2011 Feature Funeral Home:
The John Vincent Scalia Home For Funerals, Inc.
STATEN ISLAND, NEW YORK

"My grandmother would tell you that life is what happens outside your door."
See Page A8

Denotes Convention Exhibitors

Changing Lives Through Laughter
columnist Nancy Weil brings us Lessons from a Centenarian

Pursuit of Excellence Award Winners
begin on Page A42

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

CONTINUED ON PAGE A27

Tyler Demo Foundation
Honoring the legacy of a boy who changed the lives of so many through his incredible and endearing spirit, courage, humor strength and wisdom.
Never Give Up!
See Page A14

The Madonna Multinational Home for Funerals, Passaic, NJ
Moss Family Funeral Home, Batavia, IL
Muster Funeral Homes, Calhoun, KY
Nicola 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.
SHARNECIA M. FRAZIER

Endangered Runaway

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: 150 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.

SHELBY RAISTLIN WRIGHT

Endangered Missing

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.

MARIA DOMINGUEZ

Endangered Runaway

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.

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 Care 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, Eleanor Davis-Starks states, “It is so important 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.


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@sistersstudy.org. A special thanks to the funeral colleagues and families who registered in the program.
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“Tired is no reason to look elsewhere.”
—Steve Stoner, Schmidt & Barrett
Funeral & Cremation Services

I was surprised to find that most of the funeral directors who are 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 results wanted. You keep your staff focused on the issues, everyone clearly understands the expectations, standards and everyone is working toward the same goals and everyone gets development and execution, human resource management, the creation at-need sales and business development. He served three years as Executive Vice President/ COO for Stryent 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 actively as an owner, officer and funeral director. The Springs Funeral Services has in only 2½ years successfully broken ground on their new and acquired a reputation for unmatched service, professionalism, compassion and respect 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.

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 is working over so they can learn and have the opportunity to prove themselves.

When it comes to listening, you must strive to really hear what people are saying not just listen to them. When you listen, you get the words people are saying not just listen to them. When you listen, you get the words people are saying not just listen to them. 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 they are saying, not on what you will say.

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 being able to do things they way you were 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 Enter-prises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and research for the past twenty-two years. She has an Associate Degree in Nursing and a Bachelor’s Degree in Psychology from Ball State College in Indianapolis, IN. 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 is an active member of numerous organizations in- cluding the National Funeral Directors Association and the Asso- ciation for Death Education. Sherry can be reached via e-mail at sherry@newleaf-resources.com. Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at www.newleaf-resources.com

The Gift of Aftercare
By Sherry L. Williams

Eernisse Funeral Home holds Groundbreaking

CEDARBURG, WI— Eernisse Funeral Home & Cremation Services broke ground for their new funeral home to be located in Cedaredg, WI. This is their third location. The land, with existing home was purchased from the Town of Cedaredg. 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 8,125 square foot funeral home. The new three story facility 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, em- ployee 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.keystonedNb.com. Construction is to be complete near the end of the year.
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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

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 counselors or trainers will lead the way? Why not let funeral directors and funeral home owners shape our future along with their customers?

Nothing that the funeral service industry can do is going to cure this societal malaise. The only thing we can do is educate people as to the value of funeral service and proper planning. Do you offer a variety of religious specific service arrangements? Do you offer an active pre-need program in place? Are you doing enough of the right kind of public relations? Do you offer a variety of religious specific service arrangements?

Quitting what follows 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 what 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 guideline 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 hard 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 anything we want it to be. It can despair and defeat.

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, preplanning and training and has also considered experience in public relations, marketing, consumer and business relations. 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 sharpen their business strategies.

Christopher is a Kentucky Licensed Funeral Director, Life Insurance Agent, Certified Preplanning Consultant (CPC), Insight Institute Certified Celebrant and Certified Consulting Specialist. He can be reached at (800) 331-6270 or chkuhnen@theklookgroup.com.
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changing lives through laughter
by nancy weil

October is a special month in my family for my grandmother was born on October 31, 1900. She would turn 109 this year, but died at 109 in March. 109 years is a long life. My grandfather would tell you that life is what happens out-ter your age as you read this article, there is still much to do and a purpose to fulfill.

She knew that friends make life better and her favorite piece of advice was this: Every time I raised my prices, my sales went up. And she told me 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.

Lessons: What new skill do you want to learn? Computers? Website design? Online marketing? What is it you need to learn? Do not make excuses, sign up today.

Everything in moderation – 5:00 p.m. was cocktail hour and so 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 healthy and exercise, or you will not live to see your grandchildren. She balanced in her life this way.

Lessons: 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!

Lessons: Do you make time to spend with your friends? Is life better when shared with others who care? Don’t forget to travel the world, but remember there is no place like home.

travel the world, but remember there is no place like home.

Lessons: 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.

Preserve 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.

Lessons: 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 my mother was not part of my grandmother’s generation, she 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 learn something new and it is our responsibility to bring new perspectives and new ways to help clients heal.

With certifications as a Laughter Leader, Funeral Celebrant, Grief 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 and implemented the most comprehensive grief care 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, “Benediction For Your Heart” with techniques that can help ease the pain of grief.

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

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Funeral Home & Cemetery News
October 2010

Aubrey Benner licensed as Funeral Director

Pottstown, PA—Michael Benner, Schu- macher & Benner Funeral Home & Crematory welcomes another generation into the family busi- ness. Mr. and Mrs. H. Michael Benner, Mr. and Mrs. R. Edward Schu- macher, Jr. and Mr. and Mrs. R. Edward Schu- macher, Sr. are pleased to announce the engagement 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 grand-daughter of Aubrey E. Schumacher, Jr.; the great granddaughter of Ray- mond A. Schumacher, Jr.; and the great-great granddaughter of the founder Ammon G. Romich. She is the granddaughter of Rob- ert David O’Byrne.

Miss Benner graduated from West-Mont Christian Academy and Northamp- ton Area Community College with a degree in Fun- eral Service. She has recently obtained her Penn- sylvania State Funeral Director’s License. Aubrey is employed as the fifth generation with the Schu- macher & Benner Funeral Home & Crematory, 359 King Street, Pottstown PA. She represents the first female funeral director in the Pottstown area. The Schumacher- Benner Family staff now includes four licensed fu- neral directors.

To place your classified ad Call 1-800-321-7479 or visit our website at www.nomispublications.com

Change Your World Through Laughter
By Nancy Weil

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 COGS (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 watercolor painting at the age of 89. She was color blinded 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 so 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 healthy and exercise, or you will not live to see your grandchildren. She balanced in her life this way.

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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? Is life better when shared with others who care? Don’t forget to travel the world, but remember there is no place like home.

There’s no place like home – Travel the world, but re- member that there is no better feeling than returning home. This planet is a vast place filled with different cul- tures, climates and creatures. It is so enriching to experi- ence new people and places. Traveling opens us up and brings us a new perspective.

Lesson: You can never have too many travel experiences, climates and creatures. It is so enriching to experi- ence new people and places. Traveling opens us up and brings us a new perspective.
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scheduled to be on the job.

According to the facts discussed in the Order, John-
son 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 Manag-
ing Director appointed another funeral director to
the nonmoving party.

Employment disputes are one of the most litigated ar-
tas 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
that have been recently updated and reviewed by the author. This Kit contains
the implied employment contract and for promissory estoppel.

The Judge reviewed the law in these areas and then re-
viewed the facts supported by depositions and documents on the basis of the Standard previously discussed. The Judge determined that the Plaintiff had provided suffi-
cient evidence on the racial discrimination, age discrim-
ination and retaliation claims to show there were genu-
ine 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.

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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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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 Or- leans 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 our- selves.

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. Many lives were lost. Many lives were forever changed. A historic city, used 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 a half million when all claims are paid.

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Some of the best things we’ve developed came from a client’s need—what would you like us to create for you?
OSHA Compliance

By Gary Finch

Writing flexible safety policies requires knowledge of the edge 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 employer 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 processes, and that the cost of 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 will 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.
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 previous year. The event was held at the Traveler’s Rest Baptist Church.

CONTINUED ON PAGE A22
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Hughey Funeral Home purchases Three Vehicles

MT. VERNON, IL — Susan Hughey, Marsha Hughey-Locke, and Don Collier of Hughey Funeral Home of Mt. Vernon, IL., shown taking delivery of their new Cadillac Hearse, Limousine, and First Call Dodge Caravan. The family owned and independent funeral home serves the Southern Illinois area. The units were delivered by Muster Coaches of Calhoun, KY.
A Touch of Technology

Introducing B&L’s newest PLC with color touch screen control. Our system provides the operator with instant verification of the cremation process. Changes can be initiated with just a touch of the screen, a feature which comes standard on all Phoenix Systems (Available as an upgrade on the N-20 series).

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BOOTH 638
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

CONTINUED ON PAGE A19
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 still 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 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.

October Specials

Prices Good Through Nov 20, 2010
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SMC Specialty Gown

- impervious film on front and sleeves
- simulates a gown/apron combination
- Velcro neck closure, side tie and knit cuff
- also available in extra-long

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SMC Fabric Reinforced Gown

- impervious film on front and sleeves
- simulates a gown/apron combination
- Velcro neck closure, side tie and knit cuff

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Funeral Director’s Rain Coats

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- Velcro neck closure
- 2 pockets and a badge patch
- available in S - 4XL

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<td>4XL 60/cs</td>
<td>$170.00 ea</td>
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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 13 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 cre- ated two new programs, both called “When Families Grieve.” The first program helps military children “deal- ing with the worst-case scenario: a parent who doesn’t return at all.” The second, for nonmilitary families, fea- tures “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.sesame- workshop.org/grief.

More than this I hope that you will consider inviting your families to a screening of “When Families Grieve” available at www.sesame-workshop.org/grief.

Let’s Chat

By Kristan Dean

In 2000 Kristan Dean began working with her family to bring Merry Christmas From Heaven® to all who need the gifts’ usage 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.

In her Mooney TunCo, Inc. Kristan worked with companies nation-wide 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

Continued from Page A20

Eternal Reefs, Inc is an Atlanta-based company that provides creative environmentally enhancing means to memorialize the cremated remains of a loved one. The company incorporates cremated remains into a concrete mixture used to cast artificial reef formations. The artificial reefs are dedicated as permanent memorials while also bolstering natural coastal reef formations. Since 1998, the company has placed more than 1000 Memorial Reefs in 20 locations off the coasts of Florida, South Carolina, North Carolina, Maryland, New Jersey, Texas and Virginia, substantially increasing the ocean’s diminishing reef systems. Memorial reefs can only go in properly permitted locations by the US Government. Contact Eternal Reefs Inc. at: www.eternalreefs.com.

Eternal Reefs, Inc., 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.

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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 worldwide 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.

Cremation Issues and Answers
By Ronald Salvatore
Matthews CREMATION DIVISION

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.

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.

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.

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 procession departed the church and journeyed over an hour, covering more than thirty miles.

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CEASE FIRE Campaign

Continued from Page A22

At the end of the 30-mile hearse processional, 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 experienced such a loss. The six Columbus funeral homes that participated include Gary Memorial Chapel Funeral Home, Diehl-Whittaker Funeral Service, Marian J. Gary Chapel of Peace, Smoot Funeral Service, Caliman Funeral Service, and C.D. White Funeral Home. For more information and photos, visit www.ceasefirecolumbus.com.

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FUNERAL HOME & CEMETERY NEWS
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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 yard, 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.

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 and exposes the body 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).

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Hillside Memorial Park and Mortuary launches Premier Concierge Service

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.

Precious Memories has no affiliation with Meadow Hill (Thumbies).

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 Iraad of Hollywood, Hillside is well-versed in Jewish mourning customs and traditions, and also...
Tyler DeMarco Foundation established to Fight Childhood Cancer

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

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The culture of New Orleans is one in rich 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 Ponchatrain, falling below sea level. Those burying the early dead had the grim task of deciding where in such water-logged conditions a grave would be dug. In time, the graves became soggy, filling with water. Eventually, New Orleans’s early dead had the grim task of deciding where in such water-logged conditions a grave would be dug. In time, the graves became soggy, filling with water. Eventually, New Orleans’s early dead had the grim task of deciding where in such water-logged conditions a grave would be dug. In time, the graves became soggy, filling with water. Eventually, New Orleans’s early dead had the grim task of deciding where in such water-logged conditions a grave would be dug. In time, the graves became soggy, filling with water. 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**New Orleans: The City, The Culture, The History And The Way Of Death**

**Continued from Page A28**

**War.** He and his son joined forces and expanded The Rhodes Funeral Home Services in 1928 by developing a relationship with 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
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 reconfirmed. We think maybe, just maybe, if it is happening for them, it can happen for us! Yes, in America, where the divorce rate has held steadily at 50% for more than half a century, love is still the ultimate goal.

Why, you may ask, is this grumpy old undertaker so gung-ho on the subject of 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. I can just see those who know my miserable history in my own quest for love rolling their eyes and taking a long breath, “There Todd goes again talking about something he knows nothing about.”

Lord knows I have had many more failures than successes in this department, but the failures have provided invaluable 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 — instantly — beyond physical sex. Love, by its very nature for survival, demands more than just aperatic existence; it demands action. Not surprisingly, people who are selfish, narcissistic and self-centered usually encounter problems and challenges maintaining this type of “mutual investment”.

Love is an evolution of sorts, requiring considerable effort to be successful, and there are frequent failures. Whether due to a breakup, 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. I can just see those who know my miserable history in my own quest for love rolling their eyes and taking a long breath, “There Todd goes again talking about something he knows nothing about.”

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feels 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 other’s 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 terrible farming accident. He went through a night nurse and survived, but the trauma to his head and face was horrendous. While the surgeons did all they could, their friend looked, for lack of a better word, frightening. When I saw him at our reunion, I must confess I was somewhat uninterested 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 missing 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 relationship from an “I” to a “we” rationale.

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. 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.

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 all 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 caregivers 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...”

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

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

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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. Bisler 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. Bisler 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 Home 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 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.

Kenmore Square Institute offers new Fall Seminars

RAYNHAM CENTER, MA—The Kenmore Square Institute offers new Fall Seminars 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 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 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 #92, October 23, Taunton, MA; and 3) KSI #93, October 27, Boston, MA by contacting: KSI, PO Box 22, Raynham Center, MA 02768. Contact Bob Kane at 508-238-4269 with questions, or check out the KSI website at www.KenmoreSquareInstitute.com.

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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 professional 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 Shoemake 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, CFSEP 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. Some restrictions apply.

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 Lot-tie 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 inducted them into the Inaugural African American Funeral Home Hall of Fame during the NFDMA Convention this past August in Ft. Lauderdale, FL.
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 WPFDA Board Member Tim McAllister, along with PIMS President Eugene Ogrodnik for their continued support of funeral service education.

WPFDA Scholarships

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

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

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 Ogrodnik presented the scholarship to John on behalf of half of Eleanor Starks, Executive Director of 100 Black Women of Funeral Service. PIMS is grateful to Mrs. John N. Elachko and the 100 Black Women of Funeral Service for their support of funeral service education.

PIMS Student receives 100BWFS Scholarship

WPFDA Board Member Tim McAllister, along with PIMS Students Porcelain Rollins & Rhianne LaQuatra.

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

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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 attendees’ 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.
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-Brodere 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 carefully at the result of their preparations for every life celebration. Looking at the service 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 of appreciation of participating in the ceremony. Additionally, several students, faculty and staff earned the following honors and awards.

Fred K. Gifford, III

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

Marguerite P. Gustafson

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OCTOBER 2010

CONTINUED

Continued on Page A40
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 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 a way to achieve his lifelong desire 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 interest to the membership of Selected Independent Funeral Homes. Since then, it has expanded its role and funding opportunities to benefit the entire funeral home profession. 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 activities can be found on its all-new website at www.selectedtrust.org.

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.

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

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 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., Shaun Newbern, Melissa J. Williams and Vernie R. Fountain from the United States, 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
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 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, A.S and Brenda A. Swanson were acknowledged for their outstanding work in the FINE administrative areas.

Louis Misantone, Ph.D., LFD and Lynn 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 congratulated for their success.

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.

Klicker’s Krosswords

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

You Prepared? and Kolie and the Funeral. He has also written the textbooks Funeral Directing & Funeral Service Management and Ethics in Funeral Service, and his newest textbook Restorative Art & Science.


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

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

Continued from Page A38

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

For information, contact him at Thanos Institute, PO Box 1928, Buffalo, NY 14211, (800)742-8257 or send an e-mail toThanosinst@aol.com.

ANSWERS ON PAGE A44

Learning does not have to be a chore, it can even be fun!

By Ralph L. Klicker, Ph.D.

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

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 of 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 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 vrfountain@earthlink.net.
CANA to Roll out New Operator Certification Program

CHICAGO—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 In-cinerator 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.
NFDA-member funeral homes earn Pursuit of Excellence Award for outstanding service to families, communities

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 has 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
- Fournier San Vicente S.A., Medellin, Colombia
- Heritage Funeral Home, Spokane, WA
- Linnemann Family Funeral Homes and Cremation, Erlanger, KY
- Lynch & Sons Funeral Directors, Clawson, MI
- Memorial Funeral Home, San Juan, TX
- Newington Memorial Funeral Home, Newington, CT
- Olinger Crown Hill Mortuary, Cemetery & Arboretum, Denver, CO

The 2010 Best of the Best honorees will be honored at the 2010 NFDA International Convention & Expo, October 10-13, in New Orleans, LA.

2010 Pursuit of Excellence Award Recipients

- Adair Funeral Home, Tucson, AZ
- Affiliated Funeral Homes of Colorado, LLC/Kolls Community Funeral Home, Waupun, WI
- A.H. Peters Funeral Home of Grosse Pointe, Grosse Pointe Woods, MI
- A.J. Desmond & Sons Funeral Directors, Troy, MI
- Anderson & Sons Mortuary Inc., American Fork, UT
- Arnell & Steele Funeral Home Inc., Pinerville, KY
- Asap Mortuary, Lakewood, CA
- A.S. Turner & Sons Funeral Home, Decatur, GA
- Bailey Funeral Home, Plainville, CT
- Ballard-Durand Funeral & Cremation Services, White Plains, NY
- Barclay Funeral Home, Minerva, OH
- Bartolomou & Petronio Funeral Home Inc., Rochester, NY
- Baylies & Son Funeral Home, Cridersville, OH
- Bowen-Donaldson Home for Funerals, Tilton, GA
- The Branch Funeral Home, Smithtown, NY
- Bring Funeral Home Inc., Tucson, AZ
- Brucker & Kishler Funeral Home, Newark, OH
- Burrill 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
- Casaday-Turtle-Christian Funeral & Cremation Service, Alliance, OH
- Cobb Funeral Home, Blytheville, AR
- Coster Funeral Homes Inc., Pittsburg, PA
- Coston Funeral Memorial Mortuary, Holladay, UT
- Costin Memorial Chapel, Edgerton, MO
- Cozine Memorial Group, Wichita, KS
- Crist Mortuary & Mountain View Cemetery, Boulder, CO
- Cunningham-Becker, Poland, OH

Record Number of Firms Inducted into NFDA Hall of Fame

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 Fame, 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, Westfield, CT
- French Funeral Home, 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
-shaw Hall Funeral Home,Litchfield, MN
- Joseph Vertin & Sons Funeral Home, Bredenridge, MN
- Littlen & 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.

CONTINUED ON PAGE A44
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**NFDA-member funeral homes earn Pursuit of Excellence Award for outstanding service to families, communities**

**Continued from Page A42**

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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 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.
• Assist 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 for one year. NFDA member funeral homes can apply at a special introductory rate of $95 — a $55 savings — by using discount code “GFPTBO”. 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.

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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, of Bay City, TX died August 11, 2010 at the age of 48. She was a 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 Coletta Michael Coletta Sons 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 Dirsa-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, Ill. died August 2, 2010 at the age of 97. He and his late twin, Mariano "Moe" Coletta, owned Michael Coletta Sons Funeral Home, which has been in business since 1908. He was a 1963 graduate of Worcester 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 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 director’s license for another year in May.

HOWARD D. BEAVER of Waynesboro, VA died August 6, 2010 at the age of 88. A graduate of the Rehnau 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 STIARD, 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, Steard 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, VA 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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