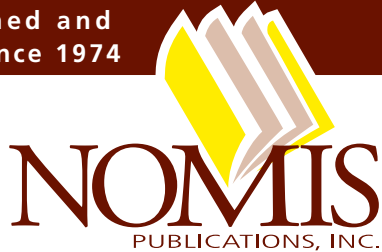


Family Owned and  
Operated Since 1974



# FUNERAL HOME & CEMETERY

# NEWS

SEPTEMBER  
2011

PO Box 5159 Youngstown OH 44514 1-800-321-7479 Online at [www.nomispublications.com](http://www.nomispublications.com)

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

## SEPTEMBER 11TH REMEMBERED *on 10 Year Anniversary*

**Veterans & Family Memorial  
Care sponsors Remember 9/11  
Patriot Walk** *See Page A6*

**Enea Family Funeral Homes  
honors the 10<sup>th</sup> Anniversary of  
September 11th** *See Page A20*

**Observations by Steven Palmer  
"Ten Years Later"** *See Page A12*

## Trexler Funeral Home, locally owned for over 150 Years



ALLENTOWN, PA— Trexler Funeral Home has remained a locally owned, independent business for over one hundred fifty years, and has provided over twenty-five thousand services. Ever mindful of the high standards of past generations, the Trexler Funeral Home family strives to ably continue their legacy of quality funeral service and exceptional reputation.

In 1860, Jonas Mink began what is known today as the Trexler Funeral Home. A cabinet maker by trade, Jonas began undertaking in **CONTINUED ON PAGE A14**

## LAST CHANCE TO PRE-ORDER YOUR

**2012  
FUNERAL  
HOME &  
CEMETERY  
DIRECTORY**

*See Page A44*



## Miller-Boles Funeral Home Celebrates 100 Years

SANFORD, NC— Miller-Boles Funeral Home, located at 1150 Fire Tower Rd. in Sanford, held a rededication and open house on Sunday, July 17, 2011 in honor of their firm's 100<sup>th</sup> anniversary. Guests were treated to homemade ice cream, bluegrass music, and horse drawn carriage rides, in addition to an extensive display of the funeral home's history.

Prior to the celebration, a **CONTINUED ON PAGE A2**



## Look For NFDA Exhibitors

*Highlights  
of Chicago  
Convention  
Coming Next  
Month*



## Shadel's Colonial Chapel in Lebanon, Missouri

LEBANON, MO— In 1957, T.J and DeLores Shadel founded the Colonial Funeral Chapel with the belief that the highest of standards and excellence in service could be paired with affordable prices. Their founder's slogan, "Dedicated to Excellence", remains



the passion and philosophy of current owners **Rusty and Marcia Shadel**.

They have recently completed a new facility, the most modern and spacious in Missouri, on North Highway 5 and Harris Lane.

# STOP BY BOOTH 648

Monday, October 24th

Receive your FREE signed copy of



## MOONLIGHT MEMOIRS

*and meet the author*

MAGGIE MEI LEWIS



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 ANTHONY HORNER



**Date of Birth:** 7/16/1970  
**Date Missing:** 2/4/1989  
**Age Missing:** 18 Yrs  
**Age Now:** 41 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 5'7"  
**Weight:** 155 lbs  
**Hair:** Lt. Brown  
**Eyes:** Blue

**Missing From:** Santa Rosa, CA

**Circumstances:** Anthony's photo is shown aged to 40 years. He may be frequenting soup kitchens and shelters. He has a tattoo of a peacock and a mushroom on his upper, left arm and a tattoo of an upside down cross on his right forearm. He has a small scar on his lower, right cheek. His nickname is Tony.

## Endangered Missing ALLYSON CORRALES



**Date of Birth:** 1/13/2005  
**Date Missing:** 3/5/2009

**Age Missing:** 4 Yrs  
**Age Now:** 6 Yrs  
**Sex:** Female  
**Race:** White  
**Height:** 3'8"  
**Weight:** 40 lbs  
**Hair:** Brown  
**Eyes:** Brown  
**Missing From:** Kansas City, MO

Age Progressed to 6 Yrs

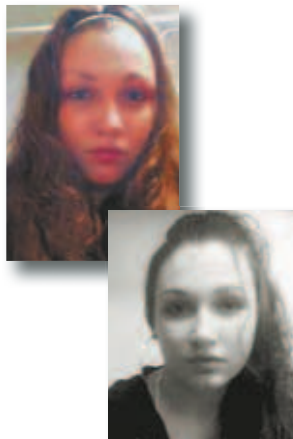
### Companion LUIS CORRALES



**DOB:** 9/7/1977  
**Sex:** Male  
**Race:** Hispanic  
**Height:** 5'5"  
**Weight:** 160 lbs  
**Hair:** Black  
**Eyes:** Brown

**Circumstances:** Allyson's photo is shown age-progressed to 6 years. She was last seen on March 6, 2009. Allyson may be in the company of her father, Luis Corrales. A felony warrant is on file for Luis. They may travel to El Salvador or Honduras. Allyson's date of birth is listed in NCIC as April 13, 2005. CAUTION IS ADVISED.

## Endangered Missing ASHLEY SUMMERS



**Date of Birth:** 6/16/1993  
**Date Missing:** 7/9/2007  
**Age Missing:** 14 Yrs  
**Age Now:** 18 Yrs  
**Sex:** Female  
**Race:** White  
**Height:** 5'5"  
**Weight:** 130 lbs  
**Hair:** Brown  
**Eyes:** Blue  
**Missing From:** Cleveland, OH

**Circumstances:** Both photos shown are of Ashley. She was last seen on July 9, 2007. Ashley has a tattoo of "Gene" and a heart on her right arm.

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

## Connecticut Funeral Directors Association responds to a Statement from the Department of Public Health

WETHERSFIELD, CT— Following the Connecticut Funeral Directors Association's meeting on August 5, 2012 with the Connecticut Department of Public Health and the leadership of the legislature's Public Health Committee, they were gratified to see a retraction from Commissioner Dr. Jewel Mullen to the August 1 announcement that funeral homes and funeral directors will no longer be licensed.

According to the DPH, "While DPH is streamlining processes and reallocating resources in response to budget cuts, it has no plans to stop licensing and inspecting funeral homes, funeral directors, or embalmers."

This decision is in the best interest of funeral directors statewide and the families they serve.

The DPH has assured the association that if they ever decide to go forward with any proposal in this area, they will first meet with the CFDA.

The Connecticut Funeral Directors Association is comprised of funeral directors at more than 220 funeral homes. It is committed to the promotion and advocacy of high ethical standards in funeral service. This includes the development and presentation of ongoing professional training opportunities for practitioners and educational programs for association members and the public. The Wethersfield-based association was founded in 1889.



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 ..... | B11 |
| Calendar of Events ..... | B2  |
| Association News .....   | A32 |
| Deaths .....             | A46 |
| Educational News .....   | A40 |
| Suppliers News .....     | B1  |

### COLUMNS:

|   |     |
|---|-----|
| A Proactive Approach to Advance Funeral Planning by Chris Kuhnen..... | A6  |
| Changing Lives Through Laughter by Nancy Weil .....                   | A8  |
| Memoires des choix des Jacque by Kate Frediani-Gorman .....           | A42 |
| Cremation Issues and Answers by Ron Salvatore.....                    | A22 |
| John A. Chew.....   | A24 |
| Legal Speak by Atty Harvey I Lapin.....                               | A10 |
| Let's Chat by Kristan Dean.....                                       | A20 |
| Observations by Steven Palmer .....                                   | A12 |
| OSHA Compliance by Gary Finch .....                                   | A14 |
| Protecting Your Families and Your Business by Jim Starks.....         | A18 |
| The Gift of Aftercare by Sherry Williams.....                         | A4  |

### NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 and Section B, which contains the Classified Advertising and consists of pages B1-B20. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

© 2011 by Nomis Publications, Inc.

ISSN 1944-1126

Funeral Home & Cemetery News Online at [www.nomispublications.com](http://www.nomispublications.com)

### ONLINE DIRECTORIES

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

[www.nomispublications.com](http://www.nomispublications.com)

## Miller-Boles Funeral Home Celebrates 100 Years

Continued from Front Page



Miller-Boles Staff at the Rededication



Miller Family at the Rededication with the Portrait of the Founders

new courtyard was added to the funeral home where a permanent marker, in honor of 100 years of service to Sanford and its surround-

ing communities, was later dedicated. Additionally, a canvas portrait of the original founders, A.K. Miller Sr., and Bob Miller was en-

shrined in the chapel entry. Members of the Miller family spoke and shared special memories before the firm's

CONTINUED ON PAGE A27

**NATURE CALENDAR**

*Sold exclusively to funeral homes and cemeteries*

Beautiful images by renowned American photographers.

**Magnificent color.**

Quotes from famous philosophers, writers and poets.

Entertaining. Insightful. Life affirming.

*Choice of Inspirational or Biblical version*



**CATHOLIC CALENDAR**

*Sold exclusively to funeral homes and cemeteries*

Glorious works of religious art.

Museum quality reproductions.

**Complete Catholic information.**

Holy Days. Feast Days.

Vestment colors (*in color*) and more.

*Also available in Spanish*



**BLACK HISTORY CALENDAR**

Vibrant works of art by Georgette Baker.

**Joyous. Soulful.**

Words of wisdom by famous black Americans.

Chock-full of **history** and **culture** facts.

Politics. Science. Music. Show business.

A wealth of entertaining information.



Calendar closed 11" x 8 3/4" • Calendar open 11" x 17 1/2"

Your information is at the *center* of these upscale

# Promotional Calendars

Only **99¢** each

Plus 15¢ each for shipping & handling

**Absolutely no other charges. Really.**

To find out more call: **800•413•4455**

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.

3 Stone House Road • Mendham, New Jersey 07945

The Judith Roth Studio Collection  
The world's highest quality promotional calendars

## 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](http://www.betacapitalcorp.com)**

**John Hudson - Marketing Director**

## Jewish funeral traditions honored at new state-of-the-art Chicago Jewish Funerals

SKOKIE, IL— After three years of planning and construction, **Chicago Jewish Funerals** opened its new chapel in Skokie. The 15,000 square foot facility, located at 8851 Skokie Boulevard, Skokie, held its first service on July 19.

“This is a very emotional moment for me,” said **David Jacobson**, founder of Chicago Jewish Funerals.

“In 1997, we opened Chicago Jewish Funerals on the premise that Jewish families in our community deserved a funeral service that respects the wishes of our families and never loses sight of the traditions of our people.”

Independently-owned, Chicago Jewish Funerals operates another chapel in Buffalo Grove and offers funeral planning at its Highland Park Resource Center.



New Chicago Jewish Funerals in Skokie, IL

“Opening this beautiful new chapel is an affirmation from our community. Season after season, people have come to us because they know we will be there for them when they need us most. And, we have always delivered on our promise,” said Jacobson. “I am humbled and honored to have their trust.”

The new building features two elegantly simple, light-filled chapels—one seats 250 people, and another seats 50 or can serve as overflow for the larger chapel. Each chapel is equipped with monitors and sound systems to accommodate multimedia presentations, photo montages and musical tributes.

The building design pays respect to two important Jewish funeral traditions: A *Mikva*, a place that offers families the opportunity to observe the ritual bathing of the deceased; and a *Kobain* building, a sacred space, separate from the main building, where those who honor the tradition of the *Kohanim*, may officiate or observe the service.

The handicap accessible building places all public spaces, chapels, arrangement rooms and casket selection rooms on the main floor. The building includes two private family rooms with separate entrances to the chapels; a private clergy study with its own bathroom; and a state-of-the-art security system that surrounds the building. The new chapel offers ample parking and is conveniently located near major expressways.

Hand-Crafted Quality  
24 Classic and Contemporary Styles  
**WoodMiller Urns**  
717.624.0997  
E-mail: [woodmillerurns@embarqmail.com](mailto:woodmillerurns@embarqmail.com)  
[www.woodmillerurns.com/wholesale\\_products.htm](http://www.woodmillerurns.com/wholesale_products.htm)

## SEND US YOUR NEWS!

**We welcome news of the industry.  
Send us information on your firm today!**

**PO Box 5159, Youngstown, OH 44514**

**Fax (800)321-9040**

**[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)**



## The Gift of Aftercare

By Sherry L. Williams

My heart has been heavy this month as I look back and remember that it has now been a year since my Father died. I share with you this story, my personal story because I want you to know how very meaningful and important a simple act of kindness from your firm can be.

On the anniversary date of my dad's death, I went to the cemetery to place a rose on his grave for my stepmother who was in Florida. I did this because it was something she had asked me to do, not because I wanted to. In fact, I remember my dad always saying do things for me now – let's create memories, don't wait to bring flowers to my grave. So, I had worked up enough courage to visit the grave and to leave this gesture of love for my dad's wife. It had been a difficult week filled with memories of the year before and how ill my dad had been. The thoughts of his illness and subsequent death seemed to permeate my brain without my even trying. In fact, I remember trying not to think about it, but the thoughts kept coming. I did my duty and remember feeling very empty when I left the cemetery.

When I arrived home and went through the daily mail, there it was, a glimmer of hope, a card from the cemetery that took care of my dad's funeral. It wasn't anything elaborate, it was a simple card that spoke to memories and joy shared but it filled such an empty void in my heart, particularly on this day. I remember feeling so pleased that someone beside me and my sister had remembered my dad. I remember feeling that his life mattered and someone remembered.

Now I have been preaching to all of you for over 27 years now about how important a simple note, phone call or card on the anniversary date of the death is but today, I experienced it. I cannot describe how meaningful that simple gesture was. There aren't words to describe the hope it aroused in my heart as I reflected on the past but looked forward to the future with all the memories I had of my dad. If this is something that you have considered but have never gotten around to, I encourage you to start looking for that card and set a date to start this process as a part of the services you extend to all of the families you serve.

If you can't afford the expense of a card, send a simple note on your stationery or make a phone call. You may think that people don't want to be reminded that their loved one died and you are right. They do want to be reminded that they lived and that they are remembered. You will not be creating sad memories for those you serve; you will be letting them know that the service you provided for their loved one was not just another service. You will be saying that their loved one mattered and so do they.

This simple gesture can build loyalty and respect for you and your firm in a way that you cannot measure in dollars and cents. So many times, as business people we get caught up in budgets and how much things cost and don't analyze the long term benefits of goodwill and respect for the client families you serve.

As we enter the beginnings of the holiday season, you might want to consider sending a holiday card, brochure or book about getting through holidays and special days without a loved one. This is a time that everyone who is grieving once again remembers how long it has been since their loved one died. This is a time that you can reach out with a simple gesture that will have long term benefits because it speaks highly of the kind of persons you and your staff are. It speaks to the fact that you don't just perform a service, but you reach out to those you serve to let them know that their well-being is im-

portant and that they are important to you.

When you think about budgets and money – for five dollars per family you can reach out with a card, a brochure, a letter or a book and do more to build the reputation and image of your firm than you can by spending thousands of dollars advertising on television, in the newspapers, church bulletins or support group newsletters. When you reach out to others in a personal way that touches their heart, you will be remembered and you can believe me. I have been telling everyone about my experience and how it touched me. As you can see, I am even telling you.

Don't be pennywise and pound foolish even in today's market, spend a few dollars and say you care. I can promise that it will come back to you in ways you never imagined possible. Reaching out to others always does more for you than it does for the recipient of your outreach. Take a chance, show you care.

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](mailto:sherry@newleaf-resources.com). Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at [www.newleaf-resources.com](http://www.newleaf-resources.com)

**MORTECH**  
MANUFACTURING INC  
**(800) 410-0100**

**EQUIPMENT  
PROUDLY  
MADE IN  
THE USA**

**MORTUARY  
FUNERAL  
HOME  
PRODUCTS**

**DISTRIBUTOR &  
MANUFACTURER**  
of Premium Mortuary Equipment  
Family Owned & Servicing the  
Industry for Over 25 Years

**Flush Embalming  
Station  
Model 1036-13**



**Stainless Steel  
Embalming  
Station  
Model 1036-9M**



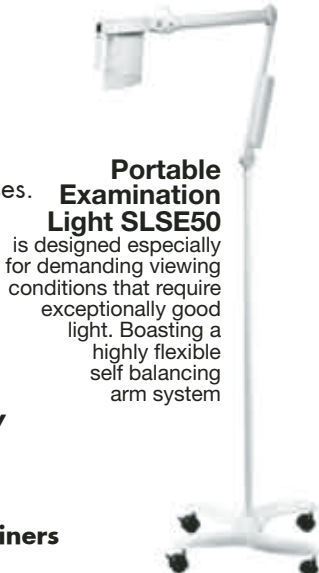
**FREE SHIPPING  
FOR THE  
1036-1 WATER  
CONTROL UNIT  
ONLINE PURCHASE ONLY\*  
use coupon # YB400**



**Two Body Roll-in  
Refrigerator  
Model 1036-R115**

**SPECIAL PRICING  
ECONOMY REFRIGERATOR  
1036-R114EC  
\$4,999.00**

- 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



**Portable  
Examination  
Light SLSE50**  
is designed especially for demanding viewing conditions that require exceptionally good light. Boasting a highly flexible self balancing arm system

**WE CARRY INSTRUMENTS-CALL US or GO ONLINE**

**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**



**Premium Gloves**  
S - XL 10 bx/case 100/bx  
Latex PF  
Textured .....\$76.00 case  
\$8.40 box

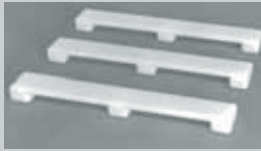


**Nitrile Powder-Free** \$120.00 case  
(Shown above) \$13.25 box

**Pall Bearer Gloves**  
Quality, Cuffed, White  
Small - XL  
**Only \$12.75 per dozen**



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



**Three Piece Sterilization Sets**  
Solid Pan, Perforated Pan & Cover  
20.75" x 12.75" x 4"H  
**Only \$79 each**  
12.75" x 10.375" x 4"H  
**Only \$45 each**



**Stainless Steel Hypodermic Needles**  
Luer Hubs with long lasting points

|   |   |
|---|---|
| <b>20 Gauge</b><br>1.5" long \$1.65 ea<br>2.5" long \$1.95 ea | <b>13 Gauge</b><br>4.5" long \$5.50 ea<br>8.0" long \$7.95 ea<br>10.0" long \$8.95 ea                       |
| <b>19 Gauge</b><br>3.0" long \$2.05 ea                        | <b>12 Gauge</b><br>3.0" long \$3.75 ea<br>4.0" long \$4.95 ea<br>5.0" long \$5.75 ea<br>6.0" long \$6.75 ea |



**Post-Mortem Thread**  
Cotton, White / Brown, 1 lb.  
**Only \$21.50 each**  
Polyester, White, 4 oz.  
**Only \$10.70 each**

**EVERYDAY  
MORTUARY  
PRODUCTS  
GET 10% OFF**  
online purchase only\*  
use coupon# YB402



**CALL FOR MORE DETAILS  
Need Stainless Steel Cabinetry**



**Model T3626HS  
Stainless Steel  
Body Tray**

**Model T3624  
Laminated Body  
Storage Board**

**Handles Most  
Cremation Containers**

**7011 PORTABLE  
CREMATION  
RACK...2, 3, 4,  
& 5 Tier Available**

**Model T3627  
Transfer Board**

**Embalming Table  
Model 600000  
Carrier w/Tray**



**CADAVER STORAGE RACKS**



**7002 Cantilever  
Storage Racks  
2, 3, 4, & 5  
Tier Capacities**

**Battery  
Operated  
Cadaver Lift  
Model M678**



**Hydraulic Embalming  
Carrier-Model 600025  
Carrier shown w/Model  
T3603 Tray**

**Email us at: info@mortechnmfg.com  
Call us at: (800) 410-0100  
FIND OVERSTOCK & INTERNET ONLY SPECIALS ONLINE AT:  
WWW.MORTECHMFG.COM**

**\*ALL FREE SHIPPING DISCOUNTS APPLY TO ORDERS  
SHIPPED WITHIN THE CONTINENTAL US ONLY  
• VALID FOR ONLINE PURCHASE ONLY •**

## Veterans History Project Interviews now Being Scheduled for War Veterans to Preserve their Stories

**PALM HARBOR, FL—** Curlew Hills Memory Gardens is inviting veterans to come in and share their story for the Veterans History Project. Veterans will be interviewed on video to record their firsthand account and memories of serving their country during wartime. Prior to the interview, a brief questionnaire to help prepare for the in-

terview will be provided. Any branch of the USA military from World War II through current conflicts is eligible to participate. From the "Greatest Generation" who fought in WWII to the young hero's of today, all are encouraged to participate in this important historical project. Curlew Hills Memory Gardens will send all recorded interviews collected

to the Library of Congress in Washington, DC for preservation. Imagine how valuable these personal stories will be for family members, historians, and students for generations to come. Created by the United States Congress, the mission of the Veterans History Project is to collect, preserve, and make accessible the personal accounts

of American war veterans so that future generations may hear directly from veterans and better understand the realities of war. Veterans who want to take part in this important historical project need to schedule an interview time at Curlew Hills Memory Gardens. Call 727-789-2000. The interview process takes approximately one hour.



Time may be only a moment so keep a memory

Necklace Urn Pendants

for an Everlasting Keepsake.

Urns hold a portion of the cremains.

Sterling Silver and Gold pieces in stock.



### CREMATION KEEPSAKES

ORDERS OR CATALOG:

[www.cremationkeepsakes.com](http://www.cremationkeepsakes.com)

[cremationkeepsakes@comcast.net](mailto:cremationkeepsakes@comcast.net)

877-303-3144

## AFFORDABLE ELEGANCE

### IN A TOUGH ECONOMY

These are tough economic times. And we are committed to doing our share by combining product, style, and service—with affordable pricing.

Now is the time to ask your funeral supplier about America's #1 urn line. Or call us today, and an **ELEGANTE** distributor will contact you.

QUALITY CAN BE AFFORDABLE.



*Elegante*  
BRASS COMPANY

800-252-7277  
[www.EleganteBrass.com](http://www.EleganteBrass.com)

## VFMC sponsors Remember 9/11 Patriot Walk

**SANIBEL, FL—** To commemorate the 10th Anniversary of 9/11 and Patriot Day, **Veterans & Family Memorial Care Providers** nationwide are sponsoring a *Remember 9/11 Memorial Patriot Walk* to honor those who lost their lives on that fateful day as well as the brave heroes who defend and protect our great nation. Nearly 1,000 family owned VFMC Provider funeral homes across all 50 states will participate in the event at 4:00pm on Sunday, September 11, 2011. The entire community is invited to take the one mile Patriot Walk which begins and ends on the lawn of the funeral home. Opening ceremonies will incorporate a flag ceremony performed by a local Veterans Service post or Boy Scout troop, the playing/singing of the National Anthem by a high school band or local talent and an opening address from a fire chief or police commander. Baked goods and refreshments will be supplied by local ladies auxiliary groups. VFMC provides the press release, newspaper ads, flyers, lawn banners and marketing materials to all of the VFMC Providers.

Throughout the year Veterans & Family Memorial Providers participate in the VFMC signature community outreach programs and strategic partnerships. They serve as a catalyst for their communities to honor and support our nation's heroes which include veterans and active duty military. These initiatives include: Christmas stockings for soldiers, operation sweaters for veterans, operation valentine and the annual VFMC Memorial day balloon release. In addition VFMC is a proud national sponsor and strategic partner of non-profits Cell Phones for Soldiers and Wreaths Across America.

To learn more about Veterans & Family Memorial Care visit: [www.VeteransHonored.com](http://www.VeteransHonored.com) or call toll free (866) 770-6791.



## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Why are Promotional Products Important to Funeral Homes?

By Ashley Baker

*I am often asked about the use and effectiveness of Promotional Products when it comes to funeral home and pre-need marketing. To address this topic, I have sought out the professional advice of Ms. Ashley Baker - Promotional Products Specialist for The Outlook Group, Inc. Ashley has been living and breathing promotional products for the last 2 years. She always seems to be able to locate "just the right item" at "just the right price" for our funeral home clients. She is a graduate of Wright State University with a Bachelor's degree in Marketing. Ashley can be reached by e-mailing: [abaker@theoutlookgroup.com](mailto:abaker@theoutlookgroup.com).*

"Without promotion something terrible happens... Nothing!"

—P.T. Barnum, 1810-1891, creator of The Greatest Show on Earth

Take a minute and consider this... Everyone uses pro-

motional items several times a day, just about every day of the year. Whether it's the pen you write with, a day planner, your favorite cup or coffee mug at the office or your favorite team cap, t-shirt or baseball cap; you are using a promotional product. An item with a logo on it is given as a gift every minute of every day of the year around the world. Why? Because promotional items are extremely powerful marketing tools that provide vibrant advertising and public relations solutions better than most anything else.

The relationship any funeral home has with their community, and the people in that community, is vital to its success. Funeral homes are a family choice, producing a multi-generational business. Promotional giveaways are welcoming gifts that introduce your home to theirs and say you care in a genuine and big way.

Promotional products are an infinite advertising mechanism, as well as, a thoughtful thank you. Promotional products have value to a recipient completely apart from their main function as an ad medium. Once a promotional product is handed out, it becomes a walking ad, allowing others to be exposed to the message or brand carried by the promotional product. The right promotional product lives a life, long past the time it was handed out.

An important feature of a promotional product is the flexibility it provides for the company. Promotional products often are associated with business development campaigns, goodwill gestures, community events, as well as, a nice way to say thank you.

The best promotional products are going to be ones that people use every day. Sticky pads, note pads, calendars, and pens tend to be the most effective promotional products for most businesses. People need them, use them daily, and they are quite inexpensive.

It can also be valuable to select products that relate more specifically to the death care profession. Some of those items include: calendars, paper fans, mints, tissue packets,

journals, shoe shine buffers, pens, mugs, cups, letter openers, rain bonnets, and flower seed packets. When branding these items, make sure your business name and/or logo is on them clearly along with your website. It is also important that the quality of the items matches the image your funeral home wishes to convey.

Distributing your promotional products in a shotgun manner (everybody gets one, regardless of whom they are or where they reside) is not necessarily the best use of your promotional products budget. However, getting the promo material to the right people who are more likely to utilize your services will increase your sales and can be a cost-effective part of your overall marketing and public relations campaign.

Thinking about these reasons makes it clear that promotional products are important for the funeral home. Do this and you will ensure that the products you select help to increase promotion for your business, ultimately generating more growth.

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](mailto:ckuhnen@theoutlookgroup.com).

# SOAR TO NEW HEIGHTS...

## With MKJ's Marketing Solutions



### THE 2011- 2012 MKJ SEMINAR SERIES

“The biggest thing that I have gotten out of the MKJ seminars is the ability to look at the things that I really need to do and they've given me the ideas on how to get started on those and better yet they've given me the ability...”

Joseph Pray  
Pray Funeral Home, Inc.

For more information call or visit us:

**MKJ**  
MKJ MARKETING

1-888-655-1566

www.mkjmarketing.com



2011-12 Seminars

Proud Sponsors:



#### OCTOBER 23, 2011

Before NFDA



HYATT REGENCY  
CHICAGO

“Competing with a Discounter or Becoming One”

#### MARCH 18, 2012

Before ICCFA



MANDALAY BAY  
RESORT & CASINO  
LAS VEGAS

“Cremation: Upgrading the Sale and Considering a Cremation Society”

#### FEBRUARY 13-16, 2012

Vail, Colorado



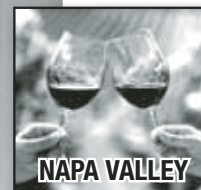
VAIL MOUNTAIN  
MARRIOTT RESORT

“Revitalizing your Brand and Niche Marketing”

#### SUMMER 2012

“Marketing in a New Economy”

- What Media Can You Afford?
- Remodeling vs. New Construction
- Case Studies on Competing with Discounters



NAPA VALLEY

- Social Media: How much of your marketing should go to it?

#### MARCH 5th & 6th, 2012

“Marketing in a New Economy”

- What Media Can You Afford?
- Remodeling vs. New Construction
- Case Studies on Competing with Discounters
- Social Media: How much of your marketing should go to it?

#### MARCH 7th & 8th, 2012



RITZ CARLTON  
HOTEL  
NAPLES, FL

“Pricing: How to Price for Today's Consumers, the Legal and Marketing Issues”

#### SUMMER 2012

“53 Secrets to Marketing on the Internet and to Boomers”

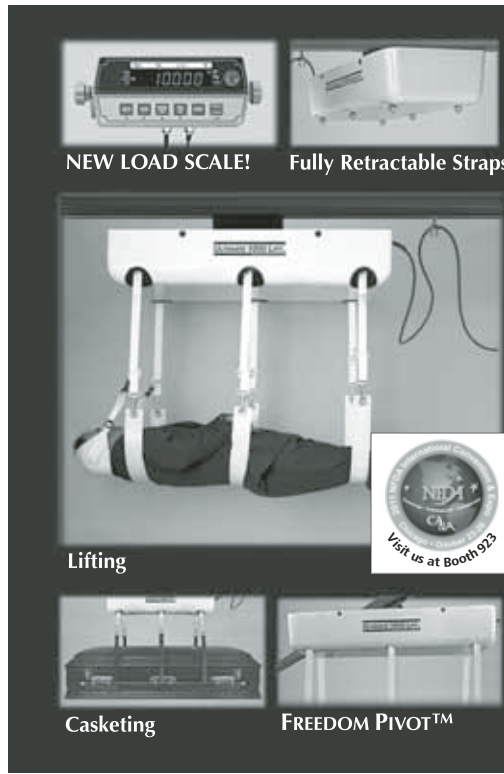
- Best Practices of PR Events



SAN FRANCISCO

- How to use Twitter, Facebook, LinkedIn and Websites from a marketing perspective

REGISTER EARLY & SAVE!



**THE ULTIMATE 1000™ LIFT  
ALL-IN-ONE LIFT SYSTEM**

NEW LOAD SCALE! Fully Retractable Straps

- NO TOOLS REQUIRED!
- Lifts caskets and remains.
- NO TIME WASTED FOR PARTS CHANGE-OUT.
- 1000 lb. lifting capacity.
- No Dangling Parts.
- ONE-PERSON operation!

**MORTUARY LIFT™  
COMPANY**

**1-800-628-8809**

WWW.MORTUARYLIFT.COM

Visit us at Booth 923

Lifting

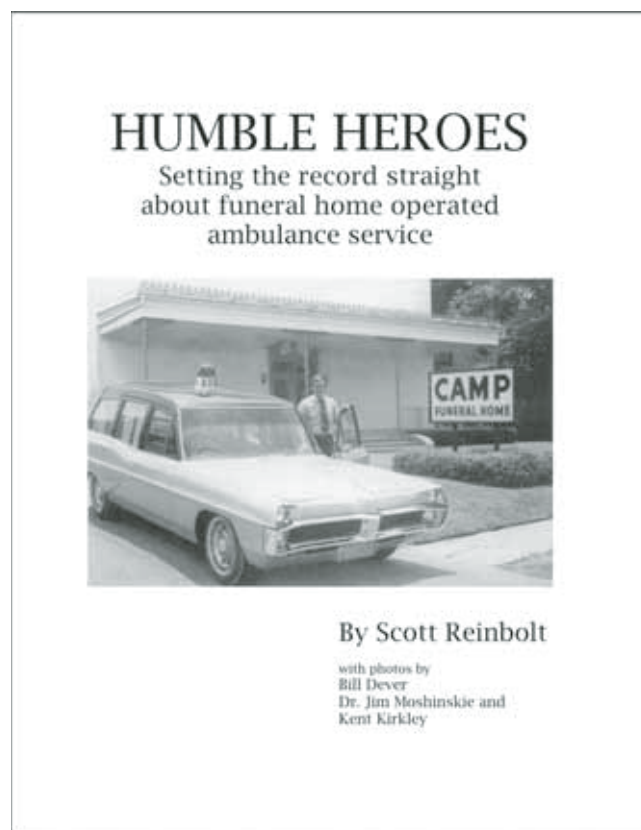
Casketing

FREEDOM PIVOT™

## Humble Heroes: Setting the Record Straight about Funeral Home Operated Ambulance Service

**BLANCHESTER, OH**— Perhaps no other topic in the mortuary field has produced so much criticism or been the subject of so much misinformation and “revisionist” history as mortuary ambulance service. Now a new book tries to set the record straight on this important piece of industry history.

The book is called *Humble Heroes*. **Scott Reinbolt**, of greater Cincinnati, spent years combing through newspaper archives to prepare a concise review of mortuary ambulance service as presented in local newspaper



**HUMBLE HEROES**  
Setting the record straight about funeral home operated ambulance service

By **Scott Reinbolt**

with photos by Bill Dever, Dr. Jim Moshinski and Kent Kirkley

accounts written during the 1960's and 1970's, a pivotal time of triumphs and challenges for this once vital service. Through a dozen chapters, the book addresses the equipment used, response times, finances, training, and federal regulations, as well as addressing the numerous reasons so many funeral homes dropped out of the ambulance business in the early 1970's.

*Humble Heroes*, described by those in the mortuary field as a “must have” for any funeral home, provides 40 softcover

pages of unbiased historical information as reported by non-industry sources. 30 black and white period photos of funeral home ambulances and their crews, at work at all times of the day and night, provide a window into history as seen by professional photographers *Bill Dever* and *Kent Kirkley*, as well as amateur photographer and mortician **Dr. Jim Moshinski**.

For more information contact Scott Reinbolt at PO Box 103, Blanchester, OH, or email [humbleheroes@inbox.com](mailto:humbleheroes@inbox.com).



**PREMIER**  
*Funeral Manufacturing LLC*

Equipment Built to Last  
Highest Quality  
Satisfaction Guaranteed

|   |  |   |   |
|---|--|---|---|
| <p><b>Cemetery Lowering Devices</b></p> <p>Reg. <del>\$2,235</del><br/><b>\$1,697</b></p> | <p><b>Multi-Level Stretchers</b><br/>450 LB CAPACITY</p> <p>Reg. <del>\$1,706</del><br/><b>\$1,327</b></p> | <p><b>Oversized Multi-Level Stretchers</b><br/>1000 LB CAPACITY</p> <p>Reg. <del>\$2,063</del><br/><b>\$1,637</b></p> | <p><b>Hydraulic Embalming Tables</b><br/>100% STAINLESS STEEL</p> <p>Reg. <del>\$2,397</del><br/><b>\$1,877</b></p> |
|---|--|---|---|

**Purchasers from South Florida Will Receive a Discount on Cremations**

Call for Details  
**561-602-3330**  
[www.premierfuneralmanufacturing.com](http://www.premierfuneralmanufacturing.com)



## Changing Lives Through Laughter

By Nancy Weil

### What working in Death Care taught me about Life

This is an industry that changes how we look at life. Each time we are with a family that is experiencing the loss of a loved one, it reminds us to examine how we are living our own life. Socrates wrote, “The unexamined life is not worth living.” He has a point. So I will access my inner philosopher and expound on the virtues of what I have learned about life from working in death care.

#### Enjoy a summer day

When the sun is shining and there is a warm breeze blowing, nature beckons us to come outside. This is not a time to sit at a desk or on the phone, instead go out and play. Soon enough winter will arrive with blowing snow and bitter winds (or for my readers in the South – soon, summer will arrive with blistering hot days and sticky, humid nights, so enjoy a winter's day.) I realize that there are days when we must actually work inside, but still take a little time each day to take a walk, putter in the garden or sit on the back patio with a nice, cool drink. There will always be rainy days for us to catch up on our laundry....

#### Dust will come and go, but laundry is forever

Chores are necessities of life, but usually there is something we would rather be doing. So we dust and tidy up the house and off we go to have some fun. Laundry, however, is another story. Rare is the day when the clothes are washed, folded, pressed and put away. It seems as soon as we finish one load, another batch of dirty clothes show up in the hamper. I threatened to put in my will a codicil to remind my family to check the washer for a load of mildewed clothes that they had yet to

discover (since they never do the laundry.) Yes, laundry is my life and I have accepted that it is one of those things that will never be entirely finished.

#### Always say “I love you”

Don't put off telling the people around you what they mean to you. Write a note to your spouse or children reminding them what a gift they are to you. Thank your employees or co-workers for being a part of your work day. Never assume that those who you love know it. Say it, say it again and say it one more time. We wake up believing that we are guaranteed today and we make plans for the future. If we know one thing from this business, it is this – that is an illusion. There is no guarantee of anything, except this moment so....

#### Savor each moment

Slow down enough to bask in the beauty of a day or listen carefully to the sound of children laughing. Notice what is going on around you and truly take it all in. Be grateful for those small moments that enrich our lives and realize that they will not last...

#### There is no storm that lasts forever

Just as good times do not last, neither will the challenging ones. When I am faced with a difficult situation this becomes my mantra for just as a storm arrives, it most certainly will also leave. That is not to say that it will not change things profoundly. Hurricanes and tornados come in quickly and leave in their wake destruction that may take years to repair. Landscapes are changed forever and so are lives, yet the storm is long gone. However, just as people rebuild their lives from storms, so too can we rebuild our lives and learn from almost any situation.

#### Balance the tears with the laughter

Nature always strives for balance. When tough times strike, we may cry to help us cope. These tears are cathartic and help rid our bodies of toxins and stress. The tears help us to heal. However, we also need to laugh for the exact same reasons. Laughter relieves our stress and helps us stay healthy. Laughter helps us to feel connected to one another and it just feels good. Kurt Vonnegut, Jr. puts it another way, “Laughter and tears are both responses to frustration and exhaustion. I myself prefer to laugh, since there is less cleaning up to do afterward.”

#### Stop worrying

We waste so many moments fretting over things that never actually occur. Our sleep is disturbed, our attitude is soured and our stomachs churn all because we allow our thoughts to travel into unwanted territory. Stop it. Stop it now. Stop it forever. If you cannot do anything about a situation, then let it go with a prayer. If there is something you can do, then

do it instead of worrying about the outcome. Worry is wasted time and energy and never produces a valuable result, but it does rob us of our present moment.

#### The question is not “are we going to die,” but did we truly live until we die?

We will all die. It took my grandmother 109 years, but even she eventually passed away. I have learned that what is important is living every moment fully. Learn new things, take vacations, walk in the woods, go on an adventure, make a new friend, volunteer your time – there are endless ways to enrich your life. However, there are some people who never embrace all that life can offer. They grow old and die years before their physical body leaves. To see an example of people truly living, watch the documentary *Young@Heart*. It is about a choir of people whose are between 73- 89 years young and sing heavy metal songs.

#### The meaning of life...

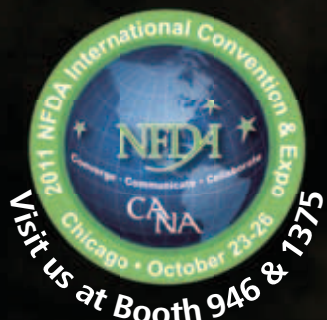
People spend their entire lives chasing dreams and trying to find their purpose. They want to leave a legacy and know that they have mattered. They want to know what “this” is all about – what is the meaning of life. Working in this industry, we can tell them that we know what truly matters because we hear it from the families we serve. They do not sit in our office and tell us of their loved one's bank account (or lack thereof) or about what gifts they received from them or the hours they spent at their jobs. No, they tell us about the time they spent with their loved one sharing moments- both special and mundane. Playing cards, watching TV, taking a drive, eating ice cream – time invested in one another. This is what they miss and can never have again. Learn from them for they know what is important and that is simply spending time with those you love.

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. Her new book, *If Stress Doesn't Kill You, Your Family Might*, is now available. Filled with tools that work to reduce stress, her book can be found through her website, [www.TheLaughAcademy.com](http://www.TheLaughAcademy.com)

You can contact Nancy at [nancyw@mountcalvarycemetery.com](mailto:nancyw@mountcalvarycemetery.com) or visit her website at [www.thelaughacademy.com](http://www.thelaughacademy.com).

# There Are Things Quieter Than Our Millennium Cremators.



Advanced Crematory Technology means our Millennium Series cremators are not only safe, clean, and fast, they are also so quiet you can hold a chapel service in the very next room.

**Crematory Manufacturing & Service, Inc.**

P.O. Box 371 • Tulsa, OK 74101 • 800-726-6120

Fax 918-446-1490 • [info@CrematoryManufacturing.com](mailto:info@CrematoryManufacturing.com)

[www.CrematoryManufacturing.com](http://www.CrematoryManufacturing.com)



**i remember urn**  
from EckCo Products

The I Remember Urn shipped in a boxed set of four, priced at  
**\$29.95 each\***

Your clients first select their preferred finish: sandstone, pearl, walnut or black marble – then personalize their urn with up to four treasured photos, celebrating their loved one's life.

**Herbert Walker**  
August 12, 1928 - September 15

They may also choose a military emblem and a nameplate in black on brushed gold or on brushed silver – with two lines of engraving: first line, 30 characters; second line, 38 characters.

Personalize the urn with up to four treasured photos (includes one photo holder), celebrating their life.

Through cremation and the preservation of ashes in an urn, families are observing a time-honored, centuries-old tradition. With the personalized I Remember Urn, your clients can pay tribute to their loved one's life in a unique new way while creating memories to last forever.

shown in sandstone with brushed gold nameplates

Visit us at Booth 613

p: 574.968.0679 f: 574.258.5813  
EckCoProducts.com • Mishawaka, IN 46545

## John Engleman inducted as New Rotary Lunch Club President

**MOORESTOWN, NJ**— This month, **John Engleman**, owner of **Lewis Funeral Home** in Moorestown, NJ was inducted as the new President of *The Rotary Club* of Moorestown. John has been a Rotarian since 1989 and served on several committees. "I consider Rotary to be one of the most important things I've done in my life," says Engleman. "Simply stated, feeling honored and privileged to serve this great organization would be an understatement... it was back in the summer 1995 when I was approached to join this club I never imagined that almost 16 years later I would be installed as Moorestown Rotary Clubs President."

John has well-rounded experience participating in community service, including Trustee of the Burlington County College Foundation Board, Past President of the *Burlington County Funeral Directors Association*, past board member of the *New Jersey State Funeral Directors Association*. He was a Board member of the Moorestown Emergency Squad, Trustee of the Moorestown Community House, and many other community memberships. "Part of the responsibility of being a good citizen is to raise your hand and volunteer to serve that community you call home," says Engleman. "It is my goal to get everyone involved this year whether you have been

a member of this club for one month or 50 years. It is my hope that with every members support and experience and our previous officers, directors and committee chairs we can improve on the things that worked in the past and try new things to keep this the Club going strong and to make this year a success."

Rotary International is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. In more than 160 countries worldwide, approximately 1.2 million Rotarians belong to more than 30,000 Rotary clubs. For more information, visit [Rotary.org](http://Rotary.org).



Past District Governor Kathy Hiltner with John Engleman

## SEND US YOUR NEWS!

We welcome news of the industry.

PO Box 5159, Youngstown, OH 44514

Fax (800)321-9040

press\_releases@nomispublications.com



## Legal Speak

By Atty. Harvey I. Lapin

### Disposition of Human Remains (Part 2)

Last month we reviewed the importance of a state having a comprehensive law dealing with the subject of the disposition of human remains. It was also indicated that recently courts in three different states issued opinions dealing with issues related to the disposition of human remains. The court decisions dealt with the laws of the states of Illinois, New York and Tennessee. The issues and decision in the Illinois case were reviewed in Part 1 of this column and the New York and Tennessee cases will be reviewed in this Part.

The title and citation for the New York case is *Mack v. Brown*, 919 N.Y.S. 2d 166, 82 A.D.3rd 133 (2011). The Supreme Court Appellate Division issued the opinion after reviewing a lower court decision on motions filed by the various parties involved. The dispute involved a messy but not unusual family situation. The decedent's remains were cremated pursuant to an authorization signed by the person claiming to be the wife, who provided a certificate of marriage and other evidence of her relationship to the funeral home and crematory. Subsequently, a person claiming to be the decedent's first wife and her children sued the person claiming to be the decedent's wife, the hospital, funeral home and the crematory on the basis the decedent never divorced her so the authorization by the person claiming to be the wife was not legal. The parties all filed motions for summary judgment and the lower court granted the hospital motion pursuant to a special provision of New York Law that limited liability of hospitals, but the court denied the motions of the funeral home and crematory. The crematory appealed that decision; on the basis it had no liability pursuant to a provision of New York Public Health Law §4201.

The Appellate Division Court reviewed and reversed the lower court's decision and held that the crematory and funeral home had no liability because they had complied with the requirements of New York Public Health Law §4201.

Interestingly, the court held that the funeral home had no liability even though the funeral home had not appealed the lower court's decision in the interest of judicial economy.

The basis for the reversal was that the New York Legislature had significantly revised Public Health Law §4201 dealing with Disposition of Human Remains in 2006, 2007 and 2009 basically incorporating similar provisions to the Illinois law discussed in Part 1 of this article into New York Law. The Court stated it was the clear intent of the statute to shield cemeteries, crematories and funeral homes from civil liability, so long as they reasonably relied in good faith upon the directions of persons with apparent authority to control the disposition of human remains, and obtain the documentation provided for in the law.

The title and citation for the Tennessee case is *Seals v. H & F, Inc.*, 301 S. W. 3rd 237, (Sup. Ct.2010). The Supreme Court of Tennessee issued its opinion in response to three questions from a Federal District Court requesting certification of the Tennessee law in a pending case. The first question related to the priority of persons to direct the disposition of a decedent's remains in Tennessee when the decedent left no instructions. The second question related to the application of a cremation law limitation of liability provision and the third question related to whether funeral home was covered by the cremation limited liability provision.

The Supreme Court did not have the record of the proceedings to review. According to the limited information provided by the Federal Court, the decedent's remains were cremated pursuant to an authorization signed by the decedent's minor son and his live-in girl friend. The decedent's wife and mother of the son sued the funeral home and crematory on the basis the cremation was not properly authorized.

The Tennessee Legislature had not adopted a General Disposition of Remains Act. The Supreme Court therefore had to review previous court decisions indicating what the "Common Law" was in Tennessee on the priority of persons who had the legal authority to direct the disposition of human remains. The Court also reviewed the Revised Uniform Anatomical Gift Act, probate laws dealing with intestate succession and the specific cremation law that had a safe harbor provision to limited liability.

The Supreme Court issued a 32-page opinion that includes an 11-page opinion of one Justice who dissented in part and concurred in part with the majority opinion. The majority of the Tennessee Supreme Court concluded that under Tennessee Law a parent would have a superior right to direct the disposition of a decedent's remains to a live-in girl friend and a minor. The court indicated in its opinion that a crematory might be reckless to rely on the instructions of a minor heir. The court also concluded that the safe harbor provision in the cremation law only applied to operators of a crematory facility and the funeral home did not qualify. It is probable that based on this opinion the Federal Court may determine that the funeral home and

crematory both have liability. Industry members in Tennessee hopefully will respond to this opinion by recommending corrective legislation including a general disposition of remains act similar to the ones adopted in Illinois and New York.

As was stated in the first part of this article, "All of these decisions involve cremation of the human remains and authorization questions. Two of the decisions involve interpretation of specific disposition of remains laws that were enacted recently to clarify the confusion over the authority for disposition in those states. The third case deals with a state without a specific law that required the Supreme Court of that state to deal with the common law and legislation dealing with cremation. Hopefully, these decisions will cause industry members in states without specific statutory provisions to consider requesting state legislatures to enact laws."

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 is also associated with Florida-based law firm Sachs, Sax & Caplan, leading the firm's Funeral, Cemetery and Cremation Practice Group.

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 resolved 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. Ten issues on different topics are published on an annual basis.

**Special Announcement:** Future Issues of the *Cemetery & Funeral Business and Legal Guide* are now available in an electronic PDF version. The Subscription price will be \$99.00 per year. CB special introductory rate of \$75.00 to readers of *Funeral Home & Cemetery News* is being extended until September 15, 2011. Readers that wish to subscribe at the special introductory rate should indicate they read this offer and send a check in the amount of \$75.00 payable to CB Legal Publishing Corporation along with the name of the subscribing individual and the email address to be used.

# Setting a higher standard.



## Digital Video Tributes :

Instantly create stunning world-class DVD tributes, on-demand videos or digital playback memorials during visitation and services at a level you and your families have never seen or experienced before.

It's fun, simple and easy to use and allows for exceptional opportunities because you no longer need to be at the mercy of "pay-per-use" or credit programs. The new DVT program comes completely integrated in the new FrontRunner WebSuite and IMS solutions and utilizes our "one-entry" logic saving time, money and finally placing you in control of your DVD Tribute program.



To learn more contact us at 1-866-748-3625 or online at [FronrunnerProfessional.com](http://FronrunnerProfessional.com)



# BLUE MOUND GRAPHICS, INC.

# Uplifting

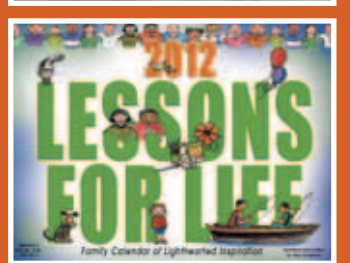
## CALENDARS



Reserve your  
**2012** advertising  
calendars now!

[www.bluemoundcalendars.com](http://www.bluemoundcalendars.com)

Blue Mound Graphics, Inc. | 326 N. 76th Street, Milwaukee, WI 53213-3534 | 800.334.6052



ENGLISH | SPANISH | ITALIAN | POLISH

**MADE IN THE USA**



## Observations

By Steven Palmer

### Ten Years Later

"We owe it to these people to bring them home and bury them, to give those people some comfort."

Rosealeen Tallen, who lost a brother, Sean, in the attack.

Fathers and Mothers  
Sisters and Brothers  
Husbands and Wives

They all lost their lives  
In America

At the hands of the devil  
Dirt meets the shovel  
As we bury the dead

— "Official 9/11 Song of Freedom" by Gary Gray

On September 11, 2001, 2,996 deaths took place. This included 19 hijackers and 2,977 victims. 246 were on the four planes. 2,606 were in the World Trade Center towers or on the ground. 125 victims perished in the Pentagon, 55 were military, 70 civilians. The average age of all the victims was 40. The youngest was 2, the oldest 82.

As of May 2011, the New York Medical Examiner's office had identified 1,630 of the victims. Only one victim's identification has been made since 2009. The DNA process had been pretty much halted since 2005. DNA tests had been performed on all available remains and retested as new testing was developed.

Diane Horning is co-founder of World Trade Center Families for Proper Burial and mother of Matthew Horning, a 26 year

old technology analyst, who perished in the north tower.

A statement on the group's website states their purpose: "In order to alert the public to a gross indignity being committed against those killed on September 11, 2001, our advocacy group "WTC Families for Proper Burial, Inc." has been established. The group includes 9/11 family members, friends, and concerned citizens from across the United States and abroad. We seek to inform the general public of the injustice of leaving the ashen remains of those killed at the WTC in a garbage dump, the Fresh Kills landfill in Staten Island. The City of New York has taken the position that the ashen remains should not be removed from the landfill. Thank You, Diane and Kurt Horning, Arthur and Arlene Russo, Co-Founders and Board Members of the WTC Families for Proper Burial."

She has assured families that the identification process will continue when warranted.

"The Medical Examiner's office will be keeping all records and will contact families should technology enable more identifications in the future," Horning told families in an email.

A \$16 million cut to the medical examiner's office would force a layoff of 27 percent of the staff. The identification process would obviously be severely curtailed. Many families are urging funding for the DNA process.

Sally Regenhard, an active voice for families of 9/11 victims and who lost her son Christian says the cuts may be an opportunity for a new group to take over the process. We're throwing good money at a bad agency (M.E.'s office). This is the time to revisit it. Regenhard recommends the Joint Prisoners of War, Missing in Action Accounting Command, which identifies soldiers missing in action.

The other dilemma that further anguishes families of the unidentified is where to store the remains. There are more than 21,800 remains, bone and bone fragments. A plan was developed to store them in the 9/11 Memorial and Museum currently under construction. A room has been designed seven stories below ground behind a wall with the inscription "No day shall erase you from the memory of time" (from Virgil's Aeneid). They would not be viewable by the public but would be retrievable for further testing.

Some families feel this would not be a place of honor. Sally Regenhard has stated "We would never agree to dishonor his (her late son Christian's) remains by putting them in the basement of a museum".

The museum has stated that the families would have access to a private room near the remains.

Other suggestions have included an above ground tomb of the Unknown Soldier type of repository.

Whatever final decision is made still leaves a gaping wound for the families of the unidentified.

Monica Iken wrote an essay for the *New York Daily News*. "The day after the twin towers fell, I boarded the train from my Riverdale home to Bellevue Hospital in Manhattan to hand over my husband's toothbrush and comb."

Her husband Michael was at work on the 84th floor on September 11.

"As days folded into weeks without his remains identified, I redirected my grief into creating a fitting tribute for 9/11 victims and founded September's Mission. But when the efforts to rebuild the World Trade Center site sped up, I panicked. What if Michael was still there, his remains waiting to be found?"

"Most days, I hang onto to the belief that his remains have already been collected and will be housed in the new memorial. And maybe one day, the forensic experts testing those fragments will say, "This is Michael Patrick Iken."

"So we encourage everybody to engage in some acts of good deeds this 10th anniversary, when we hope this will be the largest day of service in the nation's history."

—Jay Winuck, who lost a brother on 9/11, on NPR promoting 911dayofservice.com

Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. He has been 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 [steve@westcottfuneralhome.com](mailto:steve@westcottfuneralhome.com) or through his website at [www.westcottfuneralhome.com](http://www.westcottfuneralhome.com) or on Facebook.

# Need a Loan?



## Loan sourcing now available through Johnson Consulting Group

SBA, Real Estate and Cash flow loans available to funeral businesses considering refinancing and acquisitions.

Contact Jake Johnson at 888-250-7747  
or email to [jjohnson@johnsonconsulting.com](mailto:jjohnson@johnsonconsulting.com)



*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](http://www.JohnsonConsulting.com)

**"A Total Solutions Company"**

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

# Trexler Funeral Home, locally owned for over 150 Years

Continued from Front Page

the old Mink home south of the present city limits of Allentown. Jonas was an accomplished coffin maker, one whom people sought out at time of death for his quality workmanship and deep consideration of the family's feelings.

When Jonas Mink died, his widow, **Caroline Wien and Mink** continued the business with the help of a nephew, **Jacob G. Sterner**. In 1873, Jacob moved to 116 South Eighth Street where he continued cabinet making and undertaking. He assumed full control of the business in 1884.

In 1904 **Oliver S. Rabenold**, nephew-in-law of Jacob G. Sterner and father of **Arline Rabenold Trexler** entered the business. Born in South Whitehall Township, Lehigh County, Oliver rose from a simple job as blacksmith's helper to a position of prominence in the mortuary profession in Pennsylvania. A courteous Christian gentleman, Oliver S. Rabenold, found in the field of funeral service an outlet for his deep, sincere love for his fellowmen. He assumed full control of the business in 1915 and during the next 25 years devoted his life to the profession.

It was during his lifetime that factory-made caskets replaced home-made coffins, modern embalming became prevalent and funeral directing became a profession requiring scientific education. Seeing the need for training in the newly evolving profession, Mr. Rabenold, attended the *Barnes School of Embalming* in Boston and became one of the first school-trained and licensed funeral directors in Pennsylvania.

In 1927, **Theodore T. Trexler**, a graduate of the *Eckels College of Mortuary Science*, joined the firm, followed one year later by Mr. Rabenold's daughter, **Arline S. Rabenold** a graduate of the *Cincinnati College of Embalming*. They took over management of the firm when Mr. Rabenold died in 1939.

**DeForrest L. Trexler**, a graduate of the *Eckels College*



Carl F. Schmoyer, Jr.



Carl F. Schmoyer, III



of *Mortuary Science*, joined his family in the Trexler Funeral Home in 1958.

In the late 1960's, **Carl F. Schmoyer, Jr.** served his apprenticeship under his father's close friend and classmate, Theodore Trexler. Carl assisted the Trexler's until 1978 when Mr. and Mrs. Trexler retired and became Director's Emeriti. Carl Schmoyer purchased the business and operated the Trexler Funeral Home with the same mindfulness of high standards that set his own family's funeral home apart.

**Schmoyer Funeral Home**, a locally owned, non-franchise business, has provided considerate and consistent service, a wide variety of merchandise, and outstanding facilities and equipment for over one hundred twenty-five years.

Schmoyer Funeral Home was founded in 1879 at its present location by **Daniel Schmoyer**, a carriage maker by trade who continued to manufacture horse drawn vehicles until his death in 1903.

In the early 1900's, **Clinton L. A. Schmoyer**, Daniel's son, became a partner in the firm. He graduated from *Kutztown University* and the *Renouard School of Embalming* in New York City. Active in banking and insurance businesses, as well as civic, fraternal, and service organizations, Clinton's career spanned seven decades until his death in 1971 at age 93.

**Carl F. Schmoyer, Sr.** joined his father, Clinton, as a licensed funeral director in 1931 after graduating from *Muhlenberg College* and the *Renouard School of Embalming* in New York. He taught school and was principal of the Fogelsville Consolidated School during the Great Depression, and was active in area organizations until his untimely death in 1968.

Carl F. Schmoyer, Jr. graduated from *Gettysburg College* in 1967 and thereafter the *American Academy-McAlister Institute of Funeral Service* in New York City in 1968. He served his resident internship with Theodore and Arline Rabenold Trexler and received his license in 1971. He purchased the Trexler firm in 1978.

CONTINUED ON PAGE A16

**Cherokee Child Caskets**

**Infant Removal Bag**

- Blue, Green or Burgundy Canvas
- Includes a removable polystyrene tray
- Interior of bag lined with Pro-Tec Nylon
- Includes two fleece receiving blankets

www.cherokeechildcaskets.com 800-535-8667

**Precious Memories Keepsakes**™

**Fingerprint Keepsakes in Gold and Silver Because Simple is Better**

**Our Pricing is Fixed You Do Not Have to Call for Pricing**

All Prices Include Engraving, Shipping, Cremation, Velvet Customer Boxes, Pendants, Color Brochures with Retail Prices for your Families

We Use **Genuine Birthstones** Proudly Crafted In The USA Contact us for more information or a FREE Display Kit!

**Precious Memories Keepsakes**™  
1-800-774-0306  
www.pmkeepsakes.com  
Email: pmkeepsakes@aol.com

Precious Memories has no affiliation with Meadow Hill, Inc. (Thumbsies)



## OSHA Compliance

By Gary Finch

### Poor Economy Cripples Regulatory Agenda

The extent that a country can enact safety, environmental and other regulations is dependent upon the wealth of its society. A country can enact a universal speed limit, but unless they have the money to hire police to enforce it, then it is counter-productive. It causes the public to lose respect for the governing authority.

Regulatory professionals refer to it as having "Cadillac policies on a Chevrolet budget." That is the best way I know of to explain what is happening in Washington right now. There is a better chance of having a snow storm in a heat wave than there is of getting congress to enact new regulations. The politicians realize that regulations are a job killer. Meanwhile, Obama appointees at OSHA and other agencies continue to draft new rules for Congress to consider. Hello!

The House of Representatives is no longer content to stop new regulations. A committee in the lower chamber recently passed "The Protecting Jobs from Government Interference Act (HR 2587)". The purpose of the bill is to prohibit the National Labor Relations Board from ordering any employer to relocate, shut down, or transfer a business under any circumstance. The NLRB is the agency that ruled that Boeing could not relocate a new plant in South Carolina, since South Carolina is a right to work state. The same agency is investigating Delta Airlines because their employees chose not to join the union. They voted this way three times. They

voted this way because Delta workers make more than their union counter-parts at other airlines. Hello!

In virtually every agency, from MSHA to the EPA and FDA and those in between, academics are drafting new regulations. They are intended to lessen the rights of the employer and transfer rights to the union, employee, or consumer. In ordinary times, some of it would eventually pass. Some of it might even be good. The problem is that what the politicians know, what you know, and what I know is not what the academics know. They don't have a clue. Hello!

The latest OSHA bill to come before congress was an effort to put more teeth into OSHA and MSHA enforcement. In the proposal, OSHA inspectors would be authorized to shut down operations and force employers to make changes to their workplace in response to alleged hazards identified in the inspection. Yet for each day the employer takes to put the required changes into effect, the company would be fined \$7000 and at the same time, not have the ability to appeal the decision of the inspector. The proposal throws due process to the winds. Hello!

As I stated in the intro, proposing and passing regulations that cannot be enforced is counter-productive. That's what I think. Good bye.

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.

# 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 complements 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](mailto:customerservice@stakmore.com)

**STAKMORE** • 30 Elm Street • Owego, NY 13827

# VERMONT CHAPEL EQUIPMENT

*Elegant, Affordable, Custom-Crafted Devotional Furnishings*

**800.937.3071**

*Please feel free to call us with any questions*

**vermontchapelequipment.com**

New Pieces



Serving the funeral industry since 1989



*Why settle for less than the quality and elegance of custom-crafted solid hardwood furniture for your funeral home? Each piece is hand made and finished to your custom specifications in our family owned woodworking shop. Choose from our catalog, match your existing collection or have something designed just for you! We take pride in our unparalleled attention to detail, personalized customer service and affordable prices.*

*Thanks for your consideration,*

*Juli & Geoff Dixon, owners*

Any Kneeler Reupholstered – 3 Day Turnaround  
Call Vermont Chapel Equipment  
**800.937.3071**

New Construction/Renovation  
Call Vermont Chapel Equipment  
**800.937.3071**

572 Route 140, Tinmouth, Vermont, 05773

## Beach Funeral and Cremation Services purchases New Hearse



**VIRGINIA BEACH, VA**— Pictured are **Kevin Sanderlin** and **Barbara Jones**, owners of the **Beach Funeral and Cremation Services** taking delivery of their new model Federal Large Oval window Hearse and Raised Roof Six Door Limousine. Delivery was made by **Bill McKeithan** representing **Crain Sales** of Albemarle, NC.

Beach Funeral Services, Inc. was officially established in January 2005. **Barbara Jones** joined the staff as a partner and office manager and later that year **Kevin Sanderlin** bought into the business. In March of 2006, the property of the funeral home was purchased by **Sanderlin Holding, LLC**. The fully renovated Beach Funeral and Cremation Services, Inc. facility is the only full-service, minority-owned funeral establishment in the city of Virginia Beach.

Beach Funeral Home and Cremation Services purchased a new model Federal large Oval window Hearse and Raised Roof Six Door Limousine.

# Canvas Art Portraits

## IN TIME FOR THE SERVICE



Portrait Print of loved one

Offer your families beautiful canvas reproductions of a favorite photograph – delivered in time for the memorial service!

For a unique remembrance, families may select our Art Photo Collages which artistically combine a loved one's photograph with compelling art that coordinates with Messenger Stationery Products.

These too are available in time for the service!



See Us At Booths  
**563 - 581 - 1222**

Follow Us on  
Twitter.com/messengerllc

Find Us on  
Facebook.com/messengerstationery

To learn more, please visit

**www.messengerstationery.com**

**800-827-5151**

**MESSENGER**  
Promo Code: 8131

## Trexler Funeral Home, locally owned for over 150 Years

*Continued from Page A14*

**Carl F. Schmoyer III** joined his father in the operation of both funeral businesses in 1990. A graduate of the funeral service program at *Northampton County College*, he is active in community and church organizations in western Lehigh County.

The Schmoyer family has just celebrated the 27th anniversary of their Independence Day Fireworks Spectacular. This celebration has been presented by Carl Schmoyer, III (who is also a professional licensed pyrotechnician) in the local park for 8 years, with the previous years' shows held on their property. The computer choreographed production is synchronized to music and different every year. The beginning of the show is always opened by a local citizen singing the national anthem and Carl III reading over the sound system the names of the 56 signers of the Declaration of Independence with a brief patriotic dissertation. Production starts in November of the previous year for the elaborate 35 minute show, which has become a local highlight to celebrate our nation's freedom.

# The Heritage Club supports Parents of Murdered Children Conference

**BROOKFIELD, WI**— The Heritage Club, a charitable group founded in 1978 by past presidents of the National Funeral Directors Association, was pleased to sponsor the appearance of nationally-recognized grief expert **Darcie D. Sims, Ph.D., CHT, CT, GMS**, at the 25<sup>th</sup> annual National Parents of Murdered Children (POMC) Conference on August 4-7 in Milwaukee, WI

“Grieving the death of a child is difficult for any parent,” said **R. Doggett Whitaker Jr.**, president of The Heritage Club. “That pain is especially great for parents who have lost a child to a violent act. We were pleased to support POMC’s effort to comfort grieving parents by sponsoring Darcie’s appearance at their national conference.”

POMC is the only national self-help organization dedicated solely to the aftermath and prevention of murder. POMC makes a difference through ongoing emotional support, education, prevention, advocacy and awareness.

POMC was founded in 1978 by **Charlotte and Bob Hullinger** in Cincin-

nati, OH, following the murder of their daughter, **Lisa. Fr. Ken Czillinger**, a Catholic priest active in leading support groups for the bereaved, directed the Hullingers to others whose children had been murdered. What was once a small group is now a national organization with more than 100 chapters throughout the United States and abroad.

Sims is a grief management specialist, a nationally certified thanatologist, a certified pastoral bereavement specialist, and a licensed psychotherapist and hypnotherapist. She is the author of several books and textbooks. Sims is president and co-founder of **GRIEF, Inc.** a grief consulting business, and the director of the *American Grief Academy* in Seattle, WA.

The Heritage Club is dedicated to securing a positive and progressive future for the funeral service profession. The group has contributed in the past to mortuary science student scholarships, studies on grief and bereavement, and recently to the National Museum of Funeral History’s display on the funeral of Pope John Paul XXIII and other popes.

Last Rodeo Casket Co. offers the ultimate in handcrafted Western and Southwest solid wood caskets. Made from solid American Alder wood, hand-forged custom hardware, and hand-tooled leather and fringe. Last Rodeo Caskets are individually built and handcrafted. Although we do offer a running line of caskets, each one is unique.

# LAST RODEO CASKET CO.

By **El Paso SADDLEBLANKET**  
EL PASO, TEXAS

Compare Our Prices and Save

## Lady of the West

Wholesale: \$1695.00



## Southwest Design Cremation Urns

Please call for sizes and pricing.

## Cattle King

Wholesale: \$1695.00

## Bound for Glory

Wholesale: \$1895.00

Free Wholesale Catalog!  
**1-800-351-7847**

**www.LastRodeoCaskets.com**

www.ElPasoSaddleblanket.com • www.CasaZiaSaddlery.com • www.epsBAUCTION.com  
www.MontanaBootsUSA.com • www.SaddleblanketHomeCollection.com • www.SaddleblanketRanch.com

**SOUTHLAND MEDICAL CORPORATION**  
800-959-9160

Proudly Serving Our Customers  
**20**  
For Years!

Come See Us At  
**NFDA**  
Booth #1291

## September Specials

Prices Good Through October 20, 2011  
For Promo Pricing - Reference YB911

### ~2011 NFDA New Product Finalist~

#### SAFETYSEAL® GEL APPLICATOR



- unique polymer gel blocks fluid leakage from base of throat, nose and ears
- can be used in emergency situations before viewing if needed
- typical applicator has enough to treat the nose and ears with 1 application
- excellent for gun-shot wounds and problematic cases where nothing will stop a leak

New Item!

6/pk \$218.00 pk

#### SMC ANKLE SHOE COVERS & HIGH TOP BOOTS

- impervious fabric, skid resistant soles
- fits up to men’s sz 13

shoe covers 100 pr/cs \$87.00 cs  
high top boots 50 pr/cs \$106.25 cs

That’s a 15% savings!



#### CRACKERS & CANDIES

Crackers & Peanut Butter, Chocolate Pastels, Peppermints, Buttermints, Starlight Fruits, and Jelly Belly® Twists™ are just a few of the new items we’re offering to help save you time... get your supplies here!

Volume Discounts Available ~  
Buy 5 Cases of One Item  
and Receive Discounted Pricing!

#### FIRSTCALL™ COT COVER

- brushed poly fabric, lined with polyurethane for easy cleaning
- 10" x 12" Velcro closure document pouch
- fits standard cots in 2 sizes:  
regular - 20" x 76" x 14"  
XL - 24" x 76" x 20"



New Item!

- available in navy blue, burgundy, and hunter green, with or without elastic at ends
- |  |             |
|--|-------------|
| regular 20" x 76" x 14", without elastic | \$148.00 ea |
| regular 20" x 76" x 14", with elastic    | \$159.00 ea |
| XL 24" x 76" x 20", without elastic      | \$207.00 ea |
| XL 24" x 76" x 20", with elastic         | \$218.00 ea |

#### MAGNA ULTRA TUFF FIRSTCALL™ POUCH

- full pouch design with openings for webbing attachment to the cot
- full length HD Nylon Zipper Closure with Dual Zipper Pulls
- made of Magna Ultra Tuff heavy duty, stain resistant, nylon fabric
- outer pouch fabric is coated with polyurethane making it moisture resistant
- pouch has 420 Denier nylon inner liner to further enhance durability
- features document pouch with Velcro closure to protect paperwork
- designed to fit standard mortuary cots in 2 sizes:  
regular - 24" x 74" x 14"; XL - 26" x 76" x 14"
- available in navy blue, burgundy, black, smoke, and green



New Item!

|                         |             |
|-------------------------|-------------|
| regular 24" x 74" x 14" | \$280.00 ea |
| XL 26" x 76" x 14"      | \$327.00 ea |

#### 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.



\$3470.00 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.



\$1771.00 ea

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 • Hair & Beauty • Funeral Service • Soaps & Disinfectants • Instruments • First Call  
• Coroner & Donor Service • Ferno® Mortuary Products • Church & Chapel • Funeral Stationery  
• Mortuary Equipment • Crematory & Memorial Urns • NEW~Housekeeping & Breakroom... and a whole lot more!  
Every effort has been made to keep our ad error free. We reserve the right to correct any errors that may occur.



## "My families love Thumbies keepsakes and truth be told, I do too!"

Meadow Hill fingerprint keepsakes pay back two ways.

First, they have a remarkable effect on families. When I take the finished pieces to their house, they think I'm the greatest. In reality, I'm just helping them create this remembrance of their loved one. Their emotional response makes me feel really good about my job.

The second payback is the revenue stream I'm developing by selling Thumbies. Not huge dollars, but a consistent and growing stream. That makes me feel even better!"

*Thumbies... The first name in keepsake jewelry*

Add Thumbies to your keepsake center.

Call **877.848.6243** to receive your free start-up kit

Meadow Hill CORPORATION

See us at Booths 823 and 833 for NFDA & CANA

## Funeral Divas Membership Grows to over 400 Members

PHILADELPHIA, PA— Launched in October of 2010, **Funeral Divas** membership has grown to over 400 members. With 16 local chapters in Alabama, California, Florida, Georgia, Illinois, Indiana, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Virginia and Washington. The Funeral Divas Social Group has been featured in over 30 magazines, newspapers, blogs, TV stations and websites.

Funeral Diva membership is free and continues to grow while celebrating all women in funeral service. The Funeral Diva social group offers much needed sources of inspiration and encouragement for women in the industry.

A Funeral Diva is a strong, confident and successful woman who works in the funeral service industry.

She is a woman who supports all women in funeral service. Simply put, the Funeral Diva loves her career in funeral service. Funeral Divas' purpose is to encourage and uplift every woman in funeral service with annual retreats, meetings, continuing education, e-newsletters, Funeral Diva Mentorship Program and so much more.

**Eternal Enterprises, Inc.** is the parent company of Funeral Divas, *Funerals Today* Magazine, the Helping Hurting Hearts Network and *First Generation Funeral Directors Association*. Funeral Divas was founded by **Muncerah N. Warner**, funeral director and owner of the **Warner Funeral Home** in Philadelphia, PA. To join Funeral Divas or purchase products please visit [www.FuneralDivas.com](http://www.FuneralDivas.com), [www.Facebook.com/FuneralDivas](http://www.Facebook.com/FuneralDivas) or email [FuneralDivas@EternalEnterprisesInc.com](mailto:FuneralDivas@EternalEnterprisesInc.com).

**SEND Us YOUR NEWS!**



PO Box 5159, Youngstown, OH 44514  
Fax (800)321-9040  
[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)



## Protecting Your Families and Business

By Jim Starks, CFuE, CCrE

### Protecting your Families and your Business: Reducing Trip and Fall Accidents

What is the most frequent kind of injury in the business world? This would be trip and fall accidents; they affect your staff, clients, and your community. They can happen anywhere from your sidewalk to your basement or attic and everywhere in between. Whenever a trip and fall takes place, it must be documented and reported to management immediately. This documentation should include date, time, and witnesses, how it took place, conditions of the area, and photos.

Some of the areas that should be reviewed on a regular basis include:

- If your firm is in an area where there is snow and ice in the winter, there are many areas of concern. Are the sidewalks kept clean of snow and ice? Has salt or ice melt been applied to icy areas? When it gets warm, do you get an ice build-up where the downspouts discharge from the gutters? If you have steps or a sidewalk leading to your entrance, are they kept free of snow? If not, the moisture can be carried into the building and cause a slip and fall inside the building.
- In the fall, when trees drop leaves, fruit, and nuts, those objects can become the cause of a trip. These items can become especially slippery after a light rain,

so it is important to keep your walkways free of these items.

- Do your steps and ramps have railings on both sides? It is critical for a few reasons. If a person has a bad arm, shoulder or they have had a stroke, they are able to use the railing on their good side. Also, if a person was to trip going up or down, they have a railing they could secure themselves with.
- Is your carpeting tight and securely attached to the floor, and are all the carpet seams in working order? If they are not, this is another area inside the building that could cause someone to trip.
- Tiled floors are slippery when they are wet from rain, snow, or mopping. Whenever moisture is noticed in that area, it must be dried immediately.
- Have you added granulate to the paint in the garage (concrete floors) area? This will give some resistance to slipping when the floors are wet.
- Place slip-resistant strips on the floor if you have service ramps, whether concrete or wood, inside the building.
- Area rugs are used to protect carpet and to wipe feet in many entrances and heavy traffic areas. The problem is that they are an open invitation for a trip. Even the ones that have tapered, rubber edges tend to catch the tip of a shoe if they are not firmly adhered to the surface.
- Whenever there is a change in elevation (steps, ramps, etc.) there should be some form of visual detection of the elevation change. This can be done by changing the color of the carpet on steps or adding additional lighting. If the surface is concrete or wood, a different color of paint works.

A designated person(s) should walk the property on a regular basis to see if there are areas that need to be fixed or modified to prevent future accidents. Some of these could be done during the walk; others may need a contractor and commitment of money to prevent a future trip and fall.

Whenever a trip and fall takes place, never admit it was your

fault or say something should have been fixed before now. You would be admitting guilt and many times a trip and fall is not a liability of the firm.

Importantly, just because someone has a trip and fall on your property does not mean it was your fault. People will have knees and hips that will go out and cause them to fall. Ladies may have heels on that caused them to fall. And there are people who are just clumsy. This is why it is critical to create documentation and keep it in a file. If you are contacted later and someone wants you to be financially responsible, you will have the written documentation to defend your firm.

Jim Starks, CFuE, CCrE, is President of J. Starks Consulting in Lutz, FL, and a nationally-recognized trainer on funeral home and crematory risk management.

He used his experience in both funeral home and crematory operations and risk management, combined with his involvement with funeral homes of all sizes and geographies, to become an authority at controlling risk and loss in the death care industry, providing lectures and presentations to private firms, as well as regional, state and national associations. He also conducts private audits and risk assessments to independent funeral homes and crematories in the US and Canada, often identifying ways to save or generate thousands of dollars of profit.

Jim is a Michigan and Indiana Licensed Funeral Director and Embalmer and ICCFA- and CANA-certified crematory operator, as well as Dean of ICCFA University's College of Cremation Services. He is a graduate of the University of Wyoming, the Mid-America School of Mortuary Science, and the ICCFA University. For more information on risk management in the death care industry, visit [jstarksconsulting.com](http://jstarksconsulting.com). Contact Jim at (813) 765-9844 or [jim@jstarksconsulting.com](mailto:jim@jstarksconsulting.com).

## Cemetery Consumer Service Council has been assisting the public for over 30 Years

STERLING, VA—The Cemetery Consumer Service Council (CCSC) is celebrating its 32nd year of operation in 2011 and through its network of industry volunteers continues to assist consumers. An increasing number of contacts originate from internet searches and traditional referrals from other organizations. The CCSC periodically contacts members of Congress to advise them of the assistance and information the Council can offer to their constituents.

CCSC is a non-profit organization created in 1979 and is funded by the *International Cemetery, Cremation and Funeral Association*, the *Cremation Association of North America*, the *Southern Cemetery, Cremation and Funeral Association*, the *Illinois Cemetery and Funeral Home Association*, and the *Cemetery & Mortuary Association of California*. The sole purpose of CCSC is to assist consumers, without charge, in resolving complaints or answering inquiries regarding cemetery services or policies. Participation in the complaint resolution process is voluntary for both the consumer and the cemetery.

Industry members volunteer their time and experience to serve as CCSC representatives in their respective states. The Federal Trade Commission, the U.S. Department of Veterans Affairs, various state consumer protection agencies, and offices of attorneys general are notified of CCSC activities and are among the major sources for consumer

referrals. CCSC is listed in the Consumer's Resource Handbook, a U.S. government publication that is circulated to public libraries and consumer assistance agencies throughout the nation.

Complaints are handled by the state and regional committees with the national CCSC office in the Washington, DC area being the overall coordinator of the project and the central contact point. Complaints received by the national office are logged in and each is given a file number for tracking purposes. A copy of the complaint is then forwarded to the appropriate state representative for investigation and action. At that point, many complaints are resolved by telephone and the consumer is notified of the results. It is rare for a cemetery to refuse to participate in the CCSC dispute resolution process. Where no committee exists, CCSC works with the state cemetery board or similar government agency to assist the consumer.

The Federal Trade Commission has published an annual survey of consumer complaints culled from dozens of consumer protection agencies and private organizations including the Better Business Bureau. For the calendar year 2010, the FTC tallied 1.3 million complaints nationally, of which 339 or 0.03%, were funeral-related. Consumers wanting to contact CCSC for assistance should visit <https://www.iccfa.com/tag/consumer/complaint-resolution-services>.

## TAKE THE PLEDGE Gain a Competitive Edge

*Join the hundreds of funeral directors nationwide that have taken the Remembrance Counselor® Pledge and have become the **only** Remembrance Memorial Care™ Preferred Provider funeral home in their community. Developed by a funeral director for funeral directors, this is the most comprehensive and effective public relations program in our industry designed to provide you with a meaningful way to deliver a differentiating message, grow market share and provide added value to your client families.*



**THE FUNERAL DIRECTOR, REDEFINED**

[www.RemembranceCounselor.com](http://www.RemembranceCounselor.com)  
[www.RemembranceMemorialCare.com](http://www.RemembranceMemorialCare.com)

Toll Free: (866) 770-6791

**NOMIS**  
PUBLICATIONS, INC.  
FUNERAL HOME & CEMETERY NEWS  
**CLASSIFIEDS ONLINE**

To place your Classified Ad  
Call 1-800-321-7479  
or visit our website at  
[www.nomispublications.com](http://www.nomispublications.com)

## ALTERNATIVE CONTAINER

*for the Funeral Industry*



**SPECIAL PRICE!**  
**\$94<sup>95</sup>**

LIMITED TIME OFFER

**Special Pricing  
for Buyers Groups  
and Volume Discounts**

*We manufacture inserts  
for ALL MAJOR BRANDS*

MODEL ACB 10-01-Y  
CASKET INSERT BOX

**Call TODAY!**  
**TOLL FREE 800-220-7410**  
**317-871-0122 • Fax: 317-871-0124**

**AIR TRAYS  
COMBINATION TRAYS  
CREMATION BOXES  
CASKET INSERTS**

We accept: VISA • MASTERCARD • DISCOVER/NOVUS • AMERICAN EXPRESS

"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.preproumdirect.com



WEB DIRECT GIFT & PRICING

## Enea Family Funeral Homes honors the 10<sup>th</sup> Anniversary of September 11th

HERKIMER, NY— Enea Family Funeral Homes will be holding two memorial walks to commemorate the anniversary of September 11, 2001.

Funeral Director **Daniel Enea**, said the 10th Anniversary Remember 9/11 Memorial Walk will be starting at

the Herkimer location at 220 N. Washington St. at 12:30 p.m. with a second walk at the St. Johnsville location at 9 Center St. at 5:30 p.m.

"It's to let everyone out there know the Mohawk Valley has not forgotten the September 11<sup>th</sup> attacks on its

tenth anniversary," said Enea.

The Herkimer route will be about a mile long, ending at the Herkimer VFW on Mohawk Street and the St. Johnsville route will also be about a mile long, ending at the St. Johnsville Fire Department on West Main Street. Refreshments will be served at each location.

Organizers said in a news release "the freedom walk is being organized to reflect on the lives lost on September 11<sup>th</sup> to renew their commitment to freedom and the values of our country and to honor law enforcement, firefighters, current service people and veterans."

"It'll be nice. We're hoping people will come," said Enea.

Memorial services will also be held at the Herkimer VFW and the St. Johnsville Fire Department once the walk is completed, which will include a moment of silence, a flag ceremony and patriotic songs.

"We're also looking for people who lost friends or relatives [in the attacks], and we'd like to honor those loved ones at the services," said Enea.

The walk is a way to honor current law enforcement, firefighters and veterans. "We're hoping they will

be able to take part in this event," said Enea.

Enea also said the walk is a free community event but asked people bring food to donate to local food pantries. Collections will be held at the Herkimer VFW and the St. Johnsville Fire Department that day. Enea asked for no monetary donations.

Anyone from Herkimer, Montgomery, Fulton, Otsego and Oneida counties is invited to attend. People from Herkimer, Otsego and Oneida counties can participate in the Herkimer walk and those in Fulton, Montgomery and Herkimer counties can participate in the St. Johnsville walk. Organizers ask that participants dress properly.

Enea said word about the walks has already spread via Facebook and about 100 people are anticipating attending between the two walks. Local businesses, elected officials and groups are encouraged to donate their time or refreshments and to contact Enea to be a part of the services.

"I feel this is a great way to remember those who lost their lives on that tragic day and at the same time honor local community servants and service members," said Enea in a news release.

Reliable &  
Professional



Many  
Ammenities

*Providing Funeral Homes in South Florida  
with Reliable, Professional Cremation Services*

**Commercial Rates As Low As \$117**

Service Areas: Miami-Dade, Broward, Palm Beach, Monroe and Collier Counties

Sanitary 8,000 sq. ft. State-of-the-Art Facility • Multiple Retorts • Super-Sized Cooler

**Strict Verification and Chain-of-Custody Procedures**

*Tour our facility. We're confident you'll see our quality.*

**786-507-7288**

www.floridacremationservicesllc.com



## Let's Chat

By Kristan Dean

Grandparents need us to do more. I believe that we can all agree with **Alan D. Wolfelt**, Ph.D., Director of the Center for Loss and Life Transition, statement "When a grandchild dies, grandparents grieve twice. They mourn the loss of the child and they feel the pain of their own child's suffering," like the grand mom who spent time with me in Chicago. Dr. Wolfelt's article "*Helping A Grand Parent Who Is Grieving*" states "to the parents of the child who passed, the pain of grief may seem intolerable. For the grandparents, watching their own child's sorrow and feeling so powerless to take away the hurt can feel almost as intolerable."

Although, Dr Wolfelt's article helps to "guide you in ways to turn your concern for the grandparents into positive action," it does little to tell us where to find or how to create the resources and programs that grieving grandparent's need. Worse, Dr Wolfelt and I are not alone in being unable to direct grandparents on where to turn.

The American Hospice Foundation website [www.americanhospice.org](http://www.americanhospice.org) article *The Grief of Grand Parents* suggests "If you want help, look for a book that addresses parental grief and substitute "grandparent" as you read," or "Perhaps your local hospice, faith community or mental health center has a support group for grieving grandparents. If not, ask them to start one."

We can do better than this. Please let me share what you are doing to help grandparents in your communities become whole again. Tell us how you reach beyond your walls to connect with your community. Let us know how you help your community become a better place. Call 781-331-5308 or email me at [kristan@mooneytunco.com](mailto:kristan@mooneytunco.com).

Thanks to this column I have gotten to share how some of the best in our industry reach out to parents who are grieving and healing after the death of their child(ren). We have talked about the ideas and programs funeral directors, cemetery managers, and after care providers use to connect with the children in their community who have lost their parent(s). Yet there is a member of the family that we have not discussed: grandparents.

Why have I been so remiss in writing about the grandparents in your community who are in need of your support? The short answer is I do not know. Thankfully a dad who lost his son seven years ago and a grandmother who lost her grand baby this past April came together with me at the Chicago Living and Giving Trade show last week to help me realize that I need to correct this error.

Hearing this dad tell us how hanging the Merry Christmas from Heaven ornament became one of their family's first traditions to celebrate his son's love; it did more than bring a tear to my eye. After learning how his "two grandchildren hang their daddy's ornament every year" the grand mom got up, hugged me, and told us that "she and her daughter would hang her grand baby's ornament on their tree together this year too." She then grabbed the man's hand and thanked him for giving her a way to help her daughter. When he left, she sat down to tell me that she "did not know what to do." She "feels so hurt, so helpless, and just so unable."

She is the reason that I am asking every one of you to reach out to the grandparents who are grieving in your community. More than this, I ask you to let me share what you are doing with your fellow funeral directors, cemetery managers, and after care providers. Better yet, if you are coming to next month's *National Funeral Directors Association* convention in Chicago, please come to our booth #1272 and tell me what you are doing to reach out to the grandparents you serve to help them help their families and their own hearts heal.

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.



## Carriage Services Second Quarter Results

HOUSTON, TX— **Carriage Services, Inc.** (CSV) has announced results for the second quarter ended June 30, 2011. **Mel Payne**, Chief Executive Officer, stated, "We are half-way through what we believe will be a breakout year for our company, with our operating performance trends having good momentum for a strong finish to 2011. I am especially pleased to see the commitment and dedication of our operating leaders throughout our company toward making 2011 a year to remember in celebration of Carriage's 20<sup>th</sup> year anniversary from its founding on June 1, 1991. Because of our expectation that the strong growth in our field operating and financial results during the first half of 2011 will continue into 2012, we are raising our Four Quarter EPS outlook by 4 cents per share to 56 to 60 cents and the Free Cash Flow outlook by \$10 million to \$30 million."

"Our accelerating Free Cash Flow means that we are able to self fund a higher amount of new acquisitions which will be accretive sooner because of a substantially improved integration process. Our acquisition pipeline is very active and we still believe we will acquire \$10 million of annualized revenue by year end 2011," concluded Mr. Payne.

The company acquired two funeral home businesses during the second quarter of 2011 for approximately \$5.1 million: **Schooler Funeral Home, Angel Funeral Home and Schooler-Armstrong Chapel** in Amarillo, TX on April 5, 2011, and **Stanfill Funeral Homes** in Miami, FL on April 12, 2011.

Schooler Funeral Home, Angel Funeral Home and Schooler-Armstrong Chapel perform approximately 400 funeral services annually and are forecast to generate annual revenue in the range of \$1.6 to \$1.9 million. This acquisition expands the company's presence in the Amarillo market and complements the existing LaGronne-Blackburn Shaw operations.

Stanfill Funeral Homes currently perform approximately 350 funeral services annually and are forecast to generate annual revenue in the range of \$1.4 to \$1.5 million upon integration completion.

These acquisitions are expected to add materially to the new acquisition portfolio performance (those businesses acquired since the beginning of 2007) and the company's diluted EPS in 2011 and thereafter.

Carriage Services is a leading provider of deathcare services and products. Carriage operates 151 funeral homes in 25 states and 33 cemeteries in 12 states. A copy of the company's form 10-K and complete news releases are available at [www.carriageservices.com](http://www.carriageservices.com).

## Grieving a Soulmate, has over 24,000 Views on YouTube and Counting

MINNEAPOLIS, MN—

Can soulmate grief be captured on YouTube? Can a video trailer capture the devastating grief associated with the death of a lover? According to author **Robert Orfali**, YouTube can be a powerful medium for discussing grief. He says, "My YouTube book trailer puts a human face on this complicated topic." Surprisingly, this four-minute video ([www.youtube.com](http://www.youtube.com), at user Grieving a Soulmate) was able to capture the essence of what the book is all about. With almost over 24,000 views and counting, Orfali may be onto something.



In his recently-released book *Grieving a Soulmate: The Love Story Behind "Till Death Do Us Part,"* Robert Orfali takes on this difficult and very personal topic with courage, out-of-the box thinking, and deep love. Ranging from the practical to the emotional—and frequently blending the two—Orfali's style of writing makes a difficult topic easier to manage. He writes in an easy style that is analytical, yet speaks from the heart. The content is thought-provoking, unique and original. It's your gentle and informed guide to the deep grieving that accompanies the death of a soulmate. This book should help a surviving soulmate (or spouse) quickly overcome the red-hot pain of grief. It also tells you how to reconstruct your life, find meaning, and deal with the big existential issues from a secular perspective. It's a survival guide for the last stages in a soulmate relationship.

"Orfali writes in a straightforward, often bullet-pointed style, but infuses it with intellectual seriousness and emotional depth. The result is both a useful guide to end-of-life issues and a profound reflection on their meaning. A heartening testament to the ability of love to transcend loss," according to Kirkus Book Reviews.

Robert Orfali and his soulmate of thirty years, *Jeri Edwards Orfali*, were both in the computer software field in the early days of Silicon Valley. They co-authored

three best-selling software books and together went on several world tours to promote their technology. Jeri was diagnosed with ovarian cancer in 1999, shortly after they moved to Hawaii. Jeri and Robert spent the next ten years fighting Jeri's cancer and learning how to live with it. Jeri even learned how to surf during her chemo years. She went from "Silicon Valley Executive Woman of the Year" to "Waikiki Surfer Chick." Jeri received one of the most moving surfer funerals ever. Her ashes are in the ocean at Waikiki.

For more information visit [www.GrievingASoulmate.com](http://www.GrievingASoulmate.com). Both the paperback and e-book are available from Amazon, Barnes and Noble, Apple Store, and others.

*Honor Vase, Inc.*

1-877-556-5454

HONORVASE.COM

HONORVASE@ATT.NET

FLAT VASES FOR MAUSOLEUMS  
OR UPRIGHT HEAD STONES

AVAILABLE IN

BROWN • COPPER • PEWTER • WHITE



**Tell Them You Saw Their Ad  
FUNERAL HOME & CEMETERY NEWS**

# C&L

## CONTAINERS, INC.

FULL WOOD  
COMBINATION TRAY

AIR TRAY

LIGHT WEIGHT  
COMBINATION TRAY

TRANSFER CASE

### Containers For Precious Cargo

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

DELUXE CREMATION

OVERSEAS SHIPPER

### When Quality Counts

**800-398-0447**  
[www.clcontainers.com](http://www.clcontainers.com)

LEAK RESISTANT CREMATION TRAY

CREMATION  
SUPPLIES

# The Rita Barber Fall Sale

Stock up *NOW* on our most popular ladies tribute dresses and men's tribute suits and **SAVE** during the Rita Barber Fall Sale! We have also reduced prices on ladies and men's underwear sets as well as urns and keepsakes.  
Take advantage *NOW!* Sale ends October 26.

Ladies or Men's Underwear Sets  
Now 20% off!

Urn & Keepsakes  
Now 20% off!

Buy Any 3 Men's Suits  
Save \$50!

Buy Any 3 Dresses  
Save \$50!

## Rita Barber

TRADE MARK

A TRIBUTE WITH STYLE®

Go to [www.ritabarber.com](http://www.ritabarber.com) to review our extensive collection of styles and colors • 800-284-8407

## The Remembrance Counselor Handbook: Master of the Arrangement Conference

**SANIBEL, FL**—The Remembrance Counselor Handbook—Master of the Arrangement Conference is one of the many resources included when becoming a CRC-Certified **Remembrance Counselor**. It is the key that unlocks the door to remembrance. The CRC

Handbook delivers in detail, the information, techniques and skill set needed to conduct a successful and rewarding arrangement conference. It provides funeral directors with the tools necessary to break the bad habits that they have developed over years of making final

arrangements with families. “Each arrangement conference should be carefully crafted as if it were a presentation or a play” said **Mark Davis**, author of *Master of the Arrangement Conference*. “The role of Remembrance Counselor in the play entitled The Arrange-

ment Conference should be approached with the same preparation, enthusiasm and purpose as an actor giving an academy award winning performance.” The techniques and skills acquired in the CRC Handbook enables funeral directors to determine exactly what is important to each particular family in creating a meaningful & memorable Remembrance Gathering. You will engage families in order to uncover the personal interests and life experiences of the deceased, giving the family an opportunity to reflect on the love given and the love received. Families will openly and willingly reveal the deceased’s personality traits, interests, hobbies, habits, preferences and traditions. In return you will earn their trust and respect as a caregiver who they will rely upon to offer guidance in helping them to honor their loved one in a way that will promote healing and well being. The trust you develop while collecting the life experience information of the deceased allows the family to let their guard down and relax into the process. They will quickly recognize the value of your Remembrance Counselor distinguished designation and gain confidence that you possess the necessary knowledge and skills required to create a personalized service designed expressly for them.

Over the past 30 plus

years Mark Davis has had the privilege and honor to have arranged and directed literally thousands of funerals with people from all walks of life. He’s arranged funerals for celebrities & gangsters, priests and rabbis, people from every religious and ethnic culture and from every part of this country. He’s cried with parents that have lost small children and hugged it out with survivors of tragic accidents. He has fulfilled unusual requests made by families desiring to honor their loved ones last wishes, (as long as it was reasonable and legal of course). Mark has arranged Remembrance Gatherings at places from biker bars to beaches. He’s held management positions for the nation’s largest funeral home consolidator. He’s been a sales trainer for cemetery companies and a funeral home owner/operator. Mark is a funeral director’s--funeral director.

The CRC Handbook was written by a funeral director for funeral directors to provide you with the knowledge, skills and techniques that are guaranteed to propel your career, increase revenue and add value to your business. “Whether you believe it or not...up until now you have left money on the table in every arrangement conference you have ever conducted” says Mark. “Becoming a Remembrance Counselor and mastering the arrangement conference will guarantee that never happens again.” Utilizing and putting into action the information contained in the Remembrance Counselor Handbook will result in the best possible outcome for both you the funeral director and the families you serve.

“I have traveled the country and have visited hundreds of funeral homes ranging from storefronts to palatial buildings incorporating every possible amenity” added Mark. “As president of **ValMark Memorial Group** I speak with funeral home owners and funeral directors every day. I ask questions. I ask for their thoughts and opinions, their input and feedback. I get a feel for their demographics and the competitive spirit of the market that they operate in. I hear the good, the bad and the ugly about what it means to be a funeral director in the funeral industry today. At the end of the day the funeral business is a service business like any other service business no matter how special and unique we think it is. What is unique about our industry is that most funeral directors fail to take advantage of business opportunities that help them achieve true professional success. They are complacent in their thinking.”

In order to truly succeed in the funeral business fu-

neral directors must craft the arrangement conference in a way that sets you up for a predictable result, which is a Remembrance Gathering. The services and merchandise the family selects will be the direct result of your ability to earn their trust and gain their confidence. Families must believe that you possess the necessary knowledge and skills required to create a personalized final arrangement designed expressly for them. It’s Business 101! Find a problem that people have and then provide the very best possible solution. When a family calls upon your funeral home to handle the final arrangements of their loved one it means that they have chosen you and your firm to help them resolve their problem. In business there is no better position to be in. Your ability to maximize this opportunity to its fullest potential is what will determine your future success.

Whether your firm does 50 cases per year or 500, the arrangement conference is where you earn your money. You can’t make excuses for charging a fee for your services, facilities and merchandise. You are not running a non-profit. Your funeral business provides a valuable service to the people in your community. Although over the years society has labeled those in the funeral industry as people who take advantage of other people at their weakest and most vulnerable time, this is not the case at all. Do cancer doctors or defense lawyers work for free or have to justify their fees? They, like funeral directors provide a service to people at an extremely vulnerable time. If you really think about it, the best cancer doctors and the best defense lawyers receive the biggest financial rewards within their professions. Why is this true? The answer is obvious, because people are willing to pay top dollar for the best care and the most talented professionals to help them solve their problem. Feeling guilty about “selling” or defending the prices you charge is the biggest and most common mistake made by funeral directors. People in every service business expect to achieve success and prosperity by capitalizing on their education, training, experience and talents. Why should funeral directors be any different? Successful people make money. It’s not that people who make money become successful, but that successful people attract money. They bring success to what they do. To learn more about becoming a Remembrance Counselor visit, [www.Remembrance-Counselor.com](http://www.Remembrance-Counselor.com) or call toll free: (866) 770-6791.

## Jones Funeral Home purchases New Eagle Coach



**VILLA RIDGE, IL**— **Butler Coach** congratulates **Randy Jones** of the **Jones Funeral Homes** of Villa Ridge and Tamms, IL on purchasing their new Cadillac Eagle Ultimate Coach with the premier package.

As seen on Lifetime Television Network's *The Balancing Act*

AWARD WINNING

### MOONLIGHT MEMOIRS

An exquisitely illustrated, uplifting story reminding us all that love remains with us, no matter what happens to our loved ones.

*“Although we are missed, we’re not really gone. We’re right here still, and life moves on.”*

A Perfect Addition to Your Children's Room  
\$14.95 Hardbound Amazon, Barnes & Noble  
Quantity Discounts Available at website Good Times Press, LLC

WINNER OF SIX LITERARY AWARDS

A SUPERB RESOURCE FOR YOUR PRE-PLANNING & AFTERCARE PROGRAMS For Information visit [www.moonlightmemoirs.com](http://www.moonlightmemoirs.com)



## Cremation Issues and Answers

By Ronald Salvatore  
**Matthews**  
INTERNATIONAL  
CREMATION DIVISION

### Challenges in the Crematory

I recently conducted a Crematory Operator Certification class at *ICCFU University College of Cremation Services* in Memphis, TN. As part of that program, we discussed challenges operators face with various containers/caskets and I thought this would be good information to share with you.

To properly schedule the sequence of cremations and avoid overheating the cremator and creating smoke and odor problems, it’s critical the operator understand the potential heat or energy release from various containers and how/why some materials used in their construction can cause headaches.

We’ll start with the use of Oriented Strand Board (OSB). It is an engineered wood product consisting of approximately 95% wood flakes and 5% wax and resin. These boards are placed in cardboard cremation containers to provide support during transferring and loading. Its use has increased because it’s cheaper than plywood. But unlike plywood which does not usually pose problems for the cremator operator, OSB is, to be blunt, a pain.

Due to the density of OSB, it is not uncommon to perform a cremation only to find that the entire board is still intact. This poses a problem as this material should not be returned to the family with the cremated remains. Separating it though is virtually impossi-

ble. As the operator retrieves the cremated remains, chunks of the board can break loose and mix with the remains. If processed, it will turn white remains to a dark gray depending upon how much is comingle. Then there is the question of how to get the rest of board out of the chamber and how to dispose of it, especially if it’s still hot.

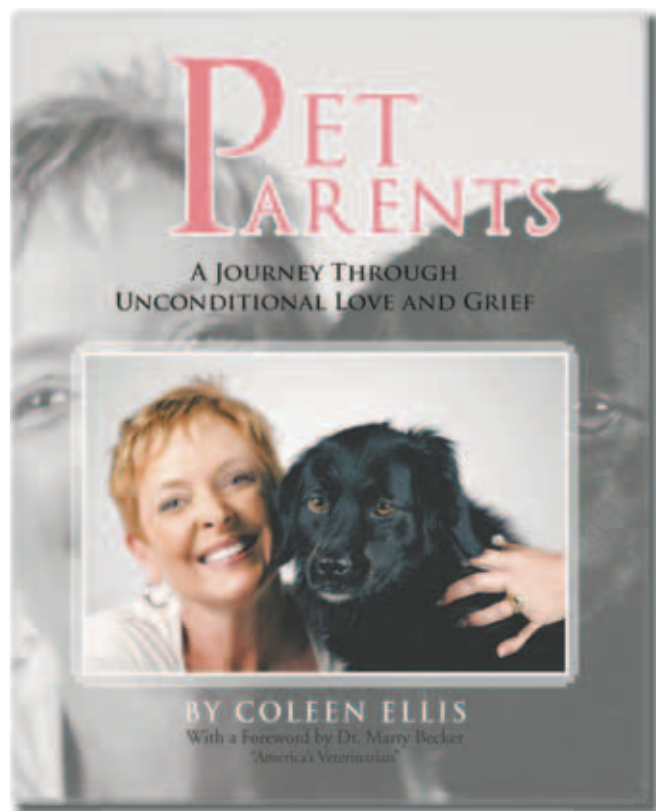
There is no easy way to cremate OSB. Some operators have been successful in rotating the board off the floor allowing hearth air to blast it, but that is difficult to do and creates other issues. In reality, the use of OSB is not suitable for cremation and should be refused. If performing trade service, the crematory owner/manager needs to communicate with the funeral homes they serve and share what we have discussed here. If you are a funeral director and are using OSB in your containers, please stop.

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.

# Pet Loss Pioneer writes book on Memorializing Animal Companions



**GREENWOOD, IN**— Coleen Ellis, who opened up the first standalone pet funeral home in the United States, is making headlines again – this time as an author of a book that provides information on how to remember and honor pets when they die.

*Pet Parents: A Journey Through Unconditional Love and Grief* provides essential information to pet owners on what to do when their pet dies and how to find a pet loss provider that is reputable and compassionate.

Ellis, the owner of **Two Hearts Pet Loss Center** in Greenwood, IN, and also the co-chairperson of the *Pet Loss Professionals Alliance*, says that the book is also an important resource for anyone who works with bereaved pet owners, including funeral homes, veterinarians and grief specialists. According to Ellis, “The book was written so that pet parents will know that it’s okay to mourn the loss of a beloved pet, and that there are various options available. But just as important, I want-

ed both veterinarians and death-care professionals to understand the trauma involved with losing a beloved pet. It can be just as devastating as losing a human family member.”

The book provides a wealth of important information, including:

- Ideas on how to celebrate the special bonds people share with pets.
- Checklists to choose the right cremation provider or funeral home.
- Heartwarming stories that show how pets can be honored in life and in death.
- Information on how death-care professionals, veterinarians and oth-

- ers can better serve pet parents.
- Resources to help children cope with the loss of a pet.
- Additional resources to help people remember their pets the way they want.

The book is already being praised by members of the death-care community, veterinarians and others. To learn more about and to buy the book visit **Two Hearts Pet Loss Center's** website at [www.twoheartspetlosscenter.com](http://www.twoheartspetlosscenter.com) or search for the book on iUniverse at [www.iuniverse.com](http://www.iuniverse.com), for Coleen Ellis. The book is available as a hard copy or in an eBook format.

**\$ 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

Family Medical History • 2nd Opinion Autopsies • Exhumation Autopsies • Malpractice Autopsies

**Independent AUTOPSIES**  
 by Board-Certified Pathologists  
 Licensed in Your State

**AUTOPSY EXPERTS OF AMERICA, LLC**  
 Over 37 years of Experience

**NATIONWIDE SERVICES**  
 1-800-343-2135 7 days

**www.autopsyexperts.com**

Postmortem Biopsies • 2nd Opinion Autopsies • Malpractice Autopsies • Exhumation Autopsies

Prompt, courteous, discreet and professional postmortem examination services for any reason. Services also available for organ/tissue retrieval, postmortem biopsies for DNA/HIV, confirmation of Alzheimers Disease, Asbestosis & Black Lung Disease, etc.

**MEN'S SUITS FOR PERSONNEL**  
 100% Wools, Polyrayons, Gabardine Fabrics

**\$85.00 each**  
 3 Suit Minimum

**BLAZERS \$40.00 each**      **TUXEDOS Black or White \$90.00 each**

**SOLID BRASS CRUCIFIX**  
 Standard Size 10"  
**\$5.00 each** 80 pieces per case

Quantity Discounts Available  
**SMARTCHOICE DISTRIBUTION, INC.**  
 TOLL FREE 888-900-2018  
 CELLULAR (917) 862-0548 • FAX (718) 728-1555

**ATTENTION: SEND US YOUR NEWS!**  
 WE WELCOME INDUSTRY NEWS!  
 PO Box 5159, Youngstown, OH 44514 • Fax (800)321-9040  
[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)

**NOMIS PUBLICATIONS, INC.**  
**FUNERAL HOME & CEMETERY NEWS**

# Church & Chapel

## Your Chair Source

**WIDOWS CHAIR**

**CE 6600**

The Widows Chair is made of Solid Maple Wood with Cherry Finish.  
 Overall Height: 45"  
 Seat Height: 30"

**PADDED STACKING CHAPEL CHAIR**

**1365**

Padded Steel Frame Stacking Chapel Chair has a 3.5" thick cushion graduation to 4" waterfall edge. Included Ganging clamps for attaching several chairs together. Available in various colors.

**VINYL FOLDING CHAIR**

**E180**

The Vinyl Folding Chair is made of tubular black R7 Steel frame, providing a lighter weight chair. Seat and back are manufactured of 100% virgin injected molded polypropylene. Available in various colors.

**STAKMORE FOLDING CHAIR**

**970V**

The Comfort Folding Chair legs and supports are constructed of solid wood with steel folding mechanism. Padded upholstered seat and back. Available in various colors and styles.

**Contact your local Church & Chapel representative for best pricing**

**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](mailto:info@church-chapel.com)  
 Toll Free: 1-800-992-1234      Toll Free Fax: 1-800-626-3299      [www.church-chapel.com](http://www.church-chapel.com)

# DERMA-PRO

MORTUARY  
COSMETICS

"Quite Possibly  
America's Finest  
Line of Professional  
Cosmetics"

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

CALL FOR OUR CATALOG 1-800-531-9744  
Fax 903-641-0383 E-Mail: [dermapro@wrt.net](mailto:dermapro@wrt.net)  
[www.derma-pro.com](http://www.derma-pro.com)

## Gilbert "Gib" Parthemore and Bruce Parthemore honored by Pennsylvania FDA

HARRISBURG, PA— Gilbert "Gib" Parthemore and Bruce Parthemore of Parthemore Funeral Home & Cremation Services in New Cumberland were recognized by the Pennsylvania Funeral Di-

rectors Association (PFDA) for their 25 years of service as licensed funeral directors. The two were honored for their continued professionalism and commitment to the funeral service industry. The awards



(L to R) Honoree Bruce Parthemore and PFDA President William B. Schleifer.

were presented by William B. Schleifer, PFDA President, at a special ceremony at the Annual PFDA Convention.

Gib Parthemore is a graduate of Catonsville Community College with a degree in Mortuary Science. He is the Supervisor of Parthemore Funeral Home & Cremation Services, Inc. Gib is the past State Convention Chair of PFDA, past Board Member of the Dauphin County Funeral Directors Association, a Certified Crematory Operator and a member of the National Funeral Directors Association and International Order of the Golden Rule.

Bruce Parthemore is a graduate of the Pittsburgh Institute of Mortuary Sci-

ence and has been the Pre-Need Coordinator at Parthemore Funeral Home & Cremation Services, Inc. for more than 25 years. A current member of PFDA, Bruce is actively involved in the NFDA, Capital City Funeral Directors and the International Order of the Golden Rule.

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 visit [www.Parthemore.com](http://www.Parthemore.com).

For families that don't want an urn...  
**SCATTER TUBES™**  
Eleven Designs • Two Sizes

Visit us at Booth 212

**PASSAGES®**  
Embracing Change

PASSAGES® COLLECTION OF ECO-FRIENDLY SCATTERING TUBES  
**The Natural Choice®**  
[www.PassagesInternational.com](http://www.PassagesInternational.com) 888-480-6400

Leaders in Environmentally-Friendly and Green Funeral Products

Green Funeral.org

Green Certified APPROVED FOR PEOPLE AND PLANET



### The Basics of 21st Century—Temporary Preservation Technology (Part 23)

By John A. Chew

After completing the initial positioning of the body on the preparation table, it is necessary to note any visible changes that may have occurred following death and removal to the funeral home. Digital touching of the discolored area would indicate post-mortem stains.

In some cases, digital pressure on the discoloration may indicate cause of death, position and surrounding environment as mentioned previously (bed linen). In some instances, specialized chemo treatments or medications may cause changes.

A spongy condition remained on the scalp and temporal region. To determine the cause of this condition, a dissection needle was inserted into the affected area and digital pressure applied. An oozing of clear fluid indicated edema. This may be water or plasma and indicate the need for modification of injection chemicals to correct particular conditions.

Any time the head is involved, I recommend the use of the carotid artery or arteries as the site for injections. With proper placement of the incision, both the right and left carotid arteries are accessible using special arterial tubes.

To this point we have established the criteria for injection through initial observations. We understand by keeping both pressure and rate of flow to a minimum and having the body properly positioned, we can control the overall needs of the body.

The estimated amount of volume of the injected fluid is based on body weight. The initial use of a

pre-injection formulation prepares the vascular network to accept and retain preservation and supplementary special purpose concentrated formulations.

I recommend the use of a triple base none fixing pre-injection formulation with closed drainage. The ratio being 16 ounces of concentrate formula of pre-injection to 48 ounces of formulated solvent.

There are cases where intermittent drainage may be required to flush discolored areas. Such techniques are at the discretion of the embalmer. A second mixture may be required to establish inter-vascular pressure. Retention may be anywhere from 15 minutes to several hours according to the individual body.

The retained pre-injection solution becomes a part of the first preservation injection solution. This should be less than 1 percent dilution to establish overall body distribution and saturation of following injections. Less than a 1 percent penetrates tissue at the molecular level preventing a walling off action.

Article 24 will review formulation methodology and continue the embalming process to achieve depth preservation and follow-up post embalming treatments.

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, Medicin, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

## DeBaun Funeral Homes purchases New Eagle Coach



TERRE HAUTE, IN— Ron King, (Left) of Butler Coach congratulates Curt DeBaun III, (Right) of DeBaun Funeral Homes & Crematory on purchasing their new Cadillac Eagle Ultimate Elite funeral coach with oval windows.

DeBaun Funeral Homes & Crematory was established in 1925 by Curt and Myrtle DeBaun.

Third generation Curt DeBaun III joined his parents, Curt Jr. and Betty at the firm in 1978. In 1995 Curt III and his wife Debra acquired the New Harmony Cemetery. The fourth generation is continuing the family tradition with intern Seth DeBaun and Curtis DeBaun IV, the firm's Director of Marketing.

## Customize Your Direct Mail Program

Email Addresses  
Database Files  
Mailing Lists  
Reports

**NOMIS**  
PUBLICATIONS, INC.

**1-800-321-7479**

## Brown-Butz-Diedring Funeral Home takes delivery of New Eagle Coach

ANDERSON, IN— Pictured with their new Eagle Ultimate Funeral Coach from left to right are **Larry Bronkema** and **Henry Diedring** of **Brown-Butz-Diedring Funeral Home**. The family owned funeral home, was established in 1929. In 1984, **Mr. Diedring** purchased an interest in the firm. **Mary Lou Butz Toombs** is president of the firm, while **Nancy Butz Graham**, third generation, is the firm's secretary-



treasurer. **Butler Coach** of Carbon, IN congratulates the Brown-Butz-Diedring Funeral Home on purchasing their new Eagle Coach.

## Essential Planning Group enters agreement with Directors Preferred Funeral Fund

BEAVERTON, OR—**Essential Planning Group** (EPG), a leading provider of preneed funeral trust third party administration (TPA) services, announced that it has signed agreements to provide TPA for **Directors Preferred Funeral Fund**, a New York State preneed master trust founded in 2010 by **Private Client Asset Management, Inc.** Essential Planning Group is comprised of a comprehensive range of funeral, cemetery, and cremation pre-arrangement services including **American Funeral & Cemetery Trust** (AFCTS) across 17 states. EPG will provide database and records management, billing, report generation and distribution, and client services for PCAMIDPFF, drawing on its sophisticated software and systems capabilities developed and honed specifically for the death care industry.

"AFCTS' expertise is serving the diverse needs of the broad range of individuals and entities that comprise a master trust," said **Craig Martin**, AFCTS President. "We look forward to implementing our advanced capabilities at PCAMIDPFF, in support of their commitment to the highest levels of efficiency, accuracy, and compliance." **Joe Downey**, PCAMIDPFF chief executive, said, "We believe the pre-need market is best served by our use of an independent, objective service provider." Mr. Downey, a Certified Financial Planner™ and Chartered Financial Consultant, has been in the financial services business since 1989. He was a Vice President at Fidelity Investments, managing \$1.2 billion, before founding Private Client Asset Management, a registered investment advisor in the state of New York. "Our expertise in the funeral industry and in investments," Mr. Downey continued, "combined with EPG's proven capabilities as a TPA, offers a competitive new offering to the NY preneed funeral market. And healthy competition always benefits the consumer."

The Essential Planning Group, founded in 1993, is recognized as a leader in the field of Master Trust and Third Party Administration for the funeral, cemetery, and cremation services industry. EPG's nationwide client base encompasses independent death care providers, state associations, and financial insti-

tutions utilizing EPG's services that include American Funeral & Cemetery Trust Services (AFCTS), **National Cemetery Endowment Care Trust Services** (NCECTS), **American Prepaid Cremation Service** (APCS), and **Worldwide Travel Protection Plan**. The AFCTS Master Trust also provides third party administrative services to state funeral director associations, financial institutions, and death care industry master trust organizations. For more information visit [www.pcaminvest.com](http://www.pcaminvest.com).

**CREMATION CONTAINERS** *Now Available*

Proportionally Sized  
Cremation Containers for Miscarried, Stillborn and Newborn Babies

Available in 10", 20", 30" • Flannel Lined  
White Cardboard • Also Appropriate for Viewing  
As low as \$18<sup>00</sup>

321 S. 15<sup>th</sup> St. • Escanaba, MI 49829 • (906) 786-2609  
[www.baymemorialsbabycaskets.com](http://www.baymemorialsbabycaskets.com)

Zerbel's  
*Bay Memorials*

Funeral Director's

**ANSWERING SERVICE**

- 24 hour check in line
- FREE updated funeral arrangements
- Text messaging
- Email
- Customized death call questions
- Patching calls
- Toll Free call forwarding number
- Supervisor on duty 24/7
- Caller ID
- And more!

Try Our Services FREE for 30 Days  
Call plans as low as \$40

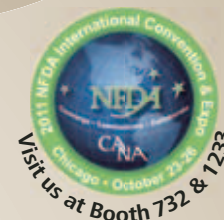
[www.directorsanswering.net](http://www.directorsanswering.net)

**1-877-452-3857**

**WWW.NOMISPUBLICATIONS.COM**



## the CLASSIC



Sometimes you get **MORE** than you expect.



Equipped with more standard features than any other cremator in its price range the Classic delivers more than an attention grabbing price.

- The Classic outperforms larger and more costly models and requires no cool-down between cremations.
- Increased efficiency: 60 to 90 minute cremation cycles in a production mode with fuel savings as much as 50%.
- We provide responsive 24/7 service and a two-year limited warranty.

*Price. Performance. Service. We deliver all three.*



598 Northlake Blvd., Suite 1016  
Altamonte Springs, FL 32701  
321.282.7357  
[www.uscremationequipment.com](http://www.uscremationequipment.com)

**LOWER COST CREMATORY REPAIRS**  
 Are you un-happy with your brick-work contractor?  
 Want to LOWER your crematory operation cost?  
 Jarvis can often double your refractory service!  
 "Refractory Brickwork Specialist"

BRICKWORK ✓ NEW STACKS ✓ CONTROL WORK ✓ SPARE PARTS ✓  
 We repair all makes and models

**Jarvis Incinerator Co., Inc.**  
 Quality service since 1876  
 PO Box 1146 • Lowell, MA 01853  
 Phone: 617-957-6092 • Fax: 978-458-5816  
 www.jarvisincinerator.vpweb.com

**BUILD YOUR BUSINESS!**  
 With High-Quality,  
 Low-Cost Marketing Materials

Check out our 4 newest Funeral Home Brochures



"Cremation is a Dignified Alternative"  
 "Funerals Can Be Planned in Advance"  
 "We Are Family Owned"  
 "Helping Your Parents Preplan"

**THE PRENEED STORE – Your Source For:**  
 Funeral Home/Cemetery Survey Mailers  
 Preneed Brochures • Grief Brochures  
 Planning Guides • Aftercare Booklets • And More...!

See Everything We Have Right Now Online  
[www.thepreneedstore.com](http://www.thepreneedstore.com)  
 These simple tools will help you start important family conversations!  
 Visa, MasterCard, Amex & Discover Accepted

**FASTER DELIVERY**



**NOMIS**  
 PUBLICATIONS, INC.  
**FUNERAL HOME & CEMETERY NEWS**


CALL TODAY  
 TO ORDER YOUR

**First Class FIRST CLASS SUBSCRIPTION**

*Only \$40<sup>00</sup> per year!*  
 (12 issues)

**1-800-321-7479**

Or Subscribe Online at  
[www.nomispublications.com](http://www.nomispublications.com)



**2011 Women of Power: African American Jewels of Funeral Service**

"Without continual growth and progress, such words as improvement, achievement and success have no meaning."

The 100 Black Women of Funeral Service celebrates 18 years of Excellence in 2011 and proudly presents the Women of Power: The African American Jewels of Funeral Service. The Nation's finest in the Funeral Profession. Women who are Leaders - Role Models - Mentors - Visionaries - Legacies to the Funeral Profession - Trailblazers - Community and Civic Servants - Scholarship Donors - Funeral Directors and Owners . They all possess a very Diverse Educational background and who will leave the funeral profession better off because they took the time to continue the great legacy of those who came before them. Their dedication, professional care, family values and determination to serve families with a high standard of excellence make them an important part of a management team that gives more than 110% to every involvement relevant to their funeral service career. We now present the "Best of the Best" from Florida, Georgia and Alabama.



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

**Carole Jones Banks**  
 Carole Jones Banks is a National Board Certified, dual-licensed, Funeral Director/Embalmer. She earned her BS from the University of Arizona, where she attended on a Track and Field scholarship. She competed in the Olympic Trials and, after graduation, moved to Alabama to represent the third generation of Joneses in her family's funeral homes: **Jones' Funeral Home, Inc.** and **Jones' Mortuary, Inc.** She earned an Associate Degree of Science in Funeral Service from *Gupton-Jones College of Funeral Service* where she served as 2nd Vice President of Pi Sigma Eta Mortuary Fraternity, Theta Chapter.



Carole Jones Banks

Governor Bob Riley appointed her to the **Alabama Board of Funeral Service**, where she served as Secretary and Chairman of the Board. She remains active in many civic organizations and is currently: State President of the *Alabama Funeral Directors Association, Inc.*; State President of Epsilon Nu Delta Mortuary Fraternity, Delta Chapter; and serves on the Membership Committee for the *National Funeral Directors Association, Inc.* In 2009, she served on the faculty of *Bishop State Community College* teaching Funeral Service. She has written several industry articles and is currently working on a book as well as presenting seminars on various topics including OSHA compliance.

**Janorise Stone**  
 Mrs. Janorise Stone is the owner and manager of **Stone Funeral Home** in Cocoa and Melbourne, Florida. Her career in the funeral industry began shortly after her marriage to the late **Rudy Stone**. She left her teaching career and entered the Mortuary Science Program at *Miami Dade College*. Mrs. Stone's educational background is extensive. She earned an AA from Brevard Community College in Secondary Education; an AS from Miami Dade College Mortuary Science Program; a BS from Florida Atlantic University in Marketing & Education; and a MS from Nova University in Administration and Supervision.




Janorise Stone

Stone Funeral Home has a legacy of 88 years in business and has been an icon in the community for many years. The Stone Family were pioneers in Brevard County with the first gas driven automobiles and ambulance service for transporting the sick to Orlando for medical care, in addition to being Community Activists, and Civil Rights Warriors. Stone Funeral Home was the hub of all community activity for civil rights matters, educational, and governmental issues. Mrs. Stone is a distinguished member of the community serving in various capacities in multiple organizations. Mrs. Stone is active in: *100 Black Women in Funeral Service, Independent Funeral Directors of Florida, Florida Mortician Association, Florida Funeral Directors Association, Epsilon Nu Delta*, and is a lifetime member of Delta Sigma Theta Sorority and the NAACP.

CONTINUED ON PAGE A28

*Light of Remembrance™*  
 by Terrybear



Visit us at Booth 410 & 647  
 NFDI  
 CNA  
 Chicago • October 23-25

Light of Remembrance™ by Terrybear is a collection of Tiffany-inspired and blown glass lamp keepsakes that provide an innovative alternative to traditional urn keepsakes. Ask your Terrybear distributor for more information.

**Terrybear®**  
 Urns & Memorials

(888) 588.8767 • [www.terrybear.com](http://www.terrybear.com)

All urn designs © 1994-2011 Terrybear, Inc. Terrybear is a registered trademark of Terrybear, Inc. Light of Remembrance is a registered trademark of Terrybear, Inc.

# Miller-Boles Funeral Home Celebrates 100 Years

Continued from Page A2



First location of Miller Funeral Home in 1911

current President, **James L. Boles Jr.**, delivered a speech proclaiming how honored and proud the staff and Miller Family were to be a part of the Sanford Community for over a century. A proclamation in honor of their rededication was delivered from the Office of the Mayor.

In honor of their anniversary Miller-Boles Funeral Home will also be sponsoring an exhibition of *The Wall That Heals*, a 1/2 scale replica of the Vietnam Veterans Memorial and traveling museum, at their Fire Tower Rd. location from September 29-October 2, 2011. The exhibit will be open to visitors 24 hours a day.

While in the area, the Miller-Boles Funeral Home will assist the Vietnam Veterans Memorial Fund in their effort to collect photos of veterans memorialized on the wall. Currently, pictures of 60% of the North Carolinian veterans honored have been collected from the North Carolina Vietnam Veterans of America.

Miller-Boles Funeral Home was founded by A.K. Miller Sr. With three uncles and 11 cousins who were undertakers, it was inevitable that A.K. Miller would become an undertaker. On a train trip to Florida, Mr. Miller's father-in-law, **Benjamin May**, noticed a furniture store for sale while his train was broken down in Sanford. He purchased the Carter Furniture Store located on S. Moore Street and in 1911, A.K. started **Miller-Funeral Home** on the second floor.

Miller attended *Richmond Virginia Medical College*; graduated from *Eckles School of Embalming* in Philadelphia and remained a member of the *NC Funeral Directors* and *NC State Burial Association* until his untimely death at age 54.

While he was busy raising a large family and his business enterprises were growing, Miller found time to raise funds for various civic and community projects. He served as secretary for the Sanford Merchants' Association and the Chamber of Commerce, which he helped to found. His varied interests ranged from active membership in the Modern Woodmen of the World and the Loyal Order of the Moose to charter member and past president of the Sanford Lions Club, where he initiated the Lee County Fair and secured Lions Club sponsorship for it each year. He served as chairman of the local Red Cross organization, setting up schedules for first-aid classes and leading the Red Cross drive each year.

During the years, Miller's undertaking business expanded and the parlor relocated several times. In



Miller Funeral Home on Moore Street in 1937

1937, Miller Funeral Home moved to 102 N. Moore St., a more private area with less traffic congestion.

In 1942, Miller Funeral Home moved to a beautiful Victorian-style home on Hawkins Ave. Later, an addition was built to add a new chapel and office space to the existing home. In 1955, Miller Funeral Home moved across the street to an updated funeral home facility where they remained until 2002, when Miller-Boles Funeral Home moved to its present spacious, beautifully appointed state of the art facility.

The Miller-Boles family is proud of the contributions of their family in continuing the traditions of compassionate funeral service, leadership, character, and community stewardship that have been the hallmark of their business. In 1942, that tradition was carried on by **Robert L. "Bob" Miller**, A.K. Miller Sr.'s son. In 1964, **Kay Miller**, wife of Bob Miller, honored these traditions as she took over the family business after her husband's untimely death. In 1982, **Beverly Miller Badgett**, A.K. Miller Sr.'s granddaughter, and her husband **Ernest Badgett** assumed



Reggie Miller with a Cadillac Ambulance in 1953



Miller Funeral Home on Hawkins Avenue in 1955

operation of the business and continued to uphold these high ideals. In 1998, James Boles, owner of **Boles Funeral Home**, and Beverly Miller Badgett, sharing the same commitment to excellence and compassionate funeral service, partnered to form Miller-Boles Funeral Home. **Reggie** and **Billy Miller**, sons of A.K. Miller Sr., also are involved in the daily operation of Miller-Boles Funeral Home.

## We make sure international ship-outs run like clockwork.

Finding flights for international shipping is complicated. On any given day, your staff must be prepared to determine which airline serves what destination, under what schedule, at what airline rate – to anywhere in the world. Why not put our team of experienced airline professionals and technology to work for you. Think of Eagle's Wings Air as your **Air Transportation Manager**. Then think of all the time you will save. You'll see we've got it down like clockwork.

*Call or visit our website to learn more.*

**See us at Booth #411  
NFDA - Chicago**

**Eagle's Wings Air**  
Your Air Transportation Manager

**866-550-1392 • www.eagleswingsair.com**

©2011 MKJ Marketing



**FRANK KAISER**  
PRESIDENT & CEO  
AIRLINE SPECIALIST

**2011 Women of Power: African American Jewels of Funeral Service**

*Continued from Page A26*

**Juanita Sellers Stone**

**Juanita Sellers Stone** is the former owner and icon of the renowned **Sellers Brothers Funeral Directors and Morticians**, daughter of **Samuel Garrett Sellers**, and former President of **Sellers Brothers Funeral Home Inc.** She has earned a BA from Spellman College of Atlanta, Georgia, a MA from Teachers College at Columbia University of New York City, and has continued advanced studies at the University of Washington in Seattle. Mrs. Stone taught as a



Juanita Sellers Stone

professor at various colleges and universities including; Savannah State College, Savannah, Georgia; Florida A&M University, Tallahassee, Florida. She was also employed by Princess Anne College in Princess Anne, Maryland. Prior to initiating her lifelong career as one of Atlanta's premier black women in the funeral industry, she was a social worker in Houlton, Maine.

Juanita Sellers Stone's

career in funeral service started in 1970, when she earned her Georgia State Funeral Directors license. Her service at Sellers Brothers, Inc. spans more than four decades and, during this tenure, she was the first woman President of the *Georgia Funeral Service and Practitioners Association, Inc.*

She has received numerous professional awards and honors including the Iota Phi Lambda Sorority Business Women of the Year 1975, *National Funeral Directors and Embalmers' Women of the Year Award* in 1976, and in 2008, she was inducted into the Atlanta Business League Hall of Fame, in addition to many other prestigious distinctions.

"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.preproumdirect.com

WEB DIRECT GIFT & PRICING



**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.

**Daniel Wilson earns Funeral Director and Embalmers License**

**FERNANDINA BEACH, FL—** Jack Heard and the staff at **Oxley-Heard Funeral Home** recently surprised employee **Daniel B. Wilson** with the presentation of his certificate of completion of his Florida Funeral Directors and Embalmers license. **Roy C. Weimert**, faculty director at the *Funeral Services Program at Florida State College*, Jacksonville, presented the certificate to the 2010 program graduate.



Daniel B. Wilson

**One Convenient Source for Quality Funeral Products**

**RB1 Black Oval Plastic Beads**

**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**

**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 |

**REGISTER BOOKS**

**415 REGISTER**

**471 REGISTER**

**CROSSES/CRUCIFIXES**  
10" Walnut Crosses with Brass Inlay

**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 |

**296**

**295**

2011 NFDMA International Convention & Expo  
Chicago • October 21-26  
CNA  
Visit us at Booth 419

**Abigal**

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

**Classifieds Online**

**To Place Your Classified Ad ...**

**NOMIS PUBLICATIONS, INC.**

**FUNERAL HOME & CEMETERY NEWS**

**CLASSIFIEDS ONLINE**

Call 1-800-321-7479  
or visit our website at  
[www.nomispublications.com](http://www.nomispublications.com)

**"I Didn't Know That!" Interesting and Odd Facts and Stories about the Death and Funerals of some of our Chief Executives (Part 2)**

By Todd W. Van Beck

**FRANKLIN PIERCE**

Less than two months before Pierce's scheduled inauguration, the Pierces, who had been visiting relatives in Massachusetts, were preparing to return to Concord to attend the funeral of a family friend. The Pierces and their twelve-year-old son, Bennie, boarded a train on the Boston and Maine Railroad. Soon after departure, the train, running at a rapid speed, was suddenly thrown from the tracks. The cars rolled down a rocky embankment of more than twenty feet.

At the time of the accident, Bennie Pierce was standing near his parents. Bennie was thrown forward with such force that he fractured his skull and died instantly. He was the only fatality in the accident.

The Pierces had already lost two sons in infancy and the tragic death of Bennie would prove a disastrous psychological hardship for Mrs. Jane Pierce and the President. Mrs. Pierce became a recluse and the President became an alcoholic.

Because of Pierce's depression and drinking, his Presidency was a disaster from the beginning. He left office disgraced and added further infamy when he decided to side with the Confederacy during the Civil War. Upon Lincoln's assassination, a mob in Concord, New Hampshire surrounded Pierces home and hurled insults at him from the street.

Franklin Pierce descended further into alcoholism and died in 1869 from cirrhosis of the liver.

Pierce was so unpopular that his home state of New Hampshire did not decide to erect a statue to honor the only man from New Hampshire to become President until forty-five years after his death.

**ABRAHAM LINCOLN**

1. Had the largest funeral service ever held in the United States of America.
2. Funerals were held in thirteen different cities.
3. The funeral procession traveled 1700 miles.
4. On November 8, 1876, Lincoln's remains were stolen by grave robbers.
5. Lincoln's remains were moved 11 times between 1865 and 1901.

**ANDREW JOHNSON**

Johnson left three instructions for his funeral. First, he wanted as his shroud only the American flag, nothing else. Second, he wanted as his casket pillow a copy of the United States Constitution. Third, he wanted to be buried on top of Signal Hill, just outside Greenville, Tennessee (his hometown) on a spot that he had personally marked with a willow sprig taken from the tomb of Napoleon.

Johnson's family fulfilled each wish. The President's body was wrapped in the American flag and placed in the casket. The family decided to use Johnson's personal copy of the United States Constitution, which he received in 1835, marked up with his notes and comments. Johnson's head rested gently on this valuable document, and the President was buried in the spot he had chosen many years before.

**JAMES A. GARFIELD**

Willis Reed Speare, a society undertaker in Washington, D.C., died in 1907. He left, among the assets of his estate, a bill against the United States Government for conducting the Wash-



Todd W. Van Beck

ington portion of President Garfield's funeral. According to an itemized statement in the Congressional Record, Spears furnished a total of 93 carriages, 118 white sashes, 12 black sashes, 30 pairs of white kid gloves, 14 pairs of black kid gloves, a hearse with 6 white horses and groom attendants.

Congress had passed an act appropriating money for the cost of the funeral that contained a provision requiring all claimants to file with their claims receipted bills and sign a statement, in advance, stating that the claimants would accept whatever amount the Government wanted to award. Speare refused to accept the theory that the Government should be treated differently from any other debtor and refused to file any receipts, or to agree to accept anything that the Government might decide to give him. He charged for his services as they were requested. He never showed receipts to any of his other clients, nor did he accept just anything the families felt like paying.

Mr. Spear presented his bill of \$1,890.50 to the Government repeatedly. Fifty-five thousand dollars had been voted by Congress to pay for the funeral of Garfield, but W. R. Speare never received a penny.

CONTINUED ON PAGE A30

**PEDESTAL Express**  
Funeral Home Direct Since 1993 - 100,000 Plus Sold

**Quick On Site Solution For Floral, Pictures & More.**

"We use your pedestals in every funeral/memorial service. We place picture frames and flower baskets on top of the pedestals all around the casket and church. People love the arrangement of the pictures and flowers on the pedestals."  
We find if there are a lot of flower baskets in a service, placing the baskets on pedestals enable us to group more floral arrangements together in a much smaller space around the casket. Since we arrange the flowers baskets on pedestals of varying heights everything looks so beautiful. We get compliments all the time!

**Xenia Ware, Business Manager, James Hunt Funeral Home**

**High Impact Plastic 100% Waterproof**  
**Contains No Particle Board**  
**White, Beige or Black**  
**12" Diameter**  
**FREE Fed-Ex Ground-Ships Today**  
**Secure On-Line Ordering**  
**Made in U.S.A.**

See Videos for Details on Our Website \* Pedestal Express I (Ten Pedestals) As Shown: Only \$339 Delivered

[www.pedestalexpress.com](http://www.pedestalexpress.com)  
Call 1-888-762-7735  
8040 NE Day Rd., Bldg 6A Brainbridge Island, WA 98110

**Tell Them You Saw Their Ad**  
**FUNERAL HOME & CEMETERY NEWS**

**"Flameless Cremation Services Are Now A Reality!"**

**Anderson-McQueen delivers the first of North America's Bio Cremation™ Services to St. Petersburg, Florida.**

Funeral Service must play a supportive role when it comes to protecting our environment. As we serve more families who demand greener funeral services, options must remain available. Environmental services are growing in popularity and especially with our cremation families, green choices are an essential part of our long term relevance in the market.

Come explore this exciting new service opportunity that will uniquely differentiate your business in the community.

**To learn more, please phone us at (800)-327-2831 or visit us online at [www.biocremationinfo.com](http://www.biocremationinfo.com).**

**John McQueen, CFSP**  
Anderson McQueen Funeral Home

**Matthews INTERNATIONAL**  
CREMATION DIVISION

888-589-6197 • [WWW.MATTHEWSCREMATION.COM](http://WWW.MATTHEWSCREMATION.COM)

**"I Didn't Know That!" Interesting and Odd Facts and Stories about the Death and Funerals of some of our Chief Executives (Part 2)**

*Continued from Page A29*

There is no mention of the unpaid bill in the obituary for Willis Reed Speare that ran in the Washington Post on June 22, 1907. The obituary did however mention that Speare was the undertaker who exhumed the body of Lincoln's assassin, John Wilkes Booth, so it could be sent to relatives in Baltimore.

The case of Garfield's undertaker in Long Branch, New Jersey, the place where Garfield died, is much different. Charles A. Benedict was a New York City undertaker with a business at 60 Carmine Street. Benedict submitted his bill to the Government of the United States, included his receipts and signed the agreement. He was paid in full.

**WARREN GAMALIEL HARDING**

In all the presidential polls taken to rank order our Chief Executives from the greats to the failures, Warren G. Harding has taken last place. The polls outright rank him as the worst President this country has ever had.

Harding died in San Francisco. His death was sudden and shocked the entire nation. One version of Harding's death was supplied by Gaston Means, a con artist to whom no credence can be given, yet, his story took on a life of its own and to this very day has believers. Means claimed, in a carefully worded account, to have had a private conversation with Mrs. Harding following her husband's death in which she strongly implied, but did not admit, that she herself had killed the President. Means implied in his sensational book *The Strange Death of President Harding*, that the President was killed by his wife to prevent his involvement with the scandals which were emerging in the Harding administration. Fuel was added to this story when Mrs. Harding refused permission for an autopsy.

**CALVIN COOLIDGE**

It is no exaggeration to say that for a parent to have a child die before they do is one of the most horrible and excruciating experiences that any human being can go through. President Calvin Coolidge learned the high price grief can exact in the summer of 1924

The Coolidge's had two boys, John born in 1906 and Calvin Jr. born in 1908. The boys were an interesting pair. John looked like his mother and had his father's taciturn personality. Calvin Jr., who looked like his father and had his mother's effervescent personality, was closest to the President.

President Coolidge was a strong believer that his boys not receive any special treatment just because their father happened to be the President of the United States. Each summer, the Coolidge brothers would pack their bags and travel either to Vermont to work on their Grandfather Coolidge's farm, or to Mercersburg, Pennsylvania where they would both work on a farm picking tobacco.

In 1924, the Coolidge brothers returned to Washington, D.C. in late summer. One afternoon, Calvin Jr. went to the White House tennis court to hit some tennis balls. He blistered a toe playing in sneakers without socks. Late that same afternoon, Calvin Jr. was found to be ill. In some inexplicable way, the blister had become infected. The diagnosis could not have been worse: staphylococcus septicemia – blood poisoning.

In 1924, there was pitifully little with which to fight so virulent an infection. Everything known to medical science at that time was done. Finally the decision was made to transfer Calvin Jr. to Walter Reed Hospital as a last ditch effort.

President Coolidge was right in the middle of the 1924 election, however, true to his character, Coolidge halted all political activities and devoted his entire attention to his beloved son.

Calvin Coolidge, Jr. died during the night of July 7th, 1924, three days after his father's 52nd birthday. He was 16 years old. The President was devastated and he never regained his former abilities and administrative skills. Coolidge changed in front of people's eyes and the change was alarming.

Coolidge began sleeping 11 hours a night, and would take three or more hour-long naps during the day. He was irritable and withdraw, even more than usual, and his health was beginning to cause him problems. He was depressed and at state dinners showed absolutely no interest in anything about him. Even his lovely wife Grace could not reach him in the depths of his personal agony and despair. He lost interest in politics, his administration, fishing, taking rides and even in buying Mrs. Coolidge the most recent dress fashions, which in the past had given him enormous joy.

Coolidge was one of the most popular Presidents in American history and he could have easily won the 1928 Presidential election. However, as the end of his

**CONTINUED ON PAGE A31**

**NEW!**

*"The Madelyn Company is more than a vendor – they are committed to our success."*

—Valerie J. Wages, president  
Tom M. Wages Funeral Service, LLC

**The Original Keepsake Pendant**

An expansive selection of styles and prices

Visit us at Booth 457 & 730

**Madelyn COMPANY**  
Keepsake Pendants

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

Visit us at Booth 927

**DUNCAN STUART TODD**  
THE PREPARATION ROOM SPECIALISTS

SPECIALIZING IN DESIGN PRODUCTS VENTILATION

Call today for a free brochure.  
**877.832.6898**

duncanstuarttodd.com info@duncanstuarttodd.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.**

Visit us at Booth 813

**CUSTOM AIR TRAYS**

1-800-992-1925 | CustomAirTrays.com

## Service Corporation International reports Second Quarter Results

HOUSTON, TX— **Service Corporation International** (SCI), the largest provider of deathcare products and services in North America, has reported results for the second quarter 2011. **Tom Ryan**, the company's President and Chief Executive Officer, commented, "We are pleased with our quarterly operating performance which was highlighted by solid increases in both funeral and cemetery preneed sales production. Once again, our preneed sales team delivered excellent results despite a difficult comparison to the exceptional performance of the prior year quarter. With the strong results reported in the first six months of the year, we currently believe we are on pace to meet the high end of our guidance ranges for both normalized diluted earnings

per share of \$.56 to \$.64 and for operating cash flow of \$330 to \$380 million. Our robust cash flow and healthy financial position have allowed us to pursue an acquisition growth strategy while continuing to return value to shareholders through share repurchases and dividends."

Service Corporation International is North America's leading provider of deathcare products and services. As of June 30, 2011, the company owned and operated 1,429 funeral homes and 379 cemeteries (of which 215 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. For complete quarterly results and press releases about Service Corporation International, visit [www.sci-corp.com](http://www.sci-corp.com).

## "I Didn't Know That!" Interesting and Odd Facts and Stories about the Death and Funerals of some of our Chief Executives (Part 2)

term approached, Coolidge stunned the nation and announced "I do not choose to run in 1928." He gave no explanations and no questions from the press were allowed. Calvin Coolidge was finished. He had not even told his wife of this monumental decision. Herbert C. Hoover went on to a landslide victory and President Coolidge returned to Northampton, Massachusetts.

His retirement was miserable. He did little to nothing. He went to the office here and there, took a few trips to New York City, but other than that, he stayed home. By the fall of 1932, Coolidge was using a variety of sprays to help him breathe and hardly a night went by when he did not suffer great distress. He took his own pulse often and experienced chronic indigestion, weight loss,


*Continued from Page A30*

night sweats and chronic exhaustion.

On Thursday January 5, 1933, Mrs. Coolidge found the President dead, lying on the floor in his bathroom. He had lived just 60 years and 185 days. Dr. E. W. Brown listed the cause of death as a coronary thrombosis due to terminal heart disease.

The physician failed to add one more cause of death: a broken heart.

# PART INFO GETTING PLUS PART IDEA SHARING



**Equals total government connecting.**

Get info. Find answers. Share ideas. Your connection begins at [USA.gov](http://USA.gov) – the official source for federal, state and local government information.

**USA.gov**  
1 (800) FED-INFO

## FASTER DELIVERY



**FIRST CLASS SUBSCRIPTION**

**1-800-321-7479**

3287-C Chrome, 3287-SS Stainless Steel

## Superior Lowering Device

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

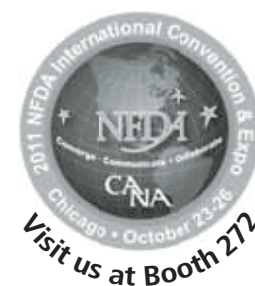
### Features

- Lifetime lubrication
- Positive lock braking system

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

### 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



 PROUDLY MANUFACTURED IN THE USA

**888-458-6546**

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

**JUNKIN**  
SAFETY APPLIANCE COMPANY

[www.junkinsafety.com](http://www.junkinsafety.com)



**Triple H Company**  
Cemetery, Crematory and Mausoleum Supply Since 1950

**PYRAMID**  
CREMAINS BURIAL VAULTS

Oversized 9" x 13" x 14 1/2"  
Over 1300 Cu. In.  
Original 9" x 9" x 14 1/2"  
Over 900 Cu. In.  
Tongue and groove connection.

Peace White  
Antique Gold  
Green velour lined.

*Golden-Line*  
Solid Jeweler's Bronze Mausoleum Vases & Holders

2" to 10" High over 450 Varieties

*Royal Duchess*  
Plastic Mausoleum Vases & Holders

Ring or Button Design  
Over 150 Varieties  
Bronze, Verde Green or Gold Color

**TRION**  
Floral Lawn Vases

Dozens of Options

P.O. Box 5790 Ventura, CA 93005-0790  
Tel 800-252-3444 or FAX: 805-650-6444  
www.triplehcompany.com

# Association NEWS

## Janice Mannal elected as president of the Pennsylvania FDA

**HARRISBURG, PA**— Janice Mannal, owner and supervisor of the **Robert L. Mannal Funeral Home** on Frankford Avenue in Philadelphia, has been elected as the first woman president of the *Pennsylvania Funeral Directors Association*. She was installed as president of the statewide organization at the Board of Governors dinner on June 15 at the Hotel Hershey in conjunction with the 130th PFDA Convention.

Janice is a second generation funeral director. She has been a licensed funeral director since 1969. Her late father, **Robert H. Mannal**, founded the funeral home in Philadelphia in 1937. She is a graduate of Abraham Lincoln High School; attended Temple University; and obtained a degree in Mortuary Science from the *New England Institute*.

She is the former president of the *Philadelphia Funeral*

*Directors Association*. Janice was a member for 10 years of the Pennsylvania State Board of Funeral Directors. She served two terms as the chairwoman of the State Board. She was the first woman president of both the Philadelphia Funeral Directors Association and the State Board of Funeral Directors.

Janice has two sons: **David Peake**, a licensed funeral director, employed in the family business; and **Liggett**, serving with the U.S. Army in Germany. She is a member of the *Torresdale-Frankford Country Club* and the *Ocean City Yacht Club*.



Janice Mannal

The PFDA was established in 1881 and represents approximately 1100 funeral homes with over 3,500 licensed funeral directors statewide. It is one of the largest state associations representing funeral directors in the nation.

## New England Cemetery Association Officers and 2012 Events



**MILFORD, CT**— The *New England Cemetery Association* is pleased to announce the officers and directors elected for the 2011-2012 year. This year's president is **Kevin Cody** from **Mount Calvary Cemetery** of Manchester, NH. **Richard Sacca** of **Holyhood Cemetery** in West Roxbury, MA and **Craig Neal**, of the **Hartford, CT Catholic Cemetery Association**, will serve as first and second vice president. **Raymond Scholl** of the **Milford, CT Milford Cemetery Association** was elected secretary.

The position of treasurer will be filled by **Joe Swift** of **Highland Memorial Park** in Johnston, RI. Directors elected to a one year term were **Bray Walsh** of **Lowell Cemetery**, Lowell, MA, and **Ed Butland** of **Boston Catholic Cemetery Association**, Roslindale, MA. Directors elected to a two year term were **Joe Cavallaro** of **Swan Point Cemetery**, Providence, RI and **Robbin Kelley** of **Town of Harwich**, Harwich, MA. Directors elected to a three year term were **Craig Cunningham** of **Cemetery, Parks & Forestry**, Bath, ME, and **Deborah Allen-Grover** of **Walnut Hill, Pine Grove, and Bowie Cemeteries**, North Yarmouth, ME. Also joining the Directors is Immediate Past President **John DiPietro** of **Knollwood Memorial Park**, Canton, MA.

NECA will host the **Fredrick Laffond Cemetery Management Seminar** from November 30 – December 2, 2011, at University of Massachusetts, Amherst, MA. The **NECA Mid Winter Retreat** will be held January 28-30, 2012 at Hilton Hotel, Mystic, CT. In addition, the 109th **NECA Annual Conference** will be held at the **Attitash Grand Summit Hotel**, Bartlett, NH, June 25-28, 2012.

For more information, contact Ray Scholl at [NECemetery@gmail.com](mailto:NECemetery@gmail.com) or Kevin Cody at [kcody@mtcalvarycem.org](mailto:kcody@mtcalvarycem.org) or visit [www.newengland-cemetery.org](http://www.newengland-cemetery.org).


**ADVERTISING WORKS  
FUNERAL HOME &  
CEMETERY NEWS**

UNCLE HARRY :


**“I’LL VISIT PARIS  
IF IT’S THE LAST  
THING I DO!”**

IT WAS.




Unfortunately for Uncle Harry, seeing the Eiffel Tower was a heart-stopping experience. Fortunately for his family, for one low price, Inman Shipping Worldwide was there to handle all the details of getting Uncle Harry back home.

**Thoughtfulness. Consideration. Sensitivity. And efficiency. Keep Inman in mind.**



**Inman**  
SHIPPING WORLDWIDE®

1605 Merwin Ave., Cleveland, OH 44113 • 1-800-321-0566  
[www.inmanshippingworldwide.com](http://www.inmanshippingworldwide.com)



*Thanks for another beautiful calendar - nothing out there is comparable to yours.*

- Jim Iacubino

Wenban Funeral Home, Lake Forest, IL

**Upscale Promotional Calendars**

Only **99¢** plus 15¢ each shipping

**Absolutely no other charges. Really.**

- **NO** Set-Up Fee
- **NO** Logo Fee
- **NO** Over - Runs
- **NO** Under - Runs
- **NO** Hidden Fees

The Judith Roth Studio Collection  
The world's highest quality promotional calendars

**800•413•4455**

See our full page ad on page A3

*Association* **NEWS** CONTINUED

**Illinois Selected Morticians Association, Inc. holds 71<sup>st</sup> Annual State Convention**



Rory Momon presenting Service Award to Vernon Wallace for over 50 years of Honorable Service to the Funeral Profession



Shirley Calahan presenting Service Award to Bernard Slaughter Sr. for over 60 years of Honorable Service to the Funeral Profession



President Elect, Gloria Driver presenting Service Award to Herbert C. Barker for over 60 years of Honorable Service to the Funeral Profession



Chairman Hudson presenting Service Award to Doris Marshall Furbush for over 70 Years of Honorable Service to the Funeral Profession



Hostesses (L to R) Diane Fountain, Executive Secretary, Chairperson Dorothy Hudson, and Gloria Driver, President Elect.



Left: Mr. and Mrs. Otto R. Ali, Right: Mr. and Mrs. David Boone Sr. These two past presidents are responsible for listing the National Presidents in Ebony magazine to be among their 100 Influential Black Americans.



Diane Fountain (Center) presenting Humanitarian Award to Joyce Gholar (Right) for Community Outreach in Education.

CONTINUED ON PAGE A38

**CHICAGO, IL**— The Illinois Selected Morticians Association, Inc. (ISMA) held its 71st Annual State Convention Awards Banquet on June 12th in Chicago, IL. The theme for the convention was: “Working Together – Making a Difference in Funeral Service”. Serving on the committee were: **Dorothy Hudson**, Chairperson; **Pamela Owens**, Co-Chairperson; **Gloria Driver**, President Elect; **Diane Fountain**, Executive Secretary; **Carneal Owens**, Chairman of the Board, **David Boone Sr.**, Past President of ISMA and *National Funeral Directors and Mortician Association*, and **Edward Calahan**.

The banquet was a gala affair, with over 200 attendees. Special guests included *Marshall Thompson* and *Debra Nichols*

*Windham*. Marshall is the only remaining original singer from the Chi-Lites group. Marshall, also the son of ISMA member **Doris Marshall Furbush**, delighted the crowd with old familiar sounds. Debra Nichols Windham, a member of the Nichols Singers and a cousin to Jennifer Hudson, performs periodically with Jennifer and can be seen on the Weight Watcher’s TV commercial with her. Debra warmed the crowd up with her beautiful voice singing “The Lord’s Prayer”. *Rev. James E. Ford*, a renowned story teller, served as toastmaster. As always, he kept the laughs going with clean

**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

# Association NEWS CONTINUED

## NFDA Policy Board elects Childs, Cozine and Patton to Executive Board

**BROOKFIELD, WI**— The National Funeral Directors Association (NFDA) Policy Board met on July 9 in Coeur d'Alene, ID, and elected **Charles Childs Jr.**, CFSP, CPC; **W. Ashley Cozine**, CFSP, CPC; and **Patrick Patton**, CFSP, to serve as at-large representatives on the association's Executive Board.



The NFDA Policy Board elected (L to R) Patrick Patton, CFSP; W. Ashley Cozine, CFSP, CPC; and Charles Childs Jr, CFSP, CPC, to serve as at-large representatives on the Executive Board.

Cozine and Patton will begin two-year terms of service immediately following the 2011 NFDA International Convention & Expo, October 23-26 in Chicago, IL. Childs was elected to a one-year term of service that begins immediately following the 2011 NFDA Convention.

Cozine, a third-generation funeral director with **Broadway Mortuary** in Wichita, KS, is currently serving as his state's representative to the NFDA Policy Board. He serves NFDA as a member of the Heritage Club, Spokesperson Team, National-State Relations Work Group, Federated Insurance Safety & Risk Management Advisory Group and Professional Development Committee; he was the leader of the Role of Policy Board Task Force. He is an NFDA Political Action Committee (PAC) contributor and a regular participant in the NFDA Advocacy Summit, Leadership Conference

and Convention. Broadway Mortuary is a six-time recipient of the NFDA Pursuit of Excellence Award.

Cozine has extensive experience as a volunteer leader with the *Kansas Funeral Directors Association* (KFDA). He has served in every role on the KFDA Board of Directors, including a term as president. He has been a member of the KFDA Convention, Legislative, Nominating and Young Professionals Committees. He is a KFDA PAC contributor and was honored as the Kansas Funeral Director of the Year in 2009.

Patton is the president and co-owner of **Patton-Schad Funeral & Cremation Services** in Sauk Centre, MN, and has served as Minnesota's representative to the NFDA Policy Board since 2008. Patton is an active NFDA PAC fundraiser and contributor and convention volunteer. He is a regular participant in the NFDA Convention and Leadership Conference.

He has been an active member of the *Minnesota Funeral Directors Association* (MFDA) for 26 years. He has served on the association's Board of Directors since 2001, including a term as president in 2006-2007. He has been a member of MFDA's Legislative Committee since 1989. He is a past member of the Finance Committee; he served as that committee's chair from 1992-2003.

Cozine and Patton will replace current NFDA at-large Representatives **Jzyk Ennis**, CFSP of Trussville, AL, and **Mark Mortimore** of **Mortimore Funeral Home** in Thermopolis, WY.

Current at-large representative **Robert C. Moore IV**, CFSP, has declared his candidacy for NFDA secretary during the first year of his two-year term of service on the Executive Board. When this situation occurs, the at-large representative's term of service automatically expires at the conclusion of the national convention in that year. The Policy Board fills the resulting one-year vacancy through a special election.

In the special election to fill Moore's position, Childs, of **A.A. Rayner & Sons** in Chicago, IL, was elected to serve a one-year term of service. Childs, a third-generation funeral director, is Illinois' representative to the NFDA Policy Board. He also serves NFDA as a member of the Advocacy Committee and Resource Advisory Group.

Childs has been an active member of the *Illinois Funeral Directors Association* (IFDA) for many years. He has served on the association's Board of Directors in a number of capacities, including terms as president, president-elect, past president and vice president. He has been a member of IFDA's Legislative, Constitution and By-laws, Member

CONTINUED ON PAGE A35

"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"™

**Queen Anne Collection**

For over twenty years Rick and Elizabeth Roberts, owners of Roberts & Downey, have been supplying the funeral industry with superior quality handcrafted hardwood chapel furniture, on a custom built to order basis.

**Roberts & Downey**  
Chapel Equipment, Inc.  
robertsanddowney.com  
Argenta, IL 62501 • 800-331-9093

Your authorized Howard Miller, Hekman and Woodmark dealer.

**NEW!** **Mortuary Sandbag Arm Positioning System - M.A.P.'s™**

**Solves Any Arm Positioning Problem!**

**M.A.P.'s™ Benefits**

- Easy to Use
- Made from Durable OSHA Friendly Fabric
- Can Be Used After Casketing
- Proven Effective
- Includes Instructions
- Manufacturers Warranty

Also Works Great On... Swollen Necks Swollen Hands

**M.A.P.'s™ Solves It All!**  
**Only \$49.95 a pair**

**SUPER PROTECTION**

**NEW! MORT-PORT SUPER-CAPRI PANTS**

- NRJ Super-Capri's give 2 times greater torso coverage which gives you 2 times greater protection
- Saves money! Super Capri does the job of 1 coverall and 2 stockings
- Drain your troubles away with MortPort drainable plastic goods!

**Any Size Only \$9.95**

**Don't Bury Treasure - Save It!**

**WITH THE NEW I-SEE-IT SECURITY JEWELRY BAG™**

**Features**

- Zip-Top Seal!** (won't open like drawstring bags!)
- Transparent Vinyl Front** (you see everything, easy to double check)
- Large Capacity** - 7" tall, 4" wide easily fits in coat pocket or purse
- Deceased Name** - don't give out wrong belongings
- Release Form** - confirms removal items for your records
- Attractive, durable,** London blue vinyl makes a first class presentation

**Only \$1.95 per unit**

To Order M.A.P.'s™ & Jewelry Bags  
www.graveyardgift.com or Call 248-577-9975 • M-F / 9am-5pm EST

To Order MortPort Super Capris and Unionalls  
mortport.net or call 248-577-9975 • M-F / 9am-5pm EST

Visa, Mastercard, Discover, American Express Welcome. Satisfaction Guaranteed - Return unused product for a full refund within 30 days. Shipping not included

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

# Association NEWS CONTINUED

## Mahn speaks at Missouri Funeral Directors and Embalming Association Convention

JEFFERSON CITY, MO—**Todd Mahn** Chairman of the Missouri State Board of Embalmers and Funeral Directors was the guest speaker at the June 6, 2011, **Missouri Funeral Directors and Embalmers Association** Conference in Columbia, MO.

Todd thanked all of the association members for the long and tireless hours they worked and volunteered after the horrific tornado in Joplin, MO. Other areas addressed ranged from auditing funeral home pre-need accounts to new laws passed this year.



Todd Mahn

## NFDA Policy Board elects Childs, Cozine and Patton to Executive Board

*Continued from Page A34*

Services, Product and Services, Audit, Ethical Practice, Convention, and Election Committees. Childs is also a past chairman of Illinois' Funeral Directors and Embalmers Licensing and Disciplinary Board.

The NFDA House of Delegates will elect the 2011-2012 secretary, treasurer and president-elect when it meets during the 2011 NFDA International Convention & Expo in Chicago. Candidate profiles can be found on the NFDA website [www.nfda.org/2011election](http://www.nfda.org/2011election).

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 43 countries around the world. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit [www.nfda.org](http://www.nfda.org).

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"



1-800-782-8249

### Faithful Friend®

PET CASKETS

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



1-800-567-7387

Independent & Family Owned Since 1945

[www.mccordcasketsandvaults.com](http://www.mccordcasketsandvaults.com)

[www.faithfulfriendpetcaskets.com](http://www.faithfulfriendpetcaskets.com)



We Ship World Wide



## Attention Association Officers: Send Us Your News!

PO Box 5159, Youngstown, OH 44514 • Fax (800)321-9040 • [press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)



## Funeral Exclusive Answering Service

Family Owned and Operated Since 1972

ASD's incredibly sensitive staff, custom-built systems and culture of absolute transparency have revolutionized the answering service and funeral profession.

Let us help you maintain and grow your funeral business starting today.



Ask how ASD's Rewards Program can reduce your bill by 50% or more, *indefinitely.*



Call Jason and ask about your free trial!

1-800-868-9950

### Gain the Competitive Advantage:

- Know how many rings it took to answer all your calls (ASD exclusive)
- Staff undergoes intensive training before handling your calls
- NO EXTRA COST for weekends, nights or holidays
- All Calls are recorded for 100% accuracy
- First Call Connect (patent pending)
- Text & Email Messaging
- First Call Alert
- Patching



Answering Service for Directors since 1972  
1-800-868-9950 • [www.myASD.com](http://www.myASD.com)



**The Boston Prayer Card Company**  
SERVING THE FUNERAL PROFESSION FOR OVER 17 YEARS

**BEST DEAL AROUND**  
100 customized acknowledgments (envelopes included) for \$35.00, when placed with a 100 card package order!



**WWW.BOSTONPRAYERCARD.COM**  
Call: 1-800-PRAY-FOR (800-772-9367)

Prayer Cards • Portrait Cards • Acknowledgments • Bookmarks

# Association NEWS CONTINUED

## Funeral Directors Association of Kentucky holds 129th Annual Convention



Immediate Past President John Gay (Left) presented to John W. "Will" Muster, V his gavel as the new President of the FDKA.



Ribbon cutting at the opening of the FDKA Exhibits. (L to R) John Gay and NFDA President Pat Lynch

LOUISVILLE, KY— The Funeral Directors Association of Kentucky (FDKA) celebrated their 129th Annual Convention at the Louisville Marriott Downtown Hotel and the Kentucky International Convention Center in Louisville on June 27-29, 2011. The following members were named officers for the 2011-2012 year: President **John W. "Will" Muster V**, Calhoun; President-Elect **Mary Steele**, Pineville; Vice President **Marcia Caniff-Davis**, Ashland; Sec-



The Exhibit Hall at the FDKA Convention

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>



FDKA Officers and Directors. (L to R) Front row: Marcia Caniff-Davis, Rick Morgan, John W. Gay, Mary Steele, and Doug Stanley. Back row: NFDA Policy member Ronald Strong, Jim Davis, Walt Parrott, David West, John Jones, Rusty Preston, John W. Muster, V, Pat Lynch and Rob Riley. Not pictured are Robbie Brantley and Mike Neal.

*Affinity Caskets*



- ★ High Quality Velvet Interiors with Custom Piping Trim
- ★ Service Branch Emblem On Head Panel
- ★ Service Branch Chrome Emblem on Lid Exterior
- ★ US Flag Emblem at Both Ends
- ★ Stars on Front and Back

Other Models Available

HONORING THOSE WHO SERVED™

retary-Treasurer **James W. Davis**, Berea; Sergeant-at-Arms, **Doug Stanley**, Williamstown; Chairman of the Board **Mike Neal**, Catlettsburg; and Immediate Past-President **John W. Gay**, Burlington.

The following were named district directors for the 2011-2012 year: Central – **David West**, Nicholasville; Eastern – **Rusty Preston**, Paintsville; Northern – **Rob Riley**, Carrollton; Southern – **Robbie Brantley**, Brownsville; South Central – **Walt Parrott**, Greensburg; South Eastern – **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 mer-

chandise, they were able to visit with old friends and vendors as well as new ones.

John W. "Will" Muster, V, of Calhoun, was elected president of the association. He is a third generation president preceded by **John W. Muster, III** (1962) and **John W. Muster, IV** (1980).

The exhibit hall was filled with 101 exhibitors. They displayed their businesses in the 63,000 square feet of exhibit space. During this three-day meeting, a 100 year-old firm was honored; the 50 year licensed funeral directors were honored; and continuing education awards were presented to the funeral directors.

Ten hours of continuing education credits were offered. The speakers from across the country were out-

standing and included the following: *Kay Frances*, a stress management specialist, presented "Stress Management & Humor: A Serious Undertaking;" **John Carmon**, Trustee of the National Funeral Service Foundation and past president of the *National Funeral Directors Association* and *Connecticut Funeral Directors Association*, presented "Funeral Home Finance for Funeral Directors...Not CPAs;" **Dr. Alan Wolfelt**, an internationally noted author, educator and grief counselor, presented "Without Mourning, 'Celebrations' Can Cause Problems;" and **Pat Lynch**, NFDA President, gave an update on the National Funeral Directors Association.

CONTINUED ON PAGE A38



1-800-882-5907 • [www.affinitycaskets.com](http://www.affinitycaskets.com)

# Association NEWS CONTINUED

## NYSFDA to offer Certified Celebrant Training

**ALBANY, NY**— The **New York State Funeral Directors Association (NYSFDA)** will be offering a Certified Celebrant Training, September 30 through October 2, 2011 at the Tarrytown House Estate and Conference Center in Irvington, NY. The training is specifically designed for anyone interested in understanding the process of the funeral service and in learning how to personalize and design meaningful funerals or tributes. The seminar will attract a wide variety of participants: funeral directors; preneed and aftercare specialists; hospice professionals; clergy; chaplains; business people; and students. The curriculum covers: articulating the value of the funeral; listening skills; family meetings; service planning; music and readings resources; eulogy writing; closing ceremonies; master of ceremonies; presentation skills; and developing the celebrant concept in the community.

NYSFDA Executive Director **Bonnie L. McCullough**, CAE, said: "A successful celebrant is one who enjoys working with people, has writing and public speaking ability, as well as listening and consulting skills. These are values and qualities that funeral directors often possess."

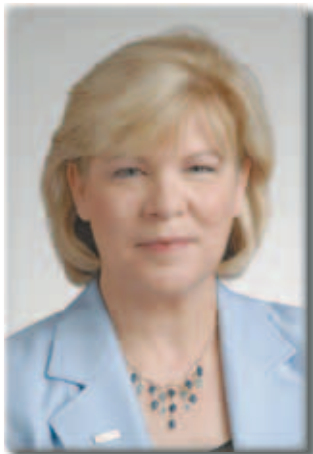
The trainers will be **Doug Manning**, founder and president, **In-Sight Books, Inc.** and **Glenda Stansbury**, MA, CFSP, marketing and development director, **In-Sight Books, Inc.** For 30 years, Doug has been writing and speaking in the areas of grief and elder care. From his very first book, *A Minister Speaks About Funerals*, he has carried the message that a funeral is an important and healing time for the grieving family. Doug has written or produced over 40 books and resources and is one of the most respected speakers in the area of grief throughout the United States, Canada, Australia, and New Zealand. Glenda has worked as an educator, teacher trainer and seminar developer. She is a practicing Celebrant, adjunct professor at the University of Central Oklahoma Funeral Department and is a licensed funeral director/embalmer.

This training has been approved by the NYS Department of Health, Bureau of Funeral Directing, for 8 CEUs. Participants will receive a copyrighted Celebrant Training notebook and a copy of Doug Manning's book, *The Funeral: A Chance*



**Doug Manning**

*to Touch, A Chance to Serve, A Chance to Heal.* For more information or to register, call NYSFDA at 800-291-2629, or visit: [www.nysfda.org](http://www.nysfda.org).



**Glenda Stansbury**

Founded in 1889, NYSFDA represents over 900 member firms and 3500 licensed funeral directors in New York State, and is



**Bonnie L. McCullough**

the oldest state association of funeral directors in the United States. The Association is headquartered in Albany.

## COACH NAMEPLATES

|                     | SATIN ALUMINUM | POLISHED ALUMINUM |
|---------------------|----------------|-------------------|
| <b>1.5" Letters</b> |                |                   |
| 16" Bar, 12 spaces  | \$39.50        | \$43.00           |
| 26" Bar, 20 spaces  | \$48.00        | \$53.00           |
| 36" Bar, 29 spaces  | \$63.00        | \$69.00           |
| <b>2" Letters</b>   |                |                   |
| 16" Bar, 9 spaces   | \$44.00        | \$48.50           |
| 26" Bar, 14 spaces  | \$54.50        | \$60.50           |
| 36" Bar, 20 spaces  | \$71.50        | \$78.00           |
| <b>3" Letters</b>   |                |                   |
| 16" Bar, 8 spaces   | \$54.50        | \$60.50           |
| 26" Bar, 13 spaces  | \$65.50        | \$72.50           |
| 36" Bar, 18 spaces  | \$80.00        | \$89.00           |
| <b>4" Letters</b>   |                |                   |
| 16" Bar, 6 spaces   | \$59.50        | \$66.50           |
| 26" Bar, 8 spaces   | \$71.50        | \$79.50           |
| 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](mailto:info@NamesUnlimitedCorp.com)  
Web: [www.NamesUnlimitedCorp.com](http://www.NamesUnlimitedCorp.com)

**Customize Your Direct Mail Program**  
Database Files • Reports • Mailing Lists • Email Addresses  
**Call Today for Counts and Costs 1-800-321-7479**



**Wilbert.**  
**Supporting the local community.**

When you order burial vaults from Wilbert, you're supporting your community. Through a network of independently owned licensees, our vaults are manufactured at nearby plants and distributed locally with a focus on service that only comes from people who truly care.

Wilbert is part of your community. We're your friends, your neighbors, your fellow citizens. We create jobs for local workers. We pay local taxes. We participate in community events and support local causes.

Above all, Wilbert is a name you can trust. Our high strength concrete reinforced with plastic and metal liners offers structural integrity and resistance to the elements that are unmatched by other materials. And your families will appreciate the wide range of personalization features that make a Wilbert vault a memorable part of the graveside service.

Contact your local Wilbert representative to find out why you should put your trust in our lined concrete vaults.

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

Wilbert and the Wilbert script logo are registered trademarks of Wilbert Funeral Services, Inc. © Copyright 2011 by Wilbert Funeral Services, Inc. All rights reserved. ADV-11010434 SEP11-FHCN

# Association NEWS CONTINUED

## Illinois Selected Morticians Association, Inc. holds 71<sup>st</sup> Annual State Convention

*Continued from Page A33*

humor. The entire crowd was in an overwhelmed and cheerful spirit.

Awards were presented as follows: monetary awards were presented to two mortuary science students: **Brandon Lockwood**, *Worsham College of Mortuary Science*, and **Luis Pelayo**, *Malcolm X College of Mortuary Science*. The Community Outreach Award was pre-



Edward Calahan, presenting Chairman Dorothy Hudson Appreciation Award for Years of Dedicated Service

dent) and **David Boone Sr.**, (59th president). Their efforts made the National Presidents known around the world when they were instrumental in having them placed in *Ebony Magazine* among the most influential black Americans.

Four Honorable Service Awards were presented to: Doris Marshall Furbush, for over 70 years of service in the funeral profession; **Bernard Slaughter Sr.**, for over 60 years of service in the funeral profession; **Herbert C. Barker**, for over 60 years of service in the funeral profession; and **Vernon L. Wallace**, for over 50 years of service in the funeral profession.

Last but not least, a surprise Appreciation Award was presented to Chairperson, Dorothy Hudson for her dedication and service over the years. She has chaired eleven conventions over the last thirteen years.

ISMA is a member of the National Funeral Directors & Mortician Association (NFD&MA). Its main focus is education, community outreach, and the promotion high ethical and moral professional standards, and excellence in the funeral service.

sented to **Joyce Y. Gholar** who serves as a dedicated assistant for ISMA's seminars.

ISMA's past National President's Awards were presented to **Otto R. Ali** (48th presi-

## Funeral Directors Association of Kentucky holds 129<sup>th</sup> Annual Convention

*Continued from Page A36*



FDAK Women's Auxiliary Officers

### FDAK Women's Auxiliary Reconnect at Benefit Luncheon

**Aurora Casket Company** was the proud sponsor of FDAK Women's Auxiliary luncheon held on June 28

at The Café in downtown Louisville. The event consisted of country favorites and original pieces performed by **Strode Funeral Home's** (Tompkinsville, KY) **Bailey Birge** and The Birge Band as well as a visit to Louisville Stoneware to view transformation of raw materials into pieces of art. Attendees painted their own pieces of stoneware and a portion of studio purchases and ticket sales benefitted Kosair Children's Hospital in Louisville.

"The FDAK Women's Auxiliary group was delighted to partner with Louisville Stoneware in contributing a portion of all ticket sales and purchases to Kosair's Children Hospital, a charity I am very passionate about," said **Andrea**

**Brantley** of **Patton Funeral Homes** in Brownsville, KY and current president of the FDAK Women's Auxiliary. We had a fantastic day together while also giving back to the community."

"Aurora Casket Company is proud to support the FDAK Women's Auxiliary," said **Lacy Robinson** of Aurora. The women's luncheon was an incredible opportunity for women funeral professionals to come together, connect with peers and support Kosair Children Hospital."

The convention concluded with The President's Reception and Party including a wonderful buffet and entertainment by The Return—Beatles Tribute Band, dancing and lots of prizes.

**THE FAN MAN** THE FAN MAN, INC.  
John Mannion  
bankersadvertising.com/thefanman  
1-800-671-8280 Cell: 803-417-2940  
Thefanman@comporium.net  
Fans Calendars Urns  
Register Books Dresses  
Advertising Specialties  
"WHATEVER YOU NEED"

**SEND Us YOUR NEWS** **NOMIS**  
PUBLICATIONS, INC.  
**FUNERAL HOME & CEMETERY NEWS**  
PO Box 5159  
Youngstown, OH 44514  
Fax (800)321-9040  
press\_releases@nomispublications.com

**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.<sup>95</sup>**  
Call for more information **(315) 471-0934**  
PROFESSIONAL TRADE SERVICES  
Division of CNY Funeral Service  
**Simmons Institute**  
OF FUNERAL SERVICE, INC.  
Home of the Flowmeter:  
1828 South Avenue, Syracuse, N.Y. 13207

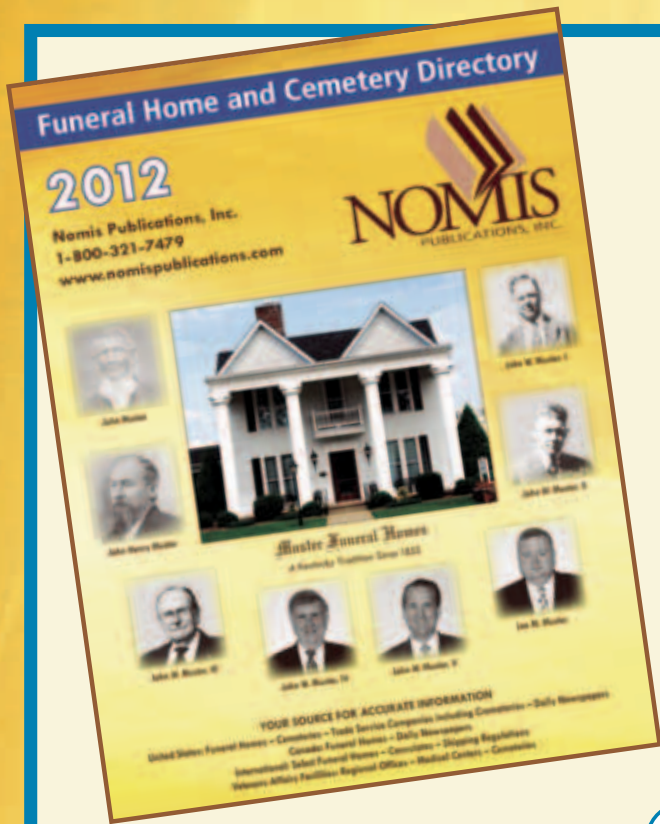
**HELPING YOU GROW AND SECURE YOUR BUSINESS**  
The challenges facing funeral homes today are greater than ever. Remaining competitive in today's service environment requires a new way of thinking and an advanced service level to adequately serve today's modern family.  
The Academy offers a variety of personal skills development courses that can help you, and your staff, serve today's families the way they want to be served. Visit The Academy online today at [www.theoutlookgroup.com](http://www.theoutlookgroup.com). Training for today to keep you relevant tomorrow.  
**THE OUTLOOK GROUP, INC.**  
Funeral Service Solutions

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

**PrintPRO** Personalize memorial folders, prayer cards, & programs!  
**AIRPRO** Analyze accounts receivable & bill at-need calls!  
**LedgePRO** Organize your cases & print government forms & obituaries!  
**PINPRO** Analyze preneed financial arrangements!

**New! Ask About Flexible Payment Options**  
Free Demo  
Association Computer Services, Inc.  
The Best Funeral Home Software Since 1985

**1.888.ACS.9411**  
FOR AN EXTRA DISCOUNT USE PROMOTION CODE: NOMIS 0911  
[www.FuneralHomeSoftware.info](http://www.FuneralHomeSoftware.info)



## FUNERAL HOME & CEMETERY DIRECTORY

- U.S. Funeral Homes
- U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers *Including websites & email addresses*

**In Print**  
**Online**

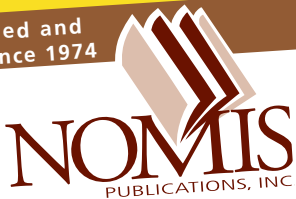
**YOUR SOURCE FOR ACCURATE INFORMATION**

### www.nomispublications.com

Your source for industry information on the web. Updated *daily*, the Online Directories offer immediate access to current listing information for funeral homes, cemeteries, trade daily newspapers, and so much more. Guide offers current for industry suppliers. Home & Cemetery sifieds are updated all new Hearshub.com for searching vehicles nationwide. If you can find it in our print publications you can find it on our website – *plus so much more!*



Family Owned and Operated Since 1974



## FUNERAL HOME & CEMETERY NEWS

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

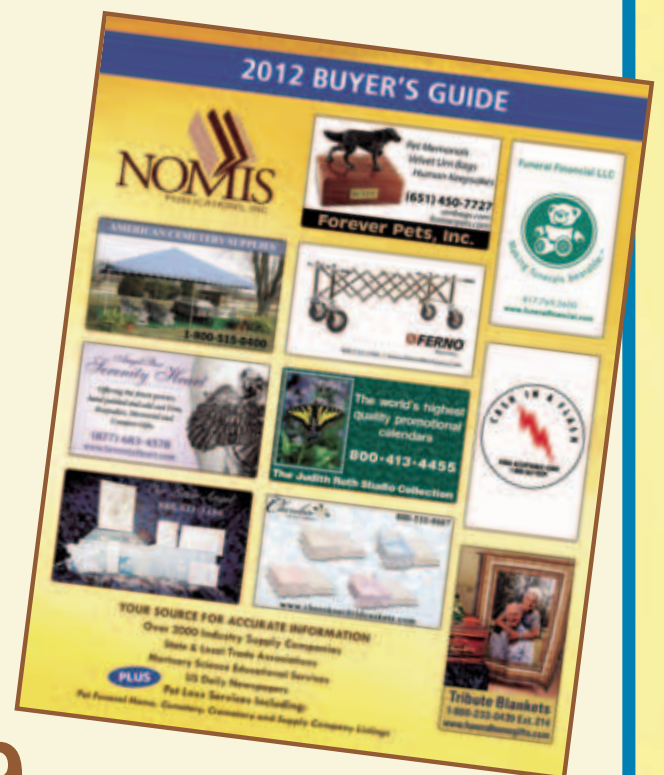
Published monthly, FUNERAL HOME & CEMETERY NEWS is a compilation of news articles and press releases provided by the funeral and cemetery industry. There are no journalists on staff – no editorial calendar. The news provided by funeral directors, cemeterians, suppliers, mortuary colleges and trade associations is published, offering the industry a forum to share firm accomplishments, community programs and exchange ideas.

**The only Trade Newspaper received by over 20,000 U.S. Firms**

## BUYER'S GUIDE

Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

- Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies
- U.S. Daily Papers - *Including websites & email addresses*
- Funeral Service Education Programs
- Industry Associations - national, state, local *Including websites & email addresses*



**1-800-321-7479**

# Educational NEWS

**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

## American Wilbert Vault hosts Worsham Students



September 2011 and March 2012 graduating classes of the Worsham College of Mortuary Science at the tour of the production facility of American Wilbert Vault.

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

**Wood Base Shipping Containers**  
ATA Certified/Tested

Three Sizes Available  
Minimum Qty: 3

IPPC Stamp Available

Combo Tray Air Tray

Visit our Web Site for other Products  
[www.necremation.com](http://www.necremation.com)  
Call Now to Order: 800-664-8365

**G. BURNS CORPORATION**

**Removable Silhouette Landau Bars and Removable Name Plates**

No side panels Build a van floor

**NO BLIND SPOT** **SAVE MONEY!**

Bars are durable laser cut 18-gauge stainless steel.

Call Don McClintock 1-800-465-7718

Visit our NEW website [www.gburnscorp.com](http://www.gburnscorp.com)

**BRIDGEVIEW, IL**— Every year *American Wilbert Vault Corporation*, with the support of its parent company, *Wilbert Funeral Services, Inc.*, hosts the students of **Worsham College of Mortuary Science** on a tour of its production facility in Des Plaines, IL. On July 6, 2011 the day started at the Worsham College in Wheeling where American Wilbert sales representatives **Dave Moore** and **Michelle Ke-**

**pouros** lead an hour long class entitled Burial Vault 101. Often this is a student's first introduction to the technical side of the construction of a burial vault and these future funeral directors learn a lot from the marketing side as well. Following the class, the students headed to Des

Plaines for the plant tour conducted by managers **Mike Pelinski** and **Dean Brandt**. This was a great way to loop together visually the concepts they were taught in the classroom. Afterwards, the students were treated to a delicious lunch at Little Villa restaurant, courtesy of Wil-

bert Funeral Services. Over 120 students from both the classes attended the event. American Wilbert is the licensee to manufacture and distribute Wilbert brand burial vaults in the greater Chicagoland area. Wilbert Funeral Services has over 190 licensees in North America.

## Pittsburgh Institute of Mortuary Science held annual Blood Drive

**PITTSBURGH, PA**— **Pittsburgh Institute of Mortuary Science (PIMS)** recently held its annual blood drive.

Once again this year, the students, faculty, and staff participated in the event that yielded 13 total products to be distributed to surrounding hospitals.

The Central Blood Bank who coordi-

nated the event, set-up their equipment at PIMS and were delighted with the participation. They reported that there is a need for 725 donors every 24 hours to meet the blood demand in the 40 local area hospitals.

PIMS faculty, students, and staff were honored to assist in contributing to this need.

## Author Tom Lynch is Keynote Speaker for Annual CFSP Recognition on October 24

**COLUMBUS, OH**— **The Academy of Professional Funeral Service Practice** along with **American Funeral Financial, Kates-Boylston Publications, Nomis Publications** and **1-800 Flowers** will be sponsoring the Academy's annual CFSP recognition event with keynote speaker, funeral director, and celebrated author and poet, **Tom Lynch**.

The event will be October 24, 2011, at noon at the McCormick Place Lakeside Center, Chicago, IL. The event is open to all NFDA International Convention & Expo attendees. If you're interested in attending, please register at [www.apfsp.com/CFSPEvent2011.htm](http://www.apfsp.com/CFSPEvent2011.htm).

Thomas Lynch is the author of four collections of poems and three books of essays. His essays, poems and stories have appeared in *The Atlantic* and *Granta* magazines, *The New York Times*, *Times of London*, the *New Yorker Poetry*, the *Paris Review* and elsewhere. He lives in Milford, MI where he has been the funeral director since 1974.



Tom Lynch

Tom is a regular presenter to professional conferences of funeral directors, hospice and medical ethics professionals, clergy, educators and business leaders.

Thomas Lynch's work has been the subject of two film documentaries including PBS *Frontline's* "The Undertaking," which aired nationwide in 2007, and won the 2008 Emmy Award for Arts and Culture Documentary.

Tom will read from his book of stories, *Apparition & Late Fictions*, published in 2010 to critical acclaim, and each attendee will receive a copy of this book and have an opportunity to have Tom autograph it as a keepsake.

Funeral directors who earned the CFSP (Certified Funeral Service Practitioner) designation this year will also be recognized at this event. For more information about the Academy of Professional Funeral Services' CFSP program, visit [www.apfsp.com](http://www.apfsp.com) or contact **Kimberly Gehlert**, Executive Director, toll free at 866-431-CFSP (2377).

**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](http://www.foreverpets.com)  
Family owned and operated since 1996

**got odors?**

- In Chapel** – Incense Odors
- In Coolers or Storage Rooms**
- In Prep Rooms** (nightly)
- For Crematory Odors**

Also Kills Insects

[www.FuneralHomeOdors.com](http://www.FuneralHomeOdors.com)

**zontec** International, Inc.

1.800.474.0105



# Worsham

College of Mortuary Science

**COMMITMENT. COMPASSION. CAREER.**

*Educating a legacy of funeral directors for over 100 years*



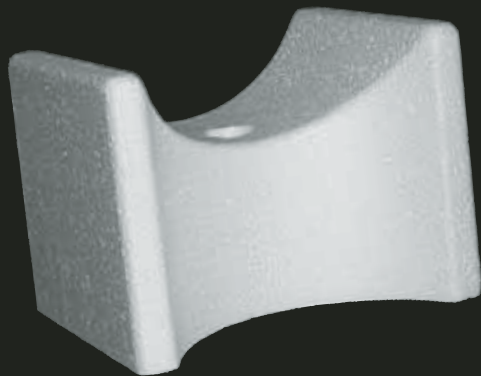
*Shanoah Keep, 2009 Graduate  
Eugene Cha, 1997 Graduate  
Stephanie Brown, 1999 Graduate  
Michael Rominski, 1999 Graduate*



*"Worsham is the 'Harvard' of Mortuary Colleges. All my employees are Worsham Graduates."*

-Eugene Cha, Owner of Kolbus-John V. May, and Lawrence Funeral Homes, in Chicago and The Elms Funeral Home in Elmwood Park, Illinois.

# 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

## 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

### SPAGHETTI SQUASH WITH TOMATOES

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

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

### SHRIMP AND BLACK BEAN SALAD

1 lb cooked, shelled shrimp  
1 15-ounce can black beans, drained  
½ cup thinly sliced celery  
1 small green pepper, cut in strips  
2/3 cup mild picante sauce  
1/3 cup thinly sliced red onion  
2 Tbs chopped cilantro  
2 Tbs oil  
2 Tbs honey  
1 tsp lime peel; 2 tsp juice  
Lettuce leaves  
Cherry tomato halves

Combine shrimp, beans, green pepper, celery and onion in large bowl. Combine remaining ingredients except tomatoes and lettuce; mix well. Pour over shrimp mixture; toss lightly to coat. Cover and chill 2 to 24 hours, tossing now and then. Spoon onto lettuce-lined plates, garnish with tomatoes. Serve with additional picante sauce.

TIP: When celery loses its crispness, place it in a pan of water with raw potato slices for a few hours. When you remove the celery, it will be crisp.

Good Eating!

# Educational NEWS CONTINUED

## FINE Mortuary College Announces Dean's List for Summer 2011 Term

NORWOOD, MA— FINE Mortuary College, LLC: A private two year college, is proud to announce the dean's list for the Summer 2011 Term.

The following part-time students earned High Honors: **Christen Bergeson, Eric Fay, Karalyn Rodrigues** and **Brain Veras.**

Two full time students received the academic level of Honors. These were **Andrew DaSilva** and **Stacey Pacheco.**

Part-time students who earned Honors were: **Christina Johnson, Laurenmarie Kellett, Lee-Ann Laorenza, Lee Lavoie, Diane Leitao, Alexandra Manasas, Iesha Marcelino, Erik Mattson, Christopher Northrop, Michael Perez, Heather Reiter, Steven Stonely, James Varano** and **Kimberly Wallace**

FINE congratulates all these FINEst students for their achievement.

## Service Corporation International Awards Fifteen Scholarships to Mortuary Science Students

HOUSTON, TX— Service Corporation International (SCI), North America's largest single provider of funeral, cremation and cemetery services, has awarded \$3,000 scholarships to 15 deserving mortuary science students throughout the United States. The goal of SCI's scholarship program is to contribute to the development and training of tomorrow's funeral professionals.

"Service Corporation International takes great pride in contributing to the edu-

cation of these exemplary men and women who are pursuing a rewarding career in funeral service," said **Steve Tidwell**, vice president of Main Street Market Operations. "The SCI scholarship program is one of the many ways we continue to demonstrate our commitment to the profession. Through this program, we work to raise awareness of students, most of whom do not yet work for SCI or SCI locations, who we'd like to help professionally develop and mentor."

The field of 119 applicants was narrowed to 33 finalists, who were invited to travel to Houston in March 2011 to meet with a host of SCI associates from across the country and share experiences with other finalists who are also pursuing a rewarding career in funeral service. The finalists had an opportunity to meet and interview with the selection committee and were provided a tour of the *National Museum of Funeral History*. All travel expenses were provided by SCI.

"I greatly appreciated the opportunity to be in the presence of some top-class funeral professionals," said one student. "I commend SCI for taking a pro-active stand to funeral service education."

The 2011 scholarship recipients include **Jay Benedict** and **Candice Smrekar** of the *University of Minnesota*; **Sarah Cox** of *Gupton-Jones College of Funeral Services*; **Leah Fulton, Jake Penwell, Elizabeth Ryer-**

**son** and **Spencer Skorupski** of the *Cincinnati College of Mortuary Science*; **Anthony Manzo** and **Lisa A. Nikkel** of *Wayne State University*; **Justin Matthis** and **Madison Salisbury** of *Carl Sandburg College*; **Dionna McQuaid** of the *Pittsburgh Institute of Mortuary Science*; **Chris Simon** of *Jefferson State Community College*; **Eli Turnbough** of *Worsham College*; and **Daniel Welch** of the *Dallas Institute of Funeral Service*.

Leah Fulton of the Cincinnati College of Mortuary Science was awarded the Brenda Renee Horn Scholarship, a special distinction bestowed upon a student who proves to be competitive and ambitious and demonstrates a strong work ethic.

Service Corporation International is North America's leading provider of death-care products and services. SCI has more than 20,000 dedicated employees who provide the finest funeral, cremation and cemetery services to hundreds of thousands of families each year. Operating from a network of more than 1,800 funeral homes and cemeteries, the people of SCI assist families with compassion and guidance at difficult times, helping them celebrate the significance of lives that have been lived and preserving memories that transcend generations with dignity and honor. For more information, please visit [www.sci-corp.com](http://www.sci-corp.com).

Attention Class  
Officers and  
Administrators

SEND US  
YOUR  
NEWS!

[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)

**NOMIS**  
PUBLICATIONS, INC.  
**FUNERAL HOME &  
CEMETERY NEWS**

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

# Educational NEWS CONTINUED

## Selected Independent Funeral Homes Educational Trust Announces 2011 Fundraising Gala

DEERFIELD, IL—Selected Independent Funeral Homes Educational Trust announced that tickets are available for its second annual Fundraising Gala. The Gala will take place in conjunction with the 93rd Annual Meeting of *Selected Independent Funeral Homes* in Scottsdale, AZ. The Selected Educational Trust was established by Selected Independent Funeral Homes to provide support and guidance to all who work in independent funeral service.

The Gala will take place at 6:30 p.m. on Friday, September 23, 2011, in the Trailblazer Ballroom at the Westin Kierland Resort & Spa in Scottsdale, AZ., where at least 100 guests are expected to be in attendance.

The inaugural gala, which took place in October of last year, generated more than \$20,000 in proceeds to be used exclusively by the Trust to support its outreach activities. Funds raised at last year's gala were used to provide five Second-Career Scholarships and two Hardship Grants. In total more than \$20,000 in direct support has been pro-

vided by the Selected Educational Trust in the past year. According to **Rob Paterkiewicz**, Administrative Trustee for the Trust, the gala provides an easy way for anyone affiliated with independent funeral service to ensure that these activities continue.

"The funds raised by the Educational Trust during the past year have made a significant difference for those who have benefitted from our programs," said Paterkiewicz.

"I am grateful to the Trust for extending me this very helpful and timely award. It will go a long way toward ensuring the well-being of my family of five, my continued progress through mortuary school, and my passionate desire to serve families well as a funeral director," said **John Gawronski**, a Second-Career Scholarship winner.

A silent auction will also be held during the event to help raise funds in support of the cause. Items to be auctioned include autographed sports and music memorabilia, vacation packages and an Apple iPad, with more items coming in daily. All donated items have a minimum value of \$250.

The 2011 Fundraising Gala could not take place without the generosity of its corporate sponsors. This year's sponsors include **Johnson Consulting Group** (Dinner Wine Service Sponsor), **Kelco Supply Co.** (Musical Entertainment Sponsor) and **Thomas Pierce & Co.** (Drink Ticket Sponsor). The Trust would also like to thank its Gala Supporters: **Directors Choice**, **Funeral Directors Life Insurance Co.** and **Homesteaders Life Company.**

All those working within or in support of the independent funeral service profession are invited and encouraged to attend the gala. Tickets are \$295 each and include drinks, dinner and entertainment throughout the evening. A downloadable ticket order form is available online at the following link: <http://www.selectedtrust.org/Downloads/Gala/GalaTicketOrderForm.pdf>.

## Selected Independent Funeral Homes Educational Trust Names Two New Trustees

DEERFIELD, IL— The Board of Trustees of the **Selected Independent Funeral Homes Educational Trust** is proud to welcome **Jennifer Eroh** and **Porter Loring III** as newly appointed Trustees of this charitable organization serving the needs of everyone within independent funeral service.

The official terms for Eroh and Loring will begin with the 2011 Selected Educational Trust Fundraising Gala taking place in Scottsdale, AZ on September 23, 2011, and will continue through 2014. These Trustee appointments are taking the place of **Richard C. Andrews Jr.**, of **Andrews Mortuary**, Wilmington, NC, and **David M. Farris Sr.**, of **Farris Funeral Service**, Abingdon, VA, whose terms are ending on the Board after many years of dedicated service.

Jennifer Eroh is President of **Bauer Funeral Homes and Cremation Services, Inc.** in Kittanning, PA, and also manages three of the firm's five locations. She has been a licensed funeral director since 1999 and has been working with the firm since 2005. Eroh also served as Selected Independent Funeral Homes' 2008 next generation Chairman and is the full-time mother of two young girls.

Porter Loring III is Chairman of the Board and President of **Porter Loring Mortuary** in San Antonio, TX, and has been with the firm since 1975. He became the third generation in his family to serve as President of Selected Independent Funeral Homes in 2006. He also has served as President of the Texas Cavaliers Charitable

Foundation, Chair of the Alamo Area Chapter of the American Red Cross, on the Board of St. Peter-St. Joseph Children's Home, as well as numerous other civic and charitable organizations.

The Selected Educational Trust Board of Trustees works to continually raise awareness of the Educational Trust and provide meaningful support to all practitioners of independent funeral service. The Trust Board also includes; **Charles M. Billow**, **The Billow Funeral Homes and Crematory**, Akron, OH; **John R. Rodenburg**, **Federated Funeral Directors of America**, Springfield, IL; **Richard T. Bissler**, **Bissler & Sons Funeral Home and Crematory** in Kent, OH; **Ann Ciccarello**, **Bisbee-Porcella Funeral Home** in Saugus, MA, and **Robert J. Paterkiewicz**, Administrative Trustee, Selected Independent Funeral Homes in Deerfield, IL.

For additional information on the Selected Educational Trust, contact Rob Paterkiewicz, Administrative Trustee, at 1-888-70-TRUST, or email at [robp@selectedtrust.org](mailto:robp@selectedtrust.org).

The Selected Educational Trust was established in 1982 as a charitable organization to develop and present educational programs on business management, counseling, personnel management and other topics of interest to the membership of Selected Independent Funeral Homes. Since then, it has expanded its role and funding opportunities to benefit the entire funeral home profession.

More information on the Selected Educational Trust and its activities visit [www.selectedtrust.org](http://www.selectedtrust.org).

"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](http://www.amrainstruments.com)  
[www.preproomdirect.com](http://www.preproomdirect.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**

Burnished finished head, chrome shaft, and rubber grip ..... \$74.95

**Deluxe**

Satin finished head, true temper steel shaft, and rubber grip. \$94.95

Head Cover Included

Quantity Discounts Available Plus Shipping & Handling

Pennsylvania Residents 6% Sales Tax [www.DeadRingerPutter.com](http://www.DeadRingerPutter.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 at Booth 976

Visit us online at [www.snfastfunding.com](http://www.snfastfunding.com) or call us at **800.785.0003** to receive your free **Fast Funding** packet today!

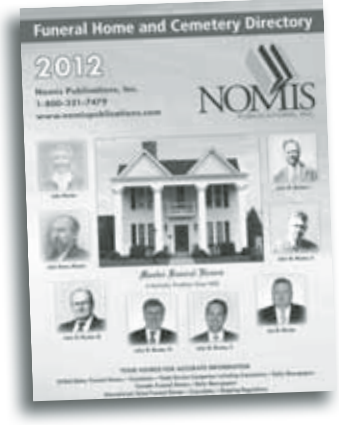


**C&J Financial, LLC**

an affiliate of Security National Life Insurance Company

800.785.0003

[www.snfastfunding.com](http://www.snfastfunding.com)  
[fastfunding@securitynational.com](mailto:fastfunding@securitynational.com)



- U.S. Funeral Homes
- U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
- Consulates and Shipping Regulations
- Trade Service Companies
- Veterans Affairs Facilities
- U.S. Daily Papers including websites & email addresses

Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries

Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies

U.S. Daily Papers including websites & email addresses

Funeral Service Education Programs

Industry Associations - national, state, local including websites & email addresses

STANDARD SIZE (8 1/2" x 11") ~~\$125.00~~ PRE-PUB \$175.00

POCKET SIZE (5" x 7") ~~\$85.00~~ PRE-PUB \$75.00

PRE-PUB \$20.00 With The Funeral Home & Cemetery Directory

PRE-PUB \$30.00 Without The Funeral Home & Cemetery Directory

# 2012 EDITIONS — PRE-PUBLICATION SPECIALS!

Publication Date November 2011

## 2012 FUNERAL HOME & CEMETERY DIRECTORY

(Quantity Discounts on orders of 10 or more - Call for pricing)

| QTY   |   | TOTAL    |
|-------|---|----------|
| _____ | 2012 STANDARD SIZE (8.5" x 11") <del>\$125.00</del> ea. <sup>\$175.00</sup> ..... | \$ _____ |
| _____ | 2012 POCKET SIZE (5" x 7") <del>\$85.00</del> ea. <sup>\$75.00</sup> .....        | \$ _____ |

## 2012 BUYER'S GUIDE

|       |   |          |
|-------|---|----------|
| _____ | <del>\$40.00</del> - without The Funeral Home & Cemetery Directory..... | \$ _____ |
| _____ | <del>\$30.00</del> - with The Funeral Home & Cemetery Directory.....    | \$ _____ |

## STUFFED ANIMALS

Check them out at [www.nomispublications.com](http://www.nomispublications.com)

|            |   |          |
|------------|---|----------|
| _____      | "I Love My Funeral Director" - Choose Animal Below - \$11.95 ea. .... | \$ _____ |
| _____      | "I Love My Cemeterian" - Choose Animal Below - \$11.95 ea. ....       | \$ _____ |
| Qty: _____ | Lion      _____ Duck      _____ Donkey                                |          |
| _____      | Dalmation      _____ White Bear      _____ Monkey                     |          |
| _____      | Alligator      _____ Penguin      _____ Brown Bear                    |          |

SUB TOTAL \$ \_\_\_\_\_

|                     |             |
|---------------------|-------------|
| Up to \$40.00       | add \$5.00  |
| \$41.00 - \$85.00   | add \$8.00  |
| \$86.00 - \$150.00  | add \$9.00  |
| \$151.00 - \$215.00 | add \$10.00 |
| \$216.00 - \$300.00 | add \$11.00 |
| Over \$300.00       | add \$15.00 |

Shipping / Handling \$ \_\_\_\_\_

(Ohio only - Sales Tax) \$ \_\_\_\_\_

## FUNERAL HOME & CEMETERY NEWS

|       |  |          |
|-------|--|----------|
| _____ | 1 Year (12 issues) \$20.00 .....               | \$ _____ |
| _____ | First Class 1 Year (12 issues) \$40.00 .....   | \$ _____ |
| _____ | Canada/Mexico 1 Year (12 issues) \$50.00 ..... | \$ _____ |

GRAND TOTAL \$ \_\_\_\_\_

## MAILING ADDRESS

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Ordered by \_\_\_\_\_

## SHIPPING ADDRESS - IF DIFFERENT

(must have physical address for UPS shipping)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Ship to ATTN: \_\_\_\_\_

## PAYMENT INFORMATION

Check     Money Order

MasterCard     Visa     American Express     Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CID (3 or 4 digit code) \_\_\_\_\_

Signature \_\_\_\_\_

(Required on Credit Card orders)

## RETURN TO


Nomis Publications, Inc., PO Box 5159, Youngstown OH 44514  
phone 800-321-7479 fax 800-321-9040 www.nomispublications.com



Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies

PO Box 5159 Youngstown OH 44514 800.321.7479 fax 800.321.9040  
info@nomispublications.com www.nomispublications.com





**The Director's Assistant  
The Crematory Manager  
The Leads Manager  
The Cemetery Manager  
The Aftercare Manager  
The Continental Accountant**

# TDA - ON - THE - GO

View service information on your Smartphone

*Unwavering, Rock Solid Commitment To The Death Care Industry*

Call your Sales Representative today  
**(800) 240-1016**  
[sales@continentalcomputers.com](mailto:sales@continentalcomputers.com)

### Products:

- The Director's Assistant\*
- The Cemetery Manager
- The Leads Manager
- The Crematory Manager\*\*
- The Aftercare Manager
- Keepsake Publisher
- Memorial Designer\*
- Accounting Software
- Hardware

\*\* Also Available in Pet Care



### Contact Us

Tel. (800) 240-1016 (North America)  
Tel. (870) 932-0081 (Outside U.S.)  
Fax (870) 931-1273  
E-mail [sales@continentalcomputers.com](mailto:sales@continentalcomputers.com)  
[www.continentalcomputers.com](http://www.continentalcomputers.com)





# 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](mailto:info@nomispublications.com)



**JOHN A. MCGHEE** of Southamptn, NY died July 27, 2011 at the age of 51. He was a second generation funeral director for the **McGhee Funeral Home**, licensed as a Pennsylvania funeral director in July of 1981. He served as a deputy coroner for the **Bucks County Coroner's office** since 1980. He received a degree in mortuary science from *Northampton County Community College*, was a member of the *Pennsylvania Funeral Directors Association*, *National Funeral Directors Association* and served as past president of the *Bucks County Funeral Directors Association*.

**ELISHA SHARP** of San Antonio, TX died July 28, 2011 at the age of 90. In 1953, he became a licensed funeral director and worked at **Roy Akers Funeral Home** for 36 years.

**EUGENE W. LEE** of King George, VA died July 27, 2011. He was the owner and operator of **Lee Funeral Home** in King George and Warsaw, serving the surrounding areas for over 52 years.

**JOHN QUIL TAYLOR KING, SR.**, of Austin, TX died August 3, 2011 at the age of 90. In 1953, he and his wife opened the **King Funeral Home**, now known as **King-Tears Mortuary, Inc.** located at 1107 East 6<sup>th</sup> Street. A true educator, Dr. King had degrees from multiple educational facilities. An honorary degree of Doctor of Science was bestowed on him by *Huston-Tillotson College*.



**SERGEANT WILLIE M. ADAMS JR.**, of Atlanta, GA died July 10, 2011. He was a licensed funeral director and embalmer for the **Gregory B. Levett Funeral Home** for several years. He also worked at the **Dudley Funeral Home** in Dublin for over 40 years.

**JESSE E. COOLEY JR.**, of Fresno, CA died July 20, 2011 at the age of 79. He was a funeral director at the **Jesse E. Cooley Jr. Funeral Service** for more than fifty years. His father, **Jesse E. Cooley Sr.**, was the first African-American to open a mortuary in Fresno. The business began as **Valley Funeral Home**, which was established on E Street in 1941. His father turned over operation in 1956 and he renamed it, **Jesse E. Cooley Jr. Funeral Service**. The building was destroyed by fire months later, forcing him to relocate to 1830 S. Fruit Street. Additional facilities are located in Stockton and in Bakersfield.

**RUTH J. BUZHARDT** of Lexington, SC died July 19, 2011 at the age of 86. In 1943, she joined **Capital City Casket Company**, where she worked with three generations of the **McEntire** family. She retired in 2007.

**ALPHONSO R. JENKINS** of Orangeburg, SC died July 11, 2011 at the age of 78. He was the owner of **Al Jenkins Funeral Homes** of Orangeburg and Elloree.

**ISABEL ETHEREDGE MAYER** of Georgetown, SC died July 22, 2011 at the age of 98. She was a funeral director, owner and operator of **Mayer Funeral Home** and **Pennyroyal Memorial Gardens**, retiring as president emeritus of both firms.



**ROBERT WINFREY WILLIAMS** of Princeton, WV died July 11, 2011 at the age of 85. He began his career in the late 40's with the **Memorial Funeral Directory and Cremation Center** on Mercer Street. He became a Licensed West Virginia funeral director in 1970, and was currently serving as vice president of the funeral home.

**JOE NOLAN** of Colorado Springs, CO died July 15, 2011 at the age of 78. He joined **Nolan Funeral Home** in 1955 as a second generation funeral director, purchasing it in 1975. He was a certified Mortuary Service Practitioner, International Funeral Director and Embalmer. He served as the **Evergreen** and **Fairview Cemeteries** Historian. He also served on the board of directors for the *Colorado Springs Funeral Directors Association*, was past-president of the *Southern Colorado Funeral Directors Association* for 8 years and was awarded funeral director of the year for 3 years.

**JOE MATT HERNDON** of Hope, AR died July 30, 2011 at the age of 69. He was the owner and operator of **The Herndon Funeral Home**. He was a licensed funeral director and embalmer for the state of Arkansas. He worked with the **Brazzel-Oakcrest Funeral Home** in Hope during his retirement years.

**JOHN W. BECHER** of Jasper, IN died July 10, 2011 at the age of 54. He was a licensed funeral director and a partner in the operations of the **Becher & Kluesner Funeral Homes**. He graduated from the *Vincennes University of Mortuary Science*.

**JUDE ST. GERMAIN** of Waltham, MA died July 30, 2011 at the age of 61. In 1970, his late father founded the firm now known as, **St. Germain & Son Funeral Home** located on Moody Street, where he became the owner, operator and funeral director for 40 years. In 2005, the firm merged with **Joyce's Funeral Home** on Main Street. He graduated from the *New England Institute of Applied Arts and Sciences* in Boston.

**CHARLES YATES "LIGHTNING" WILKINSON** of Belmont, NC died August 5, 2011 at the age of 80. He was a funeral director for **McLean Funeral Directors** of Belmont.



**CHARLES E. (PADDY) (CHUCK) HENNESSEY JR.**, of Spokane, WA died July 30, 2011 at the age of 80. He was a third generation funeral director at **Hennessey Funeral Homes and Crematories**, which his grandfather founded in 1906. He graduated from the *California College of Mortuary Science*, and was past president of the *Washington State Funeral Directors Association*.

**DONALD M. DEWARE** of Quincy, MA died July 14, 2011 at the age of 95. He and his brother, Robert, opened the **Deware Brothers Funeral Home**, the first chapel designed to accommodate services at the funeral home. He ministered to the families of Quincy and the South Shore for over 60 years. He also ran **Deware Ambulance Services**, which was one of the first responders to the tragic Coconut Grove fire in Boston. He was a member of the *Massachusetts Funeral Directors Association* and the *National Funeral Directors Association*.

**ELWIN "ED" OCAIN** of New Hartford, CT died July 27, 2011 at the age of 88. He was a licensed funeral director for **Torrent Funeral Home** in Norfolk and Litchfield from 1948 until 1980. He later worked for the **John J. Shea Funeral Home** in New Hartford and Winsted from 1980 until 2004. He was a graduate of the *American Academy of Mortuary Science*.

**LEE J. FISCHER** of Winthrop Harbor, IL died June 11, 2011 at the age of 69. In 1979, he purchased **Mt. Olivet Memorial Park** in Zion. He served on the board of directors for the *Illinois Cemetery and Funeral Home Association* and was a member of the *Cremation Association of North America*, *Metropolitan Chicago Cemetery Officials* and the *International Cemetery, Crematory and Funeral Association*.



**JOHN C. "JACK" GREER** of Prospect Park, PA died July 16, 2011 at the age of 88. In 1946, he began working for the **Griffith Funeral Chapel** in Norwood, serving as a general manager for several years before retiring in 1991. He had written several articles about the funeral service profession in many professional trade publications. He was a graduate and part-time teacher at the *Eckels School of Mortuary Science* in Philadelphia. He was awarded a full scholarship to study at the *National Funeral Foundation School* in Evanston. In the 1980s, he worked as a part-time instructor, teaching accounting for 10 years at what is now the *American Academy-McAllister Institute of Mortuary Science* in New York. He was a member of the *Delaware County Funeral Directors Association* and the *Pennsylvania Funeral Directors Association*.

## All Our Best to You!

Mark Thomas + Chapel Craft

The **Sanctuary Photo Urn** is included in the new Reverence hardwood urn collection available exclusively from Mark Thomas+Chapel Craft. It can be used as a photo urn, as shown, or with interchangeable design panels. We offer it in cherry (shown), oak, dark oak and walnut hardwoods. See the complete line of new Reverence urns in our Autumn 2011 catalog, available now.

*If you have an Obituary 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](mailto:info@nomispublications.com)

To order call: 800-437-2635  
[www.markthomasco.com](http://www.markthomasco.com)

The Mark Thomas+Chapel Craft  
Autumn 2011 catalog is available now.

The world's largest sales & marketing conference for death care professionals presents:

# SO YOU THINK YOU CAN SELL?



January 18-20, 2012 • Las Vegas, NV  
Bally's/Paris Resort & Casino

Hotel just \$99 per night  
(up to double occupancy)

**"How To" sessions to help you reach your goals:**

**Prospecting in Tough Times: A Drop-By Method That Works, Michael Crahan**

Michael Crahan will share a system that turns hard-to-reach contacts into viable prospects.

**Go Viral! Reaching Your Community Through Facebook, Zack Garbow**

Attend an interactive how-to tutorial on how to create and manage a Facebook page that delivers viral distribution, differentiates your brand and converts your followers into customers.

**Seminars: A Sizzling Source for Your Business's Preneed Success, Nancy Lohman, CCFE**

Seminars are one of the most effective lead-generation sources available to cemeteries and funeral homes. Lead-magnet Nancy Lohman will share her secrets to success.

**Filling Up Your Dance Card: It's Called NetWORKing (Not Net-Socializing), Michael Bohner**

Bohner will show you how to go deeper into networking to develop meaningful collegial relationships, partner with like-minded professionals and generate business.

**The ABCs of Cremation, Julie Burn, CCrE, CSE, Doug Gober and Nectar Ramirez**

Join three of the profession's top cremation experts for a fast-paced program on how to attract cremation customers, connect with them and help them create a lasting tribute for their loved ones.

**Preneed Cremations: Embrace the Opportunity, Nicki Wiedeman**

Are you caught in a negative cremation mindset? Change your thinking! This session will reveal the many opportunities cremation can bring to your preneed sales.

**Cremation Is Our Future, Not Our Nemesis, Jim March**

March will show how you can make money marketing cremation cemetery property while truly serving your clients as a professional. He'll provide comparisons of old and new cutting-edge marketing programs and will share samples of marketing pieces and letters that can be tailored to your company's needs.

**It Takes Two to Tango: Why Funeral Homes and Cemeteries Have to Help Each Other, Paul Seyler**

This presentation will take a look at how funeral homes can add dollars to the cemetery's total contract and vice versa. We'll target current approaches to products, presentation tools and compensation and show how real change can add up to real sales.

**Sales Success: Secrets Revealed, Gary O'Sullivan, CCFE, and David Shipper**

After seven years of research and tracking hundreds of counselors, the secrets to predictable, manageable and repeatable sales success has been discovered.

**Lunch and Learn, facilitator: John Bolton, CCE**

We'll break into small groups to share sales and marketing best practices and to brainstorm for solutions to the toughest problems we face in today's market. Be prepared to come up with a great idea that your group can share onstage at Friday's rapid-fire "40 Ideas in 40 Minutes Session."

**The DRIP System of Preneed Sales, Heather Kiteley**

Learn a proven, easy-to-follow system that will increase your preneed to at-need ratio, grow your portfolio at a manageable rate and establish your business as the expert in preneed in your community.

...and more!

## Keynote Speakers

**What the Top 1% of Salespeople Do Differently**

Business relationship expert and best-selling author Garrison Wynn will share:

- how to build trust in 5-10 seconds
- how to break through rigid belief systems and get people to see things differently
- important factors separating the top 1 percent from everyone else
- how to reduce resistance to change
- the most important question you need to ask your prospect
- how to get and stay motivated
- how to work with difficult people (even if one is your boss)

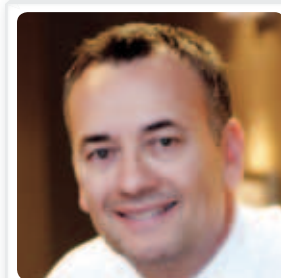


GARRISON WYNN

Learn more about Garrison at [www.wynnsolutions.com](http://www.wynnsolutions.com).

**What to Do When You Are Losing Control of the Sale**

You feel your arrangement session slipping away from you. What do you do? Learn how to gain and maintain control of the sale, from the beginning of the process through the end, without appearing to be a "pushy" salesperson.



PAUL LUSHIN

Learn more about Paul at [www.lushin.com](http://www.lushin.com).

**Your registration includes:**

- Breakout sessions on prospecting, presenting, cremation sales, social media and more
- Extensive networking with 400+ top sales and marketing minds
- Take-home binder full of practical ideas ready to use immediately
- Opportunity to win on-time cash prizes

Complete information available at [www.wideworldofsales.com](http://www.wideworldofsales.com)

# AMAZING GRACE.

## Introducing the all-new 2011 LINCOLN **FUNERAL COACH.**

More than just graceful lines and understated elegance, it's also the most technologically advanced Funeral Coach on the market. It features a smooth six-speed transmission, all-wheel drive, and even an available rear view camera. Features both functional and aesthetic combine to make the 2011 Lincoln Funeral Coach the leader in its class.

Visit a Qualified Vehicle Modifier to see the full ranges of offerings, features and styles.



## Find out more

at [fleet.ford.com/limo](http://fleet.ford.com/limo) or contact a QVM upfitter to learn more.

Accubuilt, Inc.  
S&S and Superior  
[www.accubuilt.com](http://www.accubuilt.com)  
419-222-1501

Krystal Enterprises  
[www.krystal.cc](http://www.krystal.cc)  
714-986-1200

Eagle Coach  
[www.eaglecoachcompany.com](http://www.eaglecoachcompany.com)  
513-797-4100

Federal Coach  
[www.federalcoach.com](http://www.federalcoach.com)  
800-292-6210



LINCOLN

20" wheels shown not available; 19" wheels standard. See QVM for details.