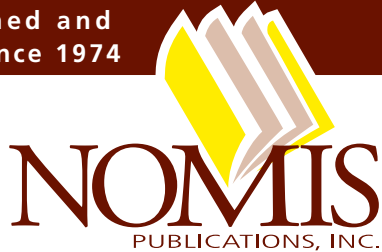


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NEWS

OCTOBER
2009

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Denotes Convention Highlights and Exhibitors

“The festive occasion also served as a lesson in local history as visitors had the rare opportunity to view funeral items dating back to the late 1800s. Turnbull Funeral Homes is the oldest mortuary establishment in Monmouth, IL.”



See Turnbull Funeral Homes celebrates 125 Years with Open House on Page A23



“While creating Remember Me Stones, it was important for a gift to do three things: pay respect to the family, provide a keepsake for the survivors and pay tribute to the deceased.”

See “Three Neighbors Form Business after Leaving Funeral Home” on Page B4

Nomis Publications, Inc. would like to thank those who submitted their firms for the 2010 Funeral Home and Cemetery Directory Cover

The firms are listed on Page A2

Sunset Memorial Park, Funeral Home, and Crematory, LLC of Midland City, Alabama

The 2010 Funeral Home and Cemetery Directory Front Cover Feature

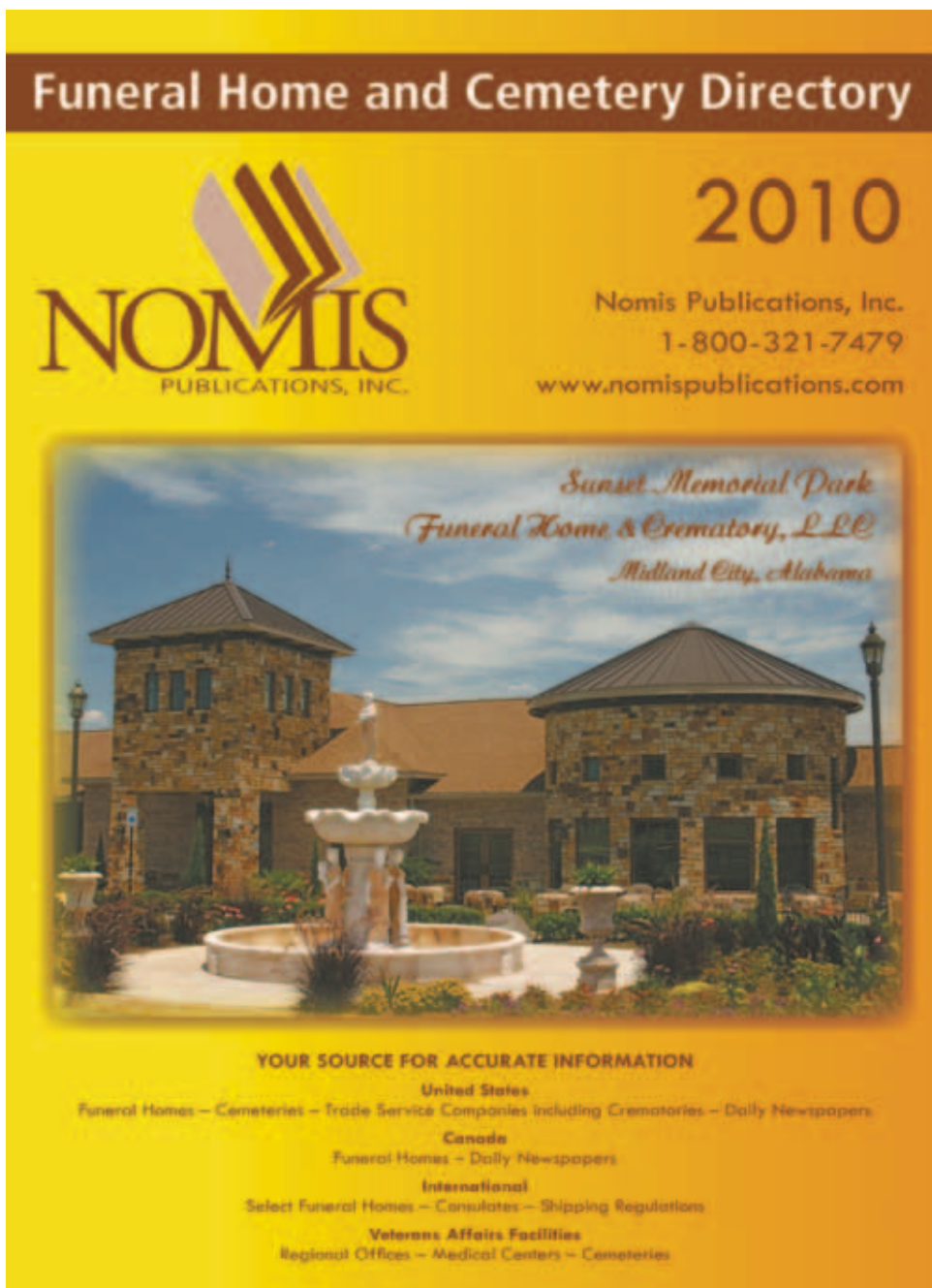
With the February 2009 completion of its 14,500+-square-foot mortuary, **Sunset Memorial Park, Funeral Home and Crematory, LLC** in Midland City, Alabama offers area families a funeral home, crematory, and cemetery in one convenient location. Funeral directors **Robert and Toni Byrd** have successfully transformed 27 acres of farmland that once belonged to Robert’s family into one of the most beautiful combination facilities in the state.

Stepping foot into the new stone and brick structure, visitors are enveloped in its Old World charm. Nutmeg brown ceramic tile floors, sunny yellow walls, and rich red Persian rugs subtly put them at ease as they face the challenge of saying goodbye to a loved one. Toni Byrd says that was exactly her intention in decorating the one-floor facility. She wanted families to feel as at-home as possible during such a difficult time. Elements such as stained glass windows and dark woodwork were carefully selected to add a sense of reverence without compromising the home’s natural ambience. From the leather couches, to wrought iron accents and antiques throughout the home, every detail works perfectly to create a space that is as visually interesting as it calming.

Located inside the city limits of Dothan (the hub of the Wiregrass area), the **J. Stuart Todd, Inc.** designed funeral home features a 250-seat chapel, two visitation parlors, and an outdoor seating area in the courtyard

– perfect for those warm, southern Alabama evenings. The Byrds are especially proud to have the region’s only on-premises reception center. They offer families use of the over 2000-square foot dining room before or after services, with additional seating for 100 on the adjoining covered patio. When not in use for funeral receptions, the dining areas may be used by the community for catered events such as meetings, showers, family reunions, and small weddings.

CONTINUED ON PAGE A4



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Endangered Runaway

SHEALE L REEDY



Date of Birth: 5/16/1992
Date Missing: 6/26/2009
Missing From: New Port Richey, Florida
Age at Disappearance: 17 Yrs
Age Now: 17 Yrs
Sex: Female
Race: White
Height: 5'5"
Weight: 120 lbs
Hair: Brown
Eyes: Brown
Circumstances: Sheale was last seen at home on June 26, 2009. She has pierced ears.

Family Abduction

OLIVER HOLT MIDYETT



Date of Birth: 9/9/2004
Age at Disappearance: 4 Yrs
Age Now: 5 Yrs
Sex: Male
Race: White
Height: 3'6"
Weight: 45 lbs
Hair: Sandy
Eyes: Blue

WILMAN CARL MIDYETT



Date of Birth: 1/31/2002
Age at Disappearance: 7 Yrs
Age Now: 7 Yrs
Sex: Male
Race: White
Height: 4'0"
Weight: 65 lbs
Hair: Brown
Eyes: Blue

Circumstances: Oliver and Wilman were allegedly abducted by their mother, Jetta Midyett. A felony warrant for Kidnapping was issued for the abductor on June 3, 2009. They may have traveled out of the state. Wilman and Jetta may wear glasses. Jetta may use the alias last name Niehouse.

Date Missing: 5/31/2009
Missing From: Lenox, Missouri

Abductor
JETTA KAE MIDYETT
Date of Birth: 4/27/1980
Age Now: 29 Yrs
Sex: Female
Race: White
Height: 5'8"
Weight: 130 lbs
Hair: Brown
Eyes: Green



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

2010 Funeral Home and Cemetery Directory Cover Submissions

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 2010 front cover. Many of these firms will be featured in upcoming issues of Funeral Home & Cemetery News.

- Little Rock Funeral Home, Little Rock AR
- Lesko & Polke Funeral Home, Fairfield CT
- Hiers Funeral Home, Ocala FL
- Thomas Funeral Home, Calhoun GA
- Bowen-Donaldson Home For Funerals, Tifton GA
- Muster Funeral Homes Inc, Calhoun KY
- Briscoe-Tonic Funeral Home PA, Waldorf MD
- Czelusniak Funeral Home, Northampton MA
- The Brasco & Son Memorial Inc, Waltham MA
- Basler Funeral Home, Sainte Genevieve MO
- Seger Funeral Home Inc, Atkinson NE
- Falvo Funeral Home, Rochester NY
- Neidhard-Minges Funeral Home, Cincinnati OH
- Kennedy-Amis-Kennard Funeral Service, Broken Arrow OK
- Ocean View Cremation & Burial Service, Astoria OR
- Nicos C Elias Funeral Home Inc, Allentown PA
- Wm F & Roger M DeCarbo Funeral Home Inc, New Castle PA
- Louis A DiGiacomo Funeral Home, Philadelphia PA
- Brown-Oglesby Funeral Home Inc, Seneca SC
- Stetzer's Funeral Homes, Morristown TN
- Lake Shore Funeral Home & Cremation Svcs, Waco TX

To submit your funeral home or cemetery for a future front cover of the Funeral Home & Cemetery Directory please send photo and short firm history to Funeral Home & Cemetery Directory Front Cover, PO Box 5159, Youngstown, OH 44514 or email to kim@nomispublications.com.



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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A56 and Section B, which contains the Classified Advertising and consists of pages B1-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Letter to the Editor:

Online Memorializations Gone Wrong

After recently hearing that an old high school friend had passed away, I went to the online version of the newspaper to learn more about the service arrangements. What began as a simple quest for information opened my eyes to what's occurring in the world of online memorialization. One would hope that in this world of 'in your face' online advertisements that some sectors would remain undisturbed; in particular, the death industry. Sadly, this doesn't appear to be the case.

Just to be clear, this is not a criticism of funeral homes. In fact, almost every obituary I've seen on a funeral home website is tastefully displayed and respectful of the deceased. Many include an opportunity to read and send condolences. Some include photo galleries. Others include opportunities to show an expression of sympathy to the family by donating to a charity, sending a floral tribute or lighting a memorial candle. There were no flashing ads encouraging me to find my credit rating or buy something to enhance my partner's 'stamina'. The same can't be said for what appears to be new 'online directories' and even some newspapers trying to profit from these obituaries. I found this concept to be distasteful and infuriating.

My search began on several newspaper websites. It appears most display online obituaries as they would appear in print however there is one notable and interesting exception. On the sites of many national chains, the obituaries are often stripped of any reference back to the funeral home's website where the obituaries not only remain indefinitely but often provide a much broader amount of information to the public. I soon began to realize why. The online newspapers have started to limit an obituary's life span; each listing remains online for a couple of months. These newspapers are trying to encourage visitors to 'sponsor' the obituary on an annual basis or forever to ensure the obituary remains online and visible.

Some national newspaper chains are also now trying to use the obituary listing to offer visitors an opportunity to light a memorial

candle, send a condolence or add photos to a gallery. This seems quite odd considering many funeral homes already provide these types of memorializations including photo galleries created with pictures provided by the family. Why do the newspapers feel it's necessary to provide the same service as the funeral homes that placed these obituaries in the first place?

It's evident that some newspapers, third party marketers, and "dot-com" cyberpreneurs, are trying to take advantage of, capitalize on, and profit from obituary notices. I wonder if the funeral homes or the families who entrusted this information to them are even aware that this is occurring.

From what I understand, the obituary is a copy-written piece of work between the funeral home and a family. Even though the obituary is sent to the newspaper for publication - in print and online - it is protected under copyright laws and the new Digital Millennium Copyright Act. These are in place to protect any form of written work against unauthorized use or reproduction, particularly when used for commercial gain, without the written consent from the funeral home and family that originally compiled the written copy obituary.

While searching newspaper websites, I soon discovered Legacy.com. It suggests on its website that it is an "innovative online media company that collaborates with more than 750 newspapers in North America, Europe and Australia". How is Legacy.com able to 'collaborate' using a product (in this case, an obituary) that it doesn't own, didn't create, or was never authorized by the author to use for a commercial venture? Did funeral homes or families give newspapers the right to 'sell off' the obituary?

The first thing one sees when visiting the Legacy.com home page is a flashing advertisement for an online vital statistics search engine. A flashing advertisement features pictures of Hollywood stars and asks why 'these celebrities don't age'. Apparently, a 'miracle pill' is the answer to your concerns about aging. The

CONTINUED ON PAGE A20

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Sunset Memorial Park, Funeral Home, and Crematory of Midland City, Alabama

Continued from Front Page

Harrison's Funeral Home takes delivery of New Eagle Echelon



MEMPHIS, TN— Jones Coach Sales congratulates Jerry Harrison of Harrison's Funeral Home in Memphis on their delivery of their new 2009 Eagle Echelon Funeral Coach.



Freedom Park Garden, part of Sunset Memorial Park set aside for Veterans

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The firm's cemetery, Sunset Memorial Park, features include an open committal center for services, a Catholic garden, and a garden with a koi pond. Options include traditional burial, mausoleum entombment, niche inurnment, and eco-friendly alternatives to fulfill all final wishes. Although the Byrds established it in 1994 as **Sunset Cemetery**, they changed the name to Sunset Memorial Park to better reflect its tranquil setting and to encourage the pub-

lic to view it as more than a cemetery. Many community events have been held at Sunset including its 2009 Annual Memorial Day celebration, with attendance topping 700. Robert states, "We believe that our cemetery is second to none. We have a full time grounds maintenance crew as well as the area's only fully irrigated grounds with flowers in bloom year round. When you drive into the park, you will see rose gardens, lush tropical plants sur-

CONTINUED ON PAGE A14

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The Gift of Aftercare

By Sherry L. Williams

After reading an article by Victor M. Parachin in *The Director*, May 2009, titled "Grief Relief" about how libraries can help those dealing with the pain of grief, I decided to address libraries as a part of your Aftercare or Community outreach programs. I was most impressed with the points made in the article and if you haven't had a chance to read it, some of the interesting issues he points out are: Along with providing comprehensive resources, a library provides a quiet and welcoming place of peace and quiet as well as, anonymity for the bereaved. In addition, it has resources that family and friends may not be aware of and through knowledge comes power.

Over the years, I have spent a lot of time helping funeral directors evaluate whether libraries were cost effective to implement as a part of their family follow-up services and here is what I can say that may help you determine that for yourself:

- If you have a library on site in your firm, it needs to be in a place that is easily accessible and visible
- You need to promote your library not just to the families you serve but to schools, churches and other organizations in your community

- You can count on losing books – so you may want to purchase paperback books
- You will need to have someone keep track of who has which book and make sure that you get them back in a timely fashion so they can be put back in circulation
- You need to invest in book labels and some sort of check out cards and system
- You need to keep it updated with new information
- You need to include DVD's and Audio tapes

And, these are only a few of the many things you have to consider if you decide to have a library on site.

While many of the things I have noted above seem like roadblocks or things that you just don't have the time or revenue to handle, that does not mean you cannot provide library resources. If you have had a library in the past and found that it didn't work for you, you can donate the books to your local library, your church library or a school library. You may even decide to sponsor the grief section of your local library by donating a certain number of books annually to add to the library. Of course if you decide to take that route, be sure that you get some mileage out of it. Hold a dedication ceremony when you first donate the books. You might even have a plaque placed in the library stating that you are it the sponsor of the grief section in your library. When you add books each year, submit a press release with a brief description of the books that are being added to the library.

On the other hand, you might just want to hire a couple of high school or college students to prepare you a bibliography of the resources on grief that are available in your local library, your church library or the school or college library in your community. You can then prepare a brochure

or information sheet to the families you serve at the time of the arrangement conference, during a follow-up visit or with a follow-up letter. You can also send this listing to all of your local clergy, schools and support groups as a resource available for them.

There are many ways you can provide the services of a library without having to become a librarian and "knowledge" truly is power. Information gives people a sense of control and this is particularly helpful for the bereaved since they are struggling for control as their whole world seems to be turned upside down.

Be creative, think about how you can provide resources that provide a sense of control for those you serve.

Sherry L. Williams, RN, BA, GMS, GRS, is the president and founder of New Leaf Resources a division of Sherry Williams Enterprises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and services for the past twenty-two years. She has an Associate Degree in Nursing from the University of Kentucky Extension Program and a Bachelor of Arts degree in Psychology from Bellarmine College in Louisville, KY. Sherry is a nationally certified Grief Management Specialist and has advanced certification as a Bereavement Facilitator from the American Academy of Bereavement and is certified by the Grief Recovery Institute as a Grief Recovery Specialist.

She has been a featured speaker for numerous organizations including the National Funeral Directors Association and the Association for Death Education.

She can be reached by email at sherry@newleaf-resources.com. Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at www.newleaf-resources.com

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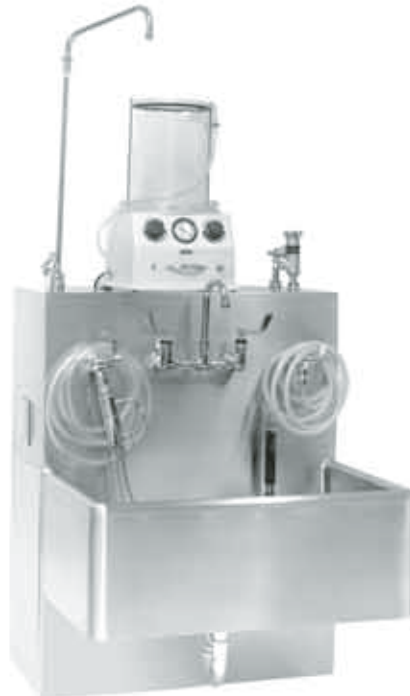
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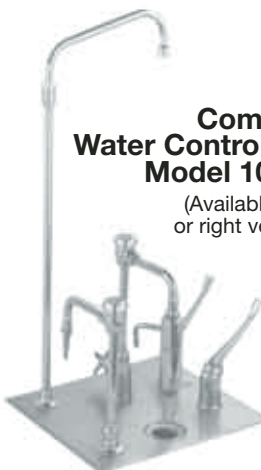
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**Jennifer A. Lee appointed to NYS
Funeral Directing Advisory Board**

By Theodore Jay Lee, Jr., LFD, Consultant, Lee's Funeral Home, LLC

WHITE PLAINS, NY— New York State Licensed Funeral Director **Jennifer A. Lee** has recently been appointed to the New York State Funeral Directing Advisory Board (NYSFDAB). A Dean's List graduate of the University of Virginia (Charlottesville) with two BA Degrees, and a Summa Cum Laude graduate of *The American Academy McAllister Institute of Funeral Service* (AAMI) in NYC, Jennifer has been a licensed funeral director for 13 years. Currently, she also serves as manager of the family's 94-year-old business, **Lee's Funeral Home, LLC**, in White Plains.

This new group of appointees was the first to experience a change in the selection/appointment process

for the NYSFDAB. Now, one has to be recommended by a state official for the position, and go through a vigorous vetting process.

Last year, Lee's Funeral Home handled the funeral services for someone who used to live and work in Albany. And so it turned out there were a lot of people who work for the state there. Thankfully, they were all very pleased, and, even more so, impressed with our services. One gentleman in particular, who happened to work in a position where he's able to recommend someone, approached Jennifer about serving on the board. Honored, but caught off guard, she gave him her information, and he then sent her the law to review before making a decision. She then agreed he could go ahead with his recommendation.

The process after being recommended is long, and was about a year in the making (July 2008- May 2009). Jennifer submitted a resume first, then, after her resume was accepted, filled out an application. Then everything was vetted through the Governor's Office. Once cleared, she was approved by the New York State Senate. Finally the culmination was her appointment to the New

York State Funeral Directing Advisory Board, and she received a letter in May 2009 confirming it.

The Board consists of eleven people, of which there are six funeral directors from around the state. Currently, Jennifer is the only person of color on the board. It is an unpaid position, and the term's appointment is three years, commencing June 30th. Since she was appointed to replace a funeral director on the board, she served the end of their term for one and a half months before beginning her own term, which will end June 30, 2012.

Jennifer's responsibilities include advising and recommending to the NYS Commissioner of Health regarding the administration of current and proposed laws, rules, regulations, and policies related to funeral directing in New York State, as well as on disciplinary actions for funeral directors and funeral homes. Being recommended and chosen for this board is truly a great honor and prestige in general, but in particular as recognized in our profession. It is also special for our family because I previously was appointed to and served on this board from 1985 to 1994.

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Tips to Make More Pre-Need Sales

Let me start this month's column off by saying how grateful I am to the many funeral directors across the country who contacted me with comments regarding my August 2009 column, written by Mr. Kris Seale, entitled To Guarantee or Not to Guarantee? - That is the Question. I thoroughly enjoyed hearing from you and I apologize that I have not been able to respond to each of you personally. That column generated more response than any previous column I have ever written in this publication.

Now on to this month's column, which offers pre-need sales counselors time-tested tips on how to make more pre-need sales in the few months that remain this year. I have never experienced a year in which so many counselors have shared with me that they are behind their annual sales goal. There is still time to catch up. If you have hit a temporary slump, try using some of these suggestions to help get you back on track.

Quit stalling! Do everything in your power to make sales appointments daily. Monitor your daily workplace activities and take a good hard look at how you spend your time. Your time is most valuable to you when you are doing two primary activities: #1 *Lead Generation* – that is, doing all the things that place you in front of sales prospects to “tell your story” and #2 *Making Sales Presentations and Closing Sales*. If

you are doing anything else during the hours of 8:00am to 6:00pm, you are wasting your valuable time and not achieving the level of success you want and deserve.

Respect your time and either delegate administrative tasks to others and/or do them yourself outside the hours of 8:00am to 6:00pm. This includes wasting time sitting down for an hour when you arrive at the funeral home, and having coffee and donuts with the at-need staff. Taking more than thirty minute lunch breaks. Talking with your friends and relatives on the telephone. Getting your office supplies and sales presentation materials gathered together and ready to go. Reading funeral trade journals. The list can go on and on. I'm sure you get the point. Take a good hard look at how much time you most likely waste in your workday and eliminate the waste. Daily, you should be focusing your energies on getting in front of people so you can make the best sales presentation possible and close the sale.

Ask for referrals. When you have provided your customers exemplary customer service (which I'm sure all my readers do!) then you have every right in the world to ask their help in helping you share your story with others. They will gladly provide you the names of one or two of their family, friends, co-workers, church or club members, if you will only open your mouth and ask.

Get better organized. Before you leave your office each day, put out all the sales supplies and materials you will need the next day. Have everything fresh and new and ready to go. Also write down the names of prospects you plan to see the next day. This simple step will put them into your subconscious mind overnight and help you be better prepared to serve and sell them the next day.

Schedule private time with YOU. Do it at the beginning of each day. How about when you are showering or driving to the office – any time before you actually arrive at the office and need to begin your day. Review in your mind the goals and objectives you've set for yourself that day and how you will accomplish them. Visualize yourself going through the motions of calling prospects, setting appointments, making presentations and closing sales. Watch, in your mind's eye, yourself closing those big deals and think about how good you will feel. When you visualize yourself being a winner, you will be

surprised at how your visualizations come true. Think positive thoughts and move forward boldly and with confidence each day. You are a winner! Think and act like one.

Tap into your untapped lead source. Many pre-need sales counselors avoid talking about what they offer with their family, relatives, close friends or church and club members. They feel they might be “imposing” if they bring up the subject of pre-planning. However, who is in a better position to help these people than you? You can provide your friends and close acquaintances a very needed and valuable service, one that someone else certainly will provide if you don't.

These are tips I know will work for you because they have successfully worked for me in my career. If you are ahead of your sales goal this year, well done! Congratulations! Keep up the notable work you are doing. If you are behind in meeting your sales goal; don't lose hope and don't give up! There is still plenty of time to get back on track and make this year memorable.

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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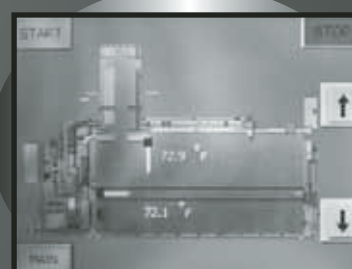
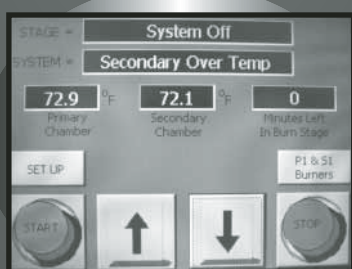
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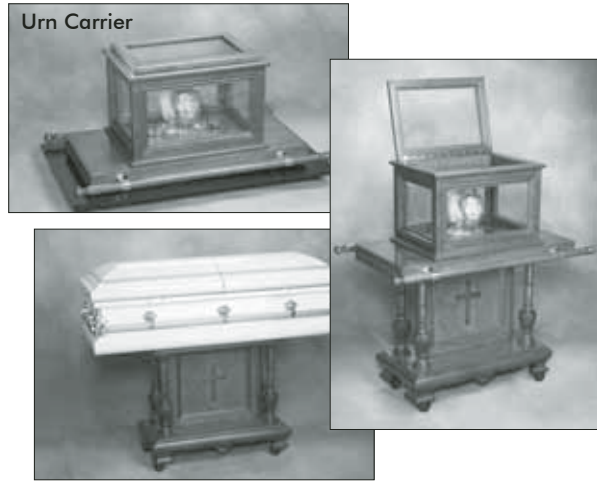
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Gendron Funeral and Cremation Services opens in Fort Myers

FORT MYERS, FL— Comprehensive service, convenience and an overriding focus on compassion are the hallmarks that best describe Lee County, Florida's newest funeral establishment. Located along the Miracle Mile in Fort Myers, just minutes from the historic Edison and Ford Winter Estates, **Gendron Funeral and Cremation Services, Inc.** offers a unique approach to funeral planning.

The mission statement for the funeral home is simply, "Families First." As a local establishment with caring staff, Gendron Funeral and Cremation Services, Inc. strives to satisfy the needs of its neighbors while surpassing expectations. By utilizing a small-town, family-oriented approach, customers receive superior attention and better services but do not sacrifice choice. A full spectrum of memorial options is offered and arrangements range from simple cremation to a traditional funeral with full honors.

This new facility includes a merchandise selection room, family conference area, spacious chapel suit-

able for visitations and memorial services, kitchen and reception space along with a fully equipped preparation area. Gendron Funeral and Cremation Services, Inc. is also equipped to perform services at locations away from the funeral home and can assist families in arranging out-of-state funerals and committals.

While the funeral establishment may be new, its commitment to providing the very best service at a difficult time is not. Collectively, the staff has over 100 years of experience in making and executing funeral arrangements. Gendron Funeral and Cremation Services, Inc. recognizes its fundamental purpose as a local resource and appreciates the opportunity to help its neighbors, whether planning a funeral or simply answering questions. The same holds true for their colleagues in the death care industry. Please know they stand ready to assist any fellow funeral home with issues they may encounter in the greater Southwest Florida region.

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Changing Lives Through Laughter

By Nancy Weil

Ten Steps to Reducing Tension

It sneaks up on us at the most unexpected times. It doesn't take much to send us there: a phone call with a question that only leads to more questions than answers or a forgotten deadline or looking for the file you know you had on your desk only this morning. Your day is going smoothly and suddenly, when one thing throws you a curve ball, you begin to feel yourself getting tense. The stress begins to build and your mind begins to look for ways to get out of the office and lay on a beach somewhere. While thoughts of Tahiti may be appealing, the reality is that you have only two choices – stress out or seek relief. Try any of the steps below and watch the frustrations melt away.

- 1. Breathe.** In our business, we recognize how important breathing can be. People who don't, end up as our customers. Yet because it happens automatically, we give it little thought. Big mistake. When you focus on the breath, you can relax and center yourself instantly. Close your eyes, take three deep breaths, fill your lungs and then you can continue your day feeling refreshed. You can even imagine that you are breathing in calm with each inhalation and releasing stress with each exhalation. Name each annoyance and feel it leave as you let it go with the breath. Holding on to our frustrations makes no sense. Sophie Tucker put it simply, "keep breathing."
- 2. Laugh.** It is impossible to be stressed and laughing at the same time. It feels good, it is always available and it works! No stimulus is needed, just open your mouth and laugh. Even better, take a minute and go to www.youtube.com and search for your favorite comedian. After watching a couple of clips of their funniest material, you will be ready to tackle any challenge with a clear mind and great attitude.
- 3. Visualize.** Athletes use this technique all of the time to improve their performance on the field. You can use it to im-

prove your performance in the work place. Not by seeing yourself on the phone, at your desk or making that sale, but by creating a powerful image of yourself in the most beautiful, serene location you can think of. Use as many of the senses as you can in your visualization. See your surroundings; hear the surf or the music playing; smell the flowers or the sea air; feel the breeze or the mist from the waterfall and taste the Pina Coladas! Once you discover your inner nirvana, return to it whenever you are in need of a mini-vacation. By training the mind to relate this image to a feeling of peace, you can de-stress right at your desk.

4. Move. Not houses (that just causes even more stress!), move your body. Exercise helps to clear your mind, stabilize your emotions and keeps your body healthy. It isn't necessary to run a marathon to shift gears, just get up and walk around for a few minutes. Do some light stretching – neck rolls and shoulder shrugs are good for letting go of the tight muscles we have across our upper back. Not all stress can be labeled distress; eustress is a beneficial type of stress. Exercise is considered a type of eustress activity.

5. Journal. Pick up a pen and paper and write it out. Let the words flow freely without editing. Allow your feelings and frustrations to be expressed in whatever form they may take – words, pictures, scribbles. Not only is this a great stress reliever, it can also lead to answers and ideas to challenges that are getting in your way. You can save these rants as a record of what has bothered you in the past and as a way to look at what was actually a problem and what, in hindsight, was merely a trivial aggravation. With the passage of time and perspective you can notice how something that seemed so problematic was actually unimportant and unworthy of your intense emotions. By understanding how things get better with time, it allows you to apply that thinking in the moment rather than letting your blood pressure boil. Not comfortable saving your journal? Type on your computer and hit delete.

6. Talk. Find an understanding ear and unload your troubles. It always helps to tell a friend, family member or co-worker what ails you. If you want some feedback, let them know that their advice and insight would be appreciated. If you just want someone to listen, then warn them of that ahead of time. Be careful of what you say and who you say it to. Remember words spoken out of frustration are not always well thought out and, like an item bought on final sale, cannot be taken back.

7. Reframe. Get creative in finding a way to look at your issues in a different way. Take the other person's point of view, come at it from a point of humor or take it to its' absurd extreme. How far-fetched a conclusion can you imagine? Get silly in your ap-

proach. Discovering another way of looking at your stressors, allows you to shift your thinking and tactic.

8. Play. Toys are not just for children. Our inner child still wants to play. Fill your desk drawer with gadgets and gizmos that will delight and distract you. Bubbles, bobble heads and hand-held electronic games are all you need to take a joy break and chase stress away. There are people who fill their drawers with medicines of all types and each time they open their desk, they are affirming that their job makes them sick. Wouldn't it be better to open your drawer and remind yourself that your job is FUN?

9. Action. Nothing dispels stress faster than taking positive, assertive action towards solving a problem. Worry is like being on a merry-go-round – you may feel like you are doing something, but you aren't getting anywhere. When faced with a problem, sit down and determine what is within your control and what isn't. Let go of those factors over which you have no control and focus instead on what you can do... then do it.

10. Let Go. When all else fails and you are still feeling frazzled, do the only sane act you can: let it go. By releasing your problems, you actually are allowing greater forces to come to play. Rather than a passive act, letting go can be extremely empowering. The feeling of freedom that accompanies this one step can bring you the serenity you have been seeking.

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

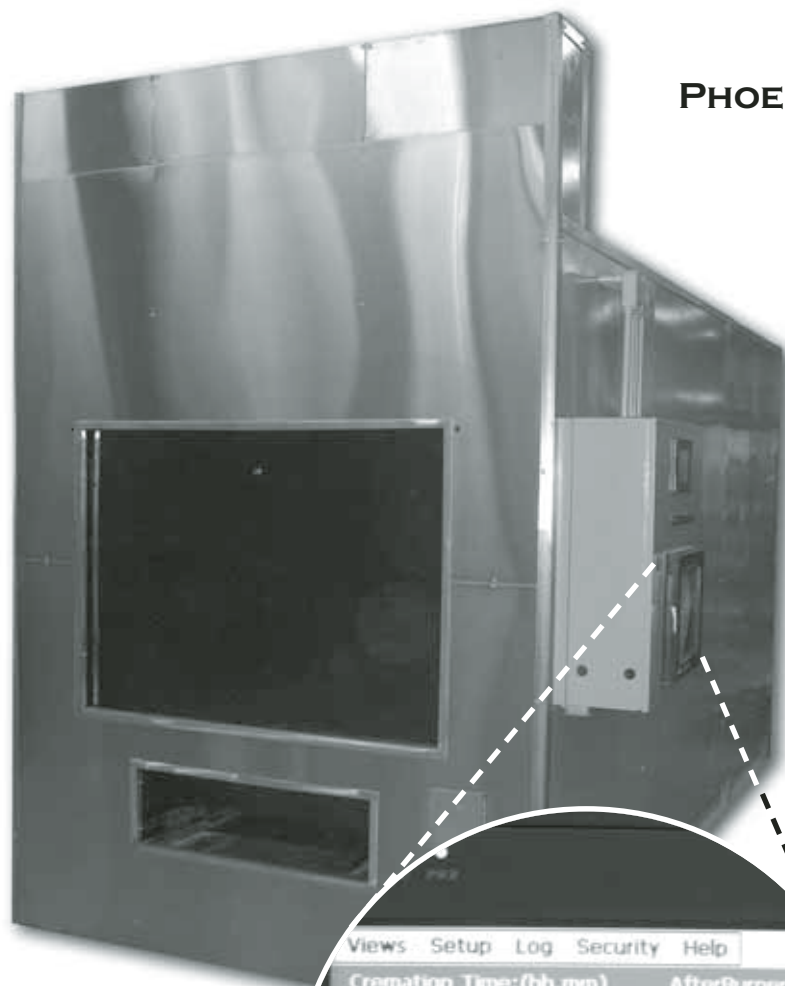
A professional public speaker, Nancy brings her passionate interest in the healing qualities and therapeutic benefits of laughter to groups across the country through her company The Laugh Academy. Nancy's latest project is a collaborative scientific inquiry into the relationship between the use of humor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

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

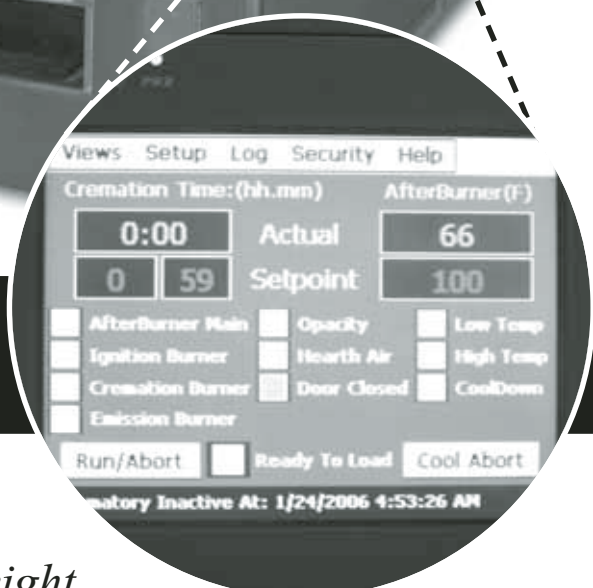
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Institute for Justice appeals Maryland Funeral Home Case to US Supreme Court

ARLINGTON, VA— On Friday, August 21, 2009, the *Institute for Justice* appealed to the U.S. Supreme Court a case challenging Maryland's government-imposed funeral cartel—a cartel that unconstitutionally blocks competition and raises costs to consumers. Alone among the states, Maryland forbids funeral homes from being

owned as corporations and permits only state-licensed Maryland funeral directors to own funeral homes. As a result, Maryland residents pay approximately \$800 more per funeral than citizens in other states. (A copy of IJ's cert petition is available at: <http://www.ij.org/FuneralHome>.)

After working for more

"Blatantly Anti-Competitive" Law Challenged

than a decade to try to convince Maryland's General Assembly to eliminate Maryland's funeral cartel by bringing its funeral home ownership regulations into line with those of other states, a group of four entrepreneurs, represented by the Institute for Justice,

filed suit in federal district court in Baltimore in September 2006 challenging Maryland's law. In 2007, Judge Richard D. Bennett found the law unconstitutional, describing it as "the most blatantly anti-competitive state funeral regulation in the nation."

But the Fourth U.S. Circuit Court of Appeals reversed that decision and reinstated the law, holding that the interstate movement of investment capital and profits—as opposed to physical goods like caskets or gravestones—is not "commerce" within the meaning of the U.S. Constitution's Commerce Clause, which forbids states from discriminating against or unduly burdening commercial dealings with people and businesses in other states. The court also held that even if the Commerce Clause does protect the ability to invest money across state lines, Maryland's restrictions on funeral home ownership do not impose an undue burden on interstate commerce.

But both of those holdings contradict U.S. Supreme Court precedent, as well as prior case law from the Fourth Circuit and from other federal appellate courts as well. Equally important, the rationale of the Fourth Circuit's decision, consistently applied, would bring trade to a halt and render each state a commercial "island" in the stream of national commerce.

As Institute for Justice Senior Attorney *Clark Neily*, lead attorney on the case, explained, "Imagine if there were a law that said no corporation could sell hamburgers in the state of Maryland; there would be no doubt why that law was en-

acted and what companies it was targeting. And the funeral industry is no different: Maryland is very clearly, very deliberately trying to shield local funeral directors from competition, and it is doing so at the expense of Maryland residents—and the Constitution."

Among the most basic values embodied in the U.S. Constitution is that states may not favor their own residents at the expense of non-residents. And yet, that is precisely what Maryland's restrictions on funeral home ownership are understood and intended to do. As the chief lobbyist for the Maryland funeral cartel, *Jim Doyle*, testified during the case, the ownership ban "places a check" on the ability of national funeral chains "to thrive or spread in Maryland."

Institute for Justice Staff Attorney *Jeff Rowes* explained, "It is vitally important that the Supreme Court take up this case in order to make clear that states may not wall off local industries from fair competition the way Maryland has. The Constitution gives everyone the right to invest their money, talent and energy wherever they see an opportunity, without being excluded or discriminated against just because they're from another state."

The Supreme Court is expected to decide during October whether to take up the case.

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Legal Speak

By Atty. Harvey I. Lapin

Dealing with the Unthinkable (Part 2)

Last month we discussed the Burr Oak Cemetery in Alsip, Illinois and the alleged crimes committed by four employees. It has to be indicated that the crimes committed were alleged because the four employees are still being investigated by the Cook County Sheriff's Office. We also discussed the reaction of the members of the Illinois Cemetery and Funeral Home Association ("ICFHA") and the development of an action plan for responding to the immense adverse reaction to the situation by the owners of spaces at Burr Oak, the media and government officials. Some of the action plan material can be reviewed on the ICFHA's website at icfha.org. It was also indicated that various federal and state governmental agencies had commenced an investigation of cemeteries in the state of Illinois to determine if new legislation was required.

The Governor's Task Force that was form to investigate the cemetery industry and the applicable laws and to recommend laws that may be required to the Governor has now become the primary group. It has already held 5 hearings and the next hearing will be on September 10, 2009. The Task Force has been expanded to 11 Members and in addition some members of the Illinois Legislature are sitting on the Task Force as non-voting members. The final hearing of the Task Force will be held on September 15, 2009 and at the hearing the

Task Force is to provide their findings and recommendations for possible new legislation.

Unfortunately there is a lot misinformation about the industry being provided to the Governor's Task Force not only by consumers but also member of the Industry. Often this occurs when a witness if ask a question and instead of responding they do not know, they respond in an erroneous manner to avoid being considered unknowledgeable. There is less concern is saying I do not know, than there is to be embarrassed by a response to a statement indicating it is wrong.

While ICFHA and many others believe that Illinois had sufficient laws and the laws were not enforced, there probably will be new laws that will be enacted. ICFHA has continued to advise the various government officials that the laws in Illinois are sufficient. Anyone interested in finding out more about this investigation should visit the Governor's website at <http://www.illinois.gov/gov/> and click the link to the Cemetery Task Force.

What Is Going to Happen Next?

First, the four employees were charged with violations of additional laws and a trial will occur. However, the investigation is still continuing so a trial will probably not occur for a while.

Second, there probably will be recommendations from all of the state committees for new Illinois laws involving the industry.

Third, the Illinois Legislature probably will enact new legislation in the session that starts in October.

Fourth, the Congressional subcommittee will probably develop and introduce federal legislation.

Fifth, it would not surprise the author if other state legislatures start to consider additional legislation as they did after the Tri-County Crematory situation several years ago.

Sixth, several lawsuits have already been filed and it is probable that more will be filed in the near future.

What Does This Situation Mean to Industry Members?

It is important to all members of the industry that they support and participate in the activities of the national and state industry associations. Dealing with a problem of this kind is beyond the ability of most individual operators in the indus-

try. Unfortunately, if something bad happens in this industry it almost immediately becomes a major problem for everybody in the industry. When the author made a presentation at the CANA Annual Meeting in Denver, several attendees mentioned that some of their customers contacted them as a result of the Burr Oak situation. It is probable that many of you were also contacted. Hopefully, you were able to make the proper response.

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

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

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

The author writes articles for CB Legal Publishing Corporation. CB Legal Publishing Corporation also publishes the Release Form Kit, which was prepared by the author. This Kit contains Release and Hold Harmless forms for Funeral Homes to use in situations where it has resolved a complaint with a customer, such as a problem occurring in a ship in, and wants to be sure that there will be no further action by the customer or their relatives. Other situations that are covered are obtaining Releases and Hold Harmless Agreements in advance from family members who insist on viewing an unembalmed or disfigured body or who may be identifying the body. The Funeral Home Kit contains 9 Special Releases for specific funeral home situations and a General Release form to be used for other situations not specifically covered. There also are Release Kits for Crematories, Cemeteries and Combination Funeral Home Cemetery Operations. The author is in the process of updating and revising all of the Release Kits. It is expected that the new Release Kits will be available on or about September 1, 2009. Call Cheryl Lapin at the number below and she will send you an order form.

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

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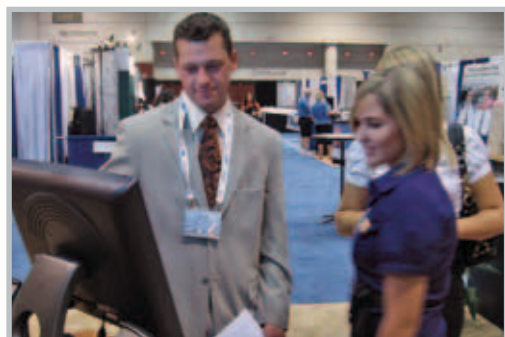
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Central Texas Funeral Transport eases Out-Of-Town Service Headaches

AUSTIN, TX— Central Texas Funeral Transport (CTFT) has been providing overland transport service throughout Texas for over ten years. Michael Cox, owner, has just completed the Mortuary Science course at Amaril-

lo College and received his funeral director's license. Since obtaining his license, Mr. Cox has added additional services to his transport company that are aimed at relieving the burden funeral arrangers have when making out-of-town service arrangements.

"It takes a lot of time and effort to coordinate times and personnel for out-of-town services," according to Mr. Cox. "I've



Michael Cox

seen firsthand the problems funeral arrangers have dealt with in making these arrangements. That's why I got my license. I wanted to help ease their burden."

Many funeral homes do not have the staff available to send a valuable licensed director out of town to conduct a church service or stand-in at a cemetery interment. The ease of having one company transport, set-up at the church or cemetery, meet with family members, and satisfy state regulations relieve stress on funeral arrangers. Time-consuming phone calls to locate available out-of-town directors are cut to a minimum.

"We now have a one-call-does-all service for funeral homes requiring out-of-town church service and interment needs."

Additional services include one- and two-man first-calls and removals, and airport pick-up and drop-off. Business has steadily increased requiring Mr. Cox to add another licensed funeral director and additional drivers to the staff. Recently CTFT has upgraded its fleet with new vehicles including a Ford Flex and Dodge Caravan. For more information contact Mr. Cox toll free at 877-260-7464 or visit www.CentralTxFuneralTransport.com.

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Observations

By Steven Palmer

Kennedys and Catholic Confusion

"We are people of faith and we believe in a loving and forgiving God from whom we seek mercy."

—Cardinal Sean O'Malley, Archbishop of Boston

Any funeral service employee who serves the Catholic faith has their hands full trying to keep up with the rules and regulations of what is acceptable. Once you have learned a new dictum, it changes or is altered. This is frustrating to clerics and the lay community alike.

Then when we get a clear interpretation of canon law, along comes a Kennedy funeral to put us all back into misunderstanding what is acceptable and what isn't.

This commentary is not a judgment on the vitae of Edward Moore Kennedy. It is not a condemnation of his standing as a Catholic or on how he lived his life. As a former 35 year resident of Massachusetts, I met Senator Kennedy and other family members. It is an attempt to understand the teachings of the Catholic Church and how they apply to those we serve. I am not a formal student of Canon Law. I am a Catholic. I am a funeral director. I am one who wants to understand what is appropriate in my church. Senator Kennedy is just a very public example of the confusion of what the Catholic Church allows in funeral rites.

"The senator's relationship to the church was complicated," wrote Michael Paulsen in the Boston Globe. "He was a regular churchgoer whose positions on issues of social policy closely resembled those of the church, but his support for abortion rights put him at odds with the church's teaching and his personal conduct drew criticism from many."

Cardinal Joseph Ratzinger (now Pope Benedict XVI) wrote in a letter to U.S. Bishops in June 2004 entitled "Worthiness To Receive Communion" where he stated, "The Church

teaches that abortion or euthanasia is a grave sin. The Encyclical Letter Evangelium Vitae, with reference to judicial decisions or civil laws that authorize or promote abortion or euthanasia, states that there is a 'grave and clear obligation to oppose them by conscientious objection.' [...] In the case of an intrinsically unjust law, such as a law permitting abortion or euthanasia, it is therefore never licit to obey it or to 'take part in a propaganda campaign in favor of such a law or vote for it.'"

Also, "Regarding the grave sin of abortion or euthanasia, when a person's formal cooperation becomes manifest (understood, in the case of a Catholic politician, as his consistently campaigning and voting for permissive abortion and euthanasia laws), his Pastor should meet with him, instructing him about the Church's teaching, informing him that he is not to present himself for Holy Communion until he brings to an end the objective situation of sin, and warning him that he will otherwise be denied the Eucharist."

So why did Senator Kennedy receive a Catholic Mass? Canon Law 1983 CIC 1184 says, "Unless they gave some sign of repentance before death, the following must be deprived of ecclesiastical funerals: (what applies to Senator Kennedy): ... other manifest sinners who cannot be granted ecclesiastical funerals without public scandal of the faithful."

Edward Peters, J.D., JCD, wrote in canonlaw.info the following:

"Folks, my reading of the canonical tradition behind Canon 1184** says that those actions suffice as 'some signs of repentance,' making Ted Kennedy eligible for a Catholic funeral. Of course I wish that Teddy's repentance, if that is what it was, had been more explicit, for the scandal the man left was enormous and demanded great atonement in this life (or more dreadfully in the next). But on the narrow question as to whether Edward Kennedy is eligible for a Catholic funeral, the information before me suggests that he is, and that a bishop who permits such rites can find support in the Code of Canon Law for his decision.

"Now, about President Obama giving a eulogy thereat, don't even get me started."

What repentance? Senator Kennedy showed repentance during the death and funeral of his sister, Eunice Kennedy Shriver and also in a letter hand delivered to Pope Benedict XVI. (How many of us can have a letter of confession hand

delivered to a Pope by a sitting U.S. President? But then again, he received his first communion by Pope Pius XII).

His letter was read publically to those gathered at Arlington National Cemetery by Cardinal Theodore McCarrick, "I have always tried to be a faithful Catholic, Your Holiness, and though I have fallen short through human failings, I have never failed to believe and respect the fundamental teachings," Kennedy's letter stated. "I continue to pray for God's blessings on you and our Church and would be most thankful for your prayers for me."

As far as the exhaustive eulogies, touching as they were, they were not proper for a Catholic Funeral Mass

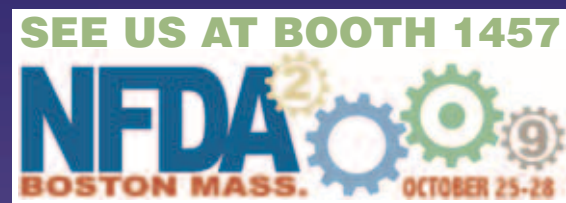
A Concord, Massachusetts pastor of a Catholic Church helps remind us of what is appropriate. Rev. Father Austin Fleming of Holy Family Church writes in his blog, "From the General Instruction of the Roman Missal: 'At the Funeral Mass there should, as a rule, be a short homily, but never a eulogy of any kind.' (GIRM, no. 382)

"From the Archdiocese of Boston: 'Following the prayer after Communion and before the Final Commendation, only one speaker, a member or a friend of the family, may speak for not more than five minutes in remembrance of the deceased.' (RCAB Funeral Policy, no. 18)

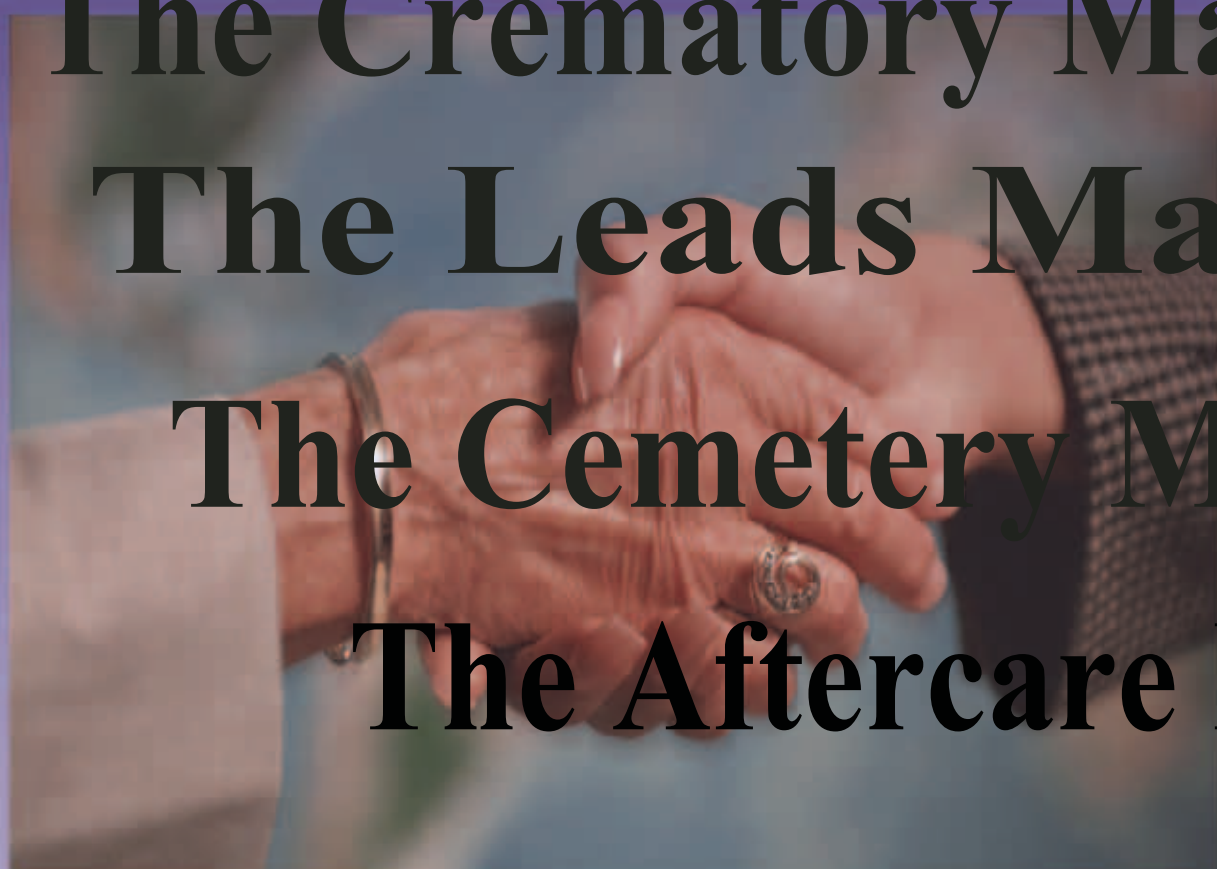
What did Cardinal Sean O'Malley, Archbishop of Boston think of this? In his blog he stated, "Needless to say, the Senator's wake and Catholic funeral were controversial because of the fact that he did not publicly support Catholic teaching and advocacy on behalf of the unborn. As Archbishop of Boston, I considered it appropriate to represent the Church at this liturgy out of respect for the Senator, his family, those who attended the Mass and all those who were praying for the Senator and his family at this difficult time."

Eternal Rest Grant Unto Him, O Lord and may perpetual light shine upon him.

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

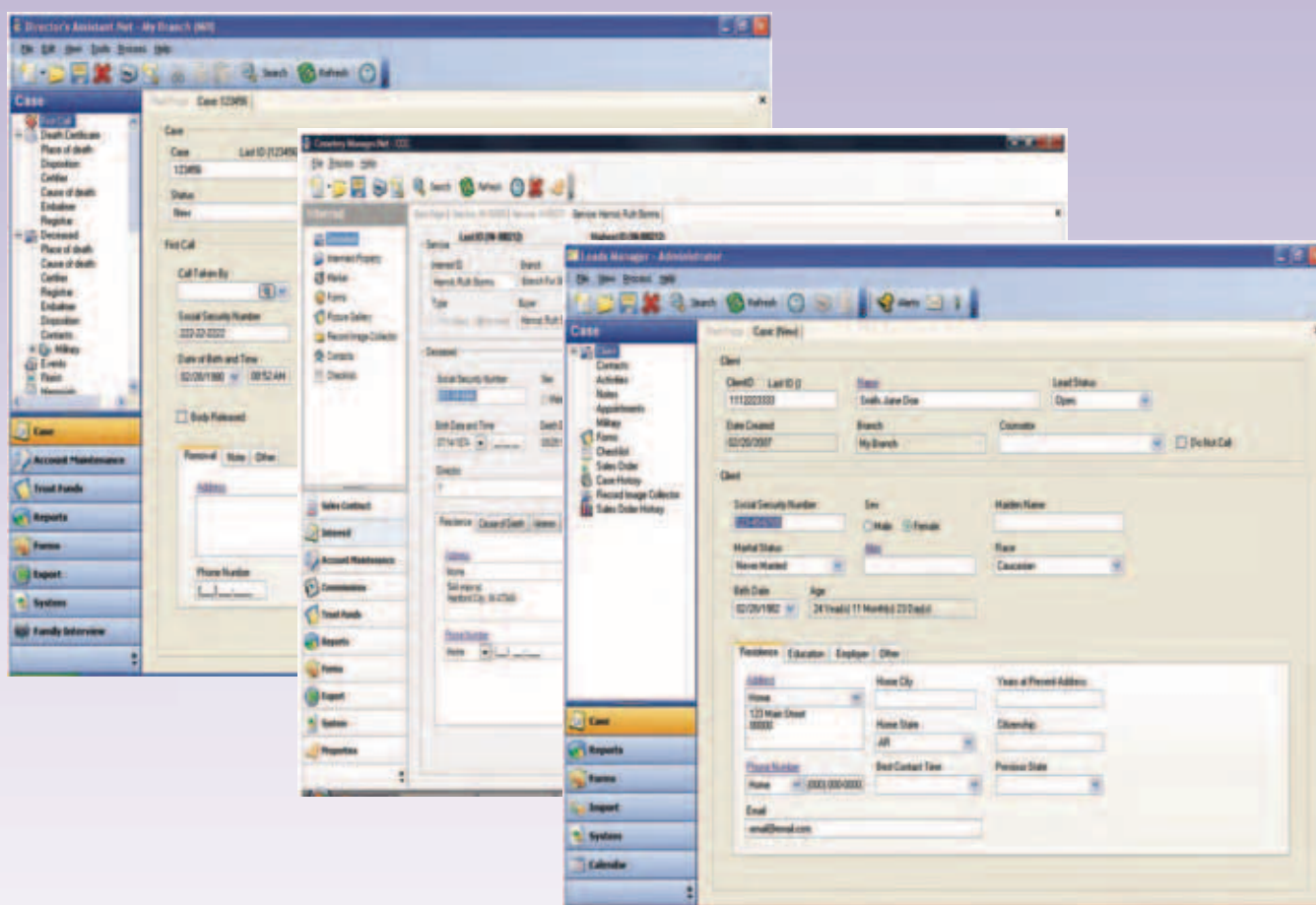


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Continued from Page A4



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CONTINUED ON PAGE A26



OSHA Compliance

By Gary Finch

Cutting Costs on Medical Waste Handling

This is the article no one wants to write. The OSHA Bloodborne Pathogen standard requires employers to dispose of “Regulated Medical Waste” in accordance with state and local laws. That is akin to a game of 52 card pick-up. Each state and US territory has their own unique requirements. There aren’t many safety consultants that are experts in all of them.

Come to think of it, there aren’t an abundance of funeral director/embalmers that know how OSHA defines “Regulated Medical Waste”. Here is the simplified definition.

Regulated Waste means liquid or semi-liquid blood or other potentially infectious materials; contaminated items that would release blood or other potentially infectious materials in a liquid or semi-liquid state if compressed; items that are caked with dried blood or other potentially infectious materials and are capable of releasing these materials during handling; contaminated sharps; and pathological and microbiological wastes containing blood or other potentially infectious materials.

State definitions can vary. There is an Internet Resource Gateway that allows you to click on each state and access their definition of regulated or infectious waste: <http://www.envcap.org/statetools/rmw/rmwlocator.html>.

While treatment and handling options vary from state to state. They generally include:

- Holding the waste in a marked container for a medical waste hauler to pick up.

- Incineration – but not necessarily in a crematory.
- Thermal treatments (usually steam or another heat source).
- Chemical (this can include sodium hypochlorite solution (common bleach).

While some states require permits and documentation, these methods are generally recognized by every state.

My observation of funeral homes that use a third party contract hauler is that most of what they load into the marked boxes does not meet OSHA’s definition of regulated medical waste. The average funeral home generates very little regulated waste. I don’t blame the waste hauler for failing to point that out to the funeral home. It isn’t their job to do that.

They tell the funeral home the truth. “You cannot put regulated waste into your regular trash, but we can pick it up for you.” Yes they can. On the other hand, you may have the right to treat your infectious waste with a one to ten solution of common bleach for ten minutes, and it would then be considered as treated waste. It could now be contained and placed in with your regular trash. Sharps would require more than normal containment.

If saving money interest you, then call the agency in your state that regulates medical waste. Tell them you are a funeral home that generates very small amounts of infectious waste. Ask them to brief you on various ways you have to handle and treat medical waste. You might just save enough money to purchase a first class compliance program.

Gary Finch is a licensed funeral director and embalmer in Texas. He founded Compliance Plus in 1992. Today, they represent over 700 funeral homes and cemeteries in 37 states. Compliance Plus also serves as an advisory consultant for the International Order of the Golden Rule. For more information on Compliance Plus visit www.kisscompliance.net. Contact Gary by phone at (800) 950-1101 or by e-mail at gfinch@kisscompliance.net.

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Pilot Richard Traunero continues humanitarian efforts with Animal Rescue Flights



Ruby and her New Owner



Richard J. Traunero

TIFFIN, OH— Richard J. Traunero, owner of Traunero Funeral Home, Tiffin, and local pilot, recently joined forces with *Pilots N Paws*, a national organization whose website seeks to be a meeting place for those who rescue, shelter or foster animals, and pilots and plane owners willing to assist with the transportation of animals. *Pilots N Paws* provides the environment in which those involved can come together in a common place and arrange or schedule rescue flights, overnight foster care or shelter and all other related activities.

Through the discussion board those involved can exchange information about transports publicly so that they can set up an entire transport and share all information necessary to successfully accomplish the goal, and it also allows others to volunteer their efforts if they see help is needed to save animals.

“Pilots N Paws ground rescue volunteers and pilots do important work in transporting shelter animals to their new homes when ground transportation fails,” says Richard Traunero. “Or we can combine efforts with ground transportation, in order to get the rescued animals to their new forever homes.”

Thousands of animals are euthanized because homes cannot be found for them. Those animals for which homes have been found sometimes cannot get to their new homes without the assistance of *Pilots N Paws*.

Traunero continues to also fly for *Angel Flight*, a humanitarian organization which helps to connect pilots with financially needy human patients in order for them to obtain diagnosis or treatment at distant locations.

ing, high performance and complex endorsements, and flies a variety of single-engine aircraft from the Seneca County Airport. He has amassed over 800 hours of flight time from flights all over the United States.

“As long as I am able to help, I will. It is very rewarding,” says Traunero.

More information is available at www.angel-flight.org, www.pilotsnpaws.org, or www.traunerofuneral-home.com.



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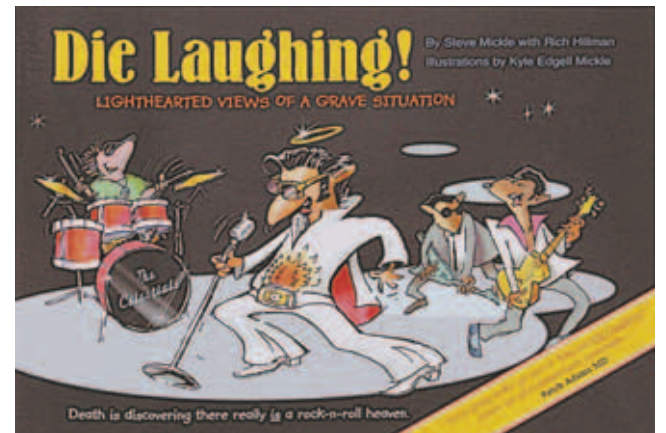
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BANDON, OR— Laughing at death may not be everyone’s way of dealing with grief, but those who have experienced the healing effects of laughter understand the joy. And for many people, *Die Laughing!* provides a value beyond a good laugh, and healing through humor. **CONTINUED ON PAGE A29**



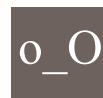
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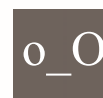
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How to Safeguard Your Mortuary's Future through Perpetuation (Part 1)

By Shun Newbern, CFSP

A career in the funeral service profession is a unique calling unlike any other. There is nothing even close to being as important as giving a grieving heart its needed closure and doing it with special care and respect. The fact that we were born, is evidence that there is a purpose we must fulfill. Our purpose is to serve mankind with compassion and to help families confront the reality of death. The focus of this article is emphasizing the need to stay true and perpetuate the funeral profession's future by cultivating training programs.

Regardless of the many changes the profession is seeing, our purpose remains the same. When I am privileged to attend career days at local schools, with great pride I share with promising students the importance of our profession. I encourage them to seriously consider careers in funeral service. Apart from the many changes the profession is experiencing from high cremation rates to the increasing use of outside products, the profession's purpose stays the same.

The Responsibility to Encourage

Taking into consideration the arguable compensation, potential risk with various chemicals and multiple safety hazards, funeral service is a reputable profession. Funeral directors have a responsibility to encourage high school students, to network and offer mortuary college students the opportunity to learn and gain experience from the best in the profession – you.

There was a time when students had numerous opportunities to excel and grow but they lacked the zeal. However, today I am meeting many young adults with great excitement to learn and gain knowledge of the profession, but few opportunities for apprenticeships. The use of trade embalmers rather than full staff embalmers results in the lack of opportunities.

It is alarming that some managers are quick to hire staff that has no desire for a career in the profession, but those only seeking a job in the business to curb their curiosity of death. If the staff team isn't built correctly, it surely will fail due to a poor foundation.

The College Experience

The successful student demonstrates persistence to complete the required core curriculum and willingness to remain open to changing trends of the profession. Vocation counselors, recruiters, and mortuary schools must understand that successful funeral careers are born through either of the following: the family funeral home or those who answer the calling or have an experience with death. It is not an option one selects as a job but a calling. The collegiate experience in Mortuary College did not prepare me to be an embalmer or funeral director; it gave me more focus and opened networks in the profession.

Any collegiate experience in medical school, theological seminary, and culinary arts school offers proficiency that is minimal. There-

fore, we are flawed to utterly rely on the mortuary schools to teach students all they need to know. There is a plethora of techniques and skills that a medical student, minister, pastry-cook or mortuary science student will only learn through time and experience. The commencement ceremony and graduation are rites of passage into the world of adventure and hurdles – it is the beginning.

CONTINUED ON PAGE A27



Shun Newbern, CFSP

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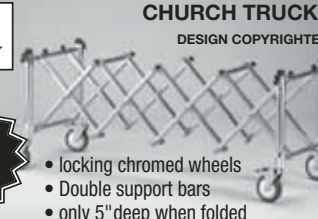
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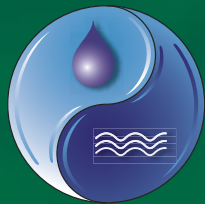
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URBANA, IL— John and Marcia Hingtgen, of the Renner-Wikoff Chapel and Crematory in Urbana, IL, accept the delivery of their new Lincoln Funeral Coach, sold by Muster Coaches, Calhoun, KY. The funeral home also operates a livery service in North Central Illinois.

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American Legion Legacy Run adds Reflections

INDIANAPOLIS, IN— The American Legion Legacy Run motorcycle kick-off event organized by Post 64 added a special attraction to draw attention to veterans, public safety officers, presidents and other historical figures who serve our country.

Reflections: The American Funeral appeared at Wayne Post 64 on Monday, August 17, to help kick off the fourth annual Legacy Run, which loops through seven states before ending in Louisville, KY, at the Legion's 91st National Convention on August 23.

From the cross-country funeral procession for Abraham Lincoln to the national outpouring of grief for Elvis Presley, America has a rich history of mourning the dead.

Reflections: The American Funeral explores these traditions, beginning with Native American burial mounds and ending with the diverse rituals practiced across the country today. Produced by Michigan-based MRA, it's earning high praise from everyone who experiences it.

"The addition of Reflections to our Legacy Run Kick-Off Event was an added incentive for our riders and Legion supporters as it commemorates the people who've lost their lives serv-

ing our country," says *Bill Sloan*, American Legion Legacy Run Coordinator. "It reminds us of the fragility of human life and the need to support those who serve and the loved ones left behind." Hundreds of riders gathered to raise money for academic scholarships for the children of service members killed on active duty since 9/11/2001. For more information on the Legacy Run, please visit the national website at <http://www.legion.org/programs/legacyrun/overview>.

Reflections receives support from the *National Funeral Directors Association (NFDA)*; the *American Board of Funeral Service Education (ABFSE)*; the *Academy of Professional Funeral Service Practice (APFSP)*; *Federated Funeral Directors of America (FFDA)*; and *Kates-Boylston Publications*.

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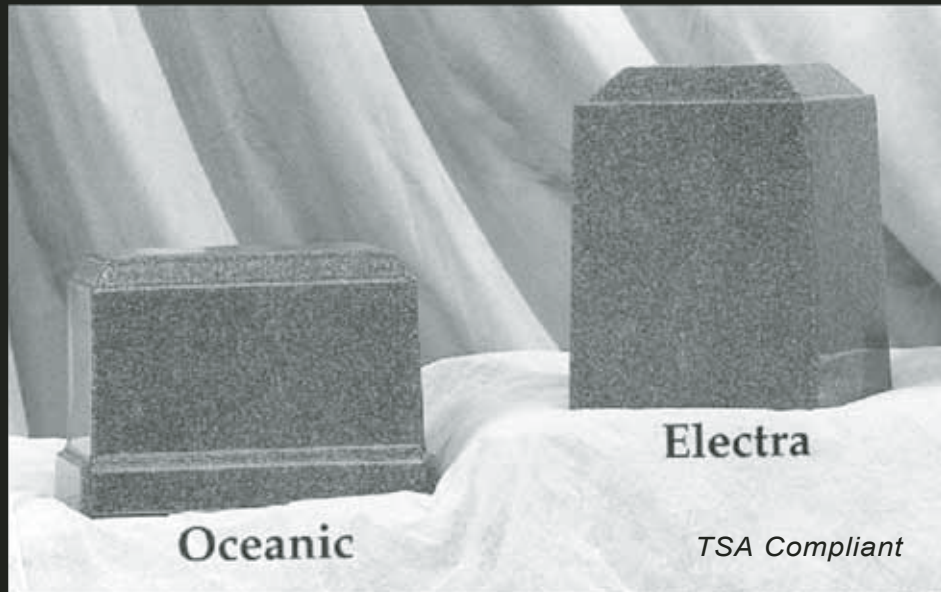
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Southwest Support™ offers Shipping for Funeral Homes

DALLAS, TX— Beginning September 2009, funeral homes now have the option of using Southwest Airlines Cargo for their shipping needs. **Southwest Support™** service will be available on all non-stop flights to and from Dallas Love Field (DAL). Direct and connection service between DAL and Harlingen/South Padre (HRL) and Corpus Christi (CRP) will be available as well.

Cities to be served include Albuquerque, NM; Little Rock, AR; Birmingham, AL; New Orleans, LA; Kansas City, and St. Louis, MO; Tulsa, and Oklahoma City, OK; and Amarillo, Lubbock, El Paso, Midland/Odessa, Austin, San Antonio, and Houston, TX.

Frank Kaiser, president of **Eagle's Wings Air** is very excited that Southwest is now shipping human remains. He states, "We have added them to our global air carrier network. We have spoken with the Southwest airlines team and remain impressed with their focus and interest in serving the death care community."

For more information about Southwest Support, including rates and regulations, visit www.swacargo.com.

Letter to the Editor: Online Memorializations Gone Wrong

Continued from Page A2

home page also features obituaries of famous people who have died and provides a search mechanism to find the obituary of someone who isn't necessarily famous.

You begin your search by entering a person's name or the name of a newspaper. This portal then takes you to what's called 'ObitFinder'. From there, a list of obituary snippets is presented, which is where it becomes a bit confusing. Some of the listings provide direct links to the obituary on the host newspaper's website. Other listings include – in red – "Archived Notice - \$". When you follow that link, you are taken to a Secure Order Page with a subheading "Archived Obituary Activation Notice". You will see what paper published the obituary, the first sentence of the obituary and the following notice: "To view the full text of this obituary along with a photograph (if available) and Guest Book (if available), please complete the form below. Your credit card will be charged \$2.95 and the obituary will be available to you for one day." The archived notices don't seem to be based on how old they are and it's not clear how that works, but money seems to be the main theme.

From what I see, it appears Legacy.com has entered into some sort of relationship with these newspapers that allows it to 'host' all of these obituaries. In turn, it appears that Legacy.com uses the obituary in whatever commercialized manner that can generate the most revenue.

It didn't take long to locate another online directory, Tributes.com. Its home page – like that of Legacy.com – features obituaries and death notices of famous people. There's only one unrelated advertisement, which conveniently allows visitors to instantly find their credit score while searching for obituaries. The 'Obituary Search Center' will take you to a results page. Some of the listings have obituaries while most have death records. Both provide the visitor with opportunities to upgrade the tributes. Essentially, you're building online memorial web pages that will feature more information as you spend more money.

What caught my attention even more than the so-called opportunity to memorialize a loved one was the statement found throughout the listings: "This current obituary listing came to us from publicly available sources, but we would like to be able to include the full obituary and photos so that other people may enjoy the story of (name)'s life." Publicly available sources?

Interestingly, the Tributes.com 'About' page offers the following information: "Tributes.com is the online resource for current local and national obituary news, lasting tributes celebrating the lives of loved ones, and an online community to provide support during times of loss and grieving." The Tributes.com website encourages funeral homes to register for free. Perhaps somewhere in the fine print during the registration process, funeral homes sign off on their rights to the obituaries they helped create.

So essentially, Legacy.com tries to team up with newspapers that have not or cannot afford to do this on their own while Tributes.com tries to team up with willing or unsuspecting funeral homes. Both appear to be doing so to generate profit rather than provide a real service.

Most community newspapers are more than adept at quickly publishing obituary and service details online, allowing anyone to effectively search and find information. While their 'print' future may be uncertain, they continue to focus on their online presence. The local newspaper, online or otherwise, - not some third party directory - will always be the option of choice for the public to learn about local and regional events, including deaths within the community. It would seem logical that the newspapers would see the need to maintain a positive relationship with funeral homes and not try to undermine them.

In my opinion, newspapers and funeral homes should continue to work together. The death notice should include a link to the funeral home's website where the obituary and online tribute are available indefinitely, at no cost to view. These sites provide a dignified memorial and place to view the obituary, free of blatant and unrelated advertising. After a certain period of time, the newspapers could greatly reduce their costs of 'hosting' the obituaries, by providing basic information (name, date of death, city, etc.) about the deceased and a direct link to the associated funeral home. This seems like such a logical thing to do.

How are these dot-com companies, which appear completely unrelated to the funeral industry able to publish and archive life stories and obituaries they obviously didn't create or author? Why are obituaries not protected by copyright laws? Do funeral homes and newspapers offer this information to these directories or do these directories simply copy information from newspaper and funeral home websites to make it appear that the families came to them with the information?

I'm offended by this concept and anyone who has lost a friend or family member should feel the same way. Shame on the participating funeral homes and newspapers for allowing this to happen.

Sincerely,
Lindsey Foster
lindsey@wordworx.ca



Let's Chat

By Kristan Dean

The best part is, if you send out e-invitations, meet at a restaurant (maybe one that provides a private room free of charge), and let your guests order for themselves you can hold this event with no out of pocket expenses. Who do you invite? Everyone in your e-address book and all your internet friends. Want to increase your reach? Ask your church and civic groups to put an invite in their newsletter. Want to splurge? put together a flyer and ask the restaurant and businesses in your area to post it for all to see.

Wondering what to say? Take a few highlights from my e-invite: "...like movies and/or books...join us for dinner, drinks and a DVD/book swap...enjoy dinner in a private room, then swap books and DVDs..." Some other great points to remember to include are: "Please no adult movies, burned movies, exercise DVDs or textbooks. Books...must be in excellent condition... Everyone is responsible for their own food/drink... Please be aware...your original items will not be returned to you...The swap is optional, you can always join us for dinner."

I look forward to your thoughts. Please give me a ring at 617-980-1728 or, if you prefer, email me at kristan@mooneytunco.com. Even better, come by the Merry Christmas From Heaven® Booth #1132 at NFDA in Boston and let us know how you are reaching out to your community!



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.

Recently I read a book that got me thinking: isn't it amazing how the right book brings you to a new place within yourself; how reading someone else's words helps you connect with a part of yourself that makes you go, "Wow, they know exactly where my heart is. This book is the piece of the puzzle that can help me heal and grow."

This leads me to wonder: how can we bring people together with books that hold the words their hearts need? I thought, "Hmm...maybe this month's column will be about book clubs." Then it hit me: what I want to chat about is giving a book to someone so they can explore it on their own.

How can we bring the book with just the right bit of humor, thought, spirit, hope, philosophy, and/or inspiration into the hands of the person who needs it? I imagine the many books that are sitting on people's shelves, collecting a bit of dust, that hold the perfect message for someone else's heart.

The question is: how do we bring these books and people together? The answer is a book swap. Coincidentally, the day I was wondering how to chat with you about organizing a book swap I got the perfect e-invite to a book/DVD swap. The recipe for how to organize a book and/or DVD swap landed right in my inbox. Ingredients: you, a place, invitations, guests, and a bit of food and drink. Possible venues: your funeral home, cemetery, church, club, or restaurant. Personally, I love the restaurant idea: they cook and clean up while I have fun with the group.

Zarzycki Manor Chapels, Ltd. hosts Free Workshop

WILLOW SPRINGS, IL— In conjunction with Ovarian Cancer Awareness Month, Zarzycki Manor Chapels, Ltd. hosted another workshop in their free Lunch & Learn series. The funeral home invited Barbara Wick, a representative from the National Ovarian Cancer Coalition, to speak on the signs and symptoms of the disease in hopes to raise aware-

ness and promote education about ovarian cancer. The workshop lasted approximately one hour, with time for a Q&A session. A light lunch was then provided.

According to the National Cancer Institute, in 2009, there will be 21,550 new cases of ovarian cancer and 14,600 deaths.

Clem Stanisauskis recognized for Work with American Legion and Veterans Administration

O'HARA, PA— Clem Stanisauskis is a Vietnam War veteran, active volunteer at the VA hospital in O'Hara and a long-time American Legion officer. He is also owner and operator of Clem's Livery Service in Pittsburgh, PA.

Among other titles, Stanisauskis is Allegheny County commander for the American Legion, which includes 82 posts. He also is deputy district commander for the 32nd district which covers several thousand members in north-eastern Allegheny County.

Recently, he was named adjutant of the year for the Legion's 32nd District. The award recognizes his organizational skills, as well as his humanitarian work helping veterans. The honor is among many he has received throughout the years for his work with veterans. He is well known for publishing the American Legion Post Newsletter, for which he has recently received his third consecutive award.

In addition to his duties with the Legion, Stanisauskis is approaching a milestone of 1,000 volunteer hours at the Heinz campus of the VA Pittsburgh Health Care System in O'Hara. Stanisauskis said he also likes to help with social outings for his fellow veterans, some of whom don't have relatives to come see them.

The Elms Funeral Home breaks ground in Illinois

ELMWOOD PARK, IL— The funeral directors and staff of The Elms Funeral Home held a groundbreaking ceremony on September 15, 2009. In addition to The Elms Funeral Home, funeral directors Stephanie Brown, Eugene Cha, Karen Scimeca Christensen and Michael Rominski serve the Norwood and Jefferson Park areas of Chicago from the Kolbus-John V. May Funeral Home and the Lawrence Funeral Home. Collectively, the directors bring over 50 years of experience caring for families from many ethnic backgrounds and religious beliefs.

The funeral directors and staff are honored to have already received a warm welcome from the people of Elmwood Park and anticipate growing and building a longstanding relationship with the village and its residents.

"Planning to Die" by Robert Keene Published

ALBUQUERQUE, NM— Written by a former industry "insider" Robert Keene, *Planning To Die* is a comprehensive guide to planning funeral, cremation and cemetery arrangements for the general public. It can also be used as a basic training tool for new employees in the industry.

Written in a workbook format, this straight talk, 160-page book outlines the many details and decisions that must be made, including selecting a funeral home or cemetery, cremation options, the advantages and disadvantages of various options, thoughts about providing a memorable funeral or memorial service and many other

topics. It is designed to "unravel the mystery and mystique" that often surrounds the death care industry, provide savings to the reader, and prevent unnecessary grief through preparation. Unlike virtually any other product or service we select, the topic of death planning isn't the subject of much unbiased media coverage, comparison shopping isn't usually an option and it definitely isn't "table talk" at dinner.

The book, published by the author, includes a personalized planning guide. For information on ordering the book write Robert Keene, PO Box 56691, Albuquerque, NM 87187 or e-mail PlanningToDie@yahoo.com.

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Veterans & Family Memorial Care supports the Wreaths Across America Project

SANIBEL, FL— Over 700 exclusive **Veterans & Family Memorial Care** Providers in 45 states are supporting the 2009 *Wreaths Across America* project. From now thru November 1st people may

honor and pay tribute to our nation's veterans buried in VA cemeteries all across the U.S. Only \$15 sponsors a Christmas Wreath to adorn a veteran's grave. Wreaths are placed by volunteers at over 300 cemeteries during ceremonies honoring our heroes on December 12th 2009. Exclusive Veterans & Family Memorial Care Providers nationwide have been designated official Wreath Sponsorship Outlets.

"We are extremely proud and honored to be participating in this national event to pay tribute to our veterans", said **Mark Davis**, Founder & CEO of Veterans & Family Memorial Care. "With the help of our member funeral homes Wreaths Across America will be a giant step closer to achieving their goal of adorning every veteran's grave with a Christmas wreath. Our strategic partnerships with veteran and military related non-profits such as Wreaths Across America, Cell Phones for Soldiers and Bugles Across America are having a tremendous positive impact on the success of their programs while placing VFMC

member funeral homes in the spotlight of the communities they serve."

Wreaths Across America, a nonprofit 501-c3 organization, was formed as an extension of the Arlington Wreath Project. The Arlington Wreath program was started by Morrill Worcester in 1992 with the donation and laying of 5000 Christmas wreaths at Arlington National Cemetery. This became an annual journey for Mr. Worcester.

It was relatively obscure until 2005 when a photo of the stones adorned with wreaths and covered in snow circulated around the internet. The project received national attention. Thousands of requests poured in from all over the country from people wanting to emulate the Arlington project at their National & State VA cemeteries which spurred the creation of Wreaths Across America. Unable to donate thousands of wreaths to each state, Mr. Worcester conceived the idea of sending 7 wreaths (one for each branch of the military as well as POW/MIA). In 2006 with the help of the CAP and other civic organizations, over 150 locations held wreath laying ceremonies simultaneously.

The Patriot Guard Riders volunteered as escort for the wreaths going to Arlington. This began the annual "Veterans Honor Parade" that travels the east coast in early December.

By 2007 the requests for more wreaths grew. The Worcester family established the non-profit group Wreaths Across America to further promote Veterans remembrance. The mission Remember, Honor and Teach characterize the projects goals perfectly.

By 2008 over 300 locations held wreath laying ceremonies in every state, Puerto Rico and 24 overseas cemeteries. Over 100,000 wreaths were placed on veterans graves. Over 60,000 volunteers participated.

WAA reached out to thousands of children with the message of Remember, Honor and Teach. The importance of honoring each and every veteran as an individual is stressed.

The wreath laying is now held annually on the second Saturday of December. December 13, 2008 was unanimously voted by the U.S. Congress as "Wreaths Across America Day". Wreaths Across America would not be successful without the help of the volunteers, many active organizations

and the generosity of the trucking industry.

By offering sponsorships to the public, Wreaths Across America hopes that one day every veteran's resting place will be adorned with a wreath. For more information on becoming an exclusive VFMC Provider and Wreaths Across America sponsorship outlet visit www.VeteransFuneralHomes.com or call (866) 770-6791.



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Cremation Issues and Answers

By Ronald Salvatore

Matthews INTERNATIONAL
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Preventative Maintenance Inspections (Part 2)

As I mentioned last month, a PMI should be performed on a regular basis. Remember though that some inspections and maintenance may need to be conducted weekly, monthly or quarterly. Your equipment manufacturer can provide you with a maintenance checklist and schedule. Some of the more critical inspections and maintenance are mentioned in the following:

Hydraulic Door System: This requires regular inspection and routine maintenance. The door chains should be lubricated with a high quality chain lubricant every quarter, and replaced every 1000 -1500 cycles or approximately every two years. Chain connectors fasten the chain to the hydraulic piston lug sprocket and to the door bolts. These should be replaced as needed or when replacing the chain – again no later than every 1000-1500 cycles or every two years. The door sprockets, hydraulic piston, and door shaft bearings should also be lubricated every quarter. During the PMI, the technician lubricates and thoroughly inspects the door system for unusual wear and can advise when replacement is necessary. Remember, the typical loading door weighs 400 pounds. Maintenance is critical to protect the operator.

Opacity Monitoring System: If the cremator has an opacity monitoring system, it too is inspected and recalibrated during a PMI. This should also be performed every week to ensure proper operation. A soft cloth sprayed with a light amount of window cleaner is all that is necessary to clean the lens of both components. After cleaning, it is necessary to recalibrate the system

using the test plate provided by the equipment manufacturer.

Burner Calibration: Correct fuel and air settings are critical to ensure compliance with applicable emission standards, a smoke and odor free operation, minimal fuel consumption and proper refractory life. Too much fuel or insufficient air going to the burners is a fuel rich mixture. This can cause visible emissions, and can lead to overheating of the cremator. Overheating causes both short and long-term problems. A fuel rich setting can elevate the temperatures to a point where damage may occur, and cause the refractory to glaze over leading to premature deterioration.

Too little fuel or too much air is a lean mixture and can prevent the cremator from achieving proper temperatures resulting in the discharge of smoke. It can also cause longer cremation time increasing operating costs.

Depending upon the make and model of the cremator, there can be up to eighteen gas and air settings, each of which must be checked and recalibrated as needed. *Only qualified factory technicians should perform this service.*

A PMI can help avoid down time, costly emergency repairs, minimize operating costs, and prolong refractory life. If your cremator has not been inspected in the period recommended by the equipment manufacturer, pick up the phone and contact their service department today. This simple call can save you a lot of time and money down the road.

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

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

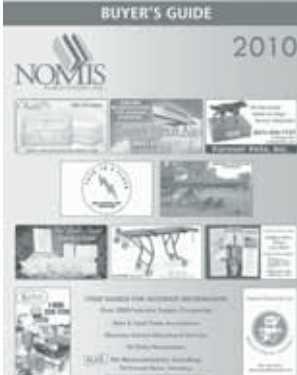
With over 100 years of combined experience and nearly 3000 installations, the Matthews Cremation Division is acknowledged world wide as the foremost experts in the cremation industry setting standards in cremation equipment design, manufacture, service and supplies. This column is dedicated to the further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

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Turnbull Funeral Homes celebrates 125 Years with Open House



A late nineteenth century photo of "Blackburn and Turnbull, Liverymen and Undertaking"

MONMOUTH, IL— In celebration of its 125th anniversary, **Turnbull Funeral Homes** held a grand open house July 24-26, 2009. Owner **John Turnbull** and staff welcomed more than 500 members of the community to the firm's landmark location at 301 S. Main Street with refreshments and live music.

The festive occasion also served as a lesson in local history as visitors had the rare opportunity to view funeral items dating back to the late 1800s. Artifacts included cooling boards, embalming equipment and casket jackets, and the old photographs on display were the topic of discussion for everyone from inquisitive children to lifelong Monmouth residents eager to reminisce.

Turnbull Funeral Homes is the oldest mortuary establishment in Monmouth, IL, and has locations in Oquawka, and Biggsville, IL. The company was founded in 1884 in Monmouth when **David Turnbull** purchased an undertaking business from **Joseph Espy**. Partnering with local livery stable owner **Charles J. Blackburn**, **Blackburn and Turnbull, Liverymen and Undertaking** was established. That same year, David married **Ada Stevenson**, who assisted him in all aspects of the funeral business and also became a licensed funeral director and embalmer.

In 1902, Turnbull sold the livery stable and built a large residence and carriage house on the corner of East Second Avenue and

South Main Street. With the shift from funerals being held in the deceased's home to a funeral home, the structure served as the business as well as a residence for the Turnbills and their three children, **Robert "Robbie" Stevenson**, **John "Max" Maxwell**, and **Lois**.

Following David's death in 1915, Ada partnered with funeral home associate **William E. Lofftus**, and the firm was renamed **Turnbull and Lofftus**. The business evolved beginning with the introduction of motorcars and other labor-saving inventions. William Lofftus died unexpectedly in 1926, so Ada's son Max left his osteopathy practice to join her as partner in **Turnbull Funeral Home**. Max and his wife, the for-

mer **Marie Gilner**, had two children, **Maxine** and **David**. Being raised around the funeral business, David decided to carry on the family tradition of service and graduated from *Worsham College of Embalming* in 1939. David's wife **Ruth** also was licensed as a funeral director, but was never actively involved at the funeral home. They had three children, **Christine Marie**, **Nancy Ann**, and **John David Turnbull**.

David joined his father and grandmother in the family business after returning home from World War II. After they both passed away in 1952, he continued operations on his own for the next twenty years. His son John joined him in 1972 after graduating from the Mortuary

Program at the University of Minnesota. The two men became partners years later and worked side by side until David's retirement in 1984. David died in 1989.

John remains at the helm of Turnbull Funeral Homes today. He and his wife, the former **Denise Marie Pierce**, have two children, **Zachary Alexander** and **Natalie Marie Turnbull** and are proud to serve area families. He states, "Since

the day that David Turnbull came to Monmouth in 1884, four generations of the Turnbull family have been privileged to have lived and been able to profess a career in funeral service abiding with and helping their friends in their times of loss. We will strive to continue our efforts in the years to come and look forward to being able to walk with you through the next century and more."

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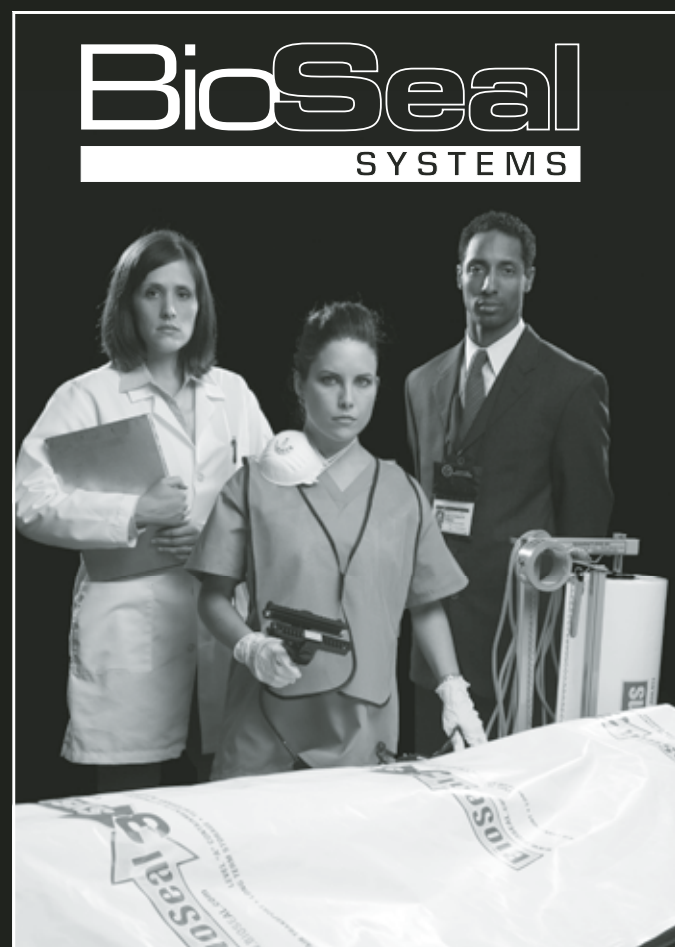
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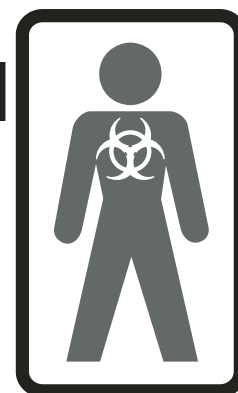
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Asia Expo! WHY?

By Richard A. Santore

If you're against foreign trade, you shouldn't read this article. Trade with foreign countries is a good thing.

Coffee has never been grown successfully in North America nor has tea. These two products are always imported. I mention these only because everyone is familiar with both. But the truth be known there are numerous other products that we can't produce ourselves or of the same quality as the foreign variety; Irish Wool and Turkish Mohair just to name a couple. Or,

at least that is what the consumer is led to believe by importers and distributors. Champagne only comes from the Champagne Region of France. We produce some very excellent sparkling wines but none the less if you're looking for a bottle of Champagne, it has to come from France. And, if you want an overpriced automobile import, it can only come from Italy or Germany. That aside, American auto makers produce some of the finest quality automobiles in the world;

even allowing for the fact that GM is in very serious trouble that you, if you're driving a foreign import has contributed to.

Before I go too far afield I had better point out that virtually every product we import into America can be produced right here. So, why are we importing these products? Because, over the last decade we have had "Global Economy" stuffed down our throats until we are blue in the face. The fact of the matter is "Global Economy" is hurting the American Economy. Worse yet, while we are being fed the line that we can save money we are actually paying more. American unemployment has been steadily on the rise with no end in sight, while "Third World" countries are taking over our job markets. And, if you don't think this is hurting your pocketbook, think again.

For the past 20 years American manufacturers have been outsourcing American jobs. Open the back of your cell phone, computer or television; each and every one is manufactured in Asia.

Virtually all the clothes you wear are imports, mostly from Asia. All this is going on at the expense of the American middle class. I wonder; do we still have a middle class? For surely we are being reduced to the poor and the very poor.

Think about this as you're walking through the local Home Depot, Wal-Mart, or Target. Yes, you're there because it's convenient; everything is under one roof, but, how many merchants are no longer in business or maybe scratching at the crumbs while these "superstores" are stocked with foreign made products; which they buy by the trailer load, container load or ship load at reduced prices. While I really can't fault the practice of volume buying because it is capitalism in its highest form, it is hurting our country, because very often they are seeking out foreign manufacturers and saying, "make me 10 container loads of (whatever) and I'll pay for it at the dock" and American manufacturers are being left out in the cold. I should also add our Congress has encouraged this practice by making deals with foreign countries with reduced import duties, and import taxes. If you think I'm making this up consider how NAFTA (North American Free Trade Agreement) has affected us.

What does this have to do with funeral service? Well!! A long time ago, 1963 to be exact, a lady by the name of Jessica Mitford wrote a book; *The American Way of Death*. It was written as an expose of the American Funeral Industry and became a bestseller. Mostly, I believe, because every funeral director bought a copy to see what truths Ms. Mitford was distorting at our expense. Well, the content aside, the title of the book was certainly catchy and true. The way we care for and treat our loved ones is uniquely American.

Now almost 50 years after the book was written and a decade or so after they started pushing "Global Economy" down our throats the National Funeral Directors Association has apparently jumped on both bandwagons by co-hosting the Asia Expo. The simple truth is American Casket Manufacturers will suffer with the importation of caskets manufactured in Asia. The American Funeral Supply Trade will suffer. And, ultimately so will you.

I could be wrong, but if NFDA is truly as their website states: "the world's leading funeral service association, serving 19,000 individual members and more than 10,000 funeral homes in the United States and internationally (mostly in Canada), and informs, educates and advocates helping members enhance the quality of service they provide to families", you would think that the attendees at the 2009 Asia Expo would have wanted to come here and attend NFDA's annual convention where they can learn.

NFDA also states that funeral service is a global enterprise. I could be wrong but, "enterprise" in my mind means a business venture and if this is the case I can't see how an Asia Expo can benefit the American Funeral Director. The basic philosophy of funeral service has always been: "Neighbors helping Neighbors". While the simple black and white of this philosophy may have become grayed with the founding of corporate owned funeral service in our country, even corporate owned funeral service holds to this principal in each of the locations. Their managers are encouraged to be active in their local communities.

Again, I could be wrong but, if NFDA truly wants to help its membership, your membership dollars should be used here at home rather than helping entities that could presumably have a negative effect on the American Funeral Industry. One way they can do this is; rather than co-hosting an event half way around the world, is to use that money it will cost them as Co-Host of this expo to reduce registration fees and membership fees so more American Funeral Professionals can afford to attend their Annual Convention. Assist State Associations that are struggling to have State Conventions by Co-Sponsoring regional conventions that would help the States involved and make things more affordable to suppliers who are finding it harder and harder to participate in State conventions due to spiraling costs. This would go a long way to advance funeral service here at home. NFDA needs to slow down and acknowledge the fact that they are in existence to serve funeral professionals here at home, not to be served by them and squander their dues money on the other side of the world.

Richard A. Santore is the President and founder of Practicum Strategies. Practicum Strategies is an approved provider of Continuing Education in every State that accepts Online and home-study continuing education courses for funeral professionals. Richard can be reached by email at Richard@pshomestudy.com or 800-731-4714. Visit Practicum Strategies website at www.pshomestudy.com.

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Prelude to the Science of General Decomposition and Green Final Disposition (Part 50)

By John A. Chew

Why reinvent the wheel? Nature provides the answers to the conservation of natural resources. There is no doubt that some dead bodies can create a hazardous environment. What we impose through regulatory laws may not be meeting the needs of the 21st century and should be revisited.

Proper handling with double standards can be seen within the media every day. Some individuals remain lackadaisical and say one thing and do something else. Most biological hazards evolve around the workplace – the preparation room. These, of course, have been addressed through federal intervention.

With the green movement, some potential hazardous concerns are now being addressed. It is simply getting back to basics and letting nature do what it does best (conservation).

We know that microbial organisms are life forms that have a positive and negative influence on the life cycle. They contain enzymes which catabolize basic food elements into simple substances. Some enzymes hydrolyze proteins as part of the digestive process in life and decomposition in death.

To support the green disposition only chemicals which are non toxic, but have a neutralizing effect

on enzymes, should be injected into the body. I like to use nitrites which react with the hematin to produce a natural red coloration.

While using a special pre-injection formulation not only do we create a neutralizing effect on aerobic and anaerobic organisms, we do the same on the cellular structure of the total body.

We know all enzymes are sensitive to their environment as we mentioned in Prelude 49. A major consideration for the maintenance of the body's appearance after death is the overall temperature which influences the chemical and physical changes. This varies according to pre-existing conditions that alter the time period in which the overall external appearance is altered.

Many of the chemical/physical changes which occur internally after death can be neutralized by diluting and flushing the vascular network. If it is possible to treat the body within a few hours after death, the outward signs and/or changes can or may be altered.

To provide an additional time frame for initial treatment controlled refrigeration may be utilized. This is not new methodology; it is getting back to basics to meet the needs of the future.

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

Buchanan & Cody Funeral Home and Crematory Construction Completed



Buchanan & Cody Funeral Home and Crematory

JACKSONVILLE, IL— Miller Architects & Builders has completed its most recent funeral home project for Buchanan & Cody Funeral Home and Crematory in Jacksonville, IL.

Proud to be locally owned and independent, Buchanan & Cody Funeral Home was created from two well respected, century old firms. The Gillham-Buchanan Funeral Home and the Cody & Son Memorial Home merged in 2007

to better serve families in west central Illinois. The brand new state-of-the-art facility, completed in March of 2009, is capable of serving every community need.

The 13,500 square-foot funeral home features stucco and stone exterior, a large lobby with clerestory windows, chapel with two dividable walls for up to three visitations, lounge with children's area and outdoor patio, arrangement room, selection room, cremation selection room, flower room, employee lounge, dual station prep room with body lift, crematory with stag-



ing room and viewing room. Miller Architects & Builders is extremely proud to have the opportunity to team with Buchanan & Cody on this exciting project from architectural services through construction.

Established in 1874, Miller Architects & Builders is one of the Midwest's premier design/build commercial construction firms specializing in funeral homes. Miller Architects & Builders constructs all its facilities using local labor. Miller Architects & Builders (www.millerab.com) is headquartered in St. Cloud, MN.

Wolniak Funeral Home is Dedicated to Serving its Community



Wolniak Funeral Home Staff with their new Eagle Funeral Van. (L to R) Stanley Ozlanski, Kevin Kalva, Nancy Wolniak, and Janet Wolniak.

CHICAGO, IL— The Wolniak Funeral Home in Chicago has been family owned since 1922. Nancy Wolniak is a third generation funeral director who has been licensed since 1981. In 1996, Nancy became the first funeral director in Chicago to earn the title of Certified Preplanning Consultant (CPC). Her father, Leonard Wolniak, recently was

honored for his 50 years as a licensed funeral director. Nancy's sister, Janet Wolniak, is a funeral home manager and a professional music minister. Kevin Kalva has completed the program at Worsham College of Mortuary Science and is a licensed funeral director and embalmer. Stanley Ozlanski is a licensed funeral director who graduated from the

Worsham College of Mortuary Science in 1979. The Wolniak Funeral Home and their entire staff are dedicated to helping families with all aspects of funeral arranging for their loved ones. The Wolniak Funeral Home recently took delivery of a new Eagle Funeral Van from Dan Baines of Baines Professional Vehicles in Wheeling, Illinois.

Reflections OF LIFE®



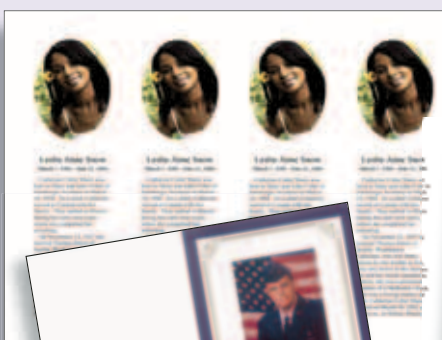
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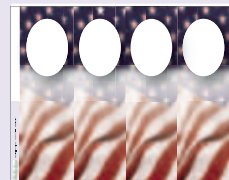
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Sunset Memorial Park, Funeral Home, and Crematory of Midland City, Alabama

Continued from Page A14

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Fountain at Sunset Funeral Home

of the cemetery are dedicated to veterans, their graves distinguished by a 3-foot glossy black granite cross. Visitors are deeply moved by the AH-1H Cobra on permanent display in this section. The helicopter flew many missions in Vietnam before ultimately being decommissioned. Its flight book sealed inside and its engine rendered still forever, the chopper sits silently against the night sky as a somber reminder of those who gave their lives for our freedom.

Whether a war hero or an everyday person, each person's life deserves to be celebrated, and Robert stresses the firm's dedication to giving back to the families they serve. He states, "My wife Toni and I have been a part of the tri-state region known as



Sunset Memorial Park's Committal Pavilion

the Wiregrass all of our lives. We are Dothan's only family-owned-and-operated full service funeral provider that offers a family reception center. Toni and I are both li-

censed funeral directors and are both active and involved with the day-to-day activities of the funeral home. Our roots run deep here in the Wiregrass area, our parents, grand-

parents and great grandparents were born and raised here. We love Dothan and could not think of a better place to live, raise our children, and to work."

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Dowell & Martin Funeral Home purchases new Eagle Coach



MT. VERNON, KY— Jones Coach Sales, Bowling Green, KY congratulates Roy Martin and his son Steve Martin, of Dowell & Martin Funeral Home, Mt. Vernon, KY on the delivery of their new 2009 Eagle Funeral Coach.

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How to Safeguard Your Mortuary's Future through Perpetuation (Part 1)

Continued from Page A17

Apprentices need to be thoroughly prepared to work in this profession. They must have an avenue by which their book knowledge is applied to practical use, thus gaining working knowledge and experience in a mortuary setting. Entry-level positions should first be offered to active students or graduates of accredited mortuary science programs. These applicants have demonstrated a level of discipline to complete the program, made a commitment to the profession and thus, will be committed to the mortuary's business. Funeral directors must perpetuate the profession by offering apprenticeships and training programs.

Next month we will focus on specific ways to develop the trainee and how to tap into the passion and the dormant abilities that are needed for the assignments. In addition, we will look at realistic goals to be set by management for the present staff as well as any future staff members to understand and carry forward the company's mission and vision.

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

Hines Funeral Home receives delivery of new S&S Hearse



MARTINSVILLE, VA— Nathan Hines of Hines Funeral Home Inc., Martinsville, takes delivery of his new 2009 Cadillac S&S Imperial Hearse from Melvin Thompson of Bill Black Cadillac, Greensboro, NC.

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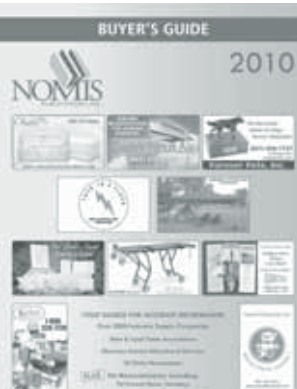


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Solace: Finding Your Way through Grief and Learning to Live Again

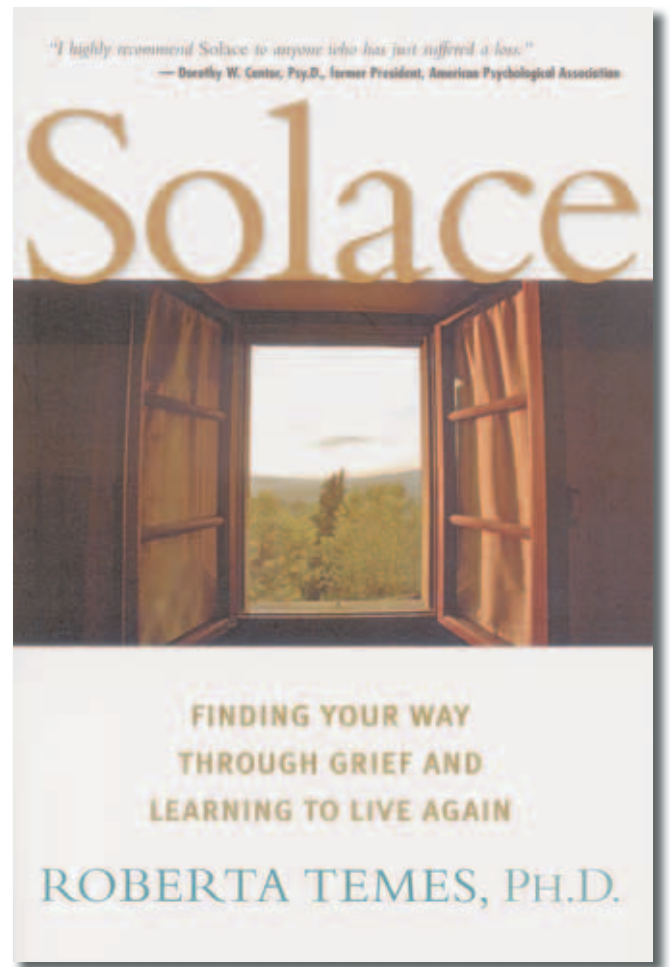
NEW YORK, NY— *Solace: Finding Your Way through Grief and Learning to Live Again* by Roberta Temes, Ph.D., is a compassionate, informative guide that eases readers through one of the most difficult times of their lives.

“Talk about it, cry about it, and then achieve closure...” That used to be the standard expert prescription for dealing with a loved one’s death. If you couldn’t confront your loss and loudly express your sorrow, or if you didn’t “get over it” within a reasonable amount of months, if not weeks, you were instructed to go directly to a psychiatrist.

“Today we know better,” assures Dr. Roberta Temes, a seasoned psychotherapist who specializes in death, dying and bereavement. “I am here to tell you that the death of a loved one is not a mandatory trauma. Instead you will cope with the death in the same manner you have coped with other difficult situations in your past... Your response is right for you. You are your own expert.”

There is no more stressful and traumatic experience than the death of a loved one. It can take many months or even years to adjust to life without that special person. But with the right guidance, readers can learn to lessen the pain and get on with their lives.

Solace provides soothing comfort and hope for those who are suffering. Bereavement expert Roberta Temes believes all of us experience and process grief in our own way. Here she eases readers through the stages of grief, helps them understand their emotions, and enables them to recognize when they may need to



seek help. Temes also helps them consider the pros and cons of bereavement groups and counselors, and shows them how to use visualization to ease the healing process. The book is filled with comforting affirmations, quotations, and words of encouragement, as well as anecdotes drawn from the author’s bereavement practice so readers may learn from others who have struggled with loss. Dealing with loss is never easy, but this book provides a calming companion to help readers through their mourning and enable them to begin enjoying life again.

Roberta Temes, Ph.D. (Westfield, NJ) is a noted psychologist who has taught classes in death, dying and bereavement at schools such as Downstate Medical School, CUNY, and University of Pennsylvania Continuing Education for Physicians. She is the author of several books, including the award-winning *Living with an Empty Chair: A Guide Through Grief*.

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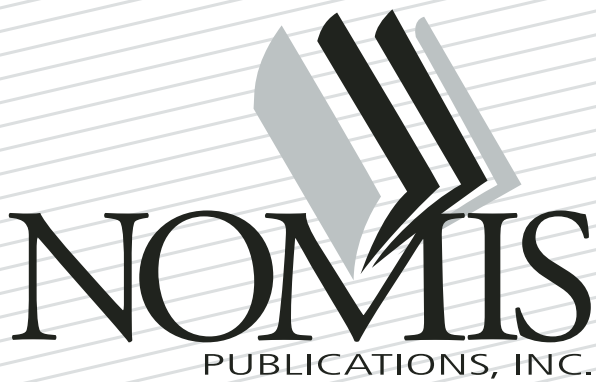
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Die Laughing! promotes Healing through Humor

Continued from Page A16

The new soft cover book incorporates **Steve Mickle** and **Kyle Edgell Mickle's** lighthearted views of a grave situation.

As the real **Patch Adams, MD**—made famous by Robin Williams' movie of the same name—says about the book, "You're going to die, get over it...A hint, not all entertainment, just maybe..."

Die Laughing! is the little book that could get you through the most serious and final of non-escape clauses.

Nurse and humorist **Lisa Rosenberg, Ph.D.**, described the 135-pages of one liners and clever animal illustrations as "the dark side of *Life's Little Instruction Book*. It is the perfect humorous antidote for those who work with the more grim aspects of life."

The illustrations were done by artist and caricaturist Kyle Edgell, who proves her own sense of humor by admitting she is married to Steve. From the cover, which features Elvis as a crooning possum backed up by his band, the Celestials, readers know they are in for something better than well-meaning expressions of, "Grief will pass."

Try out these snippets on your emotions. You're guaranteed at least to smile if not downright belly laugh. Death is...

- Being around flowers without your hay fever bothering you.
- The ultimate excuse for not picking up your socks.
- Looking better than anyone else at your 50th class reunion.
- Being able to thank God face to face.

There are more than 350 others to tickle and touch your heart.

The germ of the idea for *Die Laughing!* started when Steve Mickle and **Rich Hillman** began the one-liners when they worked together at an ad agency in 1974. Those evolved into their collaboration, *Death is...*, released in 1993, which was described as "a witty and wacky collection about everyone's final destination." Hillman passed away in 1998, so Mickle will have to wait to get his reaction to *Die Laughing!*, which is a reincarnation of *Death is...* with new and very appealing illustrations, but he's pretty certain his friend is roaring with laughter.

The newer book has evolved with Mickle. "The first book was started when I was 30 and reincarnated and updated when I was 60," Mickle explained. A portrait artist whose pastels are commissioned by families around the United States, Mickle holds a Bachelor of Fine Arts from Virginia Commonwealth University.

Kyle Edgell is one of America's leading caricature entertainers, who travels extensively to perform for corporations, associations and private individuals. She earned her BFA in fine art from Syracuse University. Edgell is in her fifth year as a cancer survivor.

When Steve is not writing about death, he cheats it on his vintage motorcycle. The couple lives happily and humorously in Roanoke, Virginia.

Die Laughing! is available in bookstores It is published by Robert D. Reed publishers in Bandon, OR.

For more information or to purchase *Die Laughing!* email mickle@cox.net, call 540-774-7399, or visit www.dielLaughing.us.



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"The wonderfully sensitive art of Lena Liu is both meaningful and moving. It touches our deepest heartfelt emotions. The Deaton-Kennedy Company is honored to be associated with Lena Liu and have the privilege of distributing her work throughout the industry," said Robert Nobles, CEO of the Deaton-Kennedy Company.

A Note From Lena Liu

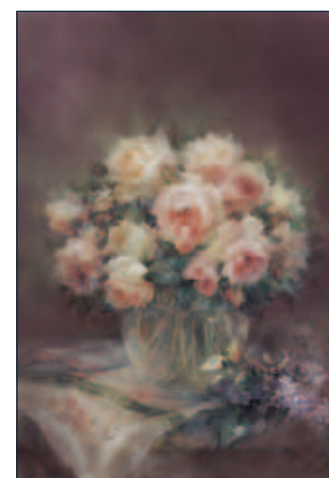
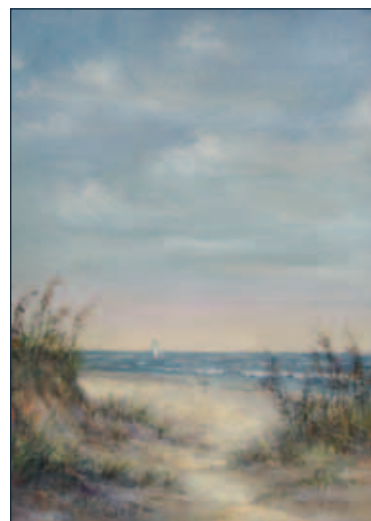
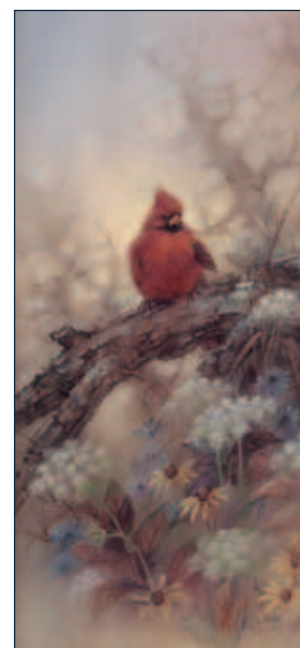
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breathtaking floral and musical still lifes are among her collectors' favorites.

The beautiful artwork shown here includes *Angel of Light*, *Cardinal*, *The Beach*, and *Roses*.





Wilbert's Research reveals Consumer Desire for Graveside Services

BROADVIEW, IL— Wilbert Funeral Services, Inc. (WFSI), the leading single-source supplier of burial vaults and cremation-related products and services to North American funeral homes, announced results of a benchmark survey on consumer attitudes toward funerals. Findings show

that when planning funerals, 78% of all consumers value the graveside service at the cemetery "as important as" or "more important than" the service conducted at the funeral home.

"The purpose of the research was two-fold. First, we wanted to build on the bank of consumer research

Wilbert has conducted previously," stated **Wm. A. (Tony) Colson**, WFSI president. "Secondly, we wanted to gather additional consumer insights for use in new product development work."

"Many of the findings from the study are consistent with earlier Wilbert studies and with assumptions that are commonly made by people in funeral service," Colson went on to say. "However, the consumer voice in this survey is loud and clear on one new point – they see value in the committal service at the cemetery. The ability to provide final closure to the death of a loved one is something that families obviously want to participate in at the cemetery."

Additional highlights from the consumer research include:

- In rating the value of the funeral event, most consumers (78%) indicate they believe the purpose of the funeral is to celebrate the life that was lived.
- More than two thirds of consumers (68%) agree that funeral directors play an important role in planning a funeral and more than three

fourths of consumers (78%) stated they used/would use the funeral director to help select funeral products.

- Over half (59%) of consumers are not aware that a burial vault is selected when making a funeral arrangement involving a burial and just under half (44%) are not aware of the purpose of the vault.

"Creation of new products should begin and end with consumer learning rather than focus on the opinions of corporate research-and-development teams," Colson added. "Our marketing team is presently hard at work using these insights to create new marketing programs for our burial vault line and new products for our cremation business. It is our plan to launch several of these at the *National Funeral Director Association's* convention in Boston at Booth 138."

The research was conducted in the spring of 2009 with 400 consumers via an online survey. Just over half (201) of the respondents had made a funeral arrangement in the past while the balance had not. The ma-

CONTINUED ON PAGE A32

Awards of Excellence



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 or email Hundredbwfs@aol.com.



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

Stephanie Kann, CFSP, President of Worsham College of Mortuary Science, is selected as 2009-2010 Educator of the Year by the 100 BWFS



Stephanie Kann, CFSP recalls, "I cannot remember a time when *Worsham College of Mortuary Science* was not a part of my life. My dad graduated from Worsham in 1947 and became an instructor at the college and my mother eventually accepted the position as Registrar at Worsham in 1965. Worsham became a family affair." In talking with Stephanie, she tells us that when she was a little girl, she remembers her days off from school meant, "taking a delightful trip with my mom to Worsham College." Today, frequently at various state conventions, an alumnus of the College will approach her and say, "You're Joanie's daughter aren't you? I remember you when you were just a little girl!"

In 1977 her parents purchased the College and moved it from the city of Chicago to the North West Suburbs. In the summer of 1980, Stephanie began working in the office with her mom Joanie. She learned so much in observing her actions. Stephanie states, "My mom had an amazing gift to make people feel comfortable, as if they had known her all their life. It was a great experience for me, as I was being mentored by the best."

Marilyn Burton, Secretary of the *100 Black Women of Funeral Service* certainly agrees. "I got the same feeling of being comfortable and I felt like I knew Stephanie all my life. She was knowledge-



Stephanie Kann

able, warm, friendly, courteous and respectful. Miss Starks was recently discussing her Worsham Scholarship students with the committee and both of the students gave so many accolades to Ms. Kann. The first thing was their admiration for her and that it was the highlight of their day to see or have her as their instructor. They also mentioned that she was the greatest person in the world because she cared about them at school and away from school and inspired them to be the best in all that they do. Her smile and warmth is very contagious and each of you who know her, know exactly what I'm talking about."

Throughout high school and college, Stephanie worked at Worsham College during the summer months. In May, 1989, she graduated from Loyola University of Chicago with her Bachelor of Arts Degree. During the summer of 1989, rather than work at the college, Stephanie volunteered her time at the local funeral home to receive some hands on experience before enrolling at Worsham. She wanted to gain more funeral experience to take to the mortuary science program she was about to pursue. Stephanie will not hesitate to tell you it was one of the best years of her life at mortuary school. She made some life-long friends, including her beloved and handsome husband

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Glenn Funeral Home purchases two new Limousines



OWENSBORO, KY— Glenn Taylor and Glen Taylor, Jr., are shown in front of Glenn Funeral Home, Owensboro, accepting the keys from John Muster for their two new Federal Coach Lincoln limousines, sold by Muster Coaches of Calhoun, KY. Glenn Taylor is past president of the International Order of the Golden Rule and is currently serving as president of Selected Independent Funeral Homes.

Wilbert's Research reveals Consumer Desire for Graveside Services

Continued from Page A30

majority of the respondents (54%) had either planned a funeral involving burial or would select burial for their funeral. The remainder had planned a service with cremation as the means of final interment or would choose cremation as their means of interment.

Wilbert Funeral Services, Inc. is the leading single-

source supplier of burial vaults and cremation-related products and services to North American funeral homes. From its offices in Broadview, the company licenses the right to manufacture burial vaults under the Wilbert trademark to a network of over 200 licensees and sub-licensees throughout North America.

Stephanie Kann, CFSP, President of Worsham College of Mortuary Science, is selected as 2009-2010 Educator of the Year by the 100 BWFS

Continued from Page A30

Karl. She graduated from Worsham College in September, 1990 and served her internship at Simkins Funeral Home on a part-time basis and worked with her mother and father at the mortuary school as well.

"I loved my job at the funeral home, much more than I ever anticipated," says Stephanie. "I never realized the tremendous impact a funeral director has on the lives of the bereaved until I was sitting with families, and even then, I did not understand until I suffered the loss of my own mother and father." We both agree that one cannot understand the importance of what we go through as funeral directors and caregivers. According to Stephanie "we are truly angels on earth" and she stresses this important issue to her students so they will give the best care to each and every family during this very trying time of loss. They can become role models for the profession by always striving for excellence as a professional funeral director.

In 1994, the Worsham College of Mortuary Science Board of Directors appointed Stephanie Kann to the position of Program Director, which necessitated that she return to school for her Master's Degree. Consequently, she enrolled in DePaul University to acquire the classes she needed to attain her advanced Degree. With her in place, it allowed her parents to spend more time away from the college and this more time meant more responsibility. Stephanie knew that mom and dad were just a phone call away in case she needed to consult with them but she secretly thought they were preparing her for the task ahead as one of the nation's finest mortuary science administrators.

In 2001, her husband Karl made it a family affair as he became Vice President and began working at the College as a team along with his position of fulltime funeral director at Piser Funeral Home in Chicago. In 2005, Karl graduated from the prestigious Kellogg School of Management at Northwestern University with an MBA and resigned from Piser Funeral Home and joined the faculty and staff fulltime at Worsham College.

Worsham College has such a wonderful history as it was founded by Professor Albert Worsham on March 17, 1911 as the Worsham Training School of Anatomy, Sanitary Science and Embalming. Until his death on September 25, 1939, Worsham committed himself to selecting as his faculty, well-qualified professionals who, along with Professor Worsham, placed a great emphasis upon the practical experience supported by scientific training. The faculty and staff at Worsham, along with Stephanie and Karl are privileged to educate and mentor men and women who wish to enter this noble profession of funeral service. To them it has been a way of life and a legacy to be passed on to generations, who know and respect the profession. They understand that highly educated students are the future caregivers of this great profession and once they enter the halls of Worsham College they have an obligation to give them a stellar education because their future lies in their hands as they enter to learn at the best and from the best and their mission is to provide a quality education.

Stephanie knows the importance of the responsibilities of the profession and learned it early as it was passed down from her parents. High standards and ethical conduct will guide each student as they are trained by a distinguished faculty of funeral service professionals at all times. Our 2009 Educator of the Year, Stephanie Kann is a brilliant, dynamic and amazing person, whose achievements and accomplishments speak volumes of her and the students who have and will attend the 100 BWFS 2009 Nation's Top Mortuary Science Program. We are honored to recognize her achievements and commitment to the funeral service program and we thank her late parents for guiding her into our noble profession.

Stephanie received her 2009 Educator of the Year Award at the NFDMA on August 5 in Detroit, MI. Please join us as we present Worsham College with their Nation's Top Mortuary Science Program Award at the NFDMA Convention in Boston. Stop by the 100 BWFS Booth #1334 to receive your VIP Invitation to this great event in the Convention Hall.



Professor Albert Worsham

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NFDA BOSTON MASS. OCTOBER 25-28

Exclusive VFMC Funeral Homes raise a quarter million free calling time minutes for Troops Overseas

SANIBEL, FL— More than 150,000 troops are serving overseas and are away from their families. Sanibel, FL based **Veterans & Family Memorial Care** is calling on all Americans to support these brave men and women by donating their old cell phones. Since May, the Veterans &

Family Memorial Care funeral home provider network has collected nearly 4000 old cell phones that have translated into over two hundred twenty two thousand (222,000) free calling time minutes for our heroes overseas. "Our strategic partnership with *Cell Phones for Soldiers* has

been a tremendous success" said **Mark Davis**, CEO & founder of Veterans & Family Memorial Care. "Our nationwide network of over 700 family owned funeral homes in 45 states, are committed to giving every soldier serving overseas a much needed connection

to their loved ones back home. Many of our Providers have spearheaded the collection drive by enlisting their local VFW, American Legion & Vietnam Veterans of America posts to support the collection effort. They have also involved local hospices, churches and syn-

agogues to participate as well."

Cell Phones for Soldiers recently honored Veterans & Family Memorial Care with special recognition on their website www.cellphonesforsoldiers.com. Cell Phones for Soldiers was founded by teenagers *Robbie* and *Brittany*

Bergquist from Norwell, MA, with \$21 of their own money. Since then, the registered 501(c)3 non-profit organization has raised millions of dollars in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

SCI announces Quarterly Dividend

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), has 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 30, 2009 to shareholders of record at the close of business on October 15, 2009. 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. At June 30, 2009, SCI owned and operated 1,264 funeral homes and 365 cemeteries (of which 207 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through these businesses, they market the Dignity Memorial brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International, please visit www.sci-corp.com. For more information about Dignity Memorial, please visit www.dignitymemorial.com.



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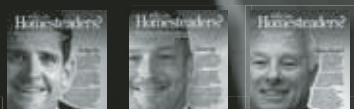
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Association NEWS

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NFDA International Convention & Expo offers Real Solutions for Your Business

BROOKFIELD, WI— Whatever their role, whatever their challenges, the 2009 National Funeral Directors Association (NFDA) International Convention & Expo will help funeral professionals discover real solutions they can immediately implement in their businesses to help them make more money, save more money and better serve families. This year's convention, the world's largest annual gathering of funeral service professionals, will take place October 25-28 in Boston, MA.

Dozens of CE Offerings Under One Roof

Convention attendees will benefit from nearly 40 engaging and interactive educational sessions led by the most knowledgeable, innovative, creative and resourceful minds in funeral service. The NFDA convention features the widest variety of workshops anywhere, covering the issues that matter most: cremation, green funerals, preneed, profitability, pet services, cemetery management and more. Funeral directors can also hone their technical skills courtesy of a variety of workshops exploring everything from formaldehyde alternatives and cosmetology to facial trauma reconstruction.

Among this year's convention workshops, don't miss: *Advance Cremation Arranging*, presented by **William McQueen**; *Strategies for Raising Revenues and Decreasing Expenses*, a panel discussion with **Alan Creedy, Bill Booker, Keith Walker and Mark Jahn**; *Pet Deathcare: Replace the Earnings Lost to Cremation*, presented by **Coleen Ellis, Tom Flynn, John Flynn and Roberta Knauf**; *Recession-friendly Ideas to Accelerate Innovation in Your Firm*, presented by **Lynn Ochiltree**; *Are You an AARDBalm User?*, presented by **John Hermann**; *Marketing Your*



Cemetery to Today's Customer, presented by **Michael Eddy**; *Contemporary Mortuary Cosmetology*, presented by **Darla Tripoli**; *Does Formaldehyde Cause Cancer?* *How NFDA's Formaldehyde BMPs Can Protect You*, presented by **Carol Green and Edward Ranier**; *A Green Funeral Home Isn't Just About Burial*, presented by **Robert Prout**; and *Welcome to Wikiville: The New Internet for Your Funeral Home*, presented by **James Spellos**.

For more information about these and the rest of the convention workshops, visit www.nfda.org/boston2009 and click on "Education."

Hundreds of Exhibitors Showcasing the Latest and Greatest

With more than 80% of booth space already filled, the Expo Hall at the NFDA convention will again provide the best place for funeral professionals to discover new products, services and vendors. Within nearly 100,000 square feet, funeral professionals can compare thousands of products and services side-by-side to find those that best solve their business challenges and meet the needs of the families they serve.

In addition, many exhibitors use NFDA's Expo as an opportunity to debut their latest products and services, giving attendees the opportunity to be the first in their community to offer these options.

Exhibitors have also informed NFDA officials that they plan to offer "convention only" discounts, which have the potential to save funeral professionals hundreds, even thousands, of dollars.

For more information about the NFDA Expo, visit www.nfda.org/boston2009 and click on "Expo."

Keynote Speakers will Engage, Enlighten and Entertain

The man behind the real-life story that inspired the Emmy-nominated HBO movie *Taking Chance* will provide the keynote presentation during the Closing General Session on October 28. In April 2004, **Lt. Col. Michael Strobl**, USMC (retired), came across the name of 19-year-old *Lance Cpl. Chance Phelps*, a Marine killed by hostile fire in Iraq. Strobl requested assignment to the military escort accompanying Phelps' remains back to his family in Dubois, WY.

During the journey, Strobl witnessed spontaneous outpourings of support and respect for the fallen Marine – from the cargo handlers at the airport to the groundskeepers he passed along the road. Strobl's account of his journey with Phelps, which began as an official trip report, became an Internet phenomenon and was developed into the HBO movie *Taking Chance*, which premiered in February 2009 and starred Kevin

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NFDA Funeral Career Center adds Two Free Resources to assist Job Seekers

BROOKFIELD, WI— The National Funeral Directors Association's (NFDA) *Funeral Career Center* just added several free resources to help job seekers compete in an increasingly challenging job market.

According to career coaches at *LiveCareer.com*, "In just 10 seconds, a hiring manager will decide if you fit the job or not. If your resume does not make an impact in these first few seconds, you have missed the opportunity." Through a partnership with Live Career, visitors to the Funeral Career Center can obtain a free resume guide. After filling out a brief registration form and answering a few questions, job seekers will receive a personalized 23-page resume evaluation and guide. The guide will help job seekers determine if their resume can pass the "10-second scan" and highlights their strengths, and offers advice on how to fix common resume mistakes and generate more interviews.

Job seekers who would like a Certified Professional Resume Writer's opinion about how they can make their resume stand out

from the crowd can take advantage of a free resume critique from the experts at *GetInterviews.com*. After filling out a brief registration form, job seekers can upload a copy of their resume and receive an evaluation.

Both of these free resources can be accessed by visiting www.funeralcareers.org and clicking on "Free Career Advice."

The NFDA Funeral Career Center is an online employment resource for both job seekers and employers within funeral service. Job seekers will save time and money by applying for jobs online, with immediate access to funeral service-specific jobs as they become available. They can upload their resumes confidentially and for free, and will receive email alerts when new postings are uploaded that match their profiles.

Employers are able to place ads, review posted resumes, and access special online reports that keep track of multiple job postings. The Website offers targeted searches so that employers receive only the resumes that fit their specific criteria. For more information, please visit www.funeralcareers.org.

Association NEWS CONTINUED

U.S. Pavilion at Major International Trade Show for the Funeral Industry

WASHINGTON, DC— The U.S. Department of Commerce's Commercial Service has granted Trade Fair Certification to *Vertical Expo Services Ltd* in Hong Kong to organize the official U.S. Pavilion at AFE 2010 – *Asia Funeral Expo* (www.asiafuneralexp.com), Hong Kong, May 13-15, 2010. The show is a major event of the **National Funeral Directors Association (NFDA)**, the leading funeral service organization in the world.

Companies participating in the U.S. Pavilion are provided with an excellent venue to establish or expand overseas distribution, generate sales leads, identify licensing and joint venture partners, find new customers, meet with existing clients, introduce new products, assess the needs of the Asian market, and evaluate competitors. AFE 2010 has the support of the Department of Commerce staff in the United States and Hong Kong.

By supporting this event, the U.S. Commercial Service recognizes the capability and exhibition experience of the organizer of the U.S. Pavilion, *Vertical Expo Services Ltd*, and the potential of this market for U.S.

industry exports. In addition, NFDA is a very professional organization with vast experience in organizing trade shows.

AFE 2009, which was also certified, proved to be a well-organized event with extensive international attendance from the region and elsewhere around the world. The show theme includes funeral related products, equipment and tools, services, components and parts, and materials and technology.

The concurrent NFDA Asia Conference covers cutting-edge topics and will bring together funeral industries from East and West for networking, exchanging ideas and seeking business opportunities. Other concurrent events include funeral home and cemetery visits and viewing an Oriental traditional bone packing demonstration.

Strong, sustained growth in Asian economies is driving residents to increasingly large-scale, expensive funerals, reflecting strong local and family ties so valued in these cultures. Aging populations in Asia are expected to grow more than fourfold, to almost 1 billion, by 2050.

The DOC's Trade Fair Certification (TFC) Program is a cooperative arrangement between private sector show organizers and the U.S. Government. The TFC Program seeks to broaden the base of U.S. exporters, particularly new-to-export and new-to-market companies, by introducing them to key trade fairs where they can meet their export objectives.

For additional information about attending or exhibiting at AFE 2010, contact *Mr. Wilson Tong* of *Vertical Expo* at Wilson.tong@verticalexp.com or *Ms. Deborah Andres* of NFDA at dandres@nfda.org. For more information about the Trade Fair Certification Program, contact *Ed Kimmel* of the Commerce Department in Washington at 202-482-3640 or edward.kimmel@mail.doc.gov.

Billow and Rodenburg chosen as new SIFH Trustees

Selected Independent Funeral Homes Educational Trust Undergoes Enhancements

DEERFIELD, IL— **Charles M. "Chip" Billow**, President of **Billow Funeral Homes and Crematory** in Akron, OH, and **John R. Rodenburg**, President of **Federated Funeral Directors of America** in Springfield, IL were recently chosen to serve as Trustees for the **Selected Independent Funeral Homes Educational Trust**.

Charles Billow represents the fifth generation of ownership and direction of Billow Funeral Homes and Crematory which has served the greater Akron, Ohio area since 1875. Charles is a graduate of the University of Akron and the *Pittsburgh Institute of Mortuary Science*.

John Rodenburg is a graduate of the University of Illinois with a Bachelor of Science in Accountancy, a Masters of Business Administration and is a licensed CPA in the state of Illinois. John joined Federated Funeral Directors in 1976, which is a firm co-founded by his grandfather in 1925 and is still family run.

The three-year terms for Billow and Rodenburg will officially begin October 2009 when they will join the additional Trustees of **Richard C. Andrews, Jr.**, President of **Andrews Mortuary** in Wilmington, NC; **David M. Farris, Sr.**, **Farris Funeral Service** in Abingdon, VA; and **Robert J. Paterkiewicz**, Executive Director of Selected In-

dependent Funeral Homes in Deerfield, IL. Two additional Trustee positions will be filled in October of 2010.

The Educational Trust of Selected Independent Funeral homes is undergoing a number of enhancements designed to increase and better utilize the Trust funds in accomplishing the overall purpose of the 501(c)(3) charitable organization. These enhancements include increasing the size and scope of the Board of Trustees, and the establishment of a formal fundraising event to take place annually in conjunction with the Annual Meeting of Selected Independent Funeral Homes. The first fundraising event is slated to take place in October 2010 at the Grand Floridian Resort in Lake Buena Vista, FL.

The Selected Independent Funeral Homes Educational Trust, established in 1982, funds programs and activities of importance and interest to members of Selected Independent Funeral Homes and all independently owned and operated funeral home professionals.

Selected Independent Funeral Homes was founded in 1917 and is the world's oldest and largest association of independently owned funeral homes. The association actively promotes the use of best practices by its members in providing consumers with reliable information and the finest care available. For additional information call 1-800-323-4219 or visit www.selectedfuneralhomes.org.

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BOSTON MASS.  OCTOBER 25-28

NFDA Funeral Homes Recognized for Outstanding Service to Families, Communities

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** has announced its Pursuit of Excellence® program's 2009 award recipients. Out of 182 registrants – a 5.2% participation increase from 2008 – 167 firms have been recognized for adhering to strict ethical and professional standards and providing outstanding service to families and communities. Award recipients will be honored on October 26 at the "All-Star Recognition Ceremony and Reception" during the 2009 NFDA International Convention & Expo in Boston, MA.

To achieve the Pursuit of Excellence Award, NFDA-member funeral homes must demonstrate proficiency in key areas of the funeral service profession by fulfilling a set number of criteria in six categories of achieve-

ment. Participants must show their commitment to: Complying with state and federal regulations; providing ongoing education and professional development opportunities for staff; offering outstanding programs and resources to bereaved families; maintaining an active level of involvement within the community; participating and actively serving in the funeral service profession; and promoting funeral home services through a variety of marketing, advertising and public relations programs.

Five Pursuit of Excellence Award Recipients Recognized with "Best of the Best"

In addition to receiving the 2009 Pursuit of Excellence Award, five funeral homes were selected to receive "Best of the Best" – an award that recognizes funeral homes for their development and execution of a unique program or service that had a significant impact on those served. No more than 10 funeral homes are chosen from each year's Pursuit of Excellence Award recipients as having the most innovative programs or services. The 2009 Best of the Best honorees are:

Coston Funeral Homes, Inc., Pittsburgh, PA
DeMoney-Grimes Countryside Park Funeral Home, Columbia City, IN
Ippolito-Stellato Funeral Home, Lyndhurst, NJ
Lippert-Olson Funeral Home, Sheboygan, WI
Mattson Funeral Home & Cremation Service, Forest Lake, MN

CONTINUED ON PAGE A37

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NFDA International Convention & Expo offers Real Solutions for Your Business

Bacon. Strobl's moving, firsthand account of this journey will provide insight into why the military provides a uniformed escort for all of the men and women willing to sacrifice their lives in defense of our freedom.

In addition, **Jack Lengyel**, the inspiration

for the movie *We Are Marshall*, will share his powerful story at the All-star Recognition Ceremony & Reception on October 26. During "Strategic Planning for Personal and Professional Success," Lengyel will share how attendees can develop a strategic plan and core values to help them overcome challenging times.

During this reception, attendees will also celebrate and recognize funeral service all-stars: the firms that have earned a Pursuit of Excellence Award for their outstanding commitment to and demonstration of service excellence; those who have earned NFDA's Certified Preplanning Consultant designation; and the 2009 NFDA Initiative Award winner, **Marilyn Jones Gould**.

The Opening General Session on October 26 will feature author, executive coach and professor **Kevin Freiberg**, Ph.D. During his keynote address, "BOOM! Be a Player. Think Big. Act Bold. Own Your Success at Work!", Freiberg will help funeral professionals understand how to create a culture of commitment and accountability, one choice at a time, to help empower everyone within their firm and get them focused on business success regardless of market conditions.

For more information about this year's keynote speakers, visit www.nfda.org/boston2009 and click on "Education."

Let the Good Times Roll!

There are no shortage of fun and games at NFDA's convention, including:

- Habitat for Humanity of Greater Boston, Saturday, October 24 – FREE: Building on the success of last year's Habitat for Humanity build in Orlando, Fla., convention attendees will again give back to this year's host city by helping to provide a small piece of the American dream to a family in need.
- Funeral Service Foundation 9th Annual Golf Classic, Sunday, October 25: Join friends, your professional peers and supplier partners at one of the top 50 public golf courses in the country while supporting the work of the Funeral Service Foundation, the charitable voice of funeral service.
- Caddyshack Revisited: President-elect Party, Sunday, October 25 – FREE: Come dressed as your favorite character from the 1980 comedy-hit *Caddyshack*, demonstrate your skill at Wii Golf, dance like Al Czerwink to live music, and take in some great eats during the NFDA President-elect Party honoring incoming president William Wappner, CFSP.
- Bowling & Billiards at Kings Back Bay Lanes: Funeral Directors Under 40 Party, Monday, October 26: Whether you're looking to throw strikes on lanes with state-of-the-art graphics, play pool on reconditioned vintage Brunswick Gold Crown tables or enjoy cocktails and

Continued from Page A34

conversation with your colleagues, Kings Back Bay Lanes will provide the perfect place for under-40 funeral directors to enjoy a night out in Boston.

- President's Mardi Gras Ball, Wednesday, October 28: A royal evening of Mardi Gras revelry awaits! Join NFDA President **John Reed**, his wife, **Alice**, and the NFDA "krewé" in the Grand Ballroom to welcome the 2010 NFDA Executive Board and celebrate next year's convention host city of New Orleans. Laissez les bons temps rouler! (Let the good times roll!)

For more information about this year's social events at the NFDA convention, visit www.nfda.org/boston2009 and click on "Events."

For complete information about the 2009 NFDA International Convention & Expo or to register, please visit www.nfda.org/boston2009 or call an NFDA member services representative at 800-228-6332.

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

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Association **NEWS** CONTINUED

NFDA Funeral Homes Recognized for Outstanding Service: Pursuit of Excellence Registrant Numbers continue to Increase

Continued from Page A36

Ten Pursuit of Excellence Award Recipients Inducted into NFDA Hall of Excellence

Created to recognize long-standing participation in the Pursuit of Excellence program and a consistent display of service excellence, NFDA-member funeral homes are inducted into the Hall of Excellence upon receiving their 10th Pursuit of Excellence Award. The 10 Pursuit of Excellence Award recipients that will be inducted into the Hall of Excellence are:

Aspen Mortuaries, Lakewood, CO
Cassaday-Turkle-Christian Funeral & Cremation Service, Alliance, OH
Dobratz-Hantge Chapel, Hutchinson, MN
Garnand Funeral Home, Inc., Garden City, KS
Highlands Family Owned Funeral Home, Inc., Louisville, KY
Ippolito-Stellato Funeral Home, Lyndhurst, NJ
Moore Funeral Home, Brazil, IN
Olinger Chapel Hill Mortuary & Cemetery, Littleton, CO
Sanderson Funeral Home, Carthage, TN
Schoedinger & Company, Columbus, OH

The Best of the Best award-winning ideas, along with many other innovative programs, services and activities from 2009 Pursuit of Excellence Award recipient firms, can be found by visiting www.nfda.org/pursuitofexcellence.

NFDA-member funeral homes interested in joining the 2009-2010 Pursuit of Excellence program can save on the participation fee when they register on or before January 15, 2010. Visit www.nfda.org/pursuitofexcellence to download a copy of the 2009-2010 Pursuit of Excellence Guidelines, featuring brand new criteria options, such as online memorialization, "green" funeral services and environmentally friendly business practices.

2009 Pursuit of Excellence Award Recipients

A.H. Peters Funeral Home, Grosse Pointe Woods, MI
A.J. Desmond & Sons Funeral Directors, Troy, MI
A.S. Turner & Sons Funeral Home, Decatur, GA
Adair Funeral Homes, Inc., Tucson, AZ
Arnett & Steele Funeral Home, Inc., Pineville, KY
Aspen Mortuaries, Lakewood, CO
Bailey Funeral Home, Plainville, CT
Baird Funeral Home, Troy, OH
Ballard-Durand Funeral Home, White Plains, NY
Bayliff & Son Funeral Home, Inc. - Cridersville Crematory, Cridersville, OH
Bring Funeral Home, Inc., Tucson, AZ
Brucker & Kishler Funeral Home, Newark, OH
Buma Funeral Homes, Milford, MA
Burritt Hill Funeral Home, New Britain, CT
Caldwell & Cowan Funeral Home, Covington, GA
Callaway-Jones Funeral Home, Bryan, TX
Cannon-Cleveland Funeral Directors, McDonough, GA
Carlson Funeral Service, Inc., Rhinelander, WI
Carmon Community Funeral Homes, Windsor, CT
Carson-Wall Funeral Homes, Parsons, KS
Cassaday-Turkle-Christian Funeral & Cremation Service, Alliance, OH
Cobb Funeral Home, Blytheville, AR
Coston Funeral Homes, Inc., Pittsburgh, PA
Cottonwood Memorial Mortuary, Holladay, UT
Cozean Memorial Chapel, Farmington, MO
Cozine Memorial Group, Wichita, KS
Cranston-Murphy Funeral Home, North Kingstown, RI
Crist Mortuary and Mountain View Memorial Park, Boulder, CO

Cunningham-Becker Funeral Homes, Poland, OH
David C. Brown Funeral Home, Belleville, MI
Davis Funeral Home, Nashua, NH
DeMoney-Grimes Countryside Park Funeral Home, Columbia City, IN
Deseret Memorial Mortuary, Salt Lake City, UT
D'Esopo East Hartford Memorial Chapel, East Hartford, CT
D'Esopo Funeral Chapel, Wethersfield, CT
Dimbleby, Friedel, Williams & Edmunds Funeral Homes, New Hartford, NY
Dobratz-Hantge Chapel, Hutchinson, MN
Dodd & Reed Funeral Home, Inc., Webster Springs, WV
Drum Funeral Home & Cremation Services, Conover, NC
Ducro Funeral Services & Crematory, Ashtabula, OH
Dwayne R. Spence Funeral Home, Pickerington, OH
Egedal Funeral Home, Gaylord, MN
Eggers Funeral Home and Crematory, Inc., Chesnee, SC
Erlewein Mortuary, Greenfield, IN
Evergreen Mortuary, Cemetery & Crematory, Tucson, AZ
Feeney Funeral Home, Ridgewood, NJ
Fellows, Helfenbein & Newnam Funeral Home, P.A., Easton, MD
French Funeral Home, Brazil, IN
French Mortuary, Albuquerque, NM
Gamble Funeral Service, Savannah, GA
Garnand Funeral Chapel, Inc., Ulysses, KS
Garnand Funeral Home, Inc., Garden City, KS
Glende-Nilson Funeral Home, Fergus Falls, MN
Gorsline-Runciman Funeral Homes, Lansing, MI
Gunderson Funeral Home & Cremation Centers, Madison, WI
Hackett-Livingston Funeral Home, Shenandoah, IA
Hanson-Runsvold Funeral Home, Fargo, ND
Heartland Memorial Center - Traditional Funeral Home & Full Service Cremation Facility, Tinley Park, IL
Helke Funeral Home & Cremation Services, Wausau, WI
Henderson Funeral Home, Pekin, IL
Heritage Funeral Home, Nipawin, SK, Canada
Heritage Funeral Home, Spokane, WA
Heritage Memorial Funeral Home, Waldron, AR
Higgins-Reardon Funeral Home, Youngstown, OH
Highlands Family Owned Funeral Home, Inc., Louisville, KY
Hightower's Memorial Chapel, Douglasville, GA
Holman-Howe Funeral Homes, Lebanon, MO
Hooper-Huddleston & Horner Funeral Homes & Cremation Services, Cookeville, TN
Humphrey Funeral Service, Inc., Russellville, AR
Hunt-Stellato Funeral Home, Fort Lee, NJ
Ippolito-Stellato Funeral Home, Fairfield, NJ
Ippolito-Stellato Funeral Home, Lyndhurst, NJ
Johnson-Hagglund Funeral Home, Litchfield, MN
Jones-Wynn Funeral Home, Douglas Chapel, Douglasville, GA
Jones-Wynn Funeral Home, Villa Rica Chapel, Villa Rica, GA
Joseph Vertin & Sons Funeral Home, Breckenridge, MN
K.L. Brown Memory Chapel, Anniston, AL
Kapinos-Mazur Funeral Home, Ludlow, MA
Kerrville Funeral Home, Kerrville, TX
Kilpatrick Funeral Homes, West Monroe, LA
Kok Funeral Home, Cottage Grove, MN

CONTINUED ON PAGE A38



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Association **NEWS** CONTINUED



ICCFA forms Pet Loss Professionals Alliance, announces 2010 Conference and Membership Meeting

STERLING, VA— The **International Cemetery, Cremation and Funeral Association** has created the **Pet Loss Professionals Alliance (PLPA)** to serve the needs of those who provide pet-related death care services. The PLPA will hold its first educational conference and general membership meeting in conjunction with the ICCFA Annual Convention and Exposition, March 10-13, 2010, in San Antonio, TX.

“There is a real need for leadership and professional development in the pet loss industry,” said PLPA chairman **Coleen Ellis**, president of **Two Hearts Pet Loss Center** in Greenwood, IN. “The ICCFA has long been recognized as the

most open and future-focused association on the human side of the industry, and PLPA has found a natural launching point here for developing educational programming and operational standards on the pet side.”

Pet loss industry members are invited to review and comment on a proposed mission statement, educational program and draft of operational standards at the PLPA Web site, www.mypplpa.com.

The PLPA Conference will take place March 10-13 at the San Antonio Convention Center in San Antonio, TX. In addition to the ICCFA Convention general sessions and Expo, pet loss providers will have access to a number of activities developed specifically for them:

The PLPA Program Outline has been

set as follows: Wednesday, March 10, 4:30 pm: PLPA Meet-and-Greet Reception, Thursday, March 11, 8:00 am: PLPA Organizational Business Meeting and Thursday, March 11-Saturday, March 13 Educational sessions on topics such as: Forming Partnerships: How to reach out to local organizations to grow your pet business.; Veterinary Sales: How to get past the “gatekeeper” and help your prospect reach a buying decision; Technology: Facilitated discussion of tech needs and solutions; Standards: Facilitated discussion on developing standards in terminology and operations; and Grief Education: How to help your client families manage their grief.

Companies that provide pet loss services, and suppliers offering pet loss

products, can join PLPA via the ICCFA Professional Membership category, using the online form at www.mypplpa.com. ICCFA-member cemeteries, crematories and funeral homes that provide pet services in addition to human death care services are also welcome to participate in all PLPA discussions and activities.

For information on the PLPA and to join, visit www.mypplpa.com. For information on the ICCFA, visit www.iccfa.com.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,400 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

NFDA Funeral Homes Recognized for Outstanding Service: Pursuit of Excellence Registrant Numbers continue to Increase

Continued from Page A37

Lachapelle Funeral Home, Inc., Pawtucket, RI
Ladd-Turkington & Carmon Funeral Home, Vernon, CT
Lake Hills Memorial Mortuary, Sandy, UT
Larrison Mortuary, Ltd., Pratt, KS
Laughlin Service Funeral Home, Inc., Huntsville, AL
Lentz Funeral Home, Algona, IA
Linnemann Funeral Home, Erlanger, KY
Lippert-Olson Funeral Home, Sheboygan, WI
Lynch & Sons Funeral Directors, Clawson, MI
Lynch & Sons Funeral Directors, Milford, MI
Martin Funeral Home, Fairgrove, MI
Martin Funeral Home, Vassar, MI
Mattson Funeral Home & Cremation Service, Forest Lake, MN
Memorial Funeral Home, Edinburg, TX
Memorial Funeral Home, San Juan, TX
Memorial Mortuary, Salt Lake City, UT
Miles Martin Funeral Home, Mount Morris, MI
Milward Funeral Directors, Lexington, KY
Moloney Funeral Home, Central Islip, NY
Moore Funeral Home, Brazil, IN
Morman Funeral Home, Wakeman, OH
Morrison Funeral Homes, Inc., Tuscumbia, AL

Mountain View Mortuary, Salt Lake City, UT
Myers Mortuary, Brigham City, UT
Myers Mortuary, Layton, UT
Myers Mortuary, Ogden, UT
Myers Mortuary, Roy, UT
Newington Memorial Funeral Home, Newington, CT
Ochiltree Funeral Service & Aftercare, Winterset, IA
Olinger Andrews Caldwell Gibson Funeral Chapel, Castle Rock, CO
Olinger Chapel Hill Mortuary & Cemetery, Littleton, CO
Olinger Crown Hill Mortuary and Cemetery, Denver, CO
Olinger Hampden Mortuary and Cemetery, Denver, CO
Olinger Highland Mortuary and Cemetery, Thornton, CO
Olinger Moore Howard Chapel, Denver, CO
Olinger Woods Chapel, Golden, CO
Patrick T. Lanigan Funeral Home, East Pittsburgh, PA
Pray Funeral Home, Charlotte, MI
Preston-Hanley Funeral Homes, LLC, Pekin, IL
Ransford Funeral Home and Cremation Services, Inc., Caro, MI
Redwood Memorial Mortuary & Cemetery, Salt Lake City, UT
Reeves Funeral Homes, Ltd., Coal City, IL
Resthaven Funeral Home, Oklahoma City, OK
Reynolds-Jonkhoff Funeral Home and Cremation Services, Traverse City, MI
Robertaccio Funeral Home, Inc., Patchogue, NY
Roland Funeral Service, Inc., Atlantic, IA
Roller-Ballard Funeral Home, Benton, AR
Roller-Chenal Funeral Home, Little Rock, AR
Roller-Daniel Funeral Home, Searcy, AR
Roller Funeral Home, Mountain Home, AR
Roller-McNutt Funeral Home, Conway, AR
Roller-Owens Funeral Home, North Little Rock, AR
Routsong Funeral Home, Kettering, OH
S.K. Schultz Funeral Home, Clinton Township, MI
S.K. Schultz Funeral Home, Eastpointe, MI
Sanderson Funeral Home, Carthage, TN
Savage Funeral Service, Binghamton, NY
Schoedinger & Company, Columbus, OH
Schrader Funeral Home, Cheyenne, WY
Sharer-Stirling-Skivolocke Funeral Home, Alliance, OH
Shuler Funeral Home, Hendersonville, NC
Spencer Family Funeral Home, Athens, MI
Staab Polk Memorial Home-Cremation Services of Central Illinois, Chatham, IL
Strode Funeral Home, Stillwater, OK
Swedberg Funeral Home, Shawano, WI
Targhetta & Wooldridge Funeral Home, Brighton, IL
Tetrick Funeral Home, Elizabethton, TN
The Branch Funeral Home, Smithtown, NY
The Island Funeral Home & Crematory, Hilton Head Island, SC
Thomas McAfee Funeral Home-Downtown Chapel, Greenville, SC
Thomas McAfee Funeral Home-Northwest Chapel, Greenville, SC
Toland-Herzig Funeral Homes & Crematory, Dover, OH
Twiford Funeral Homes, Memorial Chapel, Elizabeth City, NC
Vensil-Orr & Chute Funeral Home, Newark, OH
Waller Funeral Home, Oxford, MS
Wappner Funeral Directors, Mansfield, OH
Weeks' Dryer Mortuary, Tacoma, WA
Weeks' Enumclaw Funeral Home, Enumclaw, WA
Weeks' Funeral Home, Buckley, WA
West Funeral Homes, Inc., West Fargo, ND
Wilkerson Funeral Home, Reidsville, NC
Wilson-McReynolds Funeral Home, Marion, IL
Wm. Sullivan & Son Funeral Home, Royal Oak, MI
Wm. Sullivan & Son Funeral Home, Utica, MI
Wonderly-Horvath-Hanes Funeral Home & Crematory, Fremont, OH
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Association NEWS CONTINUED

Wilbert Funeral Services, Inc. wins Two Ginny Awards

Cremation Association of North America presents company with awards for its Cremation Choices catalog and Wilbert Foundation efforts

BROADVIEW, IL— For the fifth year in a row, **Wilbert Funeral Services'** *Cremation Choices* catalog is the proud recipient of the *Cremation Association of North America* (CANA) 2009 Ginny Award of Excellence for Outstanding Product Catalog. In addition, the philanthropic efforts of the **Wilbert Foundation** were also recognized with a "Ginny" for the work the organization does with pediatric hospitals.

CANA created the GINNY Awards in 2002 as a way to honor professionals in the cremation and memorialization industry. The inaugural honor went to the individual after which the award was named, **Ginny Blair**, who had been CANA's Public Relations Consultant since 1982. Commencing in 2003, the Ginny's quickly rose as the benchmark for industry public relations and advertising campaigns recognizing outstanding and innovative creative.

"Receiving two Ginny awards is a humbling experience for the entire Wilbert organization. These honors validate our efforts and our commitment to provide cremation families with valuable tools and programs for creating a meaningful cremation memorial for their loved one," stated **Joe Weigel**, Wilbert's Vice President of Marketing.

The *Cremation Choices* catalog heightens awareness of the many selections available to families when cremation is chosen as the means of final interment. In addition to product selections, the catalog discusses service options as well as the many ways cremation products can be personalized.

"The organizations we recognized with Ginny awards have given us su-

perb examples of innovation, excellence and world-class performance," said **Bill McQueen**, CANA's president. "They serve as role models for companies of all kinds striving to improve effectiveness and increase value to their cremation customers."

Copies of the *Cremation Choices* catalog can be obtained by contacting any local Wilbert licensee organization or by emailing more-info@wilbertinc.com. Additional information about the work of the Wilbert Foundation can be found at www.wilbertfoundation.org.



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Association NEWS CONTINUED

Mary Louise Winston Honored as Professional of the Year at NFDMA Awards Dinner

By Shun Newbern, CFSP

LOS ANGELES, CA— At the 85th Annual National Funeral Directors & Morticians Association Awards Dinner, the recipient of the 2009 Robert H. Miller Professional of the Year Award was Mrs. Mary Louise Winston. The elegant evening in Detroit, MI, on August 4, 2009, featured accolades from close friends of Macedonia Baptist Church in Los Angeles to far distance nobles from Washington, DC.

Mrs. Winston is the president and owner of House of Winston Mortuary, Inc. in Los Angeles. She is a devoted wife of an undertaker, who was handed the baton



Mary Louise Winston

of funeral service at her husband James W. Winston's (NFD&MA 37th National President) early demise. This pioneer for service and justice has given so much to numerous non-profit organizations and causes that are innumerable. One of her latest endeavors with Nu Chapter, Epsilon Nu Delta is the M. L. Winston Scholarship Fund, which was established in June 2002 to defray the California Embalmers exam-

CONTINUED ON PAGE A41

Around the Exhibit Hall...

NATIONAL FUNERAL DIRECTORS AND MORTICIANS ASSOCIATION CONVENTION

August 1-5, 2009
Detroit, Michigan



PHOTOS CONTINUED ON PAGE A41

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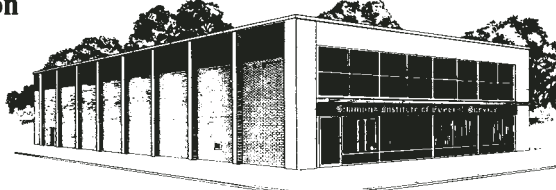
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By Ralph L. Klicker, Ph.D.

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

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

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

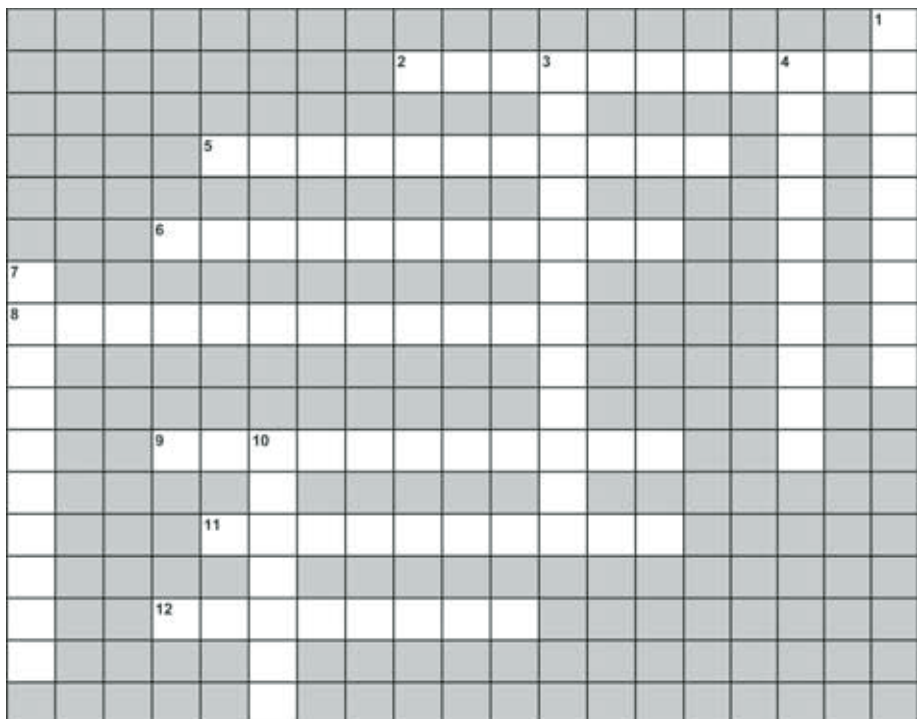
ANSWERS ON PAGE A42

ACROSS

- 2. Crackling sound
- 5. Disease of the intestines
- 6. Removal of kidney
- 8. Increase size of heart
- 9. Sweating
- 11. Spreading
- 12. Tumor

DOWN

- 1. Stops vomiting
- 3. Ingestion of bacteria
- 4. Caused by treatment
- 7. Receives the head of the femur
- 10. Epithelial tissue tumor



Around the Exhibit Hall...

NATIONAL FUNERAL DIRECTORS AND MORTICIANS ASSOCIATION CONVENTION



PHOTOS CONTINUED ON PAGE A42

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Mary Louise Winston Honored as Professional of the Year at NFDMA Awards Dinner

Continued from Page A40
nation fees for minority students. This fund is exemplary of Mr. and Mrs. Winston's lifelong dedication to the profession and a fitting tribute to her love for people.

On Sunday, August 30, 2009 she invited the members and officers of District 8 of NFD&MA, the *California Funeral Directors Association* and Nu Chapter to her home to thank them for their support throughout the year and especially during the awards dinner. For those who truly know and are well acquainted with Mrs. Winston understand that she is worth this honorable award and many others. Congratulations to the leader of the House of Winston Mortuary.

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Educational NEWS

Continuing Vision offers Quality, Affordable Continuing Education for Funeral Directors

STATEN ISLAND, NY— Most states now require continuing education for funeral directors. Finding time to take courses can be difficult for busy professionals. New York based **Continuing Vision** offers continuing education credit for funeral directors through online courses and in-person seminars.

Jeff Holcomb, a New York licensed funeral director for 30 years, started the continuing education company in 2006. The Mission: Bring quality and affordable continuing education to funeral directors in their own New York and New Jersey neighborhoods. Continuing Vi-

sion holds six continuing education seminars each year in New York and New Jersey.

Recently, Continuing Vision joined forces with Funeral CE to offer state-approved continuing education online for funeral directors across the country. Online courses are available 24 hours a day, seven days a week, offering even more flexibility to busy funeral directors who need to complete state mandated continuing education.

Continuing Vision offered its first seminar for funeral directors in May 2007. Held at the 69th Armory in New York City, the topic was "Military Funerals."

Among the participants were funeral directors who helped families of war veterans, particularly those who died in the Iraq War. Also in attendance were members of the 69th Brigade of the US Army.

CONTINUED ON PAGE A45

MGCCC Students named Students of the Year by Louisiana, Mississippi Funeral Directors Associations



(L to R) Robert Lang with the outgoing association president, Gary Dubaz of Bradford O'Keefe Funeral Home in Biloxi, at the MFDA annual conference held in Bay St. Louis during July.

PERKINSTON, MS— Two **Mississippi Gulf Coast Community College** students have been chosen as 2009 Funeral Directors Association Students of the Year. **Robert "Bobby" Lang** of Magnolia was chosen by the *Mississippi Funeral Directors Association* at its July conference, while **Scott Haynes** of Franklinton, La., was chosen by the *Louisiana Funeral Directors Association* at its annual conference in June.

"Most program instructors are lucky if they have a student chosen for such a prestigious award in five years, but we have two in the same year. That's incredible," said **Bill Harvey**, director of the Funeral Services Technology program at the Perkinston Campus. "Both of these young men are exceptional students and very professional in their demeanor. They will make outstanding additions to the funeral-service vocation."

Lang and Haynes, while from different states, don't live too far apart. Both decided to attend Gulf Coast on recommendations from other people. "The casket salesman at the funeral home where I work actually told me about the program at Gulf Coast," Haynes said. "It is a bit of a drive, but in the end, it has paid off."

Lang, who works at the **Hartman-Sharkey Funeral**

Home in McComb is also a registered nurse and works at the Riverside Medical Center emergency room across the state line in Franklinton. "The drive [to college] is definitely worth it," he said. "We are getting a quality education at Gulf Coast, and the people here were so helpful during the admission process and in the program itself. This program is outstanding, and I feel like I am getting a quality education."

Haynes, who works at **Crain Funeral Home**, also in Franklinton, agrees. "The instructors in this program have set the bar high for us and expect us to act professionally. On the other hand, they are willing to work with students and have helped me immensely since I am attending school full time and working full time." He added, "It was sort of a last-minute decision to come here, and the people here helped me get my paperwork done quickly. That really sealed the deal."

Funeral services may seem like an unusual choice for Lang, 32, and Haynes, 31, both of whom have careers in other fields. They both have ties to funeral homes in their communities that led them to consider the career change. "When I was a teenager, I began working at a local funeral home in McComb," Lang said. "I be-

came interested in the business then but went another route after high school. I worked in funeral homes on a part-time basis and eventually decided it was what I really wanted to do."

Haynes, who has worked in construction and as a youth minister and professional photographer, was introduced to the business by his current employer. "I was doing family portraits for their family, and my boss asked me if I would be interested in answering phones for them. After starting work, I was almost immediately sold on it. I was just that interested."

Both agree that the job requires empathy for people and a desire to help. "In nursing school, you learn that you have to take care of the patient and the family," Lang said. "In the funeral-service business, it's the same. You have to treat the person with dignity and respect. You need to listen to the family's feelings and concerns."

Haynes added, "Only one portion of this job is about dealing with the deceased. The other part, and perhaps bigger part, is working with family members to prepare the funeral they want. Overall, this job is really about service to others."

For more information about the Funeral Services Technology program at Gulf Coast, contact Bill Harvey, 601-528-8919; Brenda Hunter, 601-528-8909; or visit www.mgccc.edu.



Scott Haynes

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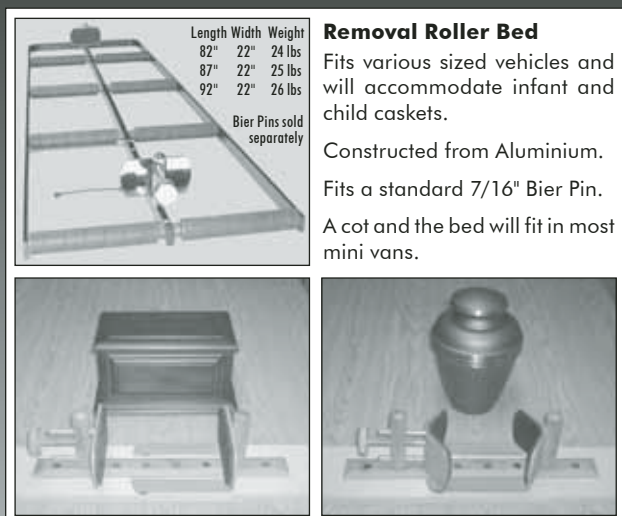
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PIMS Rolls Out Cremation Course

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science will add *Cremation Principles and Practices*, a 3 credit course, to its curriculum for students in the Associate in Specialized Business Degree program. "This course is one whose time is long overdue," says **Gene Ogrodnik**, President and CEO of the Institute. "While all funeral service programs present course content with cremation throughout many of the courses offered, there are none offering a full 3 credit course on this important contemporary topic."

The *Cremation Association of North America* (CANA) just concluded its 91st Annual Convention in Denver, CO, where it released its statistical report for preliminary 2007 final data and preliminary data for 2008. In this document it is reported that cremation projections for 2025 in the USA are expected to climb to nearly 60%.

PIMS' course will present an all-inclusive study of the business, legalities, psychology, sociology, and science of cremation practice, as they relate to funeral service. The course will discuss detailed best practices of cremation practice. Topics will include: history of cremation, cultural and religious views of cre-

mation, consumer attitudes towards cremation, funeral business considerations relating to cremation services, funeral marketing of cremation services, the science of cremation.. Also discussed are legal considerations of providing cremation services, and professional resources for the cremationist.

"I would be remiss without offering many thanks to **Mike Nicodemus** (CANA), **Mike Kubasak** (noted author, speaker and cremation expert), **Paul Rahill** and **Steve Schaal** (Matthews International), and **Julie Burn** (ICCF), all industry experts for the assistance provided as the course was developed!" noted Ogrodnik.

PIMS Offers Six Con-Ed Credits

PITTSBURGH, PA— Gene Ogrodnik, President and CEO of the Pittsburgh Institute of Mortuary Science ("PIMS") is pleased to announce that PIMS will be offering licensed funeral directors six hours of Continuing Education in December with 3 credits on the afternoon of the 8th and 3 credits on the morning of the 9th.

Advance registration is required. With limited seating available there will be no registrations accepted at the door.

On Tuesday, December 8, from 12:30 to 4:00 p.m., programs will include: "Cremation - Liability & Code of Ethics" and "21st Century Service - Don't Just Get the

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Job Done." On Wednesday, December 9, from 8:30 to Noon, programs will include "Providing Consumers with Payment Options," "Veterans Tributes & Due Respect" and "Celebrant Services."

Pennsylvania licensees are required by law to complete a minimum of six hours of approved continuing education before February 2010, the next licensing renewal period. Licensees who need additional continuing education credits should register now as seating is limited.

For more information on course description, cost and times, visit the PIMS website at www.PIMS.edu or call Ginny Warnock at 412-362-8500 ext. 104.

PIMS Students contribute to the Children's Institute

PITTSBURGH, PA— Students from Pittsburgh Institute of Mortuary Science (PIMS) recently presented a check to **David Miles**, President and CEO of *The Children's Institute of Pittsburgh*. Also on hand to receive the contribution was **Michele Mehal**, Development Manager. Presenting the check were PIMS Dean of Faculty and Students **Joseph Marsaglia**, faculty member **M. Roger Walker**, PIMS Class 139 President **Tim Schoonover**, Class 139 Treasurer **Tonya Jenkins**, and Class 140 Representative **Brittany Senatore**.

The PIMS students were able to make the donation through fund raisers and contributions they collected during the school year. The students also provide an annual Easter and Halloween party for the children and patients at the Institute. As part of their commitment to community projects, PIMS students also sponsor an annual Christmas food drive for the needy. In addition to the contribution to The Children's Institute, the students have also presented checks to SIDS (Sudden Infant Death Syndrome) Alliance of Pittsburgh, the



(L to R) Dean Joe Marsaglia; Class 139 President Tim Schoonover; Faculty Member M. Roger Walker; President and CEO David Miles; Class 139 Treasurer Tonya Jenkins; and Class 140 Representative Brittany Senatore.

American Cancer Society, and Animal friends. The administration of PIMS is proud of our students for their initiative in extracurricular activities.

PIMS Class 139 visits The Caring Place

PITTSBURGH, PA— Students from Pittsburgh Institute of Mortuary Science (PIMS) Class 139 recently visited the *The Caring Place*. The Caring Place in Pittsburgh is a center for grieving children, adolescents, and their families. The Caring Place now has four locations in Pennsylvania: Pittsburgh, LeMoyné, Warringtondale, and Erie.

As part of their Professional Seminar Series course, the students were provided the opportunity to tour the facility and attend a program by Child Grief Specialist and Outreach & Education Coordinator, **Dr. Virginia Giannotta** and Child Grief Specialist and Program Manager, **Dr. Andrea Lurier**.

The Caring Place invites every PIMS class to its facility as well as providing the use of its facility for the *Allegheny County Funeral Directors Association* membership meetings.

PIMS is grateful to The Caring Place for its ongoing interest and relationship with PIMS. Other Professional Seminar Series programs that the class attended were: Pennsylvania State Board of Funeral Directors Meeting; **Fred Donatelli Memorials and Crematory**; **Ernie Heffner - Best Practices**; *Western Pennsylvania Funeral Directors Association* Convention; **Wilbert of Pittsburgh**, **Reynoldsville Casket Company**; **Ben Kyle** - Issues and Concerns



PIMS Students at The Caring Place

for the Funeral Intern; **US Airways** and **Inman Nationwide Shipping**; **Clark Grave Vault Company**; Sudden Infant Death Syndrome Alliance (SIDS) of Pittsburgh; and Center for Organ Recovery & Education (CORE). PIMS thanks all our speakers for their continued support and dedication to funeral service education.

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Educational NEWS CONTINUED

Monster.com Founder Jeff Taylor to present Seminar on October 27



COLUMBUS, OH— The Academy of Professional Funeral Service Practice, along with Wilbert Funeral Services, Tributes.com, Aurora Casket Company,

and Kates-Boylston Publications are sponsoring a 'Monster' seminar featuring Jeff Taylor entitled: *Technology in Funeral Service and the Evolution of the*

Obituary: How to Leverage Both to Provide Value-Added Service & Generate Revenue. The seminar will be October 27, 2009, at 4:30 p.m. at the Boston Convention and Exhibition Center in Boston, MA. The admission is free and open to all National Funeral Directors Association International Convention & Expo attendees, but those interested must register at www.tributes.com/NFDA2009.



Jeff Taylor

Jeff Taylor of Monster.com success is changing the way funeral directors handle one of the most fundamental elements of their service offerings — obituaries. The founder of Tributes.com, Jeff is providing funeral directors the technology needed to enhance the services and products they provide while adding additional revenue streams to their business models.

Mr. Taylor will share how he forever changed job postings and the way we search for jobs, and how he has brought all of that expertise to Tributes.com

as obituaries become more prevalent on the web. This promises to be an informative and interactive presentation full of valuable information and ideas.

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

Continuing Vision offers Quality, Affordable Continuing Education for Funeral Directors

Continued from Page A43

That first continuing education seminar set the tone for Continuing Vision to provide timely subjects for funeral directors. The company also offers topics that can help funeral directors in both their professional and personal lives— for example, suicide or grieving. Other continuing education seminar topics include: New York Law; Estate planning; and Embalming In The Real World.

Continuing Vision invites only the most qualified speakers for its seminars, including the New York City Medical Examiner, court administrators and veteran funeral directors.

Continuing Vision hopes to expand both its online programs and in person seminars for funeral directors. The company can facilitate in-person seminars in other East Coast States. For more information visit Continuing Vision at www.continuingvision.com or contact Jeff Holcomb directly at jholcomb@continuingvision.com.

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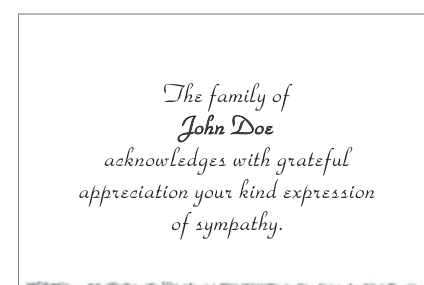


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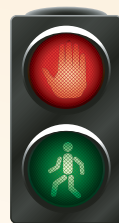
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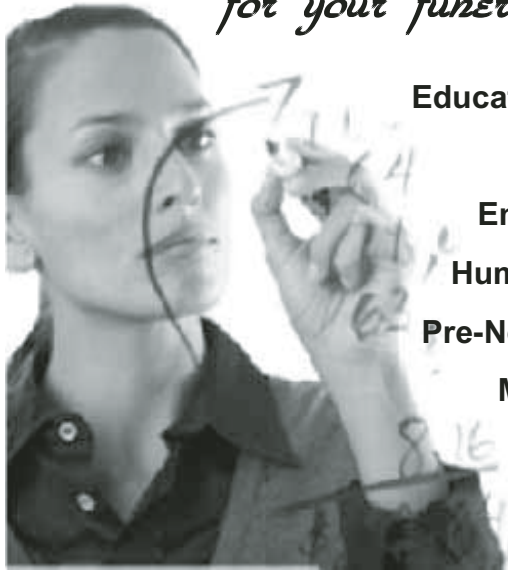


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Educational NEWS CONTINUED

Romanowski is nominated as the 2009 Gayle M. Galloway Student of the Year

SCOoba, MS— Jessica L. Romanowski of Franklin, WI, a native of Grenada, MS and the daughter of John C. and Shirley B. Romanowski of Franklin, WI, was named as the **East Mississippi Community College** Funeral Service Technology nominee for the Gayle M. Galloway Student Of The Year Award for 2009. Jessica was recognized for this honor at the General Membership ceremonies of the *Mississippi Funeral Directors Association* at its annual convention held in Bay St. Louis, MS on July 21.

A graduate of Cleveland High School in Cleveland, TN, Jessica enrolled in the Funeral Service Technology program at East Mississippi Community College in August 2007. During her freshman year, Jessica won the Restorative Art Award for First Place Achievement with her Restorative Art project in Funeral Service Technology. Jessica also was inducted into the Eta Upsilon Chapter of Phi Theta Kappa, an international honors society.

Popular with her classmates, Jessica was elected President of Mu Chapter of Sigma Phi Sigma, the funeral service fraternity. Under her leadership, the class was able to raise sufficient funds to finance a class trip to the *National Funeral Directors Association* Convention in Orlando, Florida during October 2008. In recognition of her outstanding achievements, she was presented the "Presidents Plaque" at



Jessica L. Romanowski

the annual Sigma Phi Sigma Banquet in April 2009.

Jessica sat for and passed the National Board Examination (NBE). She graduated with Special Honors from the Funeral Service Technology program at East Mississippi Community College in Scooba, MS on May 9, 2009. Immediately upon graduation, Jessica accepted a position with **Prasser-Kleczyka Funeral Homes** in Milwaukee, WI, where she is currently serving her Funeral Director Apprenticeship for licensure.

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

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

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

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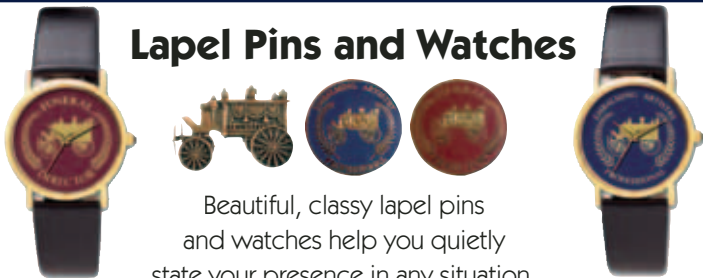
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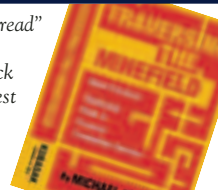
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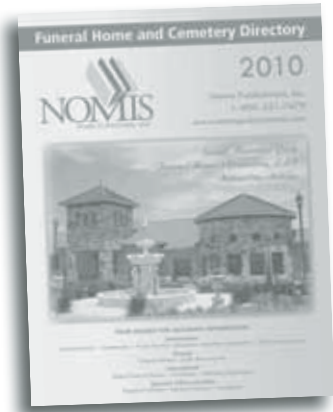
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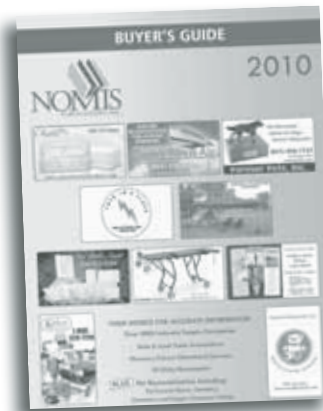
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Educational NEWS CONTINUED

Michigan Funeral Directors Association and The Outlook Group, Inc. unveil MAPP

FRANKLIN, OH— The Outlook Group, Inc., Franklin, in conjunction with the Michigan Funeral Directors Association (MFDA) announced they have developed the Michigan Advance Planning Professional certification program. (MAPP)

Because, in the State of Michigan, it is not required that Advance Planning Professionals be licensed funeral directors, MFDA feels strongly that it is very important to enhance the credentials of those that are hired to represent their member funeral homes in this important aspect of funeral service. The unique and groundbreaking MAPP certification assures that professional standards are established and maintained.

There is strong competition for pre-need funds and many instances of malfeasance have occurred. Therefore, certification for Advance Planning Professionals has been of growing importance to consumers considering preneed.

To become MAPP certified, an Advance Planning Professional must work for a funeral home that is a member in good standing of the Michigan Funeral Directors Association. The individual must also have a Michigan Resident Life Insurance License. Thorough background checks are performed on all applicants and no one is certified who has any kind of criminal background or past.

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ucts such as the Master Escrow Plan™ or Homesteaders Life Company, Des Moines, IA, are not only welcome to use this training and certification, but are encouraged to do so. MAPP will significantly help any Advance Planning Professional be better at what they do, no matter what pre-funding products they are use.

MAPP will require annual re-certification. Annual classes and courses of study will be offered to attain recertification. Courses of study will include Funeral Service History, Grief Process and the Role Funeral Service plays in the Process, Regulations that pertain to Advance Funeral Planning, Ethical considerations related to Funeral Service and Ad-

vance Planning, Common Religious Customs and Practices, Benefits and Risks of Advance Funeral Planning, Marketing and Merchandising, Communications: The Language of Funeral Service, and a host of other topics. Course topics will constantly be refreshed and updated for the assurance of making your Advance Planning Professional the best that he/she can be.

The first MAPP class will be held January 26 and 27, 2010 in Okemos, at the MFDA Headquarters. For additional information about the MAPP certification program please contact Mr. Thomas Folkert, Michigan Development Director, The Outlook Group, Inc. at (704) 299-2877.



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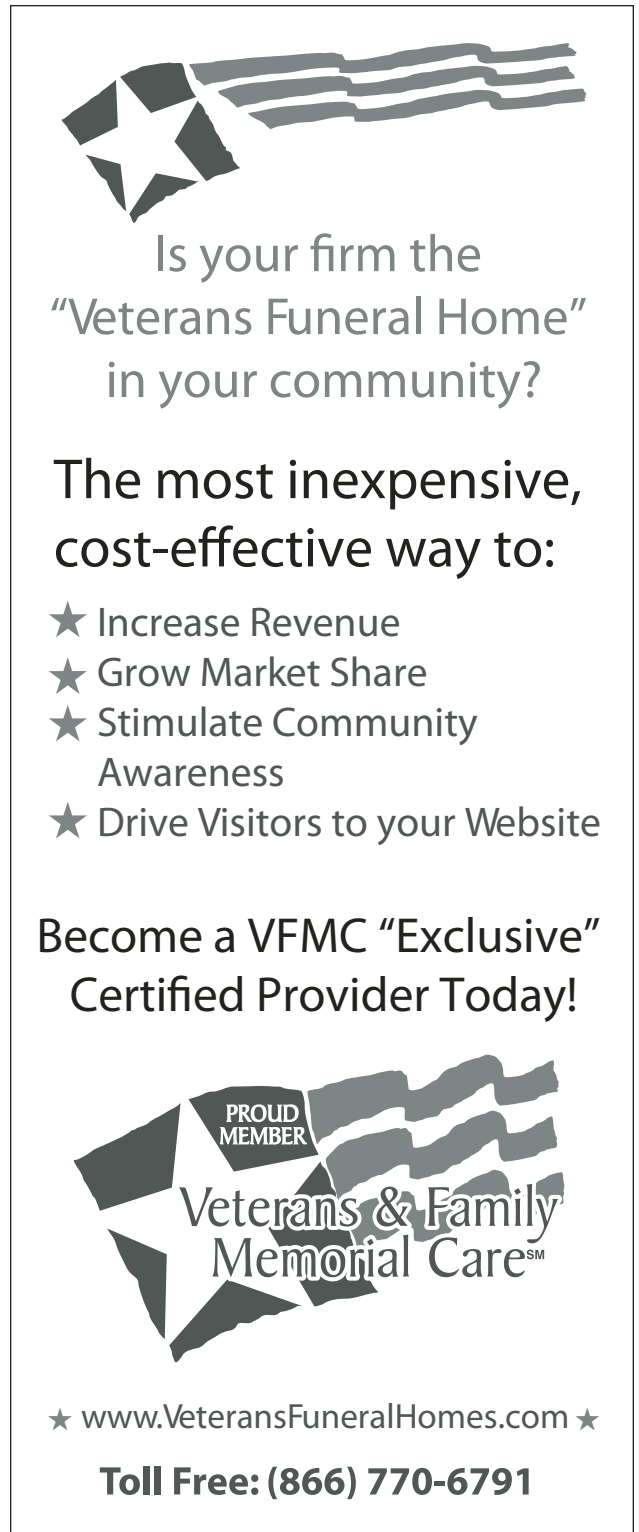
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Educational NEWS CONTINUED

Embalming Seminar to be held in Monroe, Louisiana

MONROE, LA— Theta Chapter, of Epsilon Nu Delta Mortuary Fraternity, will host their inaugural “Elizabeth Brannum-Trass/John A. Sims Embalming Seminar” in Monroe this fall. **Soror Elizabeth Brannum-Trass** and **Bro. John A. Sims** are still active in the funeral profession and worked during the 1940s to establish Epsilon chapters throughout Louisiana and Texas with the fraternity founders **Bro. Thomas** and **Soror Frieda C. Whibby**.

The embalming seminar will be at The Atrium Hotel – Conference Centre in Monroe. “Theta Chapter believed that naming this educational session after these two legendary embalmers was the most devoting, honorable and noble act to them,” said the host **Bro. Rodney McFarland, Sr.** “We are extending the invitation to funeral directors, embalmers and students of mortuary science from surrounding states, as well as members of The Academy (APFSP).”

The four CEU plenary seminars will be instructed by author and national speaker, **Shun Newbern**, CFSP, and the National Chairman of Epsilon Nu Delta. The four sessions will focus on restoring the value of embalming to the funeral home and ways to handle the challenges faced by embalmers and the rewards that families will receive by the committed efforts. Shun will cover the following subjects: Are you Embalming or Fluid Shooting? Embalming Skills for Every Embalmer, Embalming and Treating the Emaciated Decedent, and 6 Keys to a Successful Viewing.

As the Quality Control Supervising Embalmer for **Rose Hills Mortuary**, Whittier, CA, collectively Shun and the professional staff members reduce risk and raise the professional standards. His membership and involvement includes Epsilon Nu Delta Mortuary Fraternity, *American Society of Embalmers*, the Academy of Professional Funeral Service Practice (Academy Ambassador for California), *Los Angeles County Funeral Directors Association* (Vice-President) and many others. He is a graduate of *San Francisco College of Mortuary Science*, University of La Verne and a candidate for Claremont Graduate University, Drucker Institute.

“I have put my heart and soul into these sessions,” declared Shun Newbern. “At the conclusion, we will have tapped into the commitment of every mortuary staff member, outlined an action plan to build credibility, created goals to improve family satisfaction and expanded the practitioner’s level of skill. If we are not committed to the business of successful open casket viewings, we will be soon out of business.”

For additional information and registration please contact Bro. McFarland at mcfar0724@aol.com or call 318-327-5954.

Life Appreciation Training announces Fall and Winter Weekends

NORTH BAY VILLAGE, FL— Life Appreciation Trainings are scheduled in many US cities for fall and winter 2009. Life Appreciation Training, founded in 1974, conducts funeral personalization methods for funeral directors. The Trainings are limited to just ten funeral directors per training.

The scheduled weekends include: October 3 – Little Rock, AR and Louisville, KY; October 10 – Greensboro, NC; October 17 – Montgomery, AL; October 24 – Charleston, SC; October 31 – Indianapolis, IN; November 7 – Los Angeles, CA; November 14 – Fort Lauderdale, FL; November 21 – Syracuse, NY and The Bahamas; December 5 – Barbados; and December 12 – Dallas, TX.

For additional information or to determine availability in a specific training or to register call 305-420-6744, visit www.lifeappreciation.com or email info@lifeappreciation.com.


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Educational NEWS CONTINUED

NFDA Endorses CANA Crematory Operators Certification Program

BROOKFIELD,WI— The National Funeral Directors Association (NFDA) announced its endorsement of the Cremation Association of North America's (CANA) Crematory Operators Certification Program...

Program will satisfy new training requirements for crematory operators in Virginia

ation with the Matthews Cremation Division, meets Virginia's newly enacted requirements and provides a sound education for crematory operators.

A common sense approach is not enough to ensure proper operational procedures, and crematory staff need education and training to operate efficiently and safely.

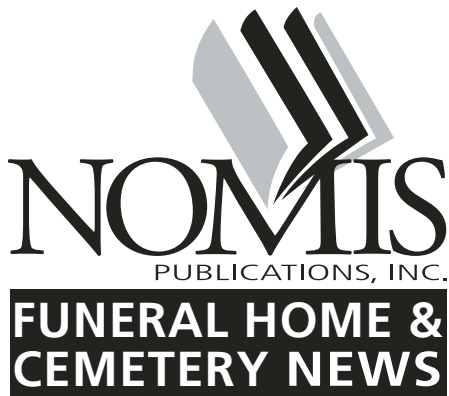
more of an environmentally-friendly operator; and, new this year, get an update regarding current litigation issues.

NFDA members who would like more information about the upcoming November 18 Crematory Operators Certification Program in Clearwater Beach, FL should visit the CANA Website...

The CANA Crematory Operators Certification Program is endorsed by the Funeral and Memorialization Information Council as the leading authority in conducting certification.

da and around the world. Matthews Cremation Division has been providing environmentally-safe, UL-listed cremation systems to the cremation industry for more than 50 years.

NFDA is the world's leading funeral service association, serving 19,000 individual members who represent more than 10,200 funeral homes in the United States and internationally.



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Educational NEWS CONTINUED

AAMI announces Summer Dean's List

NEW YORK, NY— American Academy McAllister Institute is pleased to recognize the following students for their academic success in the Summer 2009 Semester.

To be named to the President's List one must maintain a semester grade point average of 3.80 to 4.0. **Jonathan Bender** of Nutley, NJ; **Julia Cavallo** of Westwood, NJ; **Donald Cymbor** of

Hoboken, NJ and **Alexandra N. Perri** of Poughquag, NY were named to the President's List.

To be named to the Dean's List one must maintain a semester grade point average of 3.50 to 3.79. **Justin Arnoldy** of Brooklyn, NY; **Samantha Gonzalez** of Richmond Hill, NY and **Cedric Swinton** of Charleston, SC were named to the Dean's List.

192nd Graduation held at AAMI

NEW YORK, NY— The 192nd Graduation of American Academy McAllister Institute of Funeral Service was held August 14, 2009 at the Affinia Manhattan Hotel. The guest speaker was **Mr. Louis Stellato**, President of **Stellato Funeral Homes** in New Jersey.

The 39 members of this graduating class are: **Dan Ainsworth**, Magee, MS; **Andrew Anastasio**, Middle Village, NY, Magna Cum Laude; **Lindsay Andre**, Pen Argyl, PA; **Colt Black**, Sabillasville, MD; **Allison Boi**, Rochelle Park, NJ; **Tara Burrowes**, Barbados, West Indies, Magna Cum Laude; **Danielle Cahill**, Wappingers Falls, NY; **Gary Day**, Batesville, AR; **Nicholas Fitzwater**, Charleston, WV; **William Flocks**, White Plains, NY; **James Fontanella**, Totowa, NJ; **Vincent Gilmor**, Wantagh, NY; **Edward Guida**, Flushing, NY; **Mary Henderson**, Kinnelon, NJ; **John Juhasz**, E. Setauket, NY; **Mary King**, Granville, NY; **Brian Koundry**, Oxford, CT, Cum Laude; **Jonathan Krempecki**, South River, NJ; **Jennifer Kruger**, Danville, IL; **Shayna Kugler**, Saddle Brook, NJ; **Lindsay Lattanzio**, Port Redding, NJ; **Charles Lori**, Bakersfield, CA, Summa Cum Laude; **Albert Lowenberg**, East Meadow, NY; **Tamara MacDuff**, Webster, NY; **Sean McCafferty**, Brooklyn, NY, Magna Cum Laude; **Curtis May**, Mount Holly, NJ; **Adner Montenegro Lee**, Yonkers, NY; **Justin Muenz**, Mahopac, NY; **Alisha Narvaez**, Forest Hills, NY; **Victoria Ordoyne**, Houma, LA; **Brooke Lynn Pesola**, Staten Island, NY, Summa Cum Laude; **Richie Rhue**, Brooklyn, NY; **Gregg Schreibstein**, Bronx, NY, Cum Laude; **Robert Shea**, Trumbull, CT, Magna Cum Laude; **Andrew Skidd**, Norwalk, CT, Summa Cum Laude; **Casey St. Val**, White Plains, NY; **Elka Stern**, Brooklyn,

NY, Cum Laude; **Kevin Suckiel**, Maspeth, NY and **Jeffrey Weyer**, Monticello, NY.

Mu Sigma Alpha is an honorary scholastic society for academic achievement into which the top ten percent of the graduating class is inducted. The inductees this year are: **Andrew Anastasio**, **Charles Lori**, **Brooke Lynn Pesola** and **Andrew Skidd**.

The Dr. John McAllister Memorial award for proficiency in all areas of the curriculum was awarded to **Brooke Lynn Pesola**. The Faculty Award for proficiency in mortuary arts and sciences as well as the New York State Funeral Directors Award of Merit for the graduate who in the judgment of his/her fellow classmates best typifies the highest ideals of the Funeral Service profession were presented to **Andrew Skidd**.

The Thomas M. Quinn Memorial Award for the graduate who in the judgment of his/her fellow students has contributed the most to the welfare of the class was presented to **Gregg Schreibstein**. The William F. Flocks Memorial Award for clinical embalming was awarded to **William J. Flocks** and **Andrew Anastasio**. The Michael Rosenberg Award for clinical embalming was awarded to **Justin Muenz** and the Buddy Wolfe Memorial Award for clinical embalming was presented to **Victoria Ordoyne**.

Robert Shea received the Board of Trustees Award. **William J. Flocks** won the Sprung Memorial Award, **Kevin Suckiel** won the Thomas Pontone Memorial Award and **Brooke Lynn Pesola** won the Stellato Funeral Homes Award. **Edward Guida** and **John Juhasz** were both awarded the Student Achievement Award which is for improvement in scholastic ability, character and commitment.

University of Central Oklahoma Funeral Education Department Graduates

EDMOND, OK— The Funeral Service Education Department at the University of Central Oklahoma announces the following students have recently completed the requirements for the Bachelor of Science Degree: **Harley Cox**, Oklahoma City, OK; **Timothy Freeman**, Moore, OK; **Jennifer Fuller**, Tulsa, OK; **Stephanie Grimes**, Oklahoma City; **Tammarra Harris**, Prescott, AR; **Juanita Herrera**, Oklahoma City; **Lindsey Jeffries**, Sand Springs, OK; **Jong Woo Lee**, Seoul, South Korea; **Amanda Monday**, Hobart, OK; **Tiffany Rose**, Frametown, WV; and **Ashley Sanders**, Poteau, OK.

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Educational NEWS CONTINUED

Clinical Supervisor at Cincinnati College of Mortuary Science receives 2009 Commanders Award for Meritorious Service

CINCINNATI, OH— Joe Main, Clinical Supervisor and faculty member of Cincinnati College of Mortuary Science (CCMS), received the 2009 Commanders Award for Meritorious Service from the Great Lakes Region of the Disaster Mortuary Operational Response Team (DMORT). The award was presented at the region's annual Team Training at Grissom Air Reserve Base in Indiana. He was nominated by his fellow DMORT members.

Main has been a member of the National Disaster Medical System (NDMS) since 2006, including DMORT Region V, and recently became a member of Disaster Portable Morgue Unit (DPMU) team. "I believe this award reflects not only on the quality of person that Joe is, but upon CCMS as a whole," remarks Ed Babcock, DPMU member and 1994 graduate of CCMS.

Main earned his Bachelor of Mortuary Science degree from CCMS and has served as the college's Clinical Supervisor since 1990. He also holds a Master of Public Administration degree from Northern Kentucky University. He is a member of the Academy of Professional Funeral Service Practitioners, Ohio Funeral Directors Association, Ohio Embalmers Association and serves on the policy board of the Ohio Funeral Directors Mortuary Response Team.

END to hold Down Home Dinner Fundraiser



Alpha Omega Chapter New Officers

ATLANTA, GA— Epsilon Nu Delta Mortuary Fraternity, Inc., Alpha Omega Chapter is planning their Third Annual Fundraiser, *A Down Home Southern Style Dinner*. The event will take place on October 17, 2009 at An-

nae Enterprises Banquet Hall, 251 Walker Street SW, Atlanta, at 8:00 pm. Tickets are \$25.00. and will assist mortuary students in Georgia. Tickets will be available at the NFDMA Annual Board of Directors Meeting.

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Mr. Taylor will share how he forever changed job postings and the way we search for jobs, and how he has brought all of that expertise to Tributes.com as obituaries become more prevalent on the web. This promises to be an informative and interactive presentation full of valuable information and ideas.

Please join us. You will not want to miss this event!

This seminar will be held October 27, 2009 at 4:30 p.m.

at the Boston Convention Center, Boston, MA

Admission is free, but you must register at www.tributes.com/NFDA2009



The Academy of Professional Funeral Service Practice promotes lifelong, voluntary learning and awards the Certified Funeral Service Practitioner (CFSP) designation. There will be a brief recognition at this event for APFSP members who have recently earned the CFSP designation. Attendance verification will be provided for 1 CEU approved by most state funeral director licensing boards (APFSP .1 CEU in Category B). Attendance is open to everyone, but NFDMA International Convention & Expo registration will be required. For more information about the CFSP designation or this event, visit www.apfsp.com or stop by Booth 620.

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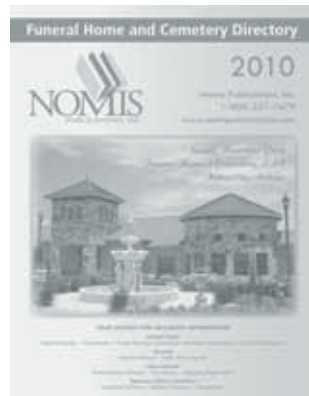
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RICHARD H. "DICK" FERNEAU of Wilmington, OH died September 8, 2009 at the age of 90. He devoted his entire working life to the development of mortuary equipment and accessories, ambulance cots and emergency response equipment. He joined the **Washington Mortuary Supply Company** right out of high school, and was named General Manager in 1947.



Ever concerned with the physical strain to mortuary personnel in transporting bodies, Dick Ferneau introduced the first all-aluminum cot in 1949. The Model 21 Klever Cot incorporated smaller tubing and aluminum castings, decreasing the weight and making it easier for those transporting the body. The Model 21 quickly became the new standard in the mortuary and ambulance industries.

In 1952 Mr. Ferneau developed the first elevating cot with two levels, designed to more easily transfer a body from a home bed to the cot. He followed this with the first two level cot that raised to the height of the embalming table. He also designed and built the first stainless steel, adjustable-height embalming table on wheels, several models of which evolved over the years. It remains the most widely used table in the industry today.

Dick Ferneau left Washington Mortuary Company in 1955 to start **Ferno Manufacturing Company**. Shortly thereafter, **Burt Weil**, a Cincinnati funeral director, contacted Dick to develop a mortuary cot that would enable one person to pick up and deliver a body. Over the next nine months, the Ferno One Man Cot® was developed. Highly successful, the Ferno One Man Cot became, and remains, the industry standard.

In 1960, Ferno Manufacturing acquired his original company, Washington Mortuary Supply Company, merged the product lines, and the name **Ferno-Washington, Inc.** was adopted.

Always mindful of the demands placed on funeral directors and their employees as a result of ever changing population demographics, Mr. Ferneau continued to improve the one man mortuary cot. His innovation led to independent folding legs and multiple heights, further easing the work of the funeral director as well as increasing the weight capacity to 1000 lbs. to meet the customer's needs.

Mr. Ferneau developed the first elongated, folding church truck, a design most widely used in the industry today for the movement and display of caskets. He remained active as a consultant in research and development at Ferno-Washington until the time of his death.

Elroy Bourgraf, Chairman of Ferno-Washington, Inc. summarized Dick Ferneau's contribution to the funeral industry by stating, "Dick Ferneau was a true pioneer in the development of mortuary cots and funeral equipment. He had the visionary powers to see what was needed in the market, the ability to communicate with funeral directors across the country to determine their needs and get their ideas, and the mechanical aptitude to bring those ideas to fruition."

AUSTIN E. RANEY, JR. of Irving, TX died August 19, 2009 at the age of 63. He had been a funeral director for 35 years in the Irving community, and had been working for **Chapel of Roses Funeral Home** since January 2008. He was a member of the *Texas Funeral Directors Association* Board of Directors and was past president of *North Texas Funeral Directors Association* in 1996-97 and *Dallas County Funeral Directors Association* in 2008. Reprinted from The Dead Beat, Golden City, MO.



GARY M. STUMPF of Galena, MO died August 19, 2009 at the age of 66. A 1963 graduate of *Dallas Institute Gup-ton-Jones College of Mortuary Science*, he and his wife, **Jean Ann**, owned and operated Stumpff Funeral Homes in Crane, Galena, Reeds Spring and Kimberling City, MO for over 30 years. He was also Stone County Coroner for over 16 years. Reprinted from The Dead Beat, Golden City, MO.

R.J. BURT, JR. of Ft. Payne, AL died August 31, 2009 at the age of 70. Jr. served over 50 years in the funeral business. He owned and operated **Burt Funeral Home** in Ft. Payne for 40 years and **Burt Funeral Home, Valley Head Chapel** for 27 years. He also founded **Burt-Kerby Funeral Home** in Henagar, AL in 1969 and sold his share to the Kerby Family in 1979. He also served as coroner for DeKalb County for four terms.



EDMUND K. FOURNIER of North Woodstock, NH died May 17, 2009 at the age of 57. A 1976 graduate of the *New England Institute*, he worked as a licensed funeral director for over 30 years, having practiced in New Hampshire, Massachusetts and Florida. He owned and operated **Fournier Funeral Homes, Inc.** in Plymouth and North Woodstock from 1985 to 1991 and most recently **Edmund Fournier Funeral Services** in North Woodstock.

RAYMOND CALLAWAY JONES of Bryan, TX died August 17, 2009 at the age of 77. He was co-owner of **Callaway-Jones Funeral Home and Crematory** in Bryan, which he opened in 1953, and operated the area's only ambulance service from about 1950 until around 1975. A third generation funeral director, he was referred to as "The Colonel" by others in the funeral industry. In 2007 he was named Funeral Director of the Year by the *South East Texas Funeral Directors Association*. Reprinted from The Dead Beat, Golden City, MO.

JACQUELINE Y. CRAWLEY-DAVIS of Philadelphia, PA died August 23, 2009. A 1979 graduate of *American Academy McAlister Institute*, she worked at the **Garriest-Crawley Funeral Directors** for over 20 years and was formerly affiliated with **James Hawkins Funeral Home** and **Beckett-Brown Funeral Home**. Her past and present involvements included recording secretary for the *Quaker State Funeral Directors Association*, president of the *Keystone State Funeral Directors Association*, District 1 Governor for the *National Funeral Directors and Morticians Association, Inc.*, chairperson for the Children's Youth Program for the NFDMA, president of the Epsilon Nu Delta Mortuary Fraternity, Inc. - Alpha Theta Chapter, member of the *100 Black Women of Funeral Service* and former 100BWFS Woman of the Year.



REGIS J. PASTOR, SR. of Munhall, PA and formerly of Braddock, PA, died August 31, 2009 at the age of 90. A 1948 graduate of the *Pittsburgh Institute of Mortuary Science*, he earned his funeral director's license in 1950 and worked for the **Elkin Mortuary** in North Braddock before purchasing the **Barlock Funeral Home** in Braddock in 1957. He owned and operated the **Regis J. Pastor Funeral Home** until 1992. Since 1998, he has been a valued member of the staff of **Patrick T. Lanigan Funeral Home**. He was a member of the *National, Pennsylvania and Allegheny County Funeral Directors Associations* and in 2001 he was honored for over 50 years as a licensed funeral director by the Allegheny County FDA.

JESS S. "BUD" HOLTON, JR. of Long Beach, CA, died August 6, 2009 at the age of 84. He was a third generation funeral director with **Holton & Son Funeral Home** in Long Beach. He sold the firm to **Stricklin/Snively** in 1992, but stayed on part time as senior vice president and funeral director until 2005.

JERRY O'NEAL LOWERY, SR. of Murfreesboro, TN died August 17, 2009 at the age of 60. He was co-owner and vice president of **Woodfin Memorial Chapel** and had been a funeral director for the past 37 years. He was a 1972 graduate of John A. Gup-ton College of Mortuary Science.

CAPTAIN BOYD L. MYERS of Stuart, FL and formerly of Mechanicsburg, PA died August 15, 2009 at the age of 70. He was a retired funeral director and owner operator of **Myers Funeral Home, Inc.**, in Mechanicsburg, which was founded in 1910 by his grandfather. A graduate of the *Pittsburgh Institute of Mortuary Science*, he was a member of the *National Funeral Directors Association* and the *Pennsylvania Funeral Directors Association*.

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