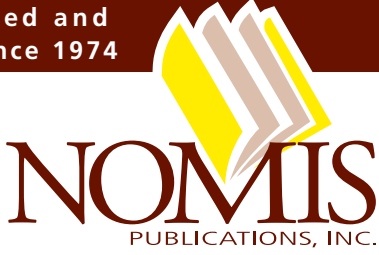


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NEWS

NOVEMBER
2009

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CCMS Student offers First Hand Account of a Soldier's Life

Denise Pfahler is a 23-year-old Staff Sergeant in the Air National Guard based in Columbus, OH, and a student at the Cincinnati College of Mortuary Science. Her studies were interrupted recently when she was deployed to the Middle East. At the time, she didn't realize that she would carry the knowledge from her CCMS labs and coursework halfway around the world and use her mortuary skills for the good of the country.



For the first of this three part series, see Page A24

Lesko & Polke enjoying Stately New Facility



The New Lesko & Polke Funeral Home

FAIRFIELD, CT— Lesko & Polke Funeral Home moved to its new Fairfield Center location eighteen months ago, but the owners are still just as excited about it as they were the first day they moved in. They have reason to be. Their 11,000- square-foot-facility is just beautiful. Looking more like a grandiose bed and breakfast, the two-story colonial is a perfect fit to the upscale commercial neighborhood.

Owners **Kevin M. Lesko** and **Frank M. Polke** moved their location from a front parcel to a back one in an unusual property trade with developers Brick Walk Associates. Both parties are more than satisfied with the agreement, as Brick Walk leveled the former funeral home to build offices and retail space, while Lesko and Polke were able to construct a new, larger business tucked away from the

CONTINUED ON PAGE A21

Breaking Ground...

**McKEOWN-DUNN FUNERAL HOME
OSWEGO, IL**



See Page A9

Aaron-Ruben-Nelson Mortuary has a new Location Under Construction



Aaron-Ruben-Nelson Staff

INDIANAPOLIS, IN— Max Nelson and Jennifer Nelson Williams are pleased to announce that construction of their new funeral home will be completed and an early November opening is planned.

Aaron-Ruben-Nelson Mortuary and **A.R.N. Cremation Services**, located at 1328 West 86th Street in Indianapolis, IN for more than 40 years, will be moving into a beautiful and spacious 14,000 square foot colonial building at 11411 North Michigan Road in Zionsville, IN. Walgreens will take over the current location.

"The opportunity is here. Walgreens wanted our site very badly, and the size of our current facility is a little inadequate. So, we decided to move ahead, and we found this glorious, wonderful site, situated just north of Indianapolis," Max Nelson, CEO, said.

The new location, situated on three wooded acres, will house the largest funeral home chapel in Indiana, with seating for over 200 guests. Parking will increase, more

CONTINUED ON PAGE A4

**THE ELMS FUNERAL HOME
ELMWOOD PARK, IL**



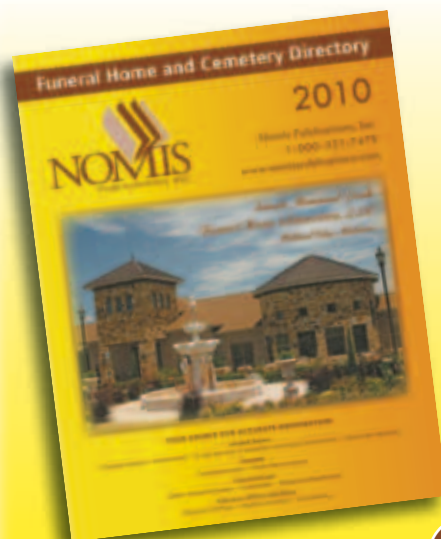
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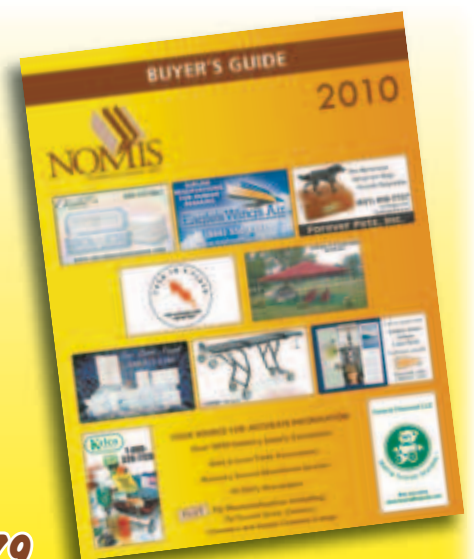
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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Runaway
ADRIANNA HOPE GARCIA



Age Progressed to 19 Years

Date of Birth: 7/24/1989
Date Missing: 12/29/2004
Missing From: Tulsa, Oklahoma
Age at Disappearance: 15 Yrs
Age Now: 20 Yrs
Sex: Female
Race: White/Hisp
Height: 5'2"
Weight: 120 lbs
Hair: Black
Eyes: Brown

Circumstances: Adrianna's photo is shown age-progressed to 19 years. She may still be in the local area. Adrianna's ears are pierced multiple times and she has copper streaks in her hair. She has a scar between her eyebrows and a birthmark on the right side of her waist. Adrianna may go by the nickname Dreena.

Endangered Runaway
RACHEL LYNN KEITH



Date of Birth: 12/16/1992
Date Missing: 6/29/2009
Missing From: Lithia, Florida
Age at Disappearance: 16 Yrs
Age Now: 16 Yrs
Sex: Female
Race: White
Height: 5'2"
Weight: 110 lbs
Hair: Red
Eyes: Brown

Circumstances: Rachel was last seen on June 29, 2009. She has a tattoo on her left ankle.

Endangered Runaway
ARKADIY TASHMAN



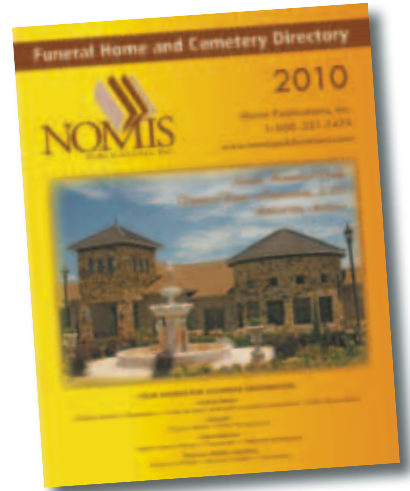
Age Progressed to 21 Years

Date of Birth: 10/12/1987
Date Missing: 1/26/2005
Missing From: Staten Island, New York
Age at Disappearance: 17 Yrs
Age Now: 22 Yrs
Sex: Male
Race: White
Height: 6'2"
Weight: 170 lbs
Hair: Lt. Brown
Eyes: Gray

Circumstances: Arkadiy's photo is shown age-progressed to 21 years. He was last seen at home on January 26, 2005. He has a pierced left ear and scars on both arms. His nickname is Ark.

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

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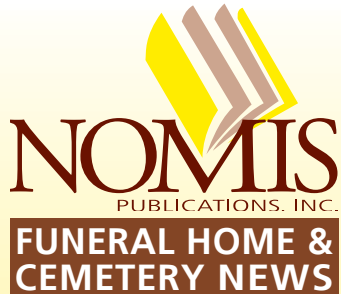


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Published Monthly by:
Nomis Publications, Inc.
PO Box 5159, Youngstown, OH 44514
1-800-321-7479 FAX 1-800-321-9040
www.nomispublications.com
info@nomispublications.com

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-A40 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 1944-1126

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Support America by Buying American

Look around at the situation in this country. More and more people are losing their jobs due to people buying elsewhere. Over the past 25 years, the amount of foreign products sold by funeral homes to the consumer has grown more and more each day. The urns that we buy from distributors, in most cases made in China or some other non-American country, have dominated your showroom display case. It is not only urns. Other sundries such as jewelry, clothing, and instruments used in the prep room are amongst the items that are also imported.

Over the past few years, caskets made in China are the new imports. The marketing of these caskets has surpassed the marketing of the largest casket providers. It is said that some of the American casket suppliers are importing and selling them to unsuspecting funeral homes.

As we see the number of foreclosures increasing, remember you could be responsible for someone losing their job by buying "made in China," etc.

If you agree with me, make it a point to tell the distributors that you only want merchandise made by Americans. I know what their answer will be, "We are saving you money by buying from a foreign country." Remember the people who represent these suppliers have jobs and are not concerned with the economy until it affects them directly.

You should do your part to offset the crisis in this country by telling your suppliers that your funeral home will only sell items made in America by Americans.

John E. Gallaher
Ft. Myers, Florida

Retired Licensed Funeral Director with over 45 years experience

Correction

In the October 2009 article, "Stephanie Kann, CFSP, President of Worsham College of Mortuary Science, is selected as 2009-2010 Educator of the Year by the 100 BWFS" a photo was incorrectly captioned "Professor Albert Worsham". Though he was frequently called "Mr. Worsham" he is in fact **Professor Bruno B. Bak**, father of **Stephanie Kann**, CFSP.

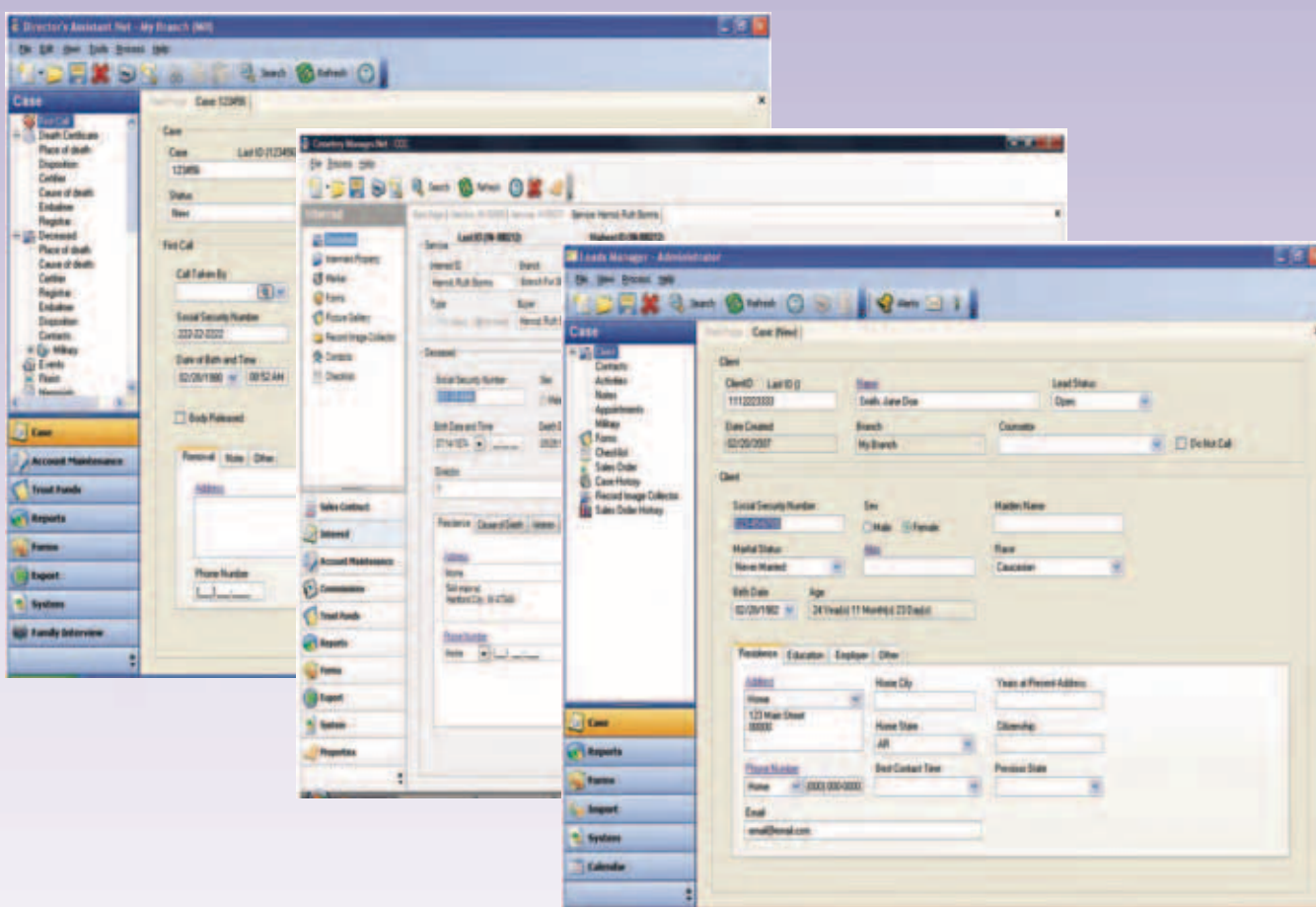


Professor Bruno B. Bak

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Aaron-Ruben-Nelson Mortuary has a new Location Under Construction

Continued from Front Page



Artist's Rendering of the New Aaron-Ruben-Nelson Mortuary

than doubling the number of spots of the current location. Also, a crematory will now be on site.

Mr. Nelson joined Aaron-Ruben Funeral Home, then located on North Meridian Street, Indianapolis, in 1955. He became a funeral director in 1958, and in 1963, bought the funeral home from **Irving Ruben**, co-founder. In 1966, Nelson relocated Aaron-Ruben-Nelson Mortuary to its

current location. He and his daughter, Jennifer Nelson Williams, own and operate the mortuary.

"We are very pleased to be able to continue to serve our beloved community and the residents of Central Indiana through Aaron-Ruben-Nelson Mortuary and A.R.N. Cremation Services," Jennifer Nelson Williams, President, said.

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Miller-Roscka Funeral Home takes delivery of New Eagle Ultimate



MONTICELLO, IN— **Butler Coach** would like to thank the **Miller-Roscka Funeral Home** of Monticello for the purchase of this new Eagle Ultimate Funeral Coach. Pictured with their new coach are **John Roscka** and **Tony Deibel**, both of Miller-Roscka Funeral Home.



The Gift of Aftercare

By Sherry L. Williams

Are you getting the most out of your Aftercare/Family Care services?

When you are planning to create a family outreach program, make sure to consider the other ways you can make use of the particular item or service. In other words, how can you maximize the potential of this product or service?

For instance, if you are planning a program for the holidays; Christmas, Chanukah, Kwanza, Valentine's Day, Veterans or Memorial Day, etc., have you really considered how to get the most out of it? Have you really looked at the list of people you are intending to invite? Have you made it open to the public? How are you promoting it? Have you considered that the promotion of this program is also a good way to let people in your community know how much you are willing to invest in the community? Advertising for this program can also be a good way to help promote the image you are trying to convey to the public. Promotion for this program is a good way to let people know that your firm is not just a place people go for a funeral but that it is a place where people find hope to move forward with their life after the death of a loved one.

Could a program for your community provide you with a way to network with other social service agencies? Have you ever considered asking other agencies to participate in your programs by co-sponsoring the program? You could also allow these agencies to have display booths at the program as a way of letting people in your community know what services are available for grieving individuals. Co-sponsoring a program with other social service agencies is a good way to share costs and workload for your project and create goodwill while you are saving money and energy.

If you have an on-line magazine as a part of your website, have you considered how to maximize its use? For instance, have you given the user name and password out to the clergy in your area so they can use the website with their congregation? Have you thought about doing an ad in the newspaper letting people in your community know about the information they can get to help them through their grief by accessing your website? Have you considered sending the website information to support groups, hospices, schools, and counselors in your area as a way for them to work with those who are bereaved?

In other words, when you are deciding on a service, plan for additional ways to make that service work for you. Be creative in your thinking. When I say this, I am reminded of a funeral director client of mine who was going to put up a flag pole on the funeral home property. As we began to talk, we brainstormed about that flag pole and the installation of that flagpole became a large community event that involved the Scouts, the VFW, the local High School Marching Band, the

Mayor and a host of others as that flag pole was dedicated to the veterans of Vietnam, the Gulf War and Afghanistan. The Senator for her state obtained a flag that had flown over the Nation's Capitol Building and the dedication celebration was an event that made all three local television stations and her local newspaper. All because she looked at the project and was willing to think outside of the box about how it might be helpful for the community and promote her business at the same time. A friend of mine, Zig Ziglar has always said, "You've got to make your plan and you have to work your plan." So, work your plan and get the most out of the services you provide.

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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Funeral Homes Slow to Adopt Change, Even Profitable Change

By Timothy Miles

Despite the fact that over the past decade, funeral homes have watched a growing number of internet based sales companies challenge their margins with discounted caskets and other end-of-life related products and services, funeral homes have been remarkably slow to embrace the internet as a legitimate profit center for their business. As a result, many funeral homes have turned their backs on hundreds of millions of dollars in additional profits every year. This despite the fact that these additional profits can be attained with little or no investment and virtually no additional ongoing effort by in-house staff.

While the number of US annual deaths are projected to steadily increase over the next 40 years, cultural changes combined with advances in the internet and e-commerce have created a shift in the buying habits of American consumers when it comes to dealing with the death of a loved one. These changes have directly and negatively impacted the traditional economic model of an end-of-life transaction for many funeral homes.

CONTINUED ON PAGE A23

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

How to Make a Good Professional Appearance (Part 1)

In September I had the good fortune to be invited to present a special continuing education program to Funeral Directors in Enid, OK. The program was presented on behalf of Thomas and Associates in conjunction with the Oklahoma Funeral Directors Association. My program was entitled Dress for Success. The standing room only crowd thoroughly enjoyed the program and asked a multitude of follow-up questions at the end. An originally scheduled one hour program, including a Q & A session, ran an hour and a half which is most unusual for any continuing education program that I've ever attended. On most programs the audience wants the program to let out early and asks very few (if any) questions.

Given the fact that professional appearance, grooming and manners is of such intense interest to funeral home owners and all members of their staff (full and part time) I felt that I should reprise my column of several years ago, discussing the subject in greater detail. There is so much good to share on the matter, that I must make this a three part series to get it all in. No one wants to head in to 2010 not looking their very best. This special three part series can help. Good reading!

It goes without saying that in funeral service, relationships are everything. First impressions, those first ten to fifteen seconds between funeral professional and consumer, are critical to starting to build a successful, long term relationship.

It's a cliché but true: *You never get a second chance to make a good first impression.* First impressions are also lasting impressions. Studies have shown that critical judgments are made about us within the first three and a half minutes after we say "Hello." The consumers will size up your image, credibility and trust factor. You must obtain their trust and respect from the start. Do you know what kind of first impression you make in work situations? Like it or not, the moment we meet someone we judge them and more importantly, we are being judged. Someone we meet makes profound assumptions about us based on the way we look, and it only takes two to ten seconds to make these profound judgments. They evaluate us on our attractiveness, our social and intellectual status in relation to them, our value to their time and our abilities and skills. Is this fair? Probably not, but it is reality.

How do you capitalize on those first few seconds? One of the very best ways is by portraying a positive professional image. Image is the sum total of all the little things you do, say and wear that when put together give people a picture of who you are and what your values are likely to be. People like to do business with people "of like mind" and they will more often than not purchase from those who mirror their characteristics. Perception is reality, so make it count.

There are many elements involved in building a positive image. Because such profound judgments are made on such superficial information, it is important, especially in the corporate world to choose your attire carefully. Looking good is important for your success. Looking good gives you self confidence and when you're confident, you're better prepared to handle a variety of situations. Dress does make a difference. When you are dressed professionally, people treat you with respect.

People are very visual and they take in everything before you say a single word. Research clearly shows that over 85 percent of the decisions we make every day are first made with our eyes. Sixty-five percent of what a person recalls is conveyed *visually, not orally.* Therefore, to present an image that is professional and credible, you must dress accordingly. We quickly scan a person and decide if we want to do business with them or not or even if we will like or trust them.

In a recent Yahoo! Hot Jobs survey, 82% of consumers surveyed said that how a professional dresses greatly influences whether they will do business with that person or not. As a result, the importance of your appearance is critical. The relationship between business success and personal appearance is well documented. How many of you have ever lost a job or been passed over for a promotion because someone else had "the right look?" First impressions help build relationships.

The following are some tips on how men and ladies can make an impressive and lasting first impression through the way they dress. This advice is offered courtesy of ETICON, Inc., Etiquette Consultants for Business, Columbia, SC and Jill Haney, CEO and President of JH Image Consulting, Cincinnati, OH.

How you look is a reflection of not only how you feel and act but also how you will serve the consumer. Ask yourself these questions. Do your clothes fit? Do they fit you physically? Do they fit the occasion and setting?

What are the most important articles of clothing a professional man should own? According to Jill Haney, always start with the suit and sport coat, because it is the foundation of any man's business wardrobe. The well-dressed man understands that his wardrobe, and the messages that the wardrobe send, can be used as a powerful marketing tool.

Without a doubt the first suit every man should buy is navy blue. The navy blue suit is classic, elegant and appropriate for all business situations. The navy suit is the most versatile and a universally flattering color on men. Color can be a strong visual communicator and can make a powerful statement. A classic navy suit conveys trust, reliability, loyalty and dependability.

The second suit every man should own is a gray suit—not just any gray suit, but a mid-gray, also known as banker's gray, not too light and not too dark. It is important that

this suit be mid-weight or light-weight worsted wool instead of a heavy winter flannel. This suit should be worn year round. A gray suit sends the message that the man is professional, conservative and intelligent.

Rounding out the successful wardrobe for any man is the pin stripe suit. The pinstripe can be in a gray or a blue. The pinstripe is the most popular and conservative of patterned suits and is a great way to introduce a pattern into the wardrobe. For the man who would like to be taller and thinner, the vertical stripes are very flattering. Pinstripes are set one-sixth of an inch apart and traditionally come in soft white, blue or burgundy. What about the black suit? The black suit should be worn only in the evening. Resist the urge to purchase a black suit unless you are the company CEO or Chairman of the Board.

Men should allow no more than two patterns in the visual field during sales presentations. This means that if you have a solid suit, you can have a patterned tie and shirt. If you have a patterned suit, you should have either a solid shirt or a solid tie. If both your suit and shirt are patterned or pin-striped, you should wear a solid tie. Think twice before breaking out a brown suit—studies have shown that they inspire distrust.

Suits usually show professionalism without individuality, or individuality without professionalism. To strike a distinguished balance, add individual flair through your accessories, but maintaining a suit that connotes respectability and stability. Men can wear vibrant ties with red, cobalt blue, and burgundy. Regimentally striped ties convey the most powerful image, followed by "neat" ties with small repeating designs. Avoid ties that have a lot of green, yellow or orange; they're too lively.

Speaking of suits, consider the suit you're wearing. Is it the same one you're worn the past five years? Is it worn out or simply out of style? Invest in yourself by annually purchasing several new suits, in the latest fashion style from a reputable clothier or specialized tailor. Your investment in your wardrobe will pay you back handsomely in the months ahead.

That's all for this month. Be sure and read part two of my special three part series next month.

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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Memorial Business Journal to debut in January

TRENTON, NJ— A new weekly subscription-based publication dedicated to complete coverage of the death care profession will debut in January 2010; and its editor is a familiar voice in funeral service journalism.

The *Memorial Business Journal*, billed as the weekly resource for progressive funeral directors, cemetery directors and cremationists, is the creation of **Edward J. Defort**, an award-winning journalist who has reported on the funeral service profession since 1996. The publication will be comprehensive in its coverage of funeral service, offering news and analysis, trends, business development tips, commentary, announcements of new products and services, reviews and more. The journal will be published 52 times a year and will focus on issues covering the full death care spectrum, as well as related fields, such as small business operations.

The publication has already garnered the support of at least one funeral service icon. "For as long as I've known him, Ed Defort has provided excellent, unbiased coverage of funeral service," said **Adrian F. Boylston**, whose family published funeral service journals for 80 years. "His new publication will continue that legacy of integrity." There will be many unique features about the journal as well. Defort emphasizes the word "progressive" when he describes the publication.

As such, this journal will be available electronically only. "News and information moves pretty fast these days so it makes no sense to rely upon ground mail," Defort said. The electronic production and distribution also allows flexibility in the content. There is nothing that locks the *Memorial Business Journal* into a template. "If a breaking news story happens while we're on deadline, we'll just have a bigger issue, with no worries about fitting all the news in a set page count," Defort said.

The *Memorial Business Journal* will offer an interactive component with subscribers. "I plan to be fully engaged with subscribers to find out the topics that are important to them," he added. The publication is developing a companion web site that will allow direct interaction among subscribers. "This will help me guide the direction of the content," Defort said. "The goal is to present a publication containing what the subscribers think is news, not solely what I think is news." This journal will be about reporting, analysis, sharing best business practices and sharing stories and experiences that the readers can use. Also, there will be no paid advertising in the publication. "This is a newsletter, period," Defort noted.

Prior to its weekly launch in January 2010, *Memorial Business Journal* is producing three "pre-launch" editions, once a month in October, November and December. These will be used as sample issues to give all of death care a taste of what to expect every week. These issues will be emailed to anyone interested in subscribing and will be downloadable off the company's web site.

For further information, contact edefort@memorialbusinessjournal.com or call 609-815-8145.



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Changing Lives Through Laughter

By Nancy Weil

Learning from Other's Mistakes – Ten Sales Don'ts

Recently I had the dreaded experience of shopping for a car. It seems that most people view shopping for a car with the same enthusiasm as pre-planning their funeral and purchasing a grave; a necessary task, but not a pleasurable one. Unlike at work, where I am the information provider, I was on the opposite side of the table where I was able to observe the sales process from the consumer's point of view. Most of what I learned came from *not* being treated as I expected. I witnessed such poor salesmanship that I was shocked and outraged. I was left feeling as if getting my business was unimportant. Since experience is a great teacher, here are the lessons we can all learn:

1. **Keep the appointment** – When your customer calls ahead to make an appointment, be available when they arrive. If something unexpected delays you, have a back-up plan. Ask a co-worker to begin the sales presentation or answer their questions. Respect your customer enough to understand that they are busy too, so never leave your customer waiting.

3. **Be there for your customer** – Your entire focus needs to be on the people who are in front of you. If you are in the middle of something when they arrive, quickly jot down some notes on what you were doing and still needs to be done. Then go in with a clear head and be fully engaged. Appallingly I returned from a test drive only to find the salesperson with her coat on, cell phone and keys in hand, ready to walk out the door. The sale ended at that moment. It was obvious that she was not interested in my business.
4. **Don't change your story** – A sales relationship, like any relationship, is based upon trust. When people come to your office, they are often in an emotionally vulnerable state. They need to feel safe and cared about. If they catch you in a lie or are given misinformation, the connection of trust is severed. Have a clear, consistent and truthful message.
5. **Be prepared** – Time is a valuable commodity, both to you and the families you serve. Due diligence requires that you have as much information ready as possible before the client arrives. If you have served this family before, pull out the files and refresh your memory. Your family will be impressed and feel important. It is difficult enough to be at a cemetery or funeral home and, while the gathering of information is part of what we do, streamlining the process will keep the family at ease.
6. **Listen, Advise and Follow Through** – Your clients will tell you what they want, all you have to do is ask the right questions. Pay attention. Don't try to change their mind, but always provide them with all of their options. Their decisions are important ones and it is your duty to give them information/options and then sit back and listen. Always follow through with any commitments you have made.
7. **The price is the price** - Giving a discount is a valid sales tool and at times the family you are serving may have some financial constraints that require some movement. Always operate under the guidance of your state and federal mandated pricing formats. Use the required price sheets as a positive sales tool and when providing a discount show the family the savings they are receiving. We need to keep the price/value relationship in balance so discount only when necessary. The mark up to mark down pricing format does not work in funeral service.
8. **Don't assume** – The first salesperson I encountered sent me on a test drive of a stripped down version of the car I already had. Gone were the luxuries I had grown accustomed to. When I questioned the choice of vehicles, the reply was that it was what they thought I could afford. People will find the money to buy what they really want. Never assume the buyer's target price/cost. Ask questions, find out what is important to them and show them what is available. Always provide full disclosure on available products and services.

What you might think is expensive, your family might think is reasonable.

9. **Follow up** – Create a system for staying in touch with prospective clients as well as those families you have served before. If someone leaves a message, call them back. Incredibly few salespeople follow this simple sales principle. Phone calls returned days later demonstrate an "I don't care attitude." Opportunity lost!
10. **Don't lose future sales and referrals** – By paying attention to your client's needs, treating them with respect and offering a fair price, you may earn the sale. By exceeding their expectations, giving superior customer service and taking the time to form a relationship, you may not only earn the sale, you will secure future revenue from all of those they tell. No longer are your families your families, in today's consumer based world people are shopping and, with the flexibility that cremation allows, if you have not established a relationship with that family you may lose them.

Final thought: I have offered nothing more to you than a reminder of what you already know. I would have thought that my original salesperson knew the same rules based upon my first experience with her two years prior. She gained four additional car sales through my referrals. This time she lost my business and all future business from everyone I know. And what did I finally buy? An upgraded, newer version of the car I had. Did I spend more than I intended? You bet. Am I satisfied with the sales person and the final outcome? Definitely. Would I tell others about my experience? I just did.

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

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

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

McKeown-Dunn Funeral Home Breaks Ground



Artist's Rendering of the new McKeown-Dunn Funeral Home



McKeown-Dunn Groundbreaking Ceremony

OSWEGO, IL— McKeown-Dunn Funeral Home has broken ground on their newest location. The new funeral home will compliment their current location, which has been at 210 Madison Street since before World War II. Owners are **William F. and Patricia A. Dunn.**

The 9,690 square-foot funeral home is designed in "Prairie" style architecture using natural stone and brick to blend in with the style of banks and other buildings in the area. It was designed to serve the growth of the community. Located on 2.4 acres of land the new facility will include a 200 seat chapel that is dividable, a large lounge with kitchenette and children's area, casket merchandising room, flower delivery room, employee lounge, prep room with separate dressing/cosmetology room, a drive-under canopy and ample off-street parking.

"The present facility has space for only one chapel, so the new one would better serve the community," Dunn said.

Miller Architects & Builders has teamed with McKeown-Dunn Funeral Home on this exciting project from architectural services through construction.

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

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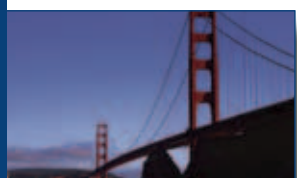
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Keystone Group designates Eagle's Wings Air as Exclusive Supplier

FORT WAYNE, IN— Eagle's Wings Air has announced that it has been selected as the exclusive supplier of air transportation management services by death care industry leader, **Keystone Group Holdings**.

"The Keystone Group has demonstrated a keen awareness as to the potential impact of both the recent and pending aviation security changes facing the death care community. Their partnership with EWA is a proactive approach which will avoid service disruptions for their client families," comments **Frank Kaiser**, President and co-owner of Eagle's Wings Air.

"EWA has proven its air transportation expertise to our organization, and we appreciate the service and support being offered by these former airline employees. We view EWA as the leading advocate for aviation-related issues, not only for Keystone, but for our entire industry,"

comments **Jim Price**, Chief Operating Officer of Keystone Group Holdings.

Keystone North America, Inc., through its subsidiaries, is a leading funeral service provider in North America, operating 199 funeral homes and 15 cemeteries across the United States and the province of Ontario, making it, in management's estimate, the fifth largest funeral home operator in North America.

Eagle's Wings Air is the leading single-source supplier of air transportation management services to North American funeral homes and shipping services. From its headquarters in Fort Wayne, IN, they provide a nationwide concierge service for the air transportation of human remains while also offering personalized travel assistance for the bereaved.

For additional information on Eagle's Wings Air, contact Frank Kaiser or visit www.eagleswingsair.com.



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Legal Speak

By Atty. Harvey I. Lapin

State Board Enforces FTC Funeral Rule

An Oregon funeral director lost his license and was subjected to a \$44,000 fine for violations of state law by the Oregon State Mortuary and Cemetery Board that included provisions of the FTC Funeral Rule. The funeral director challenged the Board's decision in court and the Court of Appeals of Oregon upheld the decision of the Board. The case is titled *Olson v. State Mortuary and Cemetery Board* and it can be reviewed at 2009 WL 2515776 (Or. App.). Olson's employer, a funeral home corporation that Olson also owned was also disciplined.

According to the Court, the regulation of funeral directors used to be solely by the states. However, the Court noted that in 1982 the US Congress enacted the Federal Trade Commission Act of 1982 that prohibits "unfair or deceptive acts or practices" and it directed the FTC to make rules and regulations to prohibit such practices. The FTC responded by issuing a Rule in 1984 that became known as the "Funeral Rule." This statement of the FTC's authority is not exactly accurate because the FTC began its investigation of the funeral industry in 1975 and the first proposed Funeral Rule was promulgated before 1982. In any event, the Court then stated that the Oregon Legislature in 1985 incorporated the FTC Funeral Rule into the Oregon law as an additional cause for disciplinary action by the State Board.

The Court reviewed the key provisions of the Funeral Rule and noted that the Board had determined that the funeral director and his employer had committed 88 viola-

tions of the state and federal requirements. The Board imposed a \$500 fine for each violation and revoked the funeral director's license and funeral home's establishment license.

According to the Board's findings, which the Court indicated were not disputed by the funeral director or the funeral home, the following violations occurred:

1. Olson and the funeral home often had customers sign Statements of Funeral Goods and Services Selected before the prices were inserted;
2. In one case, Olson listed a charge for a direct cremation, but when he submitted the copy to the Veteran's Administration for payment of benefits, he added additional charges for the cremation and transportation that were already included in the basic charge for the direct cremation and when the customer received the copy from the VA with the extra charges they filed a complaint to the State Board;
3. The auditor from the Board found additional documents that were submitted to the VA in connection with other services that were higher than the bills given to the customers;
4. The auditor found four incidents where customers were billed twice for the cremation services and a cremation tray when those charges were already included in the direct cremation charge;
5. On another bill the customer was billed for a cremation tray with the indication that the tray was required by state law;
6. The auditor found that Olson sent dunning letters to customers claiming more money than was owed, and
7. Upon completion of the investigation a hearing was held and the Board concluded on the basis of the evidence that Olson had committed 88 violations.

Olson claimed the Board committed eight errors in the appeal of the Decision. Many of these claims related to the specific allegations and while of interest are not pertinent to the basis for this article. The pertinent error claimed was the challenge that the Board did not have the authority to enforce the FTC Funeral Rule to determine violations of Oregon State Law. The Court rejected this claim and indicted that the Oregon State Legislature had specifically amended the state funeral law to provide that every licensee is required to comply with the Funeral Rule and that a violation may be cause for Board action. Olson claimed that this action by the State Legislature was unconstitutional under Oregon Law be-

cause it was an attempt to adopt rules that would change from time to time as the federal government changes its rules. The Court also rejected this claim on the basis that the legislature had only adopted the Funeral Rule as it was promulgated in 1985.

This decision is pertinent to many members of the Industry, since most state legislatures have enacted laws similar to Oregon incorporating the FTC Funeral Rule as a basis for a violation of State law. Accordingly, every industry member should be even more careful to comply with the Funeral Rule because a violation could be the basis for significant penalties under state law and the possible loss of a license in addition to penalties under the Funeral Rule imposed by the FTC.

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

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

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

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

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

Musicians David Crowder and Mike Hogan reflect on Suffering and Hope

GRAND RAPIDS, MI— Bandmates **David Crowder** and **Mike Hogan** team up to share their experiences with grieving, suffering and hope in *Everybody Wants to Go to Heaven but Nobody Wants to Die*. Part philosophy, part music history, part snarky commentary, *Everybody Wants to Go to Heaven* gives readers a glimpse into the interworking of Crowder and Hogan's mind. Scary, yes but also extremely heartfelt and even enlightening.

"This book is a meditation on grief and the soul," says Crowder. "It is a book about the pain of absence. It is about the sharpness of memory that eventually dulls into something we both fear and pray for. It is a book about dying. The kind of dying that involves the physical body that everyone of us will one day experience, but also the kind of dying that is necessary, before that moment of mortal death, for true living to begin."

Everybody Wants to Go to Heaven was inspired by the death of close friend and pastor *Kyle Lake* who was electrocuted while baptizing a member of their church. His death left Crowder, Hogan and their entire church heartbroken and struggling to grieve.

This book is an homage to the hope they found while grieving – the same bittersweet hope that exists in bluegrass. According to Crowder, "things inside us began to spill over, and we started collecting them in this book."

By looking at the history of bluegrass Crowder and Hogan take the reader on a philosophical journey to the center of the soul, but unlike a similar discussion in a philosophy class, their commentary sparks hope and an understanding that pain and grief are essential parts of truly living. "Bluegrass music holds both suffering and hope. Both are inherent and necessary."

The unique formatting in *Everybody Wants to Go to Heaven* encourages readers to interact with Crowder and Hogan. The book includes instant message (IM) conversations between Crowder and Hogan and three parallel stories are told in columns throughout the book.

Everybody Wants To Go to Heaven released during the David Crowder*Band's 32-city national tour promoting their new CD, *Church Music*. The CD was released in September from sixstepsrecords and EMI CMG Label Group.

Everybody Wants to Go to Heaven But Nobody Wants to Die is revised and updated and was previously titled *Everybody Wants to Go to Heaven But Nobody Wants to Die or the Eschatology of Bluegrass* (Relevant Books 2006). This revised edition is available in hardcover through **Zondervan**.

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"Everybody Wants to Go to Heaven" combines philosophy and the history of bluegrass





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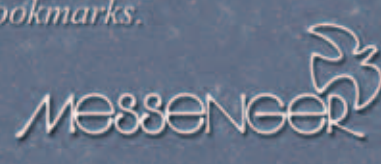
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Where have all the Bodies Gone? War

By Richard A. Santore

Well to begin with people are living longer. Today the average American can expect to live to anywhere between 77.5 and 80 years. But, don't think you can take these numbers to the bank. This statistic includes all deaths; accidents, wars, whatever you like. The statistic doesn't lie; it just doesn't exclude risk factors. And, you can't say "natural causes" because all that means is death was caused by a natural disease process. This same statistic also doesn't take into account "preventable death." More and more of us have given up smoking, so presumably this will increase how long we live, but we are eating more and obesity is going to shorten our life expectancy. So let's hold the concept that the statistics are right on the money and the average American is going to die between 77.5 and 80 years old.

Here's where all the statistics really get fuzzy. Fuzzy because the statistics for 1930 show the average American would live between 59.7 and 61.6 years. What's so great about 1930? Well if you were born in 1930 or there about you should be dying today and you're not. So now we just threw that statistic out the window and we need to ask why; why aren't you dying? Simply put, you were never born, that's right you were never born.

You see, what happened is this: There was the "Big One," the war to end all wars between 1917 and 1919 for us here in the U.S. It was a little longer in Europe. Then from 1941 through 1945 we were back at it with the second war to end all wars. It's a funny thing about wars, they never want "old men" to fight, I guess they figure we're smart enough not to want to be brave and die a hero's death so they only take our young men who see themselves as invincible. The total number of U.S. Military deaths during WWII was 504,956.

CONTINUED ON PAGE A26

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Observations

By Steven Palmer

The Underworld & Undertakers

"I wouldn't be in legitimate business for all the money in the world"
—Gennaro "Gerry" Angiulo

I read the other day that Gerry Angiulo died.

For most people, that name has no recognition. But to people who lived in Boston in the 1960s-1980s and who followed the crime news, the Angiulo name brought fear to the timid, respect to those wishing to avoid fear and interest to the curious who were outside of their sphere of danger.

Gennaro "Gerry" Angiulo was the son of an Italian immigrant who ran a North End grocery store. His skill at making money impressed and earned him promotions in the New England Mafia family under Raymond S. Patriarca, boss of New England organized crime. Arrested at Francesco's Restaurant in 1983, accused of murders and beatings, amongst other felonious activities, after the FBI had bugged his North End headquarters for several years, he was quoted as saying, "I'll be back before my pork chops get cold." He served time in a federal penitentiary until paroled in 2007.

Angiulo was buried from the Boston Harborside Home of J.S. Waterman & Son-Waring-Langone Funeral Home. The name Langone brings back memories of this politically powerful provider who rendered funeral services to some members of organized crime.

My apprenticeship in the Commonwealth of Massachusetts was served with the Charles B Watson Funeral Home/Watson Trade Service which provided first call and embalming services for many funeral homes in the Boston area.

I never met the Angiulos but late one night our supervisor

and I went to Buzzy's Roast Beef for late night eats and he pointed out the Angiulo Brothers sitting in their cars, reportedly waiting for the delivery of the next day newspapers.

One trade service client was the original Langone Funeral Home on 383 Hanover St. in the North End of Boston. The famous Italian North End has many claims to history. Langone Funeral Home, directed by Willie Langone for many years to the end was provider of services to Nicola Sacco and Bartolomeo Vanzetti, two North Enders and avowed anarchists, were accused, tried, convicted and executed for the crime of robbing and killing a shoe company paymaster and a guard. Their innocence is still proclaimed in the North End. Their funeral attracted 100,000 mourners. Willie, a genial, physically small man with snow white hair, always kind to us presumptuous apprentices, would show us pictures on his office wall of their most famous funeral. The funeral home is gone now but lives on in many memories in the North End.

The other related but separately owned Joseph A. Langone Funeral Home existed for many years on Merrimac Street adjacent to the former Boston Garden, the venue of the Boston Bruins, the Boston Celtics, any worthwhile concert, circus or special event. Boston Garden's street level housed many small restaurants and bars.

Joseph A. Langone III, "JoJo" as he was more commonly known, was not unknown to the members of organized crime. His friendship and any relationship to them are not known as fact to this author and therefore are speculation. But his colorful career and personality make him an interesting face of funeral service.

When we would deliver a decedent to "Langones," many times JoJo would be sitting in a folding chair in the parking lot or sweeping or hosing it down. When we would back in our vehicle he would tell us which room to go to and who would be there to help. Before he left he would almost always make an appearance to be sure all was acceptable. Mr. Langone, as I would address him, would be gruff but not unpleasant. Once you learned his personality he was enjoyable to be around.

Joseph A. Langone, a former state representative and member of the Governor's Council for twelve years (an eight member board that advises the Governor on judicial appointments, pardons and commutations) operated the funeral home for 40 years. One of the most infamous incidents of his life and career happened there.

A federal narcotics agent parked in front of the Joseph A. Langone Funeral Home to go across the street to one of the taverns to meet with an informer. JoJo came from the funeral home to tell them to leave. The agent showed his badge and told him he would not be long. JoJo told him to move the car. The discussion became physical on JoJo's part. The scuffle was heard, the informer fled and Langone spent six months in the slammer for assault charges, presumably forever endearing himself to those saved by the meeting not taking place.

He was remembered as the "Italian James Michael Curley" who took constituents needs seriously.

So much has changed since those days. Raymond Patriarca is dead. Gerry Angiulo is dead. JoJo Langone is dead. Watson Funeral Home and Watson Trade Service are gone. Langone Funeral Home was purchased by Service Corporation International and was merged with several other firms and the Merrimac Street location was closed.

It was an interesting time for a callow youth to be learning about life and funeral service in the big city of Boston.

"They say we gotta get rid of the Governor's Council. Well, it's ironic — I like that word ironic. I learnt it yesterday — the governor wants to abolish the council. Well, the people in my ward must like the council, because they keep reelecting the council in my district, and they don't keep reelecting governors."
—Joseph A. Langone III

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.

"Hearse Across America" to begin in February 2010



David Jeckovich's 1955 Cadillac Hearse

ORLANDO, FL— David Jeckovich has announced that in February 2010, he will launch his "Hearse Across America" program. His plan is to travel from Florida to California offering the use of his 1955 Cadillac hearse to funeral homes and churches along the way free of charge.

Jeckovich is the manager of Credit Union Services, which buys vehicles from funeral homes and resells them worldwide. He says he was moved to purchase the Cadillac and dedicate its service in memory of his late wife Joanne. "I was married to Joanne since high school, and she died in her forties after a seven-year battle with cancer," he states. "She was always spreading happiness and joy to complete strangers, and I want to continue this tradition in her honor."

The hearse was built by

Miller Meteor and only had 25,000 miles on it when he bought it. It is said to be the one used in the Tommy Lee Jones movie, Ty Cobb. Jeckovich has worked hard to get the car in tiptop shape including extensive engine work, paint, and interior restoration, and he is committed to providing excellent and respectful service to all. He looks forward to making many families happy with this unique way to pay tribute to their loved ones. He hopes it will be used by people from all walks of life from veterans to the homeless - anyone who so desires. Jeckovich strives to accommodate as many funeral homes and churches as possible who would like to be a part this effort. For more information about Hearse Across America, please contact him at (407)366-0000 or hearseacrossamerica@yahoo.com.

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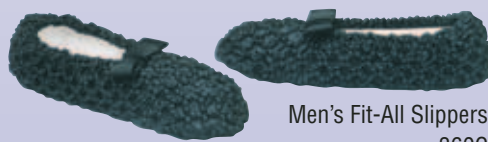
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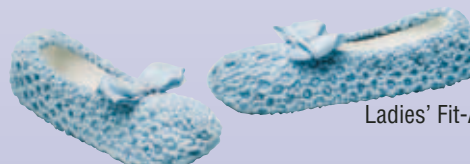


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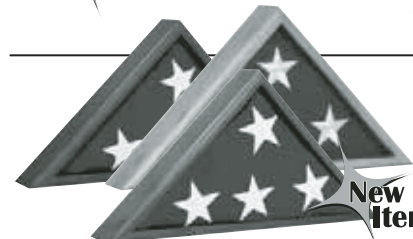
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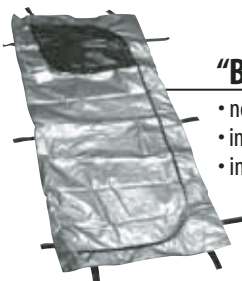
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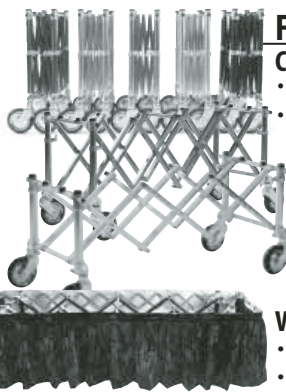
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**Reflections pays tribute during
"A Salute to Mr. Lincoln" Weekend**



Reflections: The American Funeral Mobile Museum

ROCKFORD, IL— Scholars credit Abraham Lincoln's funeral, in 1865, with triggering the beginning of the modern funeral service. President Lincoln was the first public figure to be embalmed and put on view for nearly three weeks. **Reflections: The American Funeral**, a 53' mobile museum, features a reproduction of Lincoln's elaborate casket and a scale model replica of the funeral train that carried his remains as well as explores the history of funeral customs and commemorates veterans and others who serve our country.

Reflections was on display in front of Veterans Memorial Hall during "A Salute to Mr. Lincoln" Weekend held September 24-26, 2009. A private reception for funeral service professionals, hosted by **Frigid Fluid Co.**, was held inside the exhibit on Saturday.

Mobile Museum Honors Presidents, Veterans, Public Safety Officers, Historical Figures

From the cross-country funeral procession for Abraham Lincoln to the national outpouring of grief for Elvis Presley, America has a rich history of mourning the dead. Reflections explores these traditions, beginning with Native American burial mounds and ending with the diverse rituals practiced across the country today. Recent display additions include Senator Edward M. Kennedy and Michael Jackson. Produced by Michigan-based MRA, it's earning high praise from everyone who experiences it.

Reflections has been touring across the United States since Summer 2008, stopping at state capitols, universities, veteran events, and mortuary schools, funeral homes and industry conventions.

Reflections receives support from the *National Funeral Directors Association* (NFDA); the American Board of Funeral Service Education (ABFSE); the Academy of Professional Funeral Service Practice (APFSP); *Federated Funeral Directors of America* (FFDA); **Get-Etched**, a manufacturer of distinctive, custom memorial products; and **Kates-Boylston Publications**, the parent company of *American Funeral Director* magazine, a leading independent trade magazine for funeral directors and other funeral service professionals.

Sponsorship and appearance inquiries are welcome and can be submitted to Frank Lorbach at FrankL@goMRA.com or 586-596-7937.

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OSHA Compliance

By Gary Finch

Consider Yourself Forewarned

Using new web resources, it is now possible to get a real inside view of OSHA. I suspect there are power struggles at every government agency. The one going on at OSHA might be unique.

This is a tiny agency, yet it tied with the IRS as the most hated government bureaucracy in a poll. Why? Why not the EPA? It is much larger. Or why not the CDC? The hatred and lack of respect from the public has stung many at OSHA. Others see it as proof that they are doing their job. You have a resulting turf war between these two camps. Both sides have true believers.

The proponents on one side identify with Charles Jeffress. He was the OSHA Chief under President Clinton. Under Jeffress, OSHA achieved a record 40,000 inspections in one year. There were record penalties and fines. And most important of all, *accident rates dropped to an all time low*. However, this was the period when OSHA tied the IRS in voting for the most hated agency.

The other camp likes the OSHA that President Bush built. The Chief was John L. Henshaw, but here the credit is given directly to Bush. Inspection levels dropped to just over 30,000. The focus was narrowed to industries with the highest accident rates. OSHA established Voluntary Protection Programs with many industries that promised to do their own enforcement if OSHA backed off.

Penalties and average fines went down. And most important of all, *accident rates dropped to a new all time low*.

Now there is a great deal of chatter coming out of OSHA. There is talk of a return to the glory days of 40,000 inspections. Voluntary Protection Programs have already been de-emphasized. Like AT&T, "Reach out and touch someone" seems to be the new credo.

In the world I live in, these are seismic shifts. In the world most of you live in, it is scarcely noticed. My feeling is that some of you who have not noticed it will know it all too well in a few years. You will know it when you have been the one that was touched. And you may say, "Why didn't you warn us?" And I will answer, "Oh, but I did."

"What's Up With This" is the name of our new email report. It is free to anyone that wants to receive it. To register, go to www.kisscompliance.net and click on "What's Up With This". The focus is on OSHA and the death care industry.

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.

Jackson Funeral Home purchases new Coach and Limousines



LAURINBURG, NC— Lawrence Jackson, Jr., along with his wife, **Eloise Jackson**, of **Jackson Funeral Home**, Laurinburg, take delivery of their set of new model S&S Presidential Six Door Limousines as well as a new model companion Cadillac Funeral Coach. Delivery was made on September 24, 2009 by **Bill McKeithan** representing **Crain Sales** of Mt. Giload, NC.

Death Care Marketing in the New Economy presented by MKJ

LARGO, FL— MKJ Marketing, the death care industry's leader in marketing services, will present a new seminar in 2010, "Death Care Marketing in The New Economy." The annual MKJ Ski Seminar will be held at the Westin Riverfront Resort in Beaver Creek, CO, February 8 - 11, 2010, and at the Ritz-Carlton Beach Resort in Naples, FL March 8 -11, 2010.

American consumers' priorities, particularly baby boomers, have changed as a result of the 2009 recession. The difficulty of selling homes and lost retirement funds will result in fewer seniors retiring to Sun Belt states, thus increasing the number of deaths in the mid-west and northeastern states. In fact, the recession is creating an opportunity for funeral businesses in these regions, but only if these firms can make the necessary adjustments to meet the consumers' needs.

Even with drastic price cuts at retailers, hotels, airlines and restaurants, the consumer is holding tight to their money with an emphasis on saving. For the first time since before WWII, Americans are placing a higher priority on saving than spending. This new reality is impacting every major industry. Buyers are seeking smaller instead of larger homes, purchasing fuel efficient vehicles, paying closer attention to their investment portfolios and the cost of medical care. In simple terms, the consumer is demanding less; they can't pay for more and they don't want more. For many markets, discounting will be a reality; discount funeral service will become available in nearly every fair size com-

munity as lower priced firms will realize an increase in volume. As the volume increases, it is likely they will become more aggressive in their advertising.

How will death care adjust to this new reality? Will the arrangement techniques of the past still work? MKJ Marketing, the death care industry's leader in marketing services, will present a new seminar in 2010, "Death Care Marketing in The New Economy." The annual MKJ Ski Seminar will be held at the Westin Riverfront Resort in Beaver Creek, CO, February 8 - 11, 2010, and at the Ritz-Carlton Beach Resort in Naples, FL March 8 -11, 2010. Both of these luxury hotels have dramatically reduced their rates to accommodate the MKJ seminars.

MKJ's 2010 seminars are sponsored by **The Whitmore Group** which offers very competitive funeral service-related business insurance rates through their agents, and local insurance agents; as well as "Thumbies" and "Buddies" producer, **Meadow Hill Company**. MKJ seminar sponsors enable the opportunity to add to the program without greatly increasing registration costs.

For more information about these seminars, visit www.mkjmarketing.com or telephone MKJ at 888-655-1566.

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"Light A Candle" – Paul Alexander's Song brings light and comfort on a Worldwide Level

NASHVILLE, TN— A virtual wave of light will circle the globe the second Sunday in December this year. December 13th—Worldwide Candle Lighting Day—will unite hundreds of thousands of family and friends around the world in lighting candles to celebrate and remember the lives of children who have died at any age, and from any cause.

What started in 1997 in the United States as a small internet observance by the grief support organization, *Compassionate Friends*, has since swelled into what is now believed to be the largest annual mass candle lighting on the globe—a ceremony that transcends all ethnic,

national theme for Worldwide Candle Lighting Day.

Alexander's gifting is a rare combination. An expert on the clinical aspects of grief, he is a deeply spiritual man—one musically gifted with a passionate mission through his music to "turn on the lights" in the too often dark work of grief and loss. Alexander's most widely recognized signature song to date "Light A Candle," is used worldwide as a centerpiece for memorial celebrations and candle lighting ceremonies by major organizations such as The Compassionate Friends and Bereaved Parents USA.

He has performed Light A Candle at major national gatherings for organizations including Compassionate Friends, The World Gathering For Bereavement I & II, National Gathering of Chaplains, National Hospice Organizations, Mothers Against Drunk Drivers, National Catholic Ministry to the Bereaved, among many others.

Alexander believes that the expression of candle lighting is an important one. "The simple and beautiful action of lighting a candle is an emotional act which not only expresses our grief, but more importantly honors the life, the love, and the connection the person had and still has with us. Often people find it hard to say words that express their grief and longing—and this is an outward symbolic act that can bypass one's critical mind and go right to the heart of the matter. Since it is often done in group memorials and events, the brilliance and the beauty of all the candles burning gives strength in knowing we are not alone in our grief."

Alexander also believes that 'celebrity grief' is a sign of our 21st century culture of sped-up lifestyles, often at the expense of emotional health.

"We live in a society that typically allows people three days off from work after a significant loss. Loss on a large level of icons such as Michael Jackson, Elvis, President Kennedy, or Princess Diana, gives people an opportunity to mourn perhaps on a deeper level the losses of a personal nature that they were never given the opportunity to express. It gives a place, and a structure of a community of support which when facing our own losses, we are often denied. The cultural role models icons have in some way given us hope through their lives, musical status or message. They also are part of a time line that we measure our own lives and thus our own mortality against. We all mark our lives with songs, or the wedding of Princess Diana, or the Inauguration of President Kennedy. We need places, and ceremony and music and visible expressions of our grief. We also need places and people and rituals to express it openly."

On his own creating of Light A Candle, Paul Alexander believes the song has a mission. "People need words and music that give them the opportunity of expression of loss, as well as to honor the love and life that has been lived. In some ways, Light A Candle provides that musical place. I love to sing the song. It connects me to my own soul and spirit. I hope that is what people feel and experience in hearing it as they let their hearts rest in the beauty of the candles as they burn around them."

For more information on the music and books of Paul Alexander visit www.griefsong.com.



Paul Alexander

cultural, religious and political boundaries—a virtual 24 hour wave of light as it moves from time zone to time zone with a successive lighting observance at 7:00 P.M. in each time zone around the world.

What will remain constant is that **Paul Alexander's** beautiful voice will have a great part once again this year in the observance. His song, *Light A Candle*, has virtually become an inter-

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EDINA, MN— The premise of "Holiday Grief – Preparing for Holidays and Other Special Days" is that a special day, particularly a holiday or the anniversary of a loved-one's death, or birthday is often the source of much distress among grieving people. Managing stress while planning and experiencing these days is the key topic. This is a booklet that can provide direction and comfort to those who are dreading the approach of "the day." Grieving people have indicated that the booklet has given them direction, but that it is also an important guide for family members. This is an excellent booklet for distribution to grief support group members.

liams, recognized the need for a quick-read, inexpensive little booklet that could help a grieving person deal with special days. The booklet (3 1/4" x 3 1/4") will fit in a pocket or purse and it can be mailed efficiently. Volume discounts are available.

For additional information about these publications or a free, printed catalog or to order materials, contact **Grief Resources Catalog** on the Internet at www.griefresourcescatalog.com. Grief Resources Catalog carries more than 50 different grief booklets, books, DVD's and tapes. Grief Resources Catalog, 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: williams@griefresourcescatalog.com.

The authors, **Barbara Moore** and **Dennis Wil-**

WMA collects Industry Data from 480 Funeral Home Professionals

BROADVIEW,IL— Wilbert Manufacturers Association (WMA), the voice of the Wilbert licensee network, has announced results of a landmark survey on funeral director attitudes regarding both consumer product interests and burial vault companies. In addition to gathering internal intelligence specific to **Wilbert Burial Vault** products and services, respondents were also polled about their families' "green" or environmentally-friendly burial interests.

When asked, "Do you think the families you serve would have interest in a green/environmentally-friendly burial vault," funeral home professionals answered as follows:

- 16% selected yes
- 21% selected no
- 24% selected unsure
- 39% selected maybe

Findings from this online survey indicate varied responses regarding green/environmentally-friendly burial vaults, with more than 60% of the audience being indecisive. With a benchmark in place, WMA plans to periodically measure response to this subject to determine if interest in "green" burials increases, decreases, or stays as is.

"The purpose of the research was twofold," stated **Steve Turner**, WMA president. "First, we wanted our customers and prospects to provide us with a "report card" on our efforts to serve them and the families with quality burial vaults and cremation products. Second, we wanted to gauge our customers on consumer interest for environmentally-friendly burial vaults."

The online survey, conducted over the summer months, yielded responses from 480 funeral professionals from across the United States and Canada – both customers and non-customers of Wilbert. Funeral directors were asked to rate Wilbert on several performance metrics such as product quality, customer service, and breadth of product line as well as industry issues such as the potential impact of the green movement.

"The customer rating for our performance in most areas has been very gratifying," continued Turner. "Overall, Wilbert and the local licensees scored very well. With this said, both our customers and prospects identified one or two components of our relationship where improvement is possible." He continued, "We are pleased with the results of the survey and the feedback we received and are now taking additional steps to meet and exceed customer expectations."

"Like many cutting-edge companies, the entire Wilbert network realizes the importance of listening to the customer," said **Tony Colson**, president of **Wilbert Funeral Services, Inc.** "The feedback we have received in this survey in the

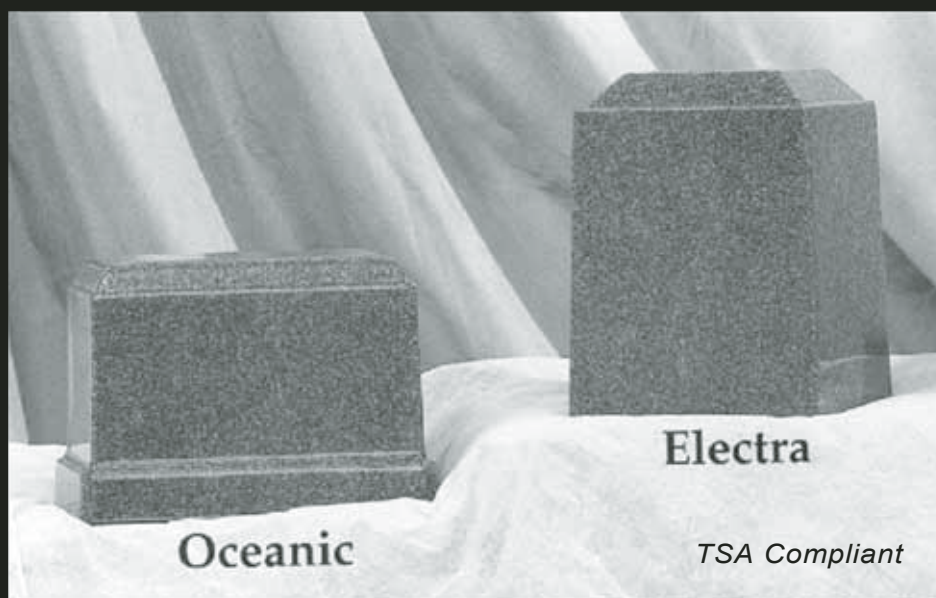
area of customer service and cremation products is essential, and we look forward to announcing new initiatives and product strategies in the months to come."

Crocker Funeral Home purchases Coach and Limousines



SUFFOLK,VA— Jesse Trent, corporate president, and **James Arrington**, manager, along with other associates of **Crocker Funeral Home**, Suffolk, take delivery of their 2009 Cadillac Federal Renaissance Funeral Coach and two Cadillac Raised Roof Six Door Limousines. Delivery was made to the funeral home on September 10, 2009 by **Bill McKeithan**, representing **Crain Sales**, Mt. Gilead, NC.

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Are you making your banker rich and your business poor?

NEW BRITAIN, PA— It is a sad but true fact that many funeral home owners have existing loans that are costing them thousands of dollars every month more than they should be paying. Thousands of dollars every month over a period of 15 to 25 years are being stolen from working capital and ultimately their retirement security and yet they fail to take appropriate action.

This unfortunate situation exists due to a number of factors. First, funeral homes are considered "special use" properties that require more effort than usual to ferret out the banks and bank programs offering the best loan options. Many owners took the first financing offer they received from their friendly

neighborhood banker and are paying rates above 7% while facing balloon payments in the next few years.

Second, rates have dropped significantly over the past 18 months but owners have not looked into refinancing because they hear about the "credit crisis" and are so busy running the daily operations that they don't make the time to shop for improved financing. The truth is that it is indeed a tough time to secure financing but there are definitely banks and loan programs still eager to work with qualified funeral home borrowers.

While there are many reasons to own and operate a funeral home business, the most important objective is to turn a profit and create a better future for ourselves and business stakeholders including partners, employees and family members. Without profitability, your business can not truly serve its community and clients in their time of need.

Unlike many consumer driven businesses, funeral home owners have no way to stimulate "at need" sales, so cash flow management tools are critically important. Perhaps securing the best possible financing package is the single most important component of improving cash flow and short term profitability. Why suffer with a bad loan? This is a costly mistake and one that can be quickly remedied.

You owe it to yourself and your family to stop making your banker rich and your business poor. Speak with a

funeral home financing specialist. A financial check-up routinely finds potential savings of tens of thousands of dollars per year for owners just like you.

K2 Commercial Finance has just launched the "Financial Check-up for Funeral Homes Program" which quickly determines if your business could benefit from and qualify for one or more of the government backed financing programs. When potential savings are identified, we will work with you to position your business to move efficiently through the complicated SBA and / or UDSA lending process.

The Financial Check-up is the initial step in preparing for a successful refinancing or acquisition funding. There is no other item that can have a larger impact on cash flow and business value in the short term. To learn more call **Ken Kaplan** at 215-230-1885 or visit www.Funeral-HomeLoan.com for more information.

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Shirley Brothers Mortuaries purchase three new Eagle Lincolns



INDIANAPOLIS, IN— **Butler Coach** would like to thank the **Shirley Brothers Mortuaries** of Indianapolis for the purchase of three new Eagle Ultimate Elite Lincolns. Pictured in front of their new vehicles are **Ron King** of Butler Coach (Left), along with **Fred Shirley** and **Jim Shirley**, both of Shirley Brothers Mortuaries.



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Stewart Enterprises reports results for the Third Fiscal Quarter of 2009

NEW ORLEANS, LA— Stewart Enterprises, Inc. (Nasdaq:STEL) has reported its results for the fiscal quarter ended July 31, 2009. The Company reported net earnings for the quarter ended July 31, 2009 of \$10.8 million, or \$.12 per diluted share, compared to net earnings of \$9.1 million, or \$.10 per diluted share, for the quarter ended July 31, 2008.

Thomas J. Crawford, President and Chief Executive Officer, stated, "While we can't control the economy or the number of deaths in our markets, we can control our costs, continue to prudently invest for the long-term and take strong actions to effectively manage our cash, liquidity and tax planning strategies. We have done that in the third quarter and increased both our earnings and cash flow over the prior year."

It was also reported that its Board of Directors increased its annual cash dividend by 20% to \$0.12 per share compared to the previous \$0.10 per share. In addition, the Board declared a quarterly cash dividend of \$0.03 per share. The dividend is payable on October 29, 2009 to holders of record of Class A and Class B Common Stock as of the close of business on October 14, 2009. Crawford said, "The Board's decision to increase the cash dividend reflects confidence in our solid balance sheet and the ability of the Company to continue to generate strong cash flow."

Founded in 1910, Stewart Enterprises, Inc. is the second largest provider of products and services in the death care industry in the United States, currently owning and operating 219 funeral homes and 140 cemeteries. 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. The complete release can be viewed on Stewart Enterprises' website at <http://www.stewartenterprises.com>.

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Ducro Funeral Services takes delivery of new Federal Limousine



ASHTABULA, OH— Peter Ducro and his son J.P. Ducro, of Ducro Funeral Services, Ashtabula, are shown accepting delivery of their new 90" Federal Coach Limousine, sold by **Muster Coaches** of Calhoun, KY. Ducro is a family owned funeral home serving Ashtabula and northeast Ohio since 1853.

Awards of Excellence



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

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



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

Pamela C. Rayner of A.A. Rayner Funeral Homes is a recipient of the 2009 M. Athalie Range Trailblazer Courage Award

Everyone should have a role model and hero in their life, someone who has been a visionary or difference maker and has shown you what it means to impact the lives of others. It is not easy stepping in the shoes of an icon—it's like stepping on hallowed ground—you never think you can be that great or make that kind of impact. Just ask honoree, **Pamela C. Rayner**, a current third generation funeral director who wanted to take another path in college until her hero, the patriarch of the Rayner Family, **Ahmed A. Rayner, Sr.** called a family gathering to get everyone on the same page.

Rayner Funeral Home of Chicago was established in 1947, by her late grandfather A.A. Rayner, Sr. who was born in 1893 in Calvert, TX. Coming from an educationally committed family, he had graduated from Prairie View A&M University. He then migrated as an adult to Chicago with big dreams and a future that was to be filled with success as a member of the Chicago community. He worked in various positions and eventually made his way to *Worsham Training School of Anatomy, Sanitary Science and Embalming College*, graduating in 1914. Knowing the importance of a good quality education, A. A. Rayner, Sr. attended and graduated in 1934 from the John Marshall Law School in Chicago. This additional education gave him a solid background for any business ventures he might pursue. In 1947, he established a place where grieving families could come and receive the personal care he could provide during a very difficult time, regardless of stature in life, faith or ability to pay. He set a standard of service that is still the backbone of the success of the A. A. Rayner Funeral Home Family.

He touched so many lives and in 1955, a distraught and grieving mother by the name of *Mamie Till* contacted him to conduct funeral services for her young son who had been viciously attacked, tortured and murdered and then maliciously dumped into the Mississippi River during his summer vacation. Mamie Till wanted the whole world to witness man's inhumanity to man, through the dramatic viewing of her beloved son, *Emmett Till*. Today, you can witness and still view the pictures of her tormented son through the internet to witness the agony this grieving mother suffered with the loss of her son and the care given by the funeral director, A. A. Rayner, Sr. Her courageous actions were instrumental in catapulting the nation into the Civil Rights Movement. In the 1960s and the 1970s the Rayner Family's peaceful involvement helped to galvanize the unrest in the Chicago inner city. They worked very hard to inspire their own family to understand the struggles in the community and the sensitivity needed in dealing with other families during very tense and emotional times.

Our honoree, Pamela Rayner, a third generation owner and operator learned from the best in her childhood and youth, from both her beloved grandfather and her politically and community active father, a second generation funeral director. The kids were taken and picked up from school in a funeral hearse. They resided and were raised over the 71st Street funeral home where the family developed "the quiet hour" between 7

CONTINUED ON PAGE A26

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Let's Chat

By Kristan Dean

One sad truth is that the Holidays can be one of the most difficult times of year for those who are grieving. It is a time that often brings a heightened sense of loss and sadness to people who have lost someone they love. It is a time that brings us closer to our happiest memories and at the same moment overwhelms our hearts as we further realize how much we miss the one we love. Unfortunately these are just some of the reasons why you take such great care, throughout this season especially, to find ways to reach out to the families you serve and why the best in our industry go that extra step finding ways to reach out to all those in their communities who are grieving.

I can only imagine how many of you are in the throes of planning your upcoming holiday memorial services, open houses, and get-togethers for the families and communities you serve. To each of you I say Thank you! You are the best in our industry. The ones who know that their expertise is often needed most after the funeral. You understand how important it is for people to come together to celebrate their love.

Still, I realize that this understanding may not be enough. That some in our industry are saying: I do not have the time, budget, and/or enough help to put together an event. What can I do? How can I bring a bit of hope, peace, and yes joy to the families in my community who need to connect with the one they love who has passed on?

Thankfully if you are like **Shueneman & Tumbleson Funeral Home** in Kewanee, IL you know that the an-

swer may be just outside your door. You find a way to partner with your local churches. You think beyond your funeral home's walls to bring your entire community together to hear an "uplifting message of joy and comfort..." led by leaders of three different churches.

Better still, the First Methodist church does more than provide a location to gather. After the service they open their fellowship hall giving people time to connect and enjoy some refreshments. Best of all, by enlisting the help of three churches your funeral home's memorial service immediately reaches beyond the families you serve to include the three congregations and ultimately everyone the families and church members know.

Most importantly, by inviting everyone to view the Tree of Memory—the evergreen tree, in front of your funeral home, whose lights represent loved ones lost—you find a way to bring comfort beyond the day of the Holiday Memorial Event.

Let Shueneman & Tumbleson Funeral Home inspire you to find the best way you can help the families in your community include, those who now live in their hearts, in their holiday season. I look forward to hearing your thoughts. Please give me a ring at 781-331-5308 or, if you prefer, email me at kristan@mooneytunco.com.

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.



Pamela C. Rayner

Dave Taylor participates in ceremonies at Antietam to honor Unknown Soldier

By Sherry Greminger, Daily Journal Managing Editor



Dave Taylor arrives at the Antietam National Cemetery



Taylor routed himself through Shanksville, PA on the way to Antietam. Shanksville is where Flight 93 went down on September 11, 2001. Passengers stormed the terrorists, and passenger Todd Beamer was heard to say, "Let's roll," moments before the plane was brought down.



The Unknown Soldier was transported from Antietam to Saratoga National Cemetery.

FARMINGTON, MO— Dave Taylor, a man who has attended literally thousands of funerals, returned last week from a 2,100-mile mission to escort the body of an unknown Civil War soldier back to his home state of New York.

The unknown was interred in **Saratoga National Cemetery**, Saratoga Springs, NY, on Sept. 17 — 147 years after his death on the battlefield of Antietam in Maryland. The remains were discovered early this year at the Civil War battlefield at Antietam.

Taylor is a local funeral director and a member of the Patriot Guard Riders (PGR) whose mission is to attend the funeral services of fallen American heroes to show respect for fallen heroes, their families, and their communities and to shield the mourning family and their friends from interruptions created by any protester or group of protesters.

"When the mission for the Unknown Civil War Soldier was posted on the PGR site, I had a gut feeling that I knew I wanted to make this mission," Taylor said. "It sounds corny, but I'll use the analogy from one of my favorite movies 'Field of Dreams' — the 'go the distance' line echoed in my head to 'Go To Antietam.'"

And so, early Sunday, Sept. 13, Taylor pulled his bike out of Farmington with the goal of reaching eastern Pennsylvania by evening. "I packed the MP3 player on my motorcycle with several hundred songs from the 50s, 60s and 70s and I was ready to enjoy my bike, the scenery and some great music," he said.

Plans by the New York National Guard, National Park Service and Veterans Administration were to retrieve the remains from **Antietam National Cemetery** on Sept. 15 and place them in a Civil War era replica coffin donated by **Parker Brothers Funeral Home**, of Watervliet. The remains were transported to the New York National Guard's Camp Smith Training Site outside Peekskill on Sept. 15 and remained overnight.

On Sept. 16, the remains were transported to the New York State Military Museum, escorted by the Patriot Guard Riders Association. A transfer of the remains was conducted by the New York Forces Military Honor Guard and members of a Civil War re-enactors group. The Unknown Soldier lay in repose overnight, guarded by the Honor Guard and the re-enactors.

A military funeral was conducted at Saratoga National Cemetery, 147 years to the

day he died in battle. He is the first unknown to be buried in the cemetery.

Taylor, who said he is not a Civil War buff, never has been and never will be, was a bit awe-struck when he arrived at Antietam. "I can only imagine what Gettysburg, and other Civil War cemeteries must be like," he said.

As Taylor was walking into the visitors' center for directions, he noticed the "head dawg" from Albany, NY. He too had recently arrived and was figuring out where he was to stage.

"We talked for a few minutes and he gave me lots of information about the "find" of the veteran and what all had transpired for the previous nine months putting this "mission" together.

"He said every time he opened up his e-mail account there was e-mail from PGR'ers everywhere wanting more information. He said what started out to be a very simple "transport" mission had blossomed into a tribute like he had never seen. I told him I couldn't explain why I was there other than something inside my gut told me to 'GO.'"

Taylor was present for the transfer ceremony in Antietam and then rode a couple hundred miles with the procession toward Saratoga when his cell phone went off. He was needed at home and broke off, pointed his bike toward Farmington and rolled into his garage 1,057 non-stop miles later. "Needless to say, I rode home all the way with a 'warm and fuzzy' sensory overload," he said.

Taylor said he was sad, but not upset that he didn't get to finish the mission. "I've been paged away too many

times, for too many years from too many events and come to accept it as an occupational-hazard.

"I felt truly honored to have been able to participate as much as I did," he said.

"The respect, honor, pomp and ceremony I witnessed to this soldier, unknown but to God, were truly humbling.

Each Patriot Guard mission I participate in gives me a good case of 'Warm'n'Fuzzies,' before, during and afterwards. This mission in particular is something I'll never forget.

"In a corny way, my daughter just presented us with our first grandchild, a couple of months ago — a grandson named Jackson Thomas Boyd. In my mind I decided I would celebrate his arrival and dedicate this mission to him," Taylor said.

Taylor and his wife, **Ann**, purchased **Miller Funeral Home** in Farmington in 1977 and renamed it **Taylor Funeral Service, Inc.**, in 1988.

Taylor began work in Farmington as a mortician in 1973, upon graduation from mortuary school. He worked in Saudi Arabia from 1975-78 as the ARAMCO mortician and then returned to Farmington in 1978.

He said he first became interested in the Patriot Guard Riders in 2006 when his establishment was providing the services for U.S. Army Staff Sergeant Michael Deason who was killed by a roadside bomb in Iraq.

A liaison for the Patriot Guard contacted him and asked permission to contact the family so they could offer their services. He explained to Taylor that the PGR riders just wanted to "shield" the family's view of any protesters as much as possible and lend support to the family of the fallen soldiers.

"This was a very crucial time

in our state as the funeral for SSG Deason was to be the first military funeral after the State of Missouri had enacted new laws and regulations limiting access by protesters at military funerals.

"This made the Kansas folks even more empowered to wreak havoc at SSG Deason's funeral. The spokesman for the Kansas group called a local morning radio show and proudly proclaimed their intent to come to Farmington and 'do their thing.' They were not going to have their rights trampled by Missouri. The rally cry was posted on their Web site. We were braced for an onslaught," he said.

"I don't have a good answer for why I do this. It just feels right to be able to do something like this and give back. I felt the same way when I gave more than 300 kids their first flight in my plane and flew numerous volunteer mercy medical missions across the Midwest.

"I was active with both EAA/Young Eagles and AirLifeLine for years and am probably known better throughout the Midwest for my participation in those endeavors, than I am here at home.

"The warm'n'fuzzy sensation is made better by knowing that I have a very capable right-hand at work (Ann) and very dedicated and capable staff to take care of things at work while I'm away," Taylor said.

Reprinted with permission Daily Journal, Park Hills, MO.

Lesko & Polke enjoying New Facility

Continued from Front Page



Funeral held in the early 1900s by the Polke Family



The Bluestone Patio and Garden

main street. The endeavor created a shared main drive and large walkway with increased parking capabilities for more than 500 cars. There is also a centrally located 70-car underground lot used most often by area merchants, doctors, and lawyers.

Lesko and Polke are very glad they chose to expand their company close to their former site. They are enjoying the best of both worlds as they benefit from

CONTINUED ON PAGE A22

Lesko & Polke enjoying New Facility

Continued from Page A21

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The Funeral Home's Library with Video Tribute Display

the public's familiarity with their location and the continuous exposure to newcomers from the surrounding areas who come to the Post Road district to shop. It's the kind of advertising that you can't buy. Lesko says that people stop all the time to satisfy their



Lesko & Polke Staff. (L to R) Andrew Mason, William Krzynowek, Kevin Lesko, and Erika Cueto.



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Cremation Issues and Answers

By Ronald Salvatore



CREMATION DIVISION

Improvements in the design and operation of cremation equipment have greatly minimized the incidences of visible emission (smoke) so much so that some can be operated while conducting visitation and other services. Yet, even with a properly designed and operated cremator, things can happen and it is left to the operator to correct the problem. While some operators know what to do to prevent or correct a smoking problem, some do not. Plus there are times when the operator is not present and is not aware of a problem until the fire department arrives.

Some cremators are equipped with pollution monitoring systems. Located in the stack, these systems continuously monitor the clarity of the flue or stack gases and when the opacity of the gases exceed the permitted level, they take corrective action automatically without any operator involvement.

These opacity systems are usually adjusted to between 10% and 20% as an opacity alarm set point. Smoke from a cigarette is about 10% opacity with 20% opacity being a little darker. If these opacity settings are exceeded, it sets off an alarm sending the cremator control system into correction mode. In this mode, the system automatically reduces the fuel input to primary chamber burner while increasing air to the secondary chamber (throat air).

If air to the primary chamber (hearth air) is on, it is shut off. This all happens without the operator doing anything and usually allows the secondary chamber to quickly restore a clean stack output. If the condition remains stable for 3 to 5 minutes, it allows the cremator to return to its normal cremation cycle.

A calibration plate for the transmitter is provided and the operators are trained how to clean and recalibrate the system as needed. Calibration is recommended each time the lenses of the transmitter and receiver are cleaned. This would occur probably once a week depending on volume of cremations. If the transmitter or receiver lenses are not periodically wiped clean, which takes only a few minutes, the opacity system will "fail safe" assuming the dirt on the lenses is smoke in the stack and place the equipment into corrective mode.

These opacity systems provide added assurance to operators and owners that they can install and operate their cremation equipment, even in the most sensitive locations.

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.

curiosity about the building. Those unfamiliar with their firm wonder what it is, while lifelong Fairfield residents simply want to see the new facilities. All visitors are greeted with a warm welcome and are invited to look around. He notes that the bluestone patio and reflection garden proved to be a favorite gathering place for guests this past summer.

The funeral home features three visitation rooms that can be combined to create almost 3000 square feet of continuous chapel space. Contrasting the spacious rooms and ample hallways are intimate seating areas with cozy fireplaces and a library. Guests may view services and video montages on an eight-foot drop screen and flat screen televisions with surround sound throughout the funeral home. The lower level features a family retreat with a cafe ambience and a chil-

dren's playroom complete with videos, books, and a jungle gym. The funeral home is also being used for various community events. Most recently, thirty-five local funeral directors met at Lesko & Polke for a continuing education seminar by **Batesville Caskets**.

Lesko & Polke Funeral Home was established in 2005 when fifth generation funeral directors Kevin Lesko and Frank Polke joined forces, seamlessly ending the century-old rivalry between the two family businesses. Besides the partners, the firm employs two other funeral directors, **Erika A. Cueto** and **William J. Krzynowek**, and an apprentice, **Andrew Mason**. With the help of twelve part time associates, Lesko & Polke looks forward to serving the families of Fairfield and the surrounding towns for another hundred years, at least.

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Funeral Homes Slow to Adopt Change, Even Profitable Change

Continued from Page A6

Decentralization has spread American families across the country reducing the practicality of traditional funeral services while simultaneously increasing the demand for cremation. At the same time, discounted retail and online casket sales are forcing many funeral homes to either cut prices or face losing sales. Even some shrewd marketing oriented funeral homes, with only a couple of facilities have gotten into the online casket business offering to sell discounted caskets nationwide competing with local funeral homes for the business.

While this shift the market has created challenges to funeral directors, shifting market dynamics are the norm rather than the exception in American business and it's the flexibility of small businesses in America that has been one of the primary reasons for the dominance of the American economy throughout our history. Each change that brings new challenges also creates new opportunities for the small or mid-sized businesses owner who understands that flexibility and innovation are two of the cornerstones of success.

Yet, this kind of flexibility doesn't seem to be as common in the funeral industry as it is in most mainstream businesses. My research suggests that this inflexibility is largely due to the fact that many funeral homes have been in business for 50 to 100 years and are multi-generational family businesses with firmly established ways of doing business. Regardless of the reason for it, the inability or unwillingness to adapt to changing market conditions only results in reduced a market share and declining margins.

The funeral industry's relationship with the internet is a clear example of this condition. A 2008 survey by Citrin Cooperman, a "Top 35" full service accounting firm, found that approximately one third of all funeral homes still don't have a web presence at all. Our research concludes further that the majority of funeral home websites serve primarily as electronic billboards but have no online shopping component at all. Even more surprising is the fact that many funeral homes have opted to place shopping modules on their websites that produce commissions for their web site hosting company rather than themselves. This reality confirms more than anything else, a serious disconnect between a significant number of funeral homes and the concept of using the internet as a valid profit center.

For example, the floral industry alone generates \$1 billion a year in grief and sympathy sales. If only half that represents sales not related directly to the family planning the service, this represents around \$100 million in potential commissions annually and funeral homes that recognize the potential offered by the internet, are already capturing their share of not only this market but of other funeral related markets as well. Several national flower companies offer special shopping cart technologies called "affiliate programs" allowing a funeral home to sell flowers online through their website and earn commissions simply by adding a few lines of code to their website.

Likewise, trade publications have discussed for years the trend in funerals away from grieving the loss of a loved one and towards celebrating, honoring and remembering departed loved ones. This trend has displayed itself in the growing use of non-traditional funeral services and through a growing market for memorial products and remembrances. The variety of memorial products continues to grow and some of these products can also be sold through on-

CONTINUED ON PAGE A25



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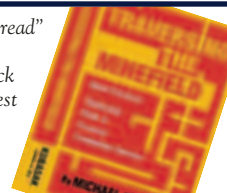
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Traversing the Minefield is recommended as a "must read" by experts and authorities in the field. Order directly from Abbott and Hast — go to www.abbottandhast.com and click on "Death Care Web Store." Traversing the Minefield — Best Practice: Reducing Risk in Funeral-Cremation Service. Authors: Michael Kubasak and Dr. William Lamers, Jr., M.D.; LMG Publishing, 476 pgs., \$99.95



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John Hudson - Marketing Director

CCMS Student offers First Hand Account of a Soldier's Life

Denise Pfahler is a 23-year-old Staff Sergeant in the Air National Guard based in Columbus, OH, and a student at the Cincinnati College of Mortuary Science. Her studies were interrupted recently when she was deployed to the Middle East. At the time, she didn't realize that she would carry the knowledge from her CCMS labs and coursework halfway around the world and use her mortuary skills for the good of the country.

Following is part one in a series reflecting her firsthand account of a soldier's life in a war zone.

The first part of my military experience in the Middle East was the most frustrating – getting there. Our journey was marked by delays, flight cancellations, mechanical problems and roundabout routes, all causing our trip to be a five-day “adventure.” In the end, we had to take military aircraft all the way, including a C-17 from Canada.

The good thing about these aircraft is that there's room to spread out. But there are none of the creature comforts of passenger jets – like seats. With no heat in the cargo area and only a few thin blankets to share, our feet inside our steel-toed boots turned ice cold. During the last few hours of the flight I really did think that I might lose my feet to frostbite. The bitter cold was quite a contrast to the off-the-chart temperatures that were awaiting us at our destination. While the cold conditions of our long flight are clear in my mind, other details are lost to the Dramamine, which was practically man-

datory and which knocked me out for a few days.

The next phase of our journey began when we piled off the plane in the desert at 0300. In the morning we in-processed into Qatar, and had to stay there a few days until we could hitch a ride to our duty base. I remember that morning like it has been burnt into my memory. And I wouldn't be surprised if it literally has. It was so hot. And since we were located next to the Persian Gulf, it felt as if you could swim through the air faster than you could walk. The incredible humidity meant that we were instantly wet as soon as we stepped outside. It was almost hard to breathe. And remember, this was at 0300. What would it be like when the sun came up? The temperatures and humidity here are as brutal as the sun. On a typical day the temperature rises to 116 degrees, but the “feels-like” temperature can be close to 190 degrees.

The next step was our briefing, which consisted of warning and threats about what we could and could not have in this country of strict moral standards. For example, no magazines with either women or men in bathing suits or underwear. No



Denise Pfahler

alcohol. No photos on our camera that might be interpreted as inappropriate.

The Population at the Base

In addition to the Air National Guard (of which I am a member) we have on base Air Force Academy cadets, Army and Air Force members as well as British and Australian forces. In addition to military personnel we also have people labeled Third Country Nationals (TCNs) from all over the world working as our custodians. Most are from India, Tibet and Pakistan and live throughout the year in a camp outside of our base. Despite their slight stature they are the hardest-working men I've ever seen. You might find them grilling meat – outside in the steaming temperatures – without even breaking a sweat. It's incredible to see how hard they work for meager wages – all to support their families back home.

We soon learned the classified nature of war. Our destination was shrouded in mystery. We were told that we would reside in a base, but that no one in the country knew it was there. That our passports would not be stamped. And that if we were captured outside our own walls and if we broke one of the country's laws we could be arrested. And there was no contractual agreement that would save us. Scary stuff.

By 0600 on the day of our arrival the sun was already up – and as bright and sunny as if it were 0900 back in the states. We were exhausted, so we headed to our tents and bunked up for a few hours. I woke up lying in a puddle of sweat. Although our tents

were air conditioned, I checked the temperature and saw that it was 92 degrees inside our tent. Wow, that's when I realized that this is going to be the experience of my lifetime. I looked at my watch. It was approximately 1400. My girlfriend SSgt. BriAnne Smith and I opened the door to our tent and were blinded. The rocks, the buildings and the sky – everything was all white. We shut the door and laughed to ourselves. We weren't in Ohio any more, that's for sure!

Each of us got our work assignments. I deployed into Off-Base Travel Primary Coordinator which involved ensuring 100 percent accountability for people incoming and leaving the base. I was told that in addition to my job I would be on the base Search and Recovery team, should anything happen. The team assignment was strictly a coincidence as no one knew that I was a student at the Cincinnati College of Mortuary Science. So I read up on all the protocol just to freshen up a bit. Our meeting at the morgue brought me to a familiar setting, even though I was half a world from CCMS and I went through all of the Mortuary Search and Recovery Management Training.

It became apparent rather quickly that I knew my way around this environment that was so foreign to others on my team. When word got out that I was going to school to get a Bachelor of Mortuary Science degree, the “highers” asked if I would be interested in rebuilding the base mortuary and modifying and creating a mortuary continuity binder for use by future rotations. Thus began my job as the Mortuary Affairs Non-Commissioned Officer In Charge.

A Day in the Life

- My typical shift is 13 hours.
- It is not unusual to work 14 days without a day off. Mission comes first.
- Mandatory Physical Training is three times each week.
- Many of the things we take for granted at home are challenges here, like finding time to take a shower or do laundry.
- I planned on studying my National Boards practice book, but when I get off of work, I just don't have the energy.



The Basics of 21st Century Embalming Technology (Part 1)

By John A. Chew

In order to meet the challenges of the 21st century, the licensed practitioner must reach back into the past and re-evaluate the phenomenon of death and dying. Death occurs in the body when metabolic activities cease and there is a depletion of oxygen. This does not mean all activities due to microscopic intrinsic and extrinsic life forms do not continue at some level.

Over the past few years, some strides to new approaches to temporary preservation have been made, some of which may be questionable as to specific practices. As mentioned in Part Fifty of “Prelude to the Science of Embalming,” the introduction of the Green Movement is not new but has been practiced in one form or another for centuries.

The average body may hold as much as seven gallons of a preservative solution prior to the establishment of drainage. This is not to say that intermittent controlled drainage cannot or should not be used when situations indicate a need. The need may be to control discolorations, inactivate enzymatic activities or restore the body to natural form and color.

With the green burial concept, it is necessary to begin the procedure of temporary preservation by cooling the body to a temperature between 35 and 45 degrees F to retard enzymatic activities. Then inject a Multi-purpose formulated fluid to neutral-

ize other post-mortem changes brought about by microbial enzymatic action in order to retain the naturalness in appearance.

The action seems to be irreversibly binding, penetrating and immobilizing bacteria, viruses and fungi so that they cannot replicate. Knowing that bacterial enzymes attack the proteins of the cell, hydrolyzing them into peptides and amino acids will create outward signs. The key is to slow down the degradation process.

This does not prevent the conversion of nitrates to nitrites which react with the hemoglobin. This gives the skin a natural red complexion due to the release of the heme group the actual color matter of hemoglobin.

A Multi-purpose formulation is used as a primary injection solution, special purpose, jaundice and an inactivator and/or biocidal enzyme modifier which has been developed to create an inter-protein temporary cross linking that does not completely neutralize the degradation process.

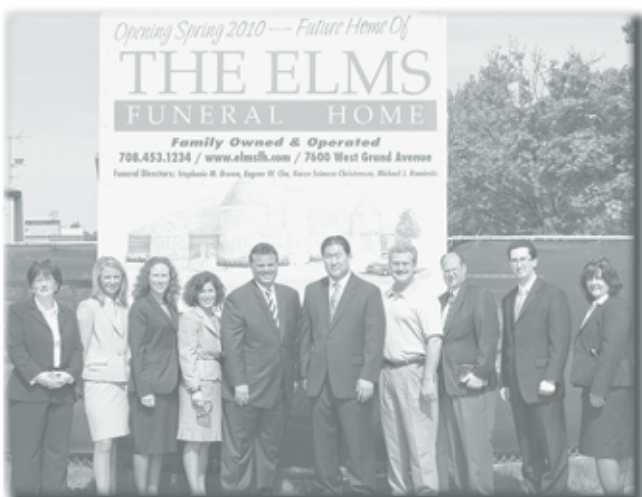
The methodology is still under development and can be applied to the green burial and to conventional viewing during the funeralization process. The process inhibits body and microbial enzymes that cause autolysis. Part 2 will continue to assess the multi-purpose methodology as it relates to the past, present and future of body preparation.

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.

The Elms Funeral Home breaks ground in Illinois

ELMWOOD PARK, IL—
The Elms Funeral Home groundbreaking was held on September 15, 2009. Contributing to the success of the day was the support of family and friends, village officials, business owners and community organization leaders.

In addition to The Elms Funeral Home, funeral directors: **Stephanie Brown, Eugene Cha, Karen Scimeca Christensen and Michael Rominski** serve the Norwood and Jefferson Park areas of Chicago from the **Kolbus-John V. May Funeral Home**, 6857 W. Higgins Avenue and the **Lawrence Funeral Home**, 4800 N. Austin Avenue.



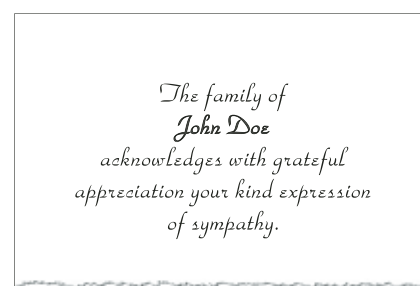
(L to R) Chris Lang, Shanoah Keep, Stephanie Brown, LFD, Karen Scimeca Christensen, LFD, Village President Peter Silvestri, Eugene Cha, LFD, Code Administrator John Litrenta, Jr., Pastor David Sagil, New Horizon Temple, Michael Rominski, LFD and Paula Sexton.

Collectively, the directors bring over 50 years of experience caring for families from many ethnic backgrounds and religious beliefs. The Elms Funeral

Home is a family owned and operated funeral and cremation provider.

Dave Tebrake and Randy Mezger of Miller Architects & Builders were also present at the groundbreaking. Miller Architects & Builders is one of the Midwest's premier design/build commercial construction firms specializing in funeral homes. Miller Architects & Builders constructs all its facilities using local labor. Construction is expected to be complete in the spring of 2010. Follow the progress at www.elmsfh.com.

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Funeral Homes Slow to Adopt Change, Even Profitable Change

Continued from Page A23

line shopping carts utilizing affiliate programs. Commissions for these online carts can range from a low 4% for books and 10% for some of the less generous flower services to 25% for some memorial products and up to 22% for the more generous flower companies.

With the internet expanding while printed yellow pages are shrinking in usage, a website has become a necessity to effectively compete for business and ignoring the opportunities for revenues through online sales not only ignores the opportunity for extra profit, it also does a disservice to one's customers by denying them the opportunity for convenient shopping for all their funeral and memorial needs in one location. As is always the case, those who em-

brace change and adapt will be more likely to thrive while those who hang on to old customs will find their market share dwindling and their profits receding.

Timothy Miles has been an entrepreneur for 35 of his 43 year career. He has worked as a business and management consultant for a wide variety of industries specializing in turn-arounds and developing new marketing strategies. Based in St. Cloud, MN, Timothy has been actively involved with the relationship between business and the internet for the past 15 years and for the past two years has been developing Patchwork Memorials, a recently launched memorial products manufacturing company that brings the latest website technologies to traditional funeral homes allowing them to turn their website into a profit center without increasing overhead, inventory or effort on the part of funeral home staff. Contact Timothy at 320-310-0117 or visit <http://www.patchworkmemorials.com>.

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Where have all the Bodies Gone? War

Continued from Page A12

Talk about population control! Had we not given away all those lives needlessly and each one of those who died fathered two children there would be an additional 1,000,000 Americans. Then factor in four generations, consider each of those generations doubling, so, without attempting to do the math let's just accept the fact, there would be a lot more people.

Then to add insult to injury add the lives lost during the Korean Conflict, because it was never classified a war; (this I never understood; guns were shot, bombs were dropped, young men died, sounds like a war to me). Then, Vietnam!

Trust me when I say; a year has not gone by that US Military Personnel, our fathers, sons, and brothers, didn't lose their lives on some God forsaken piece of land somewhere in this world.

Where have all the bodies gone? We keep giving away American lives, and for what purpose, I don't know. Do you?

But, I'm not done. In 1918 there was an Influenza Pandemic that ravaged the world. It is estimated that 1/3 of our world population died. It is also estimated that between 500,000 and 675,000 Americans died. The funny thing about this Pandemic is it didn't kill the very young or the old as is usually the case because both of these groups don't have healthy, strong immune systems. It seemed to have only attacked young healthy adults.

Let me go back to the war issue because this is important to understand. Between the Civil War and that first "War To End All Wars" the military must have been on sabbatical because we had only 7,779 US Military deaths.

Now let's try to piece this all together so it makes some sense.

Anyone born between 1865 and 1900 could expect to live 60 years. So, if you were born say, between 1880 and 1900, you could be considered too old to fight and too old to die from influenza which means you would be dying in the 1940s. It is also important to remember that there was no mandatory draft during WWI so your birth year could be pushed up to say 1910, meaning that you escaped WWI and the flu and also WWII, and very likely you would live into the 1960s, 70s and 80s. Bottom line is a lot of people were dying between 1940 and 1960 and then it gradually began to slow down during the 70s and 80s, all of which is well within the range of the life expectancy for that period in time.

With the lost lives caused by the Influenza (over a half million) and the U.S. death toll during WWI a lot less people were born hence fewer people were dying by the 1980s. These numbers are going to continue spiraling down. Now, if you're attempting to do the math, be sure to factor in the four generations mentioned above. Also you need to bear in mind that none of this includes Military deaths from WWII to the present, which is over one half million.

Where does this put the death rate? It's going to continue its downward spiral well into the 21st Century. Where have all the bodies gone? We keep giving away the lives of those we hold so precious, our children.

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

Pamela C. Rayner receives Trailblazer Courage Award

Continued from Page A20

and 8 pm when the visitation was going on downstairs. They learned early about the grieving process and how important it was to be quiet when that process was taking place. Pamela was ready to complete her primary education and college was beckoning—she yearned to be an educator. Her plan was to go to college and become a kindergarten teacher. She loved kids and she saw herself in the classroom teaching the ABCs, teaching them to read and write and how to tie their shoes. It didn't bother her having to wipe runny noses and tears from their face. Then in her third year, it happened.

Her beloved hero, the man she loved more than life, called a family meeting and asked her and her siblings about entering the funeral service profession. A profession that she was somewhat acquainted with but had never considered as a career. She, like many others, probably considered it something for men to do full time but it was time for her, a woman, to look at the pros and cons of this demanding career and she did. Well, the rest is history and before she knew it, she was graduating from the historic *Worsham College* in her hometown of Chicago in 1986. Pamela will tell you that she fell deeply in love with funeral service. I personally think that because of the values of service, compassion, respect for humankind, understanding and care of others instilled in her at an early age, given and provided by her grandfather and father, it was just a matter of time that she would get involved. The transition was very easy for her and every day, with every family, she sits there and tries to give the same service, her hero gave to bereaved families two generations ago. "My grandfather has given me the courage to be the best that I can be. Be the best person to all mankind in very difficult situations. He set goals for me and my siblings and I try to utilize those tools of involvement through the funeral arrangement and service process. If my grandfather could give 150% back in earlier days, I should be able to do the same today and continue the deep rooted value system that he established in our family legacy when he established our first firm in 1947."

Pamela has taken her commitment a step further by giving her families the opportunity to memorialize their loved ones through many 21st century options available today. With the internet as a vehicle the sky is the limit as she takes on the modern services of today but with old fashioned values. Funerals are not about doom and gloom and it is her endeavor to produce the best service available to meet each family's individual needs while showing respect and the utmost care for their dearly departed. Pamela believes it starts when they walk through the door. It begins with a friendly warm handshake, an extended arm or hug of love and concern or a special personal recognition or thank you for a returning family. A small compassionate word may lift their spirits for the task at hand of making final arrangements. This "*Rayner Spirit*" is now actively passed on to a fourth generation of young entrepreneurs in the family who also proudly greet families in their time of need. Pamela serves as a role model for her immediate younger family members who have or are considering a career in funeral service. She serves as a role model for students attending mortuary schools in the Chicago area and who are looking for apprenticeships and jobs in funeral service where they can receive the best training for a very demanding career after mortuary school.

Our 2009 honoree is dedicated and available to talk to children and service agencies about death and the strategies to help them cope with loss through school programming, community and social service outlets or gatherings or seminars. In talking with Pam, her training as an early school educator has been an asset in children's grief issues. She still holds her early training close to her heart and has taken it a step further to help as needed in grief counseling for them. You will find she understands that funeral directors must be honest and clear with children and that we must avoid being vague. Grief affects different age groups and we must utilize adequate methods based on age and maturity level.

We are very proud of this brilliant and amazing funeral profession role model for women and students in the state of Illinois. She illuminates trust, confidence, professionalism, and love for mankind. She is attached to this age old demanding profession and makes an impact on the lives of all who come in contact with her. She is involved in numerous community, civic and social causes and holds several positions of leadership in her state association. She is a lady for all seasons and a great role model and mentor just as her grandfather was back when he started their firm in 1947. She keeps the dream alive everyday when she walks through the door of A. A. Rayner and Sons Funeral Home ready to provide the greatest modern service on this earth. I only wish that I had the opportunity to meet her hero and the person she thanks everyday for introducing her to funeral service. He serviced many of my Chicago family members in the past and they applaud all that they did then, and all that they are doing for them today. I am proud to call her Soror, Diva and Friend, a role model and mentor to many, Pamela C. Rayner, a legend in her own right, the 2009 Recipient of the M. Athalie Range Trailblazer Courage Award of the 100 Black Women of Funeral Service.

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How to Safeguard Your Mortuary's Future through Perpetuation (Part 2)

By Shun Newbern, CFSP

In the last edition we emphasized the need for high school and mortuary science students to learn from the best – you. No longer can we contribute to the problems with staffing by hiring those who are only curious about the dead, but we need to hire individuals who are interested in mortuary science while demonstrating a sincere desire to make funeral service a career. The staff of any size firm can be the best asset that the company has and that staff should be of quality. And lastly, we covered the truth of the collegiate experience – the developer of focus and minimal proficiency. In the arena of the mortuary setting is when individuals obtain the work experience and begin the hurdles of adventure.

This article will emphasize the need to develop staff members and implement changes wherever necessary in order to perpetuate the funeral profession's future. Dr. Wayne W. Dyer said, "When you change the way you look at things, the things you look at change."



Shun Newbern, CFSP

Good goals result in higher performance when they are accepted by the employees. Goals for the mortuary could be as simple as answering the phone before the third ring to providing pastries to staff every Friday. Management should motivate employees for behaviors that promote the goals of the organization. A well motivated

employee will result in satisfied families who are more willing to return or recommend your mortuary for future business.

The Need for Developing Others

During the training process the novice will see the need and demand for character, dependability and passion. We must have the knowledge, willingness and patience to share technical points of our profession during the training. As well, our apprentices must be willing to learn and take in all the valuable information. How do I motivate my apprentice to improve their skills? How much do I expect my new hire to know about embalming, dressing, arrangements, etc.? Consider the following for training and developing staff members:

- The beginning of all knowledge is silence – new staff members should listen and learn. Trainers detest being interrupted every fifteen minutes with fairy-tales of the past, "Well, at Tear Drops From Heaven Funeral Home, we always used Hard N Gray Embalming Chemical - now that is the best product out there." Be curt and inform new employees what is considered inappropriate, unacceptable and possibly unethical as it relates to past funeral home employers, chiefly competitors. Encourage learning by providing a notebook with handouts that retains focus and covers the relatable material.
- Provide a detail description of job duties and responsibilities. The employee handbook (or the standard of operation procedure) should include issues on code of conduct, dress / uniform and hygiene. Place in writing what is acceptable attire, jewelry, hair color and styles. (A business of any size should never assume that a new hire knows what is acceptable in the work place).
- Clearly express your expectations, the company's history, details about the founders and the mission of the firm. Vision is an aim for the future from the organization compared to the present. Share how this employee enhances the stated mission; in addition, articulate how the company's vision is implemented through serving families.
- Establish a reasonable probation period. Personality times Environment equals Behavior. The personality traits of a new employee should fit well with the work environment of the organization. Ideally, this good mixture results with good behavior from the employee that should be observed during the established 30 to 120 day probation period.
- Inundate the employee on the FTC Funeral Rule, OSHA Standards, State Regulations and Safety Standards. Knowledgeable staff members can conduct these sessions, the information can be given through the internet or in a classroom setting.
- Shadowing for the early weeks is imperative. For example, the apprentice embalmer can observe the company's standard of care during each phase from the first call to the funeral service follow-up.
- Establish a trainer / trainee follow-up and feedback frequently. Feedback can be encouraged daily or weekly, but it is important to evaluate the training to necessitate possible changes. This process validates if the trainee is a quick learner and it illustrates what areas require more emphasis.

Leadership is an innate characteristic in funeral service. Funeral directors and embalmers must make personal goals to be a part of career day and job fair programs hosted by their community schools, churches and other institutions. By availing the time to the programs as mentors and leaders, the students are given a channel to network and to understand the profession. This is a great way to impact your community by encouraging and motivating someone to reach their own goals. Simultaneously, you have the opportunity to observe that the student's career goals are authentic and thus, make a quality hiring decision. I have tapped the potential of several students over the years and 95% of them today are licensed and several manage funeral homes.

Change with a Purpose

The patriarchs of old understood the principles of purpose and the seasons of change and transferred the baton of purpose from generation to generation. It is a different day. Today's funeral professionals have the same responsibility for this new generation of graduates. Our demands are based on the potential that has been given to us. Whatever your purpose, your potential is equal to the task.

If you recall from your youth bible studies, Pharaoh's plan was that Moses was to die as an infant. However, God had a different plan. Out of an entire generation that had seen the miracles in Egypt and living in the wilderness, only Joshua and Caleb entered the promised land. It was their vision of success that enabled them to experience the goodness of the land of Canaan.

These patriarchs had one common characteristic: a keen sense of purpose. People of purpose are people of vision. Purpose gives you the

ability to see success even in the face of seemingly insurmountable obstacles. Together we can build and be much prouder of our profession. Commit to change and use your best assets by releasing your potential to create and secure a prosperous future. It is never too late.

Shun Newbern, CFSP is an embalmer, minister, a national speaker and consultant on relatable issues. Shun has revised and reprinted a practical training manual "Establishing a Standard of Excellence in the Removal Procedure" that has been implemented worldwide in funeral practices. Information on the manual can be obtained by visiting www.shunnewbern.com or contact him at shunnewbern@aol.com.




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Educational NEWS

FINE Mortuary College celebrates 13th Commencement



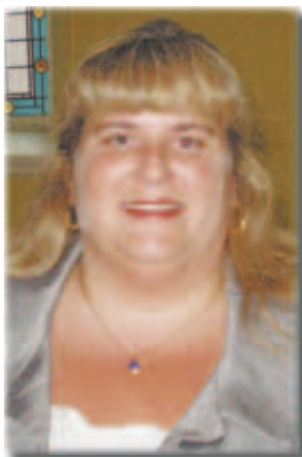
FINE Mortuary College's Class of 2009 at their Commencement Ceremony

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 July 31, 2009 at the United Church in Norwood, MA. Following the invocation by the Reverend William Christensen, M. Div., President **Louis Misantone**, Ph.D., LFD, gave welcoming remarks to the graduates and their families and friends. Misantone then introduced **Susan E. Burke** from the Class of 2009 who asked all to join her in a prayer she wrote for balance as the graduates move forward in their careers. Next Misantone introduced the speaker for the graduating class, **Linda E. Plonowski-Bollea** from the **Plonowski Funeral Home** in Lawrence, MA. Linda spoke fondly of growing up in the funeral home and stressed the importance of service to the bereaved during a time of loss.

The featured speaker was **Adrienne Faggas-Sansevero**, LFD, '03, from the **Faggas Funeral Home** in Waltham, MA. Adrienne described the life of a funeral director from the perspective of a daughter and as a professional. She related how living in the funeral home can be both a fun and trying experience for the funeral director and his/her family. She told of the death of her brother at a very young age and how devastating it was to her family. All of the family has tried to use this experience to help them become better and more understanding funeral service professionals.

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.

Adam W. Smith, from the **Ross Funeral Home** in Littleton, NH, was inducted, in absentia, into Mu Sigma Al-



Linda Plonowski-Bollea



Tammy Hill

pha, 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 **Tammy L. Hill**. This award is given to the student who succeeded despite unusually difficult times.

Gail Ann Graham 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.

Kwong Hon Chan 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** presented Hon with a Cosmetic Kit from the **Dodge Chemical Company** in memory of the late **Arnold J. Dodge**.



Featured Speaker Adrienne Faggas-Sansevero, LFD, '03 and Dodge Representative Dennis Daulton, LFD at the 13th FINE Commencement.



Gail Ann Graham



Kwong Hon Chan



Karen B. Stevenson



Maureen M. Trainor

Karen B. Stevenson was awarded the Promising Professional Award for giving more than required in service to the funeral profession.

The Faculty Award this year was given to **Maureen M. Trainor** due to her outstanding performance in the areas of scholarship, leadership and good citizenship.

Lindsay Leigh Ballard was honored with the Professional Issues and Concerns Award for excellence in documentation of understanding funeral service.

The Administrative Award was shared this year by **Marsha Wise**, MA, FD and **Laurence M. Magner**, M.Ed., as a result of their outstanding teaching and their unfailing service to FINE and the FINE students.

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

Christine L. Hatfield, RN, LFD, '08 was congratulated for becoming a partner with **Richard D. MacKinnon, Jr.**, LFD, in the newest addition to the **MacKinnon Family of Funeral Homes, South Coast Chapel**, in Freetown, MA.

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.



Lindsay Leigh Ballard

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Educational NEWS CONTINUED

Graystone Associates, Inc. announces Two New Training Courses

MARLBOROUGH, MA— Funeral home client families today are demanding and expecting a higher standard of services and values. To prepare funeral home staff and owners to consistently deliver this higher level of service and add value and go beyond their expectations, **Graystone Associates** developed two new courses; *Advanced People Skills* and *Advanced Phone Skills*. Both courses are aimed to empower the funeral home personnel with the necessary skills to provide exceptional service.

Frank Sessions, principal at Graystone Associates, Inc. states, "We are excited to offer to our clients these two Advanced Courses that builds on the foundation of skills learned in our introductory courses. These courses empower the funeral home employee to consistently deliver incomparable service. Funeral Homes in turn become leaders in their market."

Advanced People Skills is an in-depth training course which focuses on developing Advocate customers for the funeral home who promote the firm through word of mouth referrals. Participants also learn the powerful opportunity problem resolution creates. This often provides a separate WOW experience and nurture a trusting relationship.

Cameron Smock, President/CEO of **Bonney-Watson Funeral Homes** commented, "In today's competitive marketplace, our success is dependent upon our ability to build effective relationships with our client families. Graystone's Advanced People Skills Workshop delivers on this objective. It takes the basic tools we have learned to the next level to build our staff's knowledge necessary to drive customer loyalty."

Advanced People Skills focuses on the real problems and opportunities of a funeral home business. Participants assess how they can keep people, circumstances and events from compromising their ability to exceed every family's expectations. The successful application of every technique introduced in Advanced People Skills is supported by research and assures effectiveness when properly executed.

Bill McQueen, president of Anderson-McQueen Funeral Home recently completed the Advanced People Skills course. McQueen remarked, "Though we strive for perfection, occasionally mistakes do happen. However, now that our staff has learned the H.E.L.P. system of recovery through Graystone's Advanced People Skills course, mistakes have become opportunities for us to turn potential Assassins into raving Advocates!"

In Graystone's Advanced Telephone Skills, participants learn the critical Roadblocks of Telephone Communication. Participants assess the challenges callers experience when processing the information they receive. Participants also learn advanced methods for addressing the diversity of unspoken needs the caller presents and they practice how to meet these needs effectively on the phone.



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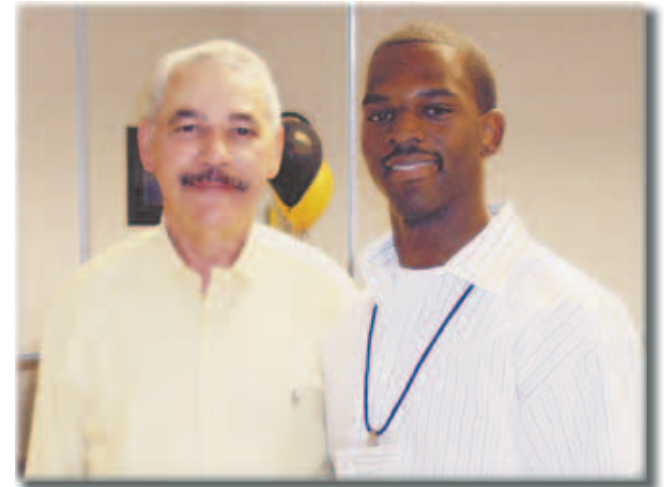
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Educational NEWS CONTINUED

DaiDrian Brown is named as 100BWFS Student of the Year



(L to R) DaiDrian Brown with NFDMA speaker George Fraser.



DaiDrian Brown spending time with 100 BWFS Founder Eleanor Starks (Right) and National President Dottie Hector during the NFDMA convention in Detroit.

DALLAS, TX— DaiDrian T. Brown, a 24 year old senior funeral service student at *Dallas Institute of Funeral Service*, has been selected as the 100BWFS Student of the Year for 2009 due to his tenacity and desire for success at the next level.

DaiDrian is a god fearing man who believes that he has nothing without god on his side. He is the oldest of six children and a very hard working and dedicated young man who is genuine, respectable, and kind. The love of his life is his beloved grandmother **Juanita Brown** who is role model and mentor. The 100 BWFS President **Dottie Hector** and Secretary/Treasurer **Marilyn Burton** had an opportunity to spend time with Mr. Brown at the 72nd Annual Convention of the NFDMA in Detroit, MI where he was assisting the staff in the exhibit hall and in and around the convention educational sessions. He also assisted the **Matthews Casket Division** presentation of the renowned author and speaker, **George Fraser**, who motivated and



DaiDrian Brown

inspired everyone in the room including our 2009 Student of the Year. DaiDrian took notes from this great speaker and quoted him during his entire stay of the convention.

As a young child, DaiDrian was introduced to the demanding profession of funeral service by his uncle **Keith D. Biglow** and his father **Darryl Brown** at the **Keith Biglow Funeral Directors** in Muskogee, OK – a family owned business. He used to hang around the funeral home, clean cars, cut grass, pick up trash and do miscellaneous duties but was never allowed to enter the prep room.

When he attended services that his family rendered he was so impressed on how courteous, professional and sympathetic the staff were that he became fascinated with being a helping hand to others in their time of need. It was important to have that same respect that the staff got in his community and he wanted to be a part of it.

He had intentions of being a physical therapist in college and then he realized he was running away from what god had destined for him in life and that was to take his talents into the funeral service profession. Once he realized that is what he really wanted in life, he enrolled in mortuary school to pursue his dream. "It has been a struggle in some areas but

CONTINUED ON PAGE A33

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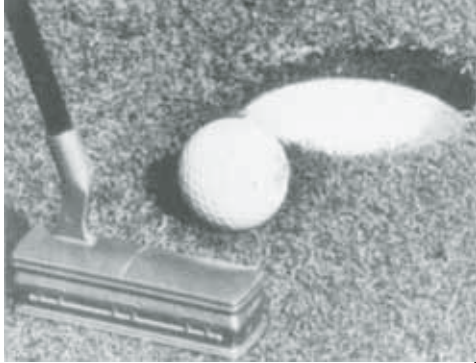


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Ralph L. Klicker, Ph.D., has authored the books *A Student Dies, A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management and Ethics in Funeral Service*, and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

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4. _____: Social organization
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7. _____: Similar to plastic
8. _____: Death court
9. _____: Indigent
10. _____: Wood on wood
11. _____: Seating section in church
12. _____: Fishtail

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ANSWERS ON PAGE A34

Educational NEWS CONTINUED

PIMS holds 139th Commencement Exercise

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) held its One-Hundred Thirty-Ninth Commencement exercise on Friday, September 11, 2009 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 **Mr. John D. Reed, Sr.**, who delivered an inspirational address entitled "And You Think It's Over?" Mr. Reed, a PIMS alumnus, is currently president of the *National Funeral Directors Association* and owns and operates the **Dodd & Reed Funeral Home, Inc.** in Webster Springs, WV, and **Adams-Reed Funeral Home, Inc.** in Cowen, WV. Mr. Reed 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 **Mr. Barry T. Lease**, and the graduating class was presented by **Mr. Joseph A. Marsaglia**, Dean of Faculty and Students. Dean Marsaglia also recognized Class Faculty Advisor **Mrs. Kathleen Entenmann** for her guidance and devotion.

Candidates to receive the Diploma in Embalming and Funeral Directing are: **Analise Bahneman** of Pittsburgh, PA, **Teresa Bell** of Mingo Junction, OH, **Jenna Buechele** of East Brady, PA, **George Danielson-Sullivan** - Magna Cum Laude - of Bristow, VA, **Alan Dodson** of Altoona, PA, **Emily Fecek** - Magna Cum Laude - of Erie, PA, **Rynell Guy** of Waynesboro, PA, **Kristine Haas** of Pittsburgh, PA, **John Harris** of Johnstown, PA, **Ronald Healey** of Connoquenessing, PA, **Wayne Heavilin** of Freeport, OH, **Tonya Jenkins** - Class Treasurer - of Homestead, PA, **Joseph Kramer** of Verona, PA, **Michael Pomante** of Owosso, MI, **Timothy Schoonover** - Class President - of Philippi, WV, **John Snyder** of Irwin, PA, **Beth Stefkovich** of Avella, PA and **Katy White** of Warren, OH.

Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: **Kimberly Baker** - Class Vice President - of Salem, OH, **Caitlin Carpinello** of Hastings, PA, **Joshua DiLuzio** of Oakdale, CT, **Bradley Duffy** of Bedford, PA, **Rachel Dwyer** - Class Representative - Summa Cum Laude - of Dillsburg, PA, **Stephanie Geer** of Canton, OH, **Alisha Guckes** of West Homestead, PA, **Chontel Harris** - Cum Laude - of Pittsburgh, PA, **John Hersch** of Erie PA, **Terri Johnson** - Cum Laude - of Uniontown, PA, **Jennifer Keopka** - Magna Cum Laude - of Erie, PA, **Matthew McVicker** of Johnstown, PA, **Marguerite Rinn** - Class Secretary - Cum Laude - of Pittsburgh, PA, **Andrew Slater** of Pittsburgh, PA, **Samantha Speicher** of Dalton, OH, **Timothy Sullivan** - Cum Laude - of Frackville, PA, **Benjamin Tate** of Jamestown, PA, **Leah Thompson** of Scottsdale, PA and **Adam Winegardner** of Schellsburg, PA.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: **James Billick** of Monessen, PA, **Daniel Crist** of Chambersburg, PA, **Krista Cummins** of Akron, OH, **Kevin Drobish** of Pittsburgh, PA, **Jessica Hayden** of Warren, PA, **Valerie Long** of North Braddock, PA, **Amber Quinn** of Chester, WV, **Christopher Rehberg** of Inverness, FL, **Garry Richter** of Uniontown, PA, **Daniel Shingledecker** of Clarion, PA, **David Szewczak** of New Kensington, PA, **Anthony Volpe** of DuBois, PA, **Nina Wright** of Pittsburgh, PA and **Cassandra Zola** of Pittsburgh, PA.

Special Awards were also presented at the commencement. The Memorial Award was presented to Tonya Jenkins 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 Rachel Dwyer who had maintained the highest scholastic average for the school year 2008-2009. The William J. Musmanno Memorial Award was presented to Jenna Buechele in recognition of her outstanding ability, attitude, commitment and achievement in the clinical setting. The Pierce Chemical/Royal Bond Award was presented to Marguerite Rinn in recognition of her 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 Marguerite 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: **Kimberly Baker**, **Rachel Dwyer**, **Emily Fecek**, **Tonya Jenkins** and **Timothy Sullivan**.

Mr. David Miller of *Thiel College* was also on hand to present five graduates with the PIMS/Thiel co-operative Bachelor of Art degree; they are: **Joshua DiLuzio**, **Stephanie Geer**, **Jennifer Keopka**, **Joseph Kramer** and **Samantha Speicher**.

At the conclusion of the ceremony, Class President **Timothy Schoonover** gave his closing farewell remarks and classmate **Stephanie Geer** lead the congregation in the traditional singing of America the Beautiful.

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

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 11, 2009

The following students have achieved a grade point average of 3.50 or better in this trimester of studies. From class #139: **Jenna Buechele** of East Brady, PA, **George Danielson-Sullivan** of Bristow, VA,

Rachel Dwyer of Dillsburg, PA, **Emily Fecek** of Erie, PA, **Jennifer Keopka** of Erie, PA, **Marguerite Rinn** of Pittsburgh, PA, and **Timothy Sullivan** of Frackville, PA.

From class #140: **John Brennan** of Carbondale, PA and from the Associate Degree Program class: **Daniel Crist** of Chambersburg, PA and **Jessica Lankford** of Lusby, MD.

Congratulations to PIMS honor students on their academic achievement.

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Educational NEWS CONTINUED

Fourth-Generation CCMS Graduate earns Leadership Award from the Ohio FDA



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Robert L. Weigel II



Robert William Weigel

CINCINNATI, OH— Nearly one hundred years after his great-grandfather attended **Cincinnati College of Mortuary Science**, **Robert William Weigel** stepped to the stage to receive the *Ohio Funeral Directors Association* award for Leadership at his commencement from CCMS. As a fourth-generation graduate of the college, Robert follows the lead of his great-grandfather, grandfather and father in the field of funeral service.

The award provides a scholarship, which Rob will put to use in continued professional development after being awarded his Associate of Applied Science at CCMS' recent graduation ceremony. Rob was selected by the faculty for the OFDA honor because of the student leadership he demonstrated throughout his coursework. "It was such an honor to be chosen for this award by the CCMS faculty, considering there were 42 students in my class, each with special talents and gifts," says Rob. "It is the mission of CCMS not only to train our students as funeral service providers but also to shape them to become leaders in the industry," notes **Karen Giles**, president of the college. "Rob's receipt of this prestigious award is a salute to his ability to motivate by his example."

Born to a family of funeral directors Rob developed an interest in the industry naturally from hearing stories of his great-grandfather and grandfather. So with three generations before him graduating from

CCMS, his decision to attend their alma mater was an easy one. And in the family tradition, he will live and work in Hamilton, Ohio, the community that his family has always called home.

"We are proud when students like Rob entrust their funeral service education to CCMS," says Giles. "We value that trust and deliver a program that blends academic excellence with the practical hands-on learning that sets us apart, and has for generations."

The family business, now called **Weigel Funeral Home**, began as **Klaus Funeral Home** in 1926 by his great-grandfather, **Robert Klaus**. The name changed to **Klaus-Weigel Funeral Home** in the 1960s after his grandfather, **Robert L. Weigel**, became involved. Now as Weigel Funeral Home it is operated by Rob's father, **Robert L. Weigel II**, who looks forward to carrying on the family tradition by working side by side with his son.

Embalmers Offer Scholarships during Annual Mixer

LOS ANGELES, CA— **Epsilon Nu Delta Mortuary Fraternity, Inc.**'s 6th Annual Toy Drive and Embalmers Holiday Mixer will coincide with a Scholarship Gala before the busy holiday season on Saturday, November 7, 2009 at **Hollywood Forever Funeral Home**.

The fraternal membership is devised of common gender, male and female licensed embalmers that realize the sacredness of service to the public during its hour of bereavement. They see the necessity to encourage high scholastic standards among students of mortuary science and have committed their lives to raise the high standards in funeral service socially, morally and educationally. **Bro. Anthony S. "Ted" Felder**, CFSP, Nu Chapter President, is endeavored to propel this generation of apprentices and embalmers forward with purpose and loyalty to the art of embalming, through community service and the Spring education seminar.

Over the past few years, Nu Chapter has awarded more than 30 scholarships and this gala is to ensure that the awards assist students both at *Cypress College* and *American River College* mortuary science programs in California. The scholarship awards

are created to aid students that are in financial need and show interest in community involvement and professional advancement in this changing profession. Nu Chapter Horus Club (student membership) mentors the recipients and assists them with preparing for the California Embalmers Exam.

During the mixer the following Nu Chapter scholarship winners will be honored. **Kyle Butler** (Riverside, CA), **Magan Cassidy** (La Palma, CA), **Jessica Z. Garza** (Bakersfield, CA), **Shawnika R. Joseph** (Moreno Valley, CA), **Francesca Ricottone** (Fullerton, CA), and **Adriana Wells** (Anaheim, CA). The Chapter has four students to be honored with the Mary L. Winston Award: **Ernestine Burns** (Los Angeles, CA), **Krislyn Kunkel** (Pomona, CA), **Linda McCoy** (Los Angeles), and **Nayma Shepard** (Inglewood, CA).

It is their hope, that embalmers in the surrounding counties of Los Angeles will make plans to attend this free, casual attire mixer and help to provide more than 100 toys for communities in need. For more information contact Scholarship Co-Chairman **Shun Newbern** at shunnewbern@aol.com or 562-607-5281.



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Educational NEWS CONTINUED

Brown is named 100BWFS Student of the Year

Continued from Page A30

it is the most comfortable and secure feeling I have ever had in pursuing a career. It is a perfect fit. It is important to love what you do and I love funeral service." DaiDrian continues, "It soothes my soul to hear how pleased a family member is after they have seen their loved one or attended a service of a friend or relative. Being the last on earth to take care of someone's loved one, is not only a privilege but an honor. So therefore, I have to do my duties to the utmost of my ability giving more than 100% with each family."

DaiDrian's philosophy is to serve all of humanity – persons of all races, genders, faiths and ethnic backgrounds with respect, ethics, dignity, and care with the finest professional services that his hands and heart can render.

DaiDrian Brown will graduate on November 20, 2009 from Dallas Institute. He was one of six 2009 scholarship students from the Dallas Institute class of 2009. The officers of the 100 BWFS plan to be in attendance to cheer Mr. Brown, their student of the year, and the other fine graduates and scholarship students of this fine institution.

The 100 BWFS and the 100 BMFS Mentoring Project congratulate DaiDrian Brown on his future in the funeral service profession. We have high expectations for a young man that has a goal of being the finest funeral director and embalmer in the

nation. There is always a need for the best in the funeral service profession. If you would like to reach our Student of the Year, please email him at dfnrldirector@yahoo.com. If you are a licensed male and willing to mentor a male funeral service student please email us for information on the 100BMFS Mentoring Project @ 100BMFS@gmail.com or visit www.100blackmenoffuneralservice.com.

Graystone announces Two New Training Courses

Continued from Page A29

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Educational NEWS CONTINUED

The 100 BWFS present Scholarship Awards to the 2009 Funeral Service Scholastic All-Stars Program



Lottie K. Weldon



J. Roberta March



Stacey Walker



Dimitra A. Johnson



Emily Gordon



Howardia A. Turner



Lindsay Lincoln



Jennifer M. Ward

LONGWOOD, FL— Success in a funeral service program takes on a shape of its own. Many students enter the field with only the desire or passion while others enter because of a family connection. Success in the profession will come only because of service, hard work, desire, commitment and a passion to make a difference in the lives of those you come in contact with during the bereavement process. **Lottie K. Weldon** and the late **J. Roberta March** and their firms represent great service and the desire to give back to the community through day in and day out on going service. Lottie Weldon states, "It's a never ending pursuit and we want students to know that success

in funeral service is the product of doing hundreds of things, one hundred percent better. It's important to let the grieving client know they are number one and that it can have a huge impact on their success in the funeral service profession. Knowing this upfront can lead to tremendous success for our scholarship students. Service coupled with hard work + desire + commitment + passion = success. It is a never-ending pursuit that they must be ready for in this demanding profession."

In addition to the previously announced 14 scholarship honorees for 2009, the **100 Black Women of Funeral Service** are proud to announce the selection of seven students selected



Adriana Corral

as 2009-2010 100BWFS All Stars. These recipients all possess the desire and fortitude to bring success and honor as future care givers in our profession and representative of our two highly successful members Lottie K. Weldon, owner of **George H. Weldon Funeral Home** of New York City and the late J. Roberta March of the **March Funeral Homes** of Baltimore, MD.

The 2009 Scholarship Selection Committee found that burning desire for success in: **Stacey Walker** of **Fayetteville Technical College** Funeral Service Program. Stacey's family owns **Walker Memorial Funeral Home** in Lillington, NC. She has worked the last five years at the Ft. Bragg Military Base while encouraging her father to get involved and open up the firm in memory of her late beloved grandmother, **Louise Walker**. Stacey is anxiously awaiting the completion of school so she can make a difference in her community. She is the mother of four children, two beautiful girls and two handsome boys ages 4 to 20 years. Funeral service allows her to help families in their time of need and provide them with the personal care they will need while they are grieving. Stacey knows that the soul of the business is being able to

CONTINUED ON PAGE A35



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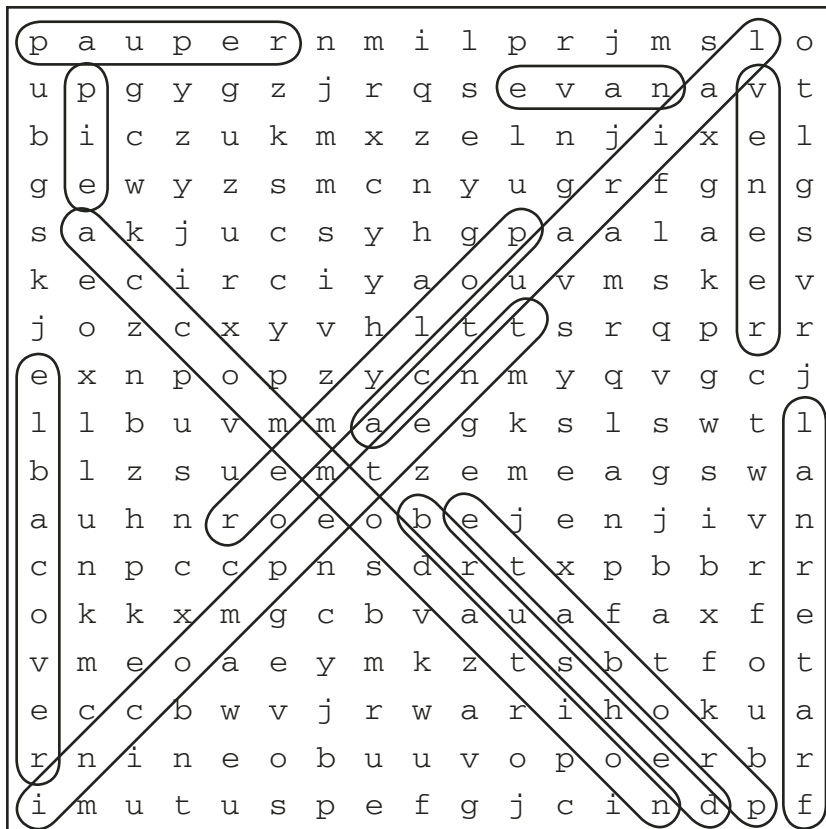
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Answers to Klicker's Crossword Puzzle on Page A30

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Cash advance | 5. REVOCABLE :
Can be cancelled | 9. PAUPER :
Indigent |
| 2. INCOMPETENT :
Not make a decision for self | 6. BRUSHED :
Scratched metal | 10. VENEER :
Wood on wood |
| 3. ACTUARIAL :
Insurance charts | 7. POLYMER :
Similar to plastic | 11. NAVE :
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Educational NEWS CONTINUED

The 100 BWFS present Awards to Funeral Service Scholastic All-Stars Program

Continued from Page A34

give back to others and her commitment to the family business is to “empower my families and carry on the family heritage by providing a tradition of dignity, respect, service, hard work and my passion for success and excellence in all that I do.”

Dimitra A. Johnson of *Community College, Baltimore County-Catonsville* Funeral Service Education Program, brings 26 years of work experience handling delicate situations and finally decided to seek her dream to become a funeral director. For years she watched funeral directors provide professional services to bereaved families and they have greatly influenced her decision to join this prestigious profession. She had witnessed strong compassion for people, recognizing this to be a critical factor in building perpetual relationships. She has been blessed with the influence of mentor funeral directors like **Nelson E. Greene** and **Derrick Pinkney**. She states, “Mr. Greene has kept my dream alive and has heightened my determination to make my dream come true.” Her motto is, If I can help somebody as I travel along, Then my living, Shall not be in vain.

Emily Gordon of *Mt. Ida College at New England Institute* was stumped a few times when trying to answer the question, Why Funeral Service? The hours are endless, the stress level is high and it’s impossible to make everyone happy. But she never realized how trying funeral service was until she started working in a funeral home. Her answer now is “I love funeral service.” In fact she states it is difficult to picture herself doing anything different. Meeting new people, making phone calls, providing service and most of all satisfying the various needs for different families is so fulfilling. She has come to realize that it’s the biggest favor, other times the smallest gesture, but there is no feeling as powerful as helping another person through one of the most difficult times in their life. Emily chose funeral service because she needs a challenge and funeral service provides that challenge. She strives for doing her absolute best even in the worst situations. She needed a career that stimulated her and funeral service causes her to think outside the box and she feels extremely privileged to be on the honor roll and a participant in Mt. Ida College Emerging Leaders Program.

Adriana Corral of *Miami Dade College* Funeral Service Program received a BS Degree at the University of Texas at El Paso and decided to return to college and pursue her degree in funeral service because of her respect for the field and the individuals involved in the profession. Having experience working with non-profits her whole life, she truly understands the act of compassion and understanding and felt this profession has no boundaries when providing ethical services for the public. Adrianna states, “The profession of embalming is creative but often misunderstood and I hope to break those boundaries and help lessen the hardships that may take place during grieving.” As she pursues her career goals, she hopes to work in an environment that nurtures honesty, service, and compassion while providing universal precautions for the safety of everyone that is exposed to the harsh reality of death. “I will provide a strong code of ethics that prevents illegitimate and shameful acts that can tarnish a noble profession that serves such an important role in the cycle of life,” she added. We are also proud that Adrianna plans to use her studies in Sign Language as an interpreter for funerals as needed. This is ironic because the 100 BWFS were honored to provide a 2009 scholarship to **Cheryl Busby**, a deaf student studying funeral service at *Dallas Institute*. Funeral service is taking on many challenges and our future caregivers are equipping us for the many diverse opportunities and talents for the profession.

Howardia A. Turner of *Worsham College of Mortuary Science*, or Dia, as she is known among friends, states, “I would like to be a funeral director because when I think of death, I think of freedom—a place of calmness and eternal rest. No more pain, heartaches, sadness, trouble, worries, confusion. It is all over and you are at rest and peace. My job is to get the families to that place and I can do that through the utmost dignity, integrity, service and compassion. My goal is to always remember whether in the back room or making arrangements, that every person should be treated as if they are family and to give them a reason to come back if services are needed again. I want to be a household word with them because of the caring and professional service I provided.” Her motto is whether you were able to look and feel like you were someone special on this earth, it is my promise and duty as a funeral director to make you look special and your family to feel within their hearts that someone other than themselves loved and cared about you. Dia looks forward everyday to being at Worsham College and learning under the direction of President **Stephanie Kann** who is her role model for funeral service.

Lindsay Lincoln of Mt. Ida College at New England Institute said, “I knew early that life can quickly throw you curves when my closest friends’ fathers passed away within four years

of each other and I was the one that they depended on during this very difficult time.” This is when she realized she wanted to be a funeral director. She currently is a member of Pi Sigma Eta Honor Society and can honestly say that she can’t imagine another career that she would want to be involved in. Lindsay is majoring in Bereavement Studies. Her goal is to help people in their most difficult times of life. There are so many options of helping through Grief Services and she plans to utilize all of them to be successful. She has been working part-time for **The Dodge Company** and **Flynn & Dagnoli-Montagna Home For Funerals** in North Adams where she is getting great training and understanding for the profession.

Jennifer M. Ward of *Wayne State University*, Eugene Applebaum College of Pharmacy and Health Science for Funeral Service Education, completed her BS Degree in Funeral Service in August, 2009. Funeral service is her passion and she undoubtedly loves everything about the profession. Every entity is different and that is what makes it so interesting to Jennifer. She states, “Being in a position as the first person other than the family that will help a mourning loved one begin a new life without the deceased is more than a privilege but an honor. The whole experience surrounding death is catered toward the living and those left behind. With funeral directing no day is the same, and I am eager to begin a career with a wide array of people from different walks of life and I feel this is my calling. This is my passion and I will fully commit myself to the families I serve, treat the deceased with the upmost dignity and respect, and mostly enjoy my dream of having a career in funeral service.” Jennifer has been affiliated with the **Clora Funeral Home** for her practicum and is a member of the American Physiological Society and the African American Celebratory. She also takes times to volunteer with the Athletes 4 Kids Organization.

The 100 BWFS always looks for the Best of the Best in selecting their students for any award and the Award Committee under the direction of President **Dottie Hector**, CFSP-CPC of Baltimore, MD and Funeral Service Scholarship Consultant, **Tyra Butler** of **Matthews Casket Division** always assist the committee members in the selection process and we are so proud of the Lottie K. Weldon and the late J. Roberta March 2009 Funeral Service All Stars. For 2010 scholarship information, please go to www.100blackwomenoffuneralservice.com and download an application. For membership or Mentoring Information, please email hundredbwfs@aol.com. The 100 BWFS is the premier organization for minority women who have chosen funeral service as their profession.

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Association NEWS

Kavod elects New Officers to serve from 2010 -2013

FAIRFIELD, CT— **Kavod - The Independent Jewish Funeral Chapels** is proud to announce the election of a new slate of officers to serve the association from January 2010 - January 2013. Their commitment and teamwork will help Kavod continue its growth as an international consultant on Jewish funeral burial practices. Congratulations to President **Jason Goldstein, Roth-Goldsteins' Memorial Chapel**, Atlantic City, NJ, Vice President **Joyce Torchinsky, Torchinsky Hebrew Funeral Home**, Washington, DC, Treasurer **Jay Mesnekoff, Mesnekoff Funeral Home**, Amherst, NY, and Secretary **Jeff Friedman, Houston Jewish Funerals**, Bellaire, TX. These officers were installed Wednesday October 28th in Boston, MA at Kavod's Fall Meeting, which was held with the NFDA's International Convention and Expo. Also at the meeting, Kavod members will be strengthening their relationships with *National Funeral Directors Association* and *Selected Independent Funeral Homes* and discuss various issues concerning the funeral service industry.

Founded in 2002, the National Independent Jewish Funeral Directors are providers of Jewish funeral services. We formed this group to create a network of independent family owned Jewish funeral providers to support one another in this changing environment and where many have expressed a need to have an individual service provider who is independent and will facilitate as an advocate for the families that we are all privileged to serve. In 2006, the organization changed its name to KAVOD - The Independent Jewish Funeral Chapels. KAVOD...honor, respect, esteem, strong moral principles, and a source of pride. It is with these ideals that this organization has dedicated itself to having only the highest level of family owned Jewish firms as part of its' organization. The organization became recognized by other national organizations, including the National Funeral Directors Association, Selected Independent Funeral Homes, the International Conference of Funeral Service Examining Boards, and the *International Order of the Golden Rule*, as consultants for Jewish funerals. Membership to KAVOD is by invitation. For more information about KAVOD, please visit our website at www.kavodjewishfunerals.com

OGR Fall Forum offers Ready-to-Use Business Solutions, Technology Strategies

EARTH CITY, MO— The **International Order of the Golden Rule (OGR)** will help independent funeral service professionals learn the latest technologies and proven strategies for delivering unmatched client family satisfaction they can apply immediately at the 2009 Fall Forum set for the Hyatt Regency Hotel, November 8-10 along the festive River Walk in San Antonio, TX.

"These days, no independent funeral home can afford to feel too comfortable with its processes. This Forum was created to open our minds and imaginations to new ideas," said **Koven Brown**, OGR president and owner of **K. L. Brown Funeral Home & Cremation Center**, Jacksonville, AL. "With the powerful presentations we have lined up, we anticipate a great turnout as attendees fine tune ways to gain market share and financial solidarity."

Seven funeral service experts and thought leaders from across North America will conduct workshops and seminars during the two-day Forum. Among those participating are **Robin Heppell**, CFSP, president, **Heppell Funeral Solutions** - Innovative Technology for Your Business and a second session - Technology Applications for Funeral Home Operations; **Frank Sessions**, principal, **Graystone Associates, Inc.** - How to Enhance Your Customer's Value While Increasing Market Share; **David**

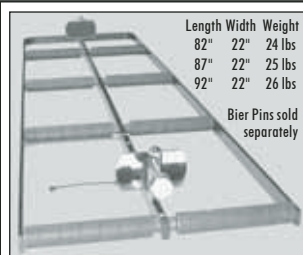
McComb, president, and **Taron Smith**, general manager, **D.O. McComb & Sons Funeral Home**, Fort Wayne, IN - Building Service From the Inside Out; **Scott R. Simons**, president, **SRS Computing**, and **John Heald**, vice president-sales and business development, **Tributes.com** - Systems and Services Solutions - An Ideas Exchange; and **JoAnn Baldwin**, CFSP, manager of professional development, **Aurora Casket Company** - Training the Exceptional Staff. Sessions qualify for up to 8 CEUs depending upon attendee's home state.

Industry partners for the event include **Aurora Casket Co.**, **SRS Computers**, **Tributes.com**, **Compliance Plus** and **Pierce Companies**. **Polyguard and Co.** is welcome reception co-sponsor.

Brown added, "In addition to the lineup of premier presenters, attendees will have the opportunity in the afternoons and evenings to tour one of the most exciting and festive cities in North America plus time to enjoy the atmosphere of the world-famous River Walk."

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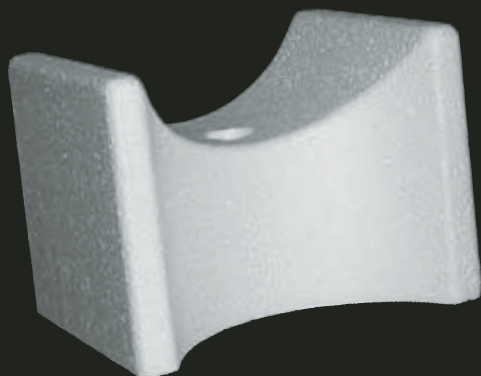
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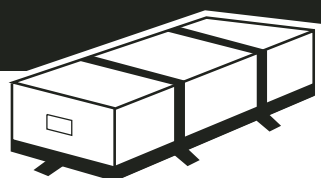
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Proactive Member Program assists CANA Members in Avoiding Litigation

CANA announces free access for members to its General Counsel

CHICAGO, IL— The **Cremation Association of North America (CANA)**, an international organization composed of cremationists, funeral directors, cemeterians, industry suppliers and consultants, announced a new legal counsel service for its members provided by attorney **Christopher Farmer of Sheehy, Ware & Pappas, P.C.**

The new member service offers any current CANA member one half-hour of legal counsel per month, free of charge, to discuss any particular legal issue. CANA members also receive a discounted rate if further representation is desired.

Farmer, CANA's General Counsel, is Of Counsel to Sheehy, Ware & Pappas, P.C. and is a founding member of its funeral and cemetery practice group, the most experienced and respected collection of attorneys practicing Death Care Law in Texas. Farmer has represented hundreds of small and large funeral home, cemetery and cremation clients throughout North America in matters involving regulatory compliance, licensure compliance, professional negligence, employ-

ment, and business torts from the initial claim through litigation and appeals. Farmer is also a member of the firm's labor and employment, commercial litigation, and general litigation sections.

"Having Chris Farmer as our new General Counsel to assist CANA members with legal and regulatory questions is an extraordinary member benefit. As the former General Counsel to the largest death care provider in the world, he has an unparalleled level of experience when it comes to best practices in the cremation world. Now when a funeral home, crematory or cemetery owner who is a CANA member has issues of a legal nature, they can discuss the issue with our preeminent legal counsel as a member benefit," stated CANA President, **Bill McQueen**.

With ever-changing state requirements and new cremations laws, the goal of the program is to help CANA members stay up-to-date and informed regarding all death care legal requirements. It is a visible implementation of CANA's Member Code of Cremation Practice,

CONTINUED ON PAGE A37

Association NEWS CONTINUED

52nd Annual LACFDA Installation held at Hollywood Forever

By Shun Newbern, CFSP



(L to R) Todd Beckley, President, LACFDA; Vic Savino, President, CFDA; Shun Newbern, CFSP, Vice - President, LACFDA; and Mike Boyko, Secretary, LACFDA.

LOS ANGELES, CA— The Los Angeles County Funeral Directors Association held their 52nd Annual Installation of Officers celebration, Friday, September 25, 2009 at Hollywood Forever Funeral Home in the Eastern Star Lounge in Hollywood, CA. This wonderful evening drew professionals from many Southern California counties as various vendors sponsored to make the evening special and memorable. David C. Schaffner, Tribute Enterprises, LLC, filled the air with music; the great food was catered by Café N Stuff, unique programs by Theodore Hovey and the exquisite centerpieces by Irina for Hollywood Forever Florist.

The Mistress of Ceremonies, Chanell O’Farrill, Immediate Past President of LACFDA, introduced officers, board members and past presidents Bob Risher, Kathleen McLaughlin, Joann Snyder, Jill Glasband, Homer Alba, and Bill Hawkins. Homer Alba, Senior Vice-President of Hollywood Forever gave the warm friendly welcome on behalf of Hollywood Funeral Home. Chanell O’Farrill thanked everyone for their support and commitment during her term and made a special presentation to Karen Thomas, Executive Director of LACFDA for many years of endless hard work and commitment to the organization. Vic



(L to R) Karen Thomas, Executive Director, LACFDA and Chanell O’Farrill, Immediate Past President, LACFDA.

Savino, President, California Funeral Directors Association installed the Board of Directors and Officers. The evening concluded as Todd Beckley received accolades and delivered his moving presidential address for the evening.

The LACFDA 2008-2009 Officers are: President, Todd Beckley, Vice President, Shun Newbern, CFSP, Secretary, Mike Boyko, and Treasurer, Sean Douglass. The Board of Directors, one year term, Sam Ellis Merrill Mefford and Jill Glasband; two year term Kathryn Spalding, Bill Hawkins and Gail Valentine-Taylor; three year

and J. Manny Godoy.

In addition to the vendors and guests present, the evening was graced with the presence of Pamela Anderson, CFSP, President of the California Funeral Directors and Embalmers Association, and Antionette Warmack, President of California Funeral Directors and Embalmers - Los Angeles Chapter.

The evening was extra special with the tremendous support of the various suppliers and professional services regardless of the challenging economy. The Officers and Board of Directors give thanks to the following vendors for their participation:

1-800-Autopsy (Vidal Herrera), American Crematory Equipment, Batesville Casket Co., Burials at Sea, Cinepsia, Graham & Associates, Hollywood Forever Cemetery & Funeral Home, Inglewood Cemetery Mortuary, Inglewood Park Cemetery, Jose Curevo Gardening Service, Matthews International Corp., Nickerson Insurance Service, One Legacy, Secure Transportation, Sissell Brothers Vault Co., Southland Motor Escort, Tanabe Flying Services, Tribute Enterprises, LLC, White Dove Release, Inc., and York Casket Co. Hats off to the outgoing officers and board of directors for a great year and well wishes for the new administration.

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CANA Member Program assists in Avoiding Litigation

Continued from Page A36

which states, “That the greatest care should be taken in the appointment of crematory staff members, any of whom must not, by conduct or demeanor, bring the crematory or cremation into disrepute.”

To learn more about CANA membership and the new legal counsel program, visit www.cremationassociation.com.

Founded in 1913, the Cremation Association of North America (CANA) is the oldest

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

what inspired you?

As Founder and President of Meadow Hill, the makers of Thumbies and Buddies Keepsakes, I want to do more than just say thank you to the funeral service professionals with whom I work every day. I need to demonstrate that gratitude in a more concrete way. That’s why I have pledged \$50,000 to the Funeral Service Foundation’s Hand in Hand Endowment Campaign. This Endowment benefits funeral service professionals, the families they serve and their communities as a whole – both in the near term and down the road. It’s the right thing to do.

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PETE E. ORTEGA of Walsenburg, CO died August 16, 2009 at the age of 64. He worked for **Boies-Ortega Funeral Home** for 30 years, and had continued working for the funeral home on a part time basis.

Reprinted from The Dead Beat, Golden City, MO.



REV. ROBERT D. "BOB" HAYES of Santa Fe, TX died September 23, 2009. A 1960 graduate of *Commonwealth College of Sciences*, Houston, he worked as a licensed funeral director and embalmer for many years. He was currently serving as public relations director of **Hayes Grace Memorial Park Cemetery** in Hitchcock, TX.

Reprinted from The Deadbeat, Golden City, MO.

DOUGLAS L. MEHL of Alliance, OH and formerly of Lisbon, OH died September 23, 2009 at the age of 66. He was a funeral director for **Cassaday & Turkle Funeral Home**, Alliance, **Arnold Funeral Home**, Canton, OH and the **Almore & Grimshaw Funeral Home** in Phoenix, AZ. He was also the former vice president of Cassaday & Turkle Funeral Home.

CENETA QUALLS of Memphis, TN died September 22, 2009 at the age of 89. She, along with her husband, owned **S.W. Qualls Funeral Home** in Memphis, and took over operations after her husband's death.

MARY ALICE HURLEY BUSH of Hibbing, MN died September 6, 2009 at the age of 92. A 1936 graduate of *Worsham College of Embalming* she held a morticians license in the state of Minnesota from 1938 to 1988 and was honored with a 50-year citation. Her son, **Thomas**, and grandson, **Joseph**, own and operate **Gaffney-Busha Funeral Home** in Eagle River, WI.

ALLENE C. RENFRO of Cincinnati, OH died September 28, 2009 at the age of 96. She was the owner of **Renfro Funeral Service** in Cincinnati. Licensed in 1973, she was a member the **100 Black Women of Funeral Service**. She helped establish the *National Funeral Directors and Morticians Association* Scholarship Foundation, and earned Woman of the Year Award from the *Buckeye State Funeral Directors and Embalmers Association*, of which she was a member.

Courtesy 100 Black Women of Funeral Service, Longwood, FL.



MARY LyBRAND ESTES of Wills Point, TX died September 11, 2009 at the age of 82. She and her husband, **John Chester LyBrand**, formed **Eubank and Company** in 1950, which later became **LyBrand Funeral Homes, Inc.** with locations in Wills Point, Quinlan, Point and Edgewood, TX. Active in all aspects of the firm, she also served as a member of the Board of Directors of **White Rose Cemetery** from 1960 to 1987.

Reprinted from The Deadbeat, Golden City, MO.

RAYMOND DOBBRATZ of Watertown, WI died September 24, 2009 at the age of 80. He had been affiliated with **Hafemeister Funeral Home** from 1947 until he sold the business in 1999 to the Koepsell family, which operated funeral homes in Beaver Dam and Maryville, WI. He completed mortuary school and became a licensed funeral director and embalmer in 1950. When **Harry Hafemeister** died in 1966, Dobbratz and the late **Roland Harder** became partners. After Harder's death in 1974 Dobbratz and his wife, **Marie**, became sole owners of the business.

KEITH FRALEY of Joplin, MO died September 15, 2009 at the age of 84. He was owner of **Fraley Funeral Supply** and had actively called on funeral homes for 63 years. He had been a sales representative for **Bass-Mollett Publishers**, Greenville, MO for many years. He was also president of *Kansas Funeral Supply Salesman's Club*.



LUCILLE HEIMBUECHER KOENIG formerly of Bakerstown and Mars, PA died August 27, 2009. She, along with her husband **Robert F. Koenig, Sr.**, started the first funeral home in Bakerstown, which is now the **Schellhaas Funeral Home**.

Courtesy Clem's Livery Service, Pittsburgh, PA.

J. NORMAND DUMONT of New Bedford, MA died October 6, 2009 at the age of 90. He was a licensed funeral director and registered embalmer since 1947, and had been an active professional in New Bedford for 55 years. He was the owner and operator of **The Chausse-Dumont Funeral Home** until his retirement in 2004. A graduate of the Boston School of Anatomy and Embalming, he was a member of the *Massachusetts Funeral Directors Association* and *National Funeral Directors Association*.

RICHARD W. HOFFMAN of Tiffin, OH died September 17, 2009 at the age of 88. A 1940 graduate of *Cleveland College of Embalming*, he worked in his family's funeral home with his father and brother, later running the funeral home until his retirement in 1986. He was a member of the *Ohio Funeral Directors Association*, *National Funeral Directors Association*, and *Ohio Embalmers Association*.

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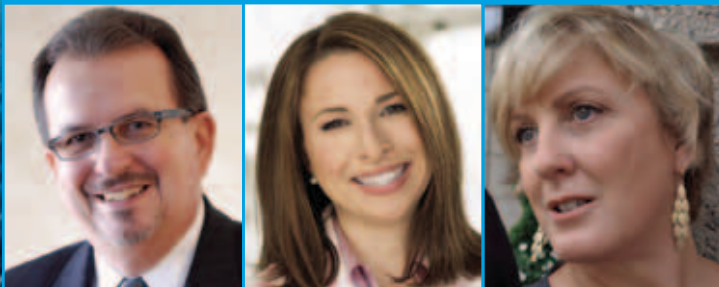
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