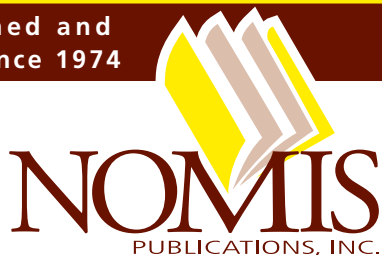


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FUNERAL HOME & CEMETERY NEWS

OCTOBER
2010

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*"My grandmother
would tell you
that life is what
happens outside
your door."*

See Page A8

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endearing spirit,
courage, humor
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See Page A14

NFDA-member funeral homes to be honored in New Orleans for outstanding service to families, communities

Pursuit of Excellence Award Winners
begin on Page A42



2011 Feature Funeral Home:

The John Vincent Scalia Home For Funerals, Inc. STATEN ISLAND, NEW YORK

STATEN ISLAND, NY—

The John Vincent Scalia Home For Funerals, Tradition and Trust Pre-Arrangement Center, Staten Island, New York, is a proud member of the International Order of the Golden Rule. This family owned and operated funeral home's mission is to be equipped to handle any request related to the funeral service industry. Proudly, they fulfill that promise. The Scalia commitment to providing only the finest service with compassion and precise attention to detail has been realized completely in their brand name pre-arrangement program, Tradition & Trust. This program is the first brand name program of its kind and is also being used by other New York and New Jersey area funeral homes for its completeness in marketing, education and professionalism.

In an effort to be self-reliant, the funeral home, serving 500 families per year, also owns and maintains casket, vault and monument showrooms, a florist, a religious goods store and a children's playroom, aptly named *Quiet Times* where parents can take children to play with toys and watch videos. The firm also owns and maintains four hearses, four limousines and a flower car.

The funeral home itself is softly decorated with heavy ceiling moldings and dainty wall moldings. The facility contains eight viewing rooms of various sizes, painted and decorated so that each room takes on its own personality. Each contains a working fireplace for the physical and mental comfort of the mourners.

The Tradition & Trust brand name pre-arrangement program, created by Mr. Scalia and the director of marketing, **Tony Garcia**, has greatly enhanced the

Funeral Home and Cemetery Directory

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firm's success. In April of 2010 they were chosen to present the program at the International Order of the Golden Rule Convention in Colorado Springs. Conclusively, the program received rave reviews by the members of OGR.

Mr. Scalia and his two children and son-in-law, **John Vincent Scalia, Jr.**, **Cecilia Moran** and **Kevin Moran**, respectively, staff the funeral home, as well as recent graduate of *American Academy of Funeral Service* and *St. John's University*, **Megan Moran**, John's granddaughter. Four family members are licensed funeral di-

CONTINUED ON PAGE A27



2011 Funeral Home and Cemetery Directory Front 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 2011 front cover. Many of these firms will be featured in upcoming issues of Funeral Home & Cemetery News.

Beckett-Glaves Family Funeral Centre, Brantford, ON, Canada
The Brasco & Son Memorial Inc, Waltham, MA
Brunswick Memorial Funeral Home, East Brunswick, NY
Cedar Memorial Funeral Home, Cedar Rapids, IA
Clayton & McGirr Funeral Home, Freehold, NJ
Clement L. Pantalone Funeral Home Inc, Greensburg, PA
Garrity Funeral Home, Prairie du Chien, WI
Hart's Mortuary at the Cupola, Macon, GA
Holman's Funeral Service, Portland, OR
Malloy & Son Funeral Home, Galveston, TX

McKoon Funeral Home Inc, Newnan, GA
Miller-Jones Mortuary & Crematory, Hemet, CA
Moss Family Funeral Home, Batavia, IL
Muster Funeral Homes, Calhoun, KY
Nicos C. Elias Funeral Home Inc, Allentown, PA
Norman E. Gannon & Sons Inc Funeral Home, Lackawanna, NY
Shadel's Colonial Chapel, Lebanon, MO
Smith Funeral Home & Cremation Service, Maryville, TN
The Madonna Multinational Home for Funerals, Passaic, NJ
Trexler Funeral Home Inc, Allentown, PA

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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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Runaway SHARNECIA M. FRAZIER



Age Progression to 20 Years

Date of Birth: 7/4/1989
Date Missing: 1/14/2005
Missing From: Montgomery, AL
Age at Disappearance: 17 Yrs
Age Now: 21 Yrs
Sex: Female
Race: Black
Height: 5'7"
Weight: 250 lbs
Hair: Black
Eyes: Brown

Circumstances: Sharnecia's photo is shown age-progressed to 20 years. She may still be in the local area. When Sharnecia was last seen her hair was dyed brown. Her nickname is Necia.

Endangered Missing SHELBY RAISTLIN WRIGHT



Age Progression to 17 Years

Date of Birth: 4/7/1990
Date Missing: 7/26/2004
Missing From: Snohomish, WA
Age at Disappearance: 14 Yrs
Age Now: 20 Yrs
Sex: Male
Race: White
Height: 5'5"
Weight: 150 lbs
Hair: Sandy
Eyes: Gray

Circumstances: Shelby's photo is shown age-progressed to 17 years. He has a pierced left ear and a scar on his elbow. Shelby's nickname is Shelb.

Endangered Runaway MARIA DOMINGUEZ



Age Progression to 17 Years

Date of Birth: 2/21/1992
Date Missing: 2/27/2006
Missing From: Winston Salem, NC
Age at Disappearance: 14 Yrs
Age Now: 18 Yrs
Sex: Female
Race: Hispanic
Height: 5'6"
Weight: 140 lbs
Hair: Black
Eyes: Brown

Circumstances: Maria's photo is shown age-progressed to 17 years. She may be traveling in the company of an adult male.

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

Your Funeral Home or Cemetery could be on the front cover of the Funeral Home & Cemetery Directory



TO SUBMIT -

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

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NOTICE

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

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100 Black Women of Funeral Service and The Two Sister Study partner for Awareness of Breast Cancer

LONGWOOD, FL— The 100 Black Women of Funeral Service and the *Two Sister Study* partnered to raise awareness about breast cancer. Two Sister Study is funded by *Susan G. Komen for Cure* and the *National Institute of Environmental Health Sciences*.

The Two Sister Study has allowed women who previously had breast cancer before the age of fifty to invite their cancer free sisters into the organization in hopes of tracking unusual variation of genes passed from parent to daughter. This process can help the National Institute of Environmental Health Sciences identify genetic and environmental causes of breast cancer to increase the survival rate in women.

October is Cancer Awareness Month and the annual celebration honoring the memory and legacy of 100BWFS Matriarch of Funeral Service, the late **Julia Roberta March**. Although Julia succumbed to breast cancer, her life is celebrated as a visionary and role model for women in the funeral service profession. Julia made a difference in the funeral service industry by setting standards for all successful women to follow.

100BWFS Founder, **Elleanor Davis-Starks** states, "It is so important



Julia Roberta March

to educate our sisters, to practice self-examination, learn about the disease, have yearly mammograms and encourage early detection. I am an 18 year survivor and an advocate for successful ways to stay on top of cancer through education. I take pleasure in honoring my role model and life member Julia Roberta March during the month of October.

We have many women in our organization who are currently battling cancer, women who are survivors and those who may be discovering a lump as you read this article. We support them and want them to know we have a support network to help them get through this very difficult time."

Remember don't give up in a business, don't give up in life, and don't give up when battling breast cancer. Think Pink! Think Julia Roberta March Cancer Awareness Day, October 11, 2010. Celebrate and educate those you love.

If you wish to participate please contact 407-595-9277 or e-mail hundredbwfs@aol.com for your cancer hope bracelets and Julia Roberta March scarves. To register in the Two Sister Research Project, call 877-474-7837 or e-mail postmaster@sisterstudy.org. A special thanks to the funeral colleagues and families who registered in the program.

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Arlen Brown celebrates 50 Years of Funeral Service

COLORADO SPRINGS, CO— Arlen J. Brown, CMSP, is celebrating 50 years of funeral service. Arlen served his funeral apprenticeship at **Chapel of Memories** and **Swan Funeral Home** in Colorado Springs in 1956 and 1957 prior to attending and graduating from the *Dallas Institute of Funeral Service* in September 1960. He passed his National Board exam in 1960 and became a licensed funeral director/embalmer in Colorado in January 1961.

He was General Manager of Swan Funeral Home in Colorado Springs for 15 years. He also owned and operated **Farnum-Brown**



Arlen Brown

Mortuary in Glenwood Springs, CO from 1972 – 1977 and worked for 20 years with **Service Corporation International**.

During Arlen's career with SCI he served as Dis-

trict Manager, Assistant Regional Manager and Regional Vice President. In his various roles with SCI, Arlen managed all aspects of funeral home and cemetery operations including customer service, general operations, budget development and execution, human resource management, preneed and at-need sales and business development.

He served three years as Executive Vice President/COO for **Sentry Group Services, Inc.** based out of Ft. Worth, TX.

In 2007 Arlen and his family opened **The Springs Funeral Services** in Colorado Springs. He remains

active as an owner, officer and funeral director. The Springs Funeral Services has in only 2½ years become a leading funeral home with a reputation for unmatched service, professionalism, compassion and quality in Colorado Springs.

Arlen is a board member for the *Colorado Funeral Directors Association* and currently a candidate for President of the board.

Arlen is married to **Terri Flores-Brown** and between them they have seven children, 11 grandchildren and 2 great-grandchildren. Arlen currently has five generations of Browns living in the Colorado Springs area.

Eernisse Funeral Home holds Groundbreaking



Russ Karasch and Marc Kelash, owners of Keystone Funeral Home Design Build, Marc and Grace Eernisse, owners of Eernisse Funeral Home & Cremation Service, and Funeral Directors Joe and Cory Eernisse, Jill Eernisse, Jennifer Thill, and Jayne Gates.

CEDARBURG, WI— Eernisse Funeral Home & Cremation Service recently broke ground for their new funeral home to be located in Cedarburg, WI. This is their third location. The land, with existing home was purchased from the Town of Cedarburg. Part of the sale agreement required that Eernisses incorporate the existing 146 year old, 910 square foot stone home into their new design. Working with **Keystone Funeral Home Design Build**, together they designed the new 8,129 square foot funeral home.

The new floor plan consists of using the existing stone home as the lobby, adding on chapels, a community room with kitchenette, arrangement room, two offices, crematorium with private viewing area, three-stall garage, bathrooms, employee locker room, flower room, and drive-under canopy. The exterior consists of cement board siding and "slip-form" stone veneer to match the existing 146 year old home.

You can follow along with construction at either www.eernissefuneralhome.com or www.keystonedb.com. Construction is to be complete near the end of the year.



The Gift of Aftercare

By Sherry L. Williams

In August, I had the opportunity to speak to the New York Funeral Directors Association about empowering leadership, delegation and being present with staff and the client families served. I would like to plant a few seeds about these topics in hopes that you might incorporate some of the ideas into your own management style as you develop your staff and serve the public.

With regard to becoming an empowering leader, it is important to include your staff in discussions about your goals and objectives so they feel a part of the organization and have buy in with regard to meeting the goals set. When you take time for planning meetings, you will be surprised how much free time you can create because everyone is working toward the same goals and everyone knows what is expected of them. In addition, everyone feels a part of the process, a part of the solution and a part of the company. You don't end up with the scenario described in one of my favorite stories:

This is a story about four people named Everybody, Somebody, Anybody and Nobody. There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it.

Somebody got angry about that, because it was Everybody's job! Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

By being an empowering leader, you make sure that everyone clearly understands the expectations, standards and results wanted. You keep your staff focused on the issues, you are consistent, you encourage everyone to be a part of the team and you are the chief cheerleader.

I was surprised to find that most of the funeral directors who were owners of their firms still felt they had to be present for every funeral. An empowering leader must feel comfortable with delegation. When you fail to delegate, you rob your employees of the opportunity to learn, to show their talents and demonstrate their knowledge and strengths. When you have to be there all the time, you are saying to the public that you are the only one they can count on. You are not letting your client families know that everyone on your staff is competent and able to meet their needs. This causes multiple problems, because you can never get away, and your staff never grows. When you delegate, you empower your staff and demonstrate your confidence in them while you educate your community that they can trust anyone working in your firm.

Empowering leaders practice mutual respect, are consistent, treat everyone fairly and equally, listen closely, praise openly and correct privately. You let your employees perform the job assigned without intervening or taking over so they can learn and have the opportunity to prove themselves.

When it comes to listening, you make sure that you are truly present with your employees and your client families. You must strive to really hear what people are saying not just listen to them. When you listen, you get the words and when you hear you get the emotional message.

With regard to communication, only 7% of a message is the spoken word, the other 93% is non verbal. It is the tone of voice and body language. To really hear people, you have to be present. This means that you are giving them your undivided attention. You are not multi-tasking. You are not making a list, or answering e-mails while

they are talking to you. You are not allowing yourself to be distracted or figuring out how you are going to respond to them until they have completed delivering their message. You are not thinking ahead about what you need to do, you are truly engaged in listening to and hearing what they have to say. You are focused on what is going on here and now.

If you can just implement a few of these ideas into your management style, you can create an environment where there is a high level of accountability, where people feel respected and performance is at optimum levels. You will be creating healthy good energy and decision making will be much easier. Remember hanging onto doing things they way you have always done them only gives you the same results. Take action, take a risk, and try something new. Taking no action is failing for sure.

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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press_releases@nomispublications.com**A Proactive Approach to Advance Funeral Planning**

By Christopher Kuhnen

What's The Future Look Like?

I am often asked to speak before the graduates of many mortuary science colleges. The topics vary from progressive pre-need marketing to self promotion and public relations.

In August I spoke before one such graduating class and I asked them this question: What do you want the future of funeral service to look like? To my surprise, not one student had an answer for my question. They offered no comments or thoughts or ideas. No opinions or suggestions. Nothing but deadly silence.

Needless to say this is not good. When the funeral directors and funeral home owners of the future offer no thoughts or opinions on where they want the profession to go we have a major problem. If they won't drive the bus, who will?

Will casket, vault or chemical manufacturers shape our future? Will national funeral associations impart our individual message to the people in our community? Perhaps grief, bereavement and/or aftercare agencies, counselors or trainers will lead the way? Why not let AARP, Neptune Society, Direct Cremation advocates or any one of a number of those who advocate not using a funeral director? Enough said.

The future of funeral service (at-need, pre-need, continuing care and otherwise) needs to be shaped by funeral home owners, directors and those they are privileged to serve. Are you taking the time to really ask and seek to fully understand what consumers in your specific community want, need and desire when it comes to funeral, cremation and memorialization services? Are you getting out of your building and out into the community to personally share your message? Are you doing enough of the right kind of public relations? Do you have an active pre-need program in place? Do you offer personal continuing care services? Do you partner with other professionals in your community to reach out and serve and educate people as to the value of fu-

neral service and proper planning? Do you offer a variety of religious and secular service offerings?

Quit following what others tell you their research indicates and do your own community research. Ask the consumers in your local community what they want, need and desire from their local funeral director. Don't get me wrong. National research studies, conducted by reputable, unbiased sources are nice to have. They present a universal indication of where the American consumer stands, thinks or feels about a variety of important issues. However, what people in Lincoln, Nebraska desire will be to some extent different from those in Augusta, Georgia or New York City, New York. Each community across America is unique in subtle, yet significant ways in its customs, traditions, wants and needs. National studies provide you with a national guidepost to judge your own community against; they do not speak precisely for your exact community.

The future of funeral service is in all of our hands. Working hand in hand, community by community, reaching out to consistently touch, guide, educate and advocate for all the good things funeral service provides. Person by person, block by block is how we will spread our message—a message that needs to constantly be told and reinforced again and again and again.

The future can be anything we want it to be. It can take any form we earnestly desire and promote. It can be bright filled with promise or lackluster filled with despair and defeat.

What do you want the future of funeral service to be in your town? Are you working hard each day to make your future come true? If not, there is no time to waste. No time to lose. Get started now!

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

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

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

Carpenter inducted into Huntington Foundation Wall of Fame

HUNTINGTON, WV—The Huntington Foundation has announced that funeral director **Timothy D. Carpenter** was one of four local honorees to be inducted into the Greater Huntington Wall of Fame on October 7.

Carpenter is a graduate of *Cincinnati College of Mortuary Science*. He is the director in charge at **Klingel-Carpenter Mortuary** in Huntington, and has worked with the Marshall University Forensic Science Center. He also started the first DNA preservation after embalming in the country. Carpenter works with families suffering from losses and he designs seminars, such as Help for the Holidays. He founded the area's first service center for eye and ear collection as a regional transfer point for tissue and bone needed in transplant surgery in 1986.

Current Recession Has Reshaped Lenders and Borrowers

By Kevin Patrick

Unless you've been living on another planet for the last two years you are aware that we are in the middle of a deep economic recession. The United States has been through thirteen recessions, counting the current slowdown, since the end of the Great Depression of the 1930's. And while recessions are not events that anyone enjoys, in time the economy rebounds and begins a new period of economic growth. That's what usually occurs. This current downturn, the Great Recession as it is called by many, is different and its deepening effects will be felt in our country for a much longer time. This is particularly true for lenders and borrowers and it pays to be aware of the challenges that both will face in the years ahead.

The Great Recession has caused several ongoing problems that lenders must now address. The most familiar of these problems is the tremendous losses that many banks suffered as a result of investing in the derivatives market. A large number of banks accepted T.A.R.P. funds which must be repaid to the government at a 5% interest rate for the first five years and 9% thereafter. When overnight funds are available from the Fed at a rate of less than .25% it is clear which banks are, or were, in trouble when they accepted funds at such a high rate. However, other problems are also broadly affecting our economy. For example, there are 17,000,000 million people in the U.S. who are unemployed and another 8.6 million who want to work full-time but can only find a part-time job. Thus, banks have seen their loan portfolios deteriorate quickly as many customers cannot make their loan payments on time or not at all. Record numbers of individuals and businesses have filed bankruptcy over the last few years—just under 7 million between 2005 and June 30, 2010—increasing the amount of loan losses banks have had to write-off. (2010 is expected to see over 1 million bankruptcies.) As these bankruptcies translate into losses most banks are forced to increase the size of their loan-loss reserve account, taking valuable cash away from other uses. What happens after this is easy to predict: the bank tightens credit requirements and often times decides to stop making certain types of loans altogether. For example, in the funeral industry numerous lenders have come and gone over the years as losses from repossessed hearses and limousines began to increase. More stringent credit requirements mean banks will make fewer loans. Moreover, when loan applications are submitted for consideration each one must be accompanied by a long list of items that verify the individual's income, where he works, for how long and so on. Not that these items aren't necessary; they very much are. (Had the banking industry adhered to these rules all along our economy would be in better shape.) After tightening their requirements, however, the list of necessary documentation can be so long that it discourages some applicants from going through the process. And, when a bank does make a credit decision on a customer with only a small number of negative items on their credit record, it will now err on the side of declining the application rather than taking on



Kevin Patrick

CONTINUED ON PAGE A18

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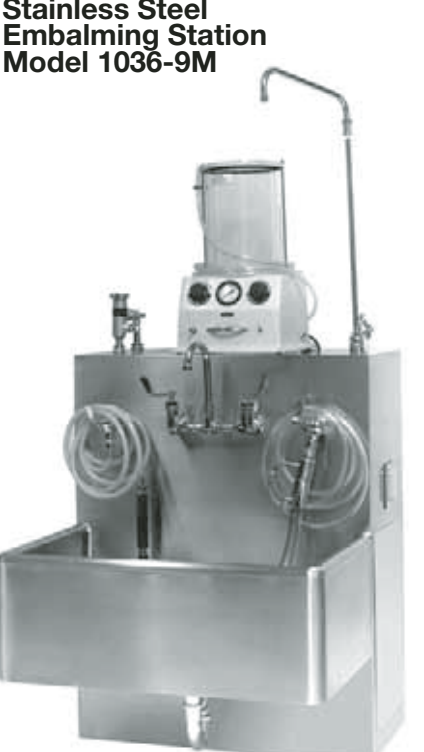


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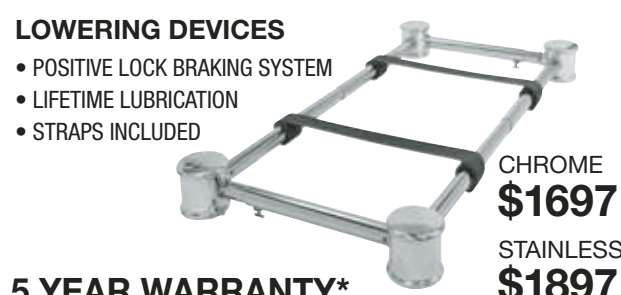
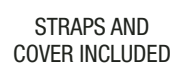


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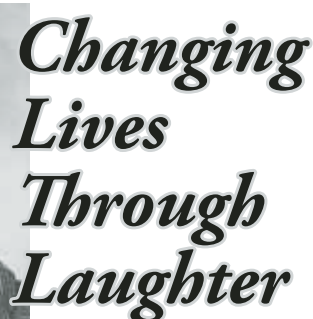
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By Nancy Weil

October is a special month in my family for my grandmother was born on October 31, 1900. She would turn 110 this year, but died at 109 in March. 109 years is a long life by anyone's standards. It was not the length of her years that mattered, but what she did with them. Her legacy of how to live is one that everyone can learn from. No matter your age as you read this article, there is still much to be done, much to experience and much to celebrate. My grandmother would tell you that life is what happens outside of your door. So in honor of her life, I offer to you life's lessons from a centenarian.

- **Seize the opportunities** – My grandmother began her business at the age of 47. The war was over and an opportunity came up. Someone she knew wanted to expand their business into another division, offered her the chance to run it and she was in business the next day. She did not weigh her options, run some spreadsheets or consult her attorney and accountant. The chance was offered and she was in. Sometimes we spend too much time thinking over our choices instead of seizing the chance when it comes. My brother has offered a division of his company for sale to three different people and was turned down three times. Was it the purchase cost? He would have sold it to them for \$1. So what was it? The people were afraid to run their own business, even though it was already profitable and had an existing customer base and inventory.
 - ✓ **Lesson:** Don't let fear stop you when a business opportunity comes your way – say “yes.”
- **Charge what you are worth** – Her favorite piece of business advice was this: Every time I raised my prices,

I lost customers and made more money.

- ✓ **Lesson:** Can you apply this to your business model? Are you undercutting your competitors and losing money, even though you are busy? Review your CODB (Cost of doing business) and what you are charging and be sure they are in alignment.
- **You're never too old to learn** – Grandma started water-color painting at the age of 89. She was color blind and had never picked up a brush in her life. She just figured that if she showed up and listened to the instructor, she could learn a new skill. She was right and her paintings are beautiful and plentiful.
- ✓ **Lesson:** What new skill do you want to learn? Computers? Website design? Online marketing? Whatever it is, there is a teacher out there for you and all you have to do is show up and be ready to learn. Don't make excuses, sign up today.
- **Everything in moderation** – 5:00 p.m. was cocktail hour and to my grandmother that meant only one thing – Jack Daniels. However she never drank too much (and as the old joke goes, she never drank too little) For her life was about moderation. Spend a little, but not too much. Eat what you want, but not too much. She found balance in her life this way.
- ✓ **Lesson:** Where are you out of balance? Are you spending too much time on one thing and not another? Are you eating, drinking and spending in moderation? What can you change to bring balance into your life?
- **Nurture friendships** – You can never have too many friends and you are never too old to make new ones. The older my grandmother got, the more friends she lost. However, she continued to make new, younger friends. She knew that friends make life better (and her cocktail hours were quite popular in the apartments where she lived!)
- ✓ **Lesson:** Do you make time to spend with your friends? Life is better when shared with others who care. Don't get so busy with work that you forget to play.
- **There's no place like home** – Travel the world, but remember that there is no better feeling than returning home. This planet is a vast place filled with different cultures, climates and creatures. It is so enriching to experience new people and places. Traveling opens us up and helps us gain perspective on our lives. Grandma's bag was always packed and ready for travel – Europe, Africa, South

POTTSTOWN, PA— Schumacher & Benner Funeral Home & Crematory welcomes another generation into the family business. **Mr. and Mrs. H. Michael Benner; Mr. and Mrs. R. Edward Schumacher, Jr. and Mr. and Mrs. R. Edward Schumacher, Sr.** are pleased to announce the association of their daughter, niece and granddaughter, **Aubrey E. Benner** as a Licensed Funeral Director.



Aubrey E. Benner is the daughter of H. Michael Benner; the granddaughter of R. Edward Schumacher, Sr.; the great granddaughter of Raymond A. Schumacher and the great-great granddaughter of the founder **Ammon G. Romich**. She is the fiancée of Mr. Robert David O'Byrne.

Miss Benner graduated from West-Mont Christian Academy and *Northampton Area Community Col-*

lege with a degree in Funeral Service. She has recently obtained her Pennsylvania State Funeral Director's License. Aubrey is employed as the fifth generation with the Schumacher & Benner Funeral Home & Crematory, 359 King Street, Pottstown and the first female funeral director in the Pottstown area. The Schumacher-Benner family staff now includes four licensed funeral directors.

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America or San Francisco – she loved to travel, but looked forward to coming home.

- ✓ **Lesson:** What trips have you planned? Getting away allows you time to relax, reflect and rejuvenate. However be sure that the home you return to is also conducive to rest and relaxation. Dorothy Gale knew that no matter how far you travel, there's no place like home.
- **Protect your good name** - We were taught as children that we must protect the family name from scandal and wrong doing. We knew that our reputation and integrity reflected upon not only us, but on our entire family.
- ✓ **Lesson:** When you are out in the community, your actions reflect back upon your company. There are no shortcuts to doing things ethically and honestly.

While we may not make it past the century mark, we can still make a mark in this world. What we do, how we live and what we teach all impact those around us. Each day we are creating a lasting legacy for those left behind. Forget the physical items, the money and the business, the greatest treasure that you leave is who you are and what you did with your time on this planet. My grandmother's secret to a long, happy life? She always said, "Yes" to life. Are you?

Note: E-mail me at nancyw@mountcalvarycemetery.com and tell me the lessons your loved ones taught you about life. In return, I will send you one of my grandmother's favorite toys.

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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White Funeral Home to build Addition and Remodel



Russ Karasch, owner of Keystone Funeral Home Design Build, and John, Jim and Mike White, owners of White Funeral Home & Cremation Service.

BURNSVILLE, MN— White Funeral Home & Cremation Service has selected **Keystone Funeral Home Design Build** to assist them with their addition/remodel of their existing funeral home located in Burnsville, MN. They currently have five locations.

The 3,650 square foot project consists of totally re-vamping the existing chapel, lobby and restrooms. It also includes the addition of a four-car canopy. The chapel will have pitched roof added, eight exterior windows, as well as a barrel vaulted and coffered ceiling. The lobby will be increased to double its size and landscaping and parking will be redone.

The construction project can be followed along at www.keystonedb.com and the project is to be completed by November 2010.

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Legal Speak

By Atty. Harvey I. Lapin

Employment Liability

An Order issued by the Senior District Judge of the U.S. District Court for the Southern District Court in Ohio (2010 WL 3001928) in the case of Johnson v. Gwen Mooney Funeral Home, Inc. illustrates why it is important to be familiar with the federal and state laws dealing with employment issues particularly when disciplining or firing an employee. The Order, related to a Motion for Summary Judgment filed by the funeral home, demonstrates the importance of also monitoring supervisory employees. The facts are obviously in dispute, but the Judge in the Order indicated that when dealing with a Motion for Summary Judgment the legal standard is the motion should be granted if there is an absence of any genuine issue of material facts and no basis for a law violation. The Judge also indicated that when considering the material facts a court is to consider them in the light most favorable to the nonmoving party.

According to the facts discussed in the Order, Johnson is an African-American who was born in 1960. She worked at the funeral home for 8 years and claimed that she was fully qualified and performed well over that period. The Managing Director of the funeral home changed in 2007 and the new Managing Director appointed another funeral director to be the Director of Operations. The Plaintiff and the new Director of Operations did not get along and

the Plaintiff claimed that the primary reason was the Director's bias against black funeral directors, which was illustrated by his oral comments that he would never hire another black funeral director and other disparaging remarks about black funeral directors. The situation apparently continued to deteriorate with the Plaintiff not complying with requests made by the Director of Operations to attend early morning meetings and in one instance the refusal in front of a family to allow a trainee to sit-in at an arrangements conference because the Plaintiff felt the Director was not authorized to make this decision. The Plaintiff was fired for insubordination and other issues that were not discussed in the Order. She was replaced with a Hispanic funeral director that was 9 years younger.

The Plaintiff sued claiming her dismissal was illegal because it was based on racial discrimination, age discrimination and retaliation for her complaints about the Director of Operation's racial comments and biases. She also claimed that the Funeral Home breached her implied employment contract and for promissory estoppel.

The Judge reviewed the law in these areas and then reviewed the facts supported by depositions and documents on the basis of the Standard previously discussed. The Judge determined that the Plaintiff had provided sufficient evidence on the racial discrimination, age discrimination and retaliation claims to show there were genuine issues of material facts that a jury could consider in order to determine ultimate facts that would support a violation. Accordingly, the Funeral Home's Motions on those claims were denied. The Judge however determined that there were no issues of material fact with respect to the implied contract and promissory estoppel claims and granted the Funeral Home's Motions on those claims.

Employment disputes are one of the most litigated areas of the law. It used to be that an employer could fire an employee at will and without cause in many states. However, this has changed as a result of the various laws dealing with civil rights and discrimination enacted by Congress and state legislatures that were alleged to be violated by the Plaintiff. The author will be reviewing the Order in more detail in an upcoming article in the Cemetery & Funeral Business and Legal Guide. It is important for readers of this column to be aware of this Order

because it deals specifically with a funeral industry situation. Hopefully, employers in the industry will not be faced with this type of dispute, but if they are it has to be dealt with in a manner to avoid becoming involved in an expensive legal dispute. It is not clear in the Order when the Funeral Home consulted with legal counsel, but it is strongly recommended to every employer in the industry that it is better to contact legal counsel when a problem arises and before taking an action that could result in expensive and time-consuming litigation.

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

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

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

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

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

Caldwell & Cowan Funeral Home purchases new Town & Country



COVINGTON, GA— Judson Caldwell of Caldwell & Cowan Funeral Home, Covington, is shown taking delivery of their new 2010 Chrysler Town & Country First Call Van. They are family owned and independent funeral home that serves Newton and Rockdale counties in Georgia with two locations. The unit was picked up at **Muster Coaches** in Calhoun, KY.

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Clear Creek Coach Celebrates Second Anniversary



ELDORADO SPRINGS, MO—Clear Creek Coach is a unique independent business that provides alternative transportation for families and friends wanting to pay tribute to the loss of their loved one. **Don Guffey** established the Missouri-based motorcycle hearse service in 2008, and he shares responsibilities with his wife, Brenda. Clear Creek Coach services families from several states including Kansas, Nebraska, Louisiana, Arkansas, Oklahoma, California, and New Mexico. Clear Creek Coach is pleased to provide an amazing method of honoring a loved one's memory in a distinctive way.

From the moment Don saw a picture of a **Tombstone Motorcycle Hearse** at a funeral in Kansas City, he knew his life was about to take a different course.

This new path was an opportunity to offer a unique way to honor and celebrate a life. Don hoped his father, a WWII Hero, would appreciate the decision he was making to honor others. The passion Don, a biker himself, felt to operate his own motorcycle hearse service was also influenced by his brother-in-law Mark's death; he was a motorcyclist killed by an oncoming car. The motorcycle hearse is not strictly for bikers but anyone wanting to honor the passing of someone loved and respected. It brings smiles to families and friends.

After researching motorcycle hearses he had finally recognized his true calling. This vision became clear after discussing the idea of Clear Creek Coach with his wife. Don had two main concerns: What was needed to start

the business and would funeral homes accept them, as outsiders to the funeral business? Don realized these facts were just another bump in the road that he would overcome. There were few businesses like his around. So, in April 2008, Don took the money he has been saving up to build a house and ordered his own Tombstone Motorcycle Hearse. Don and Brenda decided to call their company Clear Creek Hearse, after the creek that runs on the side of their home in Missouri.

As Clear Creek Coach celebrates their second anniversary, Don has realized his dream working with families and funeral homes to provide that special tribute for their loved ones. For more information call 417-432-3511 or visit www.clearcreekcoach.com.



Observations

By Steven Palmer

Burying Memories

"Today we come to bury Katrina. Where was God five years ago on this day? Here, weeping with us, and trying to console us in the midst of a natural tragedy."

—New Orleans Archbishop Gregory M. Aymond

The name Katrina brings visceral memories. I didn't have to say who or what Katrina is or was and you know. This event has left deep scars, intense pain and mourning upon all Americans.

We were shocked by her ferocity as she tore into New Orleans August 29, 2005 (though we were warned). We were humbled and shamed by the lack of preparation and initial response to her devastation. We have brought aid to many countries in hours but were seemingly unable to help ourselves.

Many lives were lost. Many lives were forever changed. A historic city, use to adversity, was brought to its knees by an act of nature and questionable planning by man.

The total of lives lost is still being contested; some report 1,400, others over 1,800. Those still missing range from over 400 to over 700. Jobs lost can easily top 400,000, those who lost homes is a figure that changes daily five years later. Total cost is over \$100 billion and could be as much as \$200 billion when all claims are paid.

A five year anniversary of Hurricane Katrina brings a mixture of emotions. Some have surmounted and resurged; some have surrendered and resettled elsewhere. The French Quarter thrives. Many Wards and Parishes have success stories and troubled tales to tell. New Orleans is a city of hurt and healing.

A simple chat at a visitation between funeral home employees and a local politician produced a ceremony to help bring closure to five years of grief.

"Every conversation always ends up about Katrina. I told Joey (DiFatta) that after five years I am sick of talking about it. Joey offered the idea that we have a funeral for it (Katrina)." Funeral director **Floyd Herty, Jr.** recalled the discussion between himself, fellow employee **Dee Vickers** and former Parish Council Chairman Joey DiFatta.

Herty, manager of **St. Bernard Memorial Gardens and Funeral Home** began to make plans for the ceremony.

Contact was made with the local Catholic Church, Our Lady of the Prompt Succor. New Orleans Archbishop Gregory M. Aymond was made aware of the plans, and offered the church and himself. Herty knew the need to include other faiths and asked Pastor Jesse Boyd of Praise Temple Fellowship in Violet and Pastor John Jeffries of First Baptist Church in Chalmette. Local politicians such as Craig Taffaro, St. Bernard Parish President and Joey DiFatta, St. Bernard Parish Council Chairman at the time of Katrina were asked to give their unique perspectives of the catastrophe named Katrina.

The three parts prescribed to Catholic rites of Christian Burial are the visitation (vigil/wake/rosary), where one confronts the loss and prays, remembers and consoles; the funeral ceremony (Mass) where the word of God and communal prayer can heal and believe in life beyond this death and loss, and the burial where the loss can be placed in the ground and given the proper closure to those who mourn with the shared hope in a new day.

Herty's ecumenical service did all of that.

A visitation was held at St. Bernard Memorial Funeral Home. A register book was available to sign and a steel gasketed casket was open to the public with a head panel that read "Goodbye Hurricane Katrina, May Our Future Be Bright." Residents filed by to place notes, cards and other memorabilia in the burial case to help put the haunting memories of Katrina to rest.

"I cried a lot while I wrote my letter," Nancy Volpe stated. She just returned to her home.

Another letter written in red crayon from a young mourner simply said "Go away from us."

The services continued at the Catholic Church where residents still had an opportunity to place sentiments, anger, anguish and their pain of loss into the casket.

A fire helmet signed by firefighters was placed in the casket by the fire chief.

The casket was finally closed to a round of applause as the service was about to begin.

"I've been to many funerals," observed Archbishop Aymond, "But I'm sure this is the first time I've heard applause when they closed the casket."

The weather that day was foreboding. Torrential rains didn't dampen those committed to see the memory of Katrina laid to rest. However, the rain did cancel the committal at St. Bernard's Memorial Gardens. A horse drawn hearse was to take the casket in full procession led by a jazz band to the newly erected Katrina monument on the grounds of the cemetery. The burial took place at a later time when the ground firmed.

As the "Katrina casket" went down the aisle of the church, the jazz band did play "As the Saints Go Marching In" while those present in the church waived their white handkerchiefs in true New Orleans style.

Floyd Herty, Jr., a funeral director all of his adult life, knew what could help heal such intense grief. Closure was needed and he helped provide it. We applaud him and St. Bernard Memorial Gardens and Funeral Home for giving a fitting example of the value of the funeral experience, and comfort to all who have lost and suffered by the catastrophe named Katrina.

"You can never bury Katrina. But you will always have the memories. But this helps a little bit with closure. There's a lot went on. Everybody in this parish has a story. It is never all going to be told."

—local resident Warren Minter

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

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By Gary Finch

***A Well Written Employee
Safety Programs is Key to
Defending the Employer***

Every workplace that has employees exposed to bloodborne pathogens, sharp instruments, and hazardous chemicals is required develop a written safety program for their employees. In the program, the employer spells out how their employees will safely interact with each particular hazard.

There are oodles and oodles of sample plans on the Internet that can be downloaded for free or purchased for a few dollars. A company can order one of these plans and as long as they properly complete it, then it has probably satisfied the OSHA requirement to develop a written program.

Unfortunately, the plan will usually cause problems if employees do not follow the exact procedures specified in the plan. Employees will not be able to use their discretion in how to treat a problem if it is not articulated in the written program. If they do, even if their method worked, the employer can be fined because employee used methods that were not articulated in the plan.

When I write a safety program, it isn't to satisfy OSHA. That is a given. I'm thinking about writing vague policies that will permit the employee to handle any problem he or she chooses in any manner, provided it is safe. My thoughts are about writing policies that let me defend an employer, even if that employer is wrong.

Writing flexible safety policies requires knowledge of the industry, of OSHA, of regulatory standards, and a bit of writing ability. The next time you are at a gathering of your associates, ask them if OSHA compliance is difficult. If they say it is, it tells you they are not using a flexible program. And despite all of the work they have done, they probably will not do well in an OSHA inspection.

Here is an example of where they go wrong. They read in a standard that OSHA wants the employee to wear splash proof goggles whenever there is a reasonable expectation of a splash. OSHA does not define "reasonable." I don't define it either. OSHA has enough regulations without me adding to them.

OSHA allows that different workplaces may have different opinions on what PPE is required. My policy allows different employees in the same workplace to have different opinions about what is reasonable. New employees have the least experience and we give them less flexibility. But in every workplace, you must have flexible policies if you expect to have a flexible workplace.

So realize that two workplaces may both have written safety programs, but that does not imply that both are equally protected. They are not.

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.

**Tyler DeMarco Foundation established to Fight
Childhood Cancer**

SCHENECTADAY, NY— Michael A. DeMarco of DeMarco-Stone Funeral Home has conducted funerals for hundreds of people. Many of them had been emotionally difficult. But when services were held for his 12-year-old grandson, it was almost unbearable. "More than 2000 people came through those doors to say goodbye to Tyler. The outpouring of love and support has just been phenomenal," he shares. "He was a very special person.

People just loved him."

Indeed, Tyler DeMarco was loved by everyone. "He was just one of those kids you're drawn to. He was funny, genuine, and kind hearted. He played Little League, he bowled, he just naturally excelled at anything he tried— pool, ping pong, chess- you name it. But he was never arrogant about it. I called him the Quiet Competitor," says his father, Donnie DeMarco. The one thing he couldn't beat was cancer.



Tyler DeMarco

In June 2006, at the age of nine, Tyler suddenly had unexplained bouts of vomiting. Everyone thought it was an intestinal virus, but when they didn't subside after several days, his parents took him to a specialist. An MRI revealed their worst nightmare: Tyler had cancer. Medulloblastoma, to be specific, a childhood brain cancer that usually strikes boys under the age of 10.

As news of Tyler's diagnosis spread, the entire community rallied together in love and support. They were touched by his spirit, determination, and zest for life. Thanks to the Internet, people everywhere were able to see his diary, check in on him, and offer their prayers and support as well. He made lots of friends – some well-wishers, some sick like him.

Tyler received treatment at The Children's Hospital at Albany Medical Center in Albany, NY and St. Jude's Children's Research Hospital in Memphis, TN. He courageously and successfully underwent delicate brain surgery necessary to remove the majority of the tumor. He then endured six weeks of daily radiation to his brain and spine, a year of aggressive chemotherapy,

py, and numerous blood transfusions.

At the completion of his treatments, Tyler enjoyed eleven months of remission, only to relapse in late March 2009, when it was discovered that the cancer had returned and metastasized to the spinal cord and other areas of his brain. Despite having no cure for Recurrent Medulloblastoma, St. Jude's took him in as the first of three pediatric patients to participate in its clinical trials of experimental treatments specifically targeting the cancer. After two months, however, the treatments were deemed unsuccessful, as the cancer continued to spread. Tyler returned home to spend his remaining time with his dad, his mom Pamela, and 16-year-old brother Ryan. Tyler passed away at home surrounded by his family eleven months later, February 23, 2010.

But Tyler's story doesn't end there. During his treatment for Medulloblastoma, he had started a fundraising drive to support finding a cure for it and for changes in hospitals that treat children with cancer. Chemotherapy causes patients incredible sickness, discomfort, and pain, both physically and emotionally.

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Pictured outside the Traveler's Rest Baptist Church are Julius Moore, Gary Memorial Chapel; Marlan J. Gary of Marlan J. Gary Funeral Home Chapel of Peace; Ingrid Diel and Arlene Lawrence of Diehl-Whittaker Funeral Services; Brenda Cherry of Caliman Funeral Services; Monique Smoot of Smoot Funeral Services and Lori Hall-Diaz of Gary Memorial Chapel. Photo by MiLo Visual Productions



COLUMBUS, OH— On August 28, 2010, Columbus, Ohio funeral directors banded together with city officials and clergy to promote the CEASE FIRE COLUMBUS campaign. This concerted effort to

promote peace in the streets was held in response to the city's alarming murder rate. As of July 31, there had been 73 homicides for the year, 20 more than the

CONTINUED ON PAGE A22

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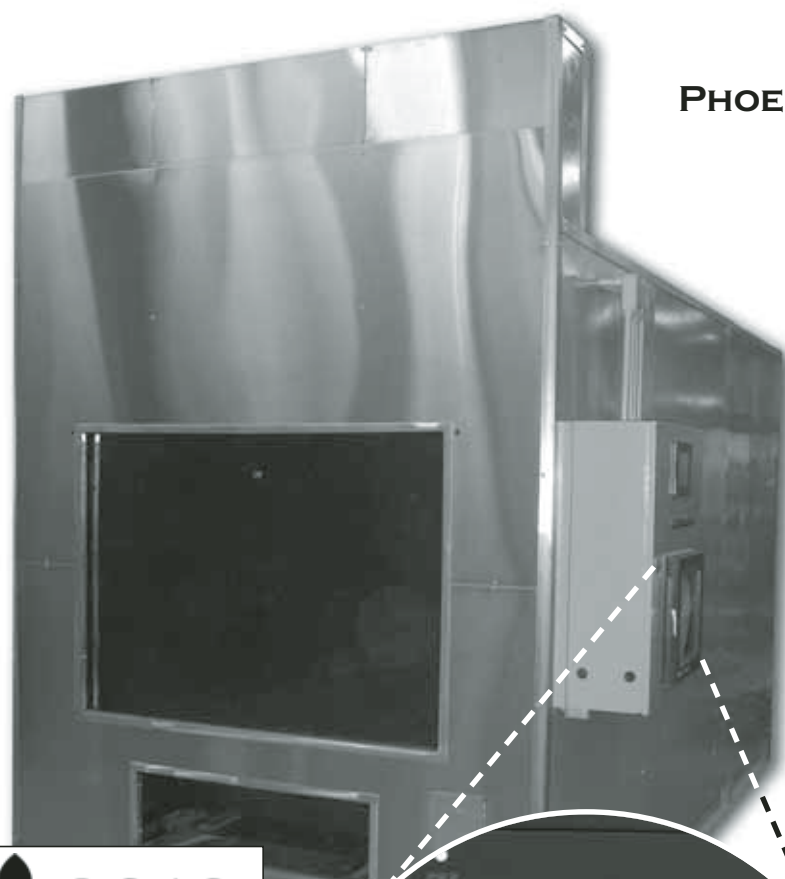


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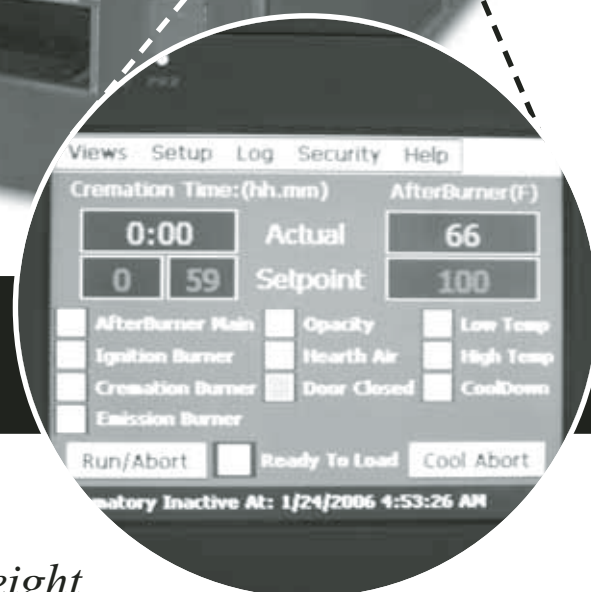
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Current Recession Has Reshaped Lenders and Borrowers

Continued from Page A6

more risk. Even more importantly, the pool of available, credit-worthy applicants has shrunk because of the increased number of slow-paying customers and bankruptcies that have been filed. To illustrate this point, consider a recent study that showed over 25% of the previously-eligible customer loan-pool can no longer qualify because of sub-par credit scores. Also, the Rockefeller Foundation recently published the results of a study conducted by the Economic Security Index that showed that twenty percent of Americans have fallen into a position of being “economically insecure” or just one step away from financial disaster that would preclude them from eligibility for a loan.

From the point of view of the borrower some of the same problems come into play. Late payments on outstanding loans make it very difficult for the customer to renew or extend an existing loan. While some institutions work with their customers to amend the terms of existing loans, most do not, and they are limited as to how many modifications they can make. In most cases, barring the occurrence of a miracle, today’s slow paying customer will still be a slow-paying customer tomorrow. And speaking slow-paying customers, anyone who files any type of bankruptcy removes himself from loan eligibility for a number of years, as lenders know that the chances of that person filing bankruptcy again is quite high. True, there are always younger individuals coming into the market, say, just after college, but in today’s economic climate banks are in no mood to take additional risks with new borrowers who have no loan or lease history.

Most recently, the President signed into law H.R. 4137, the Dodd-Frank Financial Reform Act. I won’t attempt to argue whether or not such a law is necessary but it will cause banks and even non-bank financial companies to come under increased scrutiny.

In a recent interview, the Treasury Secretary said that the most important part of this new law is the requirement of increased bank capitalization, particularly when they are structured as a bank holding company. This forces banks to either sell new stock in their companies to raise more cash or the owners will have

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Current Recession Has Reshaped Lenders and Borrowers

Continued from Page A18

to answer the dreaded “capital call”, meaning they are required to add money to increase the bank’s cash position. But this type of capital is not used as “working capital” that could be used to write new loans. And money put in the bank in the form of common stock must remain as such to increase the net worth of the bank to prevent a future crisis from making them insolvent.

The truth is that some banks sill emerge stronger and some will not. However, they are unlikely to increase their lending. Plus, as lenders begin to operate under this new law you can bet that all processes within banks will be slowed. No bank, or bank holding company, which most of them are, will want to risk violating the provisions of the new rules and, no doubt, every decision will be subject to more involvement by corporate bureaucracy. If lenders have not tightened their standards already, you can bet they will now.

As we enter the second decade of the twenty-first century one thing is certain: the economic landscape has changed and, frankly, it isn’t a pretty picture. Banks will still want to loan money to the top-tier credits of the world. This doesn’t mean they will; it simply means they will always want to. For the average individual or small business borrowing money from a bank will still be available. It will, however, be more difficult and more cumbersome to do so.

My advice in the meantime? Stick with a proven lender who specializes in the type of loan or lease you’re looking for and has a proven track record of lending in that specialized area. And, although it is a hard thing to do in this day and time, try to deal with a lender who will be around in the future. Following this advice will pay you dividends in the future.

Kevin Patrick is the owner and president of LeaseCoach, a company he founded in 1993 that specializes in leasing and financing funeral vehicles for funeral homes across the country and Canada. He has been in the vehicle leasing business since 1975.

Patrick has written several articles that have appeared in journals of other industries. He is also the author of “No Way To Be Treated: Managing Addiction By Treating ADHD” published by Tate Publishing and due to be released on November 1, 2010. He, his wife, Molly, and family reside in Atlanta, Georgia.

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Eternal Reefs Announces three new Green Cremation Sites


ATLANTA,GA— **Eternal Reefs** has added three new permitted reef locations, offering America even more green options for this lifetime and the next. The new sites – Myrtle Beach, SC; Southport, NC; and Galveston, TX – have recently been approved for Eternal Reefs to place eco-friendly reef balls on the ocean floor. Reef balls are an alternative to ash spreading in which one’s cremated remains are incorporated into huge, hollow, Swiss-cheese-like balls to foster new marine growth and replenish the world’s diminishing natural reef systems. “We are really happy we can expand the number of locations where we can

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Let's Chat

By Kristan Dean

Can you believe ghosts, super heroes, witches and more will soon be landing on our doorsteps asking us “trick or treat?” If you are like me you have some great Halloween memories: the amazing costumes your mom made, the pillow cases full of candy, and the smile your Dad got when you gave him all your Mounds bars. Sadly not all children are this lucky. Many can't make Halloween memories with their Mom or Dad.

They are one of the 1 in 20 children under the age of 15 who have experienced the death of a parent. A hard fact made even harder when you consider: as difficult as it is to talk about death and grieving with an adult many can only imagine how much harder it is to talk about these facts of life with children.

Truth is: Death is a subject people just do not talk about. Whether it is because they do not know how or they are afraid that they will make matters worse by frightening or upsetting someone Death is a topic people just don't bring up with adults and even more so with children. Sadly this doesn't change the fact that death is a part of life and, especially for those children who are experiencing it; Death is something families need to talk about. Thankfully the children in your community have you to help them.

Leading me to ask: How are you helping the children in your community who are grieving? What are you doing to help parents find the words and actions to help their children understand their grief so that they may find comfort and, yes, joy? Where do you find answers and resources for your families?

A recent article in the Wall Street journal led me to

a surprising place: our favorite childhood TV characters, the Sesame Street Muppets. Born out of www.sesameworkshop.org president Gary Knell's need to find a way to support our troops Sesame Street began creating multimedia workshops to help military families better communicate about “the realities of war” with their children. The first two workshops dealt with deployments, redeployments, and parents who come back with a combat-related injury, including posttraumatic stress disorder.

Knowing they needed to do more Sesame Street created two new programs, both called “When Families Grieve.” The first program helps military children “dealing with the worst-case scenario: a parent who doesn't return at all.” The second, for nonmilitary families, features “the Muppets and footage of families who have experienced the death of a parent due to illness, suicide, accidents or other sudden or natural causes.” To learn more about these resources please visit www.sesameworkshop.org/grief

More than this I hope that you will consider inviting your families to a screening of “When Families Grieve” available at www.sesameworkshop.org/grief. I look forward to your thoughts. Please give us a ring at 781-331-5308, email me at kristan@mooneytunco.com, or if you are in New Orleans visit us at booth #653.

In 2000 Kristan Dean began working with her family to bring Merry Christmas From Heaven® to all who need the gifts' message of Comfort, Love, and Faith. Today she is the Vice President of Marketing and one of the primary members of her family's Bereavement Ministry.

Thanks, in great part, to the thousands of funeral directors and retailers nationwide who make Merry Christmas From Heaven® a part of their communities, countless numbers of families reach out to their family every year. Their bereavement ministry helps families realize that those in Heaven live forever in our hearts. Their love is with us always.

Prior to Mooney TunCo, Inc. Kristan worked with companies nationwide helping them build revenues by creating greater sales opportunities through the use of sales intelligence and marketing alignment.

Eternal Reefs Announces three new Green Cremation Sites



make a positive impact on the world’s oceans while simultaneously providing a positive memorial experience for more people across the United States,” **George Frankel**, Eternal Reefs CEO, said. “The more options we can offer geographically, the easier it is for friends and loved ones to participate in the celebratory living legacy because not everyone has the time or resources to travel great distances for a memorial service.”

Eternal Reefs encourages family members and friends to be involved in creating their loved one’s memorial reef. If they wish, family members can mix the concrete and cremated remains and have the opportunity to personalize the Eternal Reef with handprints, written messages and other memorabilia in the damp concrete. There’s a memorial service, often with military honors if appropriate, a dedication ceremony and, then the experience concludes with families going out on the boats for the actual ocean placement. The entire Eternal Reefs experience is a four-day process, designed to be positive and healing for the families and the sea.

Galveston, TX will be the site of the first of the new locations and families can participate in the casting, viewing and placement November 12-15, 2010. The Myrtle Beach, SC activities are tentatively planned for April 1 through 4, 2011 and the Southport, NC activities for the following weekend, April 8-11, 2011. Additionally the following tentative dates and locations for 2011 are: Miami, FL February 18 – 21; Sarasota, FL, February 25 – 28; Chesapeake Bay, MD, April 15 – 18; Ocean City, NJ, April 22 – 25, 2011; and Ocean City, MD, April 29 – May 2.

Eternal Reefs, Inc is an Atlanta-based company that provides creative en-

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Continued from Page A20
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Columbus Funeral Homes promote CEASE FIRE Campaign

Continued from Page A15



Funeral directors pictured are Benjamin White, C.D. White & Son Funeral Home; Ingrid Diehl, Diehl-Whittaker Funeral Services; Brenda Cherry, Caliman Funeral Services; Marlan J. Gary, Marlan J. Gary Funeral Home Chapel of Peace; Monique Moot, Smoot Funeral Services; Arlene Lawrence, Diehl-Whittaker Funeral Services; and Lori Hall-Diaz, Gary Memorial Chapel.

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same period in 2009.

Because there are few sights more sobering than a funeral procession, six African American funeral homes joined forces to help people comprehend the seriousness of death and violence. They drove a solemn processional of nine hearses, two limousines, and a livery vehicle through troubled neighborhoods in hopes that young people especially would realize the finality of death.

The CEASE FIRE rally began at Bethel AME Church, then the crowd paraded to Traveler's Rest Baptist Church on Cleveland Avenue. The impressive processional departed the church and journeyed over an hour, covering more than thirty miles

CONTINUED ON PAGE A23

Cremation Issues and Answers

By Ronald Salvatore

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Cremator Control Systems (Part 6)

As discussed last month, cremator operators know that air is the critical component of proper cremation and to achieve it requires the right amount of fuel and oxygen. Too little air or air applied at the wrong time can create a myriad of problems.

In theory there is a specific amount of oxygen needed to completely burn a given amount of fuel, but in reality, conditions are always changing and never ideal. This is especially true with cremation; different casket and container types, varying body compositions, the amount of stored heat in the refractory, and temperature requirements all greatly affect the cremation process. For these reasons, and to be as environmental and neighborhood friendly as possible, manufacturers have always designed their cremators to be excess air units, meaning there is more oxygen available than the required theoretical amount.

The trade off though to excess air is longer pre-heat and cremation times and greater fuel consumption. By using timers to control when throat air is introduced, we can minimize the issue with pre-heat. But judging when to introduce hearth air is more challenging. Adding hearth air too soon can result in a combustion rate that exceeds the capacity of the cremator causing smoke. Introducing it too late in the cycle or not providing sufficient hearth air can result in longer cremation time, increased fuel consumption

and remains that are more grey than white because of the excess carbon from the casket or container (charcoal).

A properly designed computer operating system with an oxygen sensor can improve efficiency by reducing the amount of excess air while still ensuring there is a sufficient amount available for a smoke and odor free operation. It does this by continuously monitoring the amount of air and automatically adding or reducing air to maintain the optimum level. This allows us to add hearth air much sooner in the process thereby reducing cremation time and fuel consumption.

If you're considering the addition of a computer operating system to a new or existing cremator speak with your equipment manufacturer. They can provide information that is specific to your equipment and just as important your needs and guide you accordingly.

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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At the end of the 30-mile hearse procession, the funeral directors gathered together for a funeral director's prayer.

of targeted urban areas where many of the homicides occurred. It concluded at Family Missionary Baptist Church on the South End where community members gathered for the Funeral Director's Prayer. The church has held services for several of the homicide victims and has implemented a special monthly service for families of those who have experi-

enced such a loss. The six Columbus funeral homes that participated include Gary Memorial Chapel Funeral Home, Diehl-Whittaker Funeral Service, Marlan J. Gary Chapel of Peace, Smoot Funeral Service, Caliman Funeral Service, and C.D. White Funeral Home.

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

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

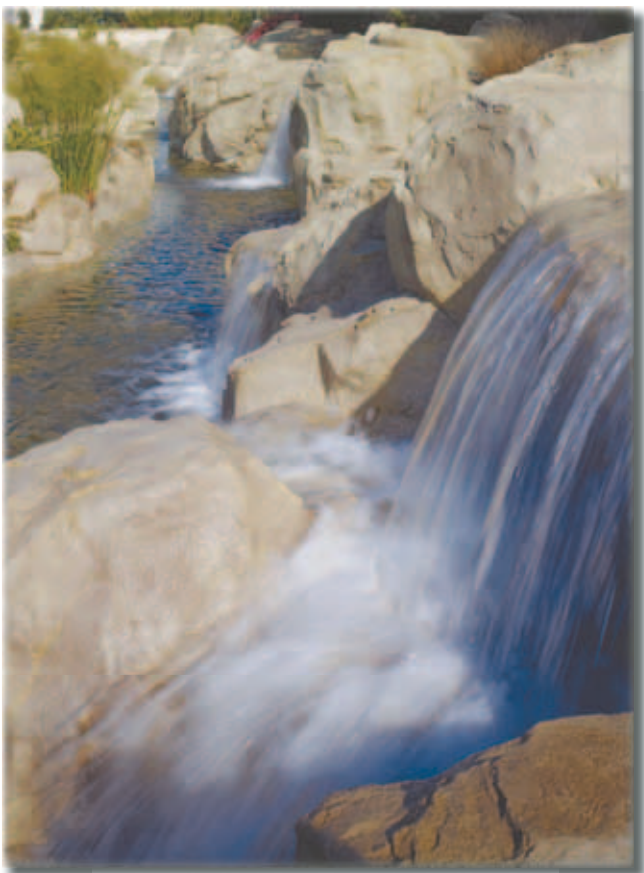
A favorite site for PGA Tour professionals, Lakewood is another shining example of New Orleans' resilience. With over \$9 million in recent renovations, award-winning golf course architect Ron Garl preserved the character of the original course while upgrading the 18-hole, 7,002 yards, par 72 course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

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



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Hillside Memorial Park and Mortuary launches Premier Concierge Service



Prestigious L.A. Cemetery Goes Beyond Typical Offerings for Clientele in Their Time of Need—From Valet Service to Pet Sitting and Coordinating Food and Hotel Accommodations

"Hillside Memorial Park and Mortuary is proud to provide such a premium offering that frees grieving families from the burden of planning a reception or shiva, which can be very overwhelming," said **Mark Friedman**, Hillside Memorial Park and Mortuary's CEO. "We're very fortunate to be working with organizations like Shiva Sisters, which have the experience and relationships with restaurants, caterers, rental companies, rabbis, and other vendors to help our clientele prepare for this difficult time—expanding Hillside's philosophy to provide a thorough, thoughtful, caring and efficient approach to each family's unique needs."

LOS ANGELES, CA— Hillside Memorial Park and Mortuary, the prestigious Jewish cemetery and mortuary in Southern California, announces its premier Hillside Concierge Service, a new offering that reflects its commitment to the local Jewish community as a way to lighten the burden of those who have lost a loved one. Hillside has joined forces with various organizations to deliver an unprecedented level of exceptional customer service, including **Shiva Sisters**, an established service company that creates a meaningful reception or shiva (the seven day mourning period observed after a funeral). Through Shiva Sisters and other partners, Hillside provides clientele with receptions, valet parking facilitation, bereavement resources, pet sitters, hotel accommodations, food/catering services, wardrobe shopping for family, housekeeping services and more.

Organizing receptions and off-site memorials as requested by its clients, Hillside can facilitate a wide variety of affairs—from casual to formal, ko-

CONTINUED ON PAGE A25



The Basics of 21st Century Temporary Preservation Technology (Part 12)

By John A. Chew

During the 1920s, the early scientific embalmers were introduced to a series of multi-purpose neutralizer chemicals to support the preservation process. The base provides a chemical balance between the initial solvent and the additives that may be counter-productive if not taken into consideration.

Every geographical area is different as to its water composition. Therefore, it is important to provide a common denominator of sequestering agents which are compatible with a broad range of preservatives. The vehicle must sequester calcium and metallic ions and be isotonically balanced to assure adequate dilution.

In most deaths very little information is available as to specific medications that have been used during the treatment of the condition of the deceased. With a balanced solvent, the embalmer has an opportunity to choose a drainage chemical that will meet his/her specific needs determined by clinical observations (Pre Analysis or Diagnostic Criteria).

With medical advances and the increase in life expectancy, there is an infiltration of both negative and positive internal accumulations of bio chemicals. For instance, it is known that the use of some antibiotics convert body tissue into a medium for superficial mold growth. Over use of penicillin weakens capillary walls causing tissue distention.

The most effective methodology, which is the pre-treatment of the remains, is probably the least taught

or practiced by embalmers. The deterrent is failure to understand the basic principle of tissue preparation for formula containment. Cost effectiveness is the excuse for not using a triple base vascular preparatory.

At this point it is necessary to provide retention of neutral moisture content in the body tissue. The purpose is to prepare a moisture balance to maintain tissue naturalness.

Once the tissue balance is achieved and an alkaline environment is created, the fixation process may be slowly achieved using proper dilution factor and gradually stepping up the preservation strength of the arterial fluids. This is possible following the adjustment of the pH for maximum fluid demand. The infectious microbe prefers a pH between 5 and 8.

Having taken into consideration predisposing factors leading to a death, the next step is to determine the interaction between tissue content (weight) and percentage of preservative regardless of the choice of fluid.

To explain the process, we will use a 36 index concentrate as a control. The question is, at what level of dilution do we alter bacterial or tissue enzymatic digestion and the denaturing by heat? What dilution strength is most effective at the initial injection to obtain the greatest level of temporary preservation which allows for chemical retention?

Next month's article will deal with dilution factors.

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

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Hillside Memorial Park and Mortuary launches Premier Concierge Service



sher to kosher style, or even vegetarian. Ensuring a worry-free experience, Hillside also provides many à la carte services such as bereavement counseling, babysitters, flower arrangements, organization of possessions, etc. For more information, visit www.hillsidememorial.org.

Founded in 1942, Hillside Memorial Park and Mortuary has served as a place of memories for the Los Angeles Jewish community for more than 60 years, committed to providing families with caring and sensitivity. Surrounded by beautiful gardens and lawns, fountains, stunning architecture, artwork and more, its exquisite grounds provide a dramatic yet serene backdrop to memorials and tributes. Vast and serene and quietly famous, Hillside offers families pre-need planning for their loved ones, and expert assistance for all necessary arrangements, including ground spaces, garden estates, mausoleums, wall crypts, family rooms, cemetery services and floral, mortuary/funeral services. A community service of Temple Israel of Hollywood, Hillside is well-versed in Jewish mourning customs and traditions, and also

Continued from Page A24

offers community education in the form of activities and events. To learn more about Hillside Memorial Park and Mortuary, visit www.HillsideMemorial.org or call 800-576-1994.

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Tyler DeMarco Foundation established to Fight Childhood Cancer

Continued from Page A14

He believed that “chemo kids” and their families deserve private, comfortable rooms in wards specific to them and with nurses who specialize in the care of kids with cancer. And because they are fighting for their lives and have suppressed immune systems, they should be separated from children hospitalized for other illnesses.

Following his death, Tyler’s parents took his fundraising efforts even further and established the *Tyler DeMarco*

Foundation. They are very proud of the fact that 100% of the donations support Tyler’s goals. This is possible because the foundation is run by volunteers, and the board of directors- also volunteers- pays regular dues and yearly fees to absorb operating and administrative expenses.

Everyone at the Tyler DeMarco Foundation shares a purpose: to honor our beloved Tyler while continuing his initiative, commitment and fight against childhood cancer.

We honor the legacy of a boy who changed the lives of so many through his incredible and endearing spirit, courage, humor, strength and wisdom. We take to heart Tyler’s philosophy of achieving, his motto, “Never give up”.

For more information and to read Tyler’s entire story, visit www.tylerdemarcofoundation.org. Tyler DeMarco Foundation, Inc., P.O. Box 4807, Schenectady, NY 12304-0807.

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The John Vincent Scalia Home For Funerals, Inc., Staten Island, NY

Continued from Front Page



rectors certified in New York and New Jersey. The firm also employs three funeral director embalmers, and various staff including receptionists, chauffeurs and maintenance workers.

The funeral home was founded in 1971 and is the dream of its owner, **John Vincent Scalia, Sr.**, who has guided the business from its first funeral (today, he still directs every funeral he can). The facility has grown from a 3,500 sq. ft. facility to its present size of 10,000 sq. ft., after three additions.

Because of its close proximity to the other four New York City Boroughs, Long Island, Central New Jersey and all major airports, many out of town funeral directors use the firm for shipping, receiving, graveside service, and direct cremations.

Mr. Scalia has served on the board of directors of many community organizations and is the founder of Meals on Wheels, Pax Christi Hospice and presently serves



on the Board of Richmond Senior Services, Community Agency for Senior Citizens, The Richmond University Medical Center as well as many other nonprofit organizations.

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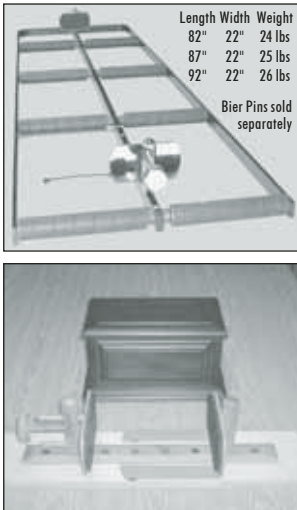


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The 100 Black Women of Funeral Service celebrates 17 years of Excellence in 2010 and proudly presents the American Legacy in Funeral Service, which salutes African American Funeral Establishments that are over 100 years old and still operating around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



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

New Orleans: The City, The Culture, The History And The Way Of Death



The culture of New Orleans is one rich in diversity and in history. It is one of the nation's most unique cities and their way of celebrating death may be one of the most fascinating and distinctive parts of their culture. For more than 200 years, funeral directors have housed their dead in small, above ground tombs built along streets in miniature communities. The cemeteries are much like the city of New Orleans itself. They mirror the opulence and desecration of a mysterious and enchanting city.

The original site of New Orleans had a water table just beneath the soil and the land sloped back from the river toward Lake Pontchartrain, falling below sea level. Those burying the early dead had the grim task of deciding where in such water-logged conditions. Dig a few feet down, and the grave became soggy, filling with water. Eventually, New Orleans's graves were kept above ground following the Spanish custom of using vaults, and stacking one on top of another. Family tombs looked like miniature houses complete with iron fences. Eventually the rows of tombs or burial plots quickly became known as Cities of the Dead. The phenomenon is deeply ingrained into their culture today.

Another distinctive aspect of the New Orleans culture is the Jazz Funeral. Its roots date back to Africa. Four centuries ago, the Dahomeans of Benin, Africa and the Yoruba of Nigeria, West Africa were laying the foundation for one of modern North America's most novel social practices. A musical funeral was done by secret societies to assure the fellow tribesmen had a proper burial at their time of death. When they came to America it remained strong and this ideology became a principle of social and pleasure clubs as well as the fraternal orders and lodges, guaranteeing a proper burial to any member that passed. These organizations were also precursors to debit insurance companies and the concept of burial insurance.

We salute and recognize four of the oldest and most prestigious funeral establishments in New Orleans who have continued their legacies, and the New Orleans tradition. It is the fabric and rich cultural traditions that their families look forward to and expect.

We present the 2010 New Orleans Hall of Famers: **Gertrude Geddes Willis Funeral Home, Charbonnet-Labat-Glapiion Funeral Home, The Rhodes Family of Funerals and Murray Henderson Funeral Home.**

Gertrude Geddes Willis Funeral Home

The Gertrude Geddes Willis Funeral Home was founded by **Clem Geddes** and business partner **Arnold Moss** and their wives. The original name was **Geddes and Moss Undertak-**

CONTINUED ON PAGE A29



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New Orleans: The City, The Culture, The History And The Way Of Death

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ing Parlor, which opened its doors in 1909. When both men died and Mrs. Moss retired, **Gertrude** renamed the facility, which is still open today. She showed outstanding gratitude and compassion to her community, often reaching out to the youth.

Charbonnet-Labat-Glapion Funeral Home **Alcide Labat** and **Joseph Ray** opened a business in the French Quarter, first called the **Labat-Ray Funeral Home** and later renamed as the **Emile Labat Funeral Home**, when Alcide's son took over. **Emile** trained his family in the business,



Gertrude Geddes Willis



Duplain W. Rhodes, Jr.

the Enterprise Benevolent Association.

Mr. Rhodes, Jr. expanded the company even more when he purchased the old Tivoli Theater and remodeled it to become the Uptown location of Rhodes Funeral Home, and later expanded to Baton Rouge.

In the 1960s, Rhodes Jr. **CONTINUED ON PAGE A30**



Rhodes Funeral Home

then later established his own facility. **Louis Charbonnet, Jr.** became the manager of the original facility.

Charbonnet was a contractor, as were his sons, **Armand**



Louis Charbonnet, Sr.

and **Louis**. They all completely renovated the funeral home, which was destroyed by fire. The family persevered and rebuilt the structure.

Louis's contributions to the funeral industry grew as did his business. He was president of the *Crescent City Funeral Directors* and was one of the first African-Americans to serve on the *Louisiana State Board of Embalmers and Funeral Directors*. Upon his passing in 1986, his family took over the business.

Disaster struck in 2005 when Hurricane Katrina devastated the Gulf Coast. All locations have since been rebuilt.

Today Louis III has served as president of the *Crescent City Funeral Directors Association*, vice president of the *LFDMA*, past president of *NOEA*, and as member and past president of the *Louisiana State Board of Funeral Directors and Embalmers*.

The Rhodes Family of Funerals

Duplain W. Rhodes, Jr. often told the story of how his father, **Duplain Rhodes, Sr.**, founded **The Rhodes Undertaking Company** from the ground up during the Civil



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Grief and the Loss of the Loving Relationship (Part 1 of 2)

By Todd W. Van Beck

As a culture, Americans spend a tremendous amount of time and energy on the subject of love. It is not surprising that some of the most watched television shows feature romantic hopefuls. Luke and Laura, Ross and Rachel, Meredith and McDreamy...people eat this stuff up! We tune in religiously to see if, at long last, one's love will be returned. We think maybe, just maybe, if it happens for them, it can happen for us! Yes, in America, where the divorce rate has held steady at 50% for more than half a century, love is still the ultimate goal.

Why, you may ask, is this grumpy old undertaker talking about love? Because love is the most powerful force on Earth, and grief - in its purest form - is love not wanting to let go. Whether due to a break up, divorce, or death, whether it was anticipated, or a person was blindsided, the loss of someone you love can send you spiraling. And if we, as funeral professionals, are to help people through the grieving process, we must first understand exactly what it is they have lost.



Todd Van Beck

lessons about oneself and life. Also, being a funeral director for 40 years, I have gained some insight into loving relationships, though I am not claiming to be an expert on the subject.

What constitutes a loving relationship? According to Rollo May, it is a unification of two individuals as they each give of themselves for the benefit and growth of the other. This is a process of emotional investment and commitment whereby two individuals come to trust each other, become psychologically open, enjoy sharing each other's company and feelings, and interact intimately beyond physical sex. Love, by its very nature for survival, demands more than just apathetic existence; it demands action. Not surprisingly, people who are selfish, narcissistic and self-centered usually encounter problems, disappointments and challenges maintaining this type of "mutual investment".

Love is an evolution of sorts, requiring considerable courage as each must bare his soul to the other. Such communication has the capacity to be the most satisfying yet the most anxiety-producing of acts of relating to another person. When people in love share in such a way, they are investing in the other that which up until this time was only theirs alone. People grow together by sharing of themselves and become more open about such things as ideals, dreams, fantasies,

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broke tradition when he bought white limousines for funeral services. Many people ridiculed him, but he became more in-demand when he was hired for weddings and other occasions by the Black middle class.

Working for social justice, Rhodes Jr. served as *National Funeral Directors and Morticians Association* president which was one of the first Black organizations to contribute financial assistance to **Dr. Martin Luther King, Jr.**

The Rhodes family is involved with their community. They sponsor The Gospel Tent at the Louisiana Jazz and Heritage Festival as well as showing support to the Satchmo Festival.

Murray Henderson Funeral Home



Murray Henderson Funeral Home

Benefactor and civic leader **Murray Henderson** supported his family of wife and three daughters on \$12 a week in Algiers, LA. He decided to choose a career as a carriage driver at **John Barrett Funeral Home**. At the encouragement of **John Barrett** and **John Acker**, an embalmer, Henderson served an apprenticeship in the undertaking business.



In 1909 he started his own business in his own backyard. His brother **Daniel** and nephew **Charles** helped him move the business to its current location in 1913.

Henderson wasn't interested in making money, but instead helping the less fortunate. During the influenza epidemic of 1918, Henderson paid medical expenses of many victims and provided food for those who needed it. He buried many for little or no money at all. During Christmas he provided toys for needy children. Henderson was civic-minded and worked to obtain recreational facilities for his community.

All of these funeral homes are run today and carry a legacy of caring for their communities. Each facility still participates in taking care of grieving families and friends, remembering why their relatives started each business.



Murray Henderson



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Grief and the Loss of the Loving Relationship (Part 1 of 2)*Continued from Page A30*

feelings and anything else that may be considered personal. As a healthy relationship continues to grow, it gains what is commonly called depth. Each begins to understand more about the inner working of the other, and with time, they act and react more in tune with each other. Dr. Jung said that in this type of depth, a relationship's "awareness and reactivity to the other person's condition are connected to caring for the others well-being". Of course, many relationships never make it this far.

Giving your partner sufficient attention is also an essential ingredient for a healthy relationship. Failing to do so puts the relationship at high risk of succumbing to the worst fate possible— indifference. This selfless attention is not just about doing things for the other, but spiritually connecting with the other. This takes the relationship from an "I" to a "we" rationale.

Another ingredient of a relationship is commitment, where your devotion to the other is evident emotionally, physically and spiritually. Many years ago I had a friend who married his beautiful high school sweetheart. I heard that he had been involved in a horrible farming accident. He went through a hay baler and survived, but the trauma to his head and face was horrendous. While the surgeons did all they could, my friend looked, for lack of a better word, frightening. When I saw him at our reunion, I must confess I was somewhat undone when I shook his hand. He could see the astonishment on my face, but he graciously put me at ease and we spent an enjoyable evening reminiscing. I came to realize what touched my heart was not only the courage that my friend had to muster just to survive, but also the tenderness and caring his beautiful wife showed him. There was no mistaking that her love for him was the real deal. There was no pity or sorrow — when she looked at him all she saw was the love of her life.

When you feel that someone is truly committed to you, trust is established. If a high level of trust exists, the partners are free to be open and honest and release each other to be independent, yet committed to each other. In such relationships there is little if any concern over equality or sharing. You can be sure that even if all the other components are present but trust is not, the relationship cannot flourish.

Have you ever experienced or seen the utter damage that occurs when trust is destroyed? Couples who have survived an affair may confess they are still haunted by past actions. Simply one being gone too long or failing to arrive at an appointed hour can stir insecurities. The abuse of trust is high-risk behavior in any human interaction, not just marriage.

We have looked at some of the major ingredients of the loving relationship, but there are others like openness, sharing and intimacy. Certainly our list is highly idealistic, and this is a point well taken, for in examining the loss of the loving relationship we as care providers need to remember that rarely, if ever, does the loving relationship meet all these ideal criteria. Even under the best circumstances, relationships can be challenging at times. In reality we all falter occasionally and thus cause disturbances in the flow of the relationship. The faltering may be minor and remedied with a hug and a kiss, or it may be monumental, destructive and permanent.

There is one last aspect of the loving relationship that is of particular interest: dependency. Our culture tends to put emphasis on togetherness and being independent at the same time. Either one, carried to the extreme, can be detrimental to the interaction between two people. Too much independence, not to be confused with the healthy concept of trust and freedom, may lead to estrangement, while too much togetherness may lead to dependency. In grief work I have seen both. A man and his wife had basically lived under the same roof, yet led separate lives for years. They traveled alone, slept alone, did their own thing, etc. When the man passed away, the widow was lost, her world permanently changed at 80 years old. Alone, without children or other loving relationships, she felt despair that her husband was dead. Why, she wondered, had they wasted so much of their lives separate and missed finding happiness? There was no answer, just emotional emptiness. Pitifully, she hardly knew any of her husband's friends who came to pay their respects. Independence can be a lonely lifestyle.

On the other hand extreme dependency can create vulnerable victims. Months after a local banker's funeral, it came to light that his widow had no idea how to write a check or balance her checkbook. She had depended

on her husband to take care of all that stuff. I think it is most important here to realize that love is sometimes confused with dependency. What makes the whole differentiation even more frustrating is the death of a loved one and the resulting emotions felt by the survivors in the relationship. It is common for outsiders to see the reactions of the remaining partner as being manifestations of dependency. Statements from survivors such as being not able to go on, or thinking one will never recover from the loss may elicit such unsympathetic, intellectualized observations as, "Oh, she must have been

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Grief and the Loss of the Loving Relationship (Part 1 of 2)

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quite dependent on him," or "She did so much for him while he was alive, I don't think he will know how to take care of himself now that she is dead". Dependency is not that simple to label; it is a profound, psychological dynamic that needs careful assessment.

In *The Road Less Traveled*, M. Scott Peck accurately summarized the problem of dependency: "...for passive dependent people, the loss of the other is such a frightening prospect that they cannot face preparing for it or tolerating a process that would diminish the dependency or increase the freedom of the other".

Dependency places limits on the other partner. It interferes with the growth that is so vital to healthy relationships by placing restrictions on the other person so one may remain in false security. If one member of a couple is selfishly enjoying the secure warmth and protection of the relationship, he or she may seek to lock the relationship in place as "preserving" the happiness.

Lastly, the power of the loving relationship finds its anchor in the ability of the human being to attach ourselves to another. Regardless of our past analysis concerning aspects of love such as attention, commitment, trust, openness, sharing, intimacy and the complicated process of dependency, the ability of humans to attach themselves to others is the capstone of the loving relationship. Attachment behavior is a phrase commonly associated with our deep ability to basically connect to another human being, which really is crucial in times of fear, pain, and uncertainty. It is what makes the loving relationship so joyful, blissful, secure and lasting.

However, there is the flip side to attachment, and that is separation. Few people spend much time thinking about the meaning of separation, but ignoring it will not make it go away. Why? Simple - every thing dies. I will die you will die, this day will die, and our attachments/relationships will die, too. If you are attached to someone just wait long enough and eventually either you will leave that person through separation or death, or they will leave you. The attachment lasts only so long as the attachment figure is present. The subsequent and predictable separation creates quite a new state of affairs for the one left behind. We have all heard of and may have even experienced the phenomena of separation anxiety, which comes from the disruption of the deep bonds of security and comfort afforded by the person now absent.

It is easy to see why this discussion concerning the nature of the loving relationship and its dynamics is naturally so important to the study of grief. After such an investment of one's self into a relationship, separation from or destruction of that relationship is a loss of tremendous magnitude. It can be unbearable, and, in cases of complicated grief it is possible for those going through separation anxiety to hold fast to a serious yearning, searching, and vigilance awaiting the lost partner's return. Grief theorist Colin Murray Parkes states that dependent people suffered more prolonged periods of grief and that their grief had greater potential for becoming psychopathological.

This concludes part one, the overview of relationship dynamics and some potential problems of the loving relationship. Next month, we will look at what happens when the loving relationship is lost.

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

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

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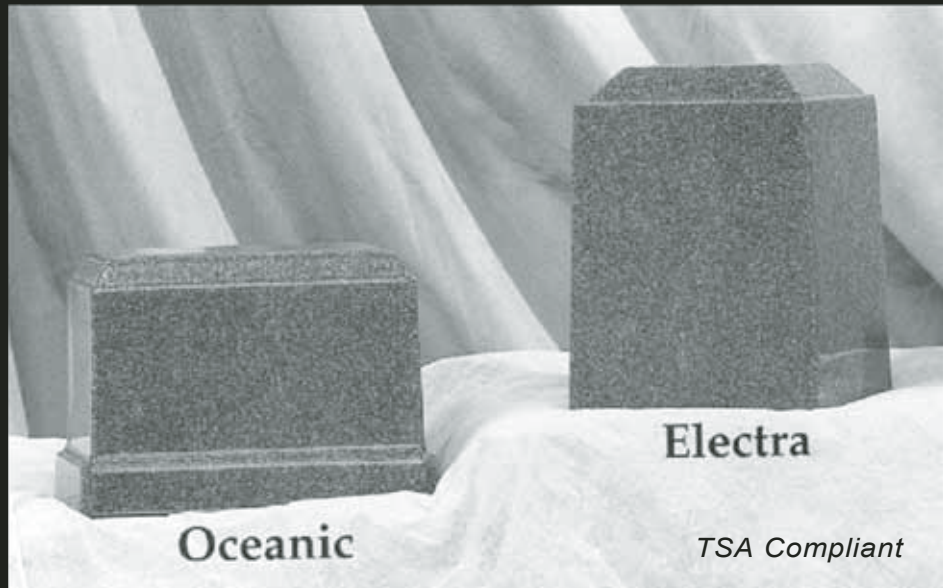
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Educational NEWS

Selected Educational Trust names New Trustees

DEERFIELD,IL— The Board of Trustees of the **Selected Independent Funeral Homes Educational Trust** has announced that **Richard T. Bissler** and **Ann Ciccarelli** will join the Board of Trustees during the Educational Trust Fundraising Gala on October 1, 2010. Their terms will continue through October of 2013.

Richard T. Bissler has been the owner and President of **Bissler & Sons Funeral Home and Crematory** in Kent, OH, since 1988. He also served as Board Member of *Selected Independent Funeral Homes* from 2003-2006 and as Secretary-Treasurer from 2005-2006.

Ann Ciccarelli is Director of **Bisbee-Porcella Funeral Home**, Saugus, MA. She joined the firm in 1991 and also has served on the Selected Independent Funeral Homes Resources Board and as Chairman of the *Massachusetts Funeral Directors* Organ Transplant Committee.

The Educational Trust Board of Trustees works to continually raise awareness of the Educational Trust and provide meaningful support to all practitioners of independent funeral service.



Richard T. Bissler



Ann Ciccarelli

The Board also includes **Richard C. Andrews Jr., Andrews Mortuary**, Wilmington, NC; **David M. Farris Sr., Farris Funeral Service**, Abingdon, VA; **Charles M. Billow, The Billow Funeral Homes and Crematory**, Akron, OH; **John R. Rodenburg, Federated Funeral Directors of America**, Springfield, IL; and **Robert J. Paterkiewicz**, Administrative Trustee, Deerfield, IL.

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

For additional information on the Selected Educational Trust, please contact Rob Paterkiewicz, Administrative Trustee, at 1-888-70-TRUST, or via email at rbp@selectedtrust.org.

Kenmore Square Institute offers new Fall Seminars

RAYNHAM CENTER,MA— The **Kenmore Square Institute for Continuing Education (KSI)** was founded in the late fall of 1999 when **Bob Kane** and **Christian Hood**, then both college instructors at the *New England Institute (NEI)* in Newton, MA, heard that Massachusetts enacted a law requiring funeral directors and embalmers to earn (5) five CEUs per year (in addition to the federally required OSHA training) - but didn't suggest how or where to do so.

Bob and Christian hired the author of a book about grief to serve as a speaker, located a function hall, and sent out flyers to every funeral director in Massachusetts offering 5 CEUs, OSHA training, and lunch for a fair, low price. The first seminar was held on April Fool's Day of 2000 for an audience of over 35 local funeral directors.

Ten years later, the Kenmore Square Institute is the premier CEU facilitator in New England, having sold over 4,500 tickets for some 90 CEU seminars. The past few seasons have seen KSI draw new attendees from Connecticut, Maine, New Hampshire and Rhode Island.

The Fall 2010 season, which began with KSI #90, September 25, Boxborough, MA, includes OSHA training, Burial at Sea with **Captain Brad White**, and new Funeral Service Laws discussed by the **Hon. Milton R. Silva**, Retired District Court Judge and Licensed Funeral Director.

There's still time to attend: 1) KSI #91, October 2, Northampton, MA; 2) KSI

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Educational

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Fourteen Dallas Institute Students awarded scholarships from 100BWFS

DALLAS, TX— The 2010 Senior Class of **Dallas Institute of Funeral Service** students have something to smile about. Instructor **Christie Redmon** and Director of Student Services presented her students on August 20, 2010 with their scholarship award checks from the *100 Black Women of Funeral Service*.

This is the first year since the 100BWFS was founded in 1993, that they awarded any funeral service educational program 14 financial scholarship awards. This is a sign of the times—the mortuary students are affected by the recession and the economy. Graduates of these fine institutions of learning can support their former funeral service programs financially through scholarship programs set up within the school, or through pro-



Dallas Institute Scholarship Winners

fessional funeral organizations. The many established scholarship funds help our future caregivers move from one level to the next.

100BWFS thanks the wonderful efforts of the Dallas Institute staff,

President **James Shoemaker** and Board Member **Nancy Barber** for their efforts. Dallas Institute of Funeral Service was

named the Nation's Top Funeral Service Program for 2010 and Christie Redmon was named 2010 Educator of the Year.

Michigan Embalmers to hold Professional Embalming Seminar in Detroit

DETROIT, MI— The *Michigan Embalmers Society* will hold an exciting and motivational seminar that will discuss "Keys to Quality Embalming" at Wayne State University in Detroit Michigan. The talented and jovial **Shun Newbern**, CFSP will be

the speaker of the seminar, November 5, 2010. Shun will share the methods for embalming challenges and insights on a positive stance in addition to the values of embalming itself. For more information, contact 313-577-2050.

Tidewater student Kendra Darden is Winner of 100 BWFS Mentoring Essay Contest

PORTSMOUTH, VA— **Kendra F. Darden** has been chosen as the winner of the **100 Black Women of Funeral Service Lottie K. Weldon Mentoring Essay Contest**. Kendra is a graduate of the historically black Hampton University. Kendra holds a Bachelor's Degree in Biological Science and hopes to obtain a Master's Degree in Forensic Pathology. In 2008, she enrolled in *Tidewater Community College* Funeral Service Program, under the directorship of **Frank Walton**. Darden's family invested in a funeral home to work together as business professionals. Kendra expects to graduate from the Funeral Service curriculum at Tidewater in December 2011.

Kendra Darden submitted an essay for the 100 Black Women of Funeral Service contest "A Historical Perspective of Women in Funeral Service – the Past-Present and the Future." The organization received ten submissions. The awards committee selected Kendra as having the number one essay and winner of a \$500 scholarship.

The scholarship is named on behalf of **Lottie K. Weldon**, owner of the **George H. Weldon Funeral Home** of New York City. Lottie is a life member of the 100BWFS and a founding member of the organization. Lottie has served as a mentor and role model for funeral service professionals. She guided the 100BWFS founder, **Elleanor Starks** for seventeen years within the organization. Elleanor states, "Mrs. Weldon is more than a founding member. Lottie is like a mother who is always a step ahead and guides her children in the right direction regardless of the circumstances. Lottie stands by you like an angel."

The 100BWFS was honored to present their second scholarship essay contest this year. This contest coincided with a History Display and Legacy in Funeral Service Event. The organization honored over 100 firms and inducted them into the Inaugural African American Funeral Home Hall of Fame during the NFDMA Convention this past August in Ft. Lauderdale, FL.



Kendra F. Darden

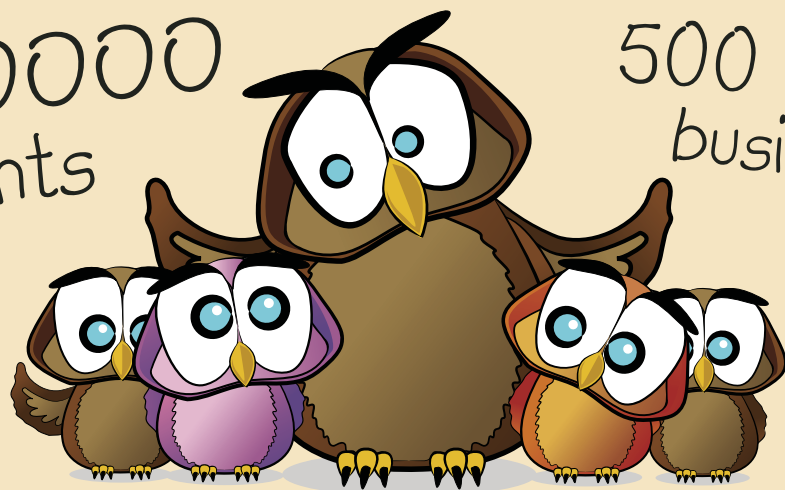
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Educational NEWS CONTINUED

PIMS Students receive WPAFDA Scholarships



(L to R) WPAFDA Board Member Tim McAllister, along with PIMS Students Porcelain Rollins & Rhianne LaQuatra.

PITTSBURGH, PA— Two students from **Pittsburgh Institute of Mortuary Science (PIMS)** were awarded scholarships from **Western Pennsylvania Funeral Directors Association (WPAFDA)**. **Porcelain Rollins** and **Rhianne LaQuatra** each received a \$500 scholarship. On hand to present the scholarships was WPAFDA Board Member **Mr. Timothy McCallister**.

Rhianne LaQuatra, ASB Degree Class, is from Moon Township and graduated from the Pennsylvania Cyber Charter School in 2009. After graduating PIMS she will proceed on to Point Park University to earn her Bachelor degree. Rhianne plans on serving her Internship in York, PA, and furthering her education by pursuing a degree in Egyptology.

Porcelain Rollins, Class #142, is from Ambridge, PA and graduated Ambridge Area High School. She is the proud mother of one daughter, *Ayla Dee*. Porcelain is enjoying her education at PIMS and considers it an opportunity to make her dreams come true in fulfilling a career in funeral service. Congratulations to PIMS students and a special thanks to WPAFDA for their continued support of funeral service education.

PIMS Student receives 100BWFS Scholarship



PIMS President Eugene Ogradnik presents the scholarship to John Elachko on behalf of the 100 Black Women of Funeral Service.

PITTSBURGH, PA— **Pittsburgh Institute of Mortuary Science (PIMS)** is pleased to announce that **John Elachko**, class #141, has been awarded a scholarship from the **100 Black Women of Funeral Service**.

John graduated from Duquesne University in 2002 with a Bachelor Degree in Sociology and had worked in social work for six years before returning to work at his family funeral home, **John N. Elachko**

Funeral Home. John will be a third generation funeral director in the family business. He is happily married and resides in the city of Pittsburgh.

PIMS President **Eugene Ogradnik** presented the scholarship to John on behalf of **Elleanor Starks**, Executive Director of 100 Black Women of Funeral Service. PIMS is grateful to Elleanor Starks and the 100 Black Women of Funeral Service for their support of funeral service education.

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John Hudson - Marketing Director

Wolfelt and Ellis to offer second Pet Loss Companioning Course

INDIANAPOLIS, IN— **Dr. Alan Wolfelt**, founder of the **Center for Loss**, and **Coleen Ellis**, founder of **Two Hearts Pet Loss Center**, have announced the second Pet Loss Companioning certification course.

The Pet Loss Companioning certification course, to be held February 7 – 10, 2011, will focus on all aspects of pet loss. The areas for review will be broad, ranging from pet loss companioning skill training to understanding the Central Needs of Mourning for a person whose pet has died. Attendees will also spend time in learning how to guide families in the creation of experiences and rituals as they pay tribute to their beloved pets. From the complicated pieces of anticipatory grief to truly companioning a family through every aspect of the loss of their pet, this comprehensive course will be what every pet loss professional will need in rounding out their companioning skills.

"I cannot believe how important and meaningful those four days were for me. The families that I have helped since then have been exceptionally attached to their pets and the understanding

I gained from the program has helped me soften my approach even more and reminded me how hard this is for everyone going through it," said **Dr. Kathy Cooney** of **Home to Heaven** in Fort Collins, CO, an attendee of the first course.

"With the overwhelming response from the first course, I am excited to be hosting this valuable course again and supporting Coleen as she teaches the participants about this wonderful topic of Pet Loss Companioning," **Dr. Wolfelt** commented. "The attendee's feedback and comments on the course and time spent at the Center for Loss was amazing. Attendees came from all industries: veterinarian, hospice, social work, funeral homes, and others looking to start pet loss businesses. The passion of those in attendance was fabulous, with everyone coming to share their mission of assisting families whose hearts have been shattered by the loss of a furry love," said Ellis.

To learn more contact Coleen Ellis at TwoHeartsPetLossCenter.com or **Dr. Alan Wolfelt** at CenterForLoss.com.

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FINE celebrates 13th Commencement

NORWOOD, MA— FINE Mortuary College, LLC:

A Private Two Year College located in Norwood, granted the Associate in Applied Science in Funeral Service to its graduates on July 30, 2010 at the United Church in Norwood. Following the invocation by the *Reverend William Christensen*, M. Div., President **Louis Misantone**, Ph.D., LFD, gave welcoming remarks to the graduates and their families and friends. Misantone then introduced **Fred K. Gifford, III** from the Class of 2010 who spoke to his classmates about the future of funeral service. Fred is currently employed by the **Dodge Company**. Next, Misantone introduced the speaker for the alumni, **Thomas Walsh**, LFD, '07, who is associated with **Conway, Cahill-Brodeur Funeral Home** in Peabody, MA. Tom spoke about the necessity of accuracy and self criticism when serving the public. He admonished the graduates to look care-



2010 FINE Graduates



Fred K. Gifford, III



Thomas Walsh



Glenn Burlamachi



Marguerite P. Gustafson



Three sculptured wax figures made by students at FINE. The center figure was made by Marguerite P. Gustafson who won the Restorative Art Award.

fully at the result of their preparations for every life celebration. Looking at the services as the bereaved would see them, and not just repeating the same type of service without much thought, will result in funeral service keeping the respect it deserves.

The featured speaker was **Glenn Burlamachi**, LFD, '04 from the **Concord Funeral Home** in Concord, MA. Glenn praised the solid education students received at FINE and emphasized that their commitment to education should not end with licensure. He told the graduates that earning the degree, in his experience, was as rewarding as working in funeral service. Glenn also told the group that it was very important to network with and support alumni since FINE alumni interactions can play an integral role in maintaining excellence in

funeral service.

Each speaker was presented with a framed certificate in appreciation of participating in the ceremony. Additionally, several students, faculty and staff earned the following honors and awards.

Mark S. Robinson from the **Robinson Funeral Home, Inc.** in Melrose, MA, was inducted, in absentia, into Mu Sigma Alpha, and presented with a pin and a framed certificate of membership. This Funeral Service Honor Society is supported by the National Association of Colleges of Mortuary Science.

The Performance Award was given to **Thomas William Mayo**. This award is given to the student who succeeded despite unusually difficult times.

Christopher C. Voccia received the Reginald H.

Cagle, FD Award. This award is given to the student who most exemplifies the attributes characterized by the late Reggie—diligence, kindness and joy.

Marguerite P. Gustafson was presented with the Restorative Art Award for the student who demonstrated excellence in the application of restorative technique. Along with the framed certificate from FINE, **Dennis Daulton**, LFD presented Margie with a Cosmetic Kit from the Dodge Company in memory of the late **Arnold J. Dodge**.

Thomas M. McNamara was awarded the Promising Professional Award for giving more than required in service to the funeral profession.

The Faculty Award this year was given to **Jonathan**
CONTINUED ON PAGE A40



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Educational NEWS CONTINUED

Selected Independent Funeral Homes Educational Trust awards first Second-Career Scholarship

DEERFIELD,IL— **Selected Independent Funeral Homes Educational Trust** announced that it has awarded its first ever Second-Career Scholarship to **Robert Bogue** of Frankfort, IN, in the amount of \$1,500 toward his studies in the Funeral



Robert Bogue

Service Education Program at *Vincennes University*. The scholarship was created to meet the educational needs of the increasing number of second-career professionals entering the funeral industry seeking positions as funeral directors, a role traditionally filled by family members who have grown up in the business and whose ancestors have owned and operated funeral firms for decades if not generations.

Bogue, who is currently employed full-time as a Journeyman Lineman at Frankfort Light and Power, is also putting one of his two daughters through college at Ball State University in Muncie, IN, as he continues his own education. “With one daughter in college and another in high school, this scholarship will afford me a greater opportunity to achieve my lifelong desire of becoming a funeral director,” said Bogue.

He also works as a part-time funeral assistant at **Goodwin Funeral Home** in Frankfort and is an ordained deacon with more than twenty-five years’ experience in youth ministry. Bogue says he believes it is his calling to become a funeral director and help others in their greatest time of need.

The Second-Career Scholarship is one of several programs of the Selected Educational Trust which was founded by Selected Independent Funeral Homes, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. In or-

der to be eligible for the scholarship, applicants must not be related to an owner of a funeral firm currently in operation and must be currently enrolled in a Mortuary Science program at an accredited school. By creating the program, the Trust hopes to attract and assist future practitioners interested in entering the profession.

“We are thrilled to have Robert as the first recipient of our Second-Career Scholarship,” said **Robert J. Paterkiewicz**, Administrative Trustee for the Selected Educational Trust. “He truly exempli-

fies what this program is all about. His desire and life experience combined with his education in the field will be a tremendous asset to the funeral service industry.”

Upon graduation, Bogue hopes to one day become a partner or owner of a funeral home and carry on what he calls a “noble profession.”

The Selected Educational Trust was established in 1982 as a charitable organization to develop and present educational programs on business management, counseling, personnel management and other topics of inter-

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est to the membership of Selected Independent Funeral Homes. Since then, it has expanded its role and funding opportunities to benefit the entire funeral home profession. This fall, it will hold its inaugural Fundraising

Gala and Silent Auction in conjunction with Selected’s Annual Meeting on October 1 at Walt Disney’s Grand Floridian Resort & Spa in Lake Buena Vista, FL. More information on the Selected Educational Trust and its ac-

tivities can be found on its all-new website at www.selectedtrust.org.

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Educational NEWS CONTINUED

FNA's International Embalming and Reconstructive Surgery Conference for Professional Embalmers



Conference Classroom with many Technical Presentations



(L to R) Vernie Fountain presents Robert J. Inman and Robert G. Mayer, Jr. with the FNA Professional Service Awards.



Vernie Fountain (Left) and Glyn Tallon (Right) present Darrell M. Wilkins with his Distinguished Professional Service Award.

SPRINGFIELD, MO— Fountain National Academy (FNA) sponsored and produced the world's first-ever conference specifically designed for the professional embalmer August 5-8, 2010. The conference attracted over one hundred embalmers from ten countries and 25 states. Founder **Vernie Fountain** hand-picked eleven top-notch speakers from the US and abroad to deliver highly specialized, technical presentation. The conference, themed "Dedicated to the Value of Open Casket Viewing," focused on teaching the embalmer



Fountain National Academy Conference Attendees



Attendees at the Technical Presentations

how to restore trauma cases from the most minor to the most extreme. Conference presenters included **Jack Adams, Tim Collison, Jim Fullerton, Jacquelyn Taylor, Robert G. Mayer, Jr., Shun Newbern, Melissa J. Williams** and **Vernie R. Fountain** from the United States,



Embalmers from Louisiana and Indiana get acquainted.



Friends from the Philippines, along with Glyn Tallon and Christine Van Matre, FNA's Post Mortem Hair Consultant

along with **Glyn Tallon** from Ireland, **Karl Wenzel** of Canada, **Camilo Jaramillo** of Columbia, South America and **Ray Hood** from England.

Fountain stated in the opening session of the conference that the event was years in the making, and was born out of an enthusiasm among embalmers for specialized education and networking opportunities. After reviewing overwhelmingly positive conference evaluations, Fountain plans to make the conference a biennial event, with

CONTINUED ON PAGE A40

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Educational

NEWS

CONTINUED

FINE celebrates 13th Commencement

E. Spagnolo due to his outstanding performance in the areas of scholarship, leadership and good citizenship.

Christopher C. Voccia was honored with the Professional Issues and Concerns Award for excellence in documentation of understanding funeral service.

Jonathan E. Spagnolo was given a Certificate of Appreciation for the extra effort he put forth as a peer tutor to help his fellow students succeed academically.

The Administrative Award was presented to William L. Werner, MBA, LFD who has been an excellent teacher of several business

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Thomas William Mayo



Thomas M. McNamara

subjects almost since the College first began.

Lawrence J. Quintal, LFD was given a Certificate of Appreciation for his long time support of excellence in funeral service education and his support of FINE.

Elizabeth Misantone, Donna Taylor, AS and Brenda A. Swanson were acknowledged for their outstanding work in the FINE administrative areas.

Louis Misantone, Ph.D., LFD and Lyn Prendergast, Ph.D. were surprised when they were given a beautiful plaque by the staff for their long term service and support of excellence in education in funeral service.

Following the ceremony the graduates formed a receiving line and were con-



Christopher C. Voccia

gratulated for their successes. Friends and family then joined the FINE graduates, faculty, administration and staff at a reception in the church fellowship hall in honor of the graduates.

FNA's International Embalming and Reconstructive Surgery Conference for Professional Embalmers

Continued from Page A38



Robert G. Mayer, Jr. signed copies of his textbook, Embalming History, Theory and Practice, currently in its fourth edition.



Music was provided by Bobby J. Everyone had fun moving and shaking to the tunes.



Embalmers from England, Ireland and Canada, networking and making friends at the reception.

the second conference to be held in Springfield, MO in the summer of 2012. The conference will continue to focus on the psychological values associated with viewing, and visitations of the body for the family and friends.

The guests of honor at the opening session were Robert J. Inman and Robert G. Mayer, Jr. The late Donald W. Sawyer was honored posthumously. Darrell Wilkins and the University of Iowa Department of Anatomy Cell Biology were presented with a certificate of appreciation. The guests of honor and Wilkins along with longtime FNA instructor Glyn Tallon, all received the FNA Distinguished Professional Service Award, FNA's most distinguished honor. Other conference highlights included an opening night reception, a deli-style group lunch and a Friday night buffet dinner with entertainment provided by a side-splitting ventriloquist and professional DJ.

Interested parties are welcome to follow the fun the conversation and the photos on Vernie Fountain's Facebook page and @verniefountain on Twitter. Or email vrountain@earthlink.net.



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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.

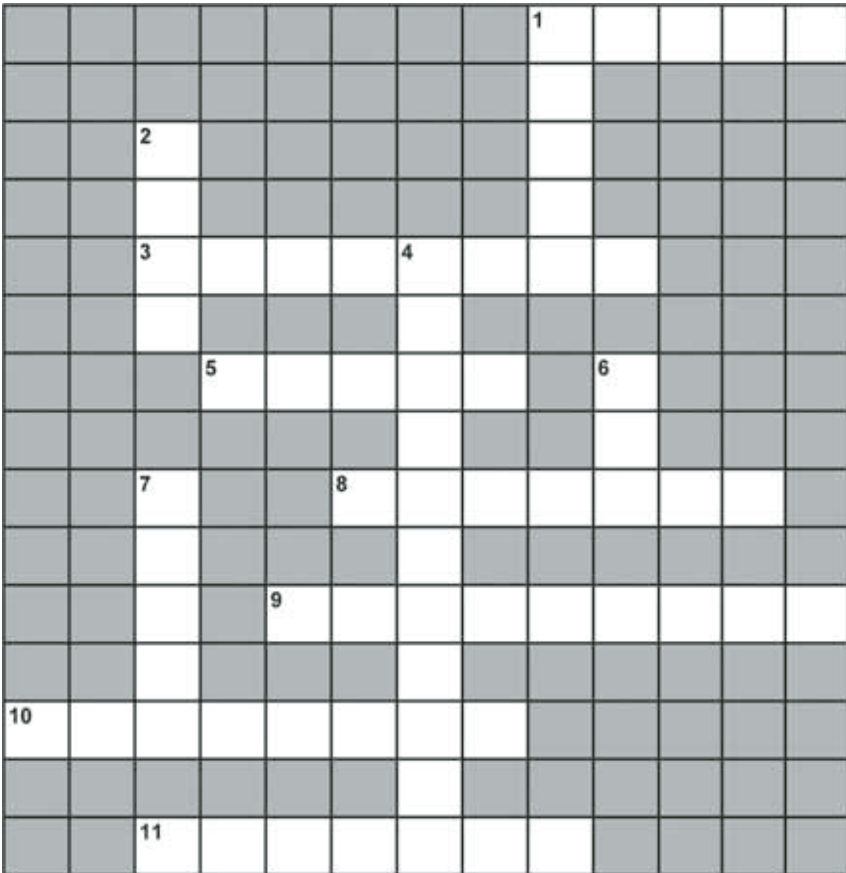
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ACROSS

- 1. Watching the deceased
- 3. Hair near ear
- 5. Face bone
- 8. Public official
- 9. Tomb without remains
- 10. Life has ended
- 11. Localized accumulation of pus

DOWN

- 1. Nasal bone
- 2. Molten bronze
- 4. Buttonhole flower
- 6. Relatives
- 7. Moral code



ANSWERS ON PAGE A44

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FUNERAL HOME & CEMETERY NEWS

Association NEWS

ICCFA introduces "First Impression" Cremation Phone Shopper Program

STERLING, VA— The **International Cemetery, Cremation and Funeral Association** now offers the "First Impression" cremation phone shopper pro-

gram to help owners and managers determine the type of impression their staff is making when answering a call for cremation information.

"Many people in our industry think of cremation phone shoppers as being primarily price-oriented," said ICCFA Director of Cremation Services **Julie A. Burn**, CCE, CSE. "But in reality, many of them are concerned more with value than with cost. A cremation call is an opportunity to provide immediate value by providing exceptional customer service and education. It is an opportunity to capture the fastest growing market in your community."

Through the program, Burn acts as a consumer requesting information on cremation. The results of the telephone conversation are provided along with basic recommendations on how staff can improve their communication skills with the phone shopper. It assists participants in determining:

- What their staff is communicating to today's cremation consumer
- Whether their staff is fully promoting the value of their company
- Whether they would do

business with the person representing their company

- Whether there is a need for a staff phone shopper training program
- The cost of the program for ICCFA members is \$85 per call for one to five calls and \$75 per call for six or more calls. The cost

for non-members is \$125 per call for one to five calls and \$115 per call for six or more calls. For information, contact the ICCFA at 1-800-645-7700 or visit www.iccfa.com/cremation/resources/phone-shopper.

Founded in 1887, the ICCFA is the only inter-

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

CANA to Roll out New Operator Certification Program

CHICAGO, IL— The **Cremation Association of North America** (CANA) is set to roll out a new version of their acclaimed *Crematory Operator Certification Program* (COCP). The new program will be unveiled at the NFDA convention on October 9, 2010 in New Orleans.

"CANA is always looking for ways to better this program to benefit those who attend, whether it's the operator, owner, or manager - not only those at a funeral home, but a crematory as well," stated program chairman **Mike Nicodemus**.

Two new sessions will be added to the COCP, according to Nicodemus. "I am very pleased to announce that CANA legal counsel **Chris Farmer** has been added to the program in the section Ask the Attorney. Chris brings a tremendous amount of legal knowledge as an attorney who specializes in crematory, funeral home and cemetery law. Cremation litigation has become big business; as someone who has served as an expert witness in cremation-gone-wrong cases, I can tell you that you cannot under-prepare your firm from a future lawsuit."

Another addition will be a breakout session where attendees will have the opportunity to listen and learn from their peers regarding cremation dilemmas.

This program is not only about litigation. The experts from **Matthews Cremation Division** will be providing their expertise as they have for over 20 years on issues such as COCP sections like Cremation and the Environment, Basics of Operation, Principles of Combustion, and Incinerator Design to name a few.

For more information on CANA's Crematory Operator Certification Program, visit www.cremationassociation.org or call (312) 245-1077.

Founded in 1913, the Cremation Association of North America (CANA) is the oldest organization of its kind. Comprised of more than 1,300 members including cemeterians, cremationists, funeral directors, industry suppliers and consultants, CANA members span 50 states, the District of Columbia, nine Canadian provinces and seven countries - Australia, Brazil, Dominican Republic, Israel, Mexico, the Philippines, and The Netherlands. CANA members believe that cremation is preparation for memorialization.

CANA is headquartered in Chicago, Illinois, USA. To learn more about CANA, visit www.cremationassociation.org.

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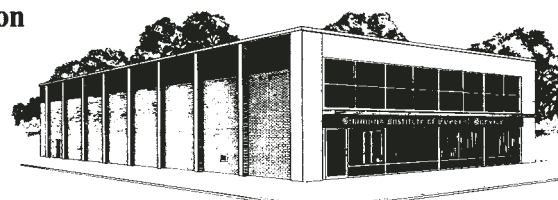
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Association

NEWS

CONTINUED

NFDA-member funeral homes earn Pursuit of Excellence Award for outstanding service to families, communities

BROOKFIELD,WI— The **National Funeral Directors Association** (NFDA) announced the 2010 award recipients of its Pursuit of Excellence® program. Out of 181 registrants, 166 firms have been recognized with the Pursuit of Excellence Award for their commitment to raising the bar on funeral service excellence by adhering to strict ethical and professional standards and providing outstanding service to families and communities. Award recipients are being honored on October 11 at the All-Star Recognition Ceremony and Reception during the 2010 NFDA International Convention & Expo, October 10-13, in New Orleans, LA

Interest in NFDA’s premier recognition program continues to grow. This year, an increased number of program participants earned the Pursuit of Excellence Award for the first time – 21 first-time participant firms earned recognition, an increase of 23% over 2009. Additionally, the number of international program participants (NFDA-member funeral homes outside the U.S.) increased from one in 2009 to three in 2010. NFDA also noted that more firms applied online to the program in 2010. Nearly 50 participants took advantage of the improved online application process, which brings greater convenience to program participants.

To achieve the Pursuit of Excellence Award, participants must evaluate components of their business against standards set forth by the Pursuit of Excellence program and demonstrate proficiency in key areas of the funeral service profession. Participants are required to fulfill criteria in six categories of achievement that demonstrates 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.

Eight Pursuit of Excellence Award Recipients Recognized with “Best of the Best”

In addition to receiving the 2010 Pursuit of Excellence Award, eight funeral homes received “Best of the Best,” an award that recognizes funeral homes for their development and execution of an innovative program or service that had a positive impact on those served. No more than 10 Pursuit of Excellence Award recipients are chosen each year for having the most innovative programs and services. The 2010 Best of the Best honorees are:

- Cannon-Cleveland Funeral Directors, McDonough, GA
- Funeraria San Vicente S.A., Medellín, Colombia
- Heritage Funeral Home, Spokane, WA
- Johnson-Hagglund Funeral Home, Litchfield, MN
- Joseph Vertin & Sons Funeral Home, Breckenridge, MN
- Littleton & Rue Funeral Home & Crematory, Springfield, OH

- Olinger Crown Hill Mortuary, Cemetery & Arboretum, Denver, CO
 - Shuler Funeral Home, Hendersonville, NC
- The Best of the Best award-winning ideas, along with many other innovative programs, services and activities from Pursuit of Excellence Award recipient firms, can be found by visiting www.nfda.org/pursuitofexcellence.

Record Number of Firms 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. This year, a record 17 Pursuit of Excellence Award recipients were inducted into the NFDA Hall of Excellence, making this the largest class of inductees since the inception of the recognition in 2006, when all past program participants that had earned 10 or more Pursuit of Excellence Awards were inducted. The 2010 Hall of Excellence inductees are:

- Bring Funeral Home Inc., Tucson, AZ
- David C. Brown Funeral Home, Belleville, MI
- DeMoney-Grimes Countryside Park Funeral Home, Columbia City, IN
- D’Esopo East Hartford Memorial Chapel, East Hartford, CT
- D’Esopo Funeral Chapel, Wethersfield, CT
- French Funeral Home, Brazil, IN
- French Mortuary, Albuquerque, NM
- Gunderson Funeral Home, Madison, WI
- Humphrey Funeral Service Inc., Russellville, AR
- Hunt-Stellato Funeral Home, Fort Lee, NJ
- Ippolito-Stellato Funeral Home, Fairfield, NJ
- Linnemann Family Funeral Homes and Cremation Center, Erlanger, KY
- Lynch & Sons Funeral Directors, Clawson, MI
- Memorial Funeral Home, San Juan, TX
- Newington Memorial Funeral Home, Newington, CT
- Staab Polk Memorial Home – Cremation Services of Central Illinois, Chatham, IL
- Toland-Herzig Funeral Homes & Crematory, Dover, OH

2010 Pursuit of Excellence Award Recipients

- Adair Funeral Home, Tucson, AZ
- Affiliated Family Funeral Homes LLC/Kohls Community Funeral Home, Waupun, WI
- A.H. Peters Funeral Home of Grosse Pointe, Grosse Pointe Woods, MI
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- Bayliff & Son Funeral Home, Cridersville, OH
- Bowen-Donaldson Home for Funerals, Tifton, GA
- The Branch Funeral Home, Smithtown, NY
- Bring Funeral Home Inc., Tucson, AZ
- Brucker & Kishler Funeral Home, Newark, OH
- Burritt Hill Funeral Home, New Britain, CT
- Caldwell & Cowan Funeral Home, Covington, GA
- Callaway-Jones Funeral Home and Crematory, Bryan, TX
- Cannon-Cleveland Funeral Directors, McDonough, GA
- Carlson Funeral Service Inc., Rhinelander, WI
- Carmon Funeral Homes, Windsor, CT
- Cassaday-Turkle-Christian Funeral & Cremation Service, Alliance, OH
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- Crist Mortuary & Mountain View Cemetery, Boulder, CO
- Cunningham-Becker, Poland, OH

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1½ Tbs. butter

1½ Tbs. oil

6 thinly sliced veal cutlets, pounded

or 6 chicken breast halves, boned and pounded

5 Tbs. brandy

½ Tsp. freeze dried shallots

1 10½-ounce can cream of mushroom soup

2/3 cup milk

1 tart med. apple, peeled, cored and thinly sliced

Freshly cooked wild rice

Melt butter with oil in large skillet over medium high heat. Add veal (or chicken) and brown, turning once. Transfer to platter. Add brandy and shallots to skillet and stir, scraping up any browned bits clinging to bottom of pan. Blend in soup with milk. Return veal to pan with apple. Reduce heat and simmer, stirring once or twice until heated through. Serve hot on bed of wild rice. Makes four to six servings.

CLASSIC PUMPKIN CHEESECAKE

Crust:

1 cup graham cracker crumbs

¼ cup sugar

½ cup butter, melted

Filling:

2 8-ounce packages cream cheese

1 cup light brown sugar

1 16-ounce can pumpkin

2 tsp. cornstarch

1¼ tsp. cinnamon

½ tsp. nutmeg

4 eggs

Topping:

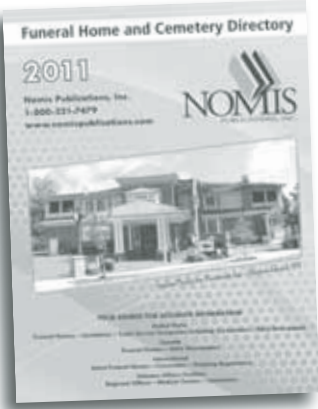
2 cups sour cream

¼ cup sugar

1 tsp. vanilla

Combine cracker crumbs, sugar and butter. Press mixture into bottom and 1 inch up the sides of a 9” spring-form pan. Bake in 350° oven for 6-8 minutes without browning. Remove and cool. In large bowl, beat cream cheese until smooth; beat in brown sugar. Blend in pumpkin, cornstarch, cinnamon and nutmeg. Beat in eggs, one at a time until mixture is smooth and creamy. Pour into crust; bake at 350° for 45-55 minutes until center is slightly soft to touch. Remove from oven. Combine sour cream, sugar and vanilla. Spread over top; return to oven for 5 minutes. Cool on wire rack; remove sides of pan. Chill several hours.

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 - Davis Funeral Home, Nashua, NH
 - Deiters Funeral Home & Crematory, Washington, IL
 - DeMoney-Grimes Countryside Park Funeral Home, Columbia City, IN
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 - Eggers Funeral Home & Crematory, Chesnee, SC
 - Enea Family Funeral Homes of the Mohawk Valley, Herkimer, NY
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 - Evergreen Mortuary, Cemetery and Crematory, Tucson, AZ
 - Fellows, Helfenbein & Newnam Funeral Home PA, Easton, MD
 - French Funeral Home, Brazil, IN
- French Mortuary, Albuquerque, NM
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 - Gamble Funeral Service, Savannah, GA
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 - Gorsline Runciman Funeral Homes, Lansing, MI
 - Grace Funeral & Cremation Services, Rockford, IL
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Association NEWS CONTINUED

NFDA Launches Green Funeral Practices Certificate Program

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) has launched an exclusive new *Green Funeral Practices*™ Certificate Program that will allow association members to distinguish their funeral homes as leading providers of green funeral services in their community and demonstrate their commitment to environmentally-responsible business practices. NFDA is the first national funeral service association to offer such a program.

According to **James M. Olson**, CPC, chair of NFDA's Green Funeral Work Group and owner of the **Lippert-Olson Funeral Home** in Sheboygan, WI, NFDA's certificate program is unique from other green funeral recognition programs for a number of reasons.

"NFDA's Green Funeral Practices Certificate Program provides national recognition from a well-established, globally respected funeral service association," he said. "It is the only such program created exclusively by NFDA-member funeral directors for member funeral homes. It is a comprehensive green recognition program that encompasses both service to families and green business practices."

According to a poll by Harris Interactive, almost three-quarters (72 percent) of U.S. adults believe their personal actions are significant on the environment. Further, just over half (53 percent) of Americans report that they have done something to change their lifestyle to make it more environmentally sustainable. In response, funeral directors have begun learning how they can accommodate the needs of these families and are offering green services, products and funeral packages at their firms.

"As a funeral home serving fewer than 125 families every year, it's logical to conclude that green funerals wouldn't be a factor for me, but that is absolutely not the case," said Olson. "I have conducted several green funerals in the last year, including services for families from outside of my community who did not have access to a local funeral home that offered eco-friendly funeral services and products. Green services and products appeal to people from all walks of life, in communities large and small. While people in your community may not be asking about green funerals now, you must be prepared to explain and offer these types of services to families, or someone else will. NFDA's Green Funeral Practices Certificate Program allows those of us who are offering green funerals to be recognized for our efforts. It will also help us educate our communities about the local availability of these services."

NFDA-member funeral homes must meet specific criteria in order to earn an NFDA Green Funeral Practices Certificate. Applicants must:

- Reaffirm their commitment to NFDA's Code of Professional Conduct.
- Share copies of all Federal Trade Commission-compliant prices lists which show evidence that the firm offers: itemized green funeral goods and services, as well as one or more green funeral packages; one or more sustainable, biodegradable cas-

kets; one or more sustainable, biodegradable urns; and one or more temporary preservation options.

- Attest that all funeral home employees have received training related to the Federal Trade Commission Funeral Rule, and that at least two employees of the funeral home have participated in educational programs related to green funerals, burials or business practices.
- Affirm that the funeral home is in compliance with applicable OSHA standards and all applicable federal, state and local environmental laws and regulations.
- Share with NFDA a green responsibility plan for the funeral home which outlines the firm's commitment to actively working with employers, customers and the community it serves to create a healthier environment. Minimally, the plan must address the reduction of waste and energy use, water conservation, recycling, and the use of environmentally friendly products.

Applicants who earn a Green Funeral Practices Certificate will receive a certificate, suitable for display in their funeral home, and a suite of community relations tools that can be used to promote the funeral home's achievement and educate the community about green funeral options.

The application fee for an NFDA Green Funeral Practices Certificate is \$150; once the certificate is earned, it is valid

Program will recognize funeral homes that meet strict criteria in the area of green funeral practices

for one year. NFDA member funeral homes can apply at a special introductory rate of \$95 – a \$55 savings – by using discount code "GFPINTRO".

Certificate-holders must continue to meet program standards and update their profiles to renew their certificate on an annual basis; the renewal fee is \$75 per year.

Funeral professionals can learn more about the NFDA Green Funeral Practices Certificate Program by visiting www.nfda.org/greenresources. This webpage also contains information and resources to help funeral directors better understand green funerals and green business practices.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, 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.

The Path To Success



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Death Notices



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

MORRIS T. KERCHEVAL of Sheridan, IN died August 4, 2010 at the age of 74. He was a licensed funeral director and embalmer for 53 years. He opened **Kercheval Funeral Home** in 1974 and operated it until the time of his death.

RUTH ERNESTINE WALES JOHNSON of Franklin, VA died August 16, 2010. She was a licensed funeral director, and worked with her husband, **Raymond Thomas Harris Johnson, Sr.**, in their family business, **Wm. M. Johnson and Sons Funeral Home** in Franklin.

CRAIG ZIMMERMAN of Bay City, TX died August 11, 2010 at the age of 80. He was a longtime funeral director and had been with **Davis-Greenlawn Funeral Home**, Rosenberg, TX, for many years as well as working at **Taylor Brothers Funeral Home**, Bay City, part time.



MARY A. JEWETT of Southborough, MA died August 21, 2010 at the age of 92. She was a registered embalmer and licensed funeral director, and worked in the funeral industry for over 70 years. She began working at the former **Longstreet Colonial Chapel**, Worcester, where she also served her apprenticeship. She was a 1953 graduate of *New England Institute of Anatomy, Sanitary Science, Embalming and Funeral Directing*, now *Mt. Ida College*. At a time when there were few women in the profession, she worked at **John F. Britton** and **Britton Collins Funeral Homes** and assisted funeral homes in the Worcester, Marlboro and Framingham areas as a funeral director and as an expert in restorative art and cosmetic sciences. For the last 16 years Mary has been a funeral director with **Dorsa-Morin Funeral Homes**, Worcester. She was a member of *Massachusetts Funeral Directors Association*, the *Greater Worcester Funeral Directors Association*. In 2001 Mary received a Lifetime Achievement Award from the Greater Worcester Funeral Directors and in 2007 she received a Distinguished Alumni Award from Mt. Ida College.

MICHAEL COLETTA of Chicago, IL died August 2, 2010 at the age of 67. He and his late twin, **Mariano "Morrie" Coletta**, owned **Michael Coletta Sons Funeral Home**, which has been in business since 1908. He was a 1963 graduate of *Worsham College of Mortuary Science*.



ALAN L. MAYER of St. Louis, MO died August 29, 2010 at the age of 95. He grew up in his family's **Mayer Funeral Home**, St. Louis, and he and his wife took over his the funeral home during the 1960s after his father died. The Mayer family owned and operated the funeral home for 80 years. It was bought and closed in 1994, but Mr. Mayer continued to work as a funeral director for **Berger Funeral Home**. He went on to become one of the oldest working funeral directors in Missouri, renewing his funeral directors license for another year in May.

HOWARD D. WEAVER of Waynesboro, VA died August 6, 2010 at the age of 88. A graduate of the *Renard School of Mortuary Science* in New York City, he retired from **Reynolds-Hamrick Funeral Homes**, formerly **Etter Funeral Home**, as a licensed funeral director and embalmer.

YVONNE DIANE WILLIAMS of Ozark, AR died August 11, 2010 at the age of 48. She was a funeral director at **Shaffer Funeral Home**, Ozark, as well as Franklin County Deputy Coroner.



JAMES A. MCGUINNESS, SR. of Woodbury, NJ died August 9, 2010 at the age of 88. He founded **McGuinness Funeral Home**, Woodbury in 1950 and continued to be involved in the funeral home until his death.

C. WALLACE STUARD, JR. of Ardmore, PA and Cape May, NJ, died August 16, 2010 at the age of 88. A fifth generation funeral director, he was a graduate of *Eckels School of Mortuary Science* in Philadelphia, and joined the family business, **Stuard Funeral Home** in Ardmore.

MARTHA A. SVOBODA of St. Louis, MO died August 28, 2010 at the age of 73. She was a retired funeral director and worked with her late husband when they owned and operated the **Moydell Funeral Home**, St. Louis.

JOHN LANGLEY of Petersburg, NJ died July 29, 2010 at the age of 90. He owned and operated **Langley Funeral Home** in Tuckahoe, NJ, which his father founded in 1905. Mr. Langley sold the business, which has been a funeral home since the 1870s, in 1988, and it is now **Langley-Loveland Funeral Home**. A 1941 graduate of *Eckels College of Mortuary Science* in Philadelphia, he also served three terms as county coroner in the 1950s and 1960s.

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The Art of Innovation

Guy Kawasaki, best known for his work turning Apple into a successful and beloved brand in the mid-1980s, knows what it takes for a company to capture the hearts of its customers, to

take on seemingly unbeatable competition and to create its own "Bright Future."

In this presentation, he'll examine the process cemeteries and funeral homes need to undergo if they are to reinvent themselves and their ability to serve the marketplace of tomorrow. He'll use his experience working with Apple and studying dozens of world-class companies to lay out the strategic steps needed to create new products and services, and he'll provide specific examples of how to do this within our industry.

Kawasaki says his presentation is "ideally suited for events whose purpose is to set new standards of excellence and change the world." If your company is ready to be a part of something that significant, that meaningful, you won't want to miss the ICCFA 2011 Convention & Exposition.

Guy Kawasaki, former chief evangelist for Apple, is the co-founder of Alltop.com, an online "magazine rack" of popular topics on the Web. A regular columnist for the American Express Open Forum and for *Entrepreneur* magazine, he holds a bachelor's degree from Stanford and an MBA from UCLA.



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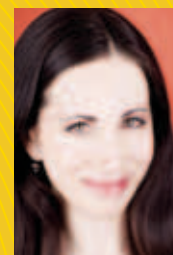
The Secret Lives of Visionaries

What does it mean to be a "visionary"? According to neuroscientist and business executive Eric Haseltine, it doesn't mean seeing things others can't see. It means seeing *the same things* everyone else does, but seeing them in *a different way*. And it's something you can learn to do.

In this keynote session, Haseltine will show you how to refocus and redefine the business realities that exist right in front of you—how to make the mundane momentous and how to turn perceived threats into opportunities. He'll examine specific issues facing our industry and challenge you to re-envision them to achieve both short- and long-term market advantages.

Eric Haseltine, Ph.D., is author of "Long Fuse, Big Bang: Achieving Long-Term Success Through Daily Victories." He has experience in the defense, intelligence and entertainment industries, having served in such diverse capacities as director of

research for the National Security Agency, associate director for science and technology for the director of National Intelligence and executive vice president of Walt Disney Imagineering.



Creating White Space

White space, also known as "breathing space," is the part of a printed page that has nothing on it. But it is *not* nothing. It is as critical to the message as the text and graphics. Imagine a page with no line spaces,

paragraph breaks, columns, margins or open areas. A page where everything is smashed together in one busy, cluttered, uncomfortable mess.

The top complaint among successful business people today is having too much to do with too little time. American companies spend \$150 billion every year on stress-related disability, and that doesn't count the wasted time from tension, lost productivity from low morale and the costs of employee turnover.

What would you give to feel focused, efficient and energized as you face the day-to-day challenges of managing your business? Juliet Funt will share simple yet powerful strategies to help you create the white space you need to make your "page" more effective and worth reading.

Juliet Funt, the daughter of "Candid Camera" host Alan Funt, is a consultant and speaker who previously served as a meeting planner, a human resources trainer and a liaison for a Palestinian/Israeli peace project.

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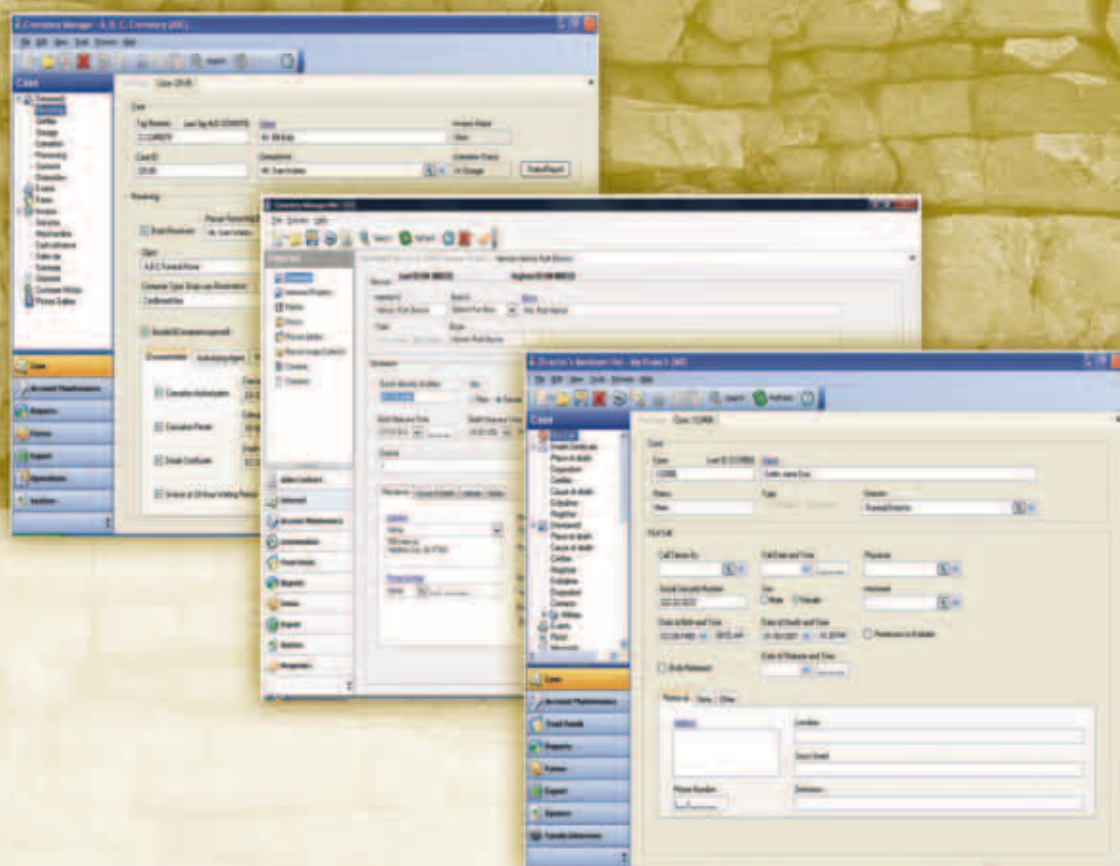


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