

Anchorage Funeral Home helps their Honor Guard



See Page A22

Highlights from the 74th National Convention of the NFDMA

July 31 - August 4 • Atlanta, GA

See Page A36

Skipper Lee Frazier at 84: The Legendary Career Continues



See Page A8

NFDA/CANA Convention Preview

Begins on Page A41



List of
Exhibitors
on Page A52

The 2012 *Funeral Home & Cemetery Directory* features the six generations of Musters who have served the families of McLean County since the founding of **Muster Funeral Homes** in 1855. With locations in Calhoun and Livermore, Kentucky, the Musters continue to serve the community with innovative ideas while maintaining funeral facilities that everyone is proud to call "their funeral home."

In 1976, **John Muster IV** opened Muster Associates, Inc., now a Master Dealer for Federal Coach. His goal was to offer funeral directors the services of a coach and limousine dealership that focused on quality and customer satisfaction, building on the foundation of success and tradition of service established by his family.

Nomis Publications, Inc. is proud to publish the 38th edition of their annual directory. Since its founding in 1974, this family run business has strived to provide the industry with the most accurate information available. Through the *Funeral Home & Cemetery Directory*, the *Buyer's Guide* and *Funeral Home & Cemetery News*, and now through their website at www.nomispublications.com, the tradition continues by combining new technology with old fashioned research. The website is constantly being updated to offer new features. The online directories, including the *Buyer's Guide*, are updated daily and available in a mobile format for smart phones. The newspaper is available in pdf file format. The website now has Death Notices powered by Tributes.com as well as expanded classified advertising featuring Hearshub.com.

Be sure to stop by Booth 648 at the NFDA/CANA Joint Convention in Chicago to take a look at the 2012 *Funeral Home & Cemetery Directory* and *Buyer's Guide*, kick up your feet and enter a drawing to receive up to \$500.00 in free services from Nomis Publications!

Thanks to the following firms for submitting photos and stories in hopes of being chosen for the directory cover. Many of these firms will be featured on the front page of the *Funeral Home*

Funeral Home and Cemetery Directory

2012

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John Muster



John Henry Muster



John W. Muster, III



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John W. Muster, I



John W. Muster, II



Lee M. Muster

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United States: Funeral Homes - Cemeteries - Trade Service Companies including Crematories - Daily Newspapers
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& Cemetery News in the coming year. If you would like your firm featured on the directory cover see Page A2 for submission instructions.

Blackburn Vernal Mortuary, Vernal, UT
Chandler Funeral Home, Caldwell, OH
Coos Bay Chapel Cremation & Funeral Service, Coos Bay, OR
Czelusniak Funeral Home, Northampton, MA
Filbeck-Cann & King Funeral Home, Benton, KY
French, Gifford, Preiter & Blasl Funeral Home, Chatham, NY
Hall Funeral Chapel Inc, Effingham, IL
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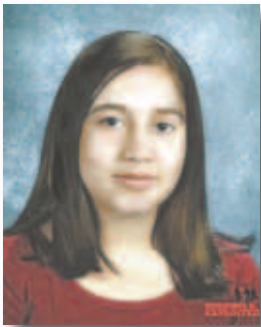
HAVE YOU SEEN THESE CHILDREN?

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

Family Abduction BETHANY TINER



Date of Birth: 6/2/1993
Date Missing: 1/1/1997
Age Missing: 3 Yrs
Age Now: 18 Yrs
Sex: Female
Race: Am. Ind.
Height: 3'6"
Weight: 35 lbs
Hair: Brown
Eyes: Brown
Missing From: Chickasha, OK



Age Progressed to 17 Yrs

Abductor TERESA KENNEDY



Age Progressed to 40 Yrs

DOB: 9/19/1968
Sex: Female
Race: Am. Ind.
Height: 5'2"
Weight: 165 lbs
Hair: Brown
Eyes: Brown

Circumstances: Bethany's photo is shown age-progressed to 17 years. She was allegedly abducted by her mother, Teresa Kennedy, whose photo is shown age-progressed to 40 years. A felony warrant for Child Stealing was issued for the abductor on May 8, 1997. They were last known to be in the Oak Harbor, Washington area. Teresa may use the alias Teresa Louise Tiner. She may be wearing eyeglasses or contacts. Bethany is Biracial. She is American Indian and White. Bethany has a birthmark just above her hairline.

Endangered Missing TREVELL HENLEY



Age Progressed to 23 Yrs

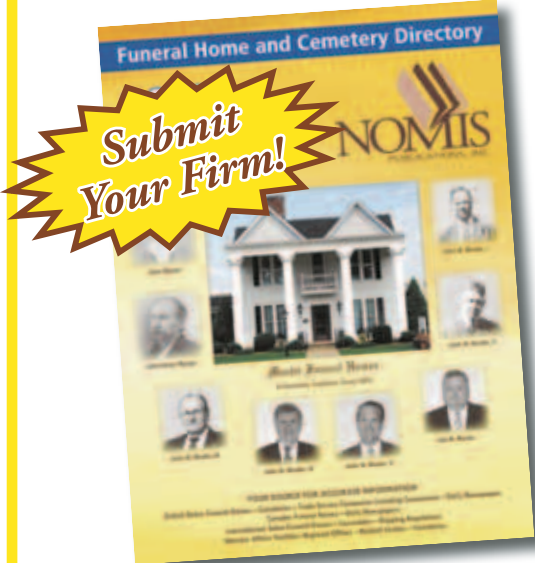
Date of Birth: 5/6/1984
Date Missing: 6/2/1999
Age Missing: 15 Yrs
Age Now: 27 Yrs
Sex: Male
Race: Black
Height: 5'8"
Weight: 165 lbs
Hair: Brown
Eyes: Brown

Missing From: Columbus, OH

Circumstances: Trevell's photo is shown age-progressed to 23 years. He was last seen on July 2, 1999. He has a scar on his lower lip and at the time he went missing he had a cast on his left hand. His nickname is Nuke.

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

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



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

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“Changing Lives Through Laughter” Columnist Nancy Weil releases New Book

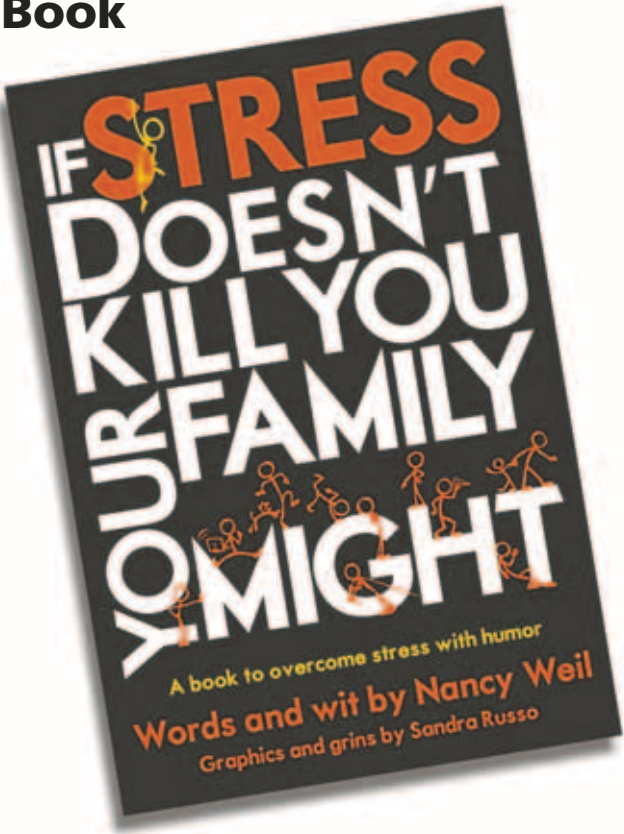
EUGENE,OR— Regular *Funeral Home and Cemetery News* “Changing Lives through Laughter” columnist, **Nancy Weil**, has released her new book, *If Stress Doesn't Kill You, Your Family Might*. In her programs to corporate groups, she has found that the major complaint is stressed-out employees.

This book was written to give people the tools to handle the stress that life may bring. Weil attributes her work in the cemetery for her ability to manage stress effectively. “Our work allows us to gain perspective on what is really important in life,” says Weil. “Most of the things that people get stressed about just are not worth the emotional energy.” She has taught many of the tools found in the book to participants in her grief support groups. “People have not been taught how to handle stress, so they just get caught up in the cycle of it all and never realize that it is not our inherent nature to live with stress,” states Weil. “I am not a stress expert,” she explains, “I am a stress reduction expert. I do not want to study stress; I want to help people get rid of it.” This book is her answer for those who want to get rid of stress in their own lives or in the lives of those they work and live with.

Let's face it, when you are under stress you are no fun to be around. Your family and your co-workers either avoid

you or tiptoe quietly by hoping that you will not notice them. You don't like feeling or acting this way, but don't know how to get out of the stress cycle. This book contains the answers you have been looking for. In three simple steps, you can learn how to handle stress in a healthier way. While you may not be able to avoid stressful situations, you don't have to let stress take over your life. With the tools contained inside this book, you will learn that you don't have to feel good, to feel better. And remember, “stressed” spelled backwards is “desserts,” so reverse your stress and be good to yourself

To order your copy, go to www.TheLaughAcademy.com or Amazon.com. Also available for your Nook or Kindle.



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NOTICE

This issue of FUNERAL HOME AND CEMETERY NEWS contains three parts. Section A includes two parts, pages A1-A40, and pages A41-A64. Section B, which contains the Classified Advertising, consists of pages B1-B20. If you do not receive all three sections please call 1-800-321-7479 or email info@nomispublications.com.
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Winnfield Funeral Home purchases New Hearses

SHREVEPORT, LA— President **Charles Henderson** and Manager **Ms. Ozell Woodson** of **Winnfield Funeral Home** in Shreveport, LA accept a fleet delivery of four 2011 Cadillac S&S Hearses and four 2011 Cadillac S&S 6 door Limousines

from **Arrdeen Vaughan** of **Vaughan Specialty Automobiles** in Alvarado, TX.

The original Winnfield Funeral Home was established in 1932 by the late **Dr. Ben D. Johnson** in Winnfield, LA and today they are still serving the



people with several locations in Shreveport, Winnfield, Natchitoches, Alexandria, and Baton Rouge.

Winnfield maintains its commitment to serve families from every socio-economic stratum in our society with the ultimate in death care goods, service and counseling offerings because they care.

The firm's 79 years of serving the Louisiana public is another mile-

stone of economic development which enhances the standing of a company that has become a household word in the state of Louisiana.

Arrdeen Vaughan, owner of **Vaughan Specialty Automobiles** says, "It is a pleasure to do business with such a fine, up-standing funeral home and their staff. We look forward to a very long lasting relationship with this firm."

Rosewood Funeral Home opens in San Antonio

SAN ANTONIO, TX— **Rosewood Funeral Home**, featuring the *Hardy-Henderson Memory Chapel*, opened in March of this year at 6108 S. Flores in San Antonio. The owners and operators are **Timothy M. Hardy** and **Titus M. Hardy**, brothers who grew up in the funeral business. Their father, **W.B. Hardy**, owned a funeral home for 22 years. Providing funerals, cremations and other services, the Hardys' hope and desire is to provide services that are professional and dignified.

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The Gift of Aftercare

By Sherry L. Williams

After watching all the ceremonies and remembrance programs that surrounded the 10th anniversary of 9/11, I reflected on several of the interviews that I had regarding that infamous day in history. I am reminded how important it is to help people tell their stories. I keep thinking about how important the arrangement conference is and how it is a very special time with families you serve. This is time where you can learn if you ask the right questions. Learn to listen how to provide a meaningful funeral service, even if people don't have a lot of money to spend.

In today's market with the dollar shrinking, it is more important than ever to provide value with each sale no matter the price so you can hold onto the customers you have. People have more choices today and less money to spend, it is important to make a good impression and provide meaning as well as value to the services you provide.

As I listened to those directly affected by 9/11, I am reminded of a little girl whose father had died. She told how her mother bought her a book to draw pictures and write stories about all the things she remembered about her dad. She was four at the time of his death. She is now fourteen and shared her book with the interviewer and kept telling how he was such a good dad. She wanted to tell the stories about how her dad had lived.

As funeral service practitioners, it becomes too easy to focus on the death as we begin to prepare the body, take care of all the information gathering, make arrangements for the music, prepare the register book and thank you notes. We often get so caught up in taking care of the business for the funeral; we forget that the focus should be on celebrating the life of the person who had died. The funeral isn't just about saying a person has died; it is about helping people remember that their loved one has lived.

Over and over in the 9/11 tributes, people had the need to tell their stories. The focuses of those stories were not about

how the person had died, but it was about the life and the kind of person they were. All the tributes were designed to help us remember the people who had lived as well as the ones who have died that day. The tributes were not intended to be all about how they have died as much as paying tribute to the lives that were loved and still are loved.

So as a funeral director, what can you do to help people tell those stories, express their grief and find a way to move toward a new normal?

I might first ask you, what kind of questions would you ask in the arrangement conference. Do you ask the family to tell you about their relationship with the person who has died? Do you ask what they remember most about that person? Do you ask them to tell you about the kind of life that person lived? What were the hobbies they had? What kind of work did they do? As you get to know the person who had died through the stories the family shares, you can begin to come up with ideas about how you can make the funeral service a celebration of that life, a memorable, and meaningful event that has value for those who attend.

I am reminded of a funeral that I attended that might be a good example for what I am talking about. I attended the funeral of one of my friend's mother. Her mother was 84 when she died. I ask my friend to tell me what her mother was like and what she liked to do. She explained that her mother was still very active and still met with a group of old friends every Friday night to play pinochle. This group of women had been meeting weekly for years and had even caught the eye of their local newspaper because they had done this since they had graduated from high school. At this point, I think her mother was the second of the group of eight who had died.

When the funeral director heard this story, she suggested that they give everyone who attended a playing card to take in remembrance of her mother. They fixed up a basket of cards, placed it next to a photo of the eight card playing ladies with a nice posted note on an easel that suggested that you take a card and use it as a book mark. It went on to suggest that each time you read and placed your card in the book to mark your spot that it also remind you of this woman's life and how her life had impacted the lives of all those that she had touched.

This was something that was so simple, cost very little and had such a great impact. People at the funeral visitation were all talking about it and how clever it was. They were amazed that these women had such value for their friendship over the years and how

it is missing in our culture today. Just this weekend, I was reading a book and moved my playing card to mark where I was to begin reading the next time and I thought about that funeral and my friend's mother.

I might also ask you how you complete your arrangement conference. What do you say to bring things to a close so that the people you serve know that you have completed all of the business of the funeral and feel that they have truly been helped? Do you provide a packet of information that has all the funeral information in it as well as information that will assist them on their grief journey? Do you explain what kinds of grief services you provide or what kinds of grief services are available in the community either by verbal communication or with a letter or brochure that you put in the funeral packet?

To this day, I still remember walking out of the funeral home after making my mother's funeral arrangements with nothing in my hands and how empty I felt and that has been 35 years. For just a few dollars, the funeral director could have given my family a brochure on grief, a list of books or information on grief available in the local library. They could have supplied us with a listing of grief support groups in our local community or a listing of grief facilitators, counselors or therapists, but we walked away feeling empty. When my dad died last year, I did not go back to that funeral home and there was a reason, I didn't want to leave feeling so empty and alone. I wanted to feel that the funeral director cared.

When I think about the tributes and rituals that were done over the 10th anniversary of 9/11, in essence that is what we as a nation were saying to all the families of 9/11 victims. The nation was saying we care and we remember not only that your loved one died, but we remember that they lived. Thanks for caring America.

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

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

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

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Conner-Hankins Funeral Home Opens in Arkansas



Conner-Hankins Funeral Home

Colby and John felt a growing need for another option for funeral service in the Twin Lakes area. The cost of funerals had grown to such that many families were choosing services based on cost instead of based on services to best memorialize their loved one.

Conner-Hankins Funeral Home offers comfort for friends and family to gather whether in the living room area, the spacious lobby, the family coffee bar or in the rockers out on the porch. The minister's study offers a quiet place to reflect and the chapel is equipped with video tribute capabilities. This full service facility is dedicated to providing caring, compassionate services to the families of the Twin Lakes area. You can learn more at www.conner-hankinsfuneralhome.com.

MOUNTAIN HOME, AR—Mountain Home natives, **John** and **Jackie Conner** along with partners **Colby** and **Casey Hankins** have announced the opening of **Conner-Hankins Funeral Home**.

John started his career in funeral service just out of high school with the **Roller Corporation**. He went on to mortuary school at the *Dallas Institute of Funeral Service*. Upon graduation, he continued to work for the Roller family for 8 years in Little Rock. The Conners then returned to Mountain Home where John was manager of a local funeral home for 10 years. During this time John and Jackie also owned a

shoe store, a home health agency and they still today own and manage High Country Motors and High Country Apartments. Jackie has been instrumental in the success of each of the businesses with her education and background in business.

The Conners are joined by the Hankins, who have relocated from the Russellville area. Colby lived with John and Jackie while he attended and graduated from *Arkansas State University Funeral Science Program*. He then went to work at **Shinn Funeral Service** in Russellville. Colby had fallen in love with the Twin Lakes area and always had a desire to relocate.

Hospice comes in two forms; not for profit and for profit. Both for profit and not for profit models serve most large metropolitan areas. Not all hospice organizations are alike. Many are funeral service friendly but an increasing number are popping up as somewhat funeral service adverse. Some see themselves as “protectors of the family” and they are protecting the family from you! As a funeral service provider you will want to have an ongoing close and very active relationship with all hospice organizations in your community.

Hospice is required to ask the family to designate a funeral provider. In order to receive Medicare funding a hospice provider is required to meet certain mandated criteria. First hospice is required to request that the family designate a funeral provider. This is commonly addressed the first time at the initial information meeting. At this point a family may be “interviewing” several hospice providers the most likely question asked will be something along the line of “do you have a funeral home, if you do not, you will need to begin to consider choosing a funeral home”. The second time it will come up in the admission process is during the initial assessment. The social worker is required to complete an initial assessment for each patient. She will ask, “Have you made a pre-arrangement or selected a funeral home provider”? If the family has not selected a provider this is when the social worker will need to press for a designation. It is easy to understand why Medicare requires hospice to address this need and understanding that it is a requirement makes it easy to understand how the social worker may become involved with making a call to us. It is up to the funeral home to seek out the hospice provider and look for ways to help meet this mandate.

Hospice must provide bereavement support for 13 months post death. The second touch point or interface with us, as funeral providers, comes after the service with our after-care, family follow-up, or continuing care programs. Medicare requires that a hospice provide bereavement support for a minimum of 13 months following the death of a hospice patient. If you are not working closely with the hospice provider you are missing an opportunity here and placing your post funeral service programs at risk. Working hand in hand with good communication your continuing care team and hospice could certainly support each other. Hospice can be a grief support provider for your families. Understanding your continuing care program, knowing what it does and what it does not do will help the hospice worker support, or at least not undermine, your program.

A few helpful hints about approaching your hospice provider:

Talk with the key influencer. Be sure that you are talking with the right person. In many cases Hospice has a large and diverse staff. You want to talk to the person who manages and trains the hands on patient care providers in matters regarding death care. This may be a social worker, nurse, bereavement specialist, or a pastoral care provider. You will want to have a conversation with the person who makes policy decisions and who will be able to provide direction to all relevant patient care providers.

Seek first to understand and then be understood. Stephen Covey, (Seven Habits of Highly Successful People) said it best “seek first to understand and then be understood.” Find out the position of your local hospice regarding funeral service. What are they doing now? Who provides what service? Do they see funeral service as a valuable part of the grief process? Where do they think funeral service could improve or falls short?

Share the value or your work. Once you have a clear understanding of the hospice position on patient care and how that relates to care after death you can share the value of what you do. Speak the importance of the “family centered care” that you provide. Share how the funeral service helps the family change focus from the experience of illness and death to the importance and value of the life lived. Talk about the healing power of the video tribute and how the act of choosing and looking at pictures draws

family and friends together. Talk about the healing aspect of family participation in the funeral process. Share the value of the family opening to their wider circle of family and friends, those they may not have had time for during the rigorous task of caring for a dying family member, and looking to them for comfort and support. Visit your hospice web site and see how they view the grief process. Develop your talking points around their stated view.

Speak their language. Hospice “language” includes words like patient centered and patient directed. A hospice care plan will be about patient directed goals. You want to ask “how can we help? How can we align to meet the goals?” One hospice worker that I spoke to was particularly enamored with a specific funeral home because they were very accommodating in extending the funeral time line. In her view giving the family a day or two to catch their breath and re-group after a long and difficult illness was very valuable. Ask what you can do to make the process easier for the family.

Be aware of the impression you make. The home based and nursing home or care center based hospice worker is very susceptible to the first impression you make. Be certain that your staff or the staff of the service that you might use for transfer of the deceased makes a good impression. Review the process that is used and be certain it meets your standards for appearance and process. You should also be aware that communication with the hospice nurse, who will be in the home waiting for you or your removal service, is critical. State the time frame of your arrival and meet the expectation that you set. If for any reason you will not be able to arrive on time, communicate.

Do what it takes and be flexible. Provide options, we have lots of options to meet your goals, how can we help. Can you provide education regarding the value of funeral service and or the choices a family is able to make? Consider specialized information packets for hospice to use to share the value of your funeral home with the patient and their family. Can you provide an open house for hospice workers and share your value that way? All hospice workers have continuing education requirements consider providing a program at no charge, to help them meet their education requirements. Can you provide a location for hospice to hold grief support programs? Can you change your service paradigms...meet in the home, extend the time line, and do a pre-arrangement? Of course you can and do many things to accommodate a family's needs. Be certain you have an open and ongoing dialog with hospice so that they are aware of all that you do and all that you can do.

For the family who has worked with hospice the relationship is strong, you want to be working hand in hand...you do not want a poorly informed hospice worker to place themselves in between you and the family.

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

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

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



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Hospice: Friend or Foe?

By Candace Franco, C.P.C., B.S.N., M.H.A

Mrs. Candace Franco, C.P.C., B.S.N., M.H.A. and Director of the Academy at The Outlook Group, Inc., recently concluded in depth research into how various Hospice organizations are actively reaching out and educating families they serve, to all the choices and options they have in regards to funeral and/or cremation services. Some are even going so far as to “assist” the family in planning the final remembrance services. Candace Franco is a Certified Preplanning Consultant and Funeral Celebrant who has worked in the field of Advance Funeral Planning since 1985. I believe you will find her eye opening study very interesting reading; which is why I asked her to share it with you. To discuss on site continuing education programs for Hospice staff contact Candace Franco at cfranco@theoutlookgroup.com

In my work with The Outlook Group, I am privileged to come into contact with funeral professionals on both the at-need and pre-need side of the profession. As a result, I receive information from funeral home employees and owners from a fairly broad geographic reach.

Toward the beginning of 2011, I started to note the mention of Hospice in a new way. You know how they say the first time you “hear” the message it is like a feather falls on your head? If you don't heed the message you get the pillow on the head. Then finally you get the brick. Well the feather occurred while working with the at-need staff of a sizeable Northwestern Ohio funeral home on handling price shopper calls.

The local Hospice worker as a shopper, acting on behalf of the family, stood out as a distinct challenge we needed to address. Then the pillow arrived in both Oklahoma and Michigan. Funeral Directors in those states talked about the increased presence of Hospice in the family's decision making process regarding funeral services. Finally the brick landed on my head, when one of our pre-need staffers told me that one particular Hospice in Central Ohio had hired a funeral director to act as a community liaison.

I decided it was time to look into the matter. I spoke with several Hospice providers, a board certified Hospice physician and a community outreach person. The recommendations that follow are a result of those discussions. They just scratch the surface...bottom line if you aren't working closely with your Hospice providers you need to get started now.

Is Hospice getting between you and the family?

- Hospice initiated at-need price shopping calls are on the increase.
- In many areas Hospice is taking a very active role in funeral planning.
- In Florida, Hope Hospice applied for and then suddenly withdrew its application to act as a funeral provider.
- Helping the family plan the funeral is now a stated part of the Hospice Mission.



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Skipper Lee Frazier

HOUSTON, TX— The owner of the **Skipper Lee & Sons Eternal Rest Funeral Home** of Houston, Texas has had a remarkable career. **Skipper Lee Frazier** has emceed and promoted shows for legendary musicians, managed iconic musical talent, and spun gospel, soul and rhythm and blues through Houston's airwaves for well over 22 years. A veteran of radio and television, Mr. Frazier is also a successful entrepreneur, and even wrote the lyrics of a Billboard Hot 100 number one song.

Determined to work hard and succeed in life, Skipper Lee worked for the Postal Service and delivered furniture for a local company while learning to disc jockey. In 1957, Skipper Lee started working part-time at radio station KYOK playing gospel music on Sunday mornings. Mr. Frazier performed record hops and talent shows to make ends meet, which led him to discover and manage the careers of many of Houston's most promising artists.

Skipper Lee scored a full-time gig with radio KCOH and hit Houston with his trademark "Mountain of Soul". With his extensive audience, Frazier was the natural choice to promote and emcee legendary acts like James Brown, B.B. King, Wes Montgomery, the O'Jays and the Kool Jazz Festival, which introduced Skipper Lee to fans in cities across the country. He promoted and managed such artists as The Masters of Soul, Mark Putney, Conrad Johnson, Beau Williams (Bobo Mr. Soul), Sugar Bear, and Archie Bell and The Drells. It was during this time that Skipper Lee wrote lyrics for a TSU Tornadoes song called "Tighten Up". A recording of "Tighten Up" by Archie Bell and the Drells spent two weeks at number one on the Billboard Hot 100 in May of 1968.

Later, Frazier experienced entrepreneurial success as owner and operator of the Venus Motel, and penned his autobiography.

CONTINUED ON PAGE A10

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Changing Lives Through Laughter

By Nancy Weil

Uncertainty is Great!

We work in a field where planning your day is impossible. You look at your list of tasks in the morning, sure that you will be able to scratch off many of the items by the end of the day. Optimism is in the air...and then the phone begins to ring. Funeral directors, families and sales calls begin to interrupt your rhythm. Soon you have a pile of new tasks laid haphazardly across your desk and the day has just begun. You pray for rain or snow or other inclement weather to keep the genealogists from clogging your counter, but that just keeps them at home for the day, where they have time to call and inquire if you have a Joseph Smith buried there. Quickly you realize that any plans you may have had for the day just will not happen. This is going to be a great day!

Monotony is for other types of work. We live for the chaos and unexpected that every day brings, never know who we will be able to help, to comfort and to provide care for. Each time the phone rings, we do not know if it will be a short, simple call or a question that leads us off on an hour-long tangent. A customer at the counter may take five minutes of our time or two hours, depending

Monday at the Cemetery

A job is more than a known set of tasks,
It's routine and surprises and doing what's asked.
For a cemeterian's job does not come with a list,
Each day is so full of turns and with twists.

Some days run smoothly, while others do not
For chaos and pathos are all that you've got.
Answer a phone and the caller is teary,
The folks at the counter can make you quite weary.

Put out one fire and another appears,
No wonder your tasks are so in arrears.
How can you work when so many are in need?
Lots to be filled with dirt and with seed.

Family searches for relatives long lost,
Pre-need selling graves and giving out costs.
Taking a family out for a ride,
You quickly find out, there is no place to hide.

upon their needs. We are busy and it's great!

In an industry that is on the decline in full burials, being slow and having a quiet day is not a good sign. Our relevance to the general public can be determined by how often they reach out to us. We are the keepers of their family records, the final resting place for generations, and the place they turn when a loved one has just died. Our responsibility to our families includes keeping up the grounds, solving their problems and comforting the bereaved. Nowhere else can you have a job that positively impacts the lives of people in their darkest moment. Our job is great!

Rather than whine and complain about how hectic it is or how far behind we are falling in our tasks, celebrate the unexpected. For every phone call and each client we serve, gives us an opportunity to extend ourselves to others. We inform, educate, answer, get exasperated, bewildered or hu-

"What more can happen? Will I ever catch my breath?"
Not when you must deal with another tragic death.
Burial arranged, and the schedule is set.
Finally everyone's needs have been met.

With barely a sweat and a smile still on your face,
You take a moment to survey the place.
It seems that everyone's happy and work's getting done,
In fact all this bedlam is actually kind of fun.

The day flies by quickly and your value's quite clear,
It all would implode if you were not here.
You make it all run so smoothly, with grace and with ease,
Even funeral directors you are able to appease.

Your efforts are rewarded with no pat on the back,
But other's appreciation is not something you lack.
You better go home and take a long nap,
For first thing tomorrow, you have critters to trap!

mored. Every day is different, each customer unique and it makes our jobs a never-ending surprise and delight...and that is what makes it all great!

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

A professional public speaker, Nancy brings her passionate interest in the healing qualities and therapeutic benefits of laughter to groups across the country through her company, The Laugh Academy. Her new book, If Stress Doesn't Kill You, Your Family Might, is now available. Filled with tools that work to reduce stress, her book can be found through her website, www.TheLaughAcademy.com

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

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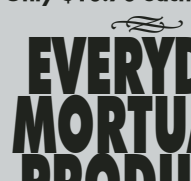
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Skipper Lee Frazier at 84: The Legendary Career Continues

Continued from Page A8

phy "Tighten Up by Archie Bell and The Drells: The Making of A Million Selling Hit Record: The Autobiography of Skipper Lee Frazier: A Legendary Houston Disc Jockey".

Today, Mr. Frazier is back on the radio as a gospel disc jockey on KWWJ Gospel 1360 AM in Houston. He broadcasts live, from 2 p.m. to 3 p.m., from the second floor of Skipper Lee & Sons Eternal Rest Funeral Home. In his broadcasts, Frazier notifies the public of recent deaths, provides information on their funeral services, educates his listeners about pre-need burial insurance, and lights up the airwaves with gospel music, relevant interviews and insightful discussions as only a well-seasoned DJ can.

After experiencing the difficulty his son **James Frazier**, an alumnus of *Commonwealth Institute of Funeral Service*, was having finding a mortuary internship close to home, Mr. Frazier purchased the **James Stripling Funeral Home**, and rechristened it the **Skipper Lee & Son Eternal Rest Funeral Home**.

The Fraziers freely opened their doors to accept interns from the Commonwealth Institute of Funeral Service and met **Michael Davis**. Davis became Mr. Frazier's adopted son, and the business was renamed Skipper Lee & Sons Eternal Rest Funeral Home. Skipper Lee sells pre-need insurance and works publicity to enhance their firm's substantial success.

In 2004, Skipper Lee was inducted into the Texas Radio Hall of Fame, which he says is one of his greatest honors. This amazing man, who recently celebrated his 84th birthday, has never allowed the grass to grow under his feet. Throughout his life, he has sought out challenges and overcome them with an iron will, sharp intellect, and exceptional talent. Whatever endeavor Mr. Frazier attempts next will surely be as successful as the rest of his incredibly multi-faceted career.



Legal Speak

By Atty. Harvey I. Lapin

Dealing With Improper Postings by Employees on Internet Sites

On July 11, 2011 the Minnesota Court of Appeals issued its opinion in the case of Tatro vs. University of Minnesota, 800 N.W.2d 811(2011). According to the opinion, Tatro was a student in the University's Mortuary Science Program. The program prepares students to become funeral directors or morticians, and includes laboratory courses in anatomy, embalming, and restorative art. The laboratory courses utilize cadavers donated through the university's anatomy bequest program. Before taking the laboratory courses, Tatro participated in an orientation program that addressed appropriate conduct with respect to anatomy bequest program donors. She signed a disclosure form indicating that she understood and agreed to abide by the program rules. During November and early December 2009, Tatro posted the following on her Facebook page:

"Amanda Beth Tatro gets to play, I mean dissect, Bernie today. Let's see if I can have a lab void of reprimanding and having my scalpel taken away. Perhaps if I just hide it in my sleeve..."

"Amanda Beth Tatro is looking forward to Monday's embalming therapy as well as a rumored opportunity to aspirate. Give me room, lots of aggression to be taken out with a trocar."

"Amanda Beth Tatro who knew the embalming lab was so cathartic! I still want to stab a certain someone in the throat with a trocar though. Hmm...perhaps I will spend the evening updating my "Death List #5" and making friends with the crematory guy. I do know the code..."

"Amanda Beth Tatro realized with great sadness that my best friend, Bernie, will no longer be with me as of Friday next week. I wish to accompany him to the retort. Now where will I go or whom will I hang with when I need to gather my sanity? Bye, bye Bernie. Lock of hair in my pocket."

Tatro's Facebook page was viewed by hundreds of

people, including another student in the mortuary science program who reported the postings to the director of the program. The director informed Tatro she could not return to class until further notice and he reported the matter to the university police. When the police concluded there was no crime, Tatro was allowed to return to class. Subsequently, the University's Office for Student Conduct and Academic Integrity submitted a formal complaint alleging Tatro had violated various provisions of the student-conduct code.

The complaint was considered at a hearing by a campus committee on student behavior that determined Tatro had violated several rules and imposed sanctions. Tatro was given a failing grade in the anatomy-laboratory class, was required to enroll in an ethics course, write a letter to the faculty about respect and complete a psychiatric evaluation. Tatro appealed the decision to an appeal committee and the determination and sanctions were upheld. Tatro filed the appeal to the Minnesota Court of Appeals who considers her position that the university was not authorized to consider comments on a social networking service; there was insufficient evidence to support the decision. She did not violate the student conduct code, the decision violated her constitutional right to freedom of speech and the university did not have the authority to award her a failing grade on this basis. The Court of Appeals affirmed all of the university's decisions.

While this decision involves a special area of the law dealing with the rights of educational institutions to discipline students for violating rules of conduct, it also illustrates the problems that can occur with the new means of communication that have evolved in the last few years. The decision also discusses the subject of a person in the industry engaging in unprofessional conduct and disrespect to human remains. This decision illustrates some of the issues that might arise if an employee of an industry member states improper things on a social networking site about their employer, about decedents, customers or other negative things.

If this occurs, what are the employer's responsibilities? This is a new and interesting area of the law that is evolving quickly. There are two major areas of legal concern. First, is the area of dealing with the employee and the possibility an employee can take legal action if an industry member fires the employee. The court decisions in this area are not uniform, but they seem to favor employers that have a written policy requirement with confirmation by an employee. The second area relates to the possibility an industry member could have responsibility to third parties for something an employee posts. The typical legal theory for imposing liability is for the negligent hiring or supervision of an employee.

While there are no guarantees, an industry member should have a written internet policy that covers employee's use of the internet. While an employer cannot prohibit employees from using Facebook, MySpace or other

social networking sites it can indicate that posting of certain type of information could be the basis for termination of employment. For example, the posting of proprietary information about the funeral home, confidential information about clients, threats, etc. could be the basis of termination. The policy should indicate the industry member will be monitoring its own internet access and has zero tolerance. The courts have generally not considered this to be an invasion of privacy or a violation of the freedom of speech.

It is important that all employees sign a confirmation form, where they have read and understand the written policy. Of course, you should check the law in the states the company operates to make sure you comply with any local requirements. If an industry member has a written policy that has been confirmed by the employee, then they can probably fire the employee or impose other legal penalties for the infraction.

This topic will be covered in detail in an upcoming article in the Cemetery & Funeral Business and Legal Guide.

Harvey I. Lapin, P.C., is a member of the Illinois Bar and Florida Bar. He is a member of the faculty at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations. He is also associated with Florida-based law firm Sachs, Sax & Caplan, leading the firm's Funeral, Cemetery and Cremation Practice Group.

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

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

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

The author also writes more extensive articles on subjects of interest to the industry in the newsletter Cemetery & Funeral Business and Legal Guide published by CB Legal Publishing Corporation. Ten issues on different topics are published on an annual basis.

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



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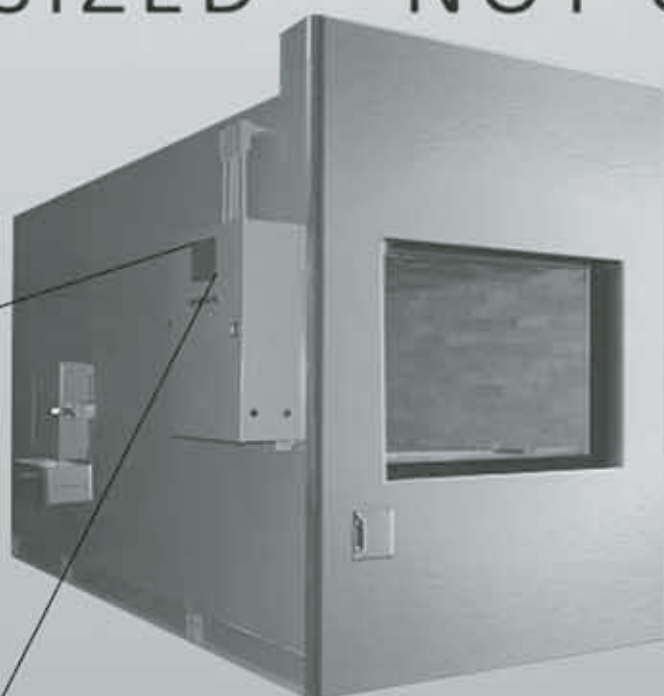
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Bill Heiligbrodt joins Carriage Services as Vice Chairman of the Board of Directors

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced that **L. William “Bill” Heiligbrodt**, a current member of the company’s Board of Directors, has joined Carriage Services as a full time Executive Officer as the Vice Chairman of the Board of Directors. In his new role, Mr. Heiligbrodt will be actively working with other members of executive management and with Board members on Carriage’s acquisition strategy, capital markets strategy, investor relations and operational execution.

“I am delighted to announce that Bill Heiligbrodt has joined our company full time as Vice Chairman of the Board of Directors and an Executive Officer,” stated **Mel Payne**, Chief Executive Officer. “Bill joined our Board

in February 2009 and was already heavily involved with me and our executive team as Lead Director, Chairman of the Executive Committee and Chairman of the Compensation Committee. The fact that Bill is joining Carriage 20 years after its founding in June 1991 when he provided the encouragement, coaching and funding in his role as President and COO of **Service Corporation International** is personally thrilling. Bill is joining Carriage at a time of unprecedented opportunity and growth and he brings a wealth of operational and financial knowledge and experience to his new role. As a team we intend to produce strong shareholder returns as we move forward,” says Mel Payne.

Mr. Heiligbrodt commented, “I am looking forward to returning full time to this very special industry in which I have been involved for over forty years as a lender, director and corporate officer. Carriage Services is a unique player in the industry and I am especially looking forward to being involved internally with Carriage’s future and its exciting growth opportunities going forward.”

As a result of this announcement, the total number of Carriage Services directors remains unchanged at six directors, and now includes four independent directors and two inside directors.

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 152 funeral homes in 25 states and 33 cemeteries in 12 states.



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Observations

By Steven Palmer

Fallen, But not Forgotten

“The only easy day was yesterday”
 –Navy SEALs saying by Steven Palmer

You cannot apply to join US Navy SEAL Team 6. You are chosen from other SEAL (acronym for Sea, Air, Land) Teams. Their missions are of the highest levels as we saw with the elimination of Osama Bin Laden. The team was formed in 1980 as a result of the Iran rescue that failed so badly. Their name was changed in 1987 to the Naval Special Warfare Development Group, the name of Team 6 stuck (a diversionary name for the Soviets about the number of SEAL teams at the time).

On August 6, the U.S. Navy SEALs and other troops were in a Chinook helicopter on a rescue mission. They were rushed to the mountainous area in eastern Afghanistan to help a U.S. Army ranger unit that was under fire from insurgents and had high profile combatants. The first report stated the rescue team had completed the mission, subdued the attackers, and were departing when their helicopter was hit. A later report stated that the helicopter, loaded to the maximum, was approaching for landing.

The twin-rotor CH-47 helicopter had apparently been brought down by a rocket-propelled grenade when it was most vulnerable to attack.

An unattributed Navy SEAL Team 6 Officer once said: “We want to be in a situation under maximum pressure, maximum intensity, and maximum danger. When it’s shared with others, it provides a bond which is stronger than any tie that can exist.”

That was the adrenalin running through their veins in the helicopter. Various highly trained warriors all ready to do their job whatever the sacrifice.

The loss was not only husbands, fathers and sons but the military’s elite.

This column cannot do justice to all of these lost heroes but we will list them all and share some of the inspiring tributes accorded them.

The list of the fallen is: Lt. Cmdr. Jonas B. Kelsall, 32 (SEAL); Special Warfare Operator Master Chief Petty Officer Louis J. Langlais, 44 (SEAL); Special Warfare Operator Senior Chief Petty Officer Thomas A. Ratzlaff, 34 (SEAL).

Ratzlaff was posthumously honored with Tommy Ratzlaff week. A tearful alderman read: “Tommy Ratzlaff defined what it was to be a fighting man and an American family man.”

Explosive Ordinance Disposal Technician Senior Chief Petty Officer (Expeditionary Warfare Specialist/Freefall Parachutist) Kraig M. Vickers, 36; Special Warfare Operator Chief Petty Officer Brian R. Bill, 31 (SEAL).

Bill was mourned by over a thousand mourners including the Connecticut governor at St. Cecilia’s Church in Stamford. He hoped to become an astronaut.

Special Warfare Operator Chief Petty Officer John W. Faas, 31 (SEAL); Special Warfare Operator Chief Petty Officer Kevin A. Houston, 35 (SEAL); Special Warfare Operator Chief Petty Officer Matthew D. Mason, 37 (SEAL); Special Warfare Operator Chief Petty Officer Stephen M. Mills, 35 (SEAL); Explosive Ordinance Disposal Technician Chief Petty Officer (Expeditionary Warfare Specialist/Freefall Parachutist/Diver) Nicholas H. Null, 30; Special Warfare Operator Chief Petty Officer Robert J. Reeves, 32 (SEAL).

Honoring his wishes, the family of Robert Reeves has requested that he be buried at sea.

Special Warfare Operator Chief Petty Officer Heath M. Robinson, 34 (SEAL); Special Warfare Operator Petty Officer 1st Class Darrik C. Benson, 28 (SEAL)

Students from Coronado Middle School lined the streets with flags and hands over their hearts as the hearse bearing Benson’s remains passed by. Many of the students have parents in the military.

Special Warfare Operator Petty Officer 1st Class Christopher G. Campbell, 36 (SEAL/Parachutist); Information Systems Technician Petty Officer 1st Class (Expeditionary Warfare Specialist/Freefall Parachutist) Jared W. Day, 28; Master-at-Arms Petty Officer 1st Class (Expeditionary Warfare Specialist) John Douangdara, 26.

Douangdara was the dog handler for Bart, a Belgian Malinois. Bart was also killed in the crash and the SEALs considered him a fellow warrior and victim of this attack.

Cryptologist Technician (Collection) Petty Officer

1st Class (Expeditionary Warfare Specialist) Michael J. Strange, 25; Special Warfare Operator Petty Officer 1st Class Jon T. Tumilso, 35 (SEAL/Enlisted Surface Warfare Specialist).

Tumilso’s funeral was held in a community school. His Labrador Retriever Hawkeye led the family into the service and then laid down by his master’s casket.

Special Warfare Operator Petty Officer 1st Class Aaron C. Vaughn, 30 (SEAL); Special Warfare Operator Petty Officer 1st Class Jason R. Workman, 32 (SEAL); Special Warfare Operator Petty Officer 1st Class Jesse D. Pittman, 27 (SEAL); Special Warfare Operator Petty Officer 2nd Class Nicholas P. Spehar, 24 (SEAL); Chief Warrant Officer David R. Carter, 47; Chief Warrant Officer Bryan J. Nichols, 31.

Nichols’ son Braydon, 10, reminded the world that other military than SEALs were killed on the Chinook. Bryan Nichols was the pilot.

Sgt. Patrick D. Hamburger, 30; Sgt. Alexander J. Bennett, 24; Spc. Spencer C. Duncan, 21; Tech Sgt. John W. Brown, 33; Staff Sgt. Andrew W. Harvel, 26; and Tech. Sgt. Daniel L. Zerbe, 28.

“All of those killed in the operation were true heroes who had already given so much in the defense of freedom,” said Gen. John Allen, the top commander in Afghanistan.

Seven Afghan commandos also perished. “We also mourn the loss of our heroic Afghan partners who fight with us shoulder to shoulder, every day,” Allen added.

A WWII combat prayer: “God of our fathers, who by land and sea have lead us to victory, please continue your inspiring guidance in this the greatest of all conflicts. Strengthen my soul so that the weakening instinct of self preservation, which besets all of us in battle, shall not blind me to my duty to my own manhood, to the glory of my calling, and to my responsibility to my fellow soldiers. Grant to our armed forces that disciplined valor and mutual confidence which insures success in war. Let me not mourn for the men who have died fighting, but rather let me be glad that such heroes have lived.”

—General George S. Patton

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

KEYNOTE SPEAKERS

Robert Cialdini

Influence: The Ultimate Power Tool

Robert Cialdini, author of *Influence: Science & Practice*, will identify six universal principles of persuasion that move people toward “yes.” You’ll learn how to develop and deepen relationships, establish your authority and trustworthiness and open the public’s eyes to what you have to say. Cialdini has spent his career researching the science of influence and is one of the world’s top experts in the fields of persuasion, compliance and negotiation. His clients include such organizations as Google, Microsoft, Cisco Systems and Coca Cola.



Cialdini

Libby Gill

Getting Un-Stuck (And Getting Your Staff Un-Stuck Too)

Eventually, every individual or organization gets stuck. This “stuckness” manifests as a lack of agility or an unwillingness to innovate or take risks. If your company ignores this stuckness, it runs the risk of mediocrity becoming the new normal. Gill will show you how to clarify a bold vision for success, simplify the most direct route to get there and execute a plan against measurable milestones. Gill was the PR/branding strategist behind the launch of *The Dr. Phil Show*. She has shared her success strategies on the *Today Show*, CNN, NPR, and in *Business Week*, *Time Magazine*, *The New York Times* and *The Wall Street Journal*.



Gill

Stephen Shapiro

Innovation: The Building Blocks of Remaining Relevant

An innovative organization is built on new ideas—good new ideas. Bad ideas, or even “OK” ideas, if they are not as good as your competitor’s ideas, aren’t worth much. So how do you make sure you and your staff come up with good ideas, and how do you recognize a good idea when you see one? Shapiro will guide you through “Speed Ideating,” a hands-on, rapid-fire creativity session where you’ll gain insights into problem statement development, techniques for generating breakthrough ideas and tools for enhancing team creativity. Shapiro’s work has been featured in *Newsweek*, *Investor’s Business Daily*, *Entrepreneur Magazine*, *O Magazine*, *The Wall Street Journal* and *The New York Times*. His clients include Staples, GE, NASA, Johnson & Johnson, the U.S. Air Force, Fidelity Investments, Nestlé and Bristol-Myers Squibb.



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Helping Clients Make the Longest Journey

By Kim Stacey

As a funeral service professional, I know you're often faced with tending to the broken hearts of men and women who have lost a spouse. I've got a stellar book recommendation for you to give to those who turn to you

for insight into what lies ahead of them.

Recently I received a copy of *The Longest Journey: Two Women's Parallel Stories of Grief and Healing*, and set it aside until I could give it my full attention. When I sat down



Jan Holman Ballard and Allison "Cammie" Ballard

with my morning coffee that Sunday morning, I had no idea what was in store for me. I spent four hours reading that morning; reading and crying. *The Longest Journey* is one of the best books on loss and grieving that I've read in a very long time. It is profoundly personal, and deeply moving.

Written by **Jan Holman Ballard**, and her daughter, **Allison "Cammie" Ballard**; it approaches the difficult topic in a unique way: through personal essays from each woman, interspersed with love letters and notes from husband and father, Hank. By the time I closed the back cover of the book, I had gone through a box of Kleenex, and walked *The Longest Journey* along with the authors.

While the book chronicles a story of loss, and recovery, it is also a remarkable love story. Jan and Hank were married young, spent 42 years together, and remained truly devoted to one another throughout that time. Yes, it's a love story, and a personal tale of loss and recovery; but more importantly, the prose is very elegant. Consider this first paragraph: "Night fills the room. Dawn has not yet arrived, but Hank is gone. He died just before midnight. And I have been transported to a far away country with strange customs and foreign words. The land of widowhood. The word rolls around my tongue ugly, bleak and hard to pronounce. Widow. It does not seem descriptive of who I am or who I have been."

Jan takes us with her, into that foreign land. With poignant, powerful words, she openly shares the miseries brought on

by Hank's death: "spring whispers a promise of new beginnings, but I can barely hear its voice. I seem to either sleep too much or not enough. My days have no joy; there is no reason to look forward... I have discovered my grief to be as solid as my love. I can't go over it or under it or around it—I have to chisel my way through, and that is what I intend to do. Armed with nothing but my own resolve, I am in the midst of a healing process that will make me a stronger, better person if I survive. I will not be consumed by this sorrow; I will not hibernate from my future. I am determined to emerge."

Head over to Amazon to read the reviews there, where you'll find similar comments as mine. It's a powerful read. While you can order a copy from there (or from Barnes & Noble) for your personal library, Jan has offered to process bulk orders from her home. If you're interested in obtaining signed copies (with a bookmark, and cheaper shipping) contact me directly for her address.

Why do I share this with you? Because I think this book is a valuable asset to funeral service professionals. Recommend it to your clients, or better yet, gift the book to them. They are, after all, turning to you for guidance and you could do no better than to offer them Jan and Cammie's wonderfully instructive companionship. I know your clients will appreciate their willingness to share their journey. I know I do, and you will too.

Kim Stacey is a journalist and founder of the Association of Women Funeral Professionals. To receive the author's mailing address, send an email at kim@wfpconnect.com.

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OSHA Compliance

By Gary Finch

National Academy of Sciences Panel Slams the EPA's Finding on Formaldehyde

My first report on the skirmish between Senator David Vitter (R-La.) and the EPA was in 2010. The Senator had put a hold on the nomination of Paul Anastas to head the R&D arm of the EPA. Anastas was a noted reformer that had been making speeches that advocated lower PELs on formaldehyde and other chemicals. Vitter became interested in formaldehyde following the EPA's disputed findings on FEMA trailers following Hurricane Katrina.

In December of 2010, a deal was worked out. Senator Vitter would release his hold on the nomination. In return, the EPA would agree to forego their own review and commission a new review by the National Academy of Sciences (NAS). The NAS is the Gold Standard on chemical analysis reviews; they are known to be apolitical. Vitter indicated he and others would honor any findings that were based on science and not politics.

During this period, other organizations posted their formaldehyde reviews, findings, and recommendations. NFDA was quick to parrot these recommendations. They even cited them in their newly released Preparation Room Ventilation recommendations. Compliance Plus advocated a hold position, but expected the TWA Permissible Exposure Limit would be reduced from 0.75 PPM to 0.3 PPM.

The NAS study was released in early April. The study's

findings of this apolitical study would break down along political lines. Liberals hated most of it. The study did link formaldehyde to nasal cancer. We had posted a study that had made the same findings six months earlier. On the rest of it, the links to leukemia, reproductive system diseases, and neurological problems was overstated and unproven.

Vitter and conservatives were quick to pounce on the EPA. Their argument: business groups in Louisiana and elsewhere should be able to rely on EPA studies. This is proof that they can't. This is proof that EPA studies are political doctrines.

There are no surprises here. Most of you knew about the EPA ten years ago. Some of their studies are suspect. Let's remember that they put a good bit of the global warming blame on livestock fluctuations. It is not uncommon for their studies to favor a liberal agenda that grows government. Fortunately, there are other apolitical agencies that serve the truth. The truth for now is that the formaldehyde PELs will not be lowered.

The 8 hour permissible exposure limit or TWA will remain 0.75 PPM. The action level will remain 0.5 PPM. Those above the action level but below 0.75 PPM are required to conduct annual monitoring. That requirement is lifted if the establishment obtains two consecutive results that are below the action level. Those funeral homes that initially tested under the STEL and the action level are exempt from periodic monitoring.

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

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D.W. Brooks Funeral Home purchases new Cadillac Hearse and Limousine

SAN ANTONIO, TX— The Reverend **D.W. Brooks Sr.** (right) along with his sons, **Danny Jr.** (center) and **Danzel** (left) of **D.W. Brooks Funeral Home** in San Antonio took delivery of a new 2011 Cadillac S&S Imperial Hearse and a new 2011 Cadillac S&S 6-door Limousine.

D.W. Brooks Sr., owner and founder, entered *Commonwealth College of Mortuary Science* in Houston, TX in 1976. Upon graduation he worked at several funeral homes until he opened his first location in Gonzales, TX. In 1995 he opened his second location in San Antonio, TX then opened the Brooks Chapel also in San Antonio in 2009.

Reverend Brooks is the pastor of Tried Stone Baptist Church. At the age of 19, Danny Jr. was



the youngest in the 2007 graduating class at *San Antonio College of Mortuary Science*.

Danzel has followed in his father and older brother's footsteps and is

now working in the family business.

Upon delivery of the vehicles, **Stayce Giramonti** of **Vaughan Specialty Automobiles**, Alvarado, TX stated, "It

was such a pleasure doing business with this family. We are excited to have them as our customers and look forward to a long lasting relationship."

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HOUSTON, TX— **Service Corporation International** (NYSE: SCI), has announced that its Board of Directors has approved a quarterly cash dividend of five cents per share of common stock. The quarterly cash dividend announced August 10, 2011 is payable on October 31, 2011 to shareholders of record at the close of business on October 14, 2011. While the company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the company's financial performance.

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

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Balloon and Dove Release for "Eleven Angels of Imperial Avenue" honors and focuses on Slain Women



CLEVELAND, OH— "One Thousand Balloons for the Angels of Imperial Avenue," a memorial service, dove release and balloon launch to honor the eleven women who were slain on Cleveland's Imperial Avenue, were a part of the activities of the 40th annual Eleventh Congressional District Community Caucus Labor Day Parade and Festival at Luke Easter Park on September 5, 2011.

This memorial event was initiated by **Marcella Boyd Cox**, Chief Marketing Officer for the **E.F. Boyd & Son Funeral Home and Crematory**. "The legal system has performed its duties, and it is now time to return our focus to the victims or "Angels" who died on Imperial Avenue. We released over 500 balloons and eleven doves to honor their spirits," Cox proclaimed. Festival attendees were asked to volunteer to participate in the launch of the individual balloons.

Eleventh District Congresswoman **Marcia L. Fudge** eagerly embraced honoring the victims. "I want the final memory of this tragedy to be of the humanity and dignity of the slain women. People all over the world will know that our district values the worth of all human beings."

Megan O'Bryan, President/CEO of the Cleveland Rape Crisis Center looked at the event as a teachable moment. "This

balloon launch communicated the message that violence against women is not tolerated. Many people will change perceptions and behaviors because of this event. We are working to build a community where far fewer women will be victims of violence."

Marcia L. McCoy, Executive Director of Community Covenant Oversight Team assisted in coordinating the sacred balloon release by reaching out to the victims' families. "I'm grateful that God placed the idea for this memorial on the heart of Marcella Boyd. She is sincere in her plans to bring peace and healing to our community by galvanizing business owners, clergy, civil rights organizations, elected officials, activists, community leaders and others to support the 11 families.

Kaye Gaines of **Gaines Funeral Home** stated, "I feel that the eleven family members felt some relief by releasing their emotions up to the heavens by way of the balloons and the lily white doves. We hope that the release of the balloons and doves shared this sense of healing and peace with the entire world."

The goal of the balloon release is to show community support for the eleven slain angels and their families. Specific objectives included: Increased awareness of violence against women; Solidarity with the families of the eleven victims; Spiritual bond with the eleven victims; and Empowerment to take actions for a safer, stronger community. The balloons were made of biodegradable latex.

The Eleventh District Caucus Parade and Festival is an annual Labor Day tradition that was begun by former Cleveland Mayor Carl Stokes, and his brother, former 21st and 11th District Congressman Louis Stokes, 40 years ago. In addition to the balloon launch this year's festival featured a special tribute to Congressman Louis Stokes.



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Summersett Funeral Home purchases New Hearse



SALISBURY, NC— **Summersett Funeral Home** of Salisbury, NC takes delivery of the brand new, first edition Lincoln MKT Federal Hearse. Delivery was made by **Bill McKeithan** (left) representing **Crain Sales** of Albemarle, NC.

The first production MKT Hearse was present-

ed to **Staton Summersett Carter** (center) and his sister, **Kristen Carter Barber**, (right) both 5th generation funeral directors.

Summersett Funeral Home has been a family owned and operated business since 1907, serving families of the Rowan and Salisbury area.



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

Miller Architects & Builders begins construction on Elmwood Funeral Chapel and Crematory

CEDAR LAKE, IN— Miller Architects & Builders has broken ground on the new **Elmwood Funeral Chapel** in Cedar Lake.

The **Betkowski** Family has been fortunate enough to be able to operate two Chapels at different locations, and is now building their third facility. The first is a funeral home in Chicago's east side on Ewing Avenue. Their second is the new facility in St.

John, IN. And now the third facility is under construction in Cedar Lake.

The entire **Betkowski** Family is involved in their business; **James** and **Lucille** and their three children, **James, Jr.**, **Joe**, and **Matt**. The philosophy of service for the **Betkowski** Family and the staff of **Elmwood Chapels** is pure and simple: Serve families in the same way we would want our families to be served.



Elmwood Funeral Home under construction

The new facility is a one-story, full-service funeral home with an on-site cre-



Artist's rendering of Elmwood Funeral Home

matory. It features a drive-under canopy at the front entrance that opens into a spacious lobby. A large chapel will accommodate over 200 people and can also be divided to handle two visitations at one time. An arrangement room suite, large families lounge with children's area, business offices, and public rest rooms round out the amenities. Ample off street parking and full handicap accessibility are available.

Miller Architects & Builders is extremely proud to have the opportunity to team with

the **Betkowski** Family on this exciting project from architectural services through construction.

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

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**FUNERAL HOME &
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Protecting Your Families and Business

By Jim Starks, CFuE, CCRE

Properly Managing Cremated Human Remains: Staff Training for Proper Cremation Procedures

Do you have regular training with your staff on your cremation procedures? If not, why? These training sessions should exist, and to be effective, must address procedures from the time of death until the cremated human remains are returned to the authorizing agent or taken to a cemetery or other final resting place. Cremation is an irreversible process, and any mistake or miscommunication could be very costly to the funeral home or crematorium.

The following areas should be covered with your staff:

Whether on the phone or in person, during the employee's initial contact with the family, the employee must request that the family bring in clothing. Clothing should be asked for to ensure that human remains are treated with the same respect whether cremated or buried. Most people would not want their loved ones wrapped in plastic or placed unclothed in a pouch upon cremation.

When the family arrives at the funeral home, is your most experienced arranger taking care of them or is your intern? The cremation families have so many more options to choose from that most interns would not know what to offer. It is important that every family is given every option every time. As professionals, if we are not informing the family what their options are we are not doing our jobs.

Are the families given options on the types of services or time of remembrance that they can have? It's important that these times are customized to celebrate the way the person lived. The only way this type of information can be obtained by the arranger is by asking open-ended ques-

tions and listening to what the family has to say. This aspect of arrangements is no easy task. It may take role-playing with other staff members to perfect asking open-ended questions. This is when the funeral director or arranger needs to become a "Funeral Event Coordinator" and forget about the way the death care industry has done things in the past.

Does your staff allow the family to select both containers that they will need? Or do they just assume that with direct cremation the family wants the least expensive alternative container and the plastic box back from the crematory? If this is happening, you are not providing the respect necessary in the death care industry.

Do all of your staff members know the different memorializing options? Do they know what your local cemeteries and churches have to offer, so they may inform the family of the options in your area? Are you offering other forms of memorializing items along with your urns? Are you offering items like thumbies memory glass, or cremation jewelry? More importantly, does your staff know how the ordering process works and how long it will take to receive the items back from the manufacturer? Many times arrangers will not offer items that they are not comfortable with, but it is unfair to assume what the family will or will not want. Offering each family every option ensures fairness for both the families and the funeral home.

Is positive identification an option with direct cremation, or does your location require this? Cremation is an irreversible process, and there is no room for a mistake. The identification should take place with the deceased dressed in the container the family selected. There are two major reasons for the identification to take place in the container selected: First, it shows the family you are using the container/casket they selected. Second, it is one less move of the human remains, and therefore, one less chance that a mistake could be made and the wrong human remains cremated.

Does your staff know that all areas on the authorization must be fully completed? Are there areas that have not been completed on your authorization forms? It is important that all questions on the authorization are completed to protect the family, funeral home, and crematory.

During the arrangement conference, was a person designated

to pick up the cremated human remains? This is a very important item to protect the funeral home from possible litigation in the future. Once this designated person has been listed, the only way it should be changed is by that person coming into the funeral home and signing off to allow a different person to receive the cremated human remains. Also, even if you know the designated person, a copy of their identification should be made and attached to the release of cremated remains form.

If the family wishes to pick up the cremated human remains at the funeral home, there should be a time and date arranged. This allows the funeral home to have all the paperwork ready and to have an area prepared to respectfully present the cremated human remains to the authorized person. A business office or hallway is not the proper place to present cremated human remains to the authorized person.

Whenever I write an article on cremation, I attempt to upgrade the cremation procedures that many of the death care providers are currently following. These procedures may take more time or may add cost to your firm. If they do, you may want to research what you are charging and adjust to reflect the dignity and respect that everyone needs to have when dealing with the consumers that chose cremation.

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

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

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

The PreNeed Store launches New Tools to make FAQs about Funerals more Family-Friendly



BLAIRSVILLE,GA— Time is money and those in the deathcare business know all too well how often they waste time and money answering the same questions repeatedly. **The PreNeed Store** proudly announces expansion of their brochure line to address those questions that frequently bog down a funeral director's time. Now funeral homes can offer families a tangible, solid synopsis of information in the form of high-quality brochures referencing themselves and their firm as their ultimate guide.

Over the past year and with valuable input from many funeral homes, four brochures have been thoughtfully prepared and are currently available covering the topics of Cremation, Preplanning, Helping Parents Preplan, and Family Owned Funeral Homes.

The Cremation brochure addresses those who are unaware that cremations offer as many choices to commemorate a life as the more traditional burial and can be arranged based upon specific family needs. It is not written to promote cremations but rather to encourage those who are predisposed toward a direct cremation to consider a full service cremation.

The Preplanning brochure informs the reader of the benefits attained through

this action for themselves and their family. Here you can develop with your families a variety of alternatives while remaining thoughtfully cognizant of their situations.

Helping Parents Preplan is written for the Sandwich Generation, those caring for their elderly parents while still managing their own families. Death can be a sensitive subject to elderly people who resist opening up and discussing their wishes. The soft approach brochure is directed towards ideas that inspire such conversations between parents and their adult children, and with the funeral home as the director of planning and preplanning.

Last, The PreNeed Store has developed the Family Owned Funeral Home brochure. It emphasizes how a family owned funeral home is accountable to the community it serves and not to the shareholders of a corporate owned firm. It highlights the sense of honor and pride the funeral home has in providing its spectrum of quality service options and programs.

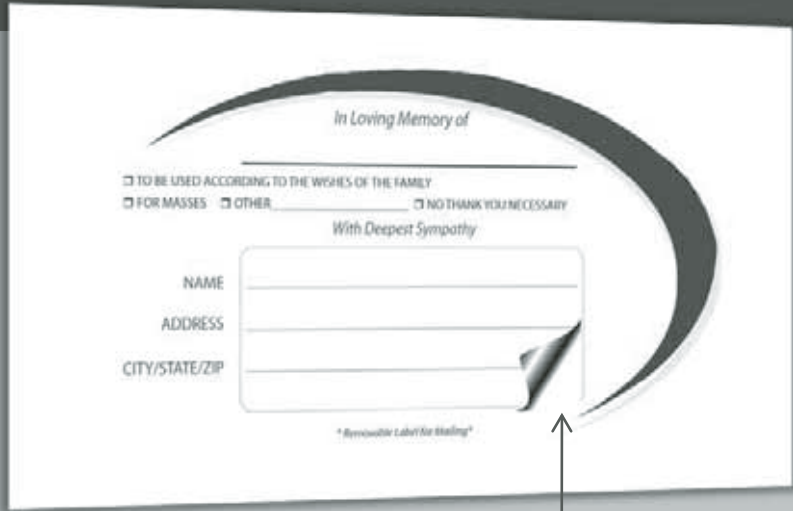
Each of these brochures can include the logo and name of your specific funeral home. Learn more at www.thepreneed-store.com or call 706-781-0901.

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Benjamin and Eddie Mae Hatcher: Over 45 Years of "Service Before Self"

THOMASVILLE,GA— Eddie Mae and Benjamin Hatcher have always believed in the doctrine "Service before Self". For over 45 years, they have exemplified this axiom in their business and community. Recently, the Hatcher's were featured on the cover of the *Thomasville Scene*, a local magazine dedicated to life in Thomasville, Georgia. The feature article, "Attitude is Everything", focuses on their life, history, work ethic, and extensive involvement in the community.

Mrs. Hatcher is the daughter of **Eddie and Ella Reid**. She is an alumna of the Dimery Business College of Atlanta, Georgia.

Early in her career, Mrs. Hatcher was employed as a secretary for Douglass Elementary and High School, and, at one time, owned both an ice cream parlor and a record shop. In 1975, she was employed by the Georgia Department of Labor, where she worked for 31 years. In addition to keeping the

books for her husband's firm, the **Hatcher-Peoples Funeral Home**, she held many job titles during her tenure with the Georgia Department of Labor, including: employment interviewer, claims examiner and employment marketing representative. Upon her retirement, she acquired her funeral director's license and went to work with her husband as an administrative assistant and funeral director.

Mr. Hatcher, the son of **Roy and Ruthie Robinson Hatcher**, received his diploma in Mortuary Science from the *Kentucky School of Mortuary Science* in Louisville, Kentucky, while working for **R.G. Mays & Sons Funeral Home**. He married Eddie Mae, also a Thomasville native and alumnus of Douglass High School, in December of 1962. After living in Detroit for 3 years, where Mr. Hatcher worked at the **Swanson Funeral Home** and the Chevrolet plant, he and Mrs. Hatcher returned to



Thomasville to establish a funeral home in 1966. In the *Thomasville Scene* article, the Hatchers relate how they delivered newspapers and performed work for other funeral homes in the area before their own funeral home became solvent.

Not content to rest upon their laurels, the Hatchers are very active in professional and civic organizations. Mrs. Hatcher is a member of the *4th District Georgia Funeral Service Practitioners Association*, the *National Funeral Director Mortician Association* and is an at-large member of the *NFDMA Ladies Auxiliary*. She is a member of the Chamber of Commerce Board of Directors, as well as serving in the Women Forum, Existing Industry Committee, and Ambassador Committee, where she was named Ambassador of the Year for 2003. She is active in Family Connection, the Project Excel Mentor/Mentee Program, the Thomas County Certified Literate Community Program, and the Thomas County Employer Committee. She has been a part of the Thomasville-Thomas County Home Buyer's Fair, served on the design committee for the local Criminal Justice Building, and has served as an Honorary Councilmember.

Additionally, Mrs. Hatcher volunteers time to work at Archbold Memorial Hospital's Auxiliary Teas, the Thomas County Food Bank, multiple Red Cross projects, the Teen Maze Project held at Thomas County Central High School, the annual community coat drive campaign, Chamber of Commerce auctions, and has cooked and served dinner for those less fortunate on Christmas day.

Mr. Hatcher has served as Mayor Pro-Tem of

Thomasville, and served 16 years on the Thomasville City Commission. He has been appointed Chairman of Thomas Tech Board of Directors, Chairman of the Public Safety Police and Fire Committee, and served as a member of the Annexation, Public Works, and Audit and Budget Committees. He is a member of the Thomasville-Thomas County Council on Aging, the Southwest Georgia Area Employment Training Council, Thomasville Building Board of Appeals and Adjustments, and the Thomas County Jury Commission. He has been appointed to the Georgia State Board of Dentistry, State Board of Funeral Services, Adult Education Advisory Council, Criminal Justice Coordinating Council, Martin Luther King Jr. State Holiday Commission, and the Small and the Minority Business Development Advisory Committee. Additionally, he has held officer's positions as: Sergeant-at-Arms of the *NFDMA*; Past President of the *Georgia State Board of Funeral Service*; Past President, 1st Vice President and Treasurer of the *4th District Georgia Funeral Service Practitioners Association*.

In recognition of their exemplary service, the Hatchers have received many prestigious awards. Mrs. Hatcher was honored with the Thomasville-Thomas County Chamber of Commerce's Humanitarian Award for 2011. Mr. Hatcher was named the 1996 Mortician of the Year by the *4th District Georgia Funeral Service Practitioners Association* and honored with a proclamation by the Governor. Additionally, they have both received numerous local civic awards for their tireless community service.



Let's Chat

By Kristan Dean

Normally this column chats about the future and ideas that hopefully inspire you to reach out beyond your walls. We honor everyone who came together to reflect and share how September 11th continues to shape our hearts.

There are no words for September 11, 2001, yet for many, if not all of us, it is a day we will remember forever. On September 11, 2011 we did more than remember the horror. We took the time to reflect and explore what loss means to us. We came together because we know it is only through reaching out to one another that we can find the hope and love that grows from a loss.

Led by those who lost the most, we have come to further understand the path to healing, honor those we love, connect with others, rebuild our lives, and say thank you for the gifts this journey brings us. We are going to chat about four of these leaders.

We begin with Diann Corcoran and Christie Coombs who found their way to honor their husbands, Jay Corcoran and Jeff Coombs who died on UA Flight 175 and AA Flight 11 by creating two charities within three months of the attack. According to *The Boston Globe*, Diann started the Jay Corcoran Memorial Scholarship Fund a month after the attacks. In 10 years this fund has given more than \$300,000.00 to Norwell High School seniors. Two Months after the attacks Christie Coombs, a member of the Jay Corcoran Memorial Scholarship's board, organized an auction and yard sale in Abington, raising \$50,000 which was donated to the 9/11 families struggling to pay bills. The Jeff Coombs Memorial Road Race/Walk and Family Day continues to help the families in need pay their bills.

Inspired by how after the towers fell, he and fellow New Yorkers said hello to neighbors who they'd normally ignore, Scott Heiferman co-founded Meetup. He and others realized a lot of people were thinking that maybe 9/11 could bring people together in a lasting way, and the idea for Meetup was born. Meetup.com was launched nine months after 9/11. Scott admits that "most people thought it was crazy. Terrorism is designed to make people distrust one another."

Scott like so many others did not let fear win. According to Scott, Meetup.com hosts "100,000 Meetup Groups, with not much in common except one thing, every Meetup starts with people simply saying hello to neighbors. Groups are bringing 10 million Meetuppers together by using the internet, and to grow local communities and it's thanks to everyone who shows up."

Long after 9/11, our nation's response continues to inspire people to come together, rebuild, and say thank you. For Jeff Parness, founder of the New York Says Thank You Foundation, it started on November 1, 2003 when his 5 year-old Evan suggested to send his old toys to the kids in California who lost their homes. Four days, 1,000 e-mails, and nearly 100 volunteers later, Jeff and two friends drove from New York City to San Diego to deliver relief items to the California wildfire victims in a U-Haul truck carrying a banner "New York says thank you."

According to Jeff "It was our way of making a statement. While two years had passed since the World Trade Center terror attack, New Yorkers had not forgotten the love and support we received from across America in the days, weeks, and months following 9/11."

The New York Says Thank You Foundation connects disaster survivors who need to say thank you with survivors who need their help to rebuild. According to Jeff Parness, "by sending hundreds of volunteers from New York and fellow disaster survivors from around the country to help rebuild communities recovering from disaster, New York Says Thank You hosts "a huge dysfunctional family reunion of disaster survivors," where ever they go.

I hope that you will let these four people inspire you to reach out beyond your walls, bring those you serve together, and help your communities find their way to honor those they love, connect with one another, rebuild their lives, and say thank you.



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

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

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

All County Pet Crematory Helps children cope with Their First Loss

CLEVELAND,OH— For many children, the first real experience with losing a loved one, occurs when a pet dies. When this occurs, children need special consolation, support, and love to get through this difficult time. Thankfully, there are companies like **All County Pet Memorial Services** (ACPMS) that help ease the burden and assist in the transition for children and their families.

All County Pet Crematory has been offering pet cremation since their establishment in 1996; the second addition of the business, All County Pet Memorial Services was born a few years ago when it came clear to **Diane Smith**, CEO that the death of a pet may be the first experience a child has with death. Her son, **Patrick Smith**, had a gold fish, Treasure, whom passed August 11, 2006. The reason she knows the date is that Patrick wrote in his diary, "Treasure died August 11, 2006. Have fun in heaven." They had a service and buried Treasure under a marker that Diane's dear friend made for them.

Patrick's father, **Robert**

Smith (founder of **National Mortuary Shipping**), had been fighting cancer and on October 26, 2006, Robert lost his battle. Patrick's first experience with death was at age 6 through the death of Treasure, the funeral, the burial, the saying goodbye, knowing that he will never see Treasure again. His second experi-

ence was losing his father. At age 7, Patrick knew what death meant, a service, a burial and saying goodbye and never seeing his father again.

"It's important that when a pet dies and a child is new to the experience, that the family fully allows the child time

CONTINUED ON PAGE A23

Littlejohn Funeral Home purchases New Hearse and Limousine Pair



NEW ORLEANS,LA— Mrs. Littlejohn and Cal Johnson stand beside their new hearse and limousine purchased from **Muster Coaches** of Calhoun, KY. The **Littlejohn Funeral Home** is located in New Orleans, LA and services the entire Parrish.

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Anchorage Funeral Home helps their Honor Guard

By David McNeil



David D. McNeil (L) and Ryan Mills (R). The Honor Guard is receiving the casket into their care.

ANCHORAGE, AK— As funeral directors, we are always open to being able to serve our communities and find ways to sponsor materials or events. I recently had an opportunity that I would have never given any thought to, let alone even think that there could be a need. However, as many good opportunities may go, this one found us.

The fellowship of funeral directors holds a sacred place in our hearts for our service men. Honoring veterans has always been a cherished honor to us in the funeral industry. Here in Anchorage, we have two military bases, the

Joint Base of Elmendorf Air Force base and that of Fort Richardson Army base. Like many of our military bases the *JBER Honor Guard* is a color guard that performs military honors during funerals for our veterans or active duty soldiers who have died.

I received a phone call from *Sgt. Valentine* one morning, who was calling around to different funeral homes in our area searching for a used or broken casket. Their idea was to have the casket in their Honor Guard facility to use for training. They were looking for a way to become more precise in their presentation. The guard would add sandbags to create the collective weight of a casket as well as the deceased. They would then use this casket as a tool to be able to drill and practice the maneuvers, lifts, and steps they will employ when they offer their honors at the airports, churches, and cemeteries. Air Force Staff *Sgt. Jorge Nunez* of the *JBER Honor Guard* said, “The key to his group’s success is a heavy regimen of practice.” The team will practice over and over, “We want to practice to the point that it becomes muscle memory. Once everybody has it down, we strive for perfection by making every step look crisp and sharp. We represent not only our base, but the Air Force and the military to our local community.”

al Home in Wasilla, AK. We became very excited; we had the **Anchorage Funeral Home** printed on one side, and the Valley Funeral Home on the other side of the casket. Then we added the lettering of the Honor Guard’s motto “*Honoring those who have served*” placed on both sides on the top lid of the casket. After a week of preparation our idea was ready; we called *Sgt. Valentine* back and offered them our brand new (not “broken”) casket. After describing our gift and how we decorated it with their logo they were extremely interested. Now everyone was excited, after some other phone calls and some red tape, the *JBER Honor Guard* was able to receive our donation. The morning finally arrived when we could have our service men come to the Anchorage Funeral Home. There was a lot of handshaking and photographs, then the Guard was able to carry out the casket for the first time and take it with them to their base.

I have always been moved by the Honors that are given. No matter how many years go by, the service of the Honor Guard remains ‘moving’ and sacred. What a great gift that our funeral home could offer. What a privilege to be able to help them in such a simple way to perfect what the Honor Guard does already so very well. Maybe the guard or base near your funeral home may have such a need. The good feeling of somehow assisting our service men remains and lingers on. I will always be grateful for the opportunity that “found us.”

David McNeil is a father to seven children; he and his wife **Shawna** are very active in the Church of Jesus Christ of Latter Day Saints. David has been around the funeral industry since 1981 when he first started at **Borthwick Mortuary** in Honolulu. He is now living in Alaska working for the Anchorage Funeral Home. David may be contacted through www.AlaskanFuneral.com.



Cremation Issues and Answers

By Ronald Salvatore
Matthews
INTERNATIONAL
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Challenges in the Crematory (Part 2)

Last month we discussed the use of OSB as support in some cardboard cremation containers. This month we’ll discuss other caskets, containers, associated problems and provide some tips on how to handle them to prevent these problems from occurring.

Let’s finish with the cardboard cremation containers. The biggest complaint we hear from operators, other than the use of OSB, is fly ash, which is particulate matter in greater than normal concentrations. This problem is caused by the rapid ignition of the cardboard and turbulence inside the cremator. The afterburner does a great job under normal conditions of eliminating almost all particulate matter during a cremation. With cardboard though, that “spike” at the moment of ignition can alter the normal flow of the gases into and through the afterburner resulting in incomplete combustion.

An operator may experience a brief puff of smoke that may or may not trip the cremator’s pollution alarm system depending upon many

factors. Two tips: First start the main burner in low fire and only run in for a few seconds. All you’re trying to do is slowly burn off the cardboard and then start the cremation of the case. Once the cardboard is consumed, follow the normal operating procedures for the case type. Second, some operators have reported that if they place the container top at an angle so that it does not completely seal the bottom, the problem is eliminated.

Remember, not all operators are permitted by their state to open any container so this tip may not be applicable to you. If you are permitted to open a container, and you perform this procedure, it should be noted in your authorization form.

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

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

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

All County Pet Crematory helps Children cope with their First Loss

Continued from Page A21

to grieve, and help them to understand how to cope. Many times, this will actually help set the tone for how they learn to cope with other losses throughout life,” said Smith.

At ACPMS, the facility offers different options for families and their pets including memorial services and cremation viewing. The pet friendly facility welcomes other companion pets on site to help comfort during the grieving process. “We try to accommodate families like they’re our own. We want to make them as comfortable as possible,” said **Angie Berwald**, President.

Another way ACPMS assists in the grieving process is by offering the families memorial products. “We know that each loss is different and very personal and that it is difficult to think about how to remember and honor their memory. This is why we offer services and keepsake products that are as unique as each pets love and companionship. These services and keepsake products give closure to families who’ve lost their adorable family members. This also helps teach people, young and old, the importance of saying goodbye properly and allowing them to do so in a comforting, safe, and loving environment,” continued Berwald.

“The grieving process as a whole makes it a little easier on everyone involved, especially the children,” added Smith.

While it’s impossible to fully shelter a child from the loss of their pet, there are ways to help them cope. For this reason, it’s important to treat the death of a child’s first pet, carefully and thoughtfully. All County Pet Memorial Services was founded on the principal to take care of pet owners and their cherished pet at their time of need and the same holds true fifteen years later.

All County Pet Memorial Services is based in Cleveland, OH and has been guiding families since 1996 in their final act of care for their pets. The company’s mission is to provide pet lovers and owners a place to turn in a time of need. All County Pet Memorial Services offers various custom keepsakes, private cremations and private memorial services.

Hutchens Mortuary purchases New Superior Coach



FLORISSANT, MO — John Hutchens, of **Hutchens Mortuary** in Florissant, MO takes delivery of his new 2011 Superior Cadillac Crown Sovereign Commercial Glass Coach from **Tony Molina** of **Royal Coachworks, Inc.** of St. Louis.

In 1955 **Gene** and **Rose Marie Hutchens** founded the **Florissant Mor-**

tuary in Old Town Florissant. By 1965, they had opened their current facility, the Hutchens Mortuary, located at 675 Graham Road in Florissant. Now in his eighties, Gene Hutchens is still a very active member of the business while new generations of the Hutchens family have joined the firm. Gene

and Rose Marie’s, son, John is president and a co-owner of the firm. He started with the company at age 15 and has worked with his father for over 33 years. In 1985, **Nancy**, Gene and Rose Marie’s eldest daughter, started with the company and presently oversees the pre-arrangement program.

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Dyer-Lake Funeral Home takes delivery of two new S&S Cadillacs

ATTLEBORO FALLS, MA— Timothy R. Nay, Ph.D., funeral director and managing partner at the **Dyer-Lake Funeral Home** in the Village of Attleboro Falls, North Attleboro, MA has announced that



the firm recently took delivery of two additional vehicles to complement their fleet of professional funeral livery vehicles.

The newly acquired 2011 Cadillac S&S Masterpiece hearse is complete with

stainless steel banding and accents, draped windows and custom designed windows for additional grace and elegance.

In addition, a 2011 Cadillac S&S six door limousine was introduced to the

fleet. The eight-passenger limousine provides families with comfort and serenity during funeral services.

Both vehicles were purchased from **Parks Superior Sales** in Somers, CT.

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Funeral Divas welcome their newest member Leatrice Guttentag

PHILADELPHIA, PA— New **Funeral Diva** member **Leatrice Guttentag** moved from New Jersey to Ohio after September 11, 2001. On that day she had been working in her office on the 80th floor of the north tower of the world trade center. She escaped just minutes before the building collapsed. Her software engineering job, on Wall Street, was gone so she reassessed her life and returned to her love of art.



Leatrice Guttentag

Art was therapeutic and helped console her after losing many friends that day. Her dog Dozer, sensing her sadness, was a major comfort, providing Lee with unlimited love. After Dozer's passing, Lee sought a way to save Dozer's ashes in a beautiful piece of glass art that would honor her beloved friend and so **Glass Remembrance** was born. "I consider what I do a form of art therapy for people and it is a way I can give comfort through my love of art," Leatrice shared.

"Although we can no longer be with our loved ones we can capture their memories in custom, hand blown glass tributes. In today's highly mobile society people can be separated from a loved one's resting place. Glass Remembrances creates portable tributes that can always be part of your life," Leatrice said.

We take a small portion of the actual ashes and encase it in a choice of glass sculpture while the glass is molten. Blown glass is done at a higher temperature than cremation and it burns off the gray carbon and leaves the remains visible in the glass in a brilliant white color."

All Glass Remembrances are made in Columbus, OH, are hand blown and are individually signed by talented glass artists who treat the ashes with reverence. To learn more visit www.glassremembrance.com.

Funeral Diva membership is free and continues to grow while celebrating all women in funeral service. The Funeral Diva social group offers much needed sources of inspiration and encouragement for women in the industry. A Funeral Diva is a strong, confident and successful woman who works in the funeral service industry. She is a woman who supports all women in funeral service. Simply put, the Funeral Diva loves her career in funeral service. Funeral Divas' purpose is to encourage and uplift every woman in funeral service with annual retreats, meetings, continuing education, e-newsletters, Funeral Diva Mentorship Program and so much more.

Eternal Enterprises, Inc. is the parent company of Funeral Divas, *Funerals Today* magazine, the *Helping Hurtling Hearts* network and *First Generation Funeral Directors Association*. Funeral Divas was founded by **Muneerah N. Warner**, funeral director and owner of the **Warner Funeral Home** in Philadelphia, PA. To join Funeral Divas or purchase products visit www.FuneralDivas.com, www.Facebook.com/FuneralDiva or email FuneralDivas@EternalEnterprisesInc.com.



The Basics of 21st Century—Temporary Preservation Technology (Part 24)

By John A. Chew

Once the pre-injection solution has had the opportunity to interact with the body fluids, the decision must be made as to the next step to achieve maximum distribution and saturation. If discolorations are still apparent, application of digital pressure must be applied to determine the type of discoloration. A blanching effect would indicate the possibility of tissue clearing during additional pre-injection.

If some staining exists within the discolored area, possible lightening may follow any additional injection. The lightening may be due to previous amount of edema noticed during initial pre-analysis observations.

In order not to fix the remaining color in the tissue, proper dilution of the preservative arterial fluid becomes the paramount factor in preventing rapid fixation when the preservation formulation is properly diluted. The remaining pre-injection chemicals become a part of the primary diluted fluid as it enters the vascular network without altering the effectiveness or the concentration.

The primary dilution of the preservative takes place in the embalming machine. My preference is to work with one gallon dilutions. This provides for continued observations of the body and allows for alterations throughout the embalming process.

In my opinion, the initial injection should be less than 1 percent which provides a great deal of latitude in the overall preparation of the body. A dilution above 1 percent creates rapid fixation of tis-

sues and adverse conditions.

The selection of the preservative and methodology is based on an individual basis. Early treatment and experience provides us, as individuals, an overall view to format our approach. Knowing that no two bodies are the same, each approach is variable to an experienced embalmer.

Treatments should be individualized but in reality they are not because of the basic biological chemistry. Everything interacts as it relates to the preservation process. It relates to the retention of the actual preservative in the tissue at the cellular level.

It is important to retain a moisture balance. This is done by the adjustment of the PH with controlled fluid mixture. This means the initial vehicle (water) is the primary pre-injection together with the preservative concentrate. It is a known fact that 50 percent of the formalin preservative is lost during some techniques of the injection, drainage process.

The adjustment of the PH creates an alkaline environment and the optimum condition for deep saturation and diffusion before fixation of the tissue. A commonly known fact is that well embalmed bodies dehydrate less than poorly embalmed bodies.

Article 25 will introduce a variety of formulations for specific preservation needs

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



2011 Women of Power: African American Jewels of Funeral Service

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

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



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

Eleanor Dawkins

Eleanor Dawkins grew up around the **Ross-Clayton Funeral Home** of Montgomery, Alabama. This "two-family business", which has been in operation by both families for 92 years, was established in 1918 by her grandparents, **William and Frazzie Allen Clayton**, and **Robert A. Ross**. Mrs. Dawkins' mother, **Jule Clayton Lewis**, joined Robert Ross and **David C. Ross Sr.**, the second generation of the Ross family to enter the firm, in daily operations until her death in 1958, when her husband, **Rufus A. Lewis**, became a member of the firm. Later, when **David C. Ross Jr.** took the helm of the business, Mr. Lewis became Secretary-Treasurer.



Eleanor Dawkins

Young Eleanor grew up playing in the chapel of the funeral home and would sometimes sing to the deceased. She attended high school in Montgomery and graduated from Tuskegee University, before moving to Oakland, California where her husband was stationed with the United States Air Force.

After six years in California, the Dawkins family moved to Orleans, France. Three years later, the Dawkins family moved back to the United States and settled in Colorado.

Mrs. Dawkins retired from US West / Qwest, formerly Mountain Bell Telephone Company, after over twenty-five years of service. It was at this time that Mrs. Dawkins moved back to Montgomery to begin her career in Funeral Service. With her father's health failing, she studiously learned every aspect of the firm's operation and earned her Funeral Director's license.

She is currently active with the *Alabama Funeral Directors & Morticians Association*, *East Alabama Funeral Directors & Morticians Association*, *National Funeral Directors & Morticians Association*, and *Black Women of Funeral Service*. She is a past President of the AFD&MA, and served on the NFD&MA Education Committee and Election Committee. Currently, she represents District 3 on the Montgomery County Board of Education.

Gail A. Thomas-Dewitt

Gail A. Thomas-Dewitt, is the fifth child of six born to the late **Willard and Louise Thomas** of Chattahoochee, Florida. At the time when most young female adults were starting to mature and become career and goal oriented, she knew that God had a specific calling for her to console others in their time of need, offering words of comfort to the families that she would serve with dignity, compassion and kindness. She dreamed of one day owning her own funeral home and rendering services in a loving and caring environment.



Gail A. Thomas-Dewitt

She worked vigorously towards her goal, never losing sight of her one purpose. She attended *Miami Dade Community College*, graduating with an Associates Degree in

CONTINUED ON PAGE A26

Carriage Services, Inc. acquires Don Grantham Funeral Home, Inc.

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) recently announced that it has acquired **Don Grantham Funeral Home, Inc.** in Duncan, OK. **Jim and Mike Grantham**, the former owners, represents the third generation of Grantham family members to operate the business since its founding in 1925 by their grandparents. Under the stewardship of Jim and Mike, the business has grown into a market leader in Duncan where they currently provide approximately 250 services a year. Carriage is pleased to announce that the Granthams will continue to be actively involved in the business. With this acquisition, and in conjunction with existing operations in Oklahoma, Carriage continues its strategy of expanding its footprint in attractive traditional markets.

J. Bradley Green, Executive Vice President, Strategic Development of Carriage, stated, "We are excited to add the Grantham business to our portfolio. The repu-

tation that Jim and Mike have built within the local community will be a tremendous asset for us and we are thrilled that they are going to stay involved with the business. Carriage's strength has always been its people and the dedication and professionalism they bring to their craft and community. Jim and Mike personify those qualities that have made Carriage a preferred choice for family succession among deathcare consolidation companies. As always, we will continue the standard of service, excellence, and reputation for which Don Grantham Funeral Home is known."

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 152 funeral homes in 25 states and 33 cemeteries in 12 states. A copy of the Company's Form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

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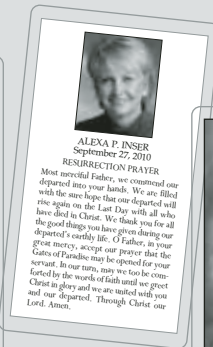
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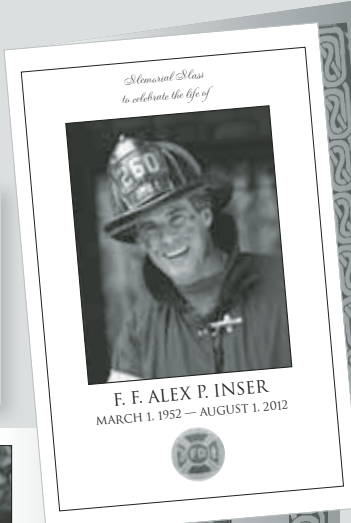
John Hudson - Marketing Director



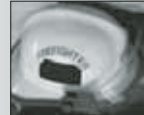
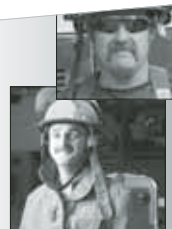
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Stewart Enterprises Announces Organizational Changes

NEW ORLEANS, LA — **Stewart Enterprises, Inc.** has announced changes to its management organizational structure in order to better integrate the company's operations and sales activities and to enhance customer service. The company has promoted Senior Vice President of Operations, **Kenneth G. "Jerry" Myers, Jr.**, to Executive Vice President of Operations and Sales. The company is also dividing its operations into two divisions, Eastern and Western.

G. Kenneth Stephens, Jr., currently the company's Senior Vice President of Sales, has been appointed Senior Vice President—Eastern Division. **Michael H. Miller**, currently the Regional Vice President responsible for operations in California, Oregon and Washington, has been appointed Senior Vice President—Western Division. Messrs. Stephens and Miller will be responsible for both operations and sales in their respective areas and will report directly to Mr. Myers.

Mr. Myers joined the company in 2005 as a consultant and then as an employee in 2006, serving as Senior Vice President of Finance until his appointment in 2008 to Senior Vice President of Operations. From 2001 to 2004, Mr. Myers was the Chief Executive Officer, President and a Director of Conrad Industries, a publicly traded marine manufacturing company. From 1980 to 2001, Mr. Myers served in executive level financial and operational roles at Avondale Industries and later in Northrop Grumman's shipbuilding segment.

Mr. Stephens, who joined the company in 1993 when the company acquired his family cemetery business in North Carolina, has served as the company's Senior Vice President of Sales since 2009. Prior to that time, he served as Division President of the former Western Division from 2005 to 2009. He was also Division President of the former Eastern Division from 2000 to 2005. Mr. Stephens has been in the death care profession since his graduation from law school in 1986.

Mr. Miller, a licensed funeral director who joined the company in 1988, has served as the Regional Vice President for the company's western region, comprising operations in California, Oregon and Washington, since 2009. Prior to that

time, Mr. Miller served as the Regional Vice President for the company's operations in Southern California from 2005 to 2009. He has also served in several other management positions in the company, including Director of Operations for the company's Northern California operations and area Vice President for the company's Southern California operations from 2000 to 2005.

Thomas M. Kitchen, President and Chief Executive Officer, said, "We believe that having senior managers responsible for both operations and sales will enable us to improve customer service, better implement market-specific initiatives and increase profitability. Jerry Myers has proven to be an effective executive in our organization, working extensively with our operations and sales management teams to successfully transform our business model by leading our best in class initiative while focusing on improving our customers' experience. Ken Stephens has more than 25 years of industry experience, substantial senior management experience with our company and a keen appreciation of our challenges and opportunities, particularly as they relate to our cemeteries. Mike Miller has overseen our West Coast operations for three years. He knows our business intimately, has a wealth of funeral knowledge, and has built a strong management team in his region."

Mr. Kitchen added, "I am confident that moving to a divisional structure with enhanced integration of operations and sales will ultimately allow us to better serve families. The officers in these key roles have demonstrated their understanding of the Company and the industry, and they have a proven record of delivering positive results."

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The company currently owns and operates 218 funeral homes and 141 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the company provides a complete range of funeral and cremation merchandise and services, along with cemetery property, merchandise and services, both at need and on a preneed basis. For more information visit www.stei.com.

Blackburn Livery purchases New Hearse Combination



COLUMBUS, OH— **John Muster** (left) with **Bob Blackburn** and his grandson **Landon** after delivery of this new Dodge First Call Hearse, Flower Car combination sold by **Muster Coaches** of Calhoun, KY. **Blackburn Livery** serves approximately twelve funeral homes in the greater Columbus, OH area.

2011 Women of Power: African American Jewels of Funeral Service

Continued from Page A25

Mortuary Science and has been a licensed Funeral Director and embalmer in the state of Florida since 1978. After graduation, she began her career in **Bruton's Funeral Home** of Orlando, Florida. She later returned to Chattahoochee to render services to her home community, operating the **Smith-Thomas Funeral Home**. In 1995, she became the first and only African-American woman elected Mayor of Chattahoochee.

In 1996, she returned once again to Orlando where she and her partner, **Alexander C. Wynn, III**, purchased Bruton's Funeral Home, and rechristened it **Gail & Wynn Mortuary, Inc.**

On October 1, 2005, Gail became the only African American woman appointed by former Governor of Florida Jeb Bush to serve on the newly formed State of Florida Board of Funeral, Cemetery and Consumer Services. She is currently serving her second term as Vice Chairman.

On March 4, 2011, Gail was elected Secretary/Treasurer of the International Conference of Funeral Service Examining Boards, after serving on the Examination Committee from

2008 to 2010. In February of 2010, she was elected to serve on the Board of Directors representing the Funeral Service Regulatory Boards of Alabama, Florida, Georgia, Mississippi, North Carolina and South Carolina. She also serves on the Disaster Mortuary Operational Response Team (DMORT) region 4, where she has served as Chief of Morgue Operations, and was deployed during Hurricanes Floyd and Katrina, as well as the American Airlines Crash of September 11th.

She was honored as *Epilson Nu Delta* Mortuary Fraternity as Professional of the Year 2010.

Octavia Jenkins Mahone Roscoe Jenkins Funeral Home was founded in 1911 by **Roscoe Conklin Jenkins**, a second generation funeral director. His mother, **Fannie Wright Jenkins** established **The Coweta Burial Association** in the early 1900's, the first funeral home for African Americans in Coweta County. He married **Octavia Smith** in 1917, and together, they operated the business.

When Roscoe Jenkins passed away on 1964, his daughter, **Octavia Jenkins Mahone**, began working full time at the business with her mother. Octavia completed her apprenticeship under her mother's guidance and became a licensed funeral director in 1975.

On May 17, 1992 Octavia Smith Jenkins passed away at the age of 94, leaving her daughter as sole proprietor and the third generation to lead the funeral home.

She is currently Treasurer of The Christian Savings Club and Secretary of *The Fifth District Georgia Funeral Service Practitioners Association*. In ad-



Octavia Jenkins Mahone

dition, she is a member of *The State of Georgia Funeral Service Practitioners Association, Inc.*, *the National Funeral Directors and Mortician Association, Inc.*, *The Newnan-Coweta Chamber of Commerce*, as well as being a Charter member of The Neweta Club of The National Association of Negro Business and Professional Women's Club, Inc.

She has been awarded the Woman of The Year in Business and The Sojourner Truth Award from The Neweta Business and Professional Women's Club, Inc., the Business Award from the Theta Xi Chapter of Alpha Kappa Alpha Sorority, Inc., the Orchettes Civic Club Business Award, and the Delta Sigma Theta Jewel Award. She has served as Grand Marshall of The Eastern Star #483 Annual MLK, Jr. Celebration, and been honored as a Living Legend in Funeral Service by the *100 Black Women of Funeral Service*.

In December 2006, Octavia, her daughter, **Jacquelyn Mahone Flowers** and their friend **Linette C. Ward** became partners and co-owners of Roscoe Jenkins Funeral Home, Inc. Jacquelyn, an honor graduate of *Gupton-Jones College of Funeral Service*, represents the family's fourth generation in the funeral service industry.

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Educational NEWS

Pittsburgh Institute of Mortuary Science toured The Caring Place



Pittsburgh Institute of Mortuary Science Class #143 at The Caring Place

PITTSBURGH, PA— Students from **Pittsburgh Institute of Mortuary Science (PIMS)**, class #143, recently toured **The Caring Place**, a center for grieving children, adolescents, and their families.

The Highmark Caring Place is dedicated to grieving children and families, supporting them in their journey toward hope after a loved one dies.

The Caring Place champions the cause of grieving children by creating awareness of their needs, providing programs for them and their families and empowering the community to effectively serve them.

The tour and program was

conducted by **Dr. Andrea Lurier**, Program Manager and Child Grief Specialist. The Caring Place invites every PIMS graduating class to their facility.

Presently, The Caring Place has four locations throughout Pennsylvania and has had notable Chairpersons such as *Fred Rogers* and current Chairperson, former Pittsburgh Steelers *Merrill Hoge*.

PIMS is grateful to the Caring Place for the professional relationship shared. Other presenters for this

year's Professional Seminar Series were: **Pittsburgh Cremation Service** and **Donatelli Memorials**, **Ernie Heffner**, *Western Pennsylvania Funeral Directors Association*, **Benjamin Kyle**, Pennsylvania State Board of Funeral Directors, **Wilbert of Pittsburgh**, **Inman Nationwide Shipping** and **U.S. Airways**, **Clark Burial Vault**, **SIDS** of Western Pennsylvania, **John Fabry**, **Chuck Christopher** of **Jefferson Memorial Park** and Center for Organ Recovery and Education.



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XL	60/cs	\$255.00 cs
2XL	60/cs	\$268.00 cs

also available in extra-long

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That's a 15% savings!



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- simulates a gown/apron combination
- Velcro neck closure, side tie and knit cuff

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Educational NEWS CONTINUED

6th Annual John Haynes Memorial Backpack Project provides school supplies for the children of Atlanta

ATLANTA, GA— The national body of **Epsilon Nu Delta Mortuary Fraternity, Inc** embarked on its National Service Project for the sixth year by donating over 150 school back-



Epsilon Nu Delta Mortuary Fraternity and members with donated backpacks

packs full of school supplies to underprivileged elementary and middle school children in the city where the Board of Directors meeting is held. This year's recipients of the John B. Haynes Memorial Backpack Project are the children from the Boys and Girls Club in Atlanta, Georgia.

Ten children along with their camp director and counselor were onsite at the Embassy Suites Hotel at Centennial Park on Friday, July 29, 2011



Brother Edward J. Soles of Lincoln Funeral Home in Decatur, GA with one of the students

to receive the backpacks that were filled with crayons, coloring books, pencils, notebooks, erasers and other essential items necessary for the start of school. These supplies were donated by the various chapters and members of Epsilon Nu Delta Mortuary Fraternity, Inc across the country. **Soror Dana Lemon** from the Alpha Omega Chapter in Atlanta was instrumental in coordinating the visit of the children to meet with the fraternity members during their Summer Board meeting and receive the backpacks.

Brother **Ted Felder** of Nu Chapter, Los Angeles, served as Master of Ceremonies as the children were presented to the membership. Many of them expressed future career aspirations varying from medicine to sports, music and law. Following their presentation, members of

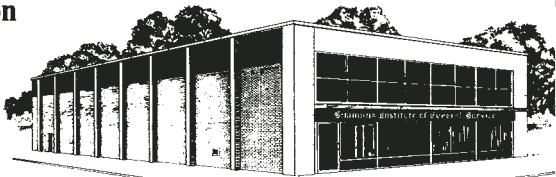
Epsilon Nu Delta gave the children the packed bags and spoke with them individually. They expressed their gratitude as well as their profound elation of having school supplies to begin school in September.

The late **Bro. John Haynes**, a devoted member of Epsilon Nu Delta Mortuary Fraternity, Inc, was a teacher of Mortuary Science at *Worsham College* in Wheeling, IL who showed a genuine love for his students. He tried to help them academically and be prepared educationally. Epsilon Nu Delta Mortuary Fraternity continues the legacy of Brother Haynes by donating backpacks yearly to children in need in the city where the summer board of directors meeting is held for the fraternity. For more information regarding this and all events of the fraternity, visit www.epsilonnudelta.org.

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Educational NEWS CONTINUED

Selected Independent Funeral Homes Educational Trust Announces Most Recent Scholarship Winners

DEERFIELD,IL— **Selected Independent Funeral Homes Educational Trust** has awarded its two most recent Second-Career Scholarships in the amount of \$1,500 to **Cynthia Wells** of Viola, AR and **Michael Smith** of White Pigeon, MI. The awards will help the recipients continue or complete their education at their respective colleges. 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 from within families who have owned and operated funeral firms for decades if not generations.

Wells, a widowed mother of two, will be entering her final semester in the funeral science program at *Arkansas State University Mountain Home* in Mountain Home, AR. She recently became interested in the funeral home profession after a series of positive encounters with members of the funeral home industry.

“Receiving this scholarship means many things to me and my kids,” said Wells. “As I enter my final semester, this scholarship will assist with helping ease the financial burden of being a single mother and going to school. In addition, it has put a smile on my face because of the recognition and appreciation the Selected Educational Trust has shown for my hard work and gives me the courage to persevere. I am so appreciative and grateful.”

Wells is currently employed part-time at **Kirby & Family Funeral and Cremation Services** in Mountain Home, AR. After graduation Wells hopes to turn her part-time position into a full-time job.

Smith, who began studying to become a funeral director in 2009, is currently attending *Worsham College of Mortuary Science* in Wheeling, IL. Having been personally affected by the current economic crisis, Smith understands the importance of family businesses.

“First and foremost, I would like to express my sincere gratitude to the Selected Independent Funeral Home Edu-



Cynthia Wells



Michael Smith

cational Trust for the confidence they have placed in me,” Smith said. “By awarding me this distinguished honor, I have been able to further my education, and having chosen the funeral profession as my second career, will use my life experiences to develop an enhanced sense of devotion, compassion and maturity, which I feel are essential to better meet the needs and expectations of bereaved families.”

Smith recently completed a 12 month internship at the **Farrand Funeral Home** in White Pigeon, MI and has worked at **N.H. Scott & Hanekamp Funeral Home** in Glenview, IL as a student employee. Upon completion of his studies, Smith hopes to demonstrate the values and traditions that were passed on to him by the funeral directors with whom he has worked.

Since the award was created last year, The Board of Trustees has increased the number of scholarships to be awarded to up to four \$1,500 scholarships each year; two in July and two in December. Additionally, all applications must include two letters of recommendation from either a faculty member of the Mortuary Science pro-

gram being attended or an owner of an independently owned funeral firm. All completed application materials must be received by the Educational Trust offices on or before December 1 or July 1 each year.

The Second-Career Scholarship is one of several programs of the Selected Educational Trust which was founded by *Selected Independent Funeral Homes*, a worldwide professional association of independent, locally-owned funeral homes founded in 1917. In order to be eligible for the scholarship, applicants must not be related to an owner of a funeral firm currently in operation and must be currently enrolled in a Mortuary Science program at an accredited school. By creating the program, the Trust hopes to attract and assist future practitioners interested in entering the profession.

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

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Educational NEWS CONTINUED

Registration Open for 2011 PGMS School of Grounds Management and GIE+EXPO

BALTIMORE, MD— Back by popular demand with a stellar education lineup, the **Professional Grounds Management Society's (PGMS) 2011 School of Grounds Management and GIE+EXPO** is set to take place October 26 to 29 in Louisville, KY. This annual event provides the best in green industry education while offering attendees the chance to net-

work with and meet other green industry professionals.

PGMS, which is celebrating its 100th anniversary this year, will kick off the 2011 School in Louisville with in-depth, behind-the-scenes tours of the Louisville Zoo and Bernheim Arboretum on Wednesday, October 26, 2011 where attendees can get an up close and insider's view of

best practices at these well known sites.

In keeping with current industry trends, PGMS courses will continue to emphasize sustainable management practices and will include classes with topics such as "Sustainable Stones—Using Reclaimed Stones in the Landscape," "Putting Sustainability to Work," and "Budgeting for Grounds Managers." PGMS Gold Partner Proven Winners will be presenting a two-part workshop focused on how to lure new premium clients and achieve more success with existing premium clients by selecting Proven Winners vegetative varieties for their projects. Classroom education programs will be offered Thursday through Saturday at the Kentucky Exposition Center.

On Friday the PGMS Awards, Installation Reception and Dinner will take place at the Galt House Hotel. The prestigious 2011 Green Star Award winners will be announced and recognized. The PGMS 2012 slate of officers will also be elected and installed.

Strategically integrated into the schedule of events offered at the GIE+EXPO, attendees have the chance to earn a School of Grounds Management

(SGM) certificate. As the premier certification of its type, this certification focuses on four core competencies of grounds management. Those who complete the entire program (usually taking two years) are awarded an SGM certificate by PGMS. More information on the SGM program can be found at www.pgms.org/SGMProgram.htm. In addition to the SGM certificate, PGMS offers both the Certified Grounds Manager (CGM) and the Certified Grounds Technician (CGT) designations. Attendance at the School of Grounds Management qualifies as Continuing Education Units for both the CGM and CGT programs.

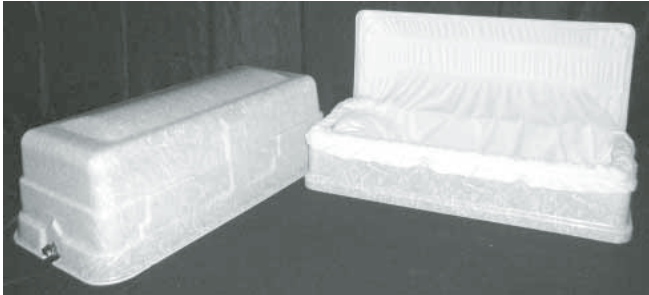
Helping PGMS to develop its dynamic education program are its Elite Partners. These industry giants include Platinum Partners: **John Deere** and **Cub Cadet**; Gold Partners: **Bartlett Tree Experts**, **Kawasaki Motors Corp.**, **Proven Winners** and **Toro**; Silver Partners: **Davey Tree** and **STIHL**; and Bronze Partners: **Echo** and **Midwest Rake Company**.

Detailed information and registration for the PGMS School of Grounds Management is available online at www.pgms.org/2011school.htm.

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Educational NEWS CONTINUED

Western Pennsylvania Funeral Directors Association Awards two Scholarships to Pittsburgh Institute of Mortuary Science Students

PITTSBURGH, PA— Two students from **Pittsburgh Institute of Mortuary Science** received \$500 scholarships from the *Western Pennsylvania Funeral Directors Association*. **Norm Wimer**, Board member of WPFDA presented the awards to the students on August 11, 2011.

Alice Davis is currently working as a full-time nurse while attend-

ing the full-time program at PIMS. A single parent and grandmother, Alice is now completing her life-time goal of becoming a licensed funeral director. Her immediate future includes graduating on September 9, 2011 and serving an internship in Pennsylvania. Ownership of her own funeral home is her long-term goal.

Mark Strobel is from

New Castle, PA, married with 3 children, while attending PIMS, still finds time to serve as a volunteer firefighter, church board member, youth leader and serve at various charity events. Mark graduates in May 2012.

Gene Ogrodnik, President and CEO of PIMS, the administration and faculty of PIMS and the Board of WPFDA would

like to congratulate Alice and Mark on their passion for their career choices, their commitment to their studies and their academic excellence while students at Pittsburgh Institute. In addition, many thanks go out to the Western Pennsylvania Funeral Directors Association for their continual support of PIMS and the future of funeral service.

WPFDA awards two \$500 scholarships every year as a token of appreciation for the ongoing close relationship between the association and Pittsburgh Institute of Mortuary Science.

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100 BWFS sponsors Essay Contest for Funeral Service Students

Deadline is October 31, 2011

LONGWOOD, FL— The **100 Black Women of Funeral Service**, along with the Lottie Weldon Mentoring Contest, have sponsored an essay contest for students of Funeral Service, with a grand prize of laptop computer. Students may submit their essay with the topic: "Your future role in the funeral ser-

vice Industry: Why you are unique and your ideas, goals, objectives and direction that will make you a dynamic and successful funeral caregiver."

Essays are to be no more than 1,000 words and are to be submitted along with a photo and letter of good standing from the student's mor-

tuary school. Essays must be postmarked or sent via email by Monday, October 31, 2011. Presentation will be made at the student's school on November 7, 2011.

Email to: Hundredbwfs@aol.com, or mail to: 100 BWFS – Lottie Weldon Essay Contest, PO Box 916404, Longwood, FL 32791-6404.

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4 boneless, skinless chicken breasts, filleted
Fine sea salt and freshly ground black pepper
½ cup crème fraîche
1 large red bell pepper, roasted, peeled, seeded and finely chopped

Heat a medium sauté pan, add spinach and toss until spinach is wilted. Transfer to a warm platter.

In a saucepan, heat oil and add cumin. Season chicken breasts with salt and pepper, and sauté it over medium to high heat for 3 to 5 minutes per side, until golden brown. Remove from heat; add creme fraîche, pepper and season to taste with salt and pepper. To serve, top spinach with chicken and sauce.

PUMPKIN SPICE COOKIES

1 box low-fat yellow cake mix
1 egg
½ cup quick cooking oats
1 can (15 oz) pumpkin
2 ½ tsp. pumpkin pie spice
2 Tbs oil
3 cup powdered sugar
4 Tbs orange juice
1 tsp grated orange peel

Combine the cake mix, oats and pumpkin pie spice in a large bowl. In another bowl, beat the egg, pumpkin and oil, stir into dry ingredients until moistened. Spray baking sheets. Drop dough by 2 Tbs onto sheets, flatten with back of spoon. Bake at 350 degrees for 18 to 20 minutes until edges are golden brown. Combine sugar, orange peel and enough juice to make icing of spreading consistency. Frost cooled cookies.

Good Eating!

Educational NEWS CONTINUED

MKJ Marketing Announces 2012 Seminar Programming

LARGO, FL— MKJ Marketing, a full service death care industry marketing company serving funeral homes, cemeteries and death care industry vendors in areas of market research, advertising, training programs and web site development, will conduct five seminar events during the coming year.

MKJ CEO, **Glenn Gould** says “Funeral business owners and managers have greater challenges and opportunities today than any time in the past 50 years. The recession has challenged household budgets, but consumers are more predisposed to funeral pre-planning. Consumers believe discount funeral homes are less expensive than traditional funeral homes, but the average sale is very similar. The pressure on management to take advantage of opportunities and manage challenges has never been greater. MKJ seminars are dedicated to providing management with the information they need to compete.”

MKJ's one day marketing seminars held in conjunction with national conventions are very popular. MKJ will conduct two one day seminars; the first will be “Competing With Discounters” Sunday, October 23, 2011 at the Hyatt Regency Chicago in conjunction with the NFDA convention in Chicago. The second event will be on Sunday, March 18, 2012 at the Mandalay Bay Resort and Casino in conjunction with the ICCFA convention in Las Vegas. The topic this year will be “Cremation: Upgrading the Sale and Considering a Cremation Society.”

MKJ has been conducting seminars for over 20 years; they negotiate the lowest room rates at the nation's leading hotels. The worldwide recession has made luxury hotels very competitive making rates for the finest hotels very affordable.

MKJ's 16th annual ski seminar will be held February 13–16 at the Vail Marriott Mountain Resort and Spa in Vail, CO. Vail is America's premier ski destination and the Marriott is a luxury hotel located near hundreds of shops, restaurants and nightlife destinations within walking distance. The ski lifts are only 150 yards from the hotel front door and the ski valet will even take your skis to the lift. The seminar topic will be “Revitalizing Your Brand and Niche Marketing.”

MKJ's perennially most popular program is the marketing seminar at a luxury Florida beach resort. The 2012 event will be at the Naples Ritz-Carlton Hotel, March 5–8. On March 5–6 the topic will be “Marketing in a new Economy,” covering the following: What Media Can You Afford; Remodeling vs. New Construction; Case Studies on Competing with Discounters; Social Media: How much of your marketing should go to it?

The topic for March 7–8 will be “Pricing: How to Price for Today's Consumers; the Legal and Marketing Issues”, which will include guest speaker **Scott Gilligan**, General Counsel to National Funeral Directors Association, who will discuss General Price List regulations. While FTC regulations preclude discussions on actual prices, this seminar will talk about pricing strategy, as pricing is an important part of marketing.

In late July, MKJ will conduct a two day seminar at the new Napa Valley Westin followed by a two day seminar program in San Francisco. The topics will be “Marketing in a new Economy” and “53 Secrets to Marketing on the Internet and to Boomers” including: Best Practices of PR events; and How to use Twitter, Facebook, LinkedIn and Websites from a marketing perspective.

Bob Killingsworth of **JST Architects** will present funeral home remodeling strategies versus building new facilities. Expert speakers will talk on social media; how much of your marketing should go to social media, and how do you use Twitter, Linked In, Facebook Fan Pages and Websites the right way, from a marketing perspective.

“We could not have these quality programs at the costs offered if it were not for the sponsors,” says MKJ President **Marilyn Gould**. **Meadow Hill Corporation**, which created and supplies Thumbies, is a Platinum sponsor again this year. **Eagle's Wings Air**, which is the industry's premier airport transfer manager, is at the Gold level.

For more information on MKJ's upcoming seminar programs, visit www.mkjmarketing.com or call MKJ at 888-655-1566.

Educational NEWS CONTINUED

FINE Mortuary School celebrates 15th Commencement



FINE Mortuary College graduating class of 2011

NORWOOD, MA— FINE Mortuary College, LLC is a private two year college that has granted the graduates of the Associate in Applied Science in Funeral Service on July 29, 2011 at the United Church in Norwood, MA.

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 **Katelyn E. Estes**, LFD (class of 2010-2011) who spoke to her classmates about the funeral service experience. Katelyn is currently employed by **Hobbs Funeral Home** in South Portland, ME.

Next, Misantone introduced the speaker for the alumni, FINE Professor **Marsha Wise**, M.A. (Class of 2003). Marsha told the graduates that FINE alumni had bequeathed them a tradition of exemplary funeral service for grieving families and it was their responsibility or your last homework assignment to uphold this important tradition. She also urged the graduates to find a hobby, interest, community volunteer work or passion to lend a sense of balance to their lives.

The featured speaker was **Richard N. Levrault**, D.O., former science faculty member at FINE who has family medical practices in Canton and Seekonk, MA. He used Lincoln's Gettysburg address to point out what would be said to the graduates likely would not be remembered but what the graduates have done, and will do in the future, will be important and remembered.

Dr. Rich is a lover of unusual neckties, so Dr. Lou presented Dr. Rich a tie covered with the FINE logo. Dr. Lou said "to wear it in remembrance of his



(L to R) Marsha Wise, Donna Arthur and Lauralee Davis



(L to R) Marsha Wise and Elizabeth Misantone

over ten years of excellent teaching at FINE." Additionally, each speaker was presented with a framed certificate in appreciation for participating in the ceremony. Furthermore, several students, faculty and staff earned the following honors and awards.

Katelyn Estes, LFD was inducted into Mu Sigma Alpha, and presented with a pin and a framed certificate of membership. This Funeral Service Honor Society is supported by the *National Association of Colleges of Mortuary Science*.

The Faculty Award this year was given to **Sean Bowen** due to his outstanding performance in the areas of scholarship, leadership and good citizenship.

The Performance Award this year was given to two graduates: **Jesse A. Faye** and **Andrew M. Nardolillo**. This award is given to the students who succeeded in earning their degree despite unusually difficult times.

Katelyn Estes, LFD received the Reginald H. Cagle, Funeral Director Award. This award is given to the student who most

exemplifies the attributes characterized by the late Reggie—diligence, kindness and joy.

Sean Bowen was honored with the Professional Issues and Concerns Award for excellence in documentation of understanding funeral service.

Stacy Alves, associated with the **South Coast Funeral Home** in Fall River, MA was presented with the Restorative Art Award for the student who demonstrated excellence in the application of restorative technique. Along with the framed certificate from FINE, **Dennis Daulton**, LFD presented Stacy with a cosmetic kit from the **Dodge Company** in memory of the late **Arnold J. Dodge**.

Danny D. Thompson was awarded the Promising Professional Award for giving more than required in service to the funeral profession.

Sean Bowen was given a The Tutor Award for the extra effort he put forth as a peer tutor to help his fellow students succeed academically.

The Administrative Award was presented to **Cher-**



Richard N. Levrault



Stacy Alves



Katelyn Estes



Jesse Faye



Sean Bowen



Cheryl Amari

yl Amari, M.A. who has been an excellent teacher of the Introduction to Social Science and Psychology of Grief courses for several years. She has helped rewrite several curricula and is currently opening a new company called, **Grief Teach**, to provide hope and healing through education.

Donna Arthur, LFD, **Lauralee Davis**, LFD and **Marsha Wise**, M.A., FD, each were given a Certificate of Appreciation for their long-time support of excellence in funeral service education and their continuing support of FINE.

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

Following the ceremony, the graduates formed a receiving line and were congratulated for their success-



Dennis Daulton



Danny Thompson

es. 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.

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Association NEWS

Renfro Funeral Services participates in the African American History of Funeral Service Exhibit

ATLANTA, GA— **Renfro Funeral Services** was recently featured in an exhibition, showcasing the nation's oldest African-American owned funeral establishment during the 74th annual *National Funeral Directors and Morticians Association* (NFDMA) convention held in Atlanta, GA.

The special exhibit, which showcased Renfro's rich 90-year-history in Cincinnati, state and national association, was organized by the NFDMA's **100 Black Women of Funeral Service, Inc.** Renfro Funeral Service was among 10 funeral homes showcased during the national event. The Renfro exhibit materials will be added to the NFDMA's History of African American Funeral Service



Jenifer W. Renfro



Mrs. Allene Renfro



Julian Renfro and Gayle Harden-Renfro



Museum at the association's headquarters.

Julian Renfro, current president of Renfro Funeral Services, located at 647 Forest Avenue, said "The honor kicks off our plans to celebrate our 90th anniversary this year. Renfro Funeral Services was started by my grandparents, **Inez** and **St. Julian Renfro** in 1921 in Cincinnati's West End. My parents, **Jenifer W.** and **Allene Renfro** continued the legacy. I am proud, along with my wife, **Gayle Harden-Renfro** to represent the third generation operating the firm."

Eleanor Davis Starks, Executive Director and founder of 100 Black Women of Funeral Service, invited Renfro and nine other funeral home owners to share their founder's journey and current accomplishments. The prerequisite, she said, "was each firm had to be at least 90 years old and owned by members of the original founding family."

The nation's oldest funeral homes, she said "have inherited special gifts of entrepreneurship, which are vital to continuing their family legacy." That legacy, she said, "was important to the forefathers and is very important to all of us in the funeral industry."

Ms. Starks states that "the histories of the nation's historic African-American funeral homes are as different as their founders. Often it included a lot of blood, sweat and tears and we should not forget that," she said. "Legacy is deliberately crafted over years of hard work and dedication. And these funeral establishment's ongoing operations is a testament to that."

The Renfro exhibit included a scrapbook of all the Renfro family and their contributions to the City of Cincinnati, state and national funeral directors organizations. The Renfro exhibit also in-

cluded a written history, a framed photo display and DVD tribute that chronicled the home from 1921 until today.

Julian Renfro said "it was a honor to be recognized among the nation's oldest funeral establishments. We appreciate the recognition of the work and sacrifice it takes to carry out the legacy started by my grandparents and continued by my parents along with my aunt, **Marietta Renfro Glenn**. It is a true honor to be part of the national NFDMA Hall of Fame Museum. I know all of my family would be pleased to be part of such a lasting tribute to their hard work, sacrifice and dedication." The late Mrs. Allene Renfro was one of the founding members of the 100 Black Women of Funeral Service Organization. She gathered with the women of funeral service in San Antonio, TX when they met and formally organized as an affiliated woman's education, leadership and scholarship arm of the parent organization, NFDMA, Inc.

Preplan earns Better Business Bureau Accreditation

ALBANY, NY— New York State consumers can now have additional peace of mind in prepaying their funeral and burial expenses well in advance. **PrePlan**, a funeral trust pre-funding program, backed by the *New York State Funeral Directors Association, Inc.* (NYSFDA), was recently designated as an accredited company and bestowed an excellence rating by the highly acclaimed Better Business Bureau (BBB). Currently more than 600 funeral homes in New York State offer PrePlan's services to consumers.

"We are proud to be a BBB accredited business," said **Colleen Connelly**, Director of Preneed Trust Services at PrePlan. "It is imperative that New York State consumers know how seriously we take our commitment to excellence and good customer service. Our achieving BBB Accreditation exemplifies that goal."

This designation, awarded only following a successful review and background check by BBB, gives PrePlan the right to use the BBB name and well-known "torch" logo. The BBB torch logo represents a business's commitment to the bedrock principles of fairness and honesty. The logo will soon be incorporated into all PrePlan materials for the benefit of participating funeral homes.

NYSFDA Executive Director **Bonnie L. McCullough**, CAE, said: "PrePlan should be applauded for this hard earned honor. With the strongest consumer laws in the nation and BBB accreditation New York State consumers can be confident that their prepaid funeral funds are well protected with PrePlan."

This seal is a powerful marketing tool, reflecting a company's commitment to business excellence. According to the BBB, near-



Colleen Connelly



Bonnie L. McCullough

ly 100% of all customers recognize the BBB logo and view a BBB accredited businesses as a business they can trust. More than most, funeral directors recognize how vital consumers' trust is to their businesses. In fact, 70% of consumers say they are more likely to purchase from or use the services of a business which has earned a BBB Accreditation, according to a Princeton Research Survey.

The BBB also promotes the use of accredited businesses on its website, through its staff and in its own literature. Please visit www.bbb.org for more information about the Better Business Bureau and PrePlan's accreditation. For more information about PrePlan or to learn more about prepaying your funeral, visit www.preplan.org.

Established in 1988, PrePlan is a New York pre-funded funeral trust administered for the New York State Funeral Directors Association, Inc., by **Funeral Director Support Services, Inc.**, a New York State corporation.

Founded in 1889, NYSFDA represents over 900 member firms and 3500 licensed funeral directors in New York State, and is the oldest state association of funeral directors in the United States. The Association is headquartered in Albany.



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Association **NEWS** CONTINUED

Indiana Funeral Directors Association hosts Certified Celebrant Training



Indiana Funeral Directors Association Celebrants

INDIANAPOLIS, IN— The Indiana Funeral Directors Association (IFDA) hosted a Certified Celebrant Training seminar on August 12-14, 2011. During this training, twenty-six Celebrants were certified through the *In-Sight Institute*. Those completing the training were: **William Beeler**, Anderson, IN; **Justin Bruno**, Joliet, IL; **Cynthia Carter**, Indianapolis, IN; **JoEllyn Chadwick**, LaPorte, IN; **Shirley Cooper**, Hollidaysburg, PA; **Robert Crooks**, West Alexandria, OH; **John Douthitt**, Cincinnati, OH; **Eloise Engel**, Redgranite, WI; **B.J. Erlewein**, Greenfield, IN; **Dr. Richard Farmer**, Marion, OH; **Anthony Giard**, Calais, ME; **Tammy Gillig**, Fort Wayne, IN; **Tony Gualtieri**, Marion, OH; **Greg Johnson**, Greenfield, IN; **Garry Lange**, Saw-

yer, MI; **Liz Lange**, Sawyer, MI; **Donald Lockwood**, Delaware, OH; **Stephen Marana**, Indianapolis, IN; **Morris Mott**, Plainfield, IN; **Randi Pappa**, Brookfield, OH; **Bobbie Predmore**, West Alexandria, OH; **Robert Roche**, Inverness, FL; **Bill Roman**, Toledo, OH; **Patrick Saltese**, Joliet, IL; **David Townsend**, Medicine Hat, AB and **Sherry Williams**, Merrillville, IN.

Doug Manning and **Glenda Stansbury** of the In-Sight Institute have traveled the US and Canada providing this unique and specialized training which is changing the face of funeral service. It is an intense, participant oriented training where each individual has a chance to practice, discover resources and build skills in working with families and making public presentations.

The Celebrant offers an alternative to a service provided by a cler-

gy person for those families who are not affiliated with a church or who do not wish to have a traditional religious funeral service. He or she can also provide a funeral service that is personalized to reflect the personality and life-style of the deceased.

OSHA Employee Training Teleconferences

The association will hold its Annual OSHA Employee Training Teleconferences on October 18, 19 and 20. During these informative tele-

conferences Executive Director **Curtis Rostad**, CFSP, CAE will review the mandated elements of annual training that each employer must provide to their employees.

Any funeral home can use these seminars to train their employees. Firms that are members of their own state association can register at the same reduced rate as IFDA members.

Funeral homes can register for any of the sessions on the IFDA Website at www.indiana-fda.org. The handout can

be downloaded from the website. For more information call the IFDA office at 800-458-0746.

Founded in 1880, the Indiana Funeral Directors Association is the professional organization serving Indiana's funeral service professionals with member services, advocacy and education. One of the oldest funeral service associations in the nation, IFDA represents 1600 licensed funeral directors in Indiana. IFDA members subscribe to the highest ideals of ethics and professionalism.



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Association NEWS CONTINUED

Highlights from the 74th National Convention of the NFDMA



Rev. Canty & Past Presidents Pray at Memorial Service



Judge Glenda Hatchett autographs books for fans attending the 100 BWFS Award Breakfast.



Executive Committee and GFSPA President cut the ribbon for the opening of the exhibit hall.



Elleanor Starks greets Judge Glenda Hatchett



Choir Marches into Memorial Service



Dr. Carol T. Williams



Jennifer Holliday singing at the Awards Dinner



Color Guard at the Opening Ceremony



Willie Watkins greets Rev. Joseph Lowery



Tryphina Wiseman presents POY Award to Willie Watkins



ATLANTA, GA— The National Funeral Directors & Morticians Association, Inc. celebrated its 74th Annual National Convention & Exposition July 31-August 4 in Atlanta, GA. The *Georgia Funeral Service Practitioners Association* were exceptionally gracious hosts as more than 600 members and friends surveyed over 90 exhibitors in the well-appointed exhibit hall in Downtown Atlanta.

Programming included a memorial service in honor of the departed loved ones of members lost since the last convention, and an “International Fashion Extravaganza” presented by the *NFDMA Ladies Auxiliary*, led by **Charlene Wylie**. The National Office of NFDMA also welcomed members to tour the newly constructed headquarters in Union City, GA, and **Dr. Carol T. Williams** was appointed Executive Director for a two-year term.

The *100 Black Women of Funeral Service* Rebecca Barksdale Academy Awards Leadership and Scholarship Breakfast featured **Judge Glenda Hatchett** as keynote speaker. **N. Patrick Range** presented Judge Hatchett with the 2011 Lifetime Achievement Award, named in honor of his mother, the late, **M. Athalie Range**. The 2011 Women of Power, Jewels of Funeral Service from Florida, Alabama and Georgia were honored

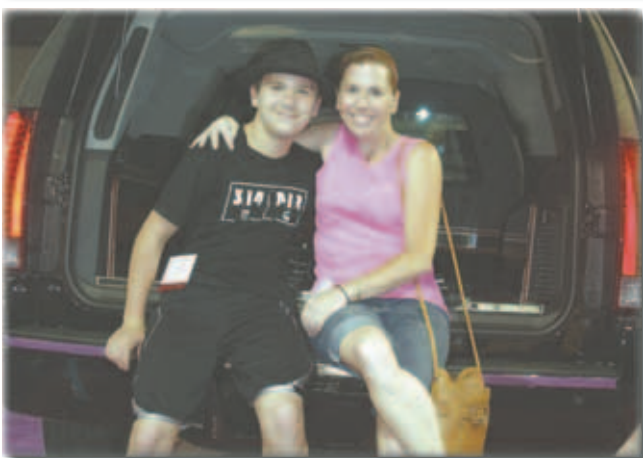
and the 2011 Scholarship recipients recognized. “It was indeed an honor and privilege to have Judge Hatchett with us at the Women of Power Breakfast,” stated 100BWFS President **Dottie F. Hector**, SFSP-CPC. “We wish to thank NFDA President **Patrick Lynch**, NFDMA Chairman **Hall Davis**, NFDMA President **Ernest Adams** and the many other supporters of the 100BWFS for

CONTINUED ON PAGE A37

Association **NEWS** CONTINUED

Highlights from the 74th National Convention of the NFDMA

Continued from Page A36



attending and making this event possible."

The annual PAC luncheon featured **Congressman John Lewis** as its keynote speaker, and the Robert H. Miller Professional of the Year Honoree, **Willie A. Watkins**, attracted a sell-out crowd, with over 900 patrons in attendance.

The Association also inducted its 63rd President, **Mr. Gregory T. Burrell**. He hosted an illustri-

ous President's Ball featuring activist **Rev. Al Sharpton** as keynote speaker. Burrell is the 87-year-old association's first president from Pennsylvania. Burrell, now 51 and the owner of **Terry Funeral Home Inc.** in West Philadelphia, said his goals were to strengthen the association and encourage young people to stay in the industry. He was elected Corporate Secretary of the association in 2006, and held the office of Vice President

before becoming President-elect.

In 2000, Burrell bought Terry Funeral Home, established in 1938 by **Paul S. Terry**, and serves as its President and Chief Executive Officer. The funeral home is located on Haverford Avenue at 42nd Street.

The 75th Annual National Convention & Exposition of the NFDMA will take place August 4-9, 2012 at The Mirage in Las Vegas.





Death Notices



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LARRY CASH of Spartanburg, SC died August 22, 2011 at the age of 67. He worked for the former **Johnson Funeral Home** of Chesnee and was a longtime funeral directors assistant at the **J.F. Floyd Mortuary**.

THOMAS "TOM" M. WINTERICH longtime resident of Olmsted Falls recently of North Ridgeville, OH died August 13, 2011 at the age of 59. He was a licensed funeral director and embalmer with **David Bogner Family Funeral Home** for 38 years, retiring in May due to illness. He previously managed two funeral homes in the Norwalk area and worked with **Dostal Funeral Services** in North Olmsted and **Chambers Funeral Home** in Cleveland. He was a member of the *Ohio Embalmers Association, American Society of Embalmers* and was past president of the *Embalmers Association of Cleveland*. He was a graduate of the *Pittsburgh Institute of Mortuary Science*.



JoANN RANNELLS of Koontz Lake, IN died August 11, 2011 at the age of 80. She was a funeral director and co-founder of **Rannells Funeral Home**.

WILLIAM T. BURKE SR., of Wheeling, WV died August 18, 2011 at the age of 77. He was a licensed funeral director and former owner of the **Burke-Bodey Funeral Home**, now known as **Kepner Funeral Home**, Burke Chapel for 52 years. He was past president of the northern district *West Virginia Funeral Directors Association*, and a graduate of the *Pittsburgh Institute of Mortuary Science*.

ELLENA GREENWELL HAMILTON of Florence, formerly of Verona, KY died September 2, 2011 at the age of 92. She was a funeral director. She and her husband, Fred were previous owners of the **Hamilton-Stanley Funeral Home** in Verona.

GEORGE IRVIN GREEN of Munhall, PA died August 30, 2011 at the age of 96. He was the founder and former president of the **George Irvin Green Funeral Home, Inc** established in 1941. He was past trustee of the *Allegheny County Funeral Directors Association* and received a special recognition in 2005 for his long-time dedication to the funeral service and affiliation with the association. In 2010, he was acknowledged by the *Pennsylvania State Funeral Directors Association* for having the oldest practicing funeral director license. He was a graduate of the *Cincinnati College of Embalming*.



DONALD M. DEWARE of Quincy, MA died July 14, 2011 at the age of 95. In 1939, he and his brother, Robert bought a building on Hancock Street in the Wollaston section of Quincy that formerly housed a children's theater. It was later renamed **Deware Brothers Funeral Home** and was one of the first funeral chapels on the South Shore. He ran one of the first private ambulance services, Deware Ambulance Service that was one of the first responders to the tragic Coconut Grove Fire in Boston. He was a member of the *Massachusetts Funeral Directors Association, National Funeral Directors Association* and a graduate of the former *Boston School of Anatomy and Embalming* in 1938.



JOE NOLAN of Colorado Springs, CO died July 15, 2011 at the age of 78. He was a longtime Colorado Springs funeral director, certified mortuary service practitioner, certified international funeral director and embalmer and co-owner of the **Nolan Funeral Home**. In 1955, he joined his families firm as a second generation funeral director, purchasing it in 1975. He served as the **Evergreen and Fairview Cemeteries** Historian. He was past president of the *Southern Colorado Funeral Directors Association* for 8 years, served on the board of the *Colorado Funeral Directors Association* and was awarded funeral director of the year for 3 years.

PAUL MURRAY NICHOLLS of Whitesville, WV died July 31, 2011 at the age of 86. He was a funeral director and owner of the **Valley Funeral Home** for over fifty years. He was a graduate of the *Cincinnati College of Mortuary Science*.

CLINTON E. "CLINT" BELL of Genoa City, WI formerly of Richmond died September 2, 2011 at the age of 91. He served as president of the **Richmond Township Cemeteries** from 1996 until 2003. He also served the **Village of Richmond** as a member of the Board of Trustees under eight different village presidents from 1959 until the mid 1980s.

TED JERRY CASHION JR., of Houston, TX died August 13, 2011 at the age of 57. He was a longtime funeral director in Houston for over 30 years. He worked with **Stewart Enterprises and Service Corporation International**, along with several other leading funeral homes in Houston. He first began his career with **Brookside Funeral Home** in the early 1980's. He was a graduate of the *Commonwealth College of Funeral Service*.



BOBBY GENE BENTON of Franklin, VA died August 28, 2011 at the age of 70. He was a licensed funeral director and embalmer for **Wright Funeral Home** in Franklin and Boykins. He previously worked with **Johnson Funeral Home** in Rocky Mount, NC and **James A. Dyal Funeral Home** in Summerville, SC.



ROGER STANTON BERRY SR., of Westlake, OH died August 26, 2011 at the age of 81. He was a funeral director for over 50 years, working with **Busch Funeral Home and Crematory**. In the 1960's, he and his brother purchased **Berry Funeral Home** from his mother, Margaret, owning Cleveland's West Side and Westlake chapel for many years. He was a member of the *Cuyahoga County Funeral Directors Association, Ohio Funeral Directors Association, National Funeral Directors Association* and the *Cleveland Embalmers Association*.

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