

COMMENTARY AND OPINIONS FROM ACROSS THE INDUSTRY

Open Casket – Please!

By Harry VanVliet IV, CFSP
See Page A25

The Millennial Connection

By Lacy Robinson, CFSP
See Page A10

Is There A Need For The “Associate Funeral Director”?

By Howard R. Beckham, Jr. LFD
See Page A14

“This year’s CANA Convention continued in the honored tradition of providing networking and tailored educational opportunities to provide attendees with ideas and solutions to grow their businesses. Designed to offer attendees ways to innovate and initiate changes within their organizations by taking advantage of the industry’s impressive growth, the Convention included educational sessions, networking opportunities and a complete exhibit hall.”

See CANA Convention Brings Industry Together to Lead Innovation on Page A38

“Every day I pass by him I can’t help but smile,” says Greg Lundgren. “It is a very positive and healthy way for me to remember his spirit, and I think he would get a big kick out of it.”

See Lundgren Monuments Showcases Memorial Action Figures in their New Boutique on Page B1



Groundbreaking Ceremony held for the St. James Funeral Home “South Chapel”



(L to R) Phil DeBlasio, Assemblyman Michael J. Fitzpatrick, Brian Capo, Mark Mancini, Kenneth J. Maher, Jr., Kerry J. Maher, Elizabeth M. Maher, Kenneth J. Maher, Suffolk County Legislator Lynne Nowick, Town Clerk Vincent Puleo, and Pastor Tony Stanganelli.

ST. JAMES, NY— On Friday, September 5, 2008 **Kenneth J. and Elizabeth M. Maher**, along with their children, **Kerry J. and Kenneth J., Jr.**, were proud to announce the long-awaited Groundbreaking Ceremony, marking the beginning construction of their new funeral home location, **St. James Funeral Home South Chapel**.

Many family members, friends, contractors, local politicians, chamber businesses gathered at the site on Route 25, Jericho Turnpike. This gathering included the painted gold shovels that Miss Maher had prepared for this day, and the drawing of the new building was prominently displayed.

CONTINUED ON PAGE A16

Lohman’s announce opening of their area’s only Pet Cemetery and Cremation Service

DAYTONA BEACH, FL— **Lohman Cemeteries, Funeral Homes and Cremation** announce the opening on Sunday, September 14, 2008 of **Lohman Pet Cemetery and Cremation**. A public open house was held on Sunday, September 14. There were complimentary gifts and refreshments for all who attended.

The event included a dedication of a beautiful bronze angel statue; over ten feet tall, with a dog and cat by her side.

The open house and ceremony was held at the new Daytona Administration Building recently completed at 1425 Bellevue Ave., Daytona Beach, FL.

Tours of the cemetery and crematory were provided in chap-



The Angelic Pet Memorial Columbarium offers niches for both “Pets and Parents” for side-by-side lifetime remembrances.

oned limousines. The cemetery, located north of **Daytona Memorial Park North** is a completely separate, dedicated cemetery for pets only. The cemetery offers burial spaces for both casketed companions as well as cremated companions. In addition, the cemetery offers columbarium and niche entombment for your faithful friends’ cremated remains.

Lohman Pet Service also offers a variety of cremation packages which include personal transfer of your pet from your home or your veterinary clinic, choice of personalized urn, cremation certificate, and a personalized keepsake.

CONTINUED ON PAGE A2

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

FUNERAL HOME & CEMETERY DIRECTORY

The National Yellow Book of Funeral Directors and the Cemetery Directory have combined! Listings for US and Canadian Funeral Homes, US active Cemeteries, select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers

BUYER’S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER’S GUIDE.

In addition to listing all service/supply companies, the BUYER’S GUIDE also contains listings of firms dealing with Pet Deathcare. Trade Associations, Educational Services and US Daily Newspapers are also included.



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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing

**MARRIEONNA CHARYL
TANICE VALENTINE**



Date of Birth: 10/13/04
Date Missing: 11/13/05
Missing From: Gardena, CA
Age at Disappearance: 1 Yrs
Age Now: 4 Yrs

Sex: Female
Race: Black
Height: 3'0"
Weight: 40 lbs
Hair: Black
Eyes: Brown

Circumstances: Both photos shown are of Marrieonna. She was last seen on November 13, 2005. Marrieonna may be in the company of her non-custodial grandmother. Her nickname is Onna.

Endangered Runaway

PEDRO VALENTIN



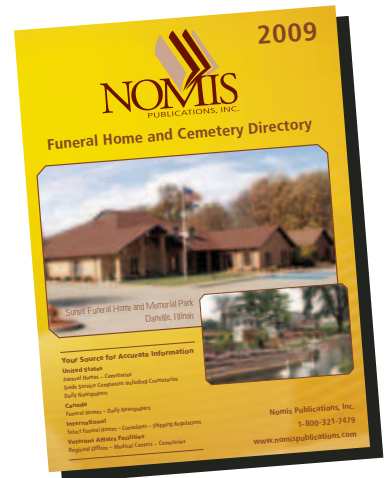
Date of Birth: 9/1/90
Date Missing: 4/18/08
Missing From: Streamwood, IL
Age at Disappearance: 17 Yrs
Age Now: 18 Yrs

Sex: Male
Race: Hispanic
Height: 5'2"
Weight: 130 lbs
Hair: Black
Eyes: Brown

Circumstances: Both photos shown are of Pedro. He has tattoo's on both of his hands.

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

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



TO SUBMIT -

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

SEND TO

2010 FRONT COVER
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Deadline is May 15, 2009
 For more information, call Kim at 800-321-7479
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kim@nomispublications.com



Published Monthly by:
 Nomis Publications, Inc.
 PO Box 5159, Youngstown, OH 44514
 1-800-321-7479 FAX 1-800-321-9040
www.nomispublications.com
info@nomispublications.com

Subscription: United States \$20.00 - Canada/Mexico \$50.00
 Circulation 21,000 per issue. Overseas rates available.
 Deadline for Press Releases: 5th of the Previous month.

Advertising: Display Ad rates sent upon request. Classified and Shipping Directory rates published in each issue. All advertising must be received by the 5th of the previous month.

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NOTICE

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

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ISSN 1526-9620

Funeral Home & Cemetery News Online at www.nomispublications.com
 Feature Articles • Monthly Columns • Classified Ads

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

Lohman's announce opening of Pet Cemetery and Cremation Service

Continued from Front Page

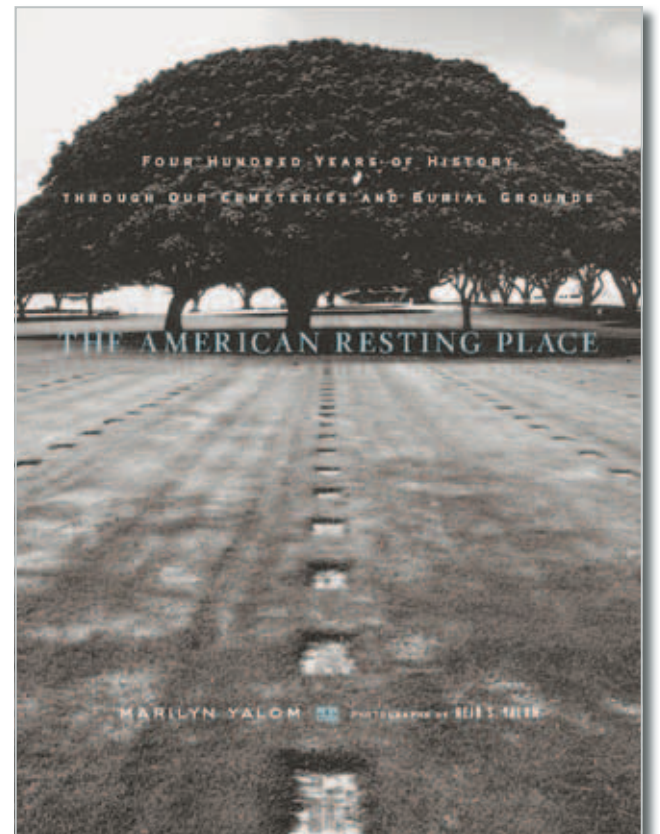
Dr. Michael Burke, DVM, and his staff have encouraged the Lohmans to establish the business. He said there are no other local services in the Daytona Beach area that offer local private cremation and cemetery burials. Dr. Burke knows the Lohmans well. They take their Maine Coon cat, Stretch, into his office twice a week for dialysis.

As pet owners themselves and owners and operators of funeral homes and cemeteries, the Lohmans understand how important it is to properly say goodbye. They encourage and offer families a private family goodbye for their faithful friends. They also offer funeral, memorial, and graveside Services for pets.

Special and unique options include a photo tribute DVD—a digitally formatted collection of treasured photos set to music, personalized memorial folders and keepsake jewelry.

For more information, please contact **Cathy Marsh**, the Pet Care Specialist at 386-257-1170.

The American Resting Place: Four Hundred Years of History through our Cemeteries and Burial Grounds



PALO ALTO, CA— In a sweeping history of America as seen through its gravestones, graveyards, and burial practices, stunningly illustrated with 75 black and white photographs, the acclaimed cultural historian **Marilyn Yalom** illuminates our religious, ethnic, and human history as Americans. Pairing up with the photographer **Reid S. Yalom** to form a mother-son team, Yalom visits each of the hundreds of cemeteries in *The American Resting Place*.

“For several years after my mother's death,” says Yalom, “I kept a cemetery diary of my frequent visits to her grave and took snapshots of various tombstones.

CONTINUED ON PAGE A16

completely new format: YOU shape the program!

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Take the stage, show off your sales presentation skills and receive expert feedback on where you excel and ways you could improve. *Share your techniques and take home fun prizes!*

NEW!

SESSIONS INCLUDE:

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

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

Presenters: Gary O'Sullivan & David Shipper

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

- Specifics on recruiting
- Multicultural advertising
- Multicultural etiquette

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

Presenter: Mark Russell

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

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

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

Presenter: Jeff Gould

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

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

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

Presenter: Elisa Krcilek

USING LISTENING SKILLS TO ENHANCE YOUR CREMATION PRESENTATION

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

DISCOVER YOUR PROSPECTING STYLE

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

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

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

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

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

Presenter: Dan Isard

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

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

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

Presenter: Doug Gober

For full program details and registration information, visit www.wideworldofsales.com

Mahn Funeral Homes sponsors the return of Veterans Traveling Wall to DeSoto

DeSOTO,MO— Daniel T. Mahn, Mahn Funeral Homes, presented and organized the return of the *Vietnam Veterans Traveling Wall*, October 9-12, 2008 for Walther Park in DeSoto, Missouri. A permanent memorial was erected at the wall's last visit in May 2008. Beginning with a Wall Procession, the programming also included meals and events sponsored by local VFW, Amvets, Masons and Knights of Columbus groups. The event was free to the

public, with a special welcome and gathering for all veterans and emergency personnel. The American Veterans Traveling Tribute is an unforgettable exhibit that pays tribute to the men and women who served in the U.S. Armed Forces. The Vietnam War is of major importance to the Tribute and the 4/5 scale replica of the Vietnam Veterans Memorial is its visual centerpiece, standing 8 feet high at the apex and spanning 370 feet.

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The permanent memorial that was dedicated at Walther Park when the Traveling Wall was on display in May.

The purpose of the "Traveling Tribute" is not to glorify wars fought, but to pay homage to those who served their country. To those who gave the ultimate sacrifice, their life, the Tribute insures their memory shall never fade. To the former POWs of all wars, who endured unimaginable hardship and pain in the name of democracy, the Tribute honors their service to our country. To our Prisoners Of War and Missing In Action, who were left behind, the Tribute is dedicated to their memory. To all veterans who made it back, the Tribute simply says... Welcome Home.

The mission of the "Traveling Tribute" is to traverse America, being displayed in as many communities as annual scheduling permits. One of the Tribute's primary functions is to allow people visiting the site to share a common bond of experience. As memory begins to fade on the sacrifices made by those who gave when America asked, a vital component of the Tribute is its educational value for our youth.

A main goal of the Tribute's constant visibility is that it shall serve as a continual reminder of America's veterans' dedication to freedom and that those who served shall not be forgotten. Please visit www.usnationalveteransemergenciespersonnelreunion.com.

Neal-Tarpley Funeral Home purchases three new Eagle Coaches



CLARKSVILLE, TN— Jones Coach Sales of Bowling Green, KY, congratulates Mike Parchman of Neal-Tarpley Funeral Home in Clarksville, TN on the delivery of three new 2008 Eagle Funeral Coaches.



The Gift of Aftercare

By Sherry L. Williams

It is a changing world we live in. Are you changing with it?

Did you know that over 65% of Americans today use the internet for everything from banking to research, making travel arrangements, and purchasing just about anything a person could dream of? In addition, they are on chat lines, dating services and blogging daily. This information comes from a study done in 2004 by the Pew Internet & American Life Project. Since that time, that percentage has only increased.

If you don't have a website, you should. And if you have one, are you doing everything to make it user friendly and draw visitors to it? The internet is another door into your funeral home. What are people seeing when they enter?

Do you have information that lets people know your business philosophy, your mission statement and what you stand for? Do people know the history of your firm and your commitment to the community? Does your website let people know what to expect from you and your staff? What are you going to do for them, how are you going to help them? What services do you provide? Do you have a support group? Do you have a bereavement library? Do you provide any kind of special community programs or seminars? How are you different from the firm down the street?

In addition to virtual tours, you can enhance your website by adding video clips that discuss issues of grief and how to handle the holidays after the death of a loved one. You can add information on grief and coping such as; e-magazines that you can add to your site

or set up a chat room or virtual support group. There are many website developers in this profession that can help you add these types of features to your site. When you do something like this, your site will come up on a Google search when people put in the word grief. This gives you additional exposure.

Your website is one of the most effective ways you can promote your firm in today's market. It can be used to help with making funeral arrangements. You can have your casket showroom on the site. A web site can be used to generate leads for advanced planning as well. You can have a line of memorial gifts, monuments, as well as a memory board or message board.

Your web site is a vital link to your community and those you serve. It is a way to communicate news about your firm, programs and services it provides and provide a way to continue your services beyond the funeral by featuring information on grief and coping.

Above all your website needs to be professional. It could be the first impression a funeral home makes with people in your community. It needs to be dynamic, easy to access and informative. A good web site is almost as good as having another location.

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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 Width: 38 inches
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 Door: 27 inches x 53 inches
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SPECIAL Sale Price \$5,995.00 /EA



TWO BODY ROLL-IN REFRIGERATOR
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Length: 88 inches
 Width: 34 inches
 Height: 75 inches overall
 Door: 24 inches x 53 inches
 Temp: 39 degrees F

Sale Price \$4,895.00 /EA
 Floor with Wood Ramp Additional \$495.00



ECONOMY THREE BODY REFRIGERATOR
CAT NO. 90-0904


Length: 88 inches
 Width: 34 inches
 Height: 75 inches overall
 +8 inches for casters
 Door: 24 inches x 53 inches
 Temp: 38 degrees F

SPECIAL Sale Price \$4,895.00 /EA

Optional Features: Stainless Steel Body Trays and Casters.

Design Features:

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- Includes thermometer, light switch, vapor proof light fixture



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- Stainless steel has a grained finish and all welds match adjoining surfaces.
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STAINLESS STEEL TRAY

CAT NO. 90-0650
 Length: 82 Inches
 Height: 1.5 Inches
 Width: 31 Inches
 Shipping Wt: 95 LBS.
 Design Load: 500 LBS.

CAT NO. 90-0660
 Length: 82 Inches
 Height: 1.5 Inches
 Width: 31 Inches
 Shipping Wt: 110 LBS.
 Design Load: 600 LBS.

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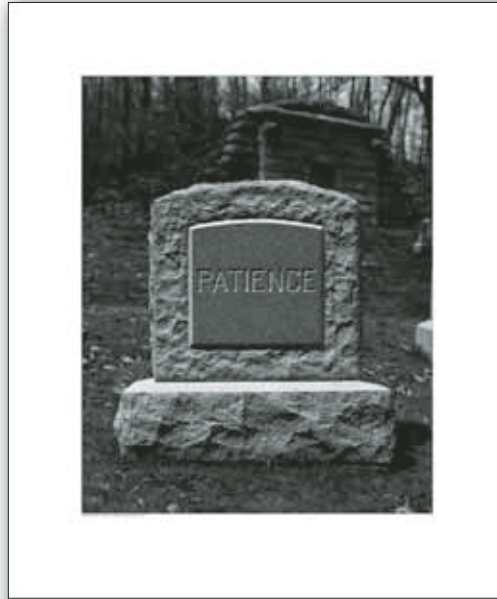
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Exclusive VFMC Providers kick off Stocking Stuffer Initiative

SANIBEL, FL— Mark E. Davis, President and CEO of Veterans & Family Memorial Care, a division of ValMark Memorial Group, Inc., announced that beginning on Veterans Day, November 11, 2008 participating VFMC Providers will kick off the first annual *Stuff-A-Stocking Initiative*.

This community outreach program encourages folks to visit the participating Veterans & Family Memorial Care Provider in their community to pick up a free Christmas stocking, take it home, decorate it, stuff it with Christmas goodies and return it to the funeral home. The funeral home then sends it to the troops abroad in time for Christmas. "The idea is to send our troops overseas a little piece of home and some Christmas Cheer for the holidays," said Mark Davis.

VFMC Providers throughout the country are a special group of premier family owned firms that are dedicated to becoming the "Veterans Choice" in the communities that they serve. They all demonstrate a willingness and commitment to provide benefits and savings to veterans and their spouses beyond those provided by the VA.

The Veterans & Family Memorial Care Brand is a symbol of trust and respect underscored by each Certified VFMC Provider's pledge to demonstrate service beyond their client's expectations.

There are 27 million veterans throughout the U.S. not including spouses. "Every funeral home across the nation has, and will, provide funeral arrangements for veterans. Our challenge is to locate the family owned firms that have the desire to step up and become the Veterans Choice in their community by distinguishing themselves from the other firms. What that means is, giving a little something back," said Mark Davis. All Exclusive VFMC Providers offer a 10% Discount off of services & merchandise to veterans, their spouses and dependent children. In addition a complimentary flag case is presented to the spouse of a deceased veteran that is a VFMC client. "It's our way of honoring those who have proudly served our country." Mr. Davis added. For more information on becoming an Exclusive VFMC Provider visit www.VeteransFuneralHomes.com or call toll free (866) 770-6791.



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Mastering the Art of Small Talk

Many pre-need sales professionals are not comfortable engaging in small talk with prospects and clients. They sometimes feel it is valuable time wasted when they could be talking about their pre-need product offerings. Small talk may seem superficial, but it is a vital component of first-class business and public interaction and its importance should not be underestimated. Those who are at ease conversationally have the real ability to "connect" with others which builds rapport, relationships, confidence, trust and sales. Developing your skills at small talk can be an important step in your professional development and can actually help you get ahead in your career.

A study at the Stanford University School of Business tracked MBAs 10 years after they graduated. The result? Grade point averages had no bearing on their success—but their ability to converse with others did. Being able to effectively connect with others through small talk is an integral part of first impressions and your ability to do it effectively will be a reflection of your interpersonal and

communications skills. Business is about building relationships, whether new or existing, and using small talk deepens those relationships to meaningful.

For some small talk comes easily, and for others it is an intimidating experience. Small talk can be a big challenge, but a little preparation and confidence is all you need. As a skilled small talker you will come across as a more open and friendly person, compared to someone who doesn't say much during social situations. Here are some general guidelines to help aid you in the art of small talk.

Initiating small talk requires an opening line. Not the kind of "line" you might hear in a bar or nightclub, but one that sounds sincere and lets the other person know you're interested in talking with them. Don't open up with a complaint, make sure what you say has a positive spin. A genuine compliment about the other person can be an excellent opener. A comment about a current event can also break the ice, as well as a remark about the event you're at right now.

The real art in small talk comes in how you keep the conversation flowing. Good conversationalists don't monopolize the conversation, they orchestrate it. So ask a question of the other person and really listen to their response. Then elaborate on what they said with comments from your own personal experience and ask another question. Be sure your questions are open-ended and not the type which can be answered with a simple "yes" or "no". No one wants to feel like they're being grilled by a reporter, but your goal should always be this: Be more interested than interesting.

Here are some subjects to avoid: your health, your sex life, gossip, off-color stories. The best topics for conversations are sports, books, theater, movies, food, museums and travel. Contrary to popular belief you should not talk about the weather, especially at a business function. The purpose of small talk is to create a connection with the person you are speaking with. Never underestimate the power of a sincere compliment to get small talk started. Commenting on a woman's shoes or a man's tie is always a good conversation

starter. Good conversationalists are people who keep up with the news and are actively involved in life. They read, have hobbies, take classes, try new restaurants and travel. If you've ever found yourself in a conversation where you didn't have anything interesting to say, it's time to get off the couch and try something new!

The final step in small talk is the ending. A subtle way to signal that you're ready to end the conversation is to break eye contact and look off in another direction. A transition word like "Well..." can also communicate that it's time to stop. If you've truly enjoyed talking with the other person, tell them so. "I've really enjoyed talking with you. I hope we have the chance to talk again soon." Leave a positive final impression with a smile and strong handshake.

Small talk may seem insignificant, but you can gather a lot of helpful information when you talk casually with someone. Practice makes perfect. Practice mastering the art of small talk and your career will soar.

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

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

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

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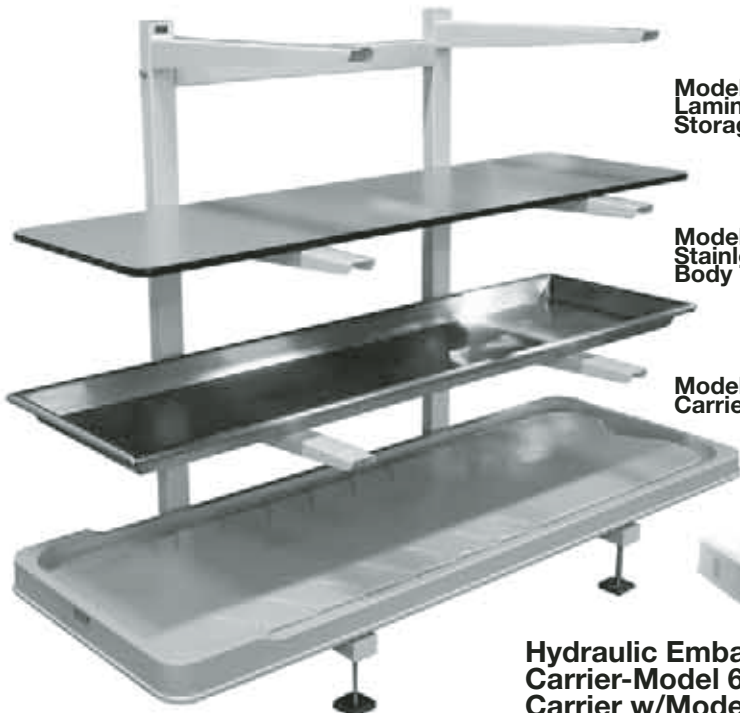
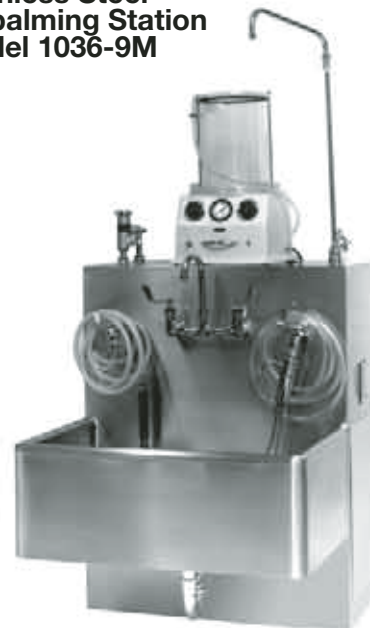
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Funeral Documentary "The Undertaking" wins Emmy Award

BROOKFIELD, WI— On September 22, the National Academy of Television Arts & Sciences announced the winners of the 29th Annual News and Documentary Emmy® Awards. The *PBS FRONTLINE* documentary "The Undertaking" won an Emmy in the "Outstanding Arts & Culture Programming" category.

"The Undertaking" presented a moving, insightful view of funeral service and the important work performed by funeral service professionals every day. The documentary featured

multi-generation, *National Funeral Directors Association*-member (NFDA) firm **Lynch & Sons Funeral Directors**, which operates from several locations in suburban Detroit, MI. More information about "The Undertaking" can be found at www.pbs.org/frontline/undertaking.

"The Undertaking" was produced by *Karen O'Connor* and *Miri Navasky*. *Michael Sullivan* and *David Fanning* served as executive producers on the project. "The Undertaking" beat out three other films to win the Emmy: "What Remains: The Life & Work of Sally Mann" (Cinemax), "Czar Putin" (CNN) and "NY77: The Coolest Year in Hell" (VH1).

"We are very pleased that the creative work of Karen O'Connor and Miri Navasky was honored in such a way," says NFDA Secretary **Patrick Lynch**, of Lynch & Sons Funeral Directors. "More importantly we are grateful to the Verino, King, Kelly and Leonard families for allowing a film crew into their grief in order to better the lives of others. My late father,

Edward Lynch, would be very pleased with the way his profession and the work of his grandsons was portrayed. I am also so proud of my brother **Tom** [Lynch] and the work he has done; His book was the reason *FRONTLINE* Executive Producer David Fanning was inspired to create "The Undertaking."

In conjunction with the premier of this film in October 2007, NFDA developed a comprehensive community-outreach package, which includes a DVD of the *FRONTLINE* episode, a copy of the award-winning book *The Undertaking* by Thomas Lynch, a study guide developed by faculty from the University of Michigan based on these two works, a community presentation that imparts the value of the funeral, and suggestions on how funeral service professionals can best use these tools in their communities. Copies of this package can be ordered through the NFDA Resource Store (www.nfda.org/resources.php) or by calling an NFDA member services representative at 800-228-6332.

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CORRECTION

On Page A2 of the October issue, **Wilkinson-Hatch-Bailey Funeral Home** of Waco, Texas was misspelled. Wilkinson-Hatch-Bailey Funeral Home was one of the firms who submitted to be featured on the front cover of the Funeral Home and Cemetery Directory.

Nomis Publications, Inc. would like to thank again the firms who submitted photos and histories of their firms in hopes of being chosen for the 2009 front cover. Many of the firms shown here will be featured in upcoming issues of the Funeral Home and Cemetery News. To submit your funeral home's photo for the front cover of the 2010 Funeral Home & Cemetery Directory, send information to 2010 Front Cover, Nomis Publications, PO Box 5159, Youngstown, OH 44514.



For Keep Sakes

By Adrienne Kalmes

Portrait Jewelry: from Cameos to Photographic Images in Metal

Though my mother died sixteen years ago, my father is just now distributing some of her treasures. While going through a very old jewelry box, I came across a small silk bag that had been hand embroidered with initials and the year 1842. Inside I found a cameo ring that, I think, belonged to my grandmother's great, great grandmother... seven generations back. (If only such keepsakes could talk!) While the setting is too ornate for my tastes, the cameo itself is carved on a beautiful piece of blush-colored coral. It depicts a young woman with classic French features and attire. Judging from the thinness of the band, I have to think that this ring has been worn by many women in my mother's family. This discovery has done what all keepsakes are supposed to do. It has set me thinking about my mother and all the

women who preceded her through, yes, the centuries.

Cameos are a very old form of both art and jewelry. There are pieces that date back to the 6th century BCE. As jewelry they have been worn by both women and men and as art they can be found on such things as crowns and chalices. In ancient times cameos typically conveyed a moral statement; at other times in history they were used as statements of allegiance. Among wealthier classes, a cameo was a commissioned piece, depicting a living person.

Cameos are typically carved in the thicker parts of sea shells, in lava, though ivories, agates and glass have been used as well. The most fundamental feature of a cameo is a raised (positive) relief image set against a background of a different color. When the carved material and the background material are different, the cameo is referred to as an "assembled" piece. A rarer cameo is one that is carved in a layered agate with the layers of stone creating the foreground and background colors. Modern cameos tend to be carved from photographs into layered agates; dyes are used to create the contrasting colors. Ultrasonic mills are also used today to create pieces that are cameo-like.

Given the expense of cameos at any point in history, another form of portrait jewelry came into fashion during the Victorian era: hand-painted portrait miniatures. Mother-of-pearl, black jet and ivory were the preferred surfaces for these tiny portraits. Such pieces were commonly worn around the neck on a velvet ribbon. Alternatively they were set in a gold twisted or rolled frame and worn as a brooch.

Given the high cost of producing cameos or hand-painted portrait jewelry alternatives exist today which can capture

a moment in time with incredible accuracy. The first are three dimensional casts done in precious metals. With a high quality photograph (one that has a great deal of contrast) these pieces can be truly beautiful. They can be cast for small jewelry pieces or in larger, frameable art. The second type is photo jewelry, where an actual photo is transferred to a jewelry piece. Next month we will consider both of these forms of portrait jewelry.

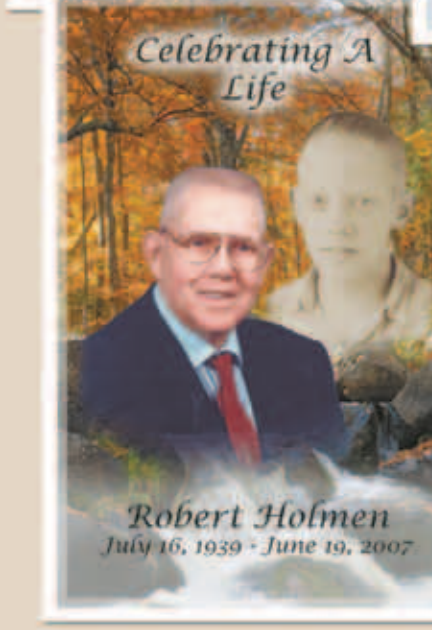
Since 1998 Adrienne Kalmes has directed the sales and marketing efforts of Meadow Hill Company, Inc. The ten-year-old, Chicago-suburban company produces Thumbsies® Fingerprint Keepsakes for more than 3,000 funeral homes across the United States and Canada.

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

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

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

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The Millennial Connection (Part 1)

By Lacy Robinson, CFSP

Desire an employee that will contribute to the growth of your funeral home? Thinking about incorporating technology, but not sure where to start? Want to create a real team setting among employees? Consider placing an ad that reads:

WANTED: MILLENNIAL MORTICIAN

So what's a Millennial Mortician and what can they bring to your firm? To start, Millennials are people between the ages of 19 and 29. They are typically seen "texting," socializing, and networking on a continual basis. Perhaps your child, grandchild or even your neighbor is one. You might already have a Millennial working at the funeral home.

You are blessed if you know a Millennial! I say that with complete sarcasm, because I am a Millennial myself. And

just like all Millennials I believe I can do it all and do it better than anyone.

All kidding aside, I'm a Millennial who has gotten real. I've realized my fellow Millennials have many skills, talents and positive personality traits beneficial to any workplace. I'm also very aware of our weaknesses. So I've got the good news and the not so good news to help you better understand what to expect from a Millennial Mortician.

It's important to know we're extremely goal-oriented and welcome new challenges. However, we've developed distaste for menial tasks. A displeased, irritated facial expression may appear when asking a Millennial to fold 300 memorial folders and vacuum the chapel including in between the pews.

It helps to communicate the value and contribution these responsibilities bring to the overall success of the funeral home.

Millennials have a positive attitude and positive outlook for the future. This is a great quality to have since we're working with families during a very difficult time. And with the business challenges funeral homes face daily, a positive outlook on the future is a good thing! A word of warning, this positive attitude can lead to a level of confidence that underestimates outcomes and downplays complex situations.

I am proud to say we work very well in a team setting. Since making arrangements with families requires being a team player and collaborating this ability comes in handy. The team setting is best because we lack work experience. We make up for this by inviting people's ideas, knowledge and experiences that will challenge our thinking and help us understand a different perspective.

Did I mention while I'm typing this article I'm also emailing and chatting on the phone? It's our tendency for multitasking that drives us to talk, type, eat, develop and think all at once. Why do we multitask? We have a strong desire to produce instant results. Multitasking helps us achieve and manage the very busy lifestyle we've



Lacy Robinson

CONTINUED ON PAGE A17

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Legal Speak

By Atty. Harvey I. Lapin

Sales Taxes on Pre-need Sales?

A client of the author recently inquired about sales taxes on pre-need sales of merchandise. The issue is whether the taxes are payable to the administrative authority at the time of the pre-need sale or when the merchandise is delivered. The answer was very important because the local taxing jurisdiction had increased the sales tax rate substantially. Since many readers may not be familiar with the details of sales taxes, it may be helpful to review the basis for sales and use taxes.

Sales taxes are typically imposed under state laws. It is therefore important that every reader be familiar with their own state law, particularly since some state laws exempt funeral and sometime cemetery merchandise and services from the imposition of the sales tax. Some states have a general standard for exemptions and the law provides that the administrative authority can issue regulations providing the detail items that are included within the standard. Accordingly, it will be necessary to review those regulations to determine the applicability of the tax to particular merchandise and services. It may be necessary to consult with an accountant or lawyer when the law and regulations are not clear. Professional advisors to state industry associations should be requested to provide this information for the benefit of all the members in a state.

A sales tax is normally imposed on a consumer at the time of a sale when the merchandise is provided. Sometimes a sales tax will be imposed on the sale of services and it will be imposed at the time the services are provided. At the time sales taxes were developed, it became evident that if a consumer purchased merchandise in another state that was protected by the Federal Constitution provisions applicable

to "interstate sales," no tax would be paid. Accordingly, most states enacted a complimentary tax called a "use tax." A use tax would be imposed on a consumer that used property in their state that was purchased in another state and no sales tax was paid. Industry sellers that are involved in interstate sales should be familiar with the rules applicable to sales and use taxes to make sure they are properly collecting the taxes and paying it to the proper state or advising their customers of the possibility of a tax being imposed by their own state based on the use.

Since the tax is normally imposed at the time the merchandise and services are provided, the tax should be collected from the consumer paid to the state at that time. When the sale is a pre-need sale, some or all of the sales proceeds are deposited into a trust fund and not distributed to the seller until the merchandise and services are provided. However, the seller should still collect the tax at the time the sale is made and the amount collect for the sales tax should be deposited into the trust. Then when the merchandise and services are provided and the funds withdrawn from the trust, the provider or seller should pay the appropriate sales tax due to the administrative authority. This is the position that was stated in the following applicable portion of a ruling on this subject by the Illinois Department of Revenue:

"When a 'pre-need' contract is entered into allowing customers to pre-select cemetery or other funeral services and merchandise where the customer agrees to pay for cemetery or other funeral merchandise in installments over a period of time and the payments received are placed in trust and not paid to the seller until a certified death certificate, a death maturity form and a certificate of performance is given to the trustee, a sale at retail does not occur until the delivery of the tangible personal property. A retail sale only occurs when there is a transfer of tangible personal property. (See Section 130.201 of this Part.) If multiple items of tangible personal property are subject to the contract, delivery of one item does not trigger the taxability of all items. Only the item delivered is subject to taxation. The tax rate in effect on the date of delivery is the rate that will be applied." 86 IL ADC 130.2130

It should be noted that the Department also stated that the tax rate at the time of delivery is the rate that applies. This means that if the rate goes up between the time of the sale and the time of delivery, then more money than collected will be due to the administrative authority. The author therefore believes it would be prudent to deposit the whole amount collected for the sales tax into a trust even though a state trust law or the

sales tax law allows less than 100 percent of the sales price to be deposited. Hopefully, the earnings on the amount deposited will offset the increase in the tax. Of course if that sales tax law or regulations provide that all of the sales tax proceeds should be deposited into the trust, then that law or regulation should be followed.

Industry pre-need sellers should be aware to the rules that are applicable to their sales as the potential increase of a tax rate could substantially reduce the profits on a pre-need sale that has not been properly funded. The guidelines presented in this article are general and all readers should check with their own professional advisors to determine the specific laws and regulations applicable to their own sales.

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

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

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

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

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



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Drury & Leppert Mortuary Opens in Lebanon, Indiana



Drury & Leppert Center Room View

LEBANON, IN— Drury & Leppert Mortuary celebrated with a grand opening in March to introduce their new funeral home to the Lebanon community.

Associates **Matt Drury** and **John Leppert**, both highly respected and well known in Indiana's professional societies, are personally dedicated to bringing a high level of service to families in this community of 15,000 residents. "A modern concept of service with traditional values" is how they describe their philosophy of caring with dignity and respect.

To establish a new funeral home in Lebanon, Messrs. Drury and Leppert converted an existing structure which had formerly housed a furniture store. During the planning stage, they recognized the benefits to be gained from working with a professional experienced in the unique requirements of preparation rooms. That decision led them to **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists.

A goal for Mr. Drury was to have the kind of preparation room environment that "he would want for his moth-

CONTINUED ON PAGE A20

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Observations

By Steven Palmer



Toxic Thoughts

"Men are not only bad from good motives, but also often good from bad motives"
—G. K. Chesterton

The gauntlet has been thrown.

In this case, instead of the armored knight's glove, this was one is a latex free embalming glove; Thrown down by a representative of an embalming/funeral service company.

James H. Bedino, Chemist/Director of Research for the **Champion Company** has authored a challenge to a duel within funeral service. His article in the *Champion Expanding Encyclopedia* is entitled "Justifying Embalming and Apologizing for Formaldehyde: The Never Ending Disinfection, Preservation, Restoration Debate in the Funeral Industry."

Bedino leads us through, what he believes, are the myths of most current day embalmings. He tells us that "In the embalming trade, even the most comprehensive and modern textbooks dwell on and allude to these archaic justifications and rationalizations for Stone Age formaldehyde embalming." He claims that the textbooks out today are very outdated. "Would you want your surgeon to rely on a 50-year old textbook on surgical procedures of the heart?"

He later invokes, "Unfortunately, it seems the funeral industry is in the dustbin, can't see the way out, and spends all it's time justifying why the dustbin is really not so bad anyhow."

"The disinfection concept is the rationale behind the CDC stance that embalming in no way serves any public safety or health function." Bedino goes on to state that "millions of unembalmed corpses worldwide, in any given year, are safely disposed of by numerous means, without impact on public health or safety and generate no documented outbreaks of disease that endanger society, the mourners, or anyone else."

He asks, "How do you justify archaic formaldathinking 100 year old obsolete embalming procedures, turn of the 19th century undertaking, and still commune with the modern world?"

He answers it by, "It's a pretend game, but you usually get your cake and eat it too—maybe."

So where are we going with this attack on traditional preservation of those we have taken into our care?

Bedino asks, "Is there any justifiable or advantageous results of embalming?" His follow up: "The answer is absolutely yes-you just have to ask the right question in the right way."

In embalming's traditional manner that "generates a carcinogenic and noxious exposure hazard to the embalmer," it also is "an environmental and disposal hazard to society."

"Skip to the chase," Bedino continues, "embalm'em rock hard, create a stone statue that's easy to move around, probably won't go bad and is easy to paint up with greasepaint. Sanitation and safety is trivial, so forget about it and nature lifelike appearance by heavy pancake makeup (tartin' em up?) and dim lighting will be good enough. Not too many advocate restoration

as an end-all-or-be-all, but the arguments are essentially the same—make'em look presentable and everything else will probably work out, besides you can always slam the lid shut if worse comes to worse."

"In spite of what is constantly touted and taught in the funeral industry, embalming is not justified by anything."

The embalming fluid employee begins to show his true hand, by promoting gluteraldehydes, Champion's big Millennium investment, "all desirable results of the embalming process can be reasonably achieved."

The debate will not be viewed by most as formaldehyde vs. gluteraldehyde but embalming/any preservation vs. absolutely no preservation. The public will not understand that this is a company peddling alternative fluids. If Champion is under the false impression that this article will be contained "within the family" they are mistaken; the internet has already taken it to places we wish it had not. This argument has not advanced funeral service into a new "millennium" but has given false fodder to the funeral service consumer groups and the like.

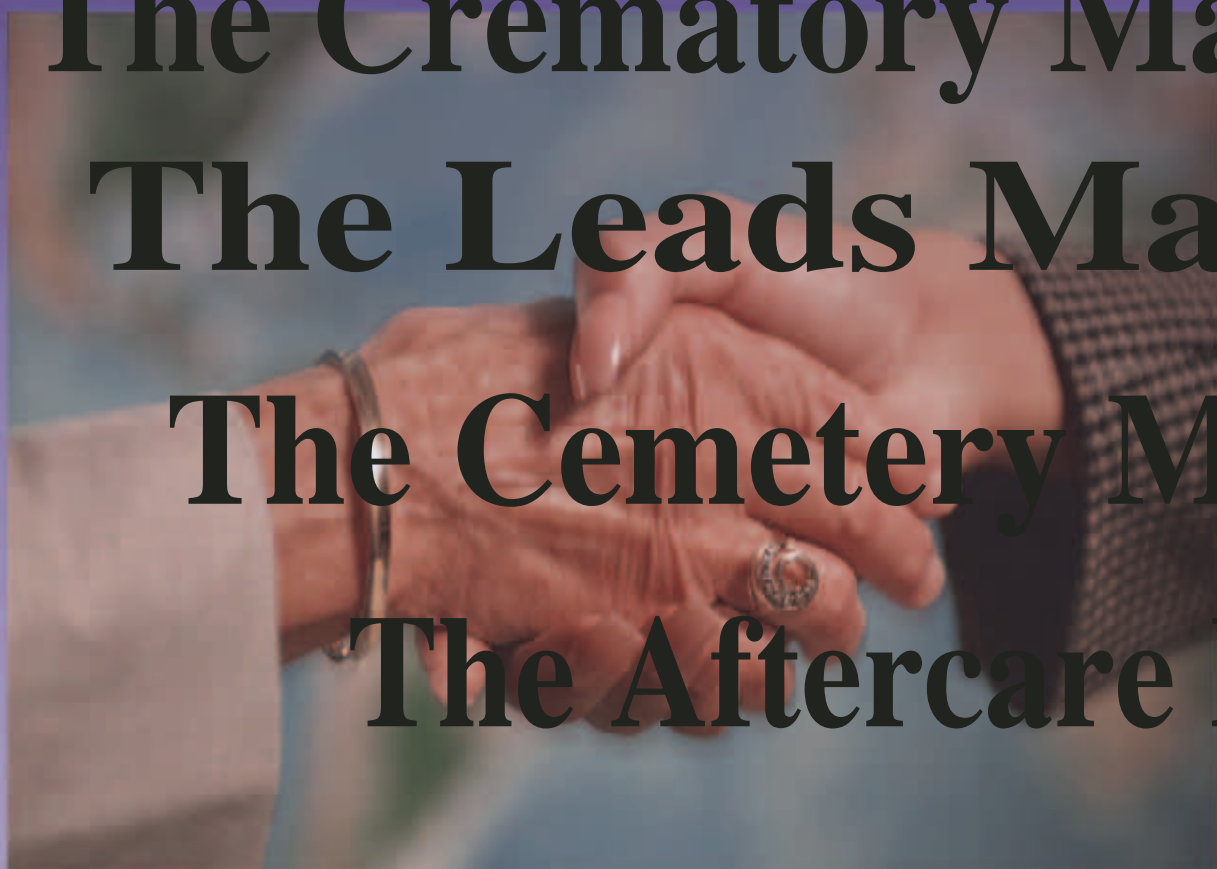
A major supplier of funeral service supply products has kicked the can down the road in the opposite direction that will serve their interests and ours.

"Accuse: to affirm another's guilt or unworth; most commonly as a justification of ourselves for having wronged him."

—Ambrose Bierce

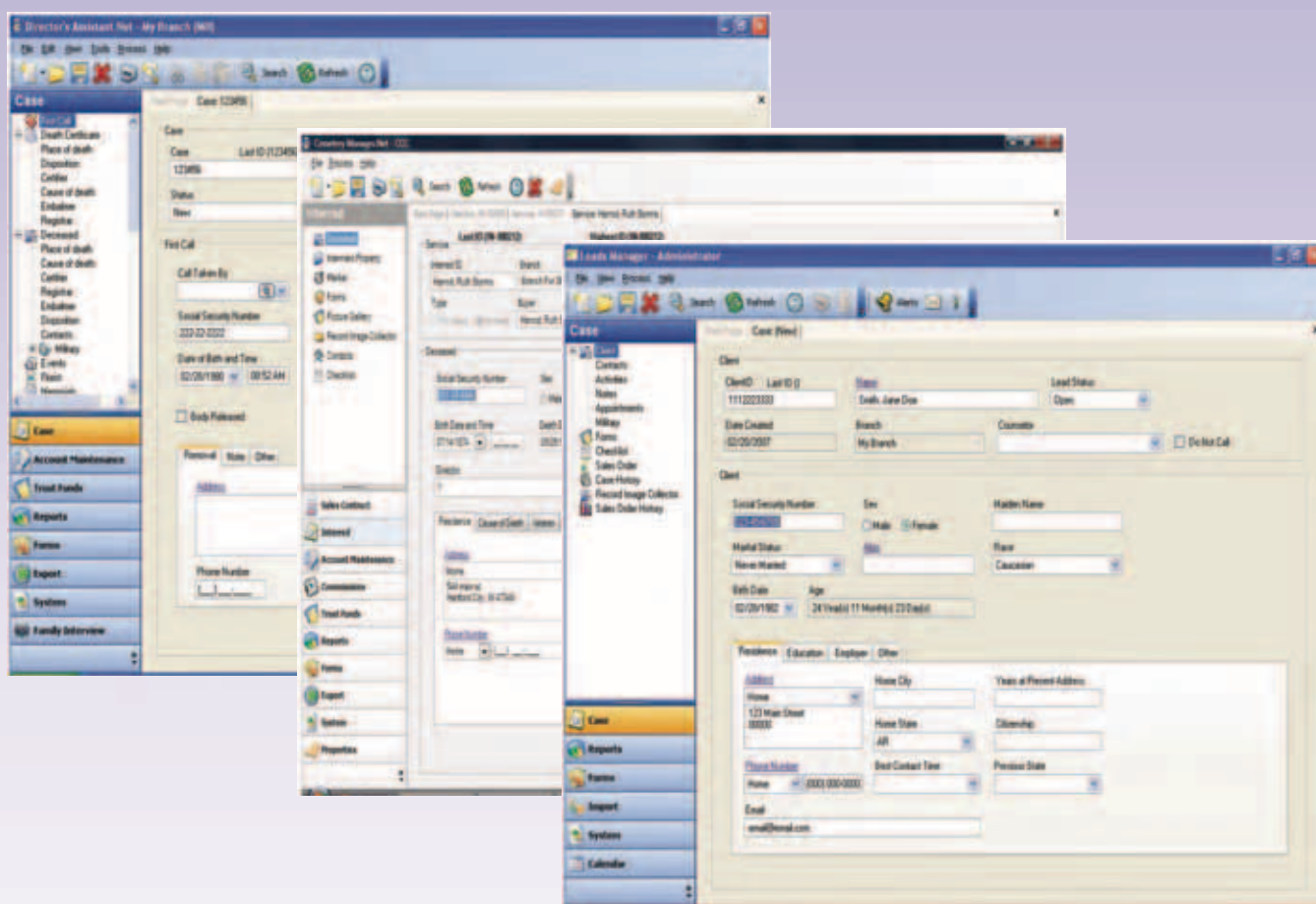
Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. Licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached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

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Is There A Need For The "Associate Funeral Director"?

By Howard R. Beckham, Jr. LFD

Recently the *Florida Funeral Directors Association* has proposed and supported a change in Florida Funeral Law that would create a new category of Licensed Funeral Director called the "Associate Funeral Director."

This proposed legislative change is based on the supposition that there is a shortage of funeral directors in Florida. This is totally false. *No such shortage exists.* What does exist, as in many jobs in most businesses, is a shortage of good people in good paying positions.

At a recent conference attended by funeral directors from every area of the state, not one indicated that they were aware of a shortage of funeral directors. One funeral director did indicate that he might have a position open if the right applicant came along. From such a sampling, it hardly indicates that this drastic change in Florida Funeral Law is warranted.

Then there is the observation that the overall quality of Mortuary School students entering the profession is less

than desired. Frankly if you look at the educational system across the board, there has been a significant decrease in the overall quality of academic achievement in education for some time, and Florida is near the bottom in many categories. Mortuary students represent a cross section of our society. Since there are only perhaps a dozen or so students in a class at a Mortuary School verses the hundreds that are English or Computer Science Majors at a Community College, some people do stand out, for better or worse.

Also, what some people forget is that Mortuary School is the starting point for learning the funeral business inside and out. In today's world, many Mortuary Science students have never worked in a funeral home prior to graduation. The realities of the job may be a surprise to them. As a result, a significant number of Mortuary School graduates are never able to get a job in Funeral Service, and of those that do, many leave within five years. The main reason

they leave is unrealistic expectations, the overall work environment, and the traditionally low pay.

This may not be as unusual as it sounds. In many careers, teaching, nursing, information technology, finance, and so on, many college graduates have never worked in the field they were educated for prior to graduation, and many have unrealistic expectations. In years past, there existed apprenticeships in the funeral business to help in the training of prospective funeral directors. These apprenticeships allowed for individuals to be better acquainted with the funeral business, the many tasks and responsibilities prior to attending Mortuary School, thus allowing individuals to be better prepared for a fulfilling career in funeral service. Such apprenticeship programs still exist for embalmers.

CONTINUED ON PAGE A19

Appleyard's takes delivery of new Eagle Echelon



RICE LAKE, WI— Appleyard's Home for Funerals in Rice Lake, WI took delivery of their new 2008 Eagle Cadillac DTS Echelon Elite Hearse. **Bill Appleyard** and **Jon Tillung** stand next to their new Eagle Echelon in front of Appleyard's Home for Funerals. Their Eagle Echelon included an electric table, Echelon's sky light and white diamond paint. Appleyard's purchased their hearse from **John Baines, Baines Professional Vehicles** in Ramsey, MN.

OSHA Compliance

By Gary Finch



Things You Can and Should Do in an Inspection

- Inspect the inspector's credentials. Examine the inspector's badge and business card to make sure this really is an OSHA inspector.
- The inspector must give you reasonable time to contact senior management or an attorney. If they are local and available, you might even ask them to join you for the inspection.
- Be cautious. Don't give the inspector the kind of tour you would the local garden club or a group of seniors on Career Day. It is not a case of you having something to hide as much as it is you taking advantage of your rights.
- Ask the reason for the inspection. If the inspection was generated by an employee complaint, ask to see a copy of it. This helps you determine the scope of the inspection.
- If the inspector asks to see any documents, have him make the request in writing. Do this even if it is a handwritten note. This helps protect

you from a charge of withholding documents. Never give up original documents. Make two copies. Give the inspector one and keep one for yourself.

- Most important of all, do not let an OSHA inspector roam freely around your workplace. Their right to inspect is limited; however, whatever they see in the course of an inspection is fair game. If the inspector asks to see something that is located in another building, you can choose the most advantageous route to get there. If it will expose less of your working operation to the inspector, choose to walk around the outside of the first building to reach the second building.
- If the inspector takes photographs, ask for copies or take the same photograph with your camera. If you find it difficult to take notes, get a recorder and record everything the inspector says. This alerts the inspector that his words will be examined. It may even shorten the inspection.

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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The Wilbert Foundation Completes Grant Awards for 2007

BROADVIEW, IL— The Wilbert Foundation, in conjunction with its network of licensees throughout North America, announced that it has completed disbursement of grants for the calendar year 2007. Again, the awards have been distributed through pediatric chaplaincy programs. These programs are run by specially trained clergy who offer children spiritual and emotional support and counsel families on religious and ethical issues to help them in making important decisions during this difficult time.

This year's grant funds were distributed to the following programs – Mass-General Hospital for Children, Boston, MA; Blythedale Children's Hospital, Valhalla, NY; Children's National Medical Center, Washington, DC; Akron's Children's Hospital, Akron, OH; Children Hospital of Alabama, Birmingham, AL; Children's Hospital of Michigan, Detroit, MI; Port Huron Hospital, Port Huron, MI; Children's Memorial Hospital, Chicago, IL; Children's Hospital, Seattle, WA; Children's Hospital, Omaha, NE; and University of Texas Medical Branch, Galveston, TX.

Since 2003, more than \$300,000 has been awarded to nurture children and their families back to peace, hope and comfort. In the past, recipient programs have used the grants in a multitude of ways; from providing spiritual and educational literature to hosting memorial services for family members.

"On behalf of Wilbert Funeral Services, Inc. and its network of licensees throughout North America, It is gratifying to again be able to provide pediatric chaplains with these grants," stated **Curt Zamec**, Wilbert Foundation President. "This group of overlooked and underfunded professionals steadfastly and compassionately assists children and their families during this most difficult time."

Formed by **Wilbert Funeral Services, Inc.** (Broadview, IL) in September 2002, the Wilbert Foundation provides critical funds and resources for children and their families coping with the trauma of grief, death or preparation for surgery. For more information about the Wilbert Foundation, please contact Terry Whitlock at 1-888-WILBERT.

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation-related products and services to funeral homes in North America. For more information, please call 1-888-WILBERT or visit www.wilbertinc.com.

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Calvert Funeral Homes takes delivery of new Superior Coach



CLINTON, IL— Alex Calvert of Calvert Funeral Homes in Clinton takes delivery of their new 2008 Superior Cadillac Statesman Funeral Coach, delivered by Joe Molina of Royal Coachworks, Inc. in St. Louis, MO.

Ground broken for the St. James Funeral Home "South Chapel"

Continued from Front Page

Ken Maher stated in his toast at the ceremony, "This has been our dream for my family, and a dream for our community that has been so faithful and committed to us. The love and the respect we have had for over 35 years can now be realized in a new facility for the community. We dedicate this building to the families we serve."

Following prayers of invocation and blessing were offered by Rev. Anthony Stanganelli, Pastor at Sts. Philip and James R.C. Church, to dedicate the land, future building, as well as the people who serve and the families to be served. The first shovels of dirt were dug by The Mahers accompanied by our Suffolk County Legislator Lynne Nowick, Assemblyman Michael J. Fitzpatrick, Town Clerk Vincent Puleo, Phil DeBlasio and Brian Capo of DeBlasio Capo Design Builders, and Mark Mancini of Mancini Architecture. St. James Chamber of Commerce was represented by Ruth and Bill Garthe, Scott Posner, Denise Davis, and Peter Kuhn. The Smithtown Chamber of Commerce was represented by Barbara Franco. The Nassau Suffolk Funeral Directors Association was represented by Martin Kohler, Vice President.

As Kerry Maher said, "Today is bittersweet for us as a family. This has been our dream, a great dream we've had, in addition to our funeral home on Route 25A, North Country Road, to have a bigger funeral home. Unfortunately my sister, the late Aelysche Maher, passed away 11 months ago, and is not here. But her spirit is here, and she is in our hearts! As we start this new venture without her, she will be remembered in every step we build!"

This exciting new venture will be in addition to the original St. James Funeral Home located on Route 25A in St. James since 1961. The Maher Family looks forward to continuing to serve their families with the same high caliber of concerned service at both locations as has been their hallmark for these 43 years.

The American Resting Place

Continued from Page A2

Then I started looking at other cemeteries wherever I traveled. As I observed the various ways different religious and ethnic groups commemorate the dead, I became fascinated with the subject and needed to know more."

The book follows a coast-to-coast, north-to-south trajectory that mirrors historical patterns of American immigration and offers vivid, often poignant, evidence of the lives and deaths of settlers from Europe, Africa, Latin America, Asia, and the South Pacific.

We see: Native American burial mounds in Georgia; Ancient Hawaiian sand dunes; Seventeenth-century Puritan burial grounds in Boston; Quaker and Jewish sites in Newport, RI; Dutch Reformed churchyards in New York; Colonial Protestant cemeteries in Charlestown, NC; Spanish Catholic missions in Texas and California; Nineteenth-century Victorian cemeteries in Philadelphia; Amish and Mennonite sites in Lancaster County, PA; and Consecrated ground for Catholics in New Orleans, St. Louis, and Chicago.

And that is only part of the story. Yalom offers incisive, lively accounts of how epitaphs reveal changing ideas about death and personal identity; who's buried next to whom and why; when and why cemeteries are moved; and how class and gender play out in stone, often in surprising ways. Her intriguing discoveries include: the story of one esteemed 17th-century Bostonian who amassed a thousand pairs of gloves in his funeral-going lifetime; burial rites and unique funerary symbols in today's Native American cultures; and a lost Czech Bavarian community, brought un-

CONTINUED ON PAGE A18

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Stewart Enterprises reports a 12% Increase in Net Earnings for the Third Fiscal Quarter 2008

NEW ORLEANS, LA— Stewart Enterprises, Inc. reported its results for the fiscal quarter ended July 31, 2008.

Thomas J. Crawford, President and Chief Executive Officer, stated, "We are pleased with our third quarter which produced increases in revenue, margin dollars and margin as a percent of sales for both our funeral and cemetery operations. We are very pleased with the dedication of our employees in embracing the 'Best in Class' and continuous improvement initiatives as both are producing positive results. The evidence of our enthusiasm is manifest in the financial results for the quarter where a 2 percent growth in revenue generated a 6 percent increase in gross profit, a 9 percent growth in operating earnings and an increase in pretax earnings from continuing operations of 20 percent. We are providing a solid base for continued growth and are excited for the opportunities we see to further improve the performance of the Company."

Mr. Crawford concluded, "Through the first nine months we have grown our year-to-date pre-tax earnings

from continuing operations by 5 percent and produced strong cash flow of \$52 million. Additionally, we repurchased 6.6 million shares of Stewart Enterprises' common stock for \$48.4 million and returned \$7.1 million to our shareholders through the payment of dividends. We are committed to building a solid platform for growth by further capitalizing on the tremendous opportunities that exist from our 'Best in Class' and continuous improvement initiatives."

The complete report can be found at the company's website www.stewartenterprises.com. 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 221 funeral homes and 139 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a pre-need basis.

Gilead Cemetery elects Officers

HEBRON, CT— The Gilead Cemetery Association has announced new officers for the 2008-09 fiscal year. James L. Derby, Jr. will serve as president. Calvin Fish will serve as vice president, while Robert Warner will continue as treasurer and Maralyn Porter will continue as secretary. The nonprofit association oversees the operation of Gilead Cemetery.

The Millennial Connection

Continued from Page A10

always lived. On the flip side, our sense of urgency may affect the quality of results produced.

The most common characteristic of a Millennial is that we're techno savvy. We're constantly "texting," spend our free time "blogging," downloading music/videos to our iPods and using social networking sites to connect with people. Do we know everything there is to know about technology? Probably not, but we know where to start. While our flair for technology is center stage our desire and ability to resolve a difficult situation is backstage. Compiling an elaborate video tribute is our preferred task over resolving an issue with a co-worker.

So after hearing the good and considering the bad your ad might want to say:

WANTED: MILLENNIAL MORTICIAN

with a connection and passion for the funeral profession, willing to use their Millennial skills and talents to drive innovation and move the growth of our funeral home forward.

Word of caution before placing the ad: Millennials are looking for a mentor in order to learn new skills and gain more knowledge. Understand the time commitment and plan on spending time coaching your Millennial Mortician.

Learn how to create a positive working relationship with your Millennial Mortician next month!

Lacy Robinson, CFSP is a goal-oriented, impatient multitasker who can't seem to pull herself away from creating funeral service groups on Facebook. Lacy is also known as a MILLENNIAL MORTICIAN holding a Kentucky Funeral Director/Embalmer's license. She's the Professional Development Trainer for Aurora Casket Company presenting continuing education programs on the local, state and national level.

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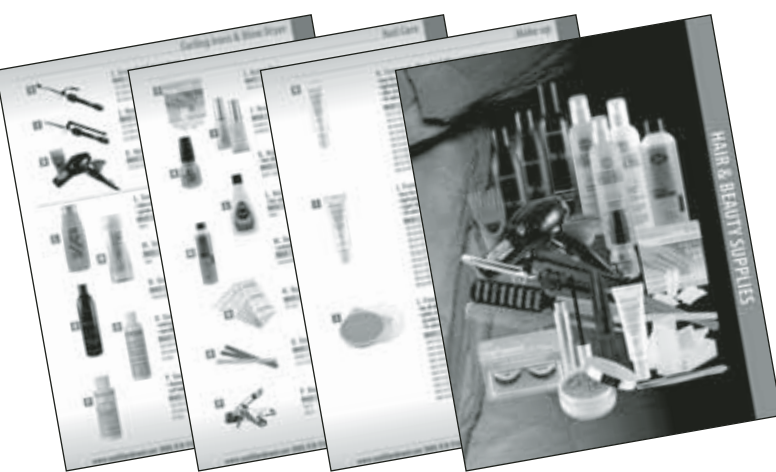
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Marilyn Yalom is the author of the critically acclaimed *Birth of the Chess Queen*, *A History of the Wife*, and *A History of the Breast*. Educated at Wellesley College, the Sorbonne, Harvard, and Johns Hopkins, she was decorated as an Officier des Palmes Académiques

by the French government in 1991. Marilyn has been a professor of French and comparative literature, director of an institute for research on women, a popular speaker on the lecture circuit, and the author of numerous books (translated into 20 languages) and articles on literature and women's history. Married to the psychiatrist Irvin Yalom for fifty years, Marilyn is the mother of four children and the grandmother of five. She lives in Palo

Continued from Page A16

Alto, California. Visit her online at www.myalom.com.

Reid Samuel Yalom is a San Francisco-based photographer and the author of *Colonial Noir: Photographs from Mexico*. He is a graduate of Stanford University. Reid shares his time between commercial and fine-art photography and can be found in a number of galleries and museums nationwide.

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Is There A Need For The "Associate Funeral Director"?

Continued from Page A14

Then there is a point that there is an increase in the number of families that are selecting cremation as a disposition option and are not requesting embalming for the body of their loved one. This would decrease the number of embalmer positions from what was required in previous years.

So then the presumptive point is raised that we will need more individuals who are just funeral directors (and not necessarily embalmers as well). Perhaps this is so.

Furthermore, there is the proposition that there is a number of individuals with Associate Degrees (or higher) who would like to become funeral directors, and who might prove to be good funeral directors if given the chance.

The Florida Legislature in drafting Chapter 497 did make a provision for such individuals to become funeral directors as quoted below:

(The individual applicant to become a funeral director...) "2. Holds an associate degree or higher from a college or university accredited by a regional association of colleges and schools recognized by the United States Department of Education and is a graduate of at least an approved 1-year course in mortuary science approved by the licensing authority.

(e) Submitted proof of completion of a course on communicable diseases approved by the licensing authority.

(2) The licensing authority shall license the applicant as a funeral director if she or he:

(a) Passes an examination on the subjects of the theory and practice of funeral directing, public health and sanitation, and local, state, and federal laws and rules relating to the disposition of dead human bodies; however, there may be approved by rule the use of a national examination, such as the funeral service arts examination prepared by the Conference of Funeral Service Examining Boards, in lieu of part of this examination requirement.

(b) Completes a 1-year internship under a licensed funeral director.

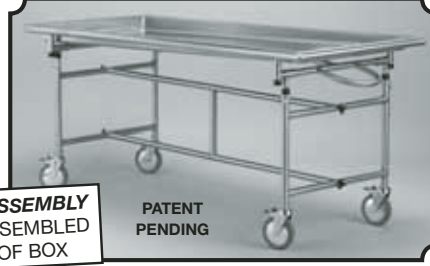
(3) Any applicant who has completed the required 1-year internship and has been approved for examination as a funeral director may qualify for a provisional

CONTINUED ON PAGE A21

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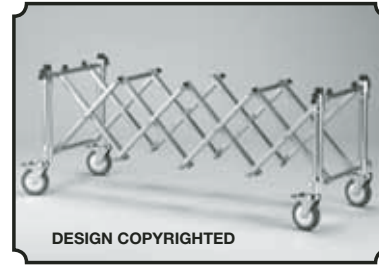
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Marshall's Funeral Homes now offers Webcasting Services to their Client Families

WASHINGTON, DC— Management and staff members of **Marshall's Funeral Homes, Inc.** and **Marshall's Funeral Home of Maryland, Inc.** are pleased to announce that webcasting is now available to their client families. "This cutting-edge technology is an innovative way for us to bring memorial or funeral services to members of the family and the wider circle of friends who are unable to attend in person," says **Dr. Julia P. Marshall**,

CEO and owner of Marshall's Funeral Homes. "Families and friends are scattered—often around the world—and it's at times of grief and loss that their absence is keenly felt by those left behind. It's our goal to help everyone come together to celebrate the life of their loved one, and find comfort."

"Many people haven't heard about webcasting," continued Dr. Marshall. "A webcast is simply a broadcast of the service, distributed over the Internet using streaming technology. It can be viewed live or recorded, and viewed when friends and family wish to view it—sometimes over and over again."

The administration of Marshall's Funeral Homes chose to work with the leader in live event internet broadcasting solutions, **Event By Wire**. Based in half Moon Bay, CA, Event By Wire applies state-of-the-art technology to eliminate location, costs and

personal circumstances as barriers to participating in important life events.

The technology is portable too. "This means that we can take it anywhere; broadcasting services and events held in parks, on golf courses, in churches; wherever the client family wishes the services to be held," added Dr. Marshall. "This is another way to build flexibility into every celebration. No two lives are alike and no two memorial services should be; webcasting allows for the utmost in personalization."

Webcasting is just one more way Marshall's Funeral Homes continue to provide their client families with innovative ways to celebrate the lives of their loved ones. Historically, entire communities came together to honor the life of a loved one, and share their grief. In the 21st century, we're finding family and friends to be scattered across the country, and around the world; effectively preventing them from such a gathering. Through this new webcasting technology expertly supplied by Event By Wire, Marshall's Funeral Homes will unite them once again.

For addition information, contact Marshall's Funeral Homes at 202-723-1250 or 301-736-1616, or visit www.marshallsfuneralhome.com. The dedicated staffs of the Marshall's Funeral Homes have been serving families in the Washington, DC, Maryland and Virginia area for 40 years, and are widely known for their professionalism and deep commitment to excellence. Every family who comes through their doors receives unrivaled, compassionate attention and one high standard of service. They work under the premise that "Service is Friendship in Action."

Drury & Leppert Mortuary Opens in Lebanon, Indiana

Continued from Page A12

er." "We accomplished that goal," he stated, "with our modern embalming room that meets the standards for a 21st century facility."

Among the estimated 1,000 guests at the opening were several funeral directors who were impressed with the preparation room. "Absolutely wonderful," one said, "we would like to have something similar."

Mr. Leppert and Mr. Drury took advantage of DST's Premier Source design package, a service that combines interior architecture and equipment to create OSHA compliant preparation rooms. The flagship offering of the plan is the PrepAir ventilating system, available only through DST. The partners agree that it is most helpful in providing a safe, efficient and comfortable work environment. They also comment on the efficiency of ergonomic flow at the work station.

The room is fully outfitted with custom cabinetry including specialty instrument drawers, biohazard cabinets, soiled linen cabinets, trash compartments and rolling compound carts.

Drury and Leppert are also proud of the other many fine features of their new mortuary. The 4,500-square-foot chapel can accommodate 375 guests and is easily reconfigured for smaller intimate sized rooms. A state-of-the-art audio visual and sound system makes pos-

sible personalized services. The lounge offers families an opportunity to gather in a home-like atmosphere. An arrangement/selection room is also tastefully decorated.

The entire project was designed and constructed on a fast track schedule during a six-month period, from start to finish.

A native of Lebanon, Mr. Drury has an innate desire to serve his community with the highest standards of service. He is currently Chairman of the Indiana State Board of Funeral and Cemetery Service. His long list of civic activities includes the Lebanon Kiwanis Club, Downtown Indianapolis Kiwanis Club, Calvin Prather Masonic Lodge, Scottish Rite of Indiana Valley, Murat Temple Shriners and Boone Chamber of Commerce and Kiwanis Club.

Mr. Leppert is active in Junto of Indianapolis and the Gyro Club of Indianapolis, serving on the Board of Directors in both organizations.

With their associate, **Ron Bartlett**, a long time professional colleague and friend, the firm has a combined total of 95 years experience in funeral service.

Drury & Leppert Mortuary invites you to visit them at 2400 N. Lebanon St. in Lebanon. They can be reached at 765-485-2700. Their website is www.DruryLeppertMortuary.com.

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Let's Chat

By Kristan Dean

help one another find new ways to help their children's hearts heal. More than this, you know that as your guests share their memories and create new traditions, they will realize the ones they miss continue to be a part of their hearts and lives.

Still, I realize there are many of you reading this article who do not reach out to the children who need you. Today I ask you to consider hosting an "art in memory of those we love" party. Choose a theme; it could be holiday decorations, Valentine's Day, Easter, or something as simple as Happy Spring.

Invite your families. Ask your local PTA, hospital, and community organizations to include your invitation in their newsletters. Let your local support group leaders and school guidance counselors be a part of your invitation team.

Take a trip to your craft shop for some paper, glitter, markers, crayons, and paint in bunches of colors. Add some popsicle sticks, cotton for snow and clouds, and maybe some string or ornament holders. Put the materials out on a table, play some music, and let the families create. Then, enjoy listening to your guests share their thoughts knowing that you are a part of the reason they are smiling.

For now, I hope you will join me in thanking Loretta for sharing her ideas. More than that, I hope you will share yours. Please give me a ring at 781-331-5308 or email me at kristan@mooneytunco.com. I can't wait to hear your thoughts.

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.

Today I would like to chat with you about the children in the families you serve and your community. It is true: holidays are "one of the most difficult times" for people who are grieving.

You see how families struggle with the question: how can we celebrate without the one we miss? You understand how people worry about reaching out to those who are grieving for fear that they may do or say something that will add sorrow. Yet I do not know how often our industry looks at these truths from a child's point of view.

What can we do for the children whose time of joy, gifts, and get-togethers has suddenly become one that includes loss and sadness? Can you bring a bit of happiness to their world? Can you help children connect with the memories and relationships they miss? Is there a way you can bring children along with their parents and grandparents together to have some fun and create?

If you are like the **Gardens Funeral Home Crematory** in Fallon, NV, you are doing all of this and more. You know when you bring children and adults together that they will create more than the perfect ornaments in memory of the one who has passed. You realize by opening your funeral home for an hour or two of fun that you will help children realize they are not alone.

Like Loretta, the funeral director at Gardens, you understand that children find comfort when they connect with others who also miss someone they love. You know that parents and grandparents can

Zarzycki Manor Chapels, Ltd. recognizes National Breast Cancer Awareness Month

WILLOW SPRINGS, IL— In conjunction with National Breast Cancer Awareness Month (NBCAM), Zarzycki Manor Chapels, Ltd. held their first *Lunch & Learn Series*. The event was held on October

22 at their Archer Avenue location. The Breast Cancer Network of Strength Organization gave a short presentation on current breast cancer screening and treatment options, as well as their range of services.

A light lunch was provided for this free event.

Since the NBCAM program began in 1985, mammography rates have more than doubled for women age 50 and older and breast cancer deaths have declined.

Is There A Need For The "Associate Funeral Director"?

Continued from Page A19

license to work in a licensed funeral establishment, under the direct supervision of a licensed funeral director for a limited period of 6 months as provided by rule of the licensing authority. The fee for provisional licensure shall be set by rule of the licensing authority but may not exceed \$200. The fee required in this subsection shall be nonrefundable and in addition to the fee required by subsection (1). This provisional license may be renewed no more than one time."¹

In brief, this statute allows anyone with an associate's degree (or higher) to complete one year (generally consisting of 30 academic hours) of mortuary school, pass a course on communicable disease, pass the state (and local, if any) law exam, pass the arts section of the national board, and complete a one year internship under a licensed funeral director and then they are able to become a licensed funeral director. This is a reasonable alternative to the "traditional" two (to four years in some states) mortuary education that is required by most states and allows individuals to more easily become licensed funeral directors.

But for the last few years, a special interest group has been seeking to create a lesser (or watered down) category of funeral directors license in Florida without direct oversight (aka "general supervision") now being called an "Associate Funeral Director." The proposed provision though lengthy, is vague in many areas including its description of educational requirements. It basically proposes that anyone with at least an associate's degree, who takes and passes the Florida State Funeral Law Exam be granted a one time license valid for no more than three years to become an "Associate Funeral Director" with all the responsibilities and privileges to practice as a fully licensed funeral director under the *general* (that is to say indirect) supervision of a licensed funeral director. They would have up to six months to enroll in a course in mortuary science. The number of required hours and specific courses required to be completed is not stated in the proposal, but left up to the licensing authority's discretion. Furthermore, there is

no continuing education requirement.

I can appreciate that there may be degreed individuals who would like to become funeral directors, but who do not want to pay even the most basic price to learn what is really necessary to begin becoming a funeral director. There are many people who would like to become attorneys, doctors, college professors, or firefighters, but lack the commitment to go through the requirements to become qualified.

CONTINUED ON PAGE A26

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

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



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

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Debora M. Kellom, CFSP and Linn Ann Jones Griffin

Debora M. Kellom, CFSP: Missouri funeral director is a shining star and a mover and shaker for education and consumers.

I met Debora when she was working in Orlando more than 18 years ago at the prestigious **Mitchell's Funeral Home** where she played a very important role in the firm. She was active with the *Florida Morticians Association* and I knew right off the bat that she was destined for success in our beloved funeral service profession because she was an excellent embalmer, possessed great people skills and was actively involved in our local and state association.

Debora M. Kellom, CFSP is the current Chief Operations Executive of **Wade Funeral Home**, St. Louis, MO. A native of Apopka, FL, Debora has over 24 years of experience in the funeral service industry. She is a licensed funeral director and embalmer in Florida, Indiana, Illinois and Missouri. She earned her degree in Mortuary Science from *John A. Gupton College of Mortuary Science* in Nashville, TN, in 1984. She has received additional professional training and development from the prestigious Wharton School of Business at the University of Pennsylvania for the completion



Debora M. Kellom, CFSP

of the course in Decision Models for Management in 1999. Additionally, she has attended the Walt Disney Institute Business program where she completed the Leaders Network Meaningful Experiences Leadership Conference in 2005.

Debora has been a presenter at many industry associations and meetings. In April 2004, she was a presenter at the *Professional Women's Conference* of the NFDA on "Creating Meaningful Funeral Experiences." She currently serves on the Communication Committee for the *National Funeral Directors Association*. In October 2005, Debora was elected to the Board of Trustees for the *Funeral Service Foundation*. She has been nationally recognized for her leadership in operations management and her pioneering efforts in personalization of funeral service. She holds memberships in numerous professional associations including the NFDA, NFD&MA, the *Funeral Ethics Association*, the Academy, the 100 BWFS, the ICCFA, and several State Associations.

Ms. Kellom has appeared in several national media forums. She was featured in an article in the November 2001 issue of *Black Enterprise Magazine* for her innovative leadership in the use of technology including a website at Wade Funeral Home. The December 2002 issue of *Jet Magazine* featured an article about Debora's leadership in the area of the personalization of funeral services at Wade. In January 2003, the CBS Evening News with Dan Rather featured Debora in an insightful interview where she introduced the use of themed vignettes in the personalization of funeral services at the funeral home. Later in 2003, Wade Funeral Home was featured on "The Christopher Lowell Show," an

CONTINUED ON PAGE A23



Cremation Issues and Answers

By Ronald Salvatore

Matthews
INTERNATIONAL
CREMATION DIVISION

Causes of Upset Conditions (Part 2)

To avoid creating an upset condition, proper cool-down between cremations is critical. The cool-down period varies depending upon many factors including the design of the cremator, the size of the afterburner chamber, the control system and whether the cremation is the second of the day, third, fourth and so on. The more cremations performed consecutively, the greater the cool-down period that is generally needed.

By allowing sufficient cool-down, you reduce the amount of heat stored in the refractory lining so once the next cremation starts and the charge releases its heat, temperatures will not exceed the design of the cremator. Think about a drinking glass. If you pour more water into a glass than it can hold, the water will overflow. This is similar to what happens when the refractory lining has absorbed all the heat it can then more heat is added from the next cremation. Remember, refractory acts like a sponge absorbing energy (heat). The heat stored in the refractory combined with the heat from the next cremation can quickly overheat the cremator creating a smoke problem.

Other common operator errors are the improper cremation of large/obese bodies and cremations with wood caskets. In both cases, there is a tremendous amount of heat available and care must be taken to avoid releasing the heat too quickly. Proper procedures for cremating these cases have been addressed in previous columns, but the operator must remember to perform these cremations in a cold unit and operate the cremator in a manual not automatic mode. For the cremation of a

large/obese body, the case should also be loaded head first. This places the torso, which is generally the fattest part of the body, farther away from the flame of the main burner slowing the cremation of the body and the release of heat. The operator should contact their equipment manufacturer if they are unsure of the specific procedures for handling these cremations.

The properly trained operator knows what types of containers are and are not suitable for cremation. Containers made of plastic, fiberglass or similar materials cannot be safely cremated and must be refused. The amount of heat generated from these materials will overheat the cremator and may cause damage. The operator should also inspect each casket and remove (if allowed to do so and if stated on the authorization form) any plastic, vinyl, zinc, or pot metal. Failure to do so can result in smoke problems and premature wear of the refractory.

A cremation performed with a disaster pouch poses a unique problem for crematory personnel as the body cannot be removed from the pouch and because it is difficult to prevent smoke from occurring. It is recommended to follow the same procedures as cremating an obese case when performing cremations in pouches. Another option is to perform this cremation at night where the smoke may be less noticeable.

Most causes of upset conditions are the result of improper operation of the cremator. Proper maintenance though also plays a part and this will be discussed in next month's column.

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

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.

**Women of Distinction:
Debra M. Kellom, CFSP and
Linn Ann Jones Griffin**

Continued from Page A22

interior and design show that wanted to talk about the funeral industry. She was chosen to represent the funeral industry for a 30 minute TV documentary about the show Six Feet Under entitled "Life and Loss: The Impact of Six Feet Under."

Debra Kellom knows the importance of being involved. "My daughter is a blessing to me so I know the importance of setting a good example. It is a value that I learned early from my family," states Debra.

Debra is a visionary and a great role model for women entering the profession. She is a trailblazer and continues to be the first in many areas of funeral service.

**Mrs. Linn Ann Jones Griffin is
Florida's 2008 Woman of Distinction**

Linn Ann Jones Griffin is passionate about a life of service, not only in business, but also within the church and the community at large. This greatly influences her to serve in her own special way. She is committed to enhancing business, church, education and scholarship, and the community at large in the best ways possible.

She serves well in funeral service. A highly successful businesswoman, she is a managing co-owner of **Strong and Jones Funeral Home** of Tallahassee, FL and a licensed funeral director, as well as embalmer. She also gives comfort, helpful suggestions, and quality service to the bereaved. By employing a large contingency of women in her business, she promotes womanhood while also providing needed employment within her community.



Linn Ann Jones Griffin

In memory of her mother, **Inez Stevens Jones**, a co-founder of the funeral home, she provides an Annual Funeral Service Scholarship through the 100 Black Women of Funeral Service to a woman seeking a career in mortuary science. She also finds time for interfacing with Big Bend, state and national funeral professional organizations. She was instrumental in the founding of the *Florida District V Ladies Auxiliary* within the *Florida Morticians Association*.

Mrs. Griffin is a positive role model, especially in a traditionally male dominated industry. By using her financial and spiritual resources, she makes life better and inspires others to give of themselves. She also makes time for her wonderful family of three handsome and talented sons, a daughter-in-law and two grandchildren who she adores, while juggling home, work and community service. Her deportment, benevolence and involvement are evidence of her positive role

CONTINUED ON PAGE A28

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Service Corporation International withdraws Proposal for Stewart Enterprises

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), which owns and operates funeral service locations and cemeteries, announced on October 7, 2008 that it has furnished on Form 8-K with the U.S. Securities and Exchange Commission the following letter. The attached letter has been sent to **Stewart Enterprises** and withdraws previous proposal of \$11 per share for the reasons discussed within the letter.

October 7, 2008

Mr. Thomas J. Crawford
President & CEO
Stewart Enterprises, Inc.
1333 S. Clearview Parkway
Jefferson, LA 70121

Re: Recent Communications Between Stewart Enterprises, Inc. ("Stewart") and Service Corporation International ("SCI")

Dear Tom:

As you know, and as our advisors have discussed, Stewart's three pre-conditions to negotiation of a transaction with SCI are unacceptable to SCI. SCI cannot agree to accept all financing risk of a transaction (in other words, "hell or high water" on financ-

ing), accept all regulatory risk on antitrust clearance and, in addition, increase its \$11/share proposal.

Therefore, SCI hereby withdraws its previous proposal of \$11 per share.

Sincerely,
Thomas L. Ryan

cc: Board of Directors of Stewart

Stewart is surprised by Abrupt Withdrawal of SCI Proposal; Believes Credit Market Deterioration was Key Factor to Decision

JEFFERSON, LA— **Stewart Enterprises, Inc.** announced on October 7, 2008 that it was surprised and disappointed by the unexpected withdrawal, as indicated in the letter from **Service Corporation International** ("SCI") to Stewart on October 7, 2008, of the previous proposal made to acquire Stewart for \$11 per share (the "Proposal"). In September 2008, after Stewart's Board of Directors and independent committee consulted with its financial and legal advisors regarding the Proposal, Stewart's Board determined to explore, among others, the opportunity presented by the Proposal and to share information with SCI pursuant to a confidentiality agreement between the parties. The following letter has been sent to SCI.

October 7, 2008

Thomas L. Ryan
President and Chief Executive Officer
Service Corporation International
1929 Allen Parkway
Houston, TX 77019

Dear Tom:

We were surprised and disappointed by the timing and content of your letter.

Your letter comes at a time when we had finished preparing the due diligence information you requested and we were awaiting the mark-up of the confidentiality agreement.

We disagree with how you characterize the current state of our discussions in a number of ways. Throughout our discussions you had consistently communicated to us that you were prepared to consider increasing your offer after receipt of limited due diligence information, that you were comfortable with the anti-trust regulatory risk and that your ability to deliver financing was key to the transaction.

It is disappointing that you are publicly attempting to characterize us as unreasonable when the only thing that seems to have changed since our initial discussions is the state of the financing markets. It has now become apparent to us that either your level of commitment to this transaction or your ability to consummate this transaction is not what it once was. Our Board will continue to assess all of our alternatives to maximize shareholder value and also remains open to an appropriate dialogue with SCI with respect to a transaction.

Sincerely,
Thomas J. Crawford

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 221 funeral homes and 139 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.

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

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Prelude to the Science of Embalming (Part 39)

By John A. Chew

When an embalmer examines the literature as it relates to cavity treatment of the dead human body, he/she finds little has changed. It is the decision of the embalmer as to when it is appropriate to aspirate a specific cavity during or following arterial injection.

In routine embalming, aspiration is done following the arterial injection. The decision of the length of time to wait after arterial treatment and before aspiration is optional and varies due to the body's condition or the embalmer's preference, experience and training. My preference is six to twelve hours to allow fixation of the tissue (walls of the hollow organs).

Special emphasis should be placed on all visual observations of possible purge and/or distention prior to or during the injection. This is of paramount importance. Usually there are telltale signs of potential physiological and/or pathological changes during the agonal period.

In actuality, cavity embalming has been considered the simplest type of embalming throughout history. The cavities, in themselves, are sterile in nature and lined with serous membrane which produces sterile lubricating fluids (pleural, peritoneal and pericardial)

If the integrity of the cavities is maintained, aspiration may not be immediately necessary if adequate preservative chemical is retained within the tissue. As previously mentioned, each body is physically and chemically different and preservation procedures vary as to application

The initial visual pre-examination is essential to the step-up methodology of preservation. In many instances some purges only indicate regurgitation of gastric content during the agonal period (period prior to death). This purge may be clear, foamy, milky, brown (coffee grounds) or a combination of digested food with a sour odor.

Purge in itself is not a cause for early cavity treatment prior to or during the arterial injection. To determine the extent of the purge, the body should be rolled on its side with the head over the side of the table to allow drainage of the excess purge material into a basin. Use a nasal aspirator to remove the purged material from the nasal passage, oral cavity and throat. Following the cleaning and disinfection of the oral cavity the vestibule should be dried and coated with Vaseline to control dehydration of the lips and surrounding area.

The extent of the cavity treatment may not be determined until the actual arterial injection has been completed. Arterial injection should continued using a low pressure and constant rate of flow of one gallon every ten minutes. The only difference is the continued step-up concentration of preservative.

Part of the initial triple base pre-injection is to inactivate most of the potential putrefactive microbes with the remaining inactivated by the arterial preservative as it combines with the matrix protein. It is important that that we understand that there are anaerobic spore formers and capsulated micro organisms that resist the bio-chemical interaction.

Prelude Forty will continue to deal with the basics of the pro's and con's of aspiration and injection of the body cavities.

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.

Open Casket – Please!

By Harry VanVliet IV, CFSP

In the 1972 movie the *The Godfather*, an undertaker is asked to repay an earlier favor by offering “service” to Don Corleone, who says, “I want you to use all your powers and all your skills. I don’t want his mother to see him this way.” The undertaker now has the task of preparing and restoring Sonny’s bullet-riddled remains so that his mother can see him, (and not see what death has done to him).

As embalmers, we may often face a case that may seem impossible to restore for viewing due to trauma or disease. I truly believe that when a funeral director is called upon to serve a family, it is an expectation of that family that we will utilize all of our skill to the best of our ability when asked to prepare their loved one. As skilled embalmers, we are expected to present a well embalmed body to the family for that one last opportunity to be with their loved one. Convincing a family that a closed-casket may be advisable could appear as the easy path to take for one who is maybe pressed for time or lacking confidence in the prep room. Caring embalmers and funeral directors know how critical quality embalming is for their families, and in turn, their business. This is a true calling.

The funeral home I am associated with, the **Joseph V. Leahy Funeral Home** in Kingston, NY, is consistently praised for our quality embalming. This appreciation is reflected by the number of returning families, and drives our passion for this calling. Our firm annually serves over 210 families between two licensed directors/embalmers. This number of cases provides an opportunity for me to experience embalming a wide range of not only “straight,” but challenging and difficult cases.

The following is a recent challenging case which was expected by family and friends of the decedent to be a closed casket visitation. This case was considered as “severe” in category but, we took the time required and used all of our “embalming skills” to the best of our ability to meet the family’s wishes.

On Sunday night June 29, 2008 as fireworks exploded an array of brilliant colors in the sky, a 38-year old spectator left his family for a walk down a dirt path. He never returned, which prompted a frantic search by family, friends and the city police. After almost two days, the victim’s 11-year old nephew found him dead at the bottom of a 20-foot cliff. It is believed that the victim was unaware that the path he took was near the edge of the cliff. The family immediately called the Joseph V. Leahy Funeral Home. During the arrangement conference it was learned that the 11-year old nephew found the victim’s body being attacked by several large birds. In an act of attempted rescue, the young man hurled large rocks at the birds, instead striking his uncle, which further trau-

matized the boy. As with most sudden, unexpected deaths, the need and passionate desire for this family to see their loved one was paramount. The victim’s wife pleaded with funeral home owner/funeral director **Bernie Gray** to do everything he could to provide an open-casket viewing for the immediate family.

During the arrangement conference, Bernie dispatched me to the hospital morgue for an initial assessment of the victim’s condition. While still at the morgue, I called Bernie to inform him that this case will certainly be a challenging one. I believe that challenging cases such as this provide a unique opportunity for embalmers to enhance their skills, and consequently enhance their confidence in the preparation room. Equally important outside of the preparation room is continuing education and frequent review of embalming resources written by peer embalmers.

On Thursday, July 3, I transferred the autopsied victim to the funeral home for preparation, with the goal of achieving an

CONTINUED ON PAGE A28



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Carriage Services announces Executive Management Changes

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) announced a series of senior management changes as follows:

- Senior Vice President and Chief Financial Officer - **Terry Sanford**, who has been with Carriage for twelve years, has been promoted to Senior Vice President and Chief Financial Officer and will retain his position as Chief Accounting Officer.
- Senior Vice President and Chief Operating Officer - **Jay Dodds**, who has been with Carriage for fourteen years, has been promoted to Senior Vice President and Chief Operating Officer.
- Senior Vice President and General Counsel - **Brad Green**, who has been with Carriage for two years, has been promoted to Senior Vice President and General Counsel.

Melvin C. Payne, Chairman and Chief Executive Officer, stated, "Terry Sanford has proven himself with Carriage as Chief Accounting Officer and will now be working with me on financing our future growth and allocating our capital in ways that will maximize shareholder value. Jay is a seasoned and highly respected operational leader who knows our entire portfolio well and is committed to continued improvement in the execution of our Standards Operating and 4E Leadership Models. I will step away from the day to day operations and focus more of my time on growth strategies, especially acquisitions."

"Brad Green has been an impact player with our company in the last two years in many ways beyond his role as General Counsel and will be working closely with me on our human resources, training, leadership and growth strategies," added Payne.

"**Skip Klug**, Senior Vice President and Chief Information Officer, and **Kevin Musico**, Vice President - Strategic Development, round out our Executive Team. These senior management changes position Carriage well for what we believe will be numerous opportunities for growth, as consolidation of our industry is expected to accelerate over the next few years."

Carriage Services is a leading provider of death care services and products. As of September 16, 2008, Carriage operates 136 funeral homes in 25 states and 32 cemeteries in 11 states.

Mount Auburn Cemetery appoints new President and CEO

CAMBRIDGE, MA— The Mount Auburn Cemetery has appointed a new president and chief executive officer, cemetery officials announced. **David P. Barnett** of Boxborough, MA was given the position after a nationwide, year-long search. He has worked at the cemetery for more than 15 years and most recently served as the executive vice president and then acting president after the retirement of the last president, according to a statement from the cemetery officials. The 175-acre cemetery is across the Charles River from Boston. It is a National Historic Landmark.

Is There A Need For The "Associate Funeral Director"?

Continued from Page A21

As stated Florida Funeral Directors Association Executive Director, Leigh Ann Bradley, "Being a funeral director is a huge responsibility. As a funeral director you are charged with making arrangements for one's final resting place and helping their families cope with what is usually a tearful time in their lives. *Not just anyone is capable of handling this tremendous responsibility. This job takes special consideration and in-depth knowledge of the profession to provide families with these necessary services. Without the funeral director profession, people would not have an appropriate burial/cremation and many families would not be able to grieve properly. Because of you and what you do, end of life arrangements are done with dignity and respect.*"

"Be proud of what you do and teach those coming into the profession to be caring as you are with your families. *Don't let young funeral directors learn the profession by simply going through the motions. Teach them the art of being sympathetic to the families they serve and understanding the emotions they are going through. Up and coming funeral directors are carrying on the torch and representing the profession positively with mentors such as yourself so take that extra time with them.*" (Italics added for emphasis)

As it stands right now, what the FFDA backed "Associate Funeral Director" proposal is promoting is the licensing of under trained, often inexperienced, and poorly supervised individuals to be placed into the breach to be represented to the unsuspecting public as fully qualified funeral directors. In an even worse case scenario, some funeral homes may hire individuals to be "Associate Funeral Directors" who could actually be commissioned salespeople hired to work in their pre-need departments as well as in the normal funeral directors role using their title to prey on the emotions of families in order to persuade them to spend more than the family needs or what they can afford in order to honor their loved one. Something similar to this has been happening in many funeral homes across Florida for years, particularly with those that are owned by out of state entities. From personal experience, I have seen the funeral director and a commissioned "at need (sales) counselor" enter the arrangement room to meet with families as part of standard procedure. This is not an optimal "win-win" situation. For the state to further sanction this situation of abuse by the creation of the "Associate Funeral Director" would be a disgrace.

Currently, individuals who are Licensed Funeral Directors have had to demonstrate a commitment of their time, talents, and treasure to become funeral directors. Most see it as a sacred trust to assist families through some of their darkest hours. Most are honest, true, and strive to serve each and every family as best they possibly can. Sure we are all in business to make a living, but we should always be thinking of "win-win" with every family we serve. As Florida Funeral Director Association Executive Director Bradley said in a description of the funeral director that assisted her family when her grandfather died, "I didn't think of him as the funeral director but a family friend."³

Is there room for change and reform in the licensure of funeral directors in Florida? There is, but only if it will lead to an overall improvement in the level of service provided by the funeral director and protection from the possibility of abuse of the families they serve. If someone already has the educational prerequisite (such an Associate's Degree or higher) there should be a fast track for them to become a funeral director. There needs to be reasonable and specific educational requirements. I believe that an apprenticeship program, along the lines as put forth for the embalmer license program would be

CONTINUED ON PAGE A27

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Is There A Need For The "Associate Funeral Director"?

Continued from Page A26

a reasonable pattern to follow. Chapter 497 indicates thirty hours of Mortuary Science education is a reasonable requirement, as well as a one year internship under direct supervision. The three year time period certainly would allow more than adequate time to complete the task. During this time, prior to completion of the program, they would be able to perform all the tasks and have all the responsibilities an intern funeral director has. Of course, the applicant would need to pass the Florida State Funeral Law exam as well as the Arts section of the National Board. Once the requirements were successfully completed, they could apply to become Licensed Funeral Directors.

As it stands now, I urge all funeral directors from across Florida to oppose the current proposal concerning the creation of the "Associate Funeral Director." They should contact the Independent Funeral Directors Association, the Florida Funeral Directors Association, and most importantly your State Representative, Senators, and Governor Crist's office to voice their concern and opposition to this weakening of Florida Funeral Law.

¹ Florida Title XXXIII Chapter 497.373 section 2.

² Leigh Ann Bradley, Executive Director of the FFDA "Recognizing the Importance of Your Profession Encourages Excellence" in Florida Funeral Director magazine July 2008 edition page 10

³ *ibid.*

Howard R. Beckham, Jr. is a Licensed Funeral Director and Embalmer in Florida. He has an AA and an AAS from Florida Community College at Jacksonville, a BS in Political Science from the University of North Florida with additional course work in business management and health care administration. He is currently serving as the District II Representative on the Board of Directors of the Independent Funeral Directors of Florida. He can be reached at hrbeckham@aol.com.



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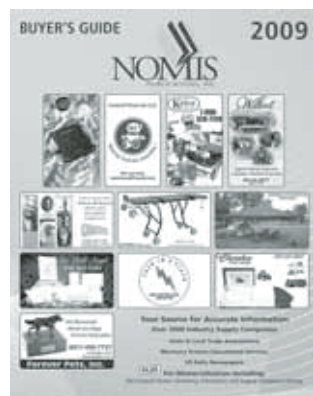
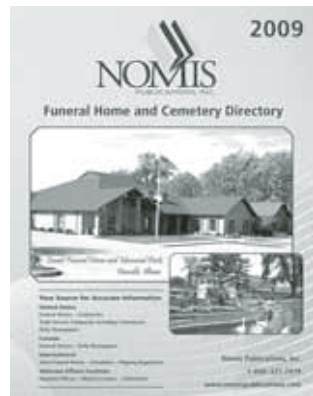
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Women of Distinction: Debora M. Kellom, CFSP and Linn Ann Jones Griffin

Continued from Page A23

and mentorship across community, state and national lines.

"Committed" best describes this woman. This energetic lady is committed to business, education, expanding opportunities for women, spreading her generosity so as to share the joys of living, and to a life of service to the community. The way Linn Ann invests her life in the lives of her community and elsewhere is fan-

tastically extraordinary. Moreover, her dedication to advancing the status of women through employment and scholarship is most commendable. This community trustee and business woman commits her time, talent, and treasures primarily to the betterment of the Tallahassee community, in addition to broadening her efforts at state and national levels. She definitely has made a difference. Her

civic commitment, business success, and ethics are worthy to be emulated. Indeed Linn Ann

Jones Griffin is a "Woman Making Magic" and a "Trailblazer in the State of Florida."

Open Casket - Please!

Continued from Page A25

open-casket viewing. As I began the preparation, I realized that an extensive amount of time would be a critical element in meeting my goal. Although time-consuming, thoroughly washing the body and carefully removing the maggots which infested the victim's body was the first order of preparation. Setting the features and treating the external trauma with a cauterant was next. For injection of this traumatized and autopsied body, I relied on a waterless, high index arterial solution containing water and vessel conditioners and humectants. The solutions also contained a reliable chemical to arrest and control any tissue-gas (as should be expected in every case like this).

I have learned that occasionally walking out of the prep room environment for a break will often refresh your mind and relax any frustrations. After over six hours of preparation, and frequent "walk-away" periods, it was time to assess my results and go home to rest. I knew that tomorrow would require several hours for dressing, casketing and cosmetizing. The following morning, I went straight into the preparation room and to my relief the victim presented a dry and firm result, with minimal darkening of the tissues. With the help of funeral home staff, we dressed and casketed the victim. Again relying on reputable mortuary products, I applied surface wax, toning sprays and various amounts of blended cosmetics to the face and hands. After applying cosmetics and tedious fine tuning, it was time to step back and take that deep breath. I felt confident that at his wife and son would at least have a short opportunity to say goodbye to him one last time.

On that Friday afternoon, I escorted the victim's wife, brother-in-law, and young son slowly to the open casket. I began to quietly exhale as they turned to me and insisted that the casket remain open throughout the entire day of calling hours. The casket remained open for the 200+ visitors, and for the next morning's funeral service assembly. Family and friends of the victim who were aware of the traumatic circumstances surrounding the death of this young man were convinced that a closed casket would be expected. However, upon their arrival for calling hours, visitors were visibly stunned to see otherwise. Positive and comforting comments from visitors were heard by staff throughout the entire day, and subsequently within the community. Most important was that the victim's wife and son were provided an extended opportunity to say goodbye while surrounded by friends and family. I was later informed by the family that the 11-year old nephew, who threw the rocks at the birds attacking his uncle, got to see that he didn't "hurt" his uncle with the rocks. The wife wrote in a card to the funeral home staff, "He was viewed the way he would have wanted, I cannot say enough." Their genuine appreciation bestowed upon the Leahy Funeral Home staff will continue to have a lasting effect on all of us. It is a true calling.

Harry VanVliet IV, CFSP retired in 2007 as Captain of Police Services, Ulster Co. Sheriff's Office, NY after 30-years of service and is a NYS Licensed Funeral Director/Embalmer with the Joseph V. Leahy Funeral Home, Inc., Kingston, NY www.jvleahyfh.com. He is also a member of the American Society of Embalmers and is a Certified Funeral Service Practitioner. He may be reached by email at: harry@jvleahyfh.com.

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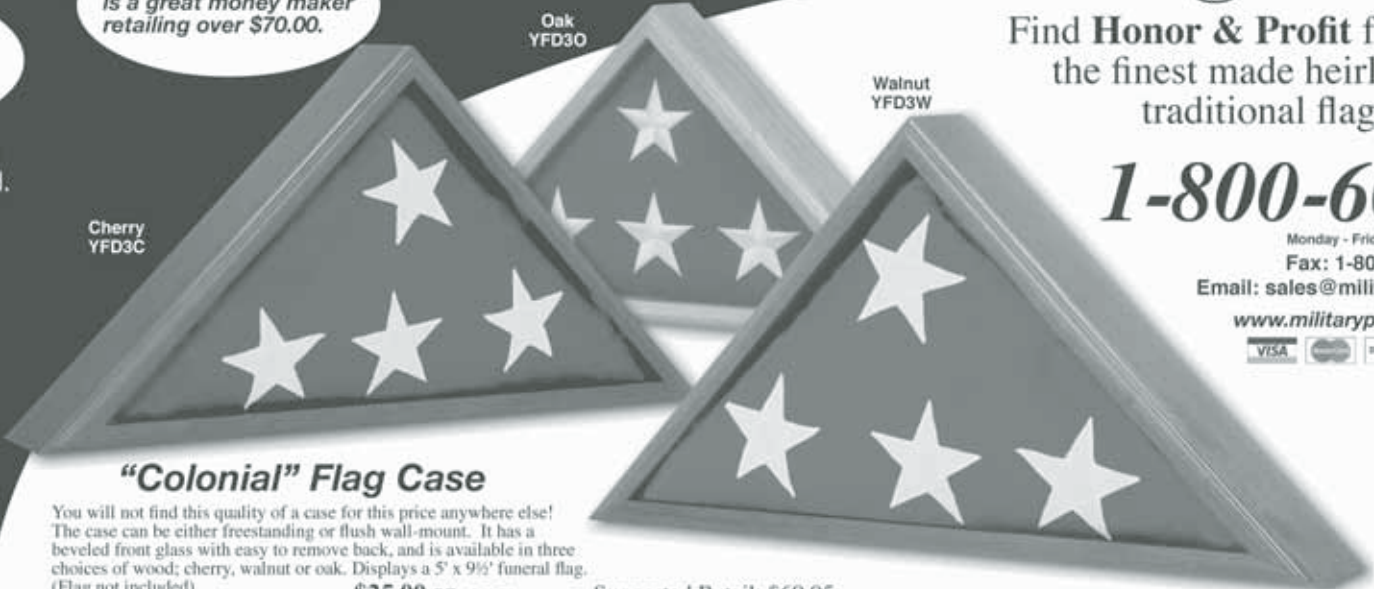
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Educational NEWS

PIMS holds 137th Commencement Exercise

PITTSBURGH, PA— The Pittsburgh Institute of Mortuary Science (PIMS) held its One-Hundred Thirty-Seventh Commencement exercise on Friday, September 5, 2008 at the Calvary Episcopal Church. The graduating class, their families and friends were welcomed to the formal cap and gown ceremony by PIMS president **Eugene C. Ogrodnik**. The commencement address was delivered by **Donald B. Deaner** who delivered an address entitled "Be Extraordinary." Mr. Deaner, a PIMS alumnus, is the current president of the *Pennsylvania Funeral Directors Association*. He was presented a plaque by PIMS President Eugene Ogrodnik in recognition of his outstanding and devoted service to the funeral industry. The Funeral Service Oath was administered by **Barry T. Lease**, and the graduating class was presented by **Joseph A. Marsaglia**, Dean of Faculty and Students.

Candidates to receive the Diploma in Embalming and Funeral Directing are: **Theodore Cozza** of Bethel Park, PA, **Sarah Czajkowski** of Pittsburgh, **Karin DePrefontaine**, Class President, of Lancaster, PA, **Devin Frame** of Eldred,

PA, **Amber Kulnis** of New Castle, PA, **Andrew Parsell** of Lewes, DE, **Jennifer Snider**, Class Treasurer, of Wintersville, OH, and **Matthew Wilson** of Hiller, PA.

Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: **Patricia Brunner**, Magna Cum Laude, of Erie, PA, **Kevin Dusenbury**, Summa Cum Laude, of Shinglehouse, PA, **Sean Fahy** of Wheeling, WV, **Alena Fink**, Cum Laude, of New Bedford, PA, **Grant Hastings**, Class Representative, of Morgantown, WV, **Krista Jobe**, Cum Laude, of Greensburg, PA, **Megan Levy**, Summa Cum Laude, of New Bethlehem, PA, **Eric Marker** of Beaver, PA, **Amanda Monday**, Class Secretary, of York, PA, **Renee Wine** of Mineral City, OH, and **Jennifer Zenone** of Washington, PA.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: **Melissa Asper** of Biglerville, PA, **Kathryn Crawford** of Webster, NY, **Ashley Fryer** of Pittsburgh, **Meghan Happel** of Pittsburgh, **Emily Hendrickson**, Cum Laude, of Carlisle, PA, **Marian Holdcroft**, Cum Laude, of Adamsville, OH, **Tabitha Huff** of Manheim, PA, **Amanda Huselton** of Indiana, PA, **Tiffany**

CONTINUED ON PAGE A32

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PIMS receives Bequest of \$100,000

PITTSBURGH, PA— Gene Ogrodnik, President and CEO of Pittsburgh Institute of Mortuary Science, is very pleased to announce the establishment of the *Steven J. Pavlic Scholarship Fund* via a bequest from the estate of **Mr. Steven J. Pavlic**.

On Wednesday, August 20, 2008, **Daniel Bekavac**, a PIMS alumnus, funeral home owner and practicing attorney presented the check to Mr. Ogrodnik. According to Mr. Bekavac, "Steve Pavlic always indicated that he wanted his alma mater to be remembered" when he died. Upon receiving the check, Mr. Ogrodnik indicated that to his knowledge, this donation may be the largest contribution ever made to a funeral service education institution. He further added that this fund will be maintained into perpetuity with only the investment proceeds being used for scholarship assistance, keeping the corpus intact.

Steven J. Pavlic graduated from McKeesport High School and Pittsburgh Institute of Mortuary Science and opened his funeral home in his hometown in 1946 where he operated it with his wife, Paula until 1986 when it was sold to Daniel F. Bekavac. Subsequently he and his wife, retired to Florida.

According to Mr. Bekavac, "Steve firmly believed that the key to raising the public's opinion of our profession lies in better education for today's funeral directors. Toward that end, he made a substantial gift to the Pittsburgh Institute, his alma mater, to help needy students in a financial manner that was unavailable to him some sixty years ago. As an outsider to the business, he was aware how difficult it was to start from scratch, or in a financial hole due to educational costs. This scholarship fund insures that deserving students will have some portion of their tuition paid without the responsibility of repayment."

Pittsburgh Institute of Mortuary Science is a tax-exempt, non-profit corporation under section 501 (c) (3) of the Internal Revenue Code and therefore qualifies for tax-deductible donations. Interested parties may contact Mr. Ogrodnik or **Cheri Reese** at Pittsburgh Institute of Mortuary Science for further information on contributions to the Institute.

PIMS announces Deans List

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize those students who have been placed on the Dean's List for the Summer trimester ending September 5, 2008.

The following students have achieved a grade point average of 3.25 or better in this trimester of studies.

From class #137: **Patricia Brunner** of Erie, PA, **Kevin Dusenbury** of Shinglehouse, PA, **Alena Fink** of New Bedford, PA, and **Megan Levy** of New Bethlehem, PA.

From class #138: **Noah Hinzman** of Pennsboro, WV.

From the Associate in Specialized Business Degree class: **Krista Cummins** of Akron, OH, **Kevin Drobnish** of Pittsburgh, PA, **Jessica Hayden** of Warren, PA, and **Daniel Shingledecker** of Clarion, PA.

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Educational NEWS CONTINUED

Foresight's Winter Seminar offers Timely Information and CEU Opportunity

PHOENIX, AZ— Funeral home and cemetery owners, along with their long-term thinking employees seeking timely and relevant industry information, as well as CEU credits, will find what they are looking for in the upcoming Winter Seminar, an annual event presented by **The Foresight Companies** and **Daniel Isard**. Now in its twentieth year, the seminar will be held February 23-25, 2009, at The Venetian Hotel and Casino in Las Vegas, NV.

"Many people don't know that we custom design these seminars each year to make them topical and entertaining, and this year's five topics are timely and necessary" said Isard. Dan added, "We strive to have the presentation style that will educate owners of funeral homes and cemeteries so they can see how to incorporate some of these practices into their business

before leaving the classroom". Appropriate to the setting, this year's seminar is entitled "Whatever Floats Your Gondola."

The topics this year are:

1. Controls for Financial Management to Increase Profit
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3. Growth By Acquisition
4. Building and Capitalizing on a Reception Center
5. Preneed Perspectives

A limited number of special, all-suite room rates at The Venetian are available to registered seminar attendees, providing luxurious amenities to attendees during their off-seminar time.

The program typically has CEU credits granted by The Academy of Professional Funeral Practice, and additional credits may be granted by an individual state association with advance notice and other considerations.

Registration can be made through the Foresight website, www.f4sight.com or by calling **Anita Agnerian** at 800-426-0165 from 9 a.m. to 5 p.m. Mountain Standard Time. Registration fees vary based upon the number of people attending from each firm, with special Early Registration rates available.

For additional information, please contact Anita Agnerian at 800-426-0165 or visit www.f4sight.com.

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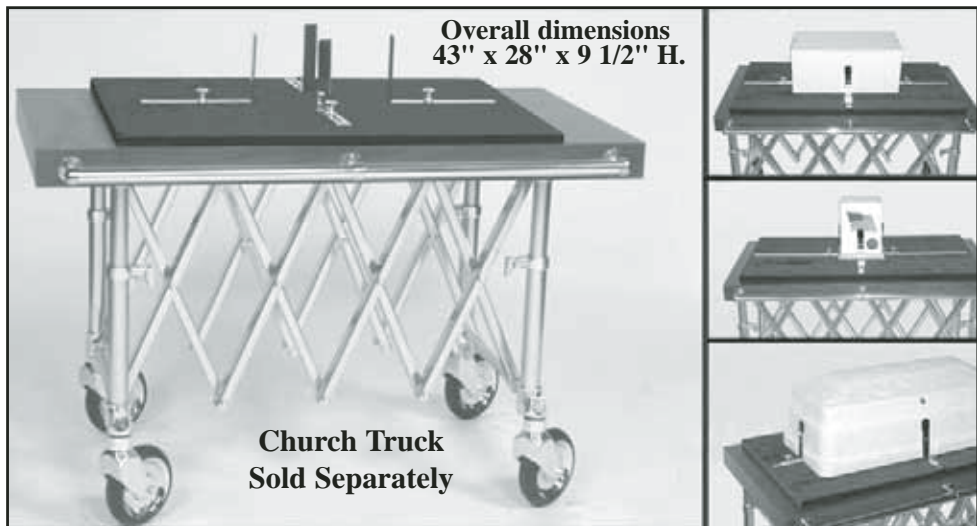
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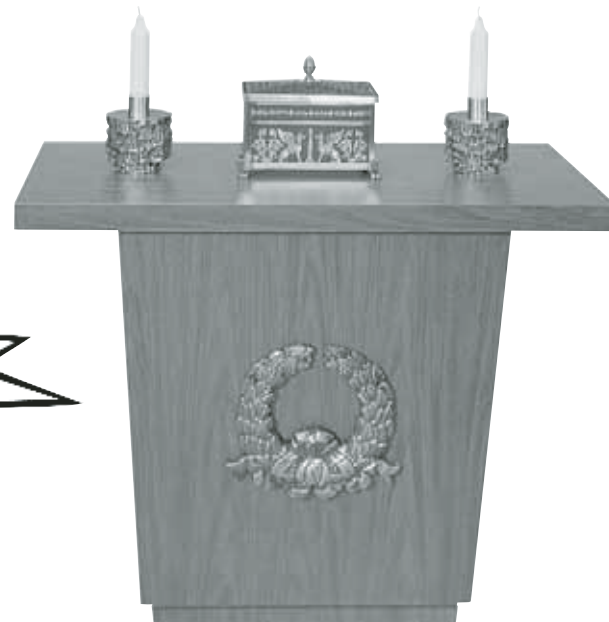
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Educational NEWS CONTINUED

PIMS Commencement

Continued from Page A30

Jones of Richmond, OH, **Ashley Miller** of Midway, PA, **Alex Park** of Corsica, PA, **Justin Schvabenitz** of Aliquippa, PA, **Joshua Starr** of Kittanning, PA, **Michael Swartz** of McKeesport, PA, and **Jayma Wilson** of East Liverpool, OH.

Special Awards were also presented at the commencement. The Memorial Award was presented to Renee Wine who was chosen by her classmates as the student who, through qualities of leadership, professional conduct and good citizenship, best typifies the ideals of the student body. The John Rebol Award was presented to Kevin Dusenbury who had maintained the highest scholastic average for the school year 2007-2008. The William J. Musmanno Memorial Award was presented to Sean Fahey in recognition of his outstanding ability, attitude, commitment and achievement in the clinical setting. The Pierce Chemical/Royal Bond Award was presented to Grant Hastings in recognition of his outstanding ability, commitment, attitude and achievement in the areas of restorative art and cosmetology. On hand to present the award was **Michael J. Kuruc**, representative from the **Pierce Chemicals/Royal Bond** company. Mr. Kuruc presented Grant with a plaque and a complete cosmetic kit.

Ten percent of the graduates received the Mu Sigma Alpha Award which is the honorary society established by the National Association of Colleges of Mortuary Science and gives recognition to those students who have displayed outstanding merit in scholarship and who have conducted themselves as good citizens of the schools they attended. The recipients of the Mu Sigma Alpha Award are: Sarah Czajkowski and Kevin Dusenbury.

At the conclusion of the ceremony, Class President Karin DePfontaine gave her closing farewell remarks and classmate Amanda Monday lead the congregation in the traditional singing of America the Beautiful.

Congratulations to all PIMS graduates and best of wishes in funeral service.

Mesa Community College Mortuary Science Program



MESA, AZ— Students of the 14th class of the **Mesa Community College** Mortuary Science Program commemorated the September 11 tragedy by raising the flag to half staff at the Mortuary Science Building.



Darla Current, a Mesa Community College Mortuary Science student from Montana, practices the use of the one-man cot, loading and unloading into the school removal van.

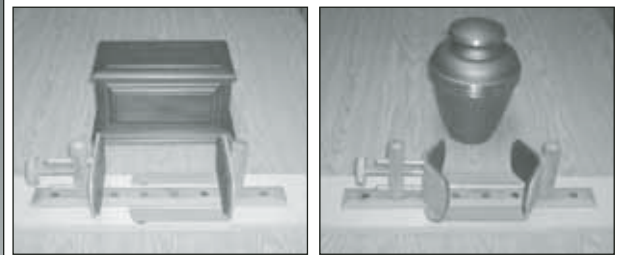


Students of Mesa Community College Mortuary Science Program practice body transfer techniques from the removal cot to the embalming table in the on-site preparation room during Embalming Laboratory.

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Iacovelli accepted to FINE

NORWOOD, MA— **Jacqueline C. Iacovelli**, project manager, human resource administrator and apprentice funeral director at **Dyer-Lake Funeral Home** in the Village of Attleboro Falls, North Attleboro, MA has been accepted to the **Funeral Institute of the Northeast – F.I.N.E. Mortuary College** in Norwood, commencing with the Spring 2009 term. She will begin the process of obtaining her Associate Degree in Applied Science in Funeral Service while still maintaining her current roles and responsibilities at Dyer-Lake Funeral Home.

Mrs. Iacovelli was sworn in on Tuesday, August 5, 2008, at the Division of Professional Licensure in Boston as an apprentice funeral director.

Mrs. Iacovelli joined the firm in September 2005 as a data entry specialist and has received several promotions to her current position as project manager and human resource administrator and most recently, apprentice funeral director. She resides in Lincoln, RI with her husband, Robert Iacovelli.

"I am honored and most proud of her professional accomplishments and her eagerness to advance and look forward to her continuing her education towards becoming a licensed funeral professional," said **Michael S. Lake**, co-owner and operator of the independently owned and operated firm in the Village of Attleboro Falls.



Jacqueline C. Iacovelli

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Educational NEWS CONTINUED

Amarillo College Mortuary Science Program holds Graduation

AMARILLO, TX— Graduation ceremonies for Amarillo College were held on Friday, May 9, 2008 at the Amarillo Civic Center's Cal Farley Coliseum. 1,145 students completed graduation requirements, including the following students who graduated from the Mortuary Science Program during the 2007-2008 school year.

Those who earned their Funeral Director Certificate, from Texas unless otherwise noted, were: **Nita Johnson** of Childress, **Beverly Lawson** of Meridian, **Charles Robinius** of Arlington, **Michael Thomas** of Missouri City, **Douglas McBrayer** of Dickinson, **Charles Batty** of Alvin, **Adam Cordova** of Anton Chico, NM, **Woodrow Dorman** of Orange, **Adam Dunlap** of Big Spring, **Priscilla Hawkins** of Houston, **Robert Heidecker** of Hereford, **Penny Jessup** of Canyon, **Lorene Jones** of Bryan, **Juliette Loer** of Georgetown, **Jefferson Massey** of Whitney, **Don Robey** of Houston, **Laurie Walther** of Fort Worth, **Debra Williams** of West Columbia, **Tammy Wilson** of North Richland Hills, **Virginia Bess** of West Columbia, **Howard Holderfield** of El Paso, **Steven Mansen** of Waco, **Laurie Minchew** of Red Oak, **Diana Smith** of McKinney, **Dianze Thomp-**

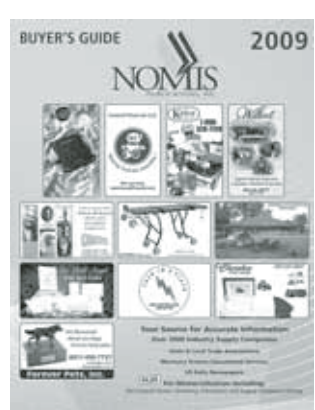
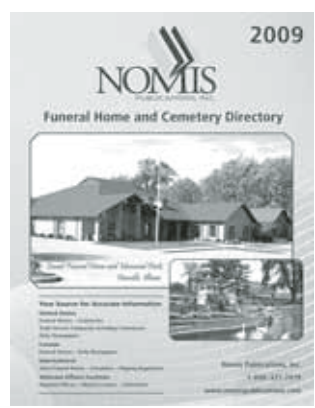
son of Houston, **Rochie Underwood** of Stamford, **Usevio Martinez** of Amarillo, and **Tracy Lemons** of Amarillo.

Those receiving their AAS degree from Texas unless otherwise noted, were: **April Adams** of Amarillo, **Tyler Carver** of Amarillo, **Jarrod Crowell** of Amarillo, **Hazel Heidecker** of Hereford, **Katie Hulsey** of Amarillo, **Garre LaGrone** of Amarillo, **Gabriela Mireles** of Amarillo, **Richard Resch** of Hereford, **Christina Salcido** of Amarillo, **Kathryn Smith** of Amarillo, **Alana Winegeart** of Borger, **Rowdy Wright** of Amarillo, **Diana Gabaldon** of Albuquerque, NM, **Jose Martinez** of Amarillo, **Elizabeth Nance** of Lubbock, **Mallory Naples** of Fritch, **James Rankin** of Pampa, **Bruce Fields** of Canyon, **Kenneth Hardin** of Amarillo, and **Joe Tucker** of Odessa.

The Mortuary Science Program at Amarillo College is accredited by the American Board of Funeral Service Education, (ABFSE). Amarillo College is also a member of the University Mortuary Science Education Association and an equal opportunity community college.

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Educational NEWS CONTINUED

FINE celebrates 12th Commencement



The FINE Graduates

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College located in Norwood, MA granted the Associate in Applied Science in Funeral Service to its graduates on August 1, 2008 at the United Church

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Christopher T. Zanardi

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 the speaker for the graduating class, Christine L. Hatfield, R.N. from Freetown, MA. Christine reminded the graduates of the important role in administering to the

needs of the bereaved during a time of loss. Stephen A. Toegel, LFD, '07, member of Mu Sigma Alpha and recipient of the 2007 Reginald Cagle Award, spoke on behalf of the FINE alumni. Steve is associated with the Fletcher Funeral Home and Cremation Services in Keene, NH and spoke about the need for caring for the family in their time of need.

CONTINUED ON PAGE A36



Sweet.

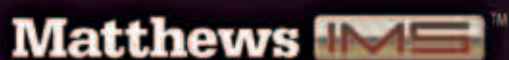
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Educational NEWS CONTINUED

FINE celebrates 12th Commencement

Continued from Page A34

The featured speaker was **Richard "Red" D. MacKinnon, Sr.**, LFD, a student of Drs. Lou and Lyn when they first began teaching aspiring funeral service professionals in Massachusetts. Red has since gone on to establish several of his own funeral homes in Whitman, Easton, Hanson and Brockton, MA. He and his two sons, **Richard, Jr.** and **Thomas**, '98, also are currently building a funeral home in Freetown, MA. Red related how he, as a very young man who had just become a Boston Fire Fighter, was asked by the funeral director in his neighborhood in Dorchester to help with a funeral. During his time at that funeral home his passion for funeral service increased to the point where



Cheryl Amari, MA



Richard James Snyder years later he began to buy his own establishments. He emphasized to the graduates that his experiences in the funeral business, at the fire



Veronica Lee Houston department and as a family man had shown him that if you believe in yourself, and work hard, you can accomplish any task before you. He relayed how he was able to do that through several setbacks and experiences over his lifetime including the loss of three babies.



Michelle L. Mercadante Each speaker was presented with a framed certificate in appreciation for participating in the ceremony. Additionally, several students, faculty and staff earned the following honors and awards. **Jessica Clair Anterni** and **William Bonn** were in-
CONTINUED ON PAGE A37



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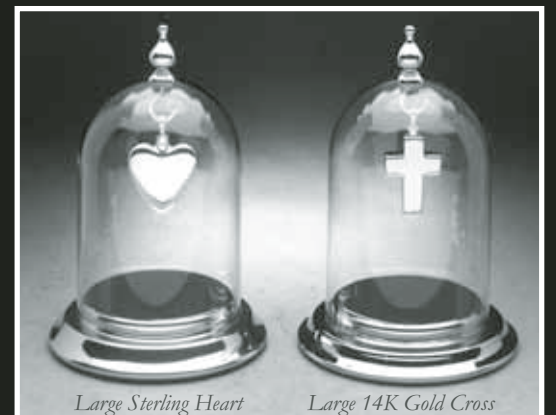
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Educational NEWS CONTINUED

FINE Commencement

Continued from Page A36

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

The Performance Award was given to **Beth-Anne Grunzweig**. This award is given to the student who succeeded despite unusually difficult times.

Sarah A. Saffie and **Joseph W. Miksits** received the **Reginald H. Cagle**, FD Award. This award is given to the student who most exemplifies the attributes characterized by the late Reggie—diligence, kindness and joy.

Christopher T. Zanardi 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** and **Fran Murphy** presented Zanardi with a Cosmetic Kit from the **Dodge Chemical Company** in memory of the late **Arnold J. Dodge**.

Richard James Snyder and **Jessica Clair Anterni** were awarded the Performance Award for giving more than required in service to the funeral profession.

The Faculty Award this year was given to **William Bonn** for his scholarship, leadership and good citizenship.

Veronica Lee Houston and **Michelle L. Mercadante** were honored with the Professional Issues and Concerns Award for excellence in documentation of understanding funeral service.

The Administrative Award went this year to **Cheryl Amari**, MA as a result of her outstanding teaching and her unfailing service to FINE and the FINE students.

FINE also acknowledged **Elizabeth Misantone**, **Donna Taylor**, AS and **Marsha Wise**, MA, FD for their outstanding work in the FINE administrative areas.

A framed certificate also was awarded to **Ann Ciccarelli**, BA, LFD, '97 in recognition of her recent induction as President of the *Massachusetts Funeral Directors Association* (MFDA). Not only is she the first FINE graduate to achieve such an honor but she also is the fourth generation of her family to become the President of the MFDA. Two additional FINE alumni and faculty members, **Glenn Burlamachi**, BS, LFD, owner of **MacRae-Tunnicliffe's Concord (MA) Funeral Home** and **Anthony**

O'Donnell, BA, LFD, of the **O'Donnell Funeral Home** in Salem, MA, were given a framed certificate in honor of their May induction as members of the Board of Directors of the MFDA.

Craig Lacouture, BS, LFD, '03 was congratulated for being the third FINE alumni to purchase a funeral home. Lacouture bought the **Menard Funeral Homes** this year in Woonsocket and Manville, RI.

Following the ceremony the graduates formed a receiving line and were congratulated for their successes. Friends and family then joined the FINE graduates, faculty, administration and staff at a reception in the church fellowship hall in honor of the graduates.



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Association NEWS

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**FUNERAL HOME &
CEMETERY NEWS**

CANA Convention Brings Industry Together

CHICAGO, IL— The **Cremation Association of North America** (CANA) is proud to announce the 90th Annual Convention, held August 6-9 at Le Centre Sheraton Montréal in Montréal, Québec, Canada brought nearly 300 industry professionals together to initiate and lead industry innovation.

This year's CANA Convention continued in the honored tradition of providing networking and tailored educational opportunities to provide attendees with ideas and solutions to grow their businesses. Designed to offer attendees ways to innovate and initiate changes within their organizations by taking advantage of the industry's impressive growth, the Convention included educational sessions, networking opportunities and a complete exhibit hall.

Conference highlights included:

Keynote Presentation – Presented by **Mark Chellis**, Director of WW Channel Marketing for Motorola, Inc., *Change or Die* was an insightful look into Motorola's journey of innovation and missed opportunities. As one attendee stated in the conference evaluation, "Mark brought change to a reality," showing that change does happen and must be embraced in every industry.

Alternative Cremation Techniques – "Innovative, out of the box" stated one CANA Convention attendee on this unique session. One of the hottest topics in the death care industry is alternative cremation techniques; and CANA's at the fore-

CONTINUED ON PAGE A40

Ginny Award Recipients Recognized as Industry Leaders

CHICAGO, IL— On August 9, 2008 at the **Cremation Association of North America's** (CANA) 90th Annual Convention in Montreal, Quebec, Canada, CANA presented the 6th Annual Ginny Awards to eight worthy recipients. This premier industry award is bestowed upon industry leaders based on judging comprised of two major categories: Public Relations and Advertising.

Judging was based on the design, copywriting, impact and use of the medium and scored on creativity, innovation, simplicity, tastefulness, ethical nature, positioning nature and emotional audience.

The 2008 Award recipients are:

Award for Excellence in Public Relations – Public Awareness – Recognized for

their influence on the broadcast by PBS Frontline *The Undertaking*, CANA Member **Lynch & Sons Funeral Directors** of Milford, MI aided in the making of the documentary that follows real families through deaths, funerals and cremations highlighting the important stations in the pilgrimage of grief. In addition, CANA supplier member **OrthoMetals** of Drente, Netherlands was acknowledged for their role in providing innovative environment-friendly solutions for the collection and recycling of orthopedic impacts and other metal remains from crematoria.

CONTINUED ON PAGE A40

Annual Statistics and Projections Report Released; COCP Schedule Announced

CHICAGO, IL— The **Cremation Association of North America** (CANA) is pleased to announce the results of its annual statistics and projections research project. Prepared for CANA members as an insight into the size and breath of the cremation industry, the research provides a compilation of cremation statistics and cremation figures as well as provides projections for the industry's growth by state and providence.

A few research highlights include: Cremation figures from the United States show an average annual growth rate of 1.08% nationwide; Projections indicate that the increase in the rate of cremations in the United States will exceed the increase in deaths when comparing actual rates and projected rates; Updated trends on the number of crematories and cremations by state show a rising number of crematories per facility, with an average of 398 annual cremations taking place in each crematory in the most recent year.

Used by industry professionals to better understand their market's potential and future growth, the research project's projections point to significant cremation rate increases in the future. Savvy death care professionals across the country are using this data to benchmark their operations, keep tabs on their competition and prepare for changes in their area.

Crematory Operator Certification Program Schedule

In addition CANA is pleased to announce its 2008-2009 Crematory Operator Certification Program (COCP) seminar schedule.

For more than a decade, the Crematory Operators Certification Program has provided sound education for crematory operators throughout the United States. The one-day program covers crematory operation issues and includes background information, trouble-shooting solutions and state laws.

Upcoming CANA COCP seminar dates include Friday, April 24, 2009, Mid-America Mortuary School, Jeffersonville, IN and Friday, June 12, 2009, Dallas Institute of Funeral Service, Dallas, TX.

To meet the demand for crematory operator training, now required in a number of states, CANA in partnership with **Matthews Cremation Division** (MCD) created the certification program. The COCP not only meets state requirements but provides a sound education for crematory operators throughout the United States and Canada.

Complete research findings are available to all CANA members by logging on to www.cremationassociation.org; non-members and other interested parties can purchase the 22 page research report for a nominal fee by calling CANA Headquarters at 312-245-1077. To learn more about the COCP program visit the CANA Web site at or call CANA Headquarters.



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



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Ginny Award Recipients Recognized as Industry Leaders

Continued from Page A38

Award for Excellence in Public Relations - Memorialization – More than talking about doing what's right, CANA member, **Mount Pleasant Group of Cemeteries** from Toronto, Ontario, Canada went further and took action. In a cooperative effort, the organization assisted the Canadian Centre for Abuse Awareness in the fitting service and dignified burial of two fatally abused infants. CANA supplier member **Heartsong Memory Beads** in San Diego, California also receive recognition in memo-

rialization for their innovative way of keeping loved ones close by using cremated remains in glass beads.

Award for Excellence in Advertising – Winning under cemetery with or without a crematory, **Sunset Memorial Park** of Albuquerque, NM earned accolades for their development of an Urn Garden which included five key elements used to educate staff and the public on the importance of memorialization. In addition, **Urgel Bourgie of Ville Mont-Royal**, Quebec, Canada was recognized for their "pay it forward" campaign which donated \$13,900 to the Children's Wish Foundation based on a 68% increase in pre-arrangement sales.

In addition, industry supplier **Trigard** of Danville, IL was recognized for "Trigard Revealed": the company's branding campaign focused on streamlining and helping the families they serve. **Wilbert Funeral Services, Inc.** of Broadview, IL was also honored for their industry supplier catalogue that provides families with a reference and valuable tool for creating personalized cremation memorials.

The tradition of recognizing excellence in public relations and advertising in the funeral services industry began in 2002, with CANA's longtime public relations consultant **Virginia "Ginny" Blair**. As a tribute to her, the Ginny Awards continue to honor CANA members' promotional efforts.

Network

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CANA Convention Brings Industry Together

Continued from Page A38

front of educating the industry on debuting techniques. Organizations looking to stay on top of industry trends, global environmental concerns and improved technologies found the panel discussion on alkaline hydrolysis (resomation) and promession ("green disposition") captivating.

Moderated by **Paul Rahill**, President of **Mathews International Cremation Division** in Orlando, FL, panelists **Dean Fisher**, Director of Donated Body Program, David Geffen School of Medicine at UCLA and **Susanne Wiigh-Mäsak**, Biologist and Head of Operations, Promessa Organic AB discussed alternative methods of cremation in order to educate CANA attendees on the processes and how they can use these innovative techniques in their businesses.

Industry Landmark Tour - Along with learning the latest in cremation techniques, this year's conference attendees had the unique opportunity to visit two of North America's most historic cemeteries: **Le Cimetière Notre-Dame-des-Neiges** and **Mount Royal Cemetery**, as well as a one-of-a-kind funeral home: **Centre funéraire Côte-des-Neiges**. Laid out to follow the topography of Mount Royal, the more than 500 acres of burial grounds blend history, architecture and nature. With records dating back to the 1800s, these cemeteries are the final resting place for a number of notable Canadians including influential political leaders, awarded military officials, renowned poets and legendary athletes.

Exhibit Hall – Contributing to the success of the CANA Convention were the 60 supplier companies who displayed innovative products and services at the convention. In addition to displaying the latest in equipment and memorialization products, the suppliers sponsored a number of convention events. Their exhibits were on display from the Wednesday evening reception through Friday afternoon.

Convention Welcome – During his opening remarks, 2008 CANA Convention Chair **Norris Zucchet**, President of **Mount Pleasant Group of Cemeteries**, said it best when he said "it's a great honor to have so many industry leaders present in Montreal, Quebec in order to work together toward the future of our industry."

Networking – The CANA 90th Annual Convention brought numerous networking opportunities to leaders in the death care industry. The Convention included a first-timers reception to welcome first-time attendees to the CANA family as well as multiple receptions in the exhibit hall to bring industry

CONTINUED ON PAGE A43

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

By Ralph L. Klicker, Ph.D.

Klicker's Crosswords



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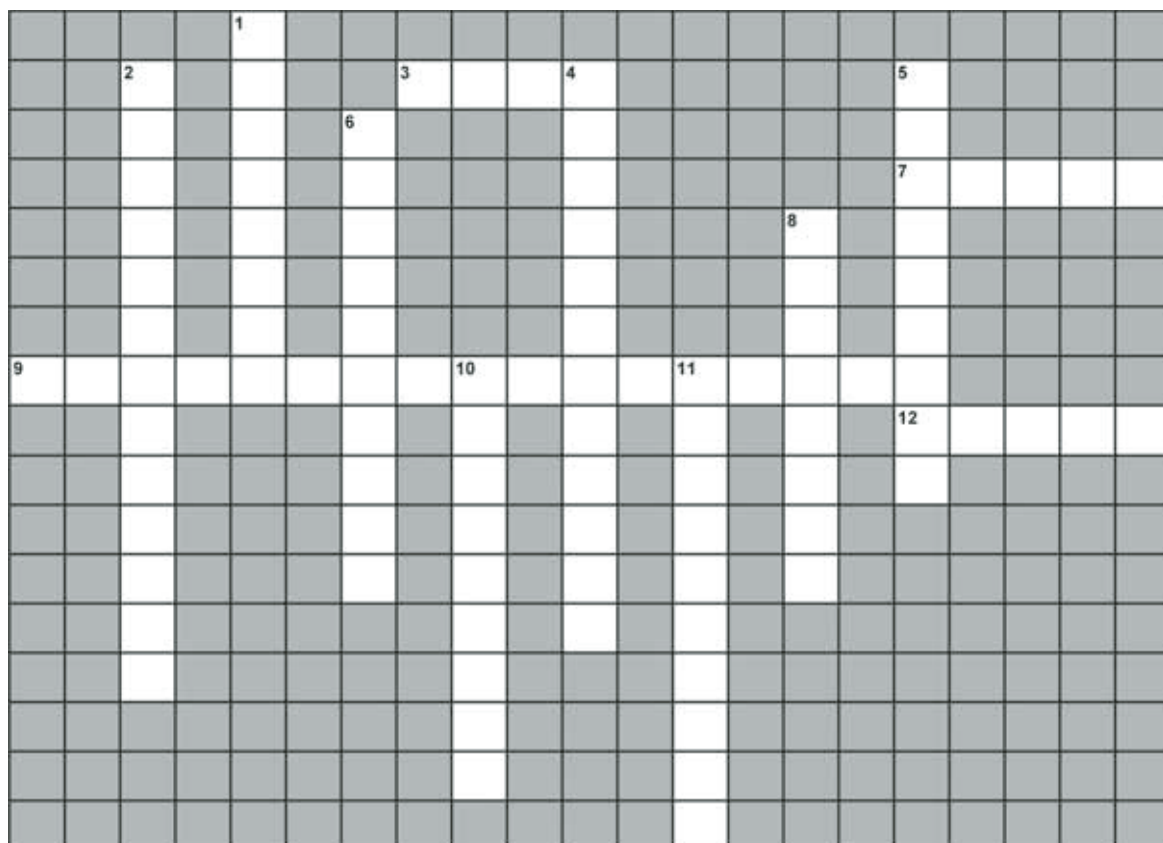
- 3. Top of air seal vault
- 7. Sorrowful poem
- 9. Government systems
- 12. Social group

DOWN

- 1. Severe generalized edema
- 2. Decomposition of sugar
- 4. Pertaining to church
- 5. Unforeseen crisis

- 6. Fabric with dense textures
- 8. Person making an assignment
- 10. Power to act for someone else
- 11. Inhabited by the dead

ANSWERS ON PAGE A44



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

Association NEWS CONTINUED

NFDA Members Speak Out on Rising Energy Costs, Skyrocketing Health Care Costs, the Estate Tax

BROOKFIELD, WI— As part of its ongoing federal advocacy efforts, the **National Funeral Directors Association (NFDA)** conducted an informal survey of its members to collect data on how rising energy costs are impacting the nation's funeral homes. The results of the poll indicate that many funeral directors are choosing to absorb expenses related to rising fuel and energy costs, thus reducing their profit margins, rather than pass the extra expense along to the families they serve. **Funeral Directors Not Passing Energy Costs Along to Consumers**

In the survey, 57.5 percent of respondents "strongly agreed" with the statement "increasing fuel and energy costs have caused me to absorb more costs, reducing my profit margins." Only 33.3 percent "strongly agreed" with the statement "increasing fuel and energy costs have caused me to charge more to families to offset increased energy costs."

Funeral directors reported that they are most often absorbing costs associated with their vehicle fleet (hearses, limousines and removal vehicles), gravesite services in cemeteries and food service.

Almost all respondents have experienced suppliers adding fuel surcharges and/or transportation-related increases to the costs of their products and services; only 7.1 percent reported no change in supplier pricing. The most commonly reported increases are costs related to the shipment of remains by air, transfer of remains via ground and general overhead expenses.

One-third (34.5 percent) of funeral directors have noticed a slight decrease in funeral attendance due to rising fuel and energy costs; two thirds (64.3 percent) have seen no change in attendance.

Providing Affordable Health Care is a Top Concern for Funeral Directors

The informal survey also collected data on how rising health care costs are impacting the nation's funeral homes. The re-

sults of the poll indicate that while funeral home owners feel their ability to offer health insurance is an important recruiting tool and employee benefit, 51.4 percent of respondents stated that increased premiums have caused problems in hiring new employees and 37.8 percent have had difficulties holding onto current employees.

Approximately two-thirds (67.7 percent) of respondents currently offer their employees a health insurance plan. Of those who do not, 30.9 percent indicated they discontinued it because of increased premium costs. Fifty-four percent of all respondents have seen premium costs increase by more than 30 percent in the last three years. These increased premiums have caused 64.9 percent of respondents to reduce the amount of health insurance coverage they are able to provide to their employees.

Increased insurance premiums have caused 21.6 percent of funeral home owners to ask employees to pay a larger share; 16.2 percent of owners have had to make cuts in their workforce; 16.2 percent have done both.

Almost all respondents (92.7 percent) rated having affordable health insurance plans as either the "most important" or a "very important" issue facing funeral service. Similarly, 92.8 percent indicated affordable health insurance was the "most important" or a "very important" issue facing Congress.

Most respondents (91.8 percent) indicated they would be likely to sign up for an NFDA-sponsored national health insurance plan if it was more affordable than their current health care options.

"NFDA has lobbied for solutions to the health care crisis for a number of years," said NFDA Senior Vice President of Advocacy **John Fitch Jr.** "We have shared this survey data with key members of Congress and the Small Business Administration and will work to find solutions that will benefit the nation's funeral homes."

CONTINUED ON PAGE A42



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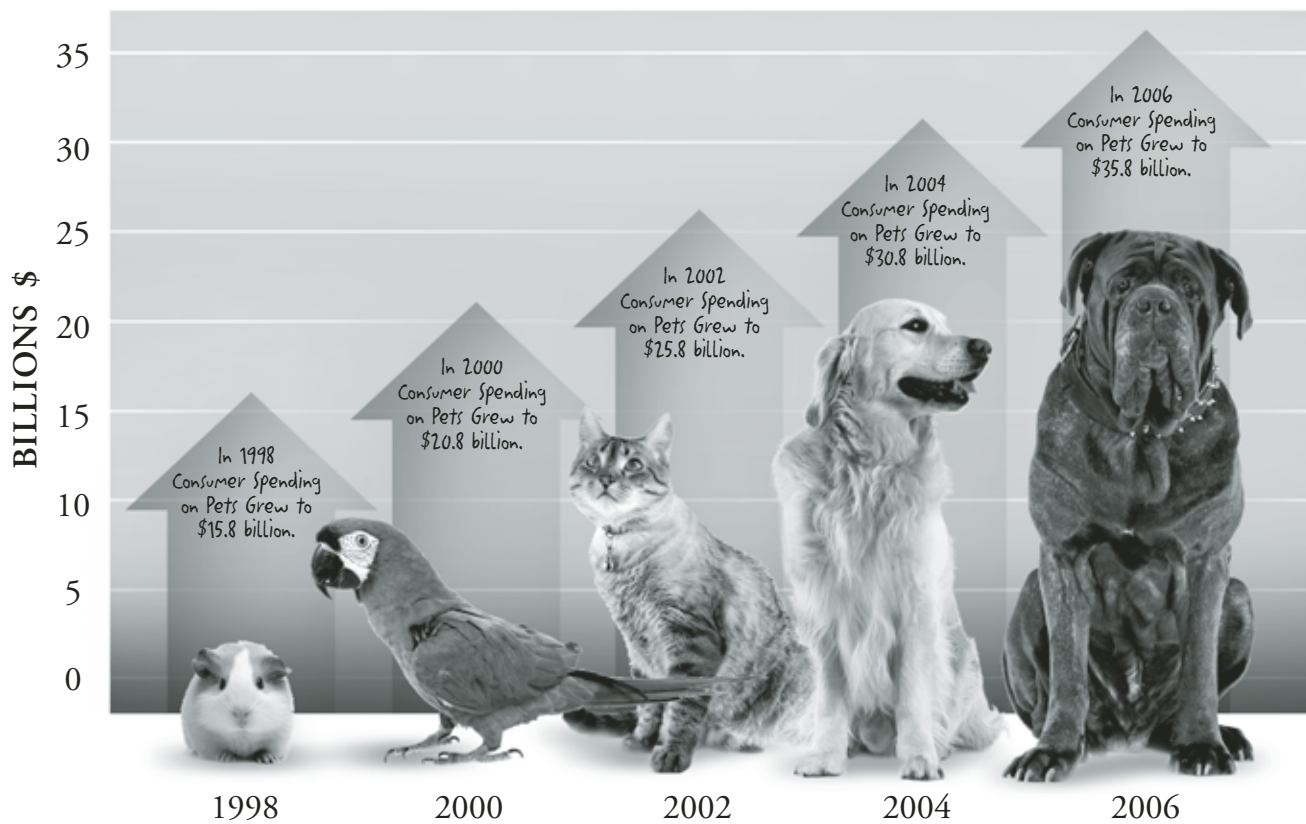
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Association NEWS CONTINUED

OGR launches Golden Rule Awards Program, recognizing Member Achievements, Supplier Commitment

ST. LOUIS, MO— The International Order of the Golden Rule (OGR) is launching a new awards program to showcase specific achievements of member firms and Golden Services Suppliers.

The new Golden Rule Awards will complement OGR's Golden Light Award, instituted in 2002 to salute the lifetime achievements of individual members who have made meritorious contributions to society through their profession, community or field of voluntary service. The Golden Rule Awards will single out member firms for achievements made during the calendar year in three categories—advocacy, community service and innovation—as well as a Supplier of the Year.

Winners will receive an engraved trophy and press release, be recognized at the 2009 Annual Conference, and be ac-

knowledged in The Independent® and on the OGR web site. Second- and third-place entries in the funeral home award categories may be cited for Special Recognition. Remaining entries will be cited for Honorable Mention.

“By any measure, OGR members are stand-outs in their commitment to the funeral profession and to their communities,” says President **Guy Linnemann**, CFSP. “By answering this Call for Entries, members enable OGR to highlight their significant achievements, setting an example of service ‘by the Golden Rule’ for others to follow. I encourage members to ‘Go for the Gold’ and enter.”

To qualify for a 2008 Golden Rule Award, members will have demonstrated active involvement in community service initiatives; taken innovative steps to transform their funeral home's service options or operations; advocated effectively

for change at the local, state/provincial or federal level; or developed a relationship with a particular Golden Services Group supplier that has benefited their funeral home and client families. Entries for both the Golden Rule and Golden Light awards are due at OGR by the December 31, 2008, postmark deadline.

For more information, contact **Janet J. Protzel**, director of communications, (800) 637-8030, x120, jprotzel@ogr.org, or visit www.ogr.org.

As “The Voice of the Independent Funeral Home,” the International Order of the Golden Rule (OGR) is one of the world's largest professional associations of local, family owned Golden Rule funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families. OGR is headquartered in St. Louis.

NFDA Members Speak Out on Energy, Health Care Costs, Estate Tax *Continued from Page A41*

Estate Tax Harmful to Family-Owned Funeral Homes

In addition members were surveyed to measure how the national estate tax is impacting privately- or family-owned funeral homes. The results show that under current federal estate tax laws, families that own funeral homes may be forced to eliminate jobs or even sell their business.

In the past five years, 58.5 percent of survey respondents have

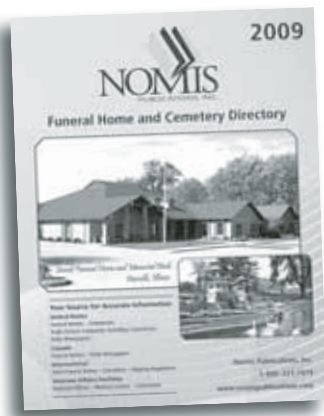
been able to create one to four new jobs. Similarly, 62.8 percent expected to create between one and four new jobs in the next five years. However, if the current funeral home owner were to die, those plans could be placed in jeopardy.

Under the current estate tax laws, 62.2 percent indicated they would be forced to eliminate between one and four jobs if the owner died. Thirty-six percent of respondents would have to

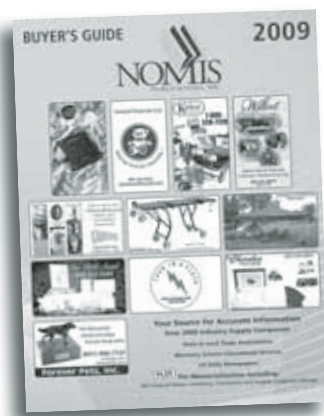
sell all or part of their business to pay the estate tax; 33 percent would have to borrow money to pay the estate tax.

“Small, family-owned funeral homes are taking the biggest hit from the estate tax,” said NFDA Senior Vice President of Advocacy John Fitch Jr. “In our survey, 52.1 percent of respondents worked at firms with less than five full-time employees

CONTINUED ON PAGE A44



- U.S. Funeral Homes
- New** U.S. Cemeteries
- Populations; State Boards; Air Shipping Points
- Where to Get Certified Certificates
- Canadian Funeral Homes and Daily Papers
- International Funeral Homes
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Association NEWS CONTINUED

CANA Convention Brings Industry Together

Continued from Page A40

leaders and suppliers together. Norris Zucchet, Convention Chairman, also emceed a dinner reception on Friday night which included an awards ceremony and live music amongst other elegant features for attendees to enjoy.

Election of Directors: Naming of 2008-2009 Officers

CANA elected **John Chasca** of British Columbia into the position of President. Chasca has previously served as President of the *British Columbia Funeral Association* and Second Vice-President of the *Funeral Service Association of Canada*. Along with a variety of industry leadership roles, Chasca owns and operates three crematoriums and eight funeral homes throughout British Columbia.

Joining the CANA Officers as Third Vice President is **Michael Nicodemus**. With **Hollomon-Brown Funeral Home/Lynnhaven Crematory** in Virginia Beach, VA, Nicodemus was nominated to take the role of CANA President in the 2012/2013 membership year. Nicodemus has served on the CANA Board of Directors since 2003 and is the current Crematory Operators Certification Program (COCP) Committee Chair.

Newly elected Directors are **Robert M. Boetticher, Jr.**, **Conejo Mountain Funeral Home, Memorial Park and Crematory**, Camarillo, CA; **Geronimo Mena**, **Gold Coast Crematory**, Fort Lauderdale, FL; and **Rick Wiseman**, **Porter Funeral Home & Crematory and Cremation Society of Kansas and Missouri**, Lenexa, KS.

They join Officers **John Chasca**, **East-West Kootenay Crematorium**, Cranbrook, BC, Canada; **William B. McQueen**, **Anderson-McQueen Funeral Home and Cremation Service**, St. Petersburg, FL; **Norris Zucchet**,

Mount Pleasant Group of Cemeteries, Toronto, ON, Canada; **Mark Matthews, Wiefels Cremation & Funeral Service**, Palm Springs, CA; Directors **Bill Farrar, Stewart Enterprises, Inc.**, Walnut Creek, CA; **Christopher L. Krabbe, Spring Grove Cemetery & Arboretum**, Cincinnati, OH; **Mike Nathe, Bismarck Funeral Home and Crematory**, Bismarck, ND; **Corinne Olvey, SCI Funeral Services of Florida, Inc.**, Winter Park, FL; **Sheri Stahl, Island Funeral Home**, Hilton Head, SC; **Kevin Waterston, Cremation Society of Minnesota**, Minneapolis, MN; **Dennis Werner, St. Michael's Cemetery & Crematory**, East Elmhurst, NY; **Jerry Sullivan, Cremation Society of Illinois**, Matteson, IL; **Larry Stuart, Jr., Crematory Manufacturing & Service, Inc.**, Tulsa, OK; and Advisors **Leslie J. Dyer, Carey Hand Cox Parker Funeral Home**, Orlando, FL; and **Paul Rahill, Matthews Cremation Division**, Apopka, FL. These individuals comprise the 2008-2009 CANA leadership team.

On the heels of the Convention's success, newly elected CANA President John Chasca is proud to announce that plans are already underway for the 91st Annual CANA Convention scheduled to be held August 19-22, 2009 at the Marriott City Center Hotel in Denver, CO.

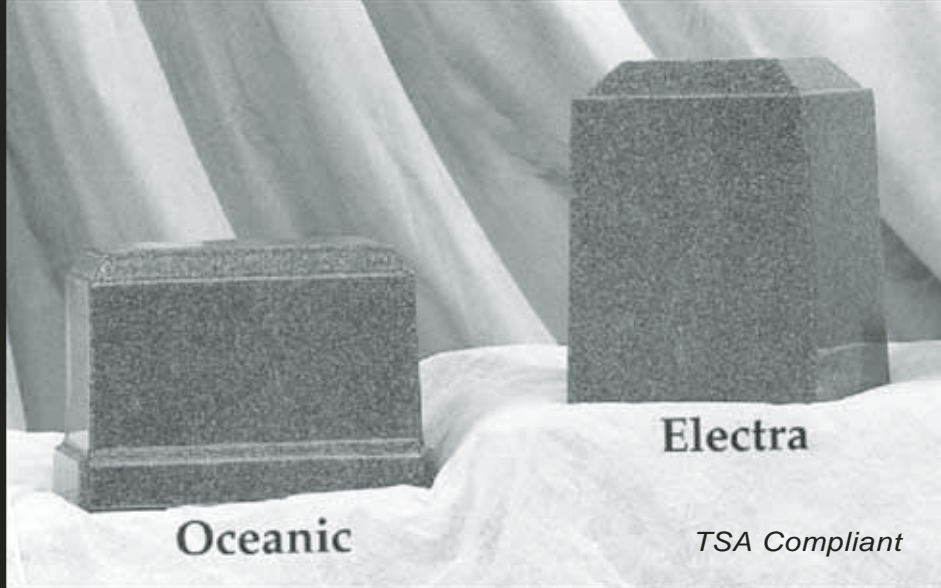
Founded in 1913, the Cremation Association of North America (CANA) is the oldest organization of its kind. Comprised of more than 1,300 members including cremeterians, cremationists, funeral directors, industry suppliers and consultants, CANA members span 50 states, the District of Columbia, nine Canadian provinces and seven

countries – Australia, Brazil, Dominican Republic, Israel, Mexico, the Philippines, and The Netherlands. CANA members believe that cremation is preparation for memorialization. CANA is headquartered in Chicago, Illinois, USA. To learn more about CANA,

visit www.cremationassociation.org. Those interested in learning more about CANA's Convention and the opportunities available in 2009 should visit www.cremationassociation.org or contact CANA headquarters at 312-245-1077.

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WILLIAM PAUL "BUD" GUINN, SR. of Hondo, TX died September 19, 2008 at the age of 82. He graduated in the top two percent of his class from *Landig College of Mortuary Science* in Houston. He completed his apprenticeship and became a licensed funeral director in 1947. He worked at funeral homes in Houston, San Marcos and Devine, TX before he bought the **Horger Funeral Home** in Hondo in 1966. In 1970, he and his wife purchased the **Tondre Funeral Home** in Castroville, TX. In 1997, he was named funeral director of the year for the *South Central Texas Funeral Directors Association*. That same year he was honored by the *Texas Funeral Directors Association* for being a 50-year licensed funeral director.

MARK KEVIN GRIFFITH of Tulsa, OK died April 26, 2008 at the age of 49. He received a degree in Mortuary Science from *Central State College* in 1982 and became owner of **Mark Griffith Memorial Funeral Homes, Inc.** in 1992. He took pride in being a three-generation, family-owned funeral home. He was a member of the *Professional Car Society* and the *Oklahoma Funeral Directors Association*.


WILSON "BILL" ROY of Osakis, MN died September 8, 2008 at the age of 97. He received his degree from the *University of Minnesota* Mortuary Science Program and began working for **Houske Funeral Home**. After serving in World War II, he was manager for the **McDevitt-Hauge Funeral Home** in Minneapolis. In 1956 he and his wife purchased the **Larson Funeral Home**, which they owned and operated for more than 25 years. He was a member of the *Minnesota Funeral Directors Association*, and took pride in being a funeral director for more than 60 years.

HOWARD J. STERMER of Chicago, IL died September 21, 2008 at the age of 78. A graduate of *Worsham College of Mortuary Science*, he joined **Stermer Funeral Home** in Chicago, in 1952. His father had founded the business in 1912. A licensed funeral director for more than 50 years, he was also a longtime member of the *Illinois Funeral Directors Association*.

ROBERT L. McDEVITT of Binghamton, NY died September 22, 2008. He was the owner of **McDevitt Brothers Funeral Directors** in Binghamton, which his grandfather, **James McDevitt**, started in 1880.

E.J. (CORK) RANDALL of Cochranton, PA died August 23, 2008 at the age of 79. After high school he worked for the former **Kennedy Funeral Home** in Meadville, PA. In 1958 he and his wife, Barbara, founded **Sunset Memorials** monument shop and ran the company for 35 years. He also owned and operated **Randall Burial Service**, which was first started by his father and brother. He was on the *Cochranton Cemetery Association Board* and served as the board's secretary for over 30 years. Courtesy Clem's Livery Service, Pittsburgh, PA.

If you have an Obituary you would like to see listed here, send information to:



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will show you how to increase your market share by turning customers into your "evangelists." Check out Jackie's word-of-mouth marketing blog at www.churchofthecustomer.com.



John Moore

will then share his insight, as one of the masterminds behind the Whole Foods and Starbucks brands, on how acting small and providing superb customer care can help your business get big. Read more about John's branding expertise at www.brandautopsy.com.



Dean Lindsay

will offer proven ways to make great first impressions, create lasting connections and build long-term relationships. Learn more about Dean's marketing strategies at www.deanlindsay.com



Scott Ginsberg

will discuss how to differentiate yourself from your competition so you can GET noticed, GET remembered, and GET business. Tune in to get advice from "The Nametag Guy" for increasing "mind share" at www.nametagtv.com.



Brad Dawson

will share how to optimize your business operations to survive and thrive in economic downturns and ensure you have the resources in place to make the most of the next economic "up" cycle.

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