. With our unique

product offerings, ease of ordering and impeccable service levels, R&S is truly a partner to those that are in the memorialization industry,” Robinson continued.

R&S Design Gallery will be in booth 120 at the 2010 NFDA conference in New Orleans. Customers and those desiring to learn more about the R&S line are encouraged to stop by the booth. Convention attendees will hear about the partnership services that the company offers as well as receive a convention special of 10% discount on all pieces ordered throughout the conference. For those orders placed during the convention, a free keepsake urn will also be included. From those operations desiring unique pieces for their funeral home merchandising programs to operations wanting to discuss bulk discount programs, R&S Design Gallery’s service levels are poised to partner with any type of operation.

To preview the product line, visit [www.RSMemorialProducts.com](http://www.RSMemorialProducts.com).

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## Matthews releases new informational website about BIO Cremation



ORLANDO, FL— Matthews Cremation, a division of Matthews International Corporation and leading manufacturer and supplier of environmentally-driven cremation solutions launched a new informational website dedicated solely to *BIO Cremation™*, a new green alternative to traditional flame cremation. The website <http://www.biocremation.info> exists to educate consumers, legislatures, media networks and industry professionals about the national adoption within the funeral service, environmental benefits for the community and meaningful “end of life” alternative for arranging families.

BIO Cremation is based on the alkaline hydrolysis process, an earth-friendly, water-based process that minimizes emissions (particulates, greenhouse gases, carbon monoxide, mercury, etc.) admitted into the atmosphere. “There are a lot of myths and misconceptions involving the BIO Cremation process,” says Steven Schaal, President of Matthews Cremation North American Division. “This website will help to dispel those myths and keep our focus on becoming good stewards of the environment when it comes to end of life decisions.”

The first BIO Cremation crematory is scheduled for installation at the Anderson-McQueen Funeral Home in St. Petersburg Florida pending final permits.

For more information, visit [www.matthewscremation.com](http://www.matthewscremation.com).

## Matthews Cremation Control Panel featured in the recent movie “The A-Team”

ORLANDO, FL— Matthews Cremation, a division of Matthews International Corporation and leading manufacturer of human and pet cremation equipment was recently highlighted in the summer action movie, *The A-Team*. Released June 11, 2010, the movie makes use of Matthews cremation equipment in a scene where the character of Col. John ‘Hannibal’ Smith is placed in a cremation chamber while faking his own demise.

The scene features a Matthews analog control panel; a series of timers, temperature gauges and indicator lights the operator must manually utilize to properly run a cremation cycle. This technology has recently been replaced by Matthews M-pyre™ touch screen panel with intuitive logic controls. M-Pyre represents advanced technology that monitors inputs and makes production decisions based on automatic or manual programming allowing for a cleaner and more efficient cremation cycle.

“It’s only a five second scene at best, but companies pay big bucks for product placement in movies so we’re pretty pleased to get the free screen time” says

Steven Schaal, President of Matthews Cremation North America Division. “It was fun working with the movie production team to supply this important prop for that particular scene.”

Matthews Cremation, a division of Matthews International Corporation (MATW), has a mission: “To be focused on the success of our clients and environmental responsibility, as a total solutions provider of innovative products and services”. Operating four manufacturing facilities on two continents, Matthews Cremation produces cremation equipment, crematory accessories, environmentally-friendly caskets and service support materials to serve clients worldwide. Looking towards the future, Matthews champions “Cremation Green,” continually aiming towards environmentally-driven technology that lowers the carbon footprint, minimizes greenhouse gases and climate change impact. Matthews International will be exhibiting at the 2010 NFDA International Convention and Expo. Please visit booth #1731. For more information, visit [www.matthewscremation.com](http://www.matthewscremation.com).

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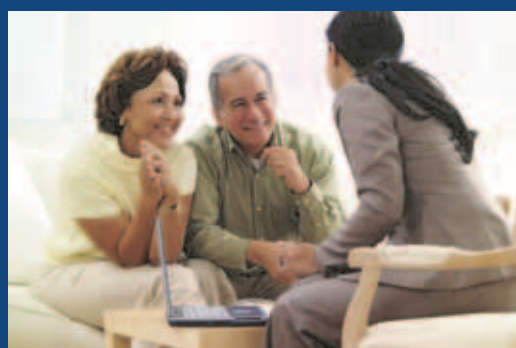
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## THE NFDA EXPO IS LAGNIAPPE, Y'ALL ( FILLED WITH A LITTLE SOMETHING EXTRA )



The Expo at the 2010 National Funeral Directors Association's (NFDA) International Convention & Expo is the world's largest annual funeral service trade show featuring the newest and most exciting products, services and innovations from around the world. The Expo Hall at the NFDA convention will be open on October 11, from noon-5p.m.; on October 12, from noon-5 p.m.; and on October 13, from 10 a.m.-1 p.m.

New this year, lunch in the Expo Hall is on NFDA. Full-conference registrants will receive three \$10 food vouchers (one per day) to be used in the Expo Hall at food stations and concessions. One-day registrants will receive one \$10 food voucher. (Vouchers are limited to paid registrants only and do not include complimentary or student registrations.)

The Exhibitor Business Exchange sessions make their return to the NFDA Convention in New Orleans. During these 40-minute presentations, exhibitors will demonstrate how their products and services can help attendees solve their most pressing business challenges. A schedule of presenters will be posted on the convention website, [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010).

Comprised of nearly a dozen countries and associations, the Global Village is a resource where funeral directors can learn more about funeral service in an increasingly diverse and interconnected world. Attendees can learn more about issues such as repatriation and global funeral customs.

Complete information about all aspects of the 2010 NFDA International Convention & Expo can be obtained by visiting [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010) or by calling the association at 800-228-6332. Information about the Expo Hall, including a map and an up-to-date listing of all exhibitors, can be found by clicking the "Expo" link.

Sponsors that have generously supported NFDA in 2010 are: **American Airlines Cargo, Aurora Casket Company, Batesville Casket Company, Director's Select Retirement Plan, Doric, Federated Insurance, Funeral Call, Homesteaders Life, Hunter Warfield, JCPenney, Kodak, Louisiana Funeral Directors Association, Madelyn Company, Memorial Streams, Memories by Design, Messenger and Nomis Publications, Inc.**



## L. Huffman Studios expands unique Memory Pendants Line

EVERETT, WA— **L. Huffman Studios** is aware of the growing popularity of cremation and keepsake jewelry and the desire of the bereaved families to seek different and unusual mementos to keep the memories of their loved ones, special friends or cherished pets alive and close to their hearts forever.

To fill this need, **Linda Huffman**, the artist and owner of L. Huffman Studios, recently introduced several new additions to her trademarked *Memory Pendants* brand of cremation

memorials was added to compliment our original style round, square and rectangular cremation pendants.



Onyx Silver Pendant with "Spot of Color"

Three new pastel colors - blue, green and pink - were added to our very popular Opal style dichroic glass and silver lock of hair or ash keepsakes plus a solid black Onyx style 3/4 inch and a one inch fused glass and silver lock of hair or cremation keepsake help to round out the unique and exciting new additions to the quality hand-made Memory Pendants line.



Oval Dichroic Glass Cremation Memorial Pendant

jewelry and ash or lock of hair keepsakes.

The new memorials include a value priced fused glass cremation pendant that has a subtle "Spot of Color" covering the small bit of cre-

These unique memorials are still created one-at-a-time and, like snowflakes, no two are exactly the same. By offering Memory Pendants to the families that you serve you are making a statement of elegance and caring thought.

In cooperation with **New Memorials Direct**, Memory Pendants will be displayed at the 2010 NFDA International Convention & Expo on October 10-13 in New Orleans, LA. Visit their NFDA booth number 857, at the Ernest N. Morial Convention Center.

L. Huffman Studios is a Pacific Northwest based artist owned and operated company that creates quality cremation jewelry, lock of hair keepsakes, worry stones and hanging memorials under our trademarked brand name of Memory Pendants. They have had a viable Internet presence since 1994



Opal Pastel Green Dichroic Glass Pendant

under the name of L. Huffman Studios and, since 2002, under the name of Memory Pendants. They have proudly created over 2500 memorials since their inception and have established an International reputation for quality artwork, five star customer service and a dedicated concern for the needs of the families they are honored to serve.

For more information on Memory Pendants, visit [www.memorypendants.com](http://www.memorypendants.com), e-mail us at [chuck@huffmanstudios.com](mailto:chuck@huffmanstudios.com) or call 425-252-2742 and ask for **Chuck Huffman**.

At **New Memorials Direct** their mission is simple: Achieve the memorialization needs of families and the business objectives of funeral homes in the 21st Century. Toward this end, New Memorials direct offers innovative and progressive cremation related memorial products, including cremation jewelry, cremation urns, biodegradable urns and urn keepsakes. High quality and guaranteed-lowest pricing mean value for families and attractive margin for funeral homes. The New Memorials Direct wholesale selection even includes a selection of artist-made glass jewelry creations that incorporate a small portion of cremated remains right into the memorial pendant.

For more information on New Memorials Direct, please visit [www.newmemorialsdirect.com](http://www.newmemorialsdirect.com) or call 1-877-995-URNS (8767).

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## International Mortuary Services offers new Service

**UNION, SC**—International Mortuary Services is now offering services, along with a new cargo screening website, to aid funeral homes in the process of becoming a Certified Cargo Screening Facility. This service includes efficiently preparing the application for certification, expediting the certification process, training/testing screeners, and complying with the mandate.

The *Transportation Security Administration* established the Certified Cargo Screening Program as an integral component towards assisting the industry

in achieving Congress' 100% screening mandate by August 1, 2010.

IMS is a Certified Cargo Screening Facility. **Carson Sprow**, president of IMS, says "When I first heard of the mandate, I knew the funeral home business would be impacted tremendously and I wanted to be prepared. We are the only mortuary service-related CCSF in South Carolina." **Beth Brown**, a certified teacher, works alongside Carson and is very knowledgeable about the program. Beth has traveled extensively to assist oth-

ers in the process, including training and testing screeners, in Louisiana and Oregon and certification is pending at other locations in Colorado, Illinois, Missouri, New York, and South Carolina. IMS can also provide supplies such as tamper evident tape, labels and log sheets and also offers assistance with record maintenance.

For more information on this new service, please visit [www.cargoscreening.org](http://www.cargoscreening.org) or call 800-604-9576. Stop by their Booth #727 at the NFDA Convention in New Orleans.

## The 21st Century Funeral Home to be presented on Sunday October 10th

**PHOENIX, AZ**—The **Foresight Companies, LLC**, a Phoenix based management and financial consulting firm that specializes in providing services to the funeral and cemetery profession, are sponsoring a seminar again this year before the NFDA Convention in New Orleans. "The 21st Century Funeral Home" will be held Sunday, October 10, 2010. "We perfected last year a seminar format that we will repeat this year allowing for more audience participation and allowing the panel of presenters to actively engage with each other," **Daniel M. Isard**, president, said. "This year the panel will be made up of **Quinn Eagan** and **Scott Simons** as well as myself, and we are going to highlight our thoughts on how to best operate the funeral home business in the future starting with the toys, technology and techniques that are available today!" Dan added.

Quinn Eagan is the president of the preneed marketing company **PFP**. PFP is



Dan Isard

and has been the foremost producing organization of preneed throughout the United States and Canada.

Scott Simons is the president and owner of **SRS Computing**, which over the past 10 years has come on to be the leading privately owned technology provider to the funeral and cemetery business.

No one speaker is better known in funeral service today than Dan Isard, author of four books and the publisher of *Preneed Perspective*. Dan has been leading the industry to evolve to its next level for three decades.

If you are planning to at-

tend the NFDA Convention you should get in early enough to participate in this event. Continuing Education credits are provided by the Academy of Professional Funeral Service Practice. The seminar will have advance registration from noon to 1 p.m. with the workshop going from 1 to 5 p.m. Following the work-

shop the audience is invited to stay, mingle and talk to the presenters during a lavish cocktail party. Seminar registration is limited. For registration information call Susan Drago at 800-426-0165. Be sure to stop by Booth #1245 during exhibit hours to learn more about The Foresight Companies.

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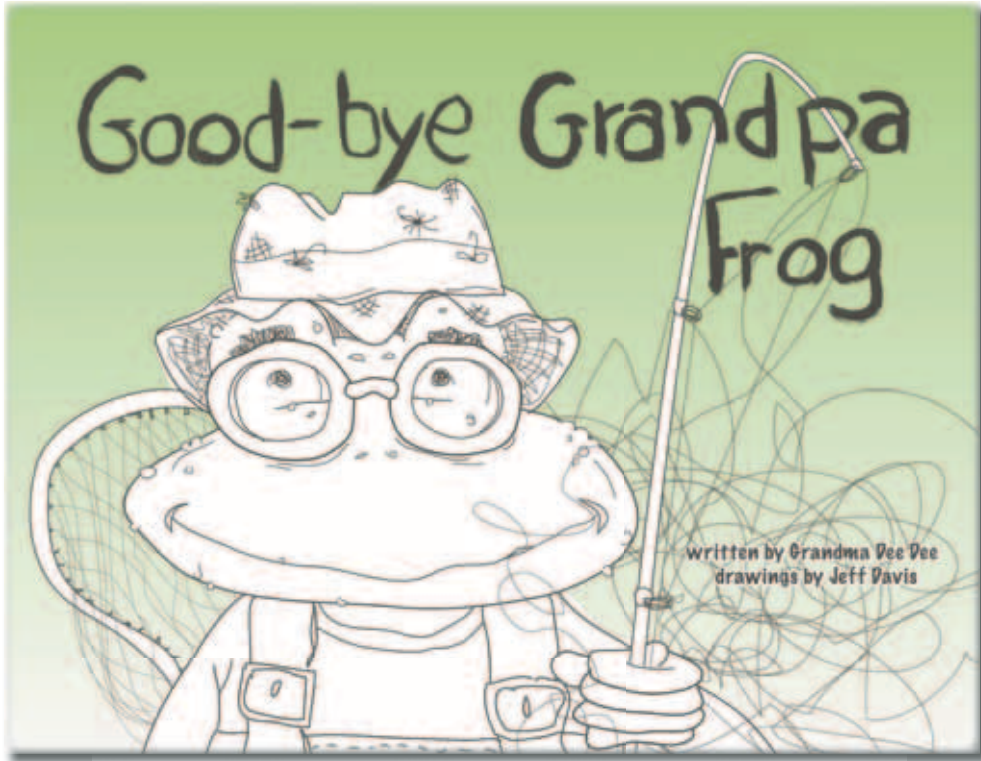


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## Frogs will Invade Bayou: Frog Stories to exhibit at NFDA



**CLARKSVILLE, IN—Doris Davis**, children's book author, (Grandma Dee Dee) will arrive in New Orleans for the NFDA convention this fall with 3,500 copies of her frog books containing over 70,000 frogs. **Frog Stories, Inc.** plans to provide sample packets of her books to as many funeral directors as time will allow.

Doris began her writing career in 2004 with a story to tell her grandchildren about her cancer. After sharing the story with them she placed it on the shelf with her collection of special books. Three years later in 2007 her husband Bob found the story and asked their son, a professional artist to include illustrations, and *Communicating Cancer To Children* became a book. Prestige Printing in Columbus Indiana took a personal interest in printing the books and several Coffee News publishers across the country ran a small ad "Mommy, what does cancer mean?" launching FrogStoriesInc.com into the market place.

One year later Doris wrote her second book, *Helping Children Through Grief*. This book took the frogs into funeral homes who requested a frog book

to help children understand funerals. *Good-Bye Grandpa Frog* hopped

forth to enter into the funeral experience with a child under age ten.

Ironically, it was Doris' cancer diagnoses that inspired her to write *The Lumpy Jumpy Grumpy Frog* series. Another diagnosis that occurred much earlier in her life was diabetes. This occurred during a time when "Sugar Free" options were limited and expensive. Out of necessity Doris began experimenting and creating sugar free recipes and has continued to do so since the 1960s.

Much like her frog story, the recipes required being discovered. This happened recently when Doris and her recipes were featured in a section of the *Louisville Courier Journal*. The article appeared the week prior to this year's *Funeral Directors Association of Kentucky* conven-

tion in Louisville. The theme for that convention was "Recipes for Success." The timing was perfect and the Davis's decided to offer the "Sugar Free" recipes to those attending the FDAK convention.

The response was so encouraging Doris is now sending via e-mail one complimentary recipe each quarter to her funeral home contacts and encourages the staff to print them to share with the families they serve. During the up-coming NFDA convention in New Orleans this fall, FrogStoriesInc.com will be in booth #158 offering complimentary copies of, *Helping Children Through Grief* and *Good-Bye Grandpa Frog*. Doris will also be extending the invitation

for attendees to sign on with their funeral home e-mail address to receive her sugar-free recipes. Those signing on for recipes at the convention qualify for five extra books per box.

The Davis family encourages funeral directors to e-mail requests to receive the quarterly sugar-free recipes by including the name of the funeral home they are associated with, along with the city and state. This service is provided without cost or obligation, and simply keeps their name out there for those who might have frogs in their future!

Please visit [www.frogstoriesinc.com](http://www.frogstoriesinc.com) to learn more. E-mail [books@frogstoriesinc.com](mailto:books@frogstoriesinc.com). Contact Doris at 812-283-1937 or visit booth #158.

## The Academy of Professional Funeral Service Practice

with Wilbert Funeral Services, Matthews International Corporation, American Funeral Financial, Kates-Boylston Publications, Nomis Publications and 1-800 Flowers invite you to breakfast and a seminar featuring Pat Schweibert, author of *Tear Soup*

### The Art of Sharing Tear Soup with Strangers



Pat Schwiebert will share that grief is universal and is also unique to the individual. She will answer the questions: How, then do we know what is best for those in the throes of grief? and Why does the stranger become familiar and family become strangers. It is good to know what grief really feels like so you'll understand more fully why the bereaved act the way they act, say what they say, and do what they do. From there we can better share others' tear soup and maybe even exchange recipes.

**You will not want to miss this event!**



**This seminar will be held October 12, 2010 at 7:30 a.m.**

at the New Orleans Marriott at the Convention Center, New Orleans, LA

**Admission is \$40** and includes CFSP Recognition, breakfast, seminar and a copy of *Tear Soup* to take home and share with others.

Please register at [www.apfsp.com/CFSPEvent2010.htm](http://www.apfsp.com/CFSPEvent2010.htm)

This event is sponsored by:



The Academy of Professional Funeral Service Practice promotes lifelong, voluntary learning and awards the Certified Funeral Service Practitioner (CFSP) designation. There will be a brief recognition at this event for APFSP members who have recently earned the CFSP designation. Attendance verification will be provided for 1 CEU approved by most state funeral director licensing boards (APFSP .1 CEU in Category B). Attendance is open to everyone, but NFDA International Convention & Expo registration will be required. For more information about the CFSP designation or this event, visit [www.apfsp.com](http://www.apfsp.com) or stop by Booth 1822.

### NFDA EXHIBIT HOURS

MONDAY, OCTOBER 11  
NOON-5PM

TUESDAY, OCTOBER 12  
NOON-5PM

WEDNESDAY, OCTOBER 13  
10AM-1PM

# Learn. Grow. Achieve.

## Regal Line exhibits at NFDA Convention and Expo

**CEDAR RAPIDS, IA—** Regal Line will exhibit funeral stationery products featuring world renowned artist *Alan Giana's* designs at the *National Funeral Directors Association's* (NFDA) 129th annual International Convention & Expo, October 10-13, in New Orleans, LA.

Attendees will have the opportunity to place their name in a drawing for a framed, signed limited edition artist print of Alan Giana's beautiful "Path in a Forest". Attendees can register to win at the Regal Line booth, #1461. The lucky winner of the artwork will be notified prior to the end of the NFDA Conference Wednesday, October 12.

Regal Line has been providing high quality stationery and accessory products to the funeral industry for over 97 years. Regal Line's extensive product line includes registry books, acknowledgements, service records and many ancillary products used by funeral directors during the service. Customers repeatedly list outstanding customer service and quality craftsmanship as key factors in why they choose to do business with Regal Line.

**Regal Line's** exclusive partnership with Alan Giana was established in 2002. Alan Giana's unique and vibrant style has made him one of today's most popular scenic artists.

Alan and his wife Pamela started their design company in the 1990s in Simsbury, CT. Alan's creations have appeared on book covers, magazines, children's games, music CDs, and have been published in several books and magazines showcasing the best in traditional airbrush and digital illustration.

Alan has received many awards, including the Pro-Comm Award of Excellence by the Business Marketing Association,



Alan Giana's "Path in a Forest"

the Premier Print Award by the Printing Industries of America, and the Oppenheim Toy Portfolio Best Toy Award. Alan's paintings have been displayed in numerous galleries and shows around the country, including The Delaware Art Museum.

Alan's love of nature and the sea have always been a big part of his life. His appreciation for the beauty that surrounds us, even in our own backyards, played an important part in his transition to creating the inspiring scenic artwork he is known for today. Alan's paintings of colorful paths, charming country hideaways, and tranquil coastal waterways, bring us to peaceful places.

For more information about Alan Giana and Regal Line products, please visit [www.RegalLine.com](http://www.RegalLine.com).

## Lima Commercial Coach to debut in New Orleans with The Transition



The new vehicle from Lima Commercial Coach, The Transition, is debuting at NFDA.



The rear compartment is large enough for oversized caskets and floral sprays.



**BEAVERDAM, OH—**Lima Commercial Coach has a surprise for you, it is big and beautiful! You will see the future in New Orleans at booth #125. At a time when your profitability is being challenged by cremations and outside influences, Lima Commercial Coach offers a funeral coach that is more functional and several thousand dollars less than competitive models.

Lima Commercial Coach is a new builder in the funeral coach market. Their coach, **The Transition** is stunning; it offers the largest dimensions in the industry, a full 50 inches between wheel wells with 40 inches of headroom. The rear compartment is big enough to carry

an oversized casket, lots of flowers and still has plenty of room for a floral spray.

The frame is not cut and stretched like other coaches; therefore, the gas and brake lines are not spliced. In addition, The Transition is rear wheel drive and available in four wheel drive. Most importantly, The Transition is priced thousands of dollars less than other coaches. It can be serviced by any GM dealer and is fully warranted by GM for 3 years or 36000 miles. The drive line is warranted by GM for 5 years or 100,000 miles, whichever comes first.

LCC is a new builder but by no means do they lack coach building experience. The president and CEO,

**Brad Smith**, worked for **Accubuilt** for over 14 years; his last title was Director of Operations. The V. P., **Mike Noble**, has 30 years of management experience in the funeral coach industry. He served as VP of sales for Accubuilt from 1985 to 2000. The team managers, **Art Bicknell**, **Rick Davis** and **Dennis Brummitt** have a combined 60 years of coach building experience in all phases of production with **Superior / S&S of Ohio** and Accubuilt.

For the dealer nearest to you call Brad Smith at 419-236-1726 or Mike Noble at 419-302-4927. For more information visit their website at: [www.limacommercialcoach.com](http://www.limacommercialcoach.com)

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



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

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

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



**Sunday, October 10**  
Lakewood Golf Club  
New Orleans, Louisiana  
[www.lakewoodgolf.com](http://www.lakewoodgolf.com)  
8:00 a.m. Scramble

Toss to Win at Booth 1028

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## ForeverLoved Charms introduces Jewelry Urns



ForeverLoved Jewelry Urns

**ST. LOUIS, MO—** ForeverLoved Charms brings new urns into the memorial market. Each jewelry urn is created in Sterling silver or 14kt yellow or white gold in two different sizes.

“One of the most important advances with our urns is that they are sealed completely,” said **Joel Ragan**, President of **BabyFaces.com, Inc.**, the parent company of ForeverLoved. “I took two years to design and test our urns so that the wearer has complete confidence by knowing that it is double-sealed.”

Ragan says the urns are sealed twice during the manufacturing process so the remains are doubly protected and the person can wear it always.

“First, we send a small silver vessel to the funeral home to place the ashes in. That is sealed at the funeral home by tapping in the top cap,” explained Ragan. “The funeral home sends us the vessel, which we seal with silver solder right away. Then the vessel is placed in the urn and it too is sealed by solder, using a technique that creates a permanent water tight bond.”

The urns are available in three shapes: oval, rectangular and heart-shaped. There are a wide variety of choices for the front and back of each urn. Either a 3-D face from a photograph or a fingerprint can be placed in the center. Two engraving options are included with each urn with up to six lines in block or script. A third option allows even more personalization.

“The third engraving option allows a handwritten message to be engraved on the back,” said Ragan. “This is something we wanted to offer so people could place special messages or some-

thing their loved one may have written.”

Ragan sees many possibilities for the urn in other areas of the funeral industry. “The pet cremation business is growing fast and I think our paw-print urn is just the thing to offer people who have lost their best friend,” he said. “We can place a paw or nose print on the front of the urns as well as a 3-D charm from a photo of the pet.”

Displays are available to funeral homes, free of charge currently as part of a promotional program from ForeverLoved.

“We felt that asking funeral homes to bring our new innovative product line to their clients was important enough to offer them the displays free,” said Ragan. “Each display comes with two actual Sterling silver 3-D charms and 80 brochures.”

Ragan said the best way to present his line is by requesting a free preview. “Our presentation program is very simple. When you (the funeral director) meet with a family, all we ask is that you introduce our product line by asking them to sign a photo release to have a free preview made of their loved one and show them a brochure,” he explained. “We will create the photo rendering within 48 hours and send it back to you to present to the family.”

Ragan says the preview approach works very well and the average family buys multiple charms or urns.

ForeverLoved is presenting their new expanded line in booth 641 at the 2010 *National Funeral Directors Association* convention in New Orleans, October 10-13. Call Ragan at 1-877-256-8331 to sign your funeral home up for the free display program or stop by the booth at the show.

## Zontec System added to SCI Mausoleum at Camellia Memorial Cemetery



Camellia Memorial with Zontec PA2500

**TAMPA, FL—** Zontec Ozone Inc. recently completed the sale of their unique PA2500 system, which eliminates mausoleum odors and controls crypt fly populations, to **Camellia Memorial Lawn Cemetery** in Sacramento, CA. General Manager **Larry Hill** facilitated the purchase for the cemetery, which is an SCI Property.

**Dean Gruber**, President of Zontec, said, “We have an outstanding record of success with our mausoleums all over North America, and when we add a new mausoleum I feel a great sense of satisfaction knowing that we are helping to present another mausoleum in the best light possible. Crypt flies diminish the integrity of the mausoleum, while our system builds up the integrity of the building, and that means more pre-need sales for our clients. Plus, no more hazardous chemicals and deodorizers, which means we are helping the environment. It’s a win, win, win situation.”

Zontec presently serves mausoleums and funeral homes throughout North America, and is a supplier member of the Catholic Cemetery Conference. Zontec is currently celebrating its 25th year in business. For more information about the Zontec™ system, to see testimonials from many satisfied customers, or to place an order, you may contact the company directly at their headquarters in Tampa at 813-936-9200. Visit [www.zontecsolution.com](http://www.zontecsolution.com), email [info@zontecozone.com](mailto:info@zontecozone.com), or visit Zontec at the NFDA Convention in New Orleans in Booth #1949.



## KEYNOTE SPEAKERS

**BROOKFIELD, WI—**The National Funeral Directors Association (NFDA) announced the keynote speakers for its 2010 International Convention & Expo, which will be held October 10-13 in New Orleans, LA.

**Opening General Session, October 11: “Manage Fear, Embrace Change and Lead Employees in an Uncertain Economy,” Phillip Van Hooser.**


Unstable economic news has become a consistent drumbeat. However, many economists are beginning to predict that the economic tide will soon turn. According to Phillip Van Hooser, while many businesses remain “hunkered down,” hoping to survive, the best positioned businesses have their heads up, surveying the horizon, preparing their people today to lead their businesses into economic recovery.


Drawing on his experience as a manager for Fortune 500 heavy-manufacturing and consumer products companies, Van Hooser knows the leadership methods that inspire employees to improve their performance and productivity. As a director of a locally-owned community bank, he understands the link between exceptional customer service and profitability. Van Hooser will help attendees recognize the four universal fears with which employees struggle during times of change and share an eight-step strategy for successfully managing change.

**Closing General Session, October 13: “Delivering World-class Customer Service,” Dennis Snow**

Customers have more choices than ever, and products and services are increasingly seen as commodities. According to former Walt Disney World Company executive Dennis Snow, differentiation is the key to attracting and retaining customers while driving bottom-line results.

Drawing on 20 years of experience working with the Walt Disney World Company, along with many years of consulting with organizations around the world, Snow will provide a how-to program for creating a service-driven culture. This session will provide convention attendees with strategic tools that can be used to raise the bar of service throughout their organization, resulting in “walk through fire” customer loyalty.





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## Let the Good Times Roll!



*Continued from Page A41*

Additional information about these opportunities, including registration information, can be found by visiting the NFDA Convention website, [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010), and clicking on the "Activities/Tours" link.

**Fais do-do and Pass a Good Time!** ("Put the kids to sleep and live it up!")

On October 10, with a Mardi Gras float, po-



lice escort, grand marshal and Motown Revelers, convention attendees will parade, in true New Orleans style, from the New Orleans Hilton Riverside to Generations Hall, site of the President-elect Party honoring **Patrick E. Lynch**. Once at Generations Hall, the home of New Orleans jazz, guests will enjoy a variety of New Orleans-style cuisine, sip cocktails from the cash bar and groove to the soul music of Detroit with local Motown Band, "E.L.S." Motown legend Martha Reeves will make a special appearance and sing a few of her hit songs. There is no charge for this event.

The All-Star Recognition Ceremony & Reception on October 11 will give attendees an opportunity to recognize their colleagues who strive for excellence every day. Receiving recognition at this event, which has become known as the "Academy Awards of funeral service," are: firms that have earned a 2010 *Pursuit of Excellence* Award; individuals who have earned a Certified Preplanning Consultant (CPC) or Certified Funeral Service Practitioner (CFSP) designation; **JoAnn Baldwin**, the 2010 NFDA Initiative Award winner; recipients of *The Cremation Association of North America's* (CANA) *Ginny Awards*; and those who have earned Crematory Operator Certification from CANA.

Joining the funeral service all-stars will be special guest speaker **Doug**

**CONTINUED ON PAGE A58**

## Destiny Casket introduces a Child Casket



**CUPERTINO, CA**— In order to meet demand from customers, **Destiny Casket** not only provides a full line of caskets, but now provides a Child Casket to funeral homes and distributors, as well.

For more information on the product lines of Destiny Casket please visit [www.destinycasket.com](http://www.destinycasket.com) or call 408-850-0082. Visit their booth #839 at the NFDA Convention in New Orleans.

## Unique Children's Book about a teardrop introduced at NFDA



**CHARLOTTE, NC**— **Sleep Tight Tonight**, a subsidiary of **Sleep Tree Publishing Company**, announces that it will release its fourth publication, *The Healing Tear*, at the *National Funeral Directors Association* in October. Dedicated to the innovation of Children's Literature, Sleep Tight To-

night is taking a bold step into a new landscape of opportunity.

*The Healing Tear* is the story of one teardrop in search of its face in the world. Although it is a children's book, it is a great bereavement book for any age. A child is affected as a result of almost every funeral, but

there are very few books in children's literature today that are available in explaining or dealing with death. "Funeral homes are in a unique position to provide a good impression in an unfortunate time," said author **Stephen C. Healy**. "The Healing Tear is the most memorable gift you can give a family at any price." Sleep Tight Tonight will be showcasing the book from booth 264 at the NFDA conference in New Orleans.

Since 2005, Sleep Tight Tonight has been producing truly unique literature for children ages 2-100. Since children are always coming of age, there is no other way to write. Learn more at [www.sleepight-tonight.com](http://www.sleepight-tonight.com).

# Trail Blazers



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# Love Ashes provides handmade Cremation Keepsake Jewelry

**LAKWOOD RANCH, FL—** At a time when cremation jewelry is becoming more widely available to clients in the funeral services industry, choosing which products to feature at your business may be overwhelming. But a hand-made, one-of-a-kind piece may be just the fit to honor the life of a deceased loved one, and **Love Ashes** pieces fit the bill.

Love Ashes fills a unique niche in cremation jewelry. Owner and artist **Silvia Engel** leads production from her studio in Florida, making each keepsake individually upon order. Every piece is its own creation, and no two are exactly alike. This is a refreshing option to the grieving, who want to remember the individuality of the life they have lost.

Engel founded Love Ashes in 2007, inspired by the loss of her own dear pet. Love Ashes memorials give clients across the country a special way to keep their deceased loved ones close at heart. These stunning creations will be featured at



Owner and artist Silvia Engel in her studio.

the Love Ashes booth #849 at the NFDA Convention in New Orleans, October 10-13, allowing attendees to see the rich colors and truly unique style of these memorials in person.

Engel's business integrates her passion as an artist with her goal to make a meaningful product for her clients. Her mission is to create keepsakes that are as vibrant as the lives they represent. Her unique approach and ability to create her own product lines, along with a very affordable price point, has made Love Ashes one of the



The Embrace pendant, available in seven colors.

most popular up-and-coming memorial companies in the country.

Expanding to a national client base in 2009, Love Ashes keepsakes are made individually using ashes of cremated loved ones.



Three Embrace memorial pendants.

Each piece is made of beautiful dichroic glass and includes ashes of the deceased, which are placed in the artwork and then kilned. The artwork is made into a pendant with the ashes visible from the back of the pendant, or hidden inside. The artwork can also be mounted and framed to create a hanging or tabletop memorial.

In 2010, Love Ashes has added a new line to its already popular Classic Line and Eternity Lines. The new Embrace Line has added to the variety of Engel's products, while allowing the deceased to be remembered with vibrancy and life – a gift to those who are grieving.

The Embrace Line features brilliant colors in a soft, circular shape. They are created by layering small strips of color to create a vibrant, warm look on each piece. The Embrace line is available in seven colors. Additionally, a multi-color piece is available that blends a rainbow of the seven colors into one memorial pendant.

Current Love Ashes business partners have been delighted to carry the new lines.

"Recently, our funeral home added Love Ashes products to our merchandise selection," said **Stephen Carpenter**, President of **Carpenter-Jenks Funeral Home & White Dove Crematory**, RI. "The response has been beyond our expectations. Families are thrilled with the beauty and vibrant colors of these memorials, saying the pendants are a beautiful personalized tribute to their loved ones, a great testimony to

the quality and workmanship of Love Ashes.

"Silvia Engel has created a fantastic pendant and an extremely easy ordering process with a quick response on all orders," Carpenter added. "Love Ashes products are a great addition to the memorial products that we offer - they sell themselves."

Love Ashes cremation jewelry and framed memorials are in high demand. Engel is known for her care and attention to detail in serving her clients, while also offering incredible customer service. Engel personally takes every order, assuring accuracy and a personal relationship with her clients.

"My clients cherish Love Ashes memorials because they are as stunning as the lives they represent," said Engel. "I have been privileged to work with hundreds of clients who have trusted me to create memorials for them and provide them with great comfort during a time of grief."

Funeral homes and crematoriums across the country can offer Love Ashes to their clients who choose cremation. Love Ashes current partners have found that featuring Love Ashes has been valuable in meeting the needs of their clients.

"I want people who are grieving to be able to wear their pendants and remember their loved ones with a smile," said Engel. "These pendants allow my clients to be comforted at a difficult time, in a beautiful way."

Please visit [www.loveashes.com](http://www.loveashes.com) or call 1-888-452-7278 for more information.

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## Connecting Directors launches CDSocial

ZANESVILLE, OH—Ryan Thogmartin, founder of **Connecting Directors** ([www.connectingdirectors.com](http://www.connectingdirectors.com)), is excited to be bringing full-blown social networking to the funeral industry, with the launch of **CDSocial** ([www.cdsocial.com](http://www.cdsocial.com)). “We’ve literally made history here; ours is the first industry-specific social networking site on the Internet,” and Ryan added, “it’s just one more example of my personal commitment to keep Connecting Directors on the leading edge of funeral service. There’s nothing like it out there, I guarantee it.”

Members can create informative profile pages, and easily upload photos or videos. “It really works just like Facebook,” shared Ryan, “you’ll be able to ‘friend’ others, and truly stay ‘connected’ with your peers and leaders in the industry. Honestly, it’s what I’ve been working toward since the very beginning.”

“Web sites evolve,” declared Ryan, “and we’re no exception. “The more I thought about it, the more I realized there needed to be some separation between the social media side of things, and the industry news side. With CDSocial, our companion site, Connecting Directors is living up to my original vision: an interactive space where funeral service professionals can stay both informed and connected.”

But, Ryan was clear that it’s more than that. “Our social networking site reflects my desire to educate members on using social media in promoting their businesses. Now they can come somewhere familiar to get used to this relatively-new platform. Members can learn how to do all the things they want to do in the wider world with Facebook, LinkedIn, and Twitter, and they can learn as they go – without pressure.”

It’s pretty obvious to many funeral home owners that social media offers a new way to promote their businesses. In a very recent **MLive.com** ([www.mlive.com](http://www.mlive.com)) article, Saginaw area funeral homes use Facebook, Twitter to connect with community, journalist **Lindsay Knake** wrote of the social media success of **Wakeman Funeral Home**. **Rodney Wakeman** said that he “wants to be where people are looking, and that’s on the computer,” shared Knake.

“He knows that social media is having a big impact for his firm,” shared Ryan. And this is something every funeral home or cremation provider can do. I want Connecting Directors to be a place for funeral

home owners and operators to learn the power of social media – first hand.”

If you’re one of those skeptics about the potential of social media, Ryan posted a copy of the **MLive.com** article on Connecting Directors ([www.connectingdirectors.com](http://www.connectingdirectors.com)) for your review. “I want members to learn by example – I know I can talk for hours, but when they read of another firm’s social media success, most funeral directors are persuaded to try it.”

“Log-in to your account to read the full article,” requested Ryan. “If you’re not a member, join. It’s free, and takes just a couple of minutes,” assured Ryan. “Then, come join CDSocial. You’ll get access to all our social networking features; to connect with others who are using social media, as well as those interested in learning how to harness the worldwide social media giants to promote their businesses.”



SOCIAL

“I want you to know, if you’re interested in Social Media Coaching, we’ve put together a great program just for funeral service professionals,” shared Ryan. “You can learn more about it, and sign up for one-on-one coaching, on the CDSocial site.”

Ryan wants everybody to be a part of the social media revolution in funeral service. “If you’re on Facebook, become a fan of the Connecting Directors page. If you’re looking to really get connected with others in funeral service, be sure to come join us at CDSocial. Just like Connecting Directors, it’s free. And it’s the place to be. Let’s get this social media ball rolling!”

Stop by Booth #339 at NFDA in New Orleans for more information.



## CONVENTION WORKSHOPS

**BROOKFIELD, WI**—Funeral professionals who attend *The National Funeral Directors Association’s* (NFDA) International Convention & Expo will benefit from more than 40 engaging and interactive educational workshops and seminars led by the most knowledgeable, creative and resourceful minds in the profession.

The convention features the widest variety of workshops anywhere, covering the issues that matter most: technical skills, cremation, business operations, profitability, green funerals, preneed, pet services, cemetery management and more. The NFDA Convention will be held October 10-13 in New Orleans.

**October 10, “The Embalmer’s Tool Kit,” Frank Walton, Tidewater Community College:** Embalmers are often tasked with restoring extremely difficult cases. During this session, attendees will discuss several embalming challenges and the chemical, sundry and simple household items that can be used to perform an expert job when time may be limited.

**October 10, “Advance Cremation Arranging,” William McQueen, Anderson-McQueen Funeral Home:** Although they have the same needs as your burial customer, cremation customers think they are different. They don’t want the traditional arrangements funeral directors have been using for generations to satisfy their burial clientele. Attendees will learn how to adjust their approach to arrangements to satisfy cremation customers. They will also gain insights and information about cremation customers that would ordinarily take decades to discover.

**October 10, “American Attitudes Toward Funerals: 2010 FAMILC Study”:** It’s been 15 years since the Funeral and Memorial Information Council (FAMILC) started tracking consumer attitudes toward memorialization and ritualization, and the 2010 study presents important discoveries. A panel of four funeral directors will present key findings about what families know about funeral service, with whom they prefer to plan, and generational shifts in expectations and satisfaction. Survey findings also address consumer attitudes toward cemeteries, cremation, preplanning and green funerals.

CONTINUED ON PAGE A56



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## CONVENTION WORKSHOPS *Continued from Page A55*

**October 11, "Guerrilla Tactics to Boost Profits, Enhance Your Brand and Send Your Competition Running Scared," Dan Heaman, funeral home consultant:** If attendees' firms are facing tougher competition or are in decline and in need of a turnaround, then they need creativity, flexibility and a willingness to change their approach, not only to win customers, but keep them forever. This workshop will teach funeral directors powerful and proven advertising, marketing and PR techniques to grab attention, win loyalty and help them succeed in their market.

**October 12, "Conversation Café: Educating Today's Families on the True Meaning and Value of Funeral Service," H. Joseph Joachim IV, FuneralOne; Lajos Szabo, Schoedinger Funeral & Cremation Services; and William McQueen, Anderson-McQueen Funeral Home:** "Conversation Cafés" allow participants to set the agenda and provide insights and advice to their colleagues. Funeral professionals must focus on giving client families what they want and need rather than what they think they want. In this session, explore some of the latest breakthrough solutions available to the profession and discuss funeral service's biggest challenge: educating families on the true meaning and value of funeral service.

An up-to-date workshop schedule can be obtained by visiting the NFDA Convention website, [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010), and clicking on the "Education" link at the top of the page.

## PRECONVENTION SEMINARS

Before the convention officially gets under way, NFDA will offer three preconvention seminars on October 9:

**"NFDA Certified Preplanning Consultant Seminar," Colleen Murphy Klein, NFDA;** seminar, October 9 from 8 a.m.-4:45 p.m.; exam, October 10 from 8:30-10:45 a.m.: Promote exceptional professional and ethical standards in the field of advance funeral planning by becoming a Certified Preplanning Consultant (CPC). In order to take part in this seminar, attendees must apply in advance and meet certain eligibility requirements. Upon acceptance, attendees will receive the CPC Standards Manual and will be responsible for studying the manual prior to the seminar and exam. Interested attendees should visit [www.nfda.org/cpc](http://www.nfda.org/cpc) or call 800-228-6332 for more information or to apply. Cost: \$395 for NFDA members and \$540 for non-members.

**"Cremation Association of North America (CANA) Crematory Operators Certification Program," Rick Thomas and Steven Schaal, Matthews Cremation Division,** 8 a.m.-4:30 p.m.: Understanding the intricacies of operating a crematory is not just for operators. With increased cremation-related litigation, owners and managers must understand procedures to ensure quality control and protect their firm. In addition to crematory operations, this certification program will explore cremation-related liability. Attendees will learn how the simplest mistake could end up costing their firm hundreds of thousands of dollars. For

more information about this program, call **Suanne Determan** at CANA, 312-673-5754. Cost: \$395 for NFDA and CANA members and \$495 for non-members.

**"Reconstructive Techniques for Facial Repair of Trauma," Vernie Fountain, Fountain National Academy,** 1:30-5:30 p.m.: Designed for embalmers, this seminar will identify specific techniques that can be used during the restoration of disfiguring facial trauma. It will include techniques such as the removal of wrinkles; reduction of facial swelling and discoloration; hypo injection of facial tissue; sealing and wrapping to stop leakage; surgical treatment to stop purge; and more. This seminar will focus on techniques to achieve open-casket viewing of difficult or traumatized cases. Cost: \$129 (\$169 after September 1).

Information about preconvention seminars can be obtained by visiting the NFDA Convention website, [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010), and clicking on the "Education" link at the top of the page. Complete information about the 2010 NFDA International Convention & Expo can be obtained by visiting [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010) or by calling the association at 800-228-6332.

Sponsors that have generously supported NFDA in 2010 are: **American Airlines Cargo, Aurora Casket Company, Batesville Casket Company, Directors Select Retirement Program, Doric, Federated Insurance, Funeral Call, Homesteaders Life, Hunter Warfield, JCPenney, Kodak, Louisiana Funeral Directors Association, Madelyn Company, Memorial Streams, Memories by Design, Messenger and Nomis Publications.**



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The other side of humor, while it can be caustic and rude, is that it also can be pure mental health. I had a professor in Boston once say that a good belly laugh was worth ten valium. I believe the good professor was correct.

Humor reduces stress, and this is clearly evident on funerals. I remember once a woman came running into the narthex of the church. The place was packed, and she saw me and came running over and in a loud voice said, "Do you have a car for the ball bearings?" I had no earthly idea what she was talking about. I asked her to repeat her question. She yelled in a loud excited voice "My son is one of the ball bearings, do you have a car to take him to the cemetery?" OK now I got it. Pall Bearers, were today on this particular funeral transformed into Ball Bearings. Everyone in hearing distance started to laugh, and finally the woman blurted out, "Oh my God, I mean the pall bearers car — good God what did I say?"

Here were people in grief, and out of the blue humor popped is head up, and people released their tension. So yes, while death and grief are serious sobering larger than life experiences, grief and humor are too and are related, and this relation can be and often is both useful and valid in expressing the natural human emotions which run high at such unique special times in life.

Looking closely at community rituals and practices one realizes quickly that there are many ways that people try to manage their anxiety about death — and usually some form of humorous acting out is a silent yet powerful companion on such activities. Let's take Halloween for instance.

I used to love Halloween when I was a child. I still love Halloween and relish staying home and handing out all the goodies to the goblins, witches, ninja warriors, and Star Wars people who ring my doorbell. Great fun and I get a great laugh out of the vampires, ghosts, and monsters.

The theme and history of Halloween, no matter how well it is disguised is unquestionably death. Interestingly on Halloween parents can without even knowing it act out their death anxieties in a socially accepted manner. They dress their children up in the symbols of death — skeleton suits, death masks, and ghostly dress. They send their children out into the dark of night, fully aware of the hazards, but willing to take that calculated risk (on a temporary basis) so as to have it all over with and then the little ones return back to normal, safe, secure ground in only a few hours. Once again the environment of risking death culminates hopefully in safe and secure ground, but still with the accompanying delusion present. The delusion of course is the reality of death is ever present because on the sobering serious side of life we all know that some little ones every year and at every Halloween never make it home from their night of trick or treats, some are poisoned, some are kidnapped, and some are murdered. Yet the risk is still taken, and to be sure it is a calculated risk on the parent's part, for unquestionably they are skirting death. It is a powerful silent symbolic death lesson whether people are aware of it consciously or not.

If a person were to stand back and take an rational,

clear objective look at the strange and bizarre behaviors that takes place on Halloween night, one would have difficulty making sense of it — unless that person sensed its deeper meaning, which many people do sense to be sure. All Soul's Day after all is one of the major events in the Christian Church calendar. I believe that when parents accept the events of Halloween and take the calculated risks involved they are probably in the end expressing their need for a symbolic, socially approved way of getting close, in possibly dealing with, albeit it temporarily their own particular form of death-anxiety.

Possibly the intensity and frenzy with which Halloween is prepared for, commercialized, and socially approved may be a clue to the degree of death-anxiety that parents and the community feel in this culture. Halloween has all the ingredients necessary for personal death awareness. Death symbols, risk taking, and possibly hopefully a safe return to the nest. It is like putting one's big toe in the deep end of the pool and safely pulling it out again. Yet once again even in this metaphor many people drown when they put their big toe in the deep end of the pool.

Certainly our behaviors at Halloween is lighthearted and humorous, but yet in the church calendar the holy drama of the death and resurrection of Jesus lacks humor, its function may well also be related in a big way to the emotional needs expressed in the sportive counterpart that occurs between Easter at one time, and the next Halloween. The theme of both is precisely the same: death.

While I personally do not like undertaker jokes (I have always been thin skinned and ultra sensitive, I

can dish it out but can't take it) I believe that when anybody confronts death honestly, whether it is in jest as in Halloween, or in all seriousness as in Easter, one may very well reduce the intense anxiety that surrounds the emotional hazard of personal death, personal grief, and personal dying.

I believe that in laughing we tend to reduce the magnitude of the perceived threat. I suspect the worst approach is to not laugh at death or take death seriously — but instead to be indifferent to the subject. That possibility and today's reality frightens me. Death illiterate, death indifferent people I believe can and do dangerous things, for if one is numb, desensitized, neutral, immune, and utterly indifferent to death I believe they will be the same to life, and they can possess the ability to mow down their school chums without giving much concern or awareness to the literal, rational and honest permanency of their actions for themselves and others. I have been told that cold blooded killers have a soul less look in their eyes. I have a suspicion that it is better for young people to use humor with each other than to kill each other.

Grief and death are sobering subjects. Sex is a sobering subject. Financial security is a sobering subject. Health



Todd Van Beck

CONTINUED ON PAGE A59

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## DST to display preparation room



Preparation room with the new filtration introduced by DST.

**INCLINE VILLAGE, NV—Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists, will exhibit at the NFDA Expo in New Orleans, October 10 – 13 in Booth 941. The focus of the company's display will be PrepArm, a ventilating product for localized air exhaustion.

Winner of the NFDA 2009 Innovation Award, DST is among five finalists in the 2010 competition with their entry of PrepArm. On line voting by funeral directors is available at [nfdabizexchange.org](http://nfdabizexchange.org), and closes September 17.

DST will introduce a new filtration program for air entering and leaving the general airstream of the preparation room. PrepAir, the company's exclusive OSHA compliant HVAC system, PrepArm and the air filtration pro-

gram combine to make DST a leader in supplying the industry with a complete package of protective ventilating systems.

A discount on Premier Source Design plan will be given to registrants who visit the booth. Those who don't make the show are invited to call DST for a discount. Additional action at the booth will be an ongoing video photo gallery of preparation rooms.

Founded in 1993 by **J. Stuart Todd** and later owned and operated by **Marjori and Duncan Todd**, the firm will participate in the NFDA Convention and Exposition for the eighteenth time. For further information, please call 877-832-6898, fax 775-832-6895, or email [info@dstlimited.com](mailto:info@dstlimited.com). For a thorough description of DST, visit [www.dstlimited.com](http://www.dstlimited.com).

**Gober of Matthews International.** While economic conditions and consumer preferences may change, a funeral directors role in helping people remember their loved ones never changes. Business difficulties aside, Gober believes that there has never been a better time

to be in funeral service. There is no charge to attend the All-Star Recognition Ceremony & Reception.

**The Funeral Directors Under 40: A Night on the Town** event, taking place on October 11, is sure to be an unforgettable night of fun in the French Quarter. Attendees will meet-up with other "Under-40s" for cocktails and appetizers in the New Orleans Hilton Riverside Presidential Suite. The group will then head over to the Bourbon Cowboy bar on legendary Bourbon Street. Revelers are also free to explore the many other unique watering holes on Bourbon Street. The ticket price of \$40 (\$65 after September 1) includes two drinks and appetizers in the Presidential Suite, beads, tax and gratuity (and aspirin).

A groovy flashback to the '60s awaits attendees at the Closing Celebration on October 13. Join NFDA President **William Wappner, CFSP**, and his wife, **Esther**, at Mardi Gras World to welcome the 2010-11 NFDA Executive Board. Step off the bus into the Mardi Gras Float Den, have a cocktail at the stately Grand Oaks Mansion and enjoy a delicious New Orleans-style meal. Following dinner, attendees will dance the night away to the number-one Beatles tribute show in the world, "1964." The ticket price of \$125 (\$150 after September 1) includes transportation, food, entertainment, tax and gratuity.

Attendees can find additional information about these events by visiting the NFDA Convention website, [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010), and clicking on the "Activities/Tours" link.

### Explore the Big Easy

The city of New Orleans – with world-renowned restaurants, nightlife, history and culture – is back and open for business. The authentic culture of New Orleans creates a dynamic experience that is vibrant and unlike that of any other American city. Attendees can experience the cultural riches of New Orleans through exclusive tours:

## LET THE GOOD TIMES ROLL!

*Continued from Page A53*



**Cemeteries of New Orleans:** Delve into the religious culture and spirit of Louisiana by visiting its most famous cemeteries. Admire great architecture, exquisite woodwork, stained glass and stone, and learn about the "cities of the dead."

### History, Highlights and Hope: New Orleans Post-Katrina:

New Orleans suffered greatly during Hurricane Katrina but is now rebuilding. Travel through the historic French Quarter, virtually untouched by the storm, to the 9<sup>th</sup> Ward and Lakeview, two neighborhoods devastated by Katrina. View the area's destruction and return via rebuilding projects such as native Harry Connick Jr.'s Musicians' Village and actor Brad Pitt's Make It Right project. View the sites of major levee breaches and the progress of their reconstruction.

### Ghosts, Scandals and Lafitte's Blacksmith Shop:

The dark and roguish history of the French Quarter is replete with stories of outlaws, voodoo queens, saints and sinners, including pirate Jean Lafitte, a warrior hero who helped defeat the British in the Battle of Orleans. Dubbed the oldest bar in America, Lafitte's haunted blacksmith shop was built before 1772. Tradition has it that while the Lafitte brothers operated this blacksmith shop as a legitimate business, it was really a front for their pirate enterprise.

### Cajun Swamp Tour:

Experience the beauty and serenity of Louisiana's scenic bayous and swamps on a flatboat ride into one of the wildest swamps and natural areas in North America. Flourishing with Cypress trees draped in Spanish moss, wild flowers and multitudes of indigenous aquatic plants, the swamp opens a path into the heart of Louisiana.

Additional information about these tours, including dates, prices and registration information can be found by visiting the NFDA Convention website, [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010), and clicking on the "Activities/Tours" link.

Complete information about all aspects of the 2010 NFDA International Convention & Expo can be obtained by visiting [www.nfda.org/neworleans2010](http://www.nfda.org/neworleans2010) or by calling the association at 800-228-6332.



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NFDA Booth #463

**Humor and Death (Part 2)**

*Continued from Page A57*  
 care is a sobering subject. These subjects are so sobering that if humor is not injected, if some light hearted comment is not made the reverse of healing and help will certainly occur. Fear will take over, and while this might be a great motivator, too much fear stops the human experience questing for personal peace and contentment in its tracks.

Jack Benny made fun about his being a miser and he was hilarious. He made the obsession with financial security look ridiculous, while all the time watching him I knew that being serious about financial security was important.

George Burns made sport of being old and having sex. He quipped once "Making love after you are 80 is like playing pool with a rope." Certainly intimacy is important, and it can be terribly sobering, but George Burns helped balance out the realities of aging with a quick joke, which I found really funny. However I told this joke at a seminar and was never asked back.

When the humor eventually comes my way about my job, my work, the endless undertaker jokes I try to understand, have a laugh, and not take it too seriously. Not too long ago a man came up to me and said "Todd do you know the definition of self-control?" I did not know the answer, so the man replied, "It is the undertaker trying to look sad at an \$80,000.00 funeral!" He laughed and laughed. I patted him on the back and said "That is a good one."

Emotionally, physically, spiritually and socially it is just possible that the humor people employ to face death and grief may be many times a useful and necessary device for reducing one's own anxieties to small size bites which are palpable and manageable. What I used to view of offensive and inappropriate is I believe, in context, quite valid and helpful.

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

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

**Cemeteries Aglow hosts Biggest Loser's Abby Rike at NFDA Convention**

MITCHELL, SD— Sherri Kayser of Cemeteries Aglow, Inc. would like to introduce you to motivational speaker Abby Rike at the NFDA Convention. Abby was a contestant on NBC's Season 8 Biggest Loser. She has shared her experiences since losing her husband, 5 year old daughter and 2 week old son in a tragic car accident with people throughout the United States. Through her journey she has learned about her strengths, weaknesses and how to face her fears. Her message of inspiration is one that many need to hear to face their own fears- whatever they may be.



(L to R) Sherri Kayser and Abby Rike.

Abby was the keynote speaker at Cemeteries Aglow's grief conference, *Comfortshare 2010*. If you are planning a grief conference to help your clients cope with their grief, Abby would be a phenomenal asset to your conference. Come to booth #463 on Tuesday of the NFDA convention and meet Abby in person. Otherwise, stop by the Cemeteries Aglow, Inc. booth and pick up Abby's brochure and check out the convention specials on the

Peace Light and Serenity Light.

Cemeteries Aglow, Inc. is a company founded by Diann Plamp through her family's personal journey of grief; losing their daughter, *Kimberly Kay*. A solar powered memorial light called the Peace Light was created in Kim's memory. The business has expanded to include monuments and memorial accessories. For more information on their story log onto [www.peacelight.com](http://www.peacelight.com).

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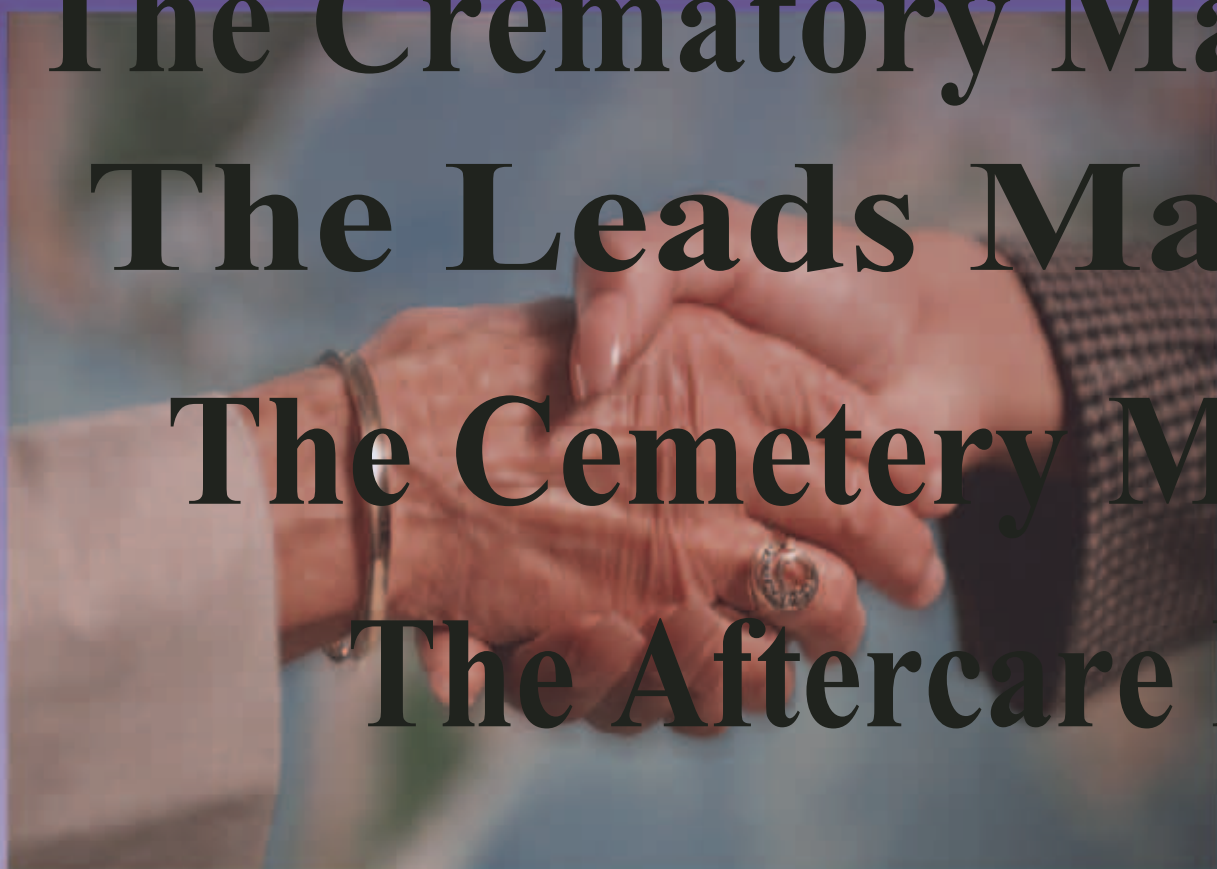
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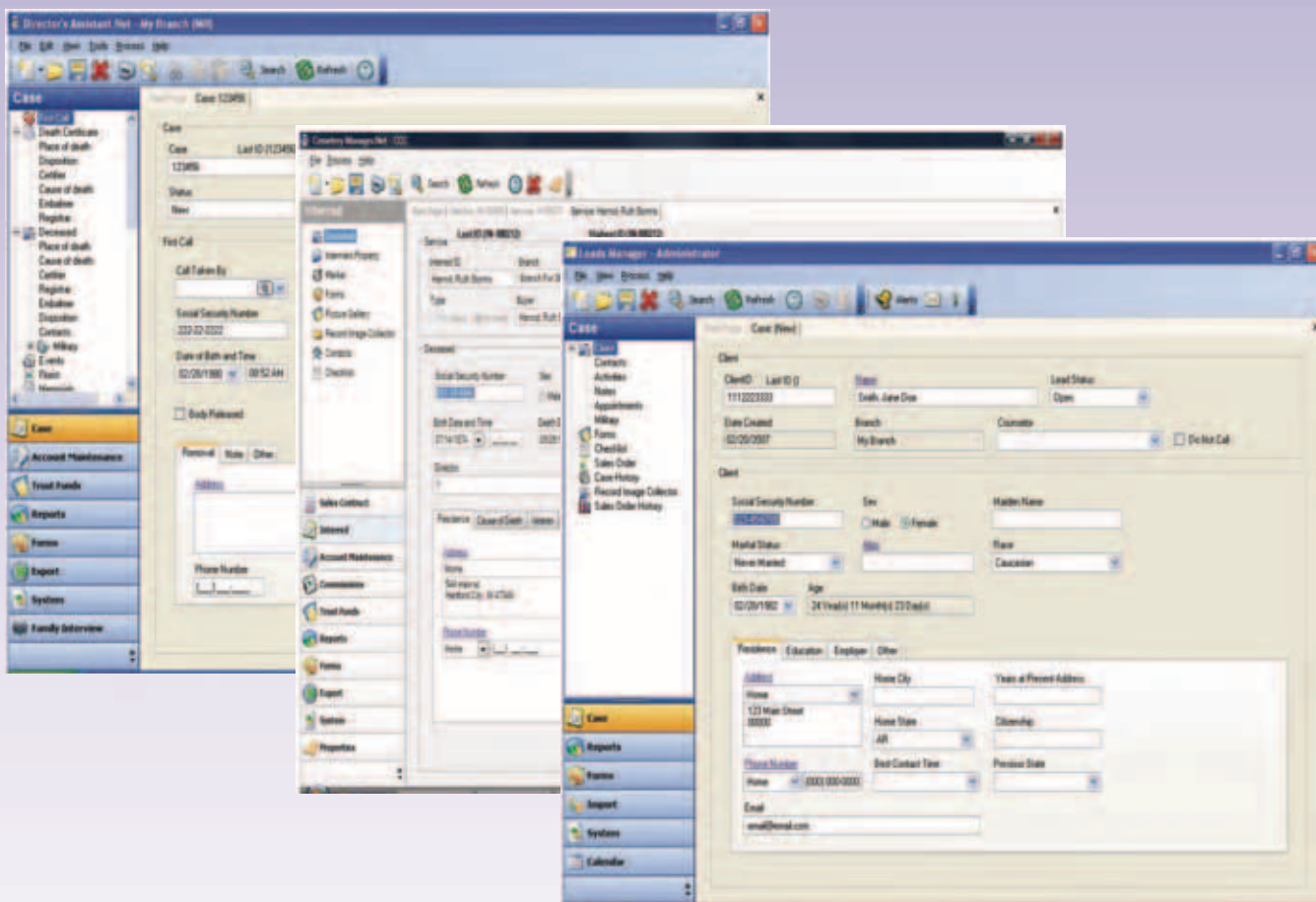


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