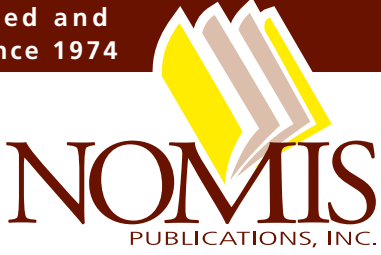


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# FUNERAL HOME & CEMETERY

# NEWS

OCTOBER  
2008

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!



"Merik Wood Products manufactures American made wood urns and Allegheny Urns manufactures cultured marble and granite urns. Together they have come up with exciting new products."

See Merik Wood Products and Allegheny Urn announce Unique New Designs on Page B1

## Briscoe-Tonic Funeral Home Holds Open House



See Page A21

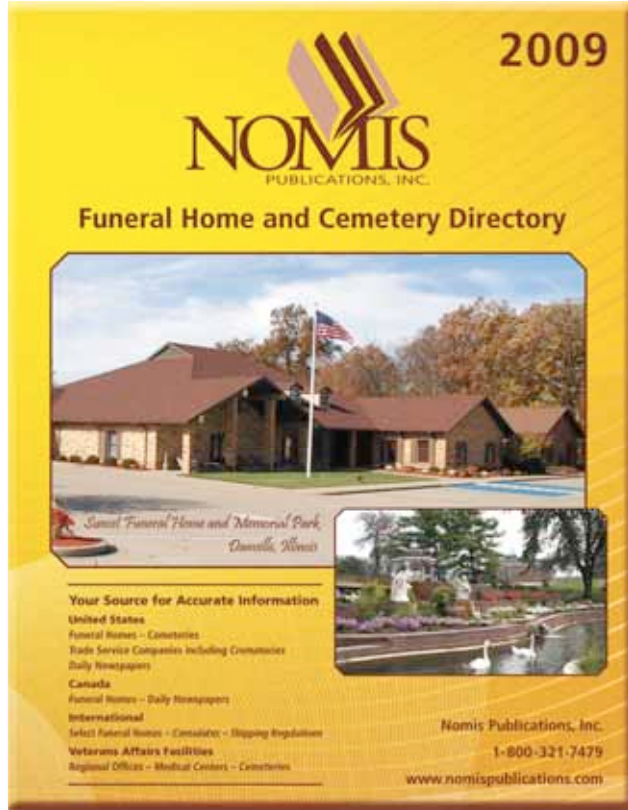


"More than 40 cemetery professionals faced off in 7 events and were judged on safety, time and accuracy."

See The Colorado Association of Cemeteries holds Cemetery Skills Competition on Page A34

## National Funeral Directors and Morticians Association National Convention in Indianapolis

Photos on Page A36



## FUNERAL HOME & CEMETERY DIRECTORY

YOUNGSTOWN, OH— October brings about the completion of several changes to the Nomis Publications directories, newspaper, website and image. In May of this year a new company logo and the introduction of Funeral Home & Cemetery News set the stage for some exciting changes and expansion to the annual directories as well as the launch of the all new [www.nomispublications.com](http://www.nomispublications.com). This month at the National Funeral Directors Association convention in Orlando the 2009 Funeral Home & Cemetery Directory and Buyer's Guide will be unveiled.

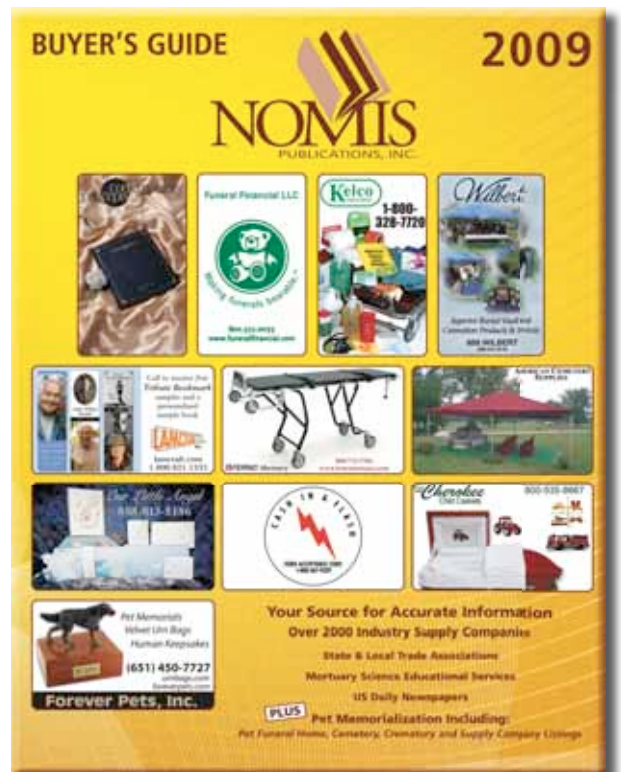
In addition to listings of funeral homes, trade service companies, VA facilities and daily newspapers, the Funeral Home & Cemetery Directory now includes listings of cemeteries throughout the United States, all in the convenience of one directory. The directory is still available in both the 8.5" x 11" Standard Size and 5" x 7" Pocket Size editions. The Pocket Size edition now includes daily newspapers making the information in each size publication identical.

### Featured Firm...

## Sunset Funeral Home and Memorial Park



SEE ARTICLE ON PAGE A16



## BUYER'S GUIDE

The expanded Buyer's Guide now includes complete listings of firms specializing in Pet Memorialization in addition to listings of over 2500 service/supply companies. U.S. Daily Newspapers, Educational Services and Trade Associations are also included for reference purposes.

The updated website features Directories Online including funeral homes, cemeteries, suppliers and much more. The website also includes the Funeral Home & Cemetery News Online Classifieds. The entire monthly publication can also be viewed online.

Be sure to stop by and see the new directories at Booth 727 in Orlando. If you have any questions regarding any of the services offered call 1-800-321-7479 or visit [www.nomispublications.com](http://www.nomispublications.com).

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Youngstown, OH 44514

ADDRESS SERVICE REQUESTED

Please check your mailing label for accuracy

*Change is no longer on the horizon...  
it has arrived.*

# 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.

### Family Abduction



**KIARA MAE DEWITT**

**Date of Birth:** 9/12/03  
**Date Missing:** 8/18/08

**Missing From:** Orland Park, IL  
**Age at Disappearance:** 4 Yrs

**Age Now:** 5 Yrs  
**Sex:** Female  
**Race:** Asian  
**Height:** 3'10"  
**Weight:** 45 lbs  
**Hair:** Brown  
**Eyes:** Brown



**Abductor ROWENA O'CONNOR**

**Date of Birth:** 9/9/66  
**Age Now:** 42 Yrs  
**Sex:** Female  
**Race:** Asian  
**Height:** 5'4"  
**Weight:** 120 lbs  
**Hair:** Brown  
**Eyes:** Brown

**Circumstances:** The child was abducted by her non-custodial mother, Rowena O'Connor. A felony warrant for Kidnapping was issued for the abductor on September 2, 2008. They may have left the country and traveled to the Philippines. The child may use the alias last name O'Connor or Lampano. The abductor may use the alias last name Lampano.

### Family Abduction



**KIARAN JACK NORMAN**

**Date of Birth:** 8/25/05  
**Date Missing:** 7/27/08

**Missing From:** Bellevue, NE  
**Age at Disappearance:** 2 Yrs

**Age Now:** 3 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 3'1"  
**Weight:** 38 lbs  
**Hair:** Brown  
**Eyes:** Blue

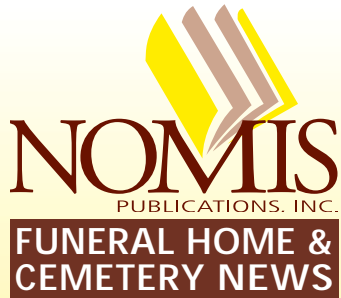
**Circumstances:** Kiaran may be in the company of his non-custodial father, Justin Norman, and an adult female. FBI Unlawful Flight Avoid Prosecution warrant was issued for Justin on August 18, 2008. They may travel to Georgia. Kiaran has a scar on his lower right lip. He may go by the name Jack. Justin has two piercings in his left ear. He has a tattoo on his left ring finger and on his upper left arm. Justin has a scar on his torso. He may go by the name Jester.



**Abductor JUSTIN AARON NORMAN**

**Date of Birth:** 5/20/81  
**Age Now:** 27 Yrs  
**Sex:** Male  
**Race:** White  
**Height:** 6'0"  
**Weight:** 145 lbs  
**Hair:** Brown  
**Eyes:** Blue

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



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

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### NOTICE

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

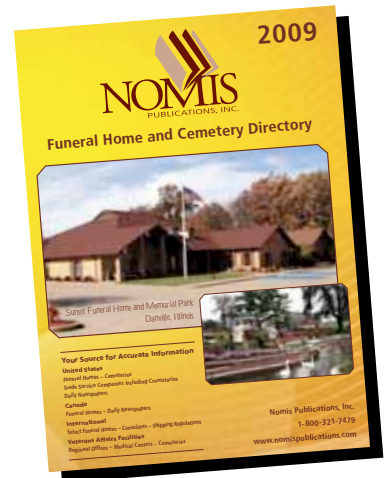
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ISSN 1526-9620

Funeral Home & Cemetery News Online at [www.nomispublishations.com](http://www.nomispublishations.com)  
Feature Articles • Monthly Columns • Classified Ads

Online Directories  
US & International Funeral Homes  
US & Canadian Supply Companies  
US Cemeteries

## Your Firm could be pictured on the front cover of the 2010 Funeral Home & Cemetery Directory



### TO SUBMIT -

Include your firm's name, address, phone number(s) and name of contact person on your company letterhead, along with your photograph or line drawing. Include a short description of your facility.

### SEND TO

2010 FRONT COVER  
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PO Box 5159  
Youngstown, Ohio 44514

Deadline is May 15, 2009  
For more information, call Kim at 800-321-7479  
[www.nomispublishations.com](http://www.nomispublishations.com)  
kim@nomispublishations.com

## All Hazards Management Symposium to be held in Huntington in April

### HUNTINGTON, WV—

The Seventh Annual All Hazards Management Symposium will be held April 21-23, 2009 at the *Tri-State Fire Academy* in Huntington. This program has been designed to meet the needs of all persons and agencies involved with multiple death disaster planning and management.

The interdisciplinary symposium is sponsored by the *West Virginia Funeral Directors Association*, *Tri State Fire Academy*, *West Virginia Board of Funeral Service Examiners*, *Cabell-Huntington Hospital Education Department*, *West Virginia Association of County Health Departments*, *West Virginia Sheriffs' Association* and the *West Virginia Medical Examiner*. For more information, contact **Robert D. Carpenter** at 304-525-8121 or the *Tri State Fire Academy* at 304-522-2006.

NOMIS PUBLICATIONS, INC. would like to thank the following firms for submitting photos and histories of their firms in hopes of being chosen for the 2009 front cover. As in the past, the choosing of this year's feature firm was not easy. Many of the firms shown here will be featured in upcoming issues of the *Funeral Home and Cemetery News*. To submit your funeral home's photo for the front cover of the 2010 *Funeral Home & Cemetery Directory*, send information to 2010 Front Cover, Nomis Publications, PO Box 5159, Youngstown, OH 44514.

**Dyer-Lake Funeral Home and Cremation Services**  
*Attleboro Falls, MA*

**Kimes Funeral Home & Cremation Services Inc**  
*Parkersburg, WV*

**Perry Funeral Home Inc**  
*Centre, AL*

**The Madonna Multinational Home for Funerals**  
*Passaic, NJ*

**Walker Funeral Home**  
*Gillette, WY*

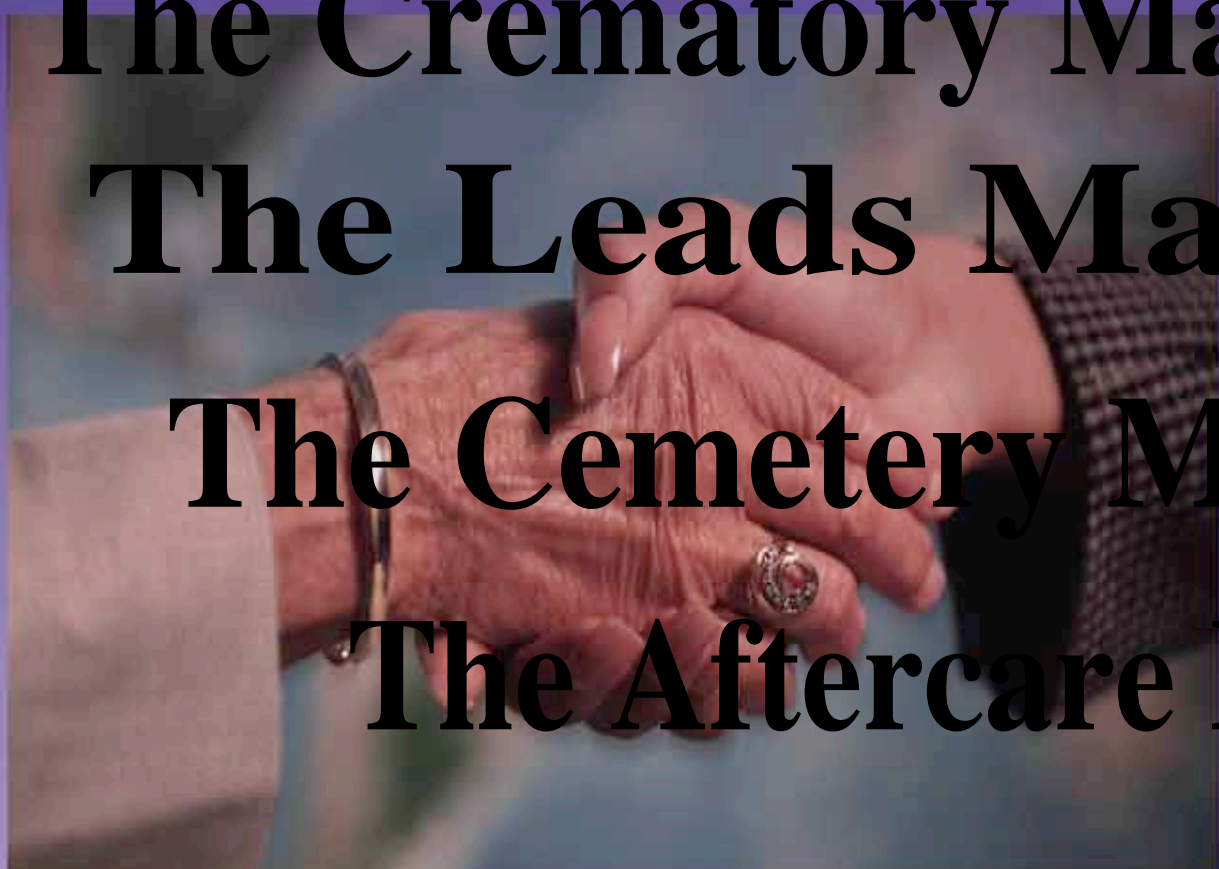
**Wilkerson-Hatch-Bailey Funeral Home**  
*Waco, TX*

**Williams Funeral Directors**  
*Garland, TX*



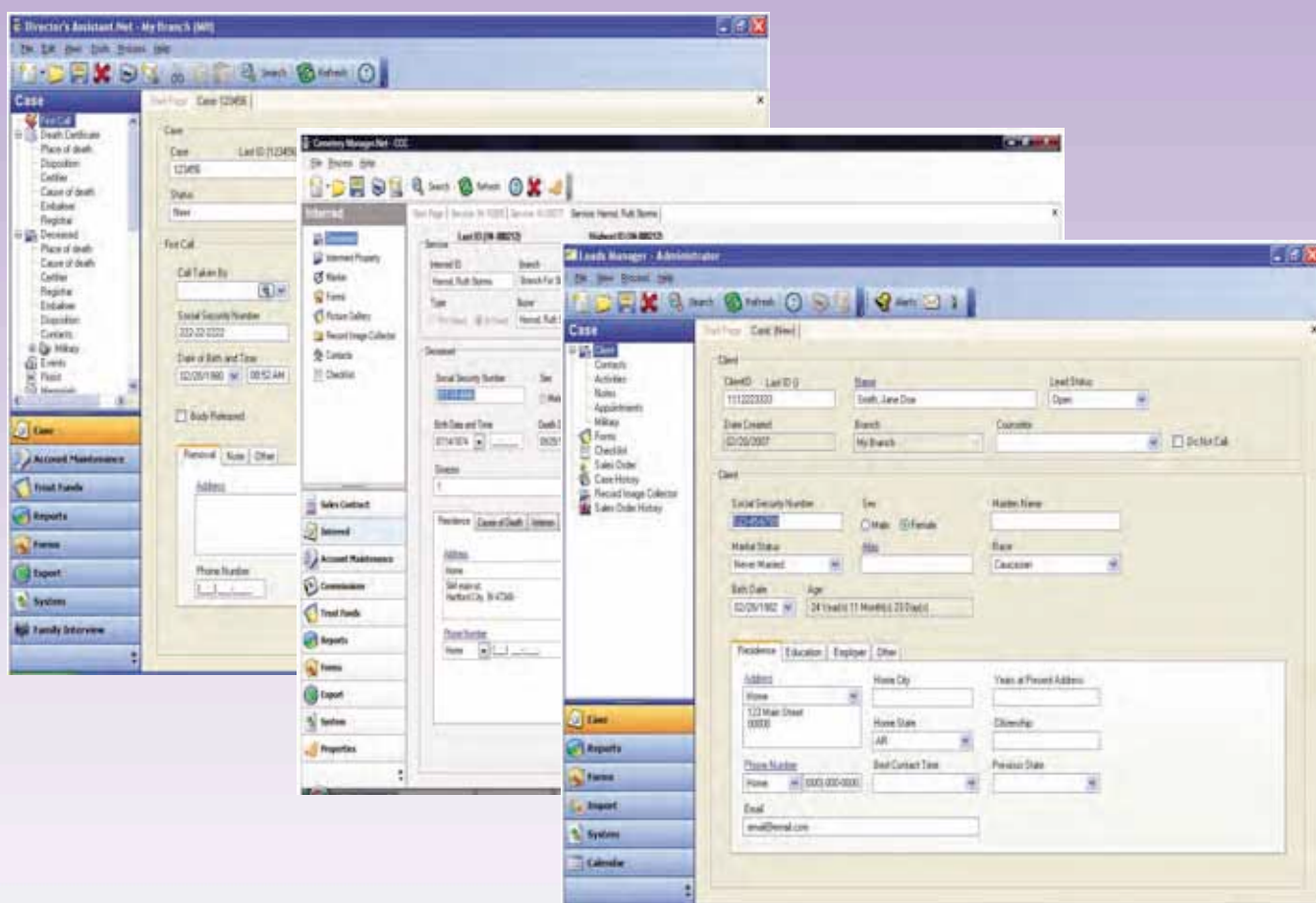
OCTOBER 12-15  
Visit us at Booth #837

# The Director's Assistant The Crematory Manager The Leads Manager The Cemetery Manager The Aftercare Manager



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  - The Leads Manager
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## The Gift of Aftercare

By Sherry L. Williams

Last month, I warned you about how close the holidays are and strongly suggested that you began planning for holiday promotions, gifts and programs. Since that article was published, I have received many calls from people who are looking for something different they can do for the families they serve and for their community for the holidays. Perhaps some of the following suggestions may give you some ideas:

- Send letters to the families you serve asking them to donate a gift in honor of their loved one. You can specify in your letter the age group or needs of the recipients of the gifts so everyone brings gifts that will be appropriate. Hold a special candle lighting ceremony where the gifts are collected, blessed and given to a local charity for those less fortunate such as; an orphanage, a senior center, pick an angel or two from an angel tree with the local salvation army etc.

- You could decorate a tree in the town square or in the front of your funeral home. Send letters to the families you serve and ask them to send a \$5.00 donation in honor of their loved one to light a light on the tree. Explain that the money will be donated to a local charity. Then have a lighting of the tree celebration, where the names of those honored with a light are read. Ask local high school choirs to come and sing. Have spiced cider and cookies and make it a festive event.
- Send the families you serve a book about holiday grief and hold small discussion groups throughout the month of November and the first week in December to discuss getting through the holidays without a loved one. This would be like a book club that could meet after the holidays and discuss other books on grief. (Not like a support group but a group that could discuss what they think about the information they are reading and how it has or has not helped them.)
- Light a candle in your foyer and have a listing of the families you have served during the past year. You can set this as a lovely decoration with an open book, the names of the deceased in calligraphy and some holiday greenery. You can run an ad in your local paper stating that you are burning a memorial candle to honor the lives of those you have served this past year as a part of your holiday ritual. You might also light a single candle

in each window of the funeral home and explain that the lights in your windows honor all those who have died during the past year as you honor the past and move toward the future.

- Send or give the families you serve a special ornament to honor their loved one. You could even put them on a tree in your funeral home and have a special reception (like an open house) where people come to pick up their ornament. You could have music by a local choir and serve light refreshments.

These are only a few suggestions you might consider. Remember that the holidays are most difficult for those who are grieving. What once was in terms of their holiday rituals and traditions will never be the same but that doesn't mean that you can't help them create new meanings and rituals for their future.

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)

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Length: 96 inches  
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Floor with Wood Ramp Additional \$495.00

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Optional Features: Stainless Steel Body Trays and Casters.

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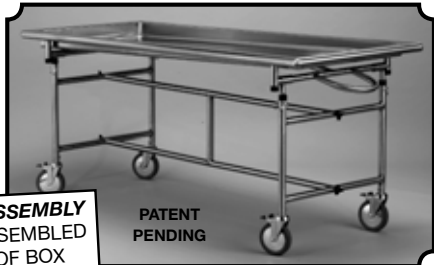
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All Stainless Steel  
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**\$1527**

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REGULAR \$2397**

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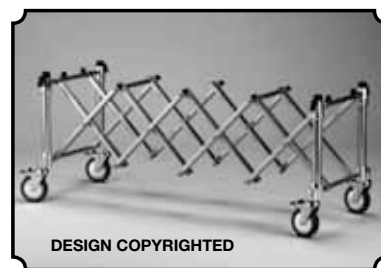


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## Stewart Enterprises, Inc. announces retention of Goldman, Sachs & Co. and Skadden, Arps, Slate, Meagher & Flom LLP

JEFFERSON, LA— Stewart Enterprises, Inc. (Nasdaq:STEI) announced that its committee of independent directors has retained *Goldman, Sachs & Co.* as financial advisor and *Skadden, Arps, Slate, Meagher & Flom LLP* as special legal counsel, in connection with the Board's evaluation of strategic alternatives available to the Company to maximize shareholder value. The Board previously announced the formation of the Committee in connection with its consideration of the letter from **Service Corporation International** dated July 21, 2008.

The Committee has commenced the process of working with its advisors and management to collect information and analyze all strategic alternatives available to the Company. The Committee will conduct a thorough evaluation of all strategic alternatives to determine the course of action that is in the best interests of the Company's shareholders. Neither the Committee nor the Board intend to provide any update with respect to the Committee's review of potential strategic

alternatives until the Board has approved a definitive course of action.

Chairman of the Board **Frank B. Stewart, Jr.**, who currently controls approximately 34% of the Company's voting power, has advised the Board that he is fully supportive of the process being undertaken by the Committee, has not made any decisions regarding the outcome of the process, and plans to wait until the Board has had the opportunity to review the appropriate information and analysis presented by the Committee to the full Board before making any decisions regarding his plans or views.

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States, currently owning and operating 221 funeral homes and 139 cemeteries. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.



## A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

### Lack of Accountability Could Be Holding You Back

This year I have taught several of the training classes at The Academy in Franklin, Ohio. The Academy is one of the leading funeral service educational and training institutes in the nation today, and I was honored to be a guest lecturer. Class after class I listened to the students share their pre-need sales challenges. One after another lamented how they were not able to achieve the sales goals they set for themselves. They developed feasible sales and marketing strategies; attained sales training, really understood their pre-need product, funeral home and marketplace, yet somehow always seemed to come up short. What was missing? Where had they gone wrong? The answer lies with their accountability.

Accountability has different definitions. According to Wikipedia, the free on-line encyclopedia, accountability is a concept in ethics with several meanings. It is often used synonymously with such concepts as answerability, enforcement, responsibility, blameworthiness, liability and other terms associated with the expectation of account-giving. Another common definition says accountability is all about making commitments and sticking to them. For the sake of this column, I'd like to share the definition of accountability as it is outlined in the bestselling book *The Oz Principle: Getting Results through Individual and Organizational Accountability* written by Roger Connors, Tom Smith and Craig Hickman (published by the Penguin Group ISBN 1-59184-024-4). The

authors define accountability as: "An attitude of continually asking "what else can I do to rise above my circumstances and achieve the results I desire?" It is the process of "seeing it, owning it, solving it, and doing it." It requires a level of ownership that includes making, keeping, and proactively answering for personal commitments. It is a perspective that embraces both current and future efforts rather than reactive and historical explanations." WOW! This says it all to me.

The best laid plans of mice and men will be worth nothing if there is no real actionable accountability on the part of the person and/or organization making the plans. Most pre-need salespeople measure their performance in terms of pre-need sales contracts sold. They feel the more contracts they sell, and the higher sales volume achieved, the better their program must be. This is misguided because in no way is total sales volume a measure of true program effectiveness or success. It is far more important to measure how a person achieves their sales volume than it is to measure only how much sales volume was achieved. Therefore are you doing the things you need to do, on a timely and consistent basis, to see enough prospects to close enough sales? Sales will come, if you hold yourself consistently accountable to do the "action steps" that get you in front of enough prospects.

This is where most pre-need sales professionals miss the mark. They simply do not keep themselves busy enough doing the things necessary to put them in front of prospects. You can't present the features and benefits of advance funeral planning, if you don't have anyone to talk too.

How do you hold yourself accountable to do these things? You ask someone to help hold you accountable. Could be your manager, co-worker, family members, or friends. Anyone who has your best interest at heart. Share with them your annual goals and objectives as well as prospecting activities you need to accomplish to reach your goals. Ask them to keep you on track always doing the things you say you want to do. Think about it... How do you feel when someone holds you accountable? Chances are you feel like you're in trouble, like you let your team or yourself down or missed an important item on your "to do" list. Unfortunately, most people view accountability as something that belittles them or happens when performance wanes, problems develop or results fail to materialize. Because most

people experience accountability this way, it's no wonder they spend so much time shunning it and explaining and justifying poor results. Why not focus on a more positive and powerful definition of accountability (like the definition presented in the book *The Oz Principle!*) which will help you and others do everything possible to overcome difficult circumstances and achieve your desired results. Read the definition of accountability from *The Oz Principle* again. This time focus line by line on what it says. If you faithfully do what it outlines and take to heart the direction it offers you will achieve success.

"An attitude of continually asking "what else can I do to rise above my circumstances and achieve the results I desire?" It is the process of "seeing it, owning it, solving it, and doing it." It requires a level of ownership that includes making, keeping, and proactively answering for personal commitments. It is a perspective that embraces both current and future efforts rather than reactive and historical explanations."

The secret to success as a pre-need sales professional is holding yourself accountable each and every day to "actually doing" the prospecting, marketing, presenting and closing processes that lead to sales. Focus on these processes, instead of sales volume, and the sales volume will be there. So too will you achieve your annual sales goal. Good selling!

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

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

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

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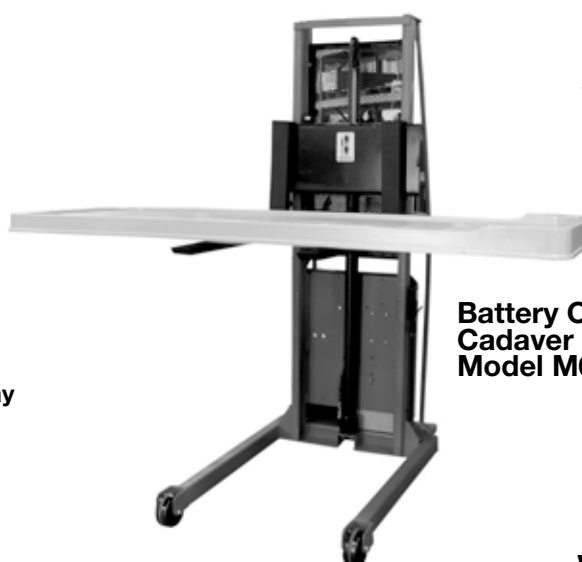
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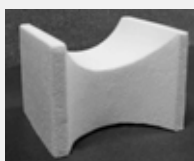
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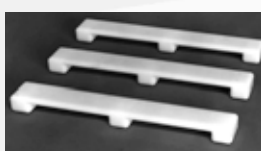
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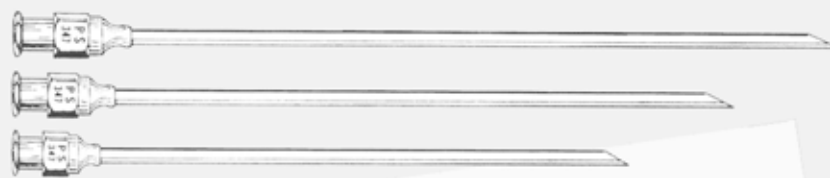
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## Veterans & Family Memorial Care Nears 100 Providers in Nine States

SANIBEL, FL— Mark E. Davis, President and CEO of Veterans & Family Memorial Care, a division of Val-Mark Memorial Group, Inc. announced that nearly one hundred (100) family owned funeral homes in nine states have branded their firm “The Veterans Funeral Home” in their community by becoming an Exclusive, Certified VFMC Funeral & Cremation Provider. “Our network of VFMC Certified Providers is growing daily” said Mark Davis, “and we anticipate reaching our goal of having providers in all 50 states by the spring of 2009.

The Veterans & Family Memorial Care Brand is a symbol of trust and respect underscored by the VFMC Provider’s pledge to demonstrate service beyond their clients’ expectations. Whether a firm cares for eighty families per year or eight hundred, whether they have one competitor or twenty, becoming an “Exclusive” VFMC Provider is an inexpensive, cost effective way to increase revenue, generate community awareness, grow market share and gain a competitive edge.

Due to the growing number of veterans who are responding to VFMC’s many marketing programs the challenge is to locate family owned funeral homes throughout the U.S. to provide at-need and pre-need arrangements for these individuals.

Funeral home owners that would like to brand their firm “The Veterans Funeral Home” in their community by becoming an “Exclusive” Certified VFMC Funeral & Cremation Provider should visit [www.VeteransFuneralHomes.com](http://www.VeteransFuneralHomes.com) or call Toll Free (866) 770-6791.

## Robert D’Anjolell, Sr. receives Honorary Doctorate



Robert D’Anjolell, Sr.

BROOMALL, PA— Robert L. D’Anjolell, Sr. received an Honorary Doctorate Degree in Humane Letters from Cabrini College in Radnor, PA. He was presented the degree May 18, 2008 in appreciation of his thirty-one years of service as a dedicated college trustee.

D’Anjolell holds an A.S. in Mortuary Science from Eckles College of Mortuary Science, an A.A. in Business from Temple University, and a Combined B.S. in Mortuary Science. He owns and operates six locations of Robert L. D’Anjolell Memorial Homes in the Delaware Valley.

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## For Keep Sakes

By Adrienne Kalmes

### Offering Memorial Videos

Can you imagine using a horse drawn hearse or carriage to convey a casket and mourners to a cemetery today? Unless it was for a state funeral, your response would certainly be a resounding “No way!” The funeral industry has always moved with technologies that make the task of burying our dead more dignified and more efficient.

Technology moves at a rate faster than ever before and keeping up with it is a tall order. This is most evident when we consider the use of images to tell the life-story of the deceased. Picture boards have been with us for the last several decades. We have all attended wakes or memorial services where relatives of the deceased have emptied their picture albums onto poster boards, which the funeral home dutifully displays on easels. These easels are then positioned near the line visitors form when coming to pay their respects, sometimes rather precari-

ously and often in areas that are not well lit.

Some funeral homes limit family pictures to what will fit on magnetic boards or fixed displays that are neater in appearance and strategically positioned for better viewing. Others encourage families to choose a set number of framed photos and artfully display them on tables throughout the visitation chapel. Growing numbers of funeral homes are now taking the plunge into newer technologies that afford imaging in a more tasteful way.

Memorial, tribute or keepsake videos (All three terms are used.) provide distant relatives and visitors with a glimpse into the life of the deceased. The typical video contains somewhere between 30 and 75 photographs and slides combined with music and text. They are produced on a DVD which plays continuously. While the physical constraints of older facilities can make this a more costly option, the revenue from providing video tributes can quickly cover the initial output for monitors, DVD players and wiring. Newly built funeral homes are most always constructed with this technology built in to their infrastructure.

Apart from the self-serving aesthetics, why would a funeral home produce or offer memorial or tribute videos? There are many reasons; chief among them is that your services help families feel better. The task of collecting the pictures helps family members begin to work through their grief. The selection of photos for a video is an occasion for remembering happier times. Families record positive events—birthdays, anniversaries, accomplishments, vacations. Another reason for presenting a tribute video at a visitation, funeral or memorial service is that it breaks

the ice for those who have come to support the family. It provides a platform for storytelling: “Seeing that picture of Bill’s first touchdown reminded me...” or “I remember that wedding so well. Your mother was the life of the party...” The music worked into the video also serves to enliven the atmosphere and make it more celebratory. Lastly, a video becomes a keepsake that the family takes home to play at anniversaries and pass on to children and grandchildren.

Next time we’ll look at some basic questions to ask as you choose the best technologies.

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

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

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

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

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**WHAT ACTUALLY WORKS?** *One Sales & Marketing Committee member, after reviewing the system developed by Gary O'Sullivan, CCE, and David Shipper, said that "In all my years in the business, this is the best sales system I've ever seen."* **YOU DON'T WANT TO MISS THIS SESSION!** In 2005, O'Sullivan and Shipper decided to create a preneed sales system, test it, revise it and come up with a system that works. In this session, they will explore in detail three of the things they've found that really work:

- **Recruiting**—Why is it that in the interview almost every candidate says, "Yes, I can do this!" but then after three days, they quit? Learn the number one reason and how you can prevent this phenomenon by improving your selection process.
- **Training**—Sometimes by the time people are "fully" trained and get in selling mode, they forget what to say. O'Sullivan and Shipper have developed a new Fast Start program and an ongoing development process to ensure a new counselor's success.
- **Prospecting**—Failure in prospecting is probably the #1 reason people fail in the preneed profession. Most salespeople view prospecting as a project, something to do when they have no one to see. Find out how to make prospecting a process. If you don't have people to see, nothing else really matters.

*Presenters: Gary O'Sullivan & David Shipper*

**MULTICULTURAL MARKETING—A HOW-TO GUIDE FOR IMPACTING SALES & SERVICE** From Birmingham to Seattle and all points in between, you'll learn how to find out your market demographics and how to engage those ethnic groups as potential employees and prospects. We'll take a look at different cultural customs and beliefs and how your cemetery or funeral home can tie in community service programs to better relate to those populations. Additional highlights will include:

- Specifics on recruiting
- Multicultural advertising
- Multicultural etiquette

- Multicultural beliefs in regards to cremation
- How to set a selection room to make it culturally friendly.

*Presenter: Mark Russell*

**GENERATING MORE LEADS THROUGH REFERRALS** We all know and recognize the value of getting referrals, and most salespeople can even tell you exactly how to go about asking for them. So why do most salespeople fail at getting any referrals? Todd Carlson will discuss the #1 reason that stops agents from popping the referral question, and he'll provide some practical solutions that will change the way you think about asking for referrals. *Presenter: Todd Carlson*

**SALES & MARKETING FOR LONG-TERM SUCCESS** Do you have a long-term sales strategy, or are you only interested in "this month"? Jeff Gould has spent more than 20 years helping companies develop detailed, focused marketing strategies proven to increase calling, appointment and closing percentages—the last five years specifically in the cemetery and funeral business. Find out:

- The three biggest mistakes cemeteries and funeral homes make with their sales force
- Strategies to increase call-in leads
- Effective ways to get at-need on your team and working for you.
- A five-minute plan for growth that works.

*Presenter: Jeff Gould*

**THE KASH FORMULA** Do you have KASH? KASH stands for: **K**nowledge; **A**ttitude; **S**kills; and **H**abits. If you make the KASH formula part of your sales development, you will increase not only your activity but your results. It is a fact that this system works for those who make it part of every sales presentation. Practice makes perfect. Attitude is everything! *Presenter: Tom Holland*

**MAXIMIZING YOUR CREMATION SALES AND SERVICE** This session will take you step-by-step through a process for presenting to families all of the options available with cremation. You'll learn

how to look past what you think a family can afford and comments such as, "We only want a direct cremation." Discover how to make a more effective presentation that ultimately raises your bottom line and produces happier families, which in turn creates more referrals. Exceed your customers' cremation expectations.

*Presenter: Elisa Krcilek*

#### USING LISTENING SKILLS TO ENHANCE YOUR CREMATION PRESENTATION

How often does the arrangement process for cremation become an order-taking exercise? You'll be surprised at what a difference *listening* can make to your bottom line and to client satisfaction. This session will offer exercises on how to target the cremation arrangement process toward the needs of your client and how to clearly identify those needs. You'll take back a list of exploratory questions and agenda topics you can use during the arrangement process to ensure you leave no stone unturned. *Presenter: Nectar Ramirez*

#### DISCOVER YOUR PROSPECTING STYLE

Prospecting is not the same as lead generation. It's more active and allows you to control your destiny. In this session, we'll brainstorm on prospecting activities that will allow you to walk away with a clear, more definitive idea of how to accomplish your goals. Learn how to play to your strengths & talents and increase your financial success exponentially! Bring your pen, paper and positive attitude as this session will be highly interactive and practical. *Presenter: Stephane Hayes*

**REFERRALS—THE KEY TO FRIENDLY SALES** No question about it: Word-of-mouth is the most effective way to advertise and attract business, but the process of generating new prospects from past clients can seem too difficult and mystifying. Ruggiero will show you how to cultivate a network of endless referrals and develop profitable, win/win relationships.

*Presenter: James Ruggiero*

**CREMATION SALES FOR THE CEMETERY AND FUNERAL HOME** You'll learn how to better understand today's cremation

consumer and best practices for establishing prices and selling cremation merchandise & services. Discover new ways to:

- Market directly to the cremation consumer
- Present cremation to the preneed consumer
- Increase the average revenue per cremation preneed
- Target your cemetery inventory to cremation consumers
- Get more revenue per cremation interment
- Increase the existing funeral & cemetery preneed contract

*Presenter: Dan Isard*

**PUBLIC RELATIONS & EVENTS** Public relations activities can serve as a relatively inexpensive yet effective method for promoting your cemetery or funeral home in the community. In this session, Dean Lambert and Pam Kleese will explain what PR is (and isn't) and discuss how to maximize your efforts to ensure the greatest opportunity for success. You'll walk away with insights on the barriers to prearranging, as well as tips and techniques for optimizing PR efforts, including press release development, event coordination and performance tracking.

*Presenters: Dean Lambert & Pam Kleese*

**THE REARRANGEMENT CONFERENCE —UNDOING THE DAMAGE PRENEED HAS DONE** When the dead have prearranged their own funerals, the results sometimes leave the living wanting more. This workshop takes a practical look at the challenges of minimal pre-arranged services and offers some practical strategies for offering families a distinctive alternative. Create more meaningful services in spite of the limitations imposed by prearrangements. You will:

- Learn to help surviving family members separate the prearranged "necessities" from their own desires to say farewell
- Recognize the opportunities created by limiting the scope of pre-arrangements and increasing the scope of the at-need process
- Develop effective strategies to capitalize on these opportunities

*Presenter: Doug Gober*

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**The Nations purchase Norwood and Brumley Funeral Homes**

**IDABEL, OK**— Charles and Jane Nation have purchased the **Norwood Funeral Home** at 115 N. Central and the **Brumley Funeral Home** at 1201 Lincoln Road, both in Idabel, OK. The two funeral homes have been combined into a single business at the Brumley location. The combined firm is now called the **Norwood-Nation Funeral Home** at the Lincoln Road location.

**Pruzin Brothers takes delivery of Eagle Coach**



**MERRILLVILLE, IN**— Butler Coach would like to thank the **Pruzin Brothers Funeral Homes** of Merrillville and Portage, IN and **Pruzin and Little Funeral Home** of Crown Point, IN for the purchase of this 2008 Cadillac Eagle Ultimate Elite Funeral Coach. Pictured from left to right are **Thomas G. Pruzin, Jonathon R. Christiansen** and **Kathy Meyers**, all of Pruzin Brothers Funeral Homes and Pruzin and Little Funeral Home.

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**Legal Speak**

By Atty. Harvey I. Lapin

*Verify a Subpoena is Real?*

A client of the author recently received a subpoena from a probate estate requesting documentation related to its records for the deceased's funeral arrangements and cremation. This was the second subpoena received from the Estate and the client became concerned that it was going to be dragged into a dispute so he contacted the author.

The author examined both subpoenas and noticed some problems. First, the subpoenas indicated an estate had issued it. Second, the person signing the subpoenas was not an attorney. Third, there was no seal of the court and the signature of the clerk on each subpoena was blurred. It appeared that the subpoenas might be fakes.

Since many courts now have an Internet site it is not difficult to find out about current cases. The search of the court's site for the probate estate indicated that the estate has an attorney. Accordingly, the validity of the subpoenas issued by someone else was even more questionable. The author contacted the attorney for the estate and was advised that the subpoenas were valid and that there was a big dispute between the person who signed the subpoenas and another heir of the estate. The attorney also indicated that the judge was unfortunately giving leeway to everyone involved in the case. When this information was discovered, it became more important to be sure that the response to the subpoena

was accurate and did not raise any unforeseen issues.

The lesson to be learned by this incident is that when you receive a subpoena, a court document requesting information or an inquiry from someone representing they are an attorney, it is important to verify it is, in fact, a real document or a valid document. When you receive a legal document you should also consult your own attorney before responding.

The response should also be carefully reviewed to make sure that everything is included, as sometimes documents may still be in transit or may not have been filed in the appropriate file.

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

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

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

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

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

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## Raptors Visit Turner County Fair thanks to Hofmeister-Jones



The Raptor Presentation at the Turner County Fair

**PARKER, SD**— The Raptor Center of the University of Minnesota with a live bald eagle, hawk, owl, and falcon came to the Turner County Fair in Parker, SD on August 13 and 14 to inspire participants to protect raptors and the world we share. The event was sponsored by the **Hofmeister-Jones Funeral Home** of Parker, Hurley, and Marion.

Live raptors were perched out on display near Old McDonalds Farm including a Bald Eagle. Participants learned the three key features of all raptors and how they are different from other birds. Presenters used hands-on teaching tools such as feathers, wings, skulls, and feet. Visitors asked questions, took photos, or just watch the raptors. The program provided opportunities for one-on-one learning with the raptor specialist.

The Raptor Center at the University of Minnesota is internationally known for pioneering and perfecting techniques in avian medicine and surgery, restoring the peregrine falcon in the Midwest, and advancing the health of raptors and other avian species through ongoing research. In addition to training veterinarians from around the world, we share through school, community, and Web-based education programs and the rehabilitation and release of injured raptors. For more information or to learn how to sponsor a Raptor Center event in your community, go to [www.TheRaptorCenter.org](http://www.TheRaptorCenter.org).

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## Observations



By Steven Palmer

### Putting on the Ritz

*"Facing struggles, stumbles and transitions, Ritz Carlton's leadership has been steadfast in its commitment to service and quality."*

—Dr. Joseph A. Michelli

When the casket, vault, urn, flowers and markers have all gone to the internet providers, what you have to offer is service.

Therefore your level of service must be unparalleled; desired and branded accommodations to the wishes of and the flawless execution of the desires of the arranging family.

In a WalMart and Costco world, how do we succeed as Neiman-Marcus, Nordstroms and Saks; by emulating their devotion by anticipating the needs of their guests and giving rapt attention to its delivery.

One such provider of quality care is the Ritz Carlton hotels. Their corporate mentality of providing a legendary customer experience is explained in the recent book, *The New Gold Standard* (McGraw-Hill, 2008), written by Dr. Joseph A. Michelli, author of *The Starbucks Experience* (reviewed December 2006). Dr. Michelli has again taken a well thought out philosophy of ultimate service and made it relevant to any service industry.

Michelli asks, "If your employees were asked to provide a clear and accurate understanding of your company's mission and purpose, could they?"

Ritz Carlton, founded by a Swiss peasant farmer's son, Cesar Ritz, has a credo. It reads, "The Ritz Carlton is a place where genuine care and comfort of our guests is our highest mission. We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience. The Ritz Carlton ex-

perience enlivens the senses, instills well being, and fulfills even the unexpressed wishes and needs of our guests."

This credo is printed on a laminated card that is issued to every employee who is told to always carry it with them, to review it daily, to remind them of their mission, regardless of their function.

How many of us develop and execute such a vision to their employees?

If you think we have been hit with every type of competition, think about Ritz Carlton. In its more than century of history they have faced the depression, World War II, discounters such as "we'll keep the light on for you" Motel 6, Super 8 and every motel/hotel in between that and them, the internet sites such as Expedia, Travelocity, etc that puts price and presentation of all lodging places at a mouse click away of a significant decision for service and need.

Ritz Carlton is constantly watching changing market conditions through customer feedback, sales force intelligence, monitoring word of mouth. A word of wisdom: "All staff (should be) alerted to the importance of customer experience and their own performance in believing it." —Jennifer Jirby of [www.mycustomer.com](http://www.mycustomer.com)

Laurie Wooden of Ritz Carlton adds, "Since customers are always changing, I am surprised to find that they are content to do things the way they have always done them."

How does Ritz Carlton handle customer disappointments?

1. Share a genuine and compassionate reaction to the person's distress.
2. Offer appropriate apologies.
3. Assure the person you will take care of the issue.
4. Individually and through the resources of your team, see that the problem is taken care of in a way that meets the satisfaction of the customer and does not recur.
5. Go one step further to demonstrate that you want to try to compensate for the person's loss or frustration.

Simon Cooper, President and COO of Ritz Carlton, adds, "When these breakdowns occur, it is hard to get to a place where we're going to have an engaged guest. The only way across the chasm over the long term is to know what goes wrong and to make it right. It is fundamental."

"We're not satisfied with just doing things better. The

experience should have been perfect in the first place. While I know that perfection can be elusive, we need to shoot for it or else will settle for 90 to 95 percent. We're not going to be a world class organization if we start to think that way." —John Timmerman, VP of quality and program management

The teamwork of their employees is Ritz Carlton's strength. All employees know that service to their guests is everything. No matter whom the employee is, if there is a need they fill it. "I appreciate my company because a supervisor is never too important to drive a car down for me, the doorman. And the hotel manager assists me in carrying luggage without me saying a word. In short it's a place where leaders show you that we are all one, where leadership is not saying it, but doing it. And I mean in all areas of the hotel." —Esezi Kolagbodi, doorman at Ritz Carlton, Berlin.

Another example of leadership of Ritz Carlton is their commitment of volunteerism within their communities. Walter P. Pidgeon, in "The Universal Benefits of Volunteering" wrote, "In addition to the positive emotions that come with volunteerism. The return value of corporate efforts includes team building, cohesion, employee pride, and the development of specific skills such as project management skills." Ritz Carlton allows local management to find appropriate places of community service and allows them to do it. They might be the premium hotel experience but they are there to support a worthy cause.

In these times of new competition and a changing customer, let us learn from those who endure and triumph.

*"They continually put the competition on notice that they are out there and are going to perform the best they can, above and beyond what the competition is doing and that they are always going to be a leader in the industry."*

—Jim Strong, author of "Craving for Travel"

Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. Licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached by mail at PO Box 352, Cottonwood, AZ 86326, by phone at (928)634-9566, by fax at (928)634-5156, by e-mail at [westcott@commspeed.net](mailto:westcott@commspeed.net) or through his website at [www.westcottfuneralhome.com](http://www.westcottfuneralhome.com).

# Rideau Memorial Gardens installs two Columbaria



MONTREAL, QUEBEC, CANADA— The recent installation at Rideau Memorial Gardens of two custom-designed columbaria, with a combined 498 niches, signifies the considerable increase in the rate of cremation. It also reflects the commitment of KMI Columbaria to provide state-of-the-technology designs and installations so that cemeteries like Rideau can better accommodate the preferences of the families they compassionately serve.

Rideau Memorial Gardens' columbaria, one commemorating The Last Supper and the other featuring The Good Shepherd, provide both increased capacity and long-term sustainability because of KMI's unique features: non-deteriorating materials, such as aluminum niches and granite exteriors; patented security and vandalism protection system; and condensation control system.

"Our new columbaria replaced two concrete structures to maintain the dignity of

the cemetery," explains Timothy Hingley, property manager at Rideau. "The new structures are both low-maintenance and house significantly more niches."

Rideau's parent company, with 41 cemeteries and over 90 funeral homes, did a thorough search before selecting KMI Columbaria. "KMI was accommodating in all ways," notes Hingley. "Installers were knowledgeable, work was scheduled with our convenience in mind, timelines were always met and personnel were accessible and often on site."

Rideau Memorial Gardens, established in 1954, is a non-denominational facility with on-site funeral home, crematorium and mausoleum on the western island of Montreal.

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

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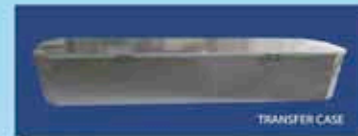
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## Bradford-O'Keefe Funeral Homes honored by Chamber of Commerce

**BILOXI, MS**— Bradford-O'Keefe Funeral Homes was recently honored by the Mississippi Gulf Coast Chamber of Commerce. **Jeffery** and **Jeremiah O'Keefe** accepted both the prestigious Lifetime Achievement Award and the Business Services Tapestry Award.

Bradford-O'Keefe Funeral Homes opened in 1865 and now has five funeral homes in Biloxi, Gulfport, Ocean Springs and D'Iberville; two cemeteries; and Mississippi's first crematory.

## Luken Memorials is There When You Need Them



**MADISON, NE**— **Luken Memorials** came to the rescue after vandals toppled forty-nine monuments at **Crown Hill Cemetery** in August. The company sent three experienced professionals from Yankton, SD to get the cemetery back in order free of charge. Within a day and a half, all the monuments had been recemented to their bases. The men also replaced headstones at two other local cemeteries that were vandalized during the same period. Luken is to be commended for its generosity and dedication to service.

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## OSHA Compliance

By Gary Finch

### Clearing my desk, there are these items...

#### Never Ending Speculations Abound OSHA

Some think it is a given that a Democrat Congress and President will have OSHA resume inspections on low hazard industries. Presently, federal OSHA is not allowed to make planned inspections in the service industry. This policy has effectively reduced funeral home inspections.

I'm not convinced it will go back to the old way. Under President Bush, OSHA has exceeded their planned number of inspections for seven consecutive years. During this time, the injury rate has fallen to an all time low. Union officials had predicted that the injury rate would increase. If the Democrats resume full inspections and the injury rate increases, it would be an embarrassment for them.

#### Is Live OSHA Safety Training the Best Approach?

I have nothing against live safety training, but I don't see annual visits by safety consultants as a solution. It does nothing to address the training of newly hired employees. Not to be self serving, but I think our Plug and Play library is the perfect training medium. It now has 40 video and 80 text presentations that can be used to train embalmers, secretaries, and the entire workplace. The funeral home owns it and can use it for new employees and for renewal training.

The NFDA answer was Stericycle, a firm that only months ago did not even claim to have any expertise on formaldehyde or the funeral industry. I'll leave it to others to determine how this meets the OSHA requirement on an instructor being an expert on the subject. Their expertise might be fines. Stericycle was fined \$65,000 earlier this year by the EPA. That followed a \$224,000 fine in 2004.

What would the response be if an embalmer called them and asked for advice on handling a CJD case? Something is amok here. Are there others who reminisce for the good old days with Howard C. Raether?

#### Why Don't They Investigate the Funeral Service Alliance?

Their web page has a section that is titled: "What You Should Know About Embalming". The self serving content contained this gem: "Embalmers are required by OSHA to wear a respirator and full body covering while embalming." That is not true. It is just propaganda intended to scare people considering a traditional funeral.

Wouldn't it be nice if our association would monitor this outfit and hit them with a "cease and desist" order when they intentionally mislead the public?

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](http://www.kisscompliance.net). Contact Gary by phone at (800) 950-1101 or by e-mail at [gfinch@kisscompliance.net](mailto:gfinch@kisscompliance.net).

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# Veterans Funeral Care™ endorsed by the American Legion Department of South Carolina



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largest veterans' service organization in the state.

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South Carolina Cremation & Burial society, based in Graniteville, is the fastest growing provider of cremation services in the state and The American Legion Department of South Carolina, headquartered in Irmo, represents over 24,000 members in South Carolina, making it the



Ray Visotski

Legion Department of Indiana and **Indiana Funeral Care** and Veterans Funeral Care™

The endorsement provides for Veterans Funeral Care™ to educate members of The

American Legion as to the benefits they have earned because of their military service. Additionally, Veterans Funeral Care™ encourages veterans and their families to take advantage

of these free benefits and to beware of advertising that encourages veterans to participate in special offers that may end up costing over \$10,000. The website, now called a "media-site"

has been enhanced, with both general consumer information and information specifically for veterans. The media site, [www.southcarolinacremation.com](http://www.southcarolinacremation.com), makes

**CONTINUED ON PAGE A20**



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# Sunset Funeral Home and Memorial Park

Continued from Front Page

Sunset Funeral Home and Memorial Park in Danville, Illinois has the distinction of being one of the state's first funeral home/cemetery combinations.

The sprawling 17,000 square foot funeral home was built in 1984. With its earth-tone brick exterior, the one-floor plan is a perfect fit with the natural surroundings of the memorial park. Inside, beautiful woodwork, traditional dé-



cor, and cozy seating areas make the funeral home warm and welcoming. Fam-

ilies may relax over coffee and soft drinks in a French café-style lounge, or one with a 1950s diner theme, created to momentarily restore a sense of normalcy to the bereaved.

The cemetery is on 40 acres of rolling hills with shade trees, colorful flow-

ers, and beautiful statues. Burial sections include The Garden of Innocence for infants and children, Public Safety with a monument to everyday heroes in commemoration of the events of 9/11, and Cherished Companions for be-

CONTINUED ON PAGE A23



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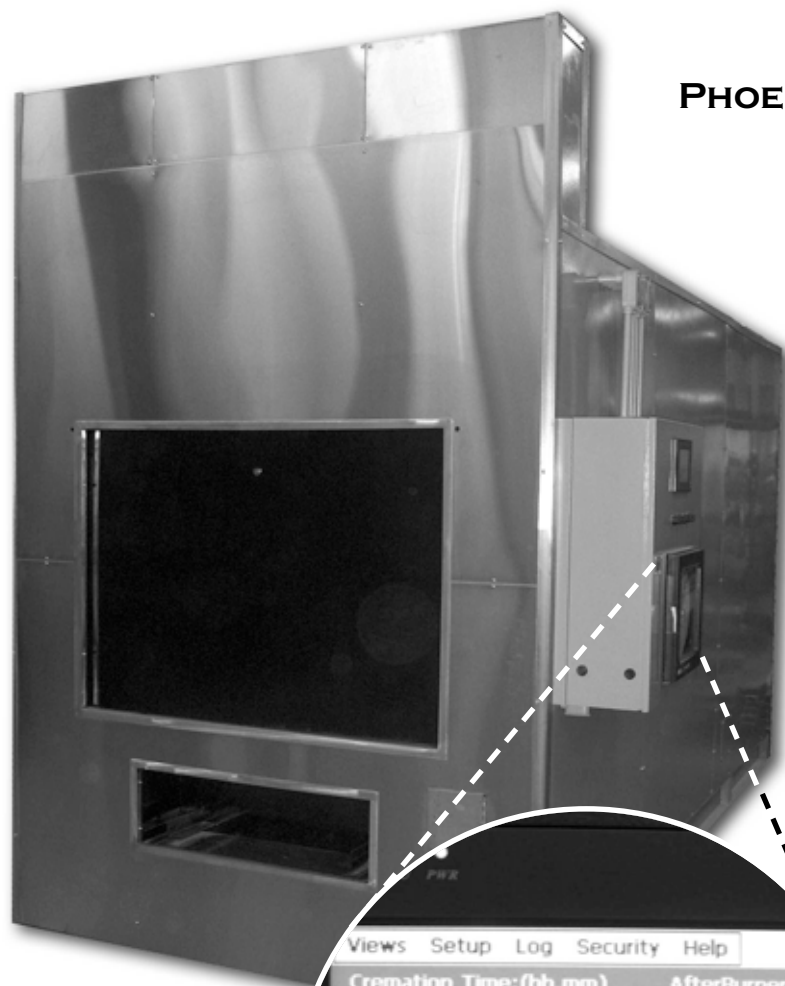
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## Profiles of Courage: The Commitment of Reginald Boyd

By Shun Newbern, CFSP

LOS ANGELES, CA— This article profiles one of funeral services finest licensed professionals. He has remained committed to the call for nearly 55 years. **Reginald B. Boyd** is honored with this distinction because of the vigorous work ethic that he possesses; it is most admirable to recognize unsung heroes and those who have an authentic love and appreciation for funeral service. As I interviewed this Epsilon Nu Delta fraternal member, the journey into yesteryear truly deserves to be placed in the annals of funeral service history.

Reginald B. Boyd is the sole owner of the **Boyd Funeral Home**, Los Angeles, which was established with his late wife **Rhonda Jackson-Boyd**. Mr. Boyd's career began in

the early 1950s. He graduated from the *California College of Mortuary Science* in 1952 at age 18. The state age requirement did not permit him to begin his apprenticeship, so he did a tour in the Korean War. When he returned he began his apprenticeship with the former **W.D. Fisher Funeral Home**, which later became **Avalon Funeral Home**. His apprenticeship was later completed with the **Harrison-Ross Funeral Home** (formerly the **Randolph Funeral Home**)



Reginald Boyd

and he became licensed in 1954. He observed the legendary **Mr. Leon and Lucille Harrison** as their establishment grew with the assistance of **Mrs. Fannie Benjamin**, and decided to open his own funeral home. In March 1966, he leased the vacant former **W.A. Brown Funeral Home** at 1815 Flower Street, in Los Angeles and opened the **Boyd Chapel Mortuary**. After several lease disputes, he purchased and renovated a two-bed-

room house at 11109 South Vermont in Los Angeles and in April 1971 he opened an independent, family operated corporation, **Boyd Funeral Home**.

In the late 1950s, Mr. Boyd was one of many African-American licensees who were on the forefront of establishing the former *California Morticians Association* and Nu Chapter of E.N.D. Today at the seasoned age of 74, he makes funeral arrangements and embalms as often as possible in a 900 square foot facility in South Los Angeles. When you visit his facility, you will find it warm, inviting and very functional—but not crowded. His mission is to give the finest service without compromising quality. He is more than willing to discuss the radical market and economical changes that are interfering with the independent funeral home today. Even though the passing of his dear Rhonda is just over a year, Mr. Boyd's business is growing and serving various cultures throughout the Los Angeles area.

Like many men of courage, retirement has crossed his mind, but he remains enthused, hopeful and proud of his business. The Nu Chapter of E.N.D. looks forward to fellowshiping with our dear friend as we invite fellow embalmers, students and apprentices during the 5th Annual Holiday Embalmers Mixer, Saturday evening, December 6, 2008 where we will celebrate his 55th year as an embalmer. My prayer is that this proud eagle continues to soar to higher heights and fulfill his assignments in funeral service.

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

## Carolina Funeral Home holds Open House and Ribbon Cutting

SCRANTON, SC— About 100 people gathered at **Carolina Funeral Home** for an open house and ribbon cutting ceremony on August 20, 2008. Investors and shareholders in the firm all are local community leaders and independent financiers. **Rick C. Miles** serves as president and manager. He has been a licensed funeral director and embalmer for more than 30 years. **Jamie T. Strickland**, also a licensed funeral director and embalmer, with more than 20 years of experience, serves as an associate. **Gail D. Gause**, who serves as secretary and treasurer as well as business manager of the business, has more than 25 years of experience in funeral service. **Kathy M. Floyd** also is on the staff as secretary.

Rick Miles said he and his staff feel very privileged to serve Lake City and the surrounding communities. Members of the Greater Lake City Chamber of Commerce, Lake City Council members, Florence County Council members and others joined in welcoming the new business to the area. The 9,100 square foot, full service facility, includes a chapel that seats more than 150 people. The business, located at 215 East Highway, 378 Bypass, was dedicated on August 3<sup>rd</sup>, before opening on August 4<sup>th</sup>.

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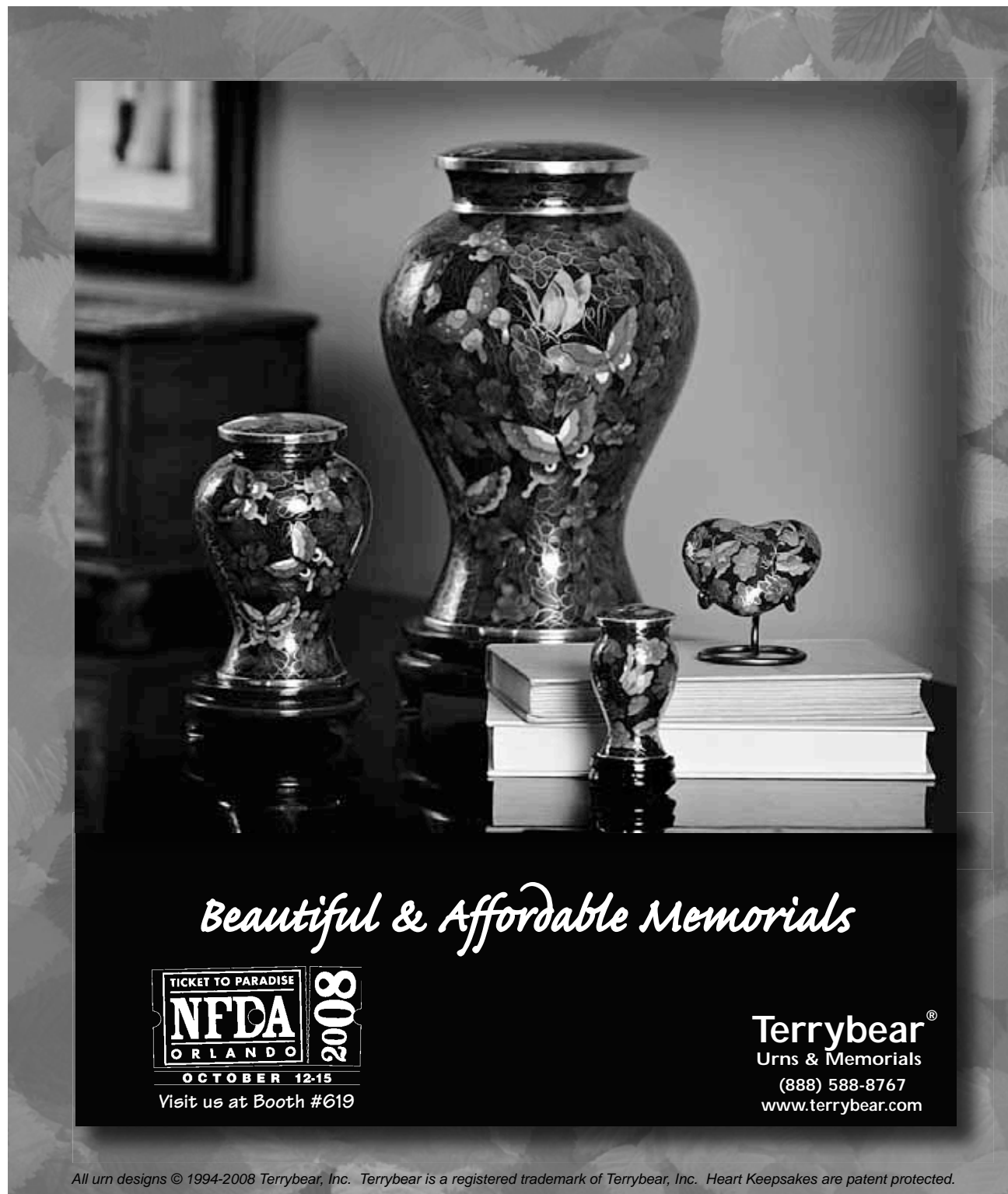
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# Catholic Funeral Care launches and is accepting New Affiliates

**WALLINGFORD, CT**—Funeral service professionals who understand the power of branding are certain to be excited about the new opportunities afforded to them with the launch of **Catholic Funeral Care (CFC)**. CFC is the premier network of funeral service providers who are the leaders in service to those of the Catholic faith. Our members have committed themselves to ongoing training and education to ensure that the unique traditions and faith customs of Catholics are appreciated and respected at a time of loss.

“Whether a funeral home is currently dominant in serving the Catholics of their community or if the goal is to gain new market share, affiliation with Catholic Funeral Care sets our member firms apart from the competition,” says **Matt Bailey**, the executive director of CFC.

Affiliates will have access to exclusive training

sessions led by *Rev. John Fraser*, a Roman Catholic priest and licensed funeral director. Fr. Fraser is also a faculty member at a school of mortuary science. “When you present your staff as Certified Catholic Funeral Professionals who have completed the Catholic Funeral Care training, you provide your local clergy and their parishioners a strong message that you are uniquely qualified to serve them,” says Fr. Fraser.

CFC affiliates also have exclusive access to marketing materials and educational resources for local parishes that help to set them apart as the “funeral home of choice” for Catholics in their community.

“As the CFC brand grows, there will be increasing value to having the CFC logo in your church bulletin advertising,” says Bailey. Affiliates have exclusive rights to use the logo in protected markets.

All affiliates will be listed on the directory of the CFC website, so family members making arrangements from out of town will be able to easily identify the funeral home that is dedicated to serv-

ing Catholics from across the country.

Catholic Funeral Care is open to funeral service professionals of all faiths. CFC does not ask members to be Catholic, only that they will dedicate

themselves to learning about the unique faith traditions of those who are.

“CFC provides a great opportunity for funeral homes to increase their business, differentiate

themselves, and secure a strong return on investment with membership,” says Bailey.

For more information or to submit an affiliation form, please visit [www.Catholic-FuneralNetwork.com](http://www.Catholic-FuneralNetwork.com).

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## Bernard Slaughter, Sr. has been helping families for over 60 Years

CHICAGO, IL— Bernard Slaughter, Sr. is an icon of the funeral service industry in Chicago. He has made a difference through his service to others. As a 1948 graduate of *Worsham College of Mortuary Science* (and upon receiving a certificate from Roosevelt University of Business Administration), he has been helping families with their funeral needs for over 60 years.

Founder and CEO of **Slaughter and Son Funeral Directors, Ltd.**, located at 2024 East 75th Street in Chicago, Mr. Slaughter is the father of two adult children. Both children are licensed funeral directors and embalmers. **Benita Faye** (CFSP, Executive Secretary, Pre-Need Counselor and Treasurer) and **Bernard, Jr.**, (Vice-President and Technical Practitioner) are active in the family business. He was married to the late **Georgia Parker Slaughter**, who was dedicated and committed to her family and their business until her death.

In addition to his business interests, he's involved with many professional, educational and religious organizations and activities. As a member of the *Illinois Selected Morticians Association, Inc.*, Mr. Slaughter has served as Past President and Board Chairman. He is also a member of the *National Funeral Directors and Morticians Association, Inc.* As a member of the NFDMA, he served as Chairman

of the Bylaws and Credentials Committee under several presidents and he was a former Governor of District IV for the states of Ohio, Michigan, Indiana, Illinois and Wisconsin. As Governor, he implemented educational seminars and workshops and award banquets.

Mr. Slaughter is a member of Epsilon Nu Delta Mortuary Fraternity, Inc., and a member of the Cook County Home



Bernard Slaughter, Sr.

Owners Association. He is a faithful member of Canaan Baptist Church of Christ, where he serves as Chairman of the Trustee Board. He is also a member of the Board of Trustees for Tougaloo College, located in Tougaloo, Mississippi. Mr. Slaughter was recently honored by the *Illinois Funeral Directors Association* for 40 years with a certificate and pin. He has also received the prestigious *National Funeral Directors Association* Lifetime Membership Certificate and pin.

A drum major in his service to humanity, we congratulate him for his years of service to his business and his community. His love and devotion for the funeral service industry, translates into respect through service to others.

## Service Corporation International Declares Quarterly Cash Dividend

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), which owns and operates funeral service locations and cemeteries, announced that its Board of Directors has approved a quarterly cash dividend of four cents per share of common stock. The quarterly cash dividend is payable on October 31, 2008 to shareholders of record at the close of business on October 16, 2008. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Service Corporation International, headquartered in Houston, is North America's leading provider of deathcare products and services. At June 30, 2008, we owned and operated more than 1,300 funeral homes and 350 cemeteries (of which over 200 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through our businesses, we market the Dignity Memorial® brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International, please visit our website at <http://www.sci-corp.com>. For more information about Dignity Memorial®, please visit <http://www.dignitymemorial.com>.

## Veterans Funeral Care™ endorsed by American Legion

Continued from Page A15

use of Human Host™ technology and informational videos as opposed to static, print pages.

According to **Ray Visotski**, president and founder of South Carolina Cremation & Burial Society, "Unfortunately, all too many veterans are not aware of the benefits they earned because of their service. It is further complicated by the fact that there are funeral providers that are not knowledgeable of the benefits." He continues, "Veterans Funeral Care™ has proven to be a credible resource for those seeking this information. The agreement with The American Legion illustrates the leadership's trust in our intentions and ability to assist their members."

*Jimmy Hawk*, Adjutant of The American Legion Department of South Carolina concurs, "Veteran's Funeral Care™ providers across the Country have demonstrated their commitment to assisting veterans and their survivors. I believe this will be an outstanding benefit for our members."

Visotski, along with other Veterans Funeral Care™ leaders have been invited to attend The American Legion National Convention, to be held in Phoenix, AZ later this month.

For additional information contact: Ray Visotski, South Carolina Cremation & Burial Society, Inc. at 803-594-0705. Email [Visotski@bellsouth.net](mailto:Visotski@bellsouth.net) or visit [www.southcarolinacremation.com](http://www.southcarolinacremation.com).

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## Let's Chat

By Kristan Dean

You the driving force behind this industry reaching a new level of service. You know how a beautiful flower can lift a person's spirit. How the perfect sympathy card can give a voice to a person's compassion. That a gift of faith can help a person, who is grieving, find the joy in the journey their loved one has begun.

You see how a candle's light can help bring a moment of reflection. That music has the power to bring comfort and joy to a broken heart. How the right gift of comfort can help a person's heart begin to heal.

You are why people look to your funeral home or cemetery when they are unsure how to help those in their lives who are grieving. Your insights guide you when you help people choose the perfect gift to give and they help you choose the gifts to give the families you serve.

You are the greatest resources in this industry. Please take a moment to tell us: How you found your go to florist and gift stores? Why you offer gifts as a part of your service? How you choose the gift you give the families that you serve? Who provides your thank you and sympathy cards?

I can't wait to hear your thoughts. Please give me a ring at 781-331-5308, send me an email at [kristan@mooneytunco.com](mailto:kristan@mooneytunco.com), or, if you can, come visit us at the Merry Christmas From Heaven® Booth in Orlando.

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.

Hello everyone, today I would like to continue our conversation about why people need your help when they are looking for a tangible way to bring comfort to the ones in their lives who are grieving.

I realize that some of you out there might be saying that I did not join this industry expecting to be the person people turn to when they need help comforting others. You may be thinking I did not set out to become the one people turn to when they need to give a gift of comfort, love, and peace.

Thankfully I know the best among you gratefully answer this call every day. You understand how important it is for people to be able to do something, more than words, to show how much they care. You know that the right gift creates a moment.

You see how a gift's true purpose is to convey a lasting message from one heart to another. That they help us show "I am here when you want to talk and I am here when you just want to sit...My heart welcomes you." You realize that gifts serve to remind us that love does not end.

You are the men and women that our industry needs to learn from most, the people who realize that some of your greatest blessings come when you are able to connect hearts that are in need.

# Briscoe-Tonic Holds Open House



Charles County Commissioner Rueben B. Collins, II, right, presents owners Anthony Tonic, left, and Kimberly Briscoe-Tonic with a plaque from the county.



The Briscoe-Tonic Funeral Home

WALDORF, MD— **Briscoe-Tonic Funeral Home** held an open house and grand opening ceremony on Sunday, August 3,

2008. Charles County Commissioner *Rueben B. Collins, II* presented owners **Anthony Tonic** and **Kimberly Briscoe-Tonic**

with a plaque from the county. The master of ceremonies for the event was **Cedell Brooks**, owner of **CONTINUED ON PAGE A26**

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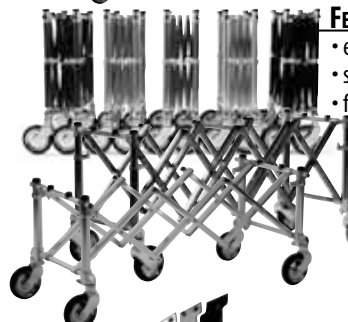
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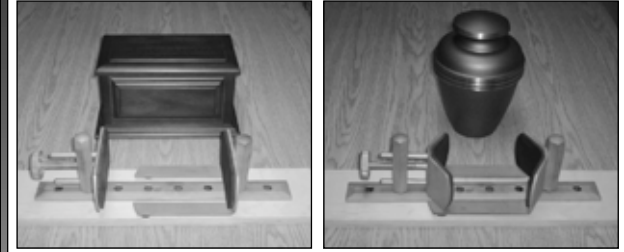
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**Hillside Memorial Park and Mortuary sponsors Fourth Biennial International Exhibition of new Funerary Art**

**Prestigious L.A. Cemetery Supports Funerary Arts Genre at FUNERIA's Ashes to Art / scattered Event**

LOS ANGELES, CA— **Hillside Memorial Park and Mortuary**, the most prestigious Jewish cemetery and mortuary in Southern California, announced its premier sponsorship of the *Ashes to Art*

*Art* / scattered fourth international exhibition of funerary art presented by **FUNERIA**. The sponsorship underscores Hillside's commitment to supporting art- and design-conscious families, as well as the funerary arts genre – a commitment which resonates with the mission of the *Ashes to Art* exhibition, which takes place in Sonoma County September 27 through November 30.

"Increasingly, we're seeing individuals and families making end of life plans who want to be mindful of land use, the shrinking resources of our planet and their carbon footprint, and cremation is an option that



not only makes sense for them but provides opportunity for personal expression," said **Mark A. Friedman**, Hillside Memorial Park and Mortuary's CEO. "At Hillside, we think it's increasingly important to support the artistic creation of cremation urns that embody meaningful expression and provide comfort to families – and FUNERIA's *Ashes to Art* exhibition is the perfect venue for this."

*Ashes to Art / scattered* is a juried competition and exhibition that invites artists working in all sculptural media to create innovative functional funerary artworks, including biodegradable containers and vessels,



that help family and friends fulfill loved ones' requests to scatter ashes, and new rituals that expand on early and modern attitudes toward life and the afterlife. The artists work in the broadest range of materials, including clay, metal, glass, fiber, wood, stone and mixed media to create keepsakes and containers for both cremated remains and mementos of a well-lived life. Jurors select the most original and finely crafted artworks for cash awards and special recognition.

"More so now than at any other time in history, peo-



ple around the world are choosing cremation over traditional burial, even among those raised in a religious practice where cremation has not been the norm" explained **Maureen Lomasney**, president and founder of FUNERIA, LLC. "Ashes to Art exhibitions offer a remarkably diverse range of objects to contain the ashes of loved ones, thanks to artists who are redefining the role and aesthetics of what cremation urns can achieve in honoring a unique life. We're delighted to have Hillside Memorial Park and Mortuary as the premier sponsor of the exhibition – a fitting partnership be-

**CONTINUED ON PAGE A31**

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**Cremation Issues and Answers**

By Ronald Salvatore

**Matthews INTERNATIONAL**  
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Along with releasing POC during the cremation, the charge (the body and container) also releases heat. The combined heat from the charge, burners and stored heat in the refractory lining cause the temperatures inside the cremator to rise. There is a direct relationship between the temperature of the gases and their volume and velocity. An increase in temperature causes an increase in the volume of the gases and the velocity at which they move through the cremator.

The increase in gas volume may overload the secondary chamber, preventing it from combusting the gases as quickly as they are produced, resulting in the discharge of smoke. An increase in temperature decreases retention time because the gases pass through the chamber faster than normal. Consequently, the velocity may be too fast for the gases to be properly combusted by the afterburner again resulting in smoke.

What causes the volume and the velocity to increase and exceed the design of the cremator is quite simply too fast a rate of combustion, and that is a result of operator error. The most common causes are insufficient cool-down between cremations, improper cremation of an obese case or a wood casket, and use of a container that is not suitable for cremation - plastics, heavy vinyl bags, fiberglass, or Styrofoam.

In next month's column, we will discuss these causes further and explain how to prevent upset conditions from occurring.

If you have cremation related questions you would like addressed in this column, please contact Ron Salvatore at Matthews Cremation Division, PO Box 547248, Orlando, FL 32854, (800)327-2831 or via e-mail at [Rsalvatore@matw.com](mailto:Rsalvatore@matw.com).

Ron has been with the Matthews Cremation Division, consisting of Industrial Equipment & Engineering (IEE) and ALL Crematory (ALL) for 20 years.

He is a certified crematory operator trainer and has trained thousands of crematory personnel through both Matthews' and CANA's Crematory Operator Training and Certification Program. Ron has published numerous cremation related articles and is a frequent speaker at industry trade shows and meetings.

With over 100 years of combined experience and nearly 3000 installations, the Matthews Cremation Division is acknowledged world wide as the foremost experts in the cremation industry setting standards in cremation equipment design, manufacture, service and supplies. This column is dedicated to the further education of cremationists, funeral directors, cemeterians and other industry professionals.

**Causes of Upset Conditions (Part 1)**

Upset conditions are the release of particulate emissions in greater concentrations than normal resulting in smoke and possibly odor. A properly designed cremator will not emit smoke or odor assuming it is operated and maintained correctly. The two primary causes of upset conditions are operator error and improper maintenance. Each will be discussed over the next few columns starting with operator error.

Gases known as Products of Combustion (POC) are generated during the cremation cycle. These gases are drafted into the secondary chamber where they thoroughly mix with the flame of the afterburner. Air, which is an integral component of proper combustion, is added to complete the combustion of these gases prior to discharge into the atmosphere for a smokeless and odorless operation. However, if the volume of the gases or the speed at which they pass through the chamber exceed the design capacity of the cremator, you will see smoke.

The cremator is designed to hold the gases in the secondary chamber for a certain amount of time prior to discharge. This is called retention time. The components of retention time are afterburner chamber volume, and the temperature, velocity and volume of the gases.

# Sunset Funeral Home and Memorial Park

*Continued from Page A16*



loved pets. The memorial park also has a fully operational crematory and three mausoleums. The Chapel

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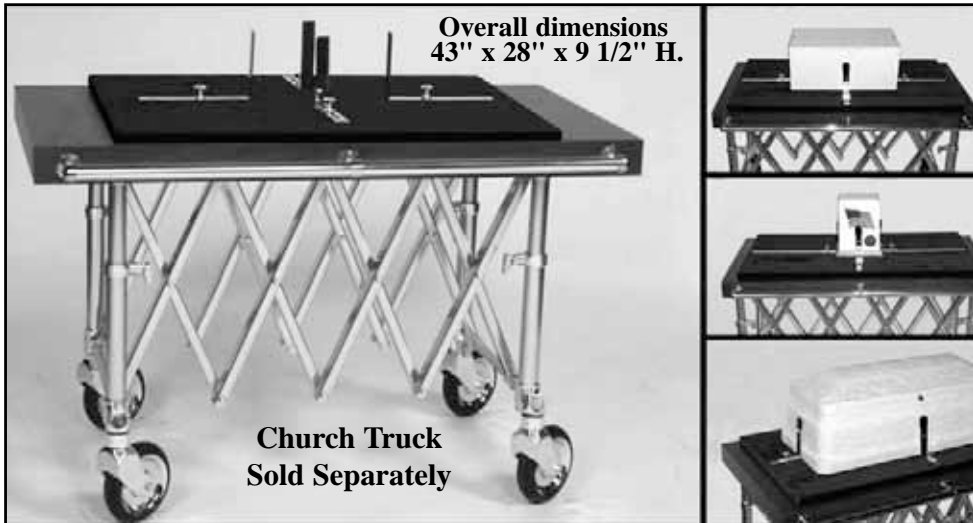
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## SI opens new Pet Memorial Service in Oklahoma City



Lance Ray, manager of the Paws & Remember Pet Loss Center, is shown presenting a customer one of the pet related memorial cremation packages available at the new Oklahoma City location.

OKLAHOMA CITY, OK—Paws & Remember™ has begun offering a full range of pet memorialization services to pet owners throughout Oklahoma. The new franchise, located at 345 West Hefner, provides pet cremation, urns and related memorialization products and services, helping pet owners gain closure at the loss of a beloved pet.

This facility is the second Paws & Remember franchise owned and operated by Suhor Industries (SI). Their Denver Paws & Remember location opened this past March. The new facility is managed by pet owner, Lance Ray, a licensed funeral director and embalmer that has worked for SI since 1997.

“There is a need for kind compassion when there is a loss of a family member, your pet,” stated Ray. “I am proud to work with our local veterinarians to provide the same help and care for the loss of a pet that families expect when they make fu-

CONTINUED ON PAGE A29

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## Women of Distinction



The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service

profession, women are at the forefront. Many of these women were honored as 100BWFS Women of Distinction, receiving the M. Athalie Range Trailblazer Award. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to [www.100Blackwomenoffuneralservice.com](http://www.100Blackwomenoffuneralservice.com) or email [Hundredbwfs@aol.com](mailto:Hundredbwfs@aol.com).



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

## Georgia: The Empire State of the South gives rise to Three Powerful and Diverse Women of Distinction

Kathy M. Davis

“My father, Deacon James Davis, Sr. was a special person as you have probably heard a thousand times from anyone who ever met him. Daddy decided my career path for me, but I didn't mind. I am the youngest of six children. Both my Dad and my mother, Margaret Virginia Davis was both licensed funeral directors. All of my siblings had an opportunity to choose what they wanted to do in life. Dad passed in 1986, but not before leaving a legacy to behold. I spend each day of my life trying to fill his shoes and continue that legacy. His early life was hard but he was hardworking, diligent, and trustworthy. He was God-fearing, spiritual, loving, unselfish, and a caring man. I decided in and around 1971 that I wanted to be just like my father.”

Kathy would be defined as a real Georgia Peach with her beautiful smile and gorgeous personality. Underneath this magnificent beauty, she is about the business of funeral service and she gives her families professional and loving care with every arrangement conference. She went off to



Kathy M. Davis

get her Bachelor of Science Degree from Savannah State College because her parents knew the importance of a quality education and then received her Georgia funeral service license in August 1982. Kathy is the owner and manager at the Davis Funeral Home located in Louisville, GA. She took it a step further and is a licensed insurance agent in the state of Georgia. Kathy opened up a second location of Davis Funeral Home in 2005 in Wrightsville, GA and is doing everything possible to fill her dad's big shoes he left behind and building a funeral service legacy for her sons.

Kathy is a great business entrepreneur and is the owner and developer of the prestigious Davis Ridge, the first sub-division located in her hometown of Louisville. This was a great step for a young woman who had dreams of bettering her community and providing a quality home environment and life for the families that she serves.

Kathy knows the importance of belonging to community, civic, social and professional organizations and has been involved since her licensure with the 5th District of the NFDMA, Inc., the National Organization, the Georgia Funeral Service and Practitioners Association, the NAACP and the Democratic Party of Jefferson County. She was elected as the 1988 Mortician of the Year.

Kathy is a member of the Greater St. Paul Missionary Baptist Church. She is the mother of two sons, Lee Odell Hannah, III and Oriental Andre Hannah, who is also a Georgia licensed funeral director and embalmer.

Kathy loves working and guiding young people and preparing them for tomorrow. That's why the 100BWFS Lottie K. Weldon Mentoring Program is important to her. She knows that it is important to offer support, guidance, knowledge and experience in areas that you know to a younger inexperienced generation. As a trusted advisor you are able to help them know the important of choosing a care that you respect and love and feel that you can put a part of you into it.

CONTINUED ON PAGE A25



## Prelude to the Science of Embalming (Part 38)

By John A. Chew

The articles entitled “Prelude to the Science of Embalming” demonstrate the effectiveness of Step-Up Methodology by getting back to the basics of the preservation process which re-emphasizes tested cognitive applications. It is important to reiterate early methodology and proven applications.

We know that each body is different physiologically and chemically and the primary concerns are pre-medical conditions and treatments leading to the death. Because of these unknown factors, it is important to create a level playing field through basic vehicle controls and pre-injection treatments.

The only fixed factor is the concentrated fluid produced by a manufacturer. Once the concentrated formulation is diluted or modified in any way, it becomes a variable factor in the preparation process.

It is common to hear a practitioner say he/she used two or three 16 ounce bottles of concentrated fluid per gallon of vehicle during each injection. This is accomplished with no concern as to the percentage of arterial fluid being used. The common objective is to hold a body long enough for some type of service prior to burial.

Such practices lead to preparation failures. Injecting embalming fluid under high pressure has a tendency to have the fluid to take the path of least resistance. Adding to this scenario, the uncontrolled strength of an astringent solution creates a systemic walling off action within the inner lining of the blood vessels.

Failure to provide excess penetration limits uniform saturation, filtration and ultimately long term preservation of the body for the funeralization process. Only a regulated increase in the percentage of the concentrated chemical formula will provide deep preservation.

It is my opinion that the step-up methodology of injection allows for the time necessary for the interaction of diffusion between body fluids/tissues and the preservative chemicals. A combination utilization of injection, pressure and volume (rate of flow) is required to completely stimulate overall dilution and saturation.

The embalming process depends on the maintenance of the combination of body fluids and formulated injection chemicals with low viscosity (thin). A thin viscosity has both negative and positive effects on the dispersion of the active preservatives and proprietary supplemental agents.

During the initial ten controlled test cases, the injections varied and as many as seven gallons were injected increasing each body weight by eight pounds per injection. The purpose was to increase the dispersion factor within each body to reduce the need for drainage during the preparation process by way of increasing surface area. The purpose was/is to combine all the chemical agents within the tissue rendering as much as 96 percent of the treated tissue inert and biodegradable.

Prelude Thirty-Nine will deal with the pro's and con's of aspiration and injection.

John A. Chew is a Funeral Service Education Specialist, Consultant, Tutor, Thanatogeneticist, and a Licensed Funeral Director and Embalmer. He is a retired former Associate Professor and Director of Funeral Service Education at Miami Dade Community College as well as the Institute for Funeral Service Education and Anatomy at Lynn University (1967-1997). He is presently Director of Education at Embalmers Supply Company, Recinto De Ciecias, Medicic, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

## Knox Brothers Funeral Home purchases new Eagle Coach



MAYSVILLE, KY— Jones Coach Sales of Bowling Green, KY congratulates Knox Brothers Funeral Home in Maysville on the delivery of their new 2008 Eagle Funeral Coach.

## Three Powerful and Diverse Women of Distinction

*Continued from Page A24*

Having children and being a trusted person in their lives, Kathy knows that mentoring also includes assistance and direction with your mentee's life issues and challenges because you are helping to shape their entire life. Kathy says often, "You can't pick and choose the issues you deal with and when you accept the responsibility, you can't pick the territory, because you give 100% to help develop a better person." Kathy enjoys having a sense of purpose and the ability to be purposeful and continues everyday to make a difference in the lives of those she meets and those who need her to make an importance impact on their lives and careers especially in the funeral service profession.

"Never look down on anybody unless you're helping him up." —J. Jackson

### Carol Thomas Williams

"The tragedy of life does not lie in not reaching your goal. The tragedy lies in having no goal to reach."

—Benjamin Mays

Carol is a native of South Carolina but her journey in life lead her to Atlanta, GA where she is mar-



Carol Thomas Williams

ried to the very handsome Carl M. Williams and together they own and operate, **The Carl Williams Funeral Directors, Inc.** funeral firm of Atlanta. Carol is also an instructor at *Gupton Jones College of Funeral Service* in Decatur where she has worked since 2000 full time and part-time. In this role, she has shaped and molded some of the finest licensed funeral directors she took under her wings. In addition to this she owns

**CONTINUED ON PAGE A27**



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## Briscoe-Tonic Funeral Home Holds Open House

*Continued from Page A21*

**Cedell Brooks Funeral Home** of Port Royal, VA, who is also the chairman of the King George County, VA Board of Supervisors.

ic is a licensed mortician and has been serving the families of the Greater Washington Metropolitan area for over 19 years.

Briscoe-Tonic Funeral Home is a family owned and operated funeral home. Kim Briscoe-Tonic

During her years in the funeral industry, Kim has worked for two of the most recognized funeral



Briscoe-Tonic Funeral Home Chapel



The Lobby of Briscoe-Tonic Funeral Home

homes in the DC Metro Area. She began her career at **J.B. Jenkins Funeral Home** in Landover, MD and for the last ten years she has been associated with **Marshall's Funeral Home** in Suitland, MD.

The Dedication and blessing was led by Kim's pastor, *Rev. Damien Shadwell* of Holy Family Church. **Dr. Julia P. Marshall**, owner of Marshall's Funeral Homes and *Pastor Patrick Graham* of Emmanuel Temple provided words of encouragement.

Music was provided by the powerful voice of *Cora Armstrong* and 11-year-old *Jaylen Williams*, who performed *Never Would Have Made It*.

The staff introduced included: **Yvonne Briscoe, Mark Bodrick, Ty Savage, George Evans, Robin Evans, Lasaunia Thompson, Janet Stephens, Rev. Rosemarie Jones, Jahleel Evans, Denise Green, and Sharon Oby.**

The open house was held from Friday, August 1 to Sunday, August 3. The ceremony was well attended with more than 250 guests.

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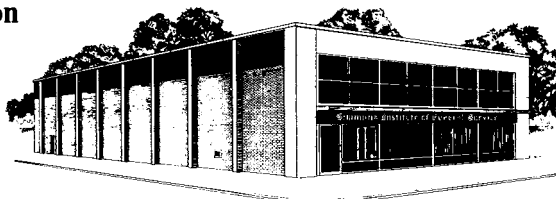
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## Sunset Funeral Home and Memorial Park

*Continued from Page A23*



1200 crypts. The Swan Court Mausoleum, built in 1994, has 675 crypts and a niche tower.

Sunset Memorial Park is as much a place for the living as it is for the deceased. Its Swan Pond has become a place of tradition and fond memories for many generations of Danville residents. Families began visiting it in 1935 when resident swans Joe and Nellie were first placed there. When the swans produced five cygnets, people came from all over to see them. They were the subject of photo contests, newspaper articles and radio news as far away as Chicago. Today people continue to gather at the pond for family outings, weddings and prom photos.

Swan Pond has always meant a lot to Danville resident *Judy Henk* and she found a wonderful way to give back. When her son *Todd* passed away as a young man, she generously donated a beautiful gazebo in his memory. His best friends proudly built the structure near the pond in 1984 and were present for its dedication on what would have been his 40<sup>th</sup> birthday. A labor of love, Judy decorates the gazebo every season for everyone to enjoy.

Sunset owners **Donna Walthall, Linda Darby-Sempsrott, and Richard Darby** are proud to be part of something that means so much to so many people. As third generation funeral home owners, they are dedicated to car-

**CONTINUED ON PAGE A30**

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## Hansen-Spear Funeral Home takes delivery of Superior Limousine



QUINCY, IL— Jeff Spear of Hansen-Spear Funeral Home in Quincy takes delivery of their new 2008 Superior Cadillac 47” Six-Door Limousine from Joe Molina of Royal Coachworks, Inc., St. Louis, MO, as Theresa Spear and their new Irish Setter puppy, *Sonoma Red*, look on.

### Three Powerful and Diverse Women of Distinction



Betty Ruth Harper Levett

**Annae Enterprises, LLC** a firm that ensures continuing education for funeral directors. She was selected by the NFDMA, Inc. as their National Education Director. I guess you can say “Carol is her name and education is her game,” said **Rose Higginbotham**, who depends on Carol for her education expertise for the Georgia Funeral Service and Practitioners Association and Epsilon Nu Delta Mortuary Fraternity continuing education and seminars for the Alpha Omega Chapter. “She is our lifeline and she does it so willingly.”

Carol was a teacher with the Atlanta Public Schools for 15 years where she received numerous accolades for outstanding commitment to education and learning. Dedicated to making a difference in the lives of all children, Carol served for ten years as the Child Care Director for the Catholic Archdiocese of Atlanta. Education has been a passion with Carol since undergraduate days at South Carolina State and Morris Brown College in Atlanta. She received an Associate Degree from Gupton Jones College and a Masters of Arts Degree from Central Michigan University in Mt. Pleasant, MI. Carol is a licensed funeral director, embalmer and educator, holding a T-5 teaching certificate all with the State of Georgia. A lifelong student, Carol is currently pursuing the Doctoral Degree in Edu-

cation with a specialization in Multicultural and Comparative Education at Georgia Southern University.

“Carol is such an asset to the 100 Black Women of Funeral Service,” states President **Dottie Hector**. Because of her connection

*Continued from Page A25*

at Gupton Jones College of Funeral Service, we have a great number of students in our Mentoring Program and when students need that extra nod or need extra special care or direction or just encouragement, or to get

**CONTINUED ON PAGE A30**



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The directory is published in both the 8.5"x 11" Standard Size and the 5"x 7" Pocket Size editions. The handy Pocket Size edition fits easily into your briefcase, in your nightstand or in your car glove box. *Information in the two editions is identical.*

## **BUYER'S GUIDE**

In addition to listing all service/supply companies by the product or service offered to the funeral and cemetery industries, the Buyer's Guide also contains listings of firms dealing with Pet Memorialization. For reference purposes the US Daily Newspapers, Educational Services and Trade Associations are also included.

## **FUNERAL HOME & CEMETERY 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.

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The website has been redesigned to include online directories – updated daily! Funeral Home and Cemetery News is available in pdf format and the online classifieds have expanded to include photos.



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## SI opens Pet Memorial Service in Oklahoma City

Continued from Page A24

neral arrangements for any member of their family. Having been in the death care industry for 75 years, our company understands the need for complete disclosure and a dignified cremation process families can trust."

As a new franchisee, Paws & Remember in Oklahoma City becomes one of a growing number of Paws & Remember providers, and an area leader in the emerging pet memorialization industry. Founded in 1997 in Indiana, Paws & Remember launched its franchise program in 2007, and projects that it will have 12 franchised locations operating nationwide by the end of 2008.

Paws & Remember provides pet owners with easy and affordable options for honoring their pets in a meaningful, lasting way. Memorialization products and packages offered by the firm and its franchisees can be fully personalized and tailored to a wide range of pets, from dogs and cats, to large and small animals, birds and exotic species, and more. Packages and products include handcrafted urns, photo frames, outdoor garden stones, wind chimes, jewelry, ornaments and similar items. Paws & Remember also provides training and resources to veterinary professionals and other pet specialists to help them assist their clients during times of loss.

"We found that there was little in the way of quality support for grieving pet owners seeking to memorialize their pets," said **Dennis Welzenbach**, COO of Suhor Industries. "Upon learning of Paws & Remember, we felt they had found the right approach for serving this underserved segment of the market. They've developed the premier business for serving pet owners during times of grief, providing everything from grief resources and cremation services to memorialization products and a wide range of

other keepsakes. While our Denver location is relatively new, the growth trend has been positive so we felt that moving ahead with a Paws & Remember franchise in Oklahoma City would be good for area pet owners and the right fit for our business."

Headquartered in Overland Park, KS, Suhor Industries serves funeral professionals in eleven states. The SI Funeral Services division is the largest Wilbert Burial Vault franchisee in the nation, as well as providing grave openings, cemetery set-ups, cremation products, crematories and embalming services. The SI Memorial and Veterans Memorial divisions provide everything from personal cemetery monuments to columbarias and civic and veterans memorials/tributes. They have designed and built more veterans memorials than any other United States company.

For additional information about Paws & Remember in Oklahoma City call 405-751-6453. To learn more about Paws & Remember™, visit [www.pawsandremember.com](http://www.pawsandremember.com) or call 866-231-0806. To learn more about Suhor Industries, visit [www.suhor.com](http://www.suhor.com) or call 913-345-2120.

## Baue Funeral Homes takes delivery of Superior Coach



**ST. CHARLES, MO**— **Joe Molina** of **Royal Coachworks, Inc.**, St. Louis, MO, delivers the keys of the new 2008 Superior Cadillac Crown Sovereign Coach to **Lisa Baue**, president and CEO of **Baue Funeral Homes, Cemetery and Crematory**, with three locations in St. Charles County, as **Jan Smith**, vice president, looks on.

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## Lufthansa Website Outlines Plan for Allocation of Air Cargo Settlement

ATLANTA, GA— According to the website, if you purchased air cargo shipping services within, to or from either the United States or Canada from January 1, 2000 to September 11, 2006, your rights could be affected by one or more proposed class action settlements. You are a Class Member if you purchased air cargo shipping services, from ANY air cargo carrier, for shipments within, to, or from either the United States or Canada. This includes services purchased through freight forwarders. There are separate settlements in the United States and Canada. You may be a Class Member in both settlements.

The settlements would partially resolve law-

suits in the United States and Canada. In the lawsuits, Plaintiffs allege that **Deutsche Lufthansa AG, Lufthansa Cargo AG, and Swiss International Air Lines Ltd.** ("Lufthansa"), along with numerous other air cargo carriers, conspired to fix the prices of airfreight cargo shipping services in violation of U.S. antitrust law and Canadian competition law. As a result of this alleged conduct, Plaintiffs allege that they and other members of the Class paid more for airfreight cargo shipping services than they would have paid in the absence of this alleged conduct. By entering into the settlements, Lufthansa does not admit that it engaged

in the unlawful conduct alleged and would assert a number of defenses to the Plaintiffs' claims if the litigation were to proceed further. However, Lufthansa has agreed to enter into the settlements in order to avoid the expense, burdens, and risks of further litigation, and to put to rest this controversy with its valued business customers.

To resolve the claims against it concerning airfreight cargo shipping services within, to, or from the United States, Lufthansa has agreed to pay \$85 million for valid Class Member claims and to cooperate in the prosecution of claims against the remaining Defendants who are not part of the

U.S. settlement. To resolve the claims against Lufthansa concerning airfreight cargo shipping services within, to, or from Canada, Lufthansa has agreed to pay \$5,338,000 USD into a Canadian Fund that Canadian Class Counsel will request to be held in trust for the future benefit of the Canadian Classes.

For more details, including who is and is not a Class Member, the distribution of the Settlement Fund and how to file a claim in the U.S. Settlement, Class Member options and deadlines to act, the locations of Final Approval Hearings, and other important information, visit <http://www.aircargosettlement.com>.

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### Georgia: Three Powerful and Diverse Women of Distinction

*Continued from Page A27*

busy with those scholarship essays, she makes sure that they are front and center providing excellent essays and are in the running every year for scholarship assistance. The caliber of outstanding students coming out of their program, under the direction of President **Patty Hutcheson**, makes them an asset to the funeral service profession. Our hats go off to both Carol and President Patty at Gupton Jones."

In the midst of all these responsibilities and duties, Carol takes time to be with her family. She

has 3 wonderful children, **Carlos, Chante and Aaron** and they have given her some of the most beautiful grandchildren in the world and taking time with them is a top priority. It was so wonderful last year seeing Carol and her eldest granddaughter, wearing the color pink—the theme color established for the Living Legends of Funeral Service. They were an instant hit and we might have another licensed future caregiver on its way, if Carol has anything to do with it.

Carol is a member of numerous professional

organizations. She renders service and expertise to the National Funeral Directors and Morticians Association, the Georgia State Association, the 9th district of Georgia, Epsilon Nu Delta Fraternity, national and local Alpha Omega Chapter, Pi Sigma Eta Fraternity, National Board of Funeral Service Certification Association, Academy of Profession-

**CONTINUED ON PAGE A32**

### Sunset Funeral Home and Memorial Park

*Continued from Page A26*

rying on the same tradition of caring service as their grandparents, **Charles and Florence Darby**, father, **James "Big Jim" Darby**, and uncle, **David Darby**.

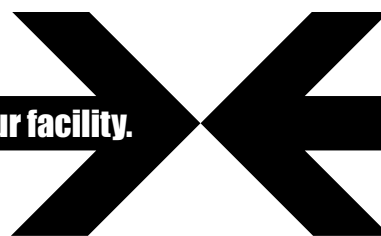
Charles and Florence purchased Sunset Memorial Park in 1960 and operated the firm with their sons. They expanded the business to include the manufacture of concrete burial vaults. Big Jim and Dave later founded **Trigard**, a company that produces polymer vault liners, and in 2003, established the Trigard Engraved Bronze division to manufacture bronze memorials.

The Darby family owns and operates seven funeral homes throughout Illinois, Indiana, and Arizona and recently opened the Community Life and Tribute Center a quarter mile from Sunset Funeral Home and Memorial Park. The facility is available for cremation ceremonies and occasions such as birthdays, graduations, and showers.

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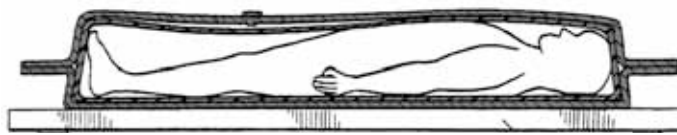


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## Hillside Memorial Park and Mortuary sponsors Fourth Biennial International Exhibition of new Funerary Art

*Continued from Page A22*

tween a precedent-setting contemporary art exhibition and a mortuary that has long been known for providing thoughtful options for its community."

The Ashes to Art / scattered fourth international exhibition of funerary art presented by FUNERIA and sponsored by Hillside Memorial Park and Mortuary runs September 27 through November 30 at Art Honors Life - The Gallery at FUNERIA in Graton, Sonoma County. In the Southern California area, FUNERIA's exclusive portfolio of urns, vessels and reliquaries are available through Hillside Memorial Park and Mortuary. To learn more, please visit [www.Hillside-Memorial.org](http://www.Hillside-Memorial.org) and [www.funeria.com](http://www.funeria.com).

Founded in 1942, Hillside Memorial Park and Mortuary has served as a place of memories for the Los Angeles Jewish community for more than 60

years, committed to providing families with caring and sensitivity. Surrounded by beautiful gardens and lawns, fountains, stunning architecture, artwork and more, its exquisite grounds provide a dramatic yet serene backdrop to memorials and tributes. Vast and serene and quietly famous, Hillside offers families pre-need planning for their loved ones, and expert assistance for all necessary arrangements, including ground spaces, garden estates, mausoleums, wall crypts, family rooms, cemetery services and floral, mortuary/funeral services. A community service of Temple Israel of Hollywood, Hillside is well-versed in Jewish mourning customs and traditions, and also offers community education in the form of activities and events. To learn more about Hillside Memorial Park and Mortuary, visit [www.HillsideMemo-](http://www.HillsideMemo-)

rial.org or call 800-576-1994.

FUNERIA is a unique arts agency and exhibitions organizer that promotes and sells original contemporary artist-made urns, vessels, reliquaries and personal memorial artworks through retail and wholesale channels worldwide. FUNERIA has been identified as leading the emerging funerary arts movement since presenting its first Ashes to Art exhibition at San Francisco's historic Fort Mason Center in 2001. In 2007, FUNERIA opened "the nation's first art gallery dedicated to cremation urns and personal memorial art" in the town of Graton, California ("In Life as in Death, a Personalized Space," Patricia Leigh Brown, The New York Times, Jan. 2008). To learn more about FUNERIA, please visit [www.funeria.com](http://www.funeria.com) or call 707-829-1966.

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WEB DIRECT GIFT & PRICING

**Georgia: The Empire State of the South gives rise to Three Powerful and Diverse Women of Distinction**

Continued from Page A30

al Funeral Service Certification, American Board of Funeral Service, 100 BWFS Member and Woman of the Year, Member of the Order of Delta Sigma Theta Sorority, and their Pinnacle Award Winner. These are just a few that we wanted to mention that are close and dear to Carol.

Because of Carol's commitment to education and to the funeral service profession, she has been featured in the Atlanta Daily World Newspaper, the Dynasty Magazine, the Scope and the Good Life Magazine for her contributions to the funeral service profession. She knows the importance of making an impact in the lives of today's youth. She knows the importance of having a role model in your life and to having a mentoring relationship whether it is formal or informal because mentoring is designed to promote and develop goals, training, provide information and to inspire youth or students to follow their dreams. Carol said, "If you have experience that will help others and keep them grounded and from falling flat on their face, we as professionals must learn to share it. It's all about caring and loving others and developing others to be the best that they can be. We all are faced with challenges in life but we learn from these challenges. Sometimes we come out on top and other times we face adversity. The funeral service profession is often faced with the latter if you are not well connected. We must do what we can to help our students face these challenges head on, and to make sure they come out bigger and better because they were faced with these obstacles. You probably remember the age-old adage, 'One monkey don't stop the show,' and I tell my students and others that too. 'When the door is closed in your face, find some way to squeeze through the window. A child must learn early to believe that she is something worthwhile, and that she can do many praiseworthy things.'"

So you see why this spunky, beautiful educator was selected to be a 2008 Honoree and Woman of Distinction in the field of Education. She's always ready to step in and help and guide a new funeral service caregiver to success in the funeral service profession in the classroom or in the field.

**Betty Ruth Harper Levett**

"Do not go where the path may lead, go instead where there is no path and leave a trail."

—Ralph Waldo Emerson  
 Betty Levett is a God fearing servant of Christ, a devoted wife to **Gregory B. Levett, Sr.** and the proud mother of three wonderful children, **Gregory Jr., Thaddeus Lanier** and **Deana Marie** and also daughter-in-law, Dana and two granddaughters, **Jurnee Simone** and **Sydnee Taylor**. Her plate is full but Betty likes the challenges of family, business, giving and in her free time shopping.

Betty and Greg opened their first location in 1980 in Scottdale, GA and saw a need for growth in the areas they served in fu-

neral service. They decided to expand gradually adding a Decatur, GA location in 2000 and their newest beautiful location in Gwinnett County in 2004. Betty will tell you when asked that they credit their growth to God's blessings along with the strategic growth and attention to detail and family needs, with the ability to survive the efforts of large corporation as the reasons for their success. You can't leave out hard work because that's what it takes for success. Betty states, "In Gwinnett County, we are the only African American owned funeral home." This wonderful location boasts a 12,000 square foot facility including a chapel with seating for 275, four beautifully adorned viewing and conference rooms for our beloved families we serve.

They did their research and found that of the 700,000 residents in Gwinnett County, 300,000 are minorities and that was their target area. **Gregory B. Levett and Sons Funeral Home** is family owned and has a family philosophy: "We focus on a family's emotional needs, but strive to accommodate their cultural needs as well." Betty, Greg, Lanier and their staff have educated themselves on the customs of the Hispanic culture, Asian Culture, and West African cultures offering these segments of Gwinnett County's growing population a very personalized service in their time of need that will match their heritage and ethnicity. "Personalized service is important for every family that walks through the door," states Betty. "We give them a reason to come back to us because we put a part of us in each arrangement conference."

Betty completed her funeral service training in Mortuary Science from Gupton Jones College of Funeral Service in 1988 and has held an active role in the funeral service industry with her husband. She is more of an advisor and behind the scenes mover and shaker and decision maker. Her husband Greg is up front and she likes the supporting role she takes on in funeral service as the wife. She makes sure he dots the i's and crosses the t's. She is actively involved with numerous organizations, boards and charities because it's important to give back. "When God blesses you, you pass the blessing on and bring someone up with you. Then more blessings flow your way," she says.

Betty has taken on the role of philanthropist and stays involved to touch the lives of others through giving. Whether it's a donation to a Dekalb Hospital Wing to provide better service to her community, or the Girl Scouts of America to help develop strong young ladies and youth, support of the efforts of the Scottdale Child Development Center, or a Memorial Scholarship to needy and deserving funeral service students at Gupton Jones College, Betty is always ready to help and leave her mark in the lives of others. She quietly moves forward to lend a helping hand with Greg standing by his side in a supporting role and I guess that's what makes almost 40 years of wedded bliss a dynamic duo in the funeral service profession.

Betty stands tall in the eyes of others but asks for no accolades. She gives from her heart because it is the right thing to do. She has touched the lives of others and has asked nothing in return. "Our blessing is great health and a legacy that gets bigger and bigger each year." We are so proud to call her a funeral service sister. God has certainly touched her life in a special way. We salute Betty Levett a 2008 Woman of Distinction.

"I am only one, but still I am one. I cannot do everything but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do."  
 —Helen Keller

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# Association NEWS

## Selected Independent Funeral Homes appoints new Board Members



New SIFH Board Members. (L to R) Paul Foster and John Horan

DEERFIELD, IL— Selected Independent Funeral Homes, an international association of independent funeral homes, has announced that Paul E. Foster and John J. Horan have been selected to serve on the association's Board of Directors. They will be officially installed during the closing session of the 2008 Annual Meeting at the JW Marriott Hotel in Washington, DC on October 4.

Paul Foster will represent the association's Group 1 region, northeastern North America, and succeeds outgoing president and current Group 1 director Bradford R. Bellows

**CONTINUED ON PAGE A38**

## SIFH to meet in Washington

DEERFIELD, IL— Independent funeral home owners, managers and staff, whose firms are members of Selected Independent Funeral Homes, will gather October 1-4, at the JW Marriott Hotel in Washington, DC, for the association's 90<sup>th</sup> annual meeting. Each year, this meeting provides a unique opportunity for members and guests from across North America and around the world to hear noted speakers, pose questions, seek solutions, share knowledge, and rekindle old friendships as well as create new ones.

An exciting lineup of educational sessions and idea exchange opportunities will highlight the meeting. They include several informative panel discussion sessions: an analysis of preneed trends, challenges and opportunities; an evaluation of Chinese casket options; and innovative service and management ideas from the association's enthusiastic younger members.

Thought-provoking study sessions are one of the many hallmarks of Selected's annual meetings, and this year's range of sessions will provide participants with valuable ideas and insights. Topics include: environmental issues impacting cremation, implementing eco-friendly funeral home practices, helping your staff realize its potential, taking your web presence to the next level, turning what you're doing from ordinary to extraordinary, making the most of your multi-generational workforce, balancing the value of open casket viewing with risk management issues of embalming, evaluating the benefits and risks of becoming involved in organ and tissue donation, and re-

**CONTINUED ON PAGE A38**

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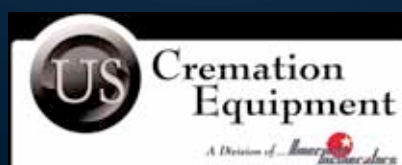
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# Association NEWS CONTINUED

## The Colorado Association of Cemeteries holds Cemetery Skills Competition



**PUEBLO, CO**— The Colorado Association of Cemeteries held its 10th bi-annual Cemetery Skills Competition August 14, 2008 at Evergreen Cemetery in Colorado Springs. More than 40 cemetery professionals faced off in 7 events and were judged on safety, time and accuracy. Linn Grove Cemetery of Greeley took 1st place in 4 categories: Backhoe Obstacle Course, Funeral Equipment Set-up, Mowing, and Trimming. Evergreen won in Interment Excavation; City of Brush Cemetery in Brush won in Trailer Backing; and Roselawn Cemetery of Pueblo won the Power Blower competition.



## CFSA Conference and Trade Show to be held in November

**LAKE BLUFF, IL**— The Casket & Funeral Supply Association of America (CFSA) is proud to celebrate its 95th Anniversary at the 2008 Fall Conference & Trade Show on November 17-18 at the Crowne Plaza Hotel at Union Station in Indianapolis, IN.

The CFSA Fall Conference and Trade Show is the only exhibit designed specifically to enable funeral suppliers, manufacturers and distributors to explore new business alliances and buy-sell opportunities. Plus, it's the perfect mix of business enrichment and fun!

Business Enrichment Reasons to Attend:

- Gain focus on issues ranging from green burials to managing costs to industry forecasts by interacting with top fu-

neral supply executives during the "Ask the Experts" panel discussion.

- Connect with prospective customers who are interested in buying.
- Keep up to date with trends in the funeral supply profession.
- Learn the latest news about funeral suppliers.
- Explore new supplier relationships.
- Gain constructive input about your products and/or services.

Fun Reasons to Attend:

- Catch up with long-time friends and connect with new friends.
- Visit a unique collection display of historic photographs, vintage casket catalogs and other memorabilia celebrating funeral suppliers' proud profession.
- Enjoy Indianapolis restaurants, shopping and attractions—a surprisingly metropolitan mix of choices!
- Catch some football--the Indianapolis Colts play against the Houston Texans on Sunday, Nov. 16.

To register, call CFSA at (847) 295-6630 to request an Attendee Registration Form and a Hotel Reservation Form. Visit CFSA's website at [www.cf-saa.org](http://www.cf-saa.org) for an event schedule and more details.

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# Association NEWS CONTINUED

## Epsilon Nu Delta impacts the 107<sup>th</sup> Washington Convention

By Shun Newbern, CFSP

LAKE CHELAN, WA— Washington State Funeral Directors Association held a memorable 107th Convention August 14-16, 2008 in Lake Chelan. It is noteworthy to acknowledge the host and state President of the convention was *Epsilon Nu Delta* member, **James B. Thomason**, CFSP. James has served as the first African American president for the Washington State Funeral Directors Association. He is also the Past President of Alpha Pi Chapter, END which serves Seattle and Tacoma.

The convention included days of business and education sessions as well as unforgettable **Anthony S. "Ted" Felder**, CFSP, President, Nu Chapter, E.N.D. presented a workshop which covered "The Difficult Family and Their Challenges".

Epsilon Nu Delta is very proud of the great representation that these members have displayed by continuing the legacy of the founders for the fraternity by provide quality continued education to the profession. END Mortuary Fraternity does not discriminate against any current or potential members on the basis of race, color, gender, national origin or sexual preference. It is committed to science and service within the profession. For additional information



James B. Thomason

on the fraternity, please visit the website at [www.epsilonnudelta.org](http://www.epsilonnudelta.org). We extend best wishes and congratulations to WSFDA incoming President, **Donald Oberg**.

## Rill Named Funeral Director of the Year

PORT ORCHARD, WA— **David Rill**, owner of **Rill Life's Tribute Center** in Port Orchard, was honored as the 2008 Funeral Director of the Year by the **Washington State Funeral Directors Association**.

He is only the 15<sup>th</sup> person honored with the award in the organization's 107-year history, which recognizes the "best of the best" in funeral service.

As the honoree, Rill is regarded as a role model and as an exceptional and dedicated volunteer leader who has made outstanding contributions to the advancement of funeral service through example, leadership, and service, the association said.

Rill grew up living above the funeral home that his parents, **Bill** and **Avis**, owned. He obtained his education in funeral service at *Mt. Hood Community College*. In 1993, he joined the family-owned business as a funeral director and embalmer. He serves as president for **Sunset Lane Cemetery**. He is active in the Port Orchard Rotary, First Lutheran Church and serves on various school advisory and scholarship committees. He also served on the Washington State Funeral Directors Association board, which culminated in his presidency in 2002.

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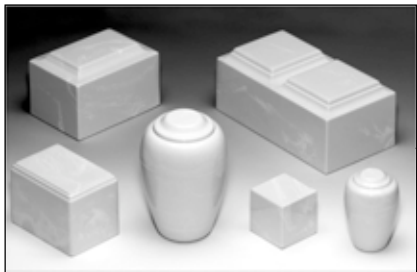
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# Association NEWS CONTINUED

## SIFH to meet

*Continued from Page A33*

sources for serving veterans and their families. Most education sessions will be recorded, and discs will be available for participants to purchase and use at their convenience.

Exclusive annual meeting events such as the early bird session, regional group breakouts and call volume breakouts will provide opportunities for the exchange of ideas and solutions in an atmosphere of mutual respect and trust. Plus, many consultants and participants in Selected's Management Assistance Program will be available during the meeting to answer questions and provide advice on a wide range of professional services and products benefiting independent funeral home owners and managers.

Add to all of this numerous social activities like the exciting opening reception, a luncheon program featuring Pulitzer Prize-winning author and journalist *George Will*, the timely comedy of *The Capitol Steps* and an unforgettable closing banquet; and you can see that the annual meeting of Selected Independent Funeral Homes has something for everyone. For more information, visit [www.selectedfuneralhomes.org](http://www.selectedfuneralhomes.org), or call 1-800-323-4219.

Founded in 1917 as **National Selected Morticians**, Selected Independent Funeral Homes is the world's oldest and largest association of independently owned funeral homes. Members subscribe to the association's "Code of Good Funeral Practice" in providing the public with reliable, high-quality funeral services and funeral-related information.

## SIFH appoints new Board Members

*Continued from Page A33*

of Lincoln, RI. Mr. Foster is president-treasurer of **Foster Funeral Home, Inc.**, Fulton, NY. He and his wife, Debra, have three children. He has served his community in numerous capacities including chamber of commerce chairman and past president of the city's historical society, as well as being a past president of Lions Clubs International.

"I have gotten a tremendous amount of information and exchange of ideas from this association," Mr. Foster said, "and I feel it is time I gave something back. I am at a place in my career where I can devote time and energy toward our organization to help shape it for the future. With profitability dwindling and new competition coming from various directions, we need to continually find ways to help our member firms effectively deal with these issues."

**John Horan**, is president of **Horan & McConaty Funeral Service/Cremation**, Aurora, CO. He will represent Group 6, the association's western North American members, as **Randall L. Bunker** of Mesa, AZ, secretary-treasurer of Selected and current Group 6 director, concludes his term. John and his wife, Andrea, have four children. He is a Certified Funeral Service Practitioner and has served as board chairman of Hospice of Metro Denver, as well as serving on the mortuary subcommittee of the governor's bioterrorism task force.

"With all the choices that exist for association membership and the many other opportunities to benefit from high-level educational experiences, Selected has to be the clear choice for those who either are or aspire to be the best in our profession," said Mr. Horan. "I intend to be a factor in making it so. My great-grandfather was the one of the founders of this association and its first president. It holds a special place in my heart, and I very much want to see Selected succeed."

On the Board of Directors, Paul and John will join president-elect **Glenn P. Taylor**, Owensboro, KY, Group 2; secretary-treasurer-elect **Michael Meierhoffer**, St. Joseph, MO, Group 4; **Thomas A. Broussard**, Beaumont, TX, Group 5; **Corinne H. Curtis**, Augusta, GA, Group 3; and ex-officio **Bradford R. Bellows**, Lincoln, RI.

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# Marshall's Funeral Homes' new web site speaks to the community...



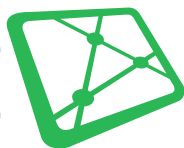
## in English and en Español.

When Marshall's Funeral Homes decided to target the Hispanic community in the Washington, D.C. metropolitan area, they turned to FuneralNet for help. FuneralNet redesigned the funeral home's web site, adding 10 new pages and a web audio feature in Spanish.

By reaching out to the Spanish-speaking community, Marshall's Funeral Homes has greatly expanded its web site audience—and created the opportunity for an explosion in new business.

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# Association NEWS CONTINUED

## 9th Annual Hot August Nights held at Rose Hills Memorial Park

By Shun Newbern, CFSP



**LOS ANGELES, CA—** Once again the officers of the **Los Angeles County Funeral Directors Association** held their annual Hot August Nights Western style dinner celebration, Wednesday, August 6, 2008 at the **Rose Hills Memorial Park** on the Sky Rose Patio and Garden in Whittier, CA. This fun, unique evening attracts professionals from many Southern California counties as various

vendors begin the evening by showcasing new and innovative products and services in the garden area overlooking the LA skyline.

The Master of Ceremonies, **Merrill Mefford**, President of *California Funeral Director Association* introduced **Cindy Palmer**, President, LACFDA who welcomed everyone and introduced officers, board members and past presidents. Merrill Mefford later recognized and introduced, **Rick Willinder**, newly appointed, *California Cemetery and Funeral Bureau Chief*. The evening concluded as **Chanell O'Ferrill** introduced the vendors and raffled door prizes sponsored by the vendors and several firms.

In addition to the vendors and guests present, the evening was graced with the presence of **Antionette Warmack**, President of *California Funeral Directors and Embalmers - Los Angeles Chapter* and **Shun Newbern**, CFSP, National Chairman of Epsilon Nu Delta Mortuary Fraternity.

The evening was extra special with the tremendous support of the various suppliers and

professional services. The Board of Directors thanks the following vendors for their participation **1-800-Autopsy (Edgar Artiga and Sean Sadler)**, **American Crematory Equipment (John Raggatt)**, **Apex Casket Co. (Jim Casillas)**, **Aurora Casket Co. (Doug Bowell)**, **Batesville Casket Co. (Sara Gardiner)**, **B-Mobile Inc. (Wayne Blacklock)**, **Burials at Sea (Captain Johnnie Lee)**, **California Master Trust (Steven Skiles)**, **Classic Charter (James Munson)**, **Coachwest (Jay Real)**, **The Dodge Co. (George Turner)**, **Event by Wire (Steve Hamburger)**, **LeGrand Wilbert, LLC., Messenger (Rick Wood)**, **Permecco (Lyn Childress and Mark Carson)**, **Sino-Source (Joe Wilson)**, **Sissell Brothers (John and Joan Foote)**, **Souland Medical Corp. (Jennifer Hall)**, **Tanabe Flying Services (Mark Heufner)**, **Trigard Bronze West (Kristal Martin)**, **VitalGift (Denver Miller)**, **White Dove Release (Luthor Nelson)**, **TheP-recis.com (Katharine B. Lowrie)** and **York Casket Co. (Art Rosen)**.



## Klicker's Crosswords

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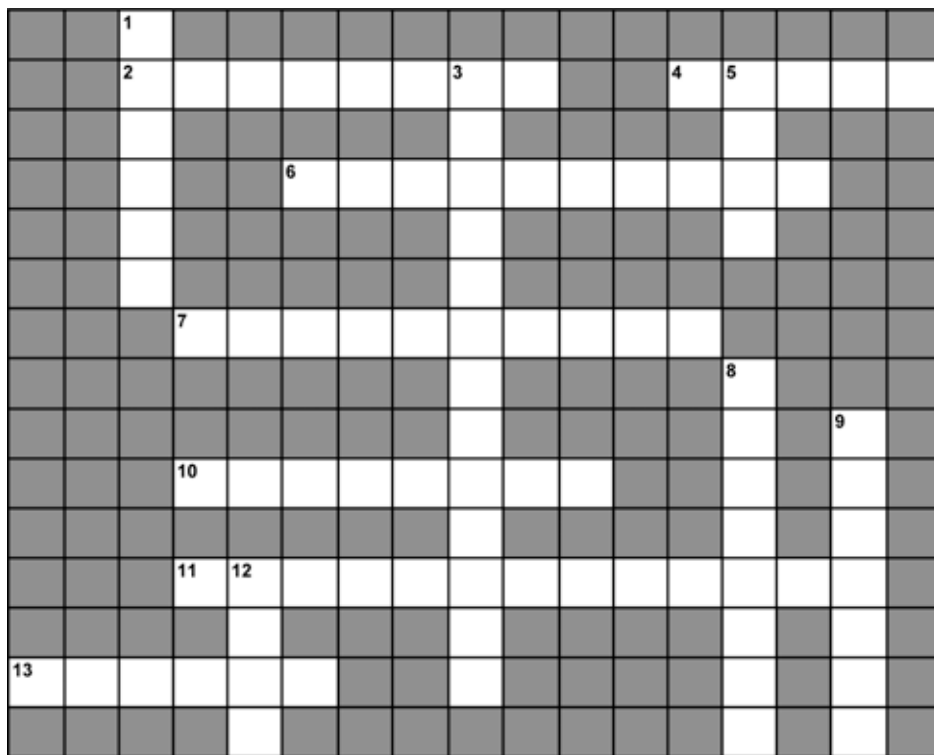
By Ralph L. Klicker, Ph.D.

**ACROSS**

2. One to whom an assignment is made
4. Contract enforceable by the court
6. Catholic leader
7. Multiplication of bacteria in blood
10. Half circle casket ends
11. Drug causing abortion
13. Take into custody by police

**DOWN**

1. Religious singer
3. One's own race is superior
5. A wood casket (Hebrew)
8. Duty of the embalmer
9. Beliefs shared by a group
12. Lowermost molding



ANSWERS ON PAGE A44

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



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# Educational NEWS

## Epsilon Nu Delta: Mardi Gras hits New Jersey with Flair for Scholarship Benefit

By Francine Ross-Roden

JERSEY CITY, NJ— The Alpha Kappa Chapter of **Epsilon Nu Delta Mortuary Fraternity, Inc** held its first annual scholarship benefit on Saturday, August 16, 2008 on the Paddleboat Queen. Mardi Gras on the Hudson, made its way from New Jersey and sailed to New York. About 140 patrons enjoyed dinner, desert, and good music, and partied for three and a half hours in good Mardi Gras fashion, complete with beads and masks.



Elizabeth Carter and Kenneth Cattenhead

The decorations were complements of **Soror Elizabeth Carter**, who was also the boat ride chairperson. As the good times rolled on the Hudson, Alpha Kappa members made sure that all of their guests had a great time. Regional Vice-President **Soror Diane**

**Gentiles**, Immediate Past Chairman of the Board **Soror Beverly Cotton** and **Soror Madonna** really got the party going. *Artery* co-editor and Alpha Kappa chapter member, **Soror Dr. Edith Churchman**, raffled off a "money hat" that added to

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the scholarship benefit. Chapter president, **Brother Kenneth Cattenhead**, thanked everyone for their support, especially Eta Chapter from

New York, **Milso and Batesville Casket Companies** and **Crewes-Farrell Vault Company** each for their purchase of a table on the cruise. This

boat ride proved to be successful and we look forward to the second annual scholarship event that Alpha Kappa will have next year.

## Undertakers Offer Mortuary Science Scholarships

By Shun Newbern, CFSP

LOS ANGELES, CA— The 3rd Annual *Scholarship Gala and Undertakers Masquerade Ball* will be Saturday, October 25, 2008 at the renowned **Hollywood Forever Funeral Home and Cemetery**, 6000 Santa Monica Blvd. Los Angeles. **Epsilon Nu Delta Mortuary Fraternity, Inc.** Western Region has planned an exciting evening of fun purpose. Over the past few years, Nu Chapter has awarded several thousand dollars to mortuary science students in scholarship and this gala is to ensure that the awards would assist both *Cypress College* and *American River* mortuary science programs in California. END protects the investment in education with local members in Los Angeles (Nu Chapter) and in members in Sacramento/Bay Area (Alpha Nu Chapter) with a follow up with recipients and mentors. This is carried out during and after their attendance in the mortuary science programs through the Horus Club.

The scholarship awards were created to aid students that are in financial need and show interest in community involvement, scientific, technical and professional advancement in this changing profession. The Ball attire calls for two options for guest, black tie or masquerade apparel and will offer a special award for the most unique costume. Social hour will begin at 6pm and Dinner at 7pm. This Ball will be bigger and more exciting than ever! This year the seating is limited so please don't delay in making your plans to attend. Each year there are unimaginable masquerades, endless door prizes and simply outstanding food. You can plan to attend the evening gala or make a donation by contacting Soror **Danette M. Moore** at [dhale@miller-jones.com](mailto:dhale@miller-jones.com) or 951-943-8613.

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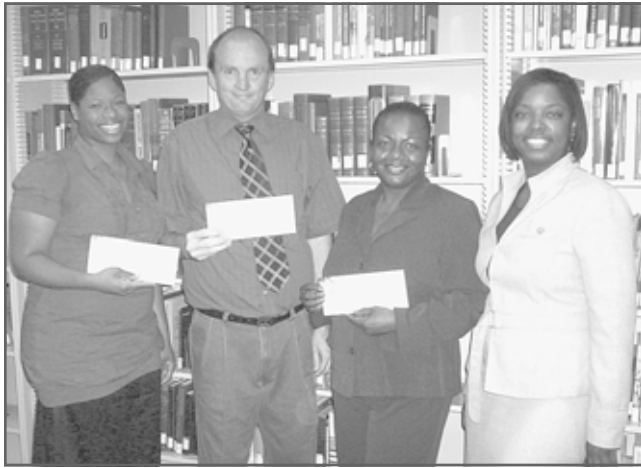
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# Educational NEWS CONTINUED

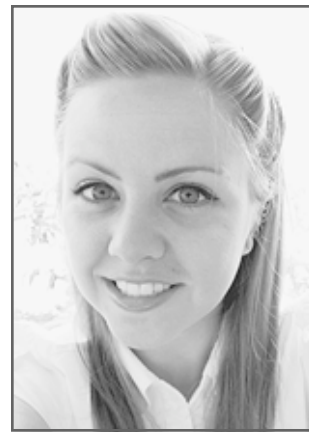
## 100BWFS select 2008 Scholarship Recipients and honor the Scholarship Donors



100BWFS Scholarship Winners from the Dallas Institute of Funeral Service.



100BWFS Scholarship Winners from Gupton Jones College of Funeral Service.



Kailee Vitelli



KaWanna Duncan



Tiffany Witte



Sheri June Evans

**ORLANDO, FL**— On Wednesday, August 8, 2008 at the Hyatt Regency Hotel at the Indianapolis Convention Center, 26 Women of Distinction were honored by the **100 Black Women of Funeral Service**, representing the best in the funeral industry around the nation. The M. Athalie Range Trailblazer Awards Breakfast was held in conjunction with the National Funeral Directors and Morticians Association 71<sup>st</sup> Annual Convention and was sponsored by **Forethought Financial Services, Batesville Casket Company, Nomis Publications and Matthews Casket Division.**

Seventeen Funeral Service students were selected by the 100 BWFS to receive Funeral Service Education Scholarships. The Scholarship Donors were recognized for their annual contributions.

The Scholarship recipients chosen were as follows. From *New England Institute at Mt. Ida College* were **Tiffany Witte** and **Lindsay Lincoln**. From *Gupton Jones College of Funeral Service* were **Adrian D. Abner, Angela Smith, Felicia R. Smith,** and **Linda M. Arppe**. From *Cypress College* were **Linda McCoy, Lisa Gamble, Kailee Vitelli,** and **Laura Fetting**. From *Dallas Institute of Funeral Service* were **Robert Gene Lewis, Ladetra D. Wright,** and **Teresa S. Hodges**. Also receiving scholarships were **Felicia Hester** from *Fayetteville Technical College*, **Sheri June Evans** from *University of Central Oklahoma*, **Seanda M. Brown** from *Worsham College*, and **KaWanna Duncan** from *Bishop State Community College*.

Scholarship Donors included: **Dick Abrams** and **Funeral Financial Systems** (15 year supporter) In Loving Memory of **Virginia Abrams, Tyra Butler** and the **Matthews Casket Division**.

CONTINUED ON PAGE A43

## New England Institute at Mt. Ida College selected the Nation's Top Funeral Service Education Program by 100BWFS

**LONGWOOD, FL**— The officers and board of directors of the premier funeral service women's organization, the **100 Black Women of Funeral Service**, has selected the historic **New England Institute at Mt. Ida College** the Nation's Top Funeral Service Education Program. Under the leadership and direction of **Jacquelyn Taylor**, the mortuary science program is producing some of the finest funeral service professionals in the funeral industry. The program will be recognized by the 100 BWFS at the national convention of the *National Funeral Directors Association* in October in Orlando, FL. Invitations will be issued in Orlando. Please join as we salute Jacquelyn Taylor and her fantastic funeral service program.

Founder and Executive Director **Elleanor Starks**, CFSP, to provide a network for black and minority women who had chosen funeral service as their career, established The 100 Black Women of Funeral Service in 1993. The 100BWFS has grown beyond 100 and has now become an international organization. Orlando will welcome members from Nigeria, Africa, Netherlands Antilles, Kingston, Jamaica and San Juan, Puerto Rico, to name a few countries. Funeral service does not remain a male dominated profession and the 100BWFS is living proof that women have been called in to bring new ideas, sensitivity and creativity to the profession. This year we will present 18 scholarships to deserving funeral service students around the country. Two of those scholarships will go to New England Institute students.

The Lottie K. Weldon Mentoring Program opens doors for



Jacquelyn Taylor and Elleanor Starks

future funeral service caregivers attending any of the nation's funeral service programs or schools of mortuary science. Students and members are matched with funeral industry professions to help guide and develop them as they move to the next level and working as licensed funeral directors and embalmers. We welcome funeral professionals to be a part and volunteer for the Mentoring Program.

For additional information or to request a mentoring package, email us at [Hundredbwfs@aol.com](mailto:Hundredbwfs@aol.com) or call (407) 595-9277.

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# Educational NEWS CONTINUED

## Announcing the world's first Masters Degree in Business Administration in Funeral Service



Todd Van Beck



Robin Heppell

**BARCELONA, SPAIN**— After years of waiting the *University of Barcelona* has announced the first offering of a MBA in Funeral Service to funeral professional across the globe.

The University of Barcelona is well recognized in European academic circles as one of the top learning institutions. The University was founded in the year 1450, forty two years before Columbus discovered America.

The European system of degree granting is very much different than the United States system however that does not make the degree any less accredited and legitimate. The MBA in Funeral Service degree is accredited by the European Higher Education Area, as well as the International Standard Classification of Education.

This is a degree designed for working adult's in funeral service and the curriculum consists of Marketing, Human Resource Management, Economics and Finance, Cost Accounting, Investment Selection, The Family Business, Commercial Management, IT in the Funeral Business, Management Skills, Organizational Design, and Life Credit for Personal Work.

Funeral Educators, **Robin Heppell** (<http://www.FuneralFuturist.com>) and **Todd Van Beck** (<http://www.VanBeckSeminars.com>) have been selected to liaise with North American applicants and serve as Subject Matter Experts for this program.

The administration of the University of Barcelona has implemented enrollment limits and will accept only ten students from North America. For more information visit: <http://www.FuneralMBA.com>.

North American Funeral Professionals can contact Robin Heppell at (800) 810-3595 or (250) 744-3595 or at [robin@funeralfuturist.com](mailto:robin@funeralfuturist.com) for more information.

## 100BWFS Scholarship Recipients and Donors

*Continued from Page A42*

vision, **Scott Wisenbach** and **Batesville Casket Company** (15 year supporter), **Nomis Publications, Inc.** (15 year supporter), **Lottie K. Weldon** of **George H. Weldon Funeral Home** in memory of **George H. Weldon, Sr., Debbie Dodge** and the **Dodge Company, Aloysia Fouché** of **Fouché's Hudson Funeral Home** in memory of **Aramis Fouché, Mary Louise Winston** and the **House of Winston Mortuary** in memory of **James Winston, Gladys** and **Vernon Wallace** of **Wallace Broadview Funeral Home** in memory of **Annabelle Tate, Linn Ann Griffin** of **Strong and Jones Funeral Home** in memory of **Inez Jones, Victor March** and Family of the **March Funeral Homes** in memory of **Julia Roberta March, Lee** and **Katherine Perry** of the **Perry-Spencer Funeral Homes** in memory of **Lee Perry, Sr., Chedonna Trimble-Holston** of the **Donald Trimble Mor-**

**tuary** in memory of **Donald Trimble, Gregory** and **Betty Levett** and the **Greg Levett and Sons Funeral Homes** in memory of **George Levett, Dr. Julia P. Marshall** and the **Marshall Funeral Homes** in memory of **Harold Marshall, Robert Dorsey** and **Janice Matthews** of **Dorsey-Keatts Funeral Homes** in memory of **A. Faye Dorsey, Peter Barksdale** and the **Barksdale Funeral Homes** in memory of **Rebecca Barksdale, and Madonna** and **The Madonna Multinational Home for Funerals** Family Scholarship in memory of **Madonna's** mother and grandmother.

Our hats go off to the scholarship recipients, the scholarship donors and the mortuary schools for the great jobs they are doing with our future funeral service caregivers. Applications are now being taken for the 2009 school year. Go to [www.100blackwomeoffuneralservice.com](http://www.100blackwomeoffuneralservice.com) to download an application.

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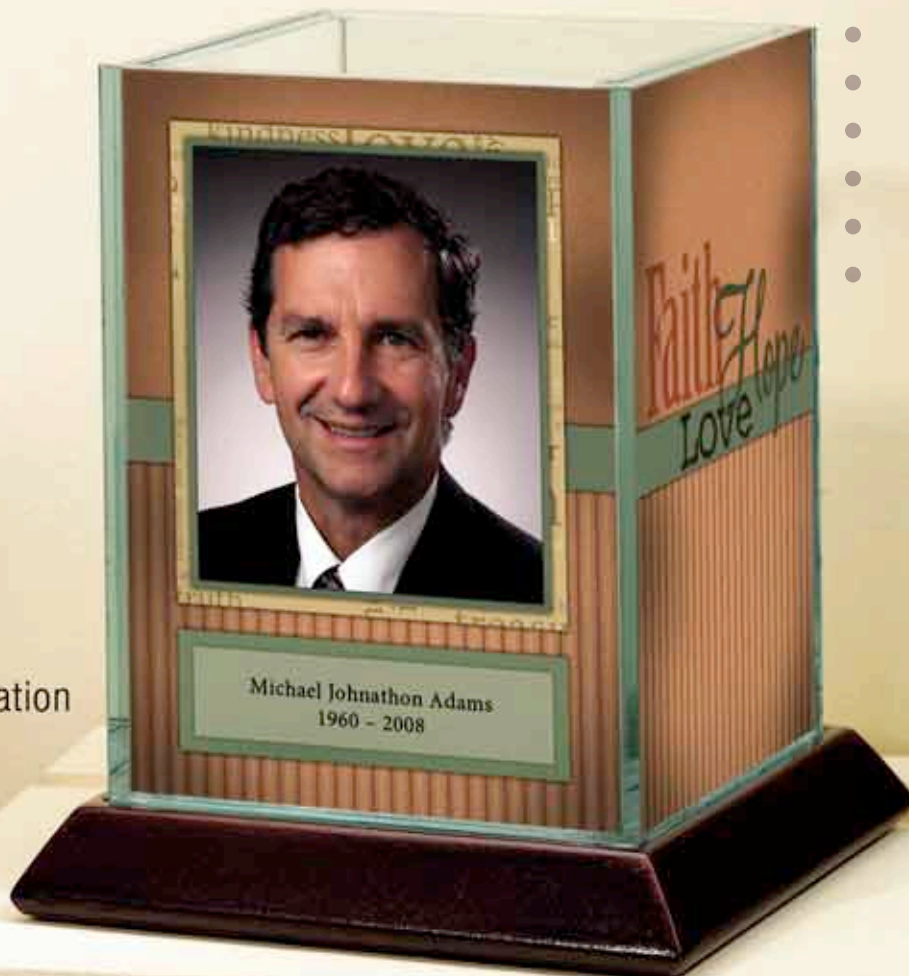


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# Death Notices



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)

**CHUCK BURGESS** of La Salle, IL died August 8, 2008 at the age of 71. He established **Burgess Funeral Home** in Utica, IL in 1966 and then purchased the former **Kybki Funeral Home** in La Salle in 1974.

**H.C. "BUD" SCHUENEMAN** of Kewanee, IL died August 8, 2008. He was former owner of **Cavanagh and Schueneman Funeral Home** in Kewanee.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**JOHN V. "BUD" MUELLER** of New Baden, IL died May 25, 2008. He was former manager of **Wilbert Vault Company** in New Baden.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**CLYDE BALFOUR JONES** of Top Rock, Christ Church, Barbados, West Indies died August 18, 2008 at the age of 85. Well known as "Daddy Jones," he was founder and executive director of one of the oldest funeral homes on the island, **Clyde B. Jones Funeral Home**, which he established in October 1948. In 2000 he received the Barbados Centennial Honour for professional and exceptional funeral service.

**MARCELLINE MARIE QUIRING** of Seattle, WA died August 9, 2008 at the age of 90. She and her husband founded **Quiring Monuments, Inc.** in Seattle in 1949 and she supported the company in all areas until her retirement in 1980.  
Reprinted from Washington Cemetery & Funeral Association, Everett.

**SUSAN M. DOYLE** of Chicago, IL died August 5, 2008 at the age of 57. She was the national sales manager for **Deaton-Kennedy Company**, a funeral home industry supplier.

**JAMES H. THORNTON** of Carrier Mills, IL died June 14, 2008. He was retired owner of **James Thornton Funeral Home** in Carrier Mills.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**WALTER BARFIELD, JR.** of Mount Olive, NC died August 22, 2008 at the age of 77. He began his service to the community as a funeral attendant under the direction of the late **L. E. Garris**, and became a licensed funeral director in 1960. After working 30 years as a director, Mr. Barfield fulfilled his dream of becoming sole owner and president of **Garris Funeral Home** in 1990. He was a member of the local, state, and *National Funeral Directors Associations*.

**BOB HAYNIE** of Houston, TX died July 18, 2008. He was president of **Woodlawn Funeral Home** in Houston.  
Reprinted from "The Dead Beat," Golden City, MO.

**ERNESTINA D. GUAJARDO** of Lubbock, TX died June 23, 2008 at the age of 86. A licensed funeral director for over 50 years, she was president of **Guajardo Family Investments, Inc.**, which owns **Guajardo Funeral Homes**.  
Reprinted from "The Dead Beat," Golden City, MO.

**CHRIS AEBISCHER** of St. Jacob, IL died August 6, 2008 at the age of 55. He was owner and operator of **Aebischer Funeral Home** in St. Jacob for almost 30 years.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**EDINBURGH G. "TIP" CORPREW** of Portsmouth, VA died August 24, 2008 at the age of 67. He became the owner of his family's firm, **Corprew Funeral Home** in Portsmouth, in 1994. He grew up in the business, which was founded by his grandfather in 1918. He was former president of the Virginia State Board of Funeral Directors and Embalmers and was a member of the *Norfolk Funeral Directors and Embalmers Association* and as well as the *Virginia Morticians Association*.

**RALPH LING HOLTE** of Fargo, ND and formerly of Ellendale, ND, died July 26, 2008 at the age of 87. In 1946, he graduated from *The College of Mortuary Science* in St. Louis, MO, and returned to Ellendale to work as a mortician for his uncle, **Howard C. Holte** at the **Holte Funeral Home**. In 1989, Ralph became the sole owner of Holte Funeral Homes of Ellendale, Edgeley, and Ashley. In April 1996, Ralph was honored by the *North Dakota Funeral Directors Association* for 50 years of service. In June 1996, Ralph sold the business after 114 years of Holte family ownership and retired.  
Courtesy North Dakota Funeral Directors Association, Mentor, MN.



**WILLIAM P. ETHERINGTON** of Longport, NJ died August 8, 2008 at the age of 89. He was the sole proprietor of the family owned business of **Etherington Funeral Home** for 48 years. He was a member of the *West Jersey Funeral Directors Association*, *New Jersey State Funeral Directors Association* and *National Funeral Directors Association*.

**WILLIAM "BILL" J. COUSIN** of Toms River, NJ died August 3, 2008 at the age of 65. He was the funeral director and manager at the **Jacqueline M. Ryan Funeral Home** in Keansburg for the past two years. Prior to that, he worked for the **Metropolitan Life Insurance Company** as a marketing manager, retiring after 30 years. After his retirement, he received his funeral director certificate from *Mercer County College*. He was a member of the *Monmouth/Ocean County Funeral Directors Association*.

**VICTOR H. CORMAN** of Roseville, IL died August 11, 2008. He was former owner of **Corman Memorial Home** in Roseville.  
Reprinted from Illinois Funeral Directors Association, Springfield.

**ATTY. ARMOND V. ROSSI** of Poland, OH died September 6, 2008 at the age of 85. He followed in the family business as a funeral director and embalmer with **Rossi Bros. Funeral Home** until 2007. He was then an employee and a mentor to **Chelsey Santucci**, his nephews **Louis** and **Joseph Rossi** and the entire staff of **Rossi & Santucci Funeral Home**, Boardman. He was president of his class at *Cleveland College of Mortuary Science*, and was a member and past president of the *Tri County Funeral Directors Association*, and also a member of the *Ohio* and *National Funeral Directors Associations*.

**PETER A. KRAFT** of Linton, ND died July 23, 2008 at the age of 91. He attended the *Wisconsin Institute of Mortuary Science*, where he received his Mortuary Science Degree in 1947. He opened a funeral home in Strasburg before opening **Kraft Funeral Home** in Linton in 1949, which he owned and operated for 33 years until July of 1980. He was a member of the *North Dakota Funeral Directors Association* as well as the *National Funeral Directors Association* and served as Emmons County Coroner.  
Courtesy North Dakota Funeral Directors Association, Mentor, MN.

**JESS NAVARRE** of Baytown, TX died July 13, 2008 at the age of 76. He was the owner of **Navarre Funeral Home and Cremation Services**. He was a 50-year licensed funeral director in Texas.  
Reprinted from "The Dead Beat," Golden City, MO.

**CHARLTON TOWNES HOWZE** of Travelers Rest, SC died August 2, 2008 at the age of 67. A graduate of *Cincinnati College of Embalming*, he had been a licensed funeral director/embalmer for 45 years. He owned **The Howze Mortuary** since 1972 when he and his wife **Kathleen** bought the business from **James O'Dell**. From 1995 to 1998 he served on the South Carolina Funeral Service Board and in 2005 he was the *South Carolina Funeral Directors Association*, Piedmont Group Funeral Director of the Year.

**HAROLD E. PETERSEIM** of Kalona, IA died June 23, 2008 at the age of 83. He was a member of the *Iowa Funeral Directors Association* and the father of IFDA member **Meg Scarff**.  
Reprinted from Iowa Funeral Directors Association, Des Moines.

**THOMAS M. JONES** of Polson, MT died September 1, 2008 at the age of 53. A graduate of *Pittsburgh Institute of Mortuary Science*, he became licensed in 2006 and had been an intern and funeral director with **Grogan Funeral Home** in Polson since 2004.

**ESTOL STEPHEN "STEVE" SHURDEN** of Henryetta, OK died August 23, 2008 at the age of 64. He was a funeral director and embalmer with his father **Estol Forrest Shurden** until his father's retirement, after which he became the sole owner and licensee in charge of **Shurden Funeral Home**. He served on the Oklahoma Funeral Board and served two terms as president of the *Oklahoma Funeral Directors Association*.

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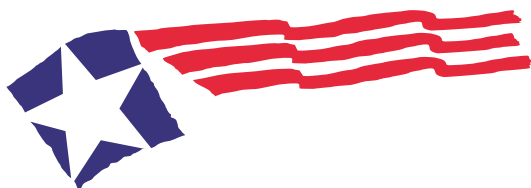
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