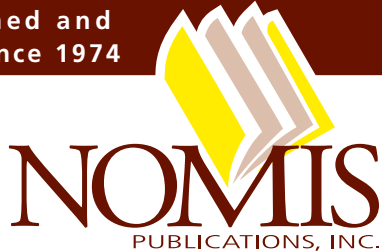


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NEWS

NOVEMBER
2010

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RESEARCH AND FINDINGS THROUGHOUT THE INDUSTRY

Funeral and Memorial Information Council Study Shows Americans Recognize the Importance and Value of Memorialization

The funeral industry plays a key role in helping families through grief, and the funeral director remains the most important partner in that process, even with the changing dynamics faced by families today.

See Page A7

Funeral Director Licensure Study by Funeral Service Foundation

The FSF commissioned a Recruitment and Retention Research Project, and released a summary of the findings concerning funeral director licensure.

See Page A22

New York State FDA releases Zogby Survey on Consumer Attitudes toward Funeral Practices and Customs

The Zogby Survey contains fresh new data that measures the attitudes of consumers in New York State towards numerous aspects of funerals and memorialization in general.

See Page A34

NFDA issues research on Prep Room Ventilation, recommendations to reduce Health Risks with Formaldehyde Use

Ventilation has been found to be the single most effective way to control formaldehyde vapor levels in the preparation room, though there are no consensus ventilation standards that apply to preparation rooms.

See Page A37

NFDA releases Results of 2010 General Price List Survey

The report provides a comprehensive picture of the diversity of costs associated with a funeral, providing data that breaks down services by geographic region, size of firm and size of city/town.

See Page A42

Cedar Memorial Park Funeral Home and Cemetery is all about Family



The limestone entrance to the Cedar Memorial Campus



Chapel of Memories

CEDAR RAPIDS, IA— Families are welcomed to Cedar Memorial Park Funeral Home and Cemetery through beautiful stone gates, built from indigenous limestone. Past the gates is a world that offers a harmonious blend of nature, architecture history and horticulture. The Linge family believes that the cemetery and surrounding facilities are a tangible representation of those buried there and a spiritual link to the past.

CONTINUED ON PAGE A21

Jeffrey A. Naugle Funeral & Cremation Service opens New Facility



The Chapel at Jeffrey A. Naugle Funeral & Cremation Service



The Family Room

QUAKERTOWN, PA— In June 2010, Jeff and Debbie Naugle proudly opened the new facility of their family owned funeral home, Jeffrey A. Naugle Funeral & Cremation Services. Located on roughly seven

acres at 135 West Pumping Station Road in Bucks County, they call it their "Dream of a Lifetime".

The totally modern facility sits back from the main road in a rural setting. Carefully landscaped with

trees and various shrubberies, the grounds immediately lend a sense of serenity upon arrival. The funeral home features a porte-cochere to shelter visitors from inclement

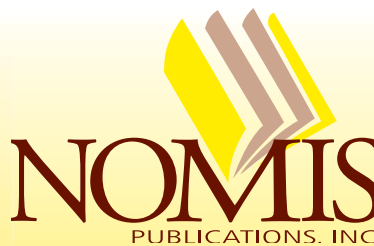
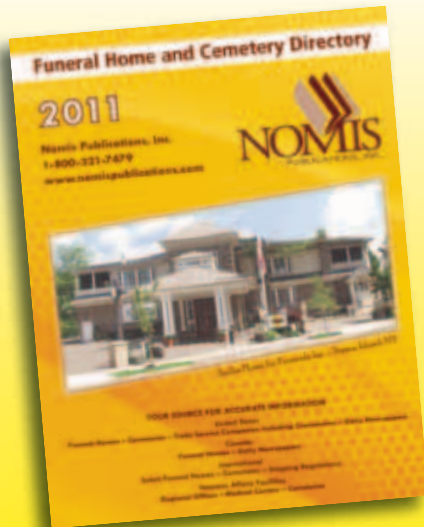
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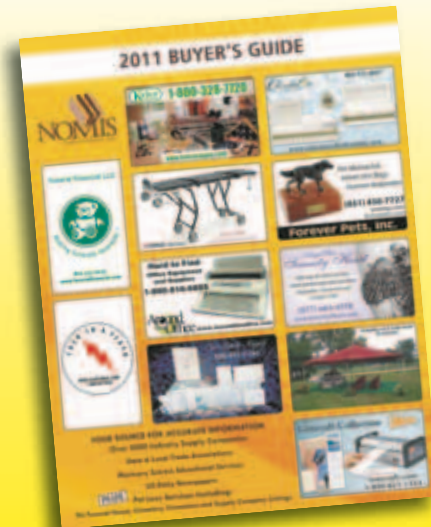
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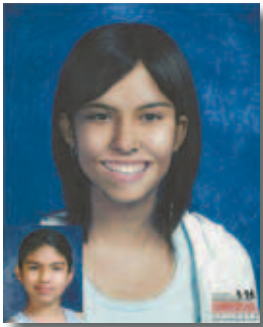
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HAVE YOU SEEN THESE CHILDREN?

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.

Family Abduction

GABRIELLA CORRO RON



Date of Birth: 4/20/1995
Age at Disappearance: 9 Yrs

Age Now: 15 Yrs
Sex: Female
Race: White/Hisp
Height: 4'6"
Weight: 65 lbs
Hair: Brown
Eyes: Brown

Date Missing: 11/6/2004
Missing From: San Diego, California

KEVIN CORRO RON



Date of Birth: 12/31/1996
Age at Disappearance: 7 Yrs

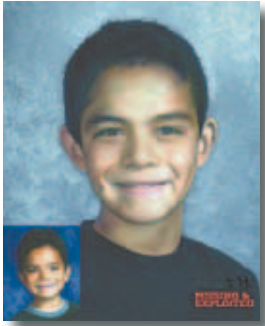
Age Now: 13 Yrs
Sex: Male
Race: White/Hisp
Height: 4'3"
Weight: 55 lbs
Hair: Black
Eyes: Black

GABRIEL CORRO



Abductor
DOB: 3/14/1965
Age Now: 45 Yrs
Sex: Male
Race: White/Hisp
Height: 5'8"
Weight: 175 lbs
Hair: Black
Eyes: Black

ANTHONY CORRO RON



Date of Birth: 7/16/1999
Age at Disappearance: 5 Yrs

Age Now: 11 Yrs
Sex: Male
Race: White/Hisp
Height: 4'0"
Weight: 50 lbs
Hair: Black
Eyes: Brown

Circumstances: Anthony's photo is shown age-progressed to 10 years, Gabriella's photo is aged to 14 years, and Kevin's photo is aged to 12 years. They were allegedly abducted by their father, Gabriel Corro. A felony warrant was issued for the abductor on November 11, 2004. Anthony's nickname is Tony. Gabriella's nickname is Gaby. Gabriel may use the alias last name Ramirez.

Endangered Missing

TIFFANY REID



Age Progression to 22 Years

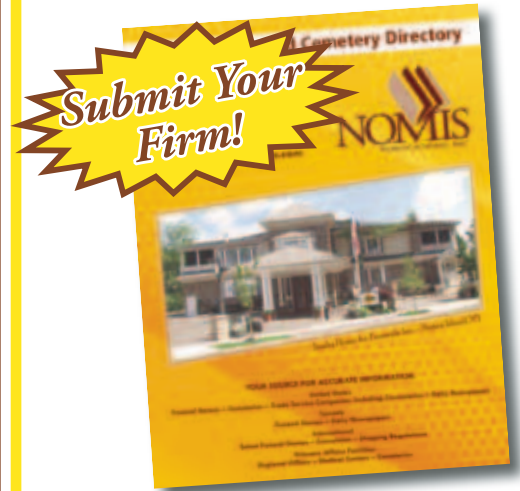
Date of Birth: 12/2/1987
Date Missing: 5/17/2004
Missing From: Shiprock, NM
Age at Disappearance: 16 Yrs

Age Now: 22 Yrs
Sex: Female
Race: Amer. Ind.
Height: 5'3"
Weight: 115 lbs
Hair: Black
Eyes: Brown

Circumstances: Tiffany's photo is shown age-progressed to 22 years. She was last seen at home on May 17, 2004. Tiffany may still be in New Mexico or she may have traveled to Arizona or Mexico. She has a scar under her right eye and a scar on one of her arms. Tiffany's nickname is Kay-C.

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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NOTICE

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

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New Providers join the Veterans Funeral Care Nationwide Network

CLEARWATER, FL— Veterans Funeral Care is proud to announce that the following have joined its ever-growing network of providers: **Dove-Sharp & Rudicel Funeral Home**, North Vernon IN; **Bishop & Johnson Funeral Home**, Hornell NY; **Smith, Bizzell & Warner Funeral Home**, Gary IN and **Stinson Funeral Homes**, Detroit MI.

Established in Clearwater in 2000, Veterans Funeral Care currently consists of 100 providers throughout 39 states—and that number continues to grow. The network's mission is to help funeral providers grow their business by offering veterans specialized funeral services at a reduced cost. They are also endorsed by The American Legion of Indiana which is their National Headquarters.

To find out how you can become an exclusive Veterans Funeral Care licensee call 1-800-467-7850 or visit www.VeteransFuneralCare.com.

Jeffrey A. Naugle Funeral & Cremation Service opens New Facility

Continued from Front Page



The Family Room



Sitting Area at the Entrance

weather and is 100% ADA accessible with wide corridors. The exterior design is reminiscent of an early colonial period of architecture. The materials, colors and textures are warm, soft and subtle, furthering the sense of serenity but at the same time making a statement of strength and permanency.

Entering the spacious lobby, the quiet sitting area with nearby fireplace, main chapels, and reception office are very welcoming. The seating area looks out

CONTINUED ON PAGE A16

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Speaks Chapels Fourth Annual Grief Programs feature Dr. William G. Hoy

INDEPENDENCE, MO— To help individuals grieving the loss of a loved one, as well as their professional and private caregivers, **Speaks Family Legacy Chapels** in Independence, MO sponsored its fourth annual Grief Healing programs on September 21 and 22. Both presentations featured **Dr. William G. Hoy**, DMin, FT, a noted educator, professional counselor and author of over 100 books, articles and educational pamphlets dealing with bereavement. Dr. Hoy directs the counseling program of *Pathway Volunteer Hospice* and provides con-



Over 150 professional caregivers attended Speaks Chapel's Grief Healing Workshop.



(L to R) David Speaks, Brad Speaks, Dr. William Hoy and Bob Speaks.

tinuing education courses for caregivers throughout the United States. "To most people, the very worst times of their life involve the death of a loved one," said **David Speaks**, program chair-

man for the event. "While thousands of people are faced with this kind of tragedy every day, many survivors cannot see beyond their own despair, confusion, de-

CONTINUED ON PAGE A14



The Gift of Aftercare

By Sherry L. Williams

I have just returned from Illinois where I did a training session for grief facilitators. While I was there I was given a clipping about Bruce Conley from Elburn, IL. Bruce was one of the pioneers in aftercare services. In fact, Bruce was one of the first funeral directors to do anything for the families he served and his community regarding handling the Holidays after the death of a loved one. In 1979, Bruce produced a booklet with readings and ideas for getting through the Holiday Season. Bruce was indeed a visionary and a genuine caregiver. He saw how the people he served hurt and how he could have a greater impact on their grief recovery. Bruce often said that his work as a funeral director was truly a ministry and the gifts he shared with others will never be forgotten. Bruce died in September of this year but his gifts and the vision he had for helping others continues on.

I remember meeting Bruce at a convention and talking with him about his work with Holiday grief issues. He was a mentor for me and was instrumental in helping me come up with the idea of doing Holiday Help Programs for funeral homes across the United States. In addition, he talked to me about expanding the work I had done with Holiday Grief and encouraged me to write my own book about Handling Holidays and Special Days. So, Bruce touched many lives through his own work and through his encouraging words and support of other aftercare/family service providers.

As we enter the Holiday Season, it is very important

to remember that the Holidays themselves are difficult for all of us with all the hustle and bustle, shopping, parties and family obligations. But for those who are grieving, there is added stress because in the midst of this very family oriented season, their family and their traditions have forever been changed. This is a time that you can reach out to those you serve as well as members of your community who have experienced the death of a loved one. This Holiday Season, take the time to discover the rewards Bruce received in his career as he took his work and compassion out to schools, churches, hospices and homes. Funerals are not over when the body is taken to the cemetery, because as you all know, "funerals are for the living" and your greatest reward will come when you reach out to those you serve after the funeral.

Many funeral directors find the Holiday Season provides an opportunity to touch the lives of those they serve through Holiday Programs, Candle Lighting Ceremonies, Ornaments or Calendars. If this hasn't been something you have done in the past, it is time you think about adding this kind of service to your advertising and marketing budgets. You can get more mileage with regard to good public relations and relationship building in your community by developing some kind of Holiday outreach.

If budget is a problem as it is for many of us these days, you can do something very helpful and thoughtful for very little expense. You could send a Holiday Greeting Card to all of your client families that includes a bookmark that has a ritual they can create at home to honor their loved one. You might consider sending a small flat snowflake ornament in a card or letter as a tribute and way to honor the special relationship they had with their loved one. We have just created a new Holiday Brochure that can be sent in a standard envelope. This brochure explains why grief during the Holidays seems more difficult and provides coping strategies for surviving the Holidays. In addition, the brochure gives them concrete ideas for creating new

rituals and including their loved one in their Holiday celebrations. You could do any of the ideas above for approximately \$1.00 to \$5.00 per family and believe me, the goodwill, word of mouth and positive public relations you would achieve is immeasurable.

The Holidays in the life of a grieving individual have high emotional impact and extending your services in a way that meets those emotional needs will long be remembered. This can be a very affordable and successful marketing and image building campaign and it can be a very simple thing to do.

You don't have to spend a lot to make a good impression but you do have to care about what you are doing. I think that was the gift that Bruce Conley gave to me. He taught me that doing things for the right reason is the best way to be successful in business and in life. Bruce will always be remembered for the life he lived and the lives he touched.

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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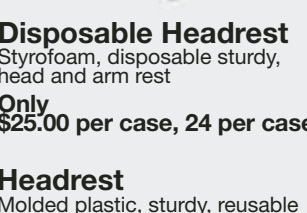
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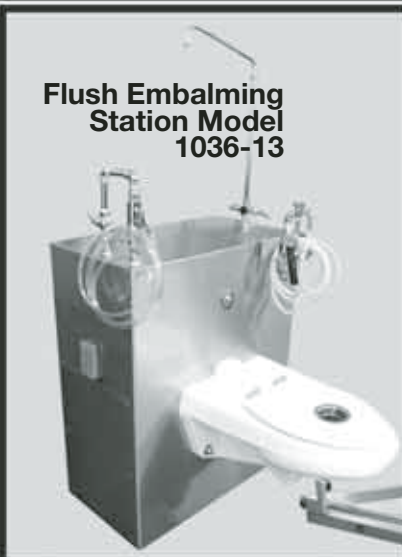
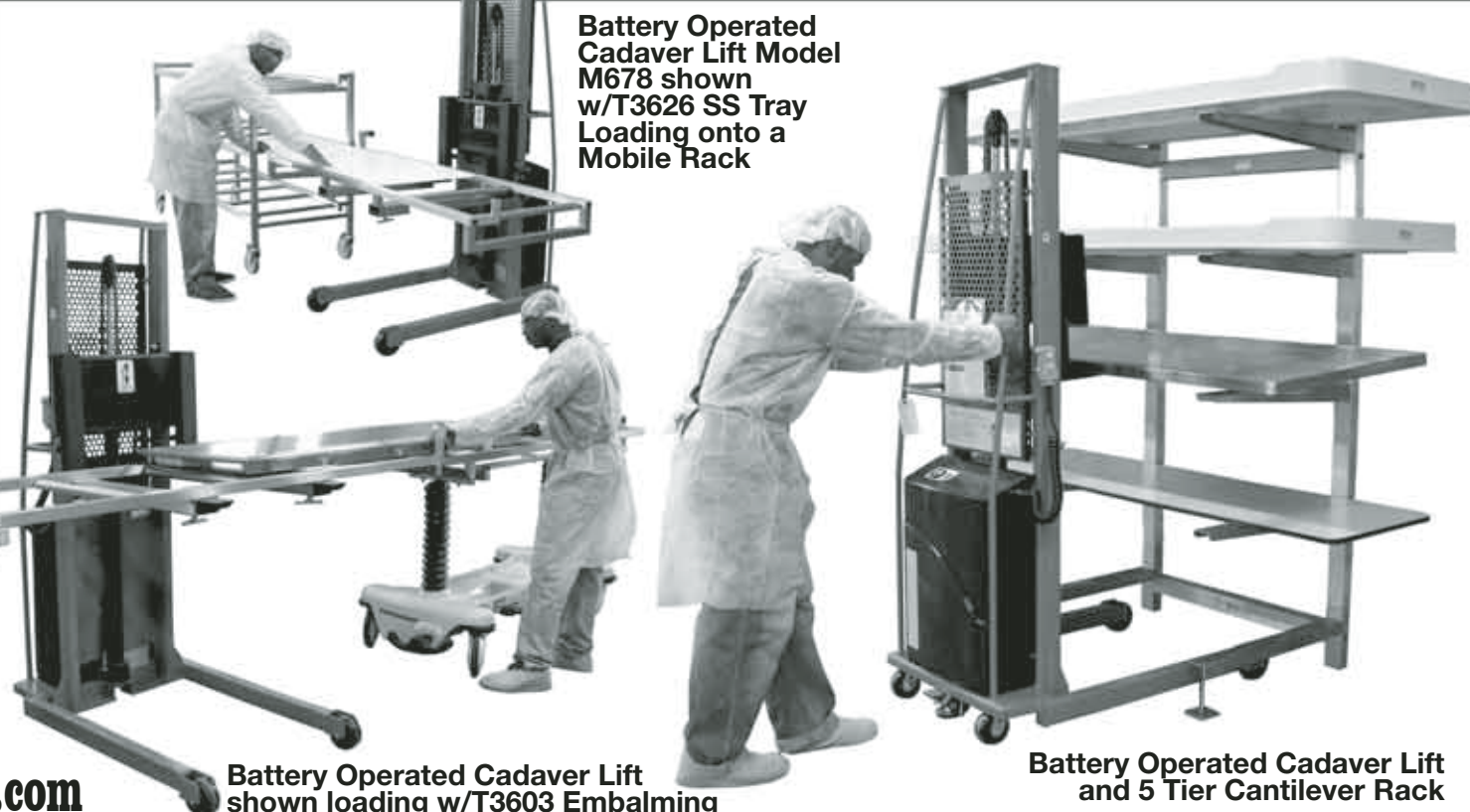
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Four Steps to Funeral Home Financing Success

By Ken Kaplan

As a funeral home owner you know firsthand the importance of proper financing and the impact it can have on your business' cash flow. Financing should be viewed as an ongoing process that requires at least an annual review. Here are four

steps you can use to position your business for long-term financing success. *Assess where you are:* As obvious as this sounds, many funeral home owners are so focused on customer care and day to day management of their business that they lose site of the broader financial picture. Some specific questions to consider are:

- How strong is my existing financing? Are my rate and terms competitive with the current market? Do I have a balloon payment coming due in the next year? Should I consider refinancing?
- How strong is my cash flow? Do I have enough liquidity to grow my business? Are my staffing and compensation levels appropriate?
- What is my credit score? Do I have business expenses on my personal credit card? Can I better manage my spending in order to reduce credit card debt?
- Is my funeral home gaining or losing market share? Are calls and profitability growing, flat or declining? Are pre-need sales growing? Are there new competitors in the market?
- How long do I expect to operate the business? What is my exit strategy?
- *Determine Short Term and Intermediate Term Needs:* The answers generated from assessing where you are naturally lead to identify where you want to go and what will be needed to get you there. Ask yourself:
 - Is my accounting up to date? Are all taxes filed? Have I reviewed my operating statements?
 - What major expenses do I anticipate for the coming year? Do I need new equipment? Additional staff? Property renovations? Increased marketing or inventory? How will these items be paid for?
 - Can I expand my business or perhaps purchase the property I am leasing?

Build a Road Map: If you are conducting annual reviews as suggested herein, it's a good idea to document the answers to your questions and to proactively plan the year ahead. Some businesses maintain a formal business plan, but simply creating an annual plan document – actually putting your thoughts in writing – will help you accomplish your goals and stay on track.

Title the document "2010 Action Plan for XYZ Funeral Home". The goal is to create a living document that you can refer to often in order to stay focused on maintaining stable cash flow and complete important business objectives. It's a good idea to create specific quarterly or annual action lists that can be measured and checked off as completed.

Implement Your Plan: Taking the time to be strategic about your funeral home operation and its financial needs will pay huge dividends. Understanding your cash flow, knowing how much financing you need, when you will need it and exactly what you need it for positions you to implement your plan with confidence. You have planned your work and now you will work your plan. You can now present yourself and your financing requirements in a professional and concise manner when speaking with banks and other potential lenders. You are prepared to respond to their document requests and answer the questions about your business. You are helping them to help you.

This simple technique will help you avoid costly financial surprises and guide you towards better financial decisions. Every year you should review your Action Plan from prior years as you prepare your plan for the coming year. The benefits of proper financial planning will compound over time. It's easy, free and smart. K2 Commercial Finance provides free initial consultations to funeral home owners seeking improved financing options. Call Ken Kaplan at 215-230-1885 to discuss your situation with no cost or obligation. You can also visit them online at www.FuneralHomeLoan.com.

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Is Funeral Service a Commodity?

I recently attended a meeting of funeral home owners. During the meeting one of the owners made the following statement. "Funeral service, as we know it, has been reduced to a commodity."

When he made the statement my back bristled up and I felt uncomfortable. Why would he say such a thing? As I thought more about his statement, I wanted to try and fully understand what he meant. I went to the Merriam-Webster online dictionary, where I looked up the exact definition of the word commodity.

Definition of COMMODITY

- 1: an economic good.
 - a: an article of commerce especially when delivered for shipment.
 - b: a mass-produced unspecialized product.
- 2: something useful or valued.
- 3: obsolete
- 4: a good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors (as brand name) other than price.
- 5: one that is subject to ready exchange or exploitation within a market.

Wow! A mass-produced unspecialized product! Obsolete! A good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors (as a brand name) other than price! One that is subject to ready exchange or exploitation within a market! Surely this does not accurately describe the state of modern funeral service today—or does it?

Let's analyze this from the mainstream consumer's point of view. Are the funeral/cremation services that funeral homes organize and conduct mass-produced?

Is one service basically just like the next with little to no personalization? Does one casket from manufacturer "A", look pretty much like a casket from manufacturer "B"? If you've attended one graveside committal, have you attended them all? What is really different from one funeral home to the next? Is it the service you provide? What really makes your service perceptibly different and unique from what the consumer could or would receive elsewhere?

We would all agree that funeral services are something useful and/or valued by Americans. If they weren't, then consumers would start cutting back on the services they desire from us. Right?

Wait just a minute. They are cutting back from traditional services to abbreviated services. From two days of visitation to two hours before the service. Catholic Church masses (once an assured staple of our profession) are now simple prayers at the funeral home. Cremation is steadily on the rise. Casket stores are springing up and prospering. Discount funeral homes are prolific and growing. Is this a possible explanation as to why funeral profit margins have slowly been shrinking over the years? Has our profession gotten to the point where "the bottom line" is all that matters to those we serve? Are funeral home owners being exploited by the likes of Wal-Mart, Costco and Amazon.com? Has funeral service been reduced to a commodity?

Is this funeral home owner right in what he said? Is he misguided? What do you have to say? E-mail me your thoughts and comments for publication in a future column. ckuhnen@theoutlookgroup.com. Let me hear from you!

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

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

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

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New FAMIC Study Shows Americans Clearly Recognize the Importance and Value of Memorialization

BROOKFIELD, WI— An overwhelming majority of Americans over the age of 40 who have attended funerals believe that funeral and memorial services are a valuable and important part of commemorating the life of a loved one, according to nationwide study conducted by telephone in April by Harris Interactive on behalf of the **Funeral and Memorial Information Council (FAMIC)**. The survey was conducted among two key groups, Americans age 40 and over who have attended two or more funerals in the last year and Americans age 20-39 who have attended two or more funerals in the last year. Among both groups, 95% said that funeral and memorial services are a valuable and important part of commemorating the life of a loved one.

“This important survey demonstrates yet again that the funeral industry plays a key role in helping families through the grief that comes with the death of a loved one,” FAMIC President Kaye Starnes said, “and the funeral director remains the most important partner in that process. Even with the changing dynamics faced by families today, the funeral director plays a central role at a critical time.”

Funerals Matter More Than Ever

A greater understanding of the value of funeral service and a stronger recognition of the role it plays in healing after loss was demonstrated in the 2010 results. 92% of those 40 and older said the funeral industry provides meaning and value to the arrangement process, an increase from 86% in 2004. 95% said that the service was helpful in paying tribute or commemorating the life of a

loved one, a 6% increase from 2004. 87% said that the service was an important part in helping them begin the healing process after the death of a loved one, a 9-point increase from 2004.

Relationship with Funeral Home is Key

The 2010 Study results also demonstrate the importance of the relationship between the consumer and the funeral home itself. Funeral attendees are generally more comfortable shopping for caskets and other funeral-related items at a funeral home and they prefer privately held independent funeral homes over publicly held corporations. Further, where applicable, the majority of respondents would use the same funeral home in the future, and wouldn't change anything about their own personal funeral home experience. The funeral industry attributes tested all had very high approval, and the highest approval was for the most personal types of services provided by funeral homes.

Interest in Cremation as Means of Disposition Continues to Rise

Over a 20-year period, those who report being likely to choose cremation for a loved one has increased by more than 50 percent. 55% of survey respondents indicated they were likely to choose cremation for a loved one where in 1991 that number was 31%. 94% of those most likely to choose cremation for a loved one indicated they planned to have some sort of funeral or memorial service to commemorate that life.

CONTINUED ON PAGE A15

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Stewart Enterprises, Inc. Declares Quarterly Dividend

JEFFERSON, LA— Stewart Enterprises, Inc. (Nasdaq:STEI) reported that its Board of Directors has declared a quarterly cash dividend of \$0.030 per share. The dividend is payable on October 28, 2010 to holders of record of Class A and Class B Common Stock as of the close of business on October 14, 2010.

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 218 funeral homes and 140 cemeteries. Through its subsidiaries, the Company provides a complete range of funeral and cremation merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.

Carriage Services closes Dilday Brothers Acquisition in California

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) announced that it has acquired Dilday Brothers Funeral Directors (“Dilday”) in Huntington Beach, Orange County, California. Situated only a block south of Heritage Memorial Services (“Heritage”), which was acquired in June 2010, Dilday is Carriage’s second acquisition in Orange County, California this year. The businesses will be integrated as Heritage-Dilday Memorial Services (“Heritage-Dilday”) and will serve approximately 1000 families annually with the standard of service, excellence, and reputation for which each is known.

J. Bradley Green, Executive Vice President, Strategic Development of Carriage, said, “This acquisition further strengthens Carriage’s strategic presence in the Southern California market and we are excited about the opportunity for Mr. Decatur Dilday (former owner of Dilday) and Dennis and Linda Gallagher (former owners of Heritage) to work together to ensure that the combined businesses remain the highest quality funeral homes in the region.”

Carriage Services is a leading provider of death care services and merchandise in the United States. Carriage operates 147 funeral homes in 25 states and 33 cemeteries in 12 states.



Changing Lives Through Laughter

By Nancy Weil

ThanksLiving

November – the time for feasts, football and family. Also the traditional start of the holiday season. This means several things for our business – a slow down on pre-need planning and an increase in the acute feelings of loss when someone dies. Ho-ho-huh? How do we remain in balance personally while guiding our businesses through this time period?

First things first – this is about you. *You cannot take care of others if you have not taken care of yourself.* Repeat three times out loud and then write it down and post this where you can see it – *I cannot take care of others if I have not taken care of myself.* You must be in a good place before you can extend yourself compassionately to others. The holidays can be a stressful time for families. Parties, presents and parenthood can all lead to a feeling of being overwhelmed. Stop the insanity and simplify. Control your calendar, write things down and focus on the true meaning of the season – after Christmas sales? – NOT.

Thanksgiving is a time to reflect on the areas in your life for which you are grateful. Extend this practice to be a part of your daily routine. This is what I call ThanksLiving. When we are stressed we sometimes forget that there is so much right in our lives. At the end of each day take a moment to reflect on all that went well that day, consider all of your blessings and practice rampant gratitude.

Set aside time to participate in the things that make you feel good. Exercise, eat right, surround yourself with

friends and family, read a book, take a walk – whatever helps you feel in balance, do. We get so caught up in the busy-ness of our days that we forget to schedule time for those things that nurture our spirits. If you think you don’t have time to be well, imagine how much less time you have to be sick.

Norman Cousins had a theory he put into practice when he was diagnosed with a fatal illness: If negative emotions could create illness, then positive emotions should improve health. Practice being happy – laugh, play and be positive. Santa is jolly and think of the job stress he faces this time of year –so many orders, so little time! By the way- Norman Cousins recovered and lived many healthy years.

Embrace the time you have with your family. In our business, we all know that this is not something to be taken for granted. Being together is a blessing. If friends and family live out of town, Skype them and bring them into the celebration over the internet. Use the time together to videotape or write down family history and stories. I have made audio, videos and written interviews of my grandparents and parents. I know their favorite subject in school, how they met and what is important to them. These biographical interviews are priceless. Following my grandmother’s funeral last March, we returned from the cemetery and watched a video interview we made when she turned 95 years old. Since she died at 109 years old, a lot had changed since that video was made. How wonderful to hear her laugh again and listen to her tell stories of her life. There is no greater gift than having these oral histories recorded for my children and grandchildren. Make the time together to be about more than football and a good meal. It is a time for connection –whether that is done virtually over the internet, phone lines or in person.

Now that your needs have been met, how can you bring this optimism to your business? First of all relax, I am sure your budget for the year planned for a financial lull during the holidays. If you didn’t make a plan, now is the time to assess your year-to-date financials and begin to start planning for 2011. People are unlikely to buy graves as Christmas presents and few Thanksgiving dinner conversations revolve around pre-need planning. So use this time to both look ahead and to connect with your families. Hold a holiday remembrance service. Mail out holiday cards letting them know that you are thinking of them during this difficult time. These are not budget breakers. It costs little to

reach out and connect with your clients. Imagine the positive comments about your business your families will spread when you connect with them and recognize their feelings at this time of year. Our relationship does not end after the funeral or burial. We are in business to assist our clients long after the initial contact.

Every loss is difficult, but the holidays bring with it a special type of emotional pain. They rely upon you to guide them through the service, the burial and how they can navigate the holidays without their loved one present. Create a letter with hints and tools to handle the holidays to give to the families you serve. There are brochures, like CareNotes, that already address this issue. I have a tri-fold I wrote called “When the Holidays are Not so Happy.” If you would like a PDF of it, just drop me an e-mail at nancyw@mountcalvarycemetery.com

No matter how you spend the next two months, know that your attitude and intent can make an impact on you, your family and the clients you serve. Happy ThanksLiving!

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

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

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

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Gregory Ferris

A Closer Look at Employee Engagement

By Gregory Ferris

Some frightening possibilities follow! According to research, it is estimated that American businesses may only be operating at one-third of their capacity because of the lack of a true connection with their people. What if banks only opened one-third of their branches each day? What if manufacturing companies operated only one-third of their machines at capacity each day? And what if customer service call centers took only one-third of all calls received daily? What opportunities are these businesses losing and what might be the potential impact to their future growth? *Very frightening possibilities.*

It doesn't stop here. Recent findings taken from Gallup and Harris polls of 11,000 employees, from cross-functional businesses, indicated that:

- Only 15% of the employees could identify the company's most important goals.
 - 51% were unsure of how they were expected to help the company achieve goals.
 - Only 49% of all available work time is dedicated to companies' most important goals.
 - 53% of American employees are unhappy with their jobs
- And finally, findings from the polls indicated that in the American workforce:
- 29% of employees are fully engaged in their work.
 - 55% of employees are disengaged from their work.
 - 16% are actively disengaged from work.

A closer look shows that only 29% of the employees are engaged in the workplace. They believe in the company and want to make things better. They clearly understand the business and how their work fits into the "big picture." These employees are respectful of,

and helpful to, team members and others. To be sure, they find opportunities to stay current in their field of expertise and are willing to go the extra mile. On the other hand, disengaged employees are not risk takers nor committed to the company. They lack a sense of achievement in their work and focus only on "just doing the job." Advancement in their role is not important. They are just doing enough to keep their job. Actively disengaged employees are unhappy at work and act out the unhappiness. They like to be part of the problem and find it almost impossible to become part of the solution. Unfortunately, they spread discontent and consistently fall short of meeting performance expectations.

With 71% of employees disengaged, there is significant loss in effectiveness and productivity. As an example, if you have 100 employees with an average salary including benefits of \$35,000/person that calculates to \$3,500,000 in wages & benefits/yr. If your firm's number happens to fall somewhere between 33% and 71% that are not delivering a full hour worth of work for a full hour of pay, you are squandering somewhere between ~\$1.1 Mil (at the 33% level) and ~\$2.5 Mil (at the 71% level) in wages alone every year. That number does not even take into consideration how those employee behaviors may have negatively affected the servicing of their internal and external customers.

Engagement happens when employees think, feel, and act in positive ways toward their job, their work, and their companies. This is commonly referred to today as engaging the head, heart and hands. Successful companies see the value of engaging the workforce and spend significant time "riveting" or "anchoring" the head, heart and hands of employees to positive workplace experiences. The benefits of building an engaged workforce are numerous. Employees are more effective in their work and seek greater responsibilities.

In almost all circumstances, engaged employees demonstrate less resistance to change when change happens or is needed. In fact, these individuals embrace the change and offer a willingness to unfreeze,

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Legal Speak

By Atty. Harvey I. Lapin

Dealing with Anti-War Picketing

The author has received requests about how funeral homes and cemeteries can deal with the Anti-War Picketing primarily by members of the Westboro Baptist Church ("WBC"). The activities of the WBC, were recently summarized in the decision of the U. S. Federal District Court in Missouri in the case of Phelps-Roeper v. Koester, 2010 WL 3257796(Aug. 2010) dealing with the successful constitutional free-speech challenge to the Missouri Funeral Anti-Picketing Laws enacted in 2006. According to the Court members of the WBC have picketed and protested near funerals of gay persons, persons who died from AIDS, persons whose lifestyles they believed to be sinful but are touted as heroic upon their death, and persons whose actions while alive had supported homosexuality. In 2005, members of WBC began picketing near the funerals of American soldiers. Members of WBC indicated that the pickets near funerals advance church members' message of God's hatred of America for its tolerance of homosexuality and other alleged evils. WBC members have stated to the Courts that all of their pickets and protests are peaceful and conducted on public streets and sidewalks and they have no desire to disrupt any funeral proceeding or to interfere with ingress to or egress from any location where a funeral is held. WBC members also indicate the pickets and protests end when a funeral begins. WBC state in the court in this proceeding that church members have engaged in more than 42,675 pickets, including more than 530 pickets associated with funerals. It was also asserted that aside from an incident in Topeka in 1993 where eight picketers were assaulted and taken to the hospital and isolated minor incidents since, the protests have not provoked immediate violent reactions. Congress reacted to anti-war picketing complaints with

the enactment of a specific law dealing with disruptions of funerals of members or former members of the Armed Forces. (US Code, Title 18, Part 1, Chapter 67, "Sec. 1388) The federal law basically provides it shall be unlawful for any person to engage in a prohibited activity within certain times before and after the funeral and at certain locations. Prohibited activity includes any individual willfully making or assisting in the making of any noise or diversion that is not part of such funeral and that disturbs or tends to disturb the peace or good order of such funeral with the intent of disturbing the peace or good order of that funeral. It is also a violation if a protest is within 300 feet of the boundary of the location of such funeral; and includes any individual willfully and without proper authorization impeding the access to or egress from such location with the intent to impede the access to or egress from such location. There is a fine for a violation and imprisonment for up to one year.

Some states have enacted similar legislation, but it should be noted that the WBC has challenged legislation of this type on free speech constitutional grounds and the issue of free speech versus the right to preserve the dignity and sanctity of memorial and funeral services is presently being considered by the Supreme Court of the United States in its review of the case of Phelp v. Snyder, 580 F.3rd 206 (4th Cir. 2009). Snyder is the father of a deceased soldier whose funeral was disrupted by members of WBC and the 4th Circuit Federal Court of Appeals reversed a lower court jury decision in the father's favor imposing significant damages on the basis it conflicted with First Amendment Freedom of Speech protections. The Court did note the members of WBC complied with the reasonable location and time restraints imposed by local authorities. It should also be noted that the federal law is also being subject to court challenges.

Cemeteries also have the legal right in most states to enact reasonable rules and regulations dealing with conducting funerals in the cemetery, use of access points and requirements for contacting the cemetery in advance. The author is not aware that WBC or any other group has challenged any cemetery's rules and regulations at this time. It is of course possible that such a challenge could be made.

Until the legality of the federal and state laws dealing with this area is resolved by the Supreme Court, the author recommends that funeral home subscribers do the following:

1. Review the Rules and Regulations of the Cemetery to make sure there are reasonable provisions dealing with the conduct of funerals in the cemetery, access points and a requirement to contact the office if a problem is anticipated;
2. Consult with the local authorities to determine what ordi-

nances are in effect, whether any permits are required and what assistance may be available; and

3. Consult with legal counsel about the potential problem.

In addition the author suggests that if a cemetery is faced with the possibility of a demonstration in connection with an upcoming service it should do the following:

1. Provide its current rules and regulations to the funeral director that is conducting the service;
2. Provide its current rules and regulations to the local authorities and request their assistance;
3. Attempt to notify any potential picketing groups of the cemetery's requirements, and
4. Be very careful in dealing with the situation as this is obviously a very litigious group and the courts are upholding their rights to express their views.

The information and suggestions provided in this column do not constitute the provision of legal advice by the author or *Funeral Home & Cemetery News*. Readers should consult with their own legal counsel on issues of this kind.

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

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

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

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

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

French announces New Leadership Positions: Tom E. Antram named President/COO

ALBUQUERQUE, NM— French Funeral and Cremation Services has named **Tom E. Antram** as President and Chief Operating Officer (COO) and **Chris Keller** as Vice President of Operations.

Serving with Antram and Keller on the French leadership team are **Chester French Stewart**, Chairman; **D.F. "Duffy" Swan**, CEO; **Dayna Gardner**, Vice President of Sales and Marketing Communications; and **Paul Layer, Jr.**, Vice President of Business Development.

"It's truly an honor to work at French, where our 156 associates are all proud of our long history of providing exceptional service to New Mexico families," said Antram. "At the same time, French is embracing the future with a variety of innovative funeral services."

"For example, this fall we're opening a special pet cemetery on the grounds of **Sunset Memorial Park**. We offer eco-friendly funeral options, as well as complimentary grief counseling to all the families we serve."

Antram has worked at French for 16 years and most recently served as General Manager of



Tom E. Antram



Chris Keller

French's operations. He is a recent graduate of Leadership Albuquerque, is active in the Knights of Columbus and is serving on the Ronald McDonald's House board of directors in Albuquerque.

Keller has worked at French for more than two years and most recently served as General Manager of French's Sunset Memorial Park. Keller has volunteered with Albuquerque community activities, including serving as a Scout Master for the Boy Scouts of America.

"After serving New Mexico families for more than 100 years, French is working to ensure that our company will always have good leadership, so that we will meet our goal of offering

reliable, excellent service for many years to come," said French Chairman Chester French Stewart. "We believe that goal will be achieved through the work of our excellent employees, led by Tom Antram and our other leadership team members."

French, the Albuquerque region's largest and oldest family owned funeral services company, was founded by **Chester T. French** in 1907. The tradition of caring for New Mexico families began at Central Avenue and 5th Street in downtown Albuquerque. French is now serving families with four French Funeral Home locations, as well as **Sunset Memorial Park, Albuquerque Monument and Engraving, Best Friends**

Forever and Best Friends Pet Cremation Services.

Offering advance planning and eco-friendly funeral service options, French has received approval by the Green Burial Council, is a recipient of the New Mexico Ethics Award and is a member of the *International Order of the Golden Rule*.

For more information on French, please visit www.remembertheirstory.com.



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Management Tips for the Busy Professional

By Shun Newbern, CFSP



Shun Newbern

The most frequently asked question I receive is "How do you handle such a busy schedule?" The most obvious way to manage the time that you have is to schedule as much as you can. If you are a manager or an apprentice these tips will work for you. Schedule things: monthly, weekly and daily. Write down everything you need to get done as soon as you can. Set project deadlines one to three days in advance. This keeps you on time. Try to accomplish the important task early in the morning before you become overwhelmed with the day.

Start a smart idea book and keep it handy. A notepad dedicated to your bright ideas will let you quickly scribble down each "good idea or great idea" that pops into your head. Later, when you have more time, you

can give your ideas more thought and then create plans of action.

Reward yourself for a job well done every time you finish a project. Your reward could be as insignificant as a trip to the candy store or as extravagant as a new silk necktie. It is up to you.

Regardless of how swamped you are, never deprive yourself of a lunch break, even if only 15 minutes. You may not

feel hungry but your body and mind need food in order to continue functioning at peak levels. Taking your mind off the project you're working on will also often give you fresh insight.

To contact people who simply need a yes or no response, call them back when you know they won't be around. You may call early in the morning, during the lunch hour or later at night. Free yourself from the usual "how's the weather over there...?" I do this very often and it is most effective.

Start an unread e-mail file. There seems to be no effective way to stop junk e-mails from filling your inbox. Move all of your less important e-mails to an "unread e-mail" file until you either have a more time or just need a quick pick-me-up.

Shun Newbern, CFSP is an embalmer, funeral director and a national speaker and consultant on relatable issues. He can be reached at shunnewbern@aol.com or visit www.shunnewbern.com.

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Observations

By Steven Palmer

The Downside of Social Networking

"People are learning how to use the site and what's OK to share. As time goes on, people will learn what's appropriate, what's safe for them - and learn to share accordingly."

-Mark Zuckerberg, Facebook Founder

Social networking is an electronic gathering place for old friends looking for each other and those seeking new friends of common interests.

The advantages of this phenomenon to individuals and businesses are gratifying. The downside is ugly and deadly.

Megan Meier, an almost 14 year old, thought she had met a "hot" boy on MySpace. Her insecurity about her weight and her looks began to dissipate as she thought a cute boy really liked her. The "boy" turned out to be a mother of a former friend who manipulated Megan's feelings until she hanged herself shortly before her 14th birthday.

Alexis Pilkington, a 17 year old popular athlete, was exposed to ugly comments online. These nasty postings were not the only reason she killed herself, but may have been the last push. Her torment didn't end with her death as her memorial site was host to further ugly sentiments.

"Who has the heart to do this to people who are suffering?" a mother of Alexis' friend asked. "Who raised these horrible children?"

Now we have the tragic story of Tyler Clementi, the talented violinist, whose intimate time spent with another male was broadcast on the internet by his roommate and led him to see no other alternative but to kill himself.

These instances of cruelty are not new, just given new breath by an instant medium. Social networking serves noble purposes yet also gives opportunity for vicious unsubstantiated attacks.

Businesses can certainly suffer the same slings and arrows online as individuals. A reputation that took decades to build can be devastated by a cruel coterie of the computer connected.

Websites such as reputationdefender.com, webreputationmanagement.net and lunavista.com have appeared to help monitor these electronic assaults.

I have recently seen this negative side of networking up-close and personal.

Late this past summer our county in Arizona suffered the loss of two two-year-olds; the first dying of probable criminal causes and the other of an unfortunate accident. We were contacted by the family of the former. This was a highly emotional situation that had received national (and international) coverage.

We had served the family several times before and knowing that finances were a problem we agreed to perform the cremation for the remains of this boy (still not released as of this writing) and host a memorial service in our chapel, with internet broadcast, and guestbook and memorial folders at cost for under \$600 (if they could raise it, if not on what they could raise). The family asked if people wished to donate, could they send us funds. Certainly they could and we provide copies of their payments for the family to acknowledge.

How naïve we were.

I received an email the next morning from a woman who disparaged the character of funeral service and myself in particular stating "I am having a hard time believing that a business such as yours would actually make a family such as (name of child) pay for your services" and also "I am so upset at the thought of you taking their money, I almost feel ill."

In the meantime we had received an offer from a kind gentleman to pay these fees and to set up a memorial fund for this child.

I responded to the e-mailer that the family "would pay no expenses and her judgment of others before knowing facts says much."

What I didn't realize was that the family had established a Facebook site and was soliciting funds up to \$5,000 to purchase a customized memorial that they wanted (not through us) and to pay other expenses such as travel of family members. Therefore the funeral costs appeared to be \$5,000. All of this correspondence was on the web.

The onslaught was incredible. On a Wednesday morning there were 1,000 people on this site both denigrating funeral service and our firm and those stating there must be a misunderstanding. The phone and email volume was incredible.

I called the family, explained what we were experiencing and asked them to pull the site. They didn't, but they did set the record straight as to what our charges were. The keyboard quarterbacks turned their wrath to family members trying to solve this crime, turning grief into accusation.

I informed the family I would not accept one penny beyond what I may be owed. They needed to set up a trust account. A small but honorable charity did that for the family. This charitable group had just raised funds for two of three corrections officers killed in a tragic automobile accident and had the blessings of the county sheriff's office. The charity set up two concerts to raise funds for the family.

The concerts had to be cancelled as the nationwide web watchers, completely uninvolved with the situation, thought that charity group was not legitimate because they could not find the name in their database.

One person posting wrote: "Disgusting... how could anyone be so crooked as to use the death of a child to make money?"

These comments are from the charity group's founder: "We have received countless attacks on our character. We have tried repeatedly and to the best of our ability to answer all of your questions. Part of the problem is that there are a number of different sites so in order to get all of the information you're looking for you have to go to every site and read every post."

The charity group pulled out of the fundraising. A total of only \$50 was donated to the trust fund and we are all lessened to the desire to assist a grieving family.

Social networking truly is an important part of our future, but it is fraught with great risk. Treat it as you would a precious gem and as you would liquid nitrogen.

It is both.

"Attacks, even when they are unfounded and false, work."

-webreputationmanagement.net

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

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Brooks Memorial Home purchases Professional Fleet



YONKERS, NY— Alvin David, Elder Franklin, and Kimberly Warthal of Brooks Memorial Home, Yonkers, shown with some of their fleet purchased from John Muster of Muster Coaches, Calhoun, KY. This family owned and operated funeral home is headed up by Winston David, president and founder.

VFMC Providers Nationwide Support Operation Sweaters for Veterans

SANIBEL, FL— Each year on November 11, Americans throughout the world commemorate Veterans Day, a day set aside to thank the nation's veterans for service given and sacrifices made to protect the freedoms of this great land. Participating Veterans & Family Memorial Care Providers nationwide are proud to sponsor *Operation Sweaters for Veterans*, a unique way to honor these heroes. Beginning November 1, through Veterans Day, November 11, nearly 1000 VFMC Providers will be collecting new or gently used sweaters and gloves to donate to our deserving veterans in VA hospitals or veterans homes nationwide.

The distinguished members of our armed services made it possible for us to enjoy a lifestyle that is the envy of the rest of the world. It's difficult to imagine where we would be without their heroic efforts. We hope this small gesture of collecting sweaters and gloves for these veterans will help everyone remember the sacrifices they've made in the name of the United States of America.

The dates for the promotion have historic significance: November 11 is the anniversary of the Armistice signed in the Forest of Compiègne by the Allies and the Germans in 1918. At 5 A.M. on Monday, November 11, 1918 the Germans signed the Armistice; an order was issued for all firing to cease, bringing the hostilities of the First World War to an end. The day began with the laying down of arms, blowing of whistles, impromptu parades and the closing of places of business... just a few examples of the many joyous demonstrations throughout the world on this historic occasion. In November 1919, President Woodrow Wilson issued his Armistice Day proclamation. The last paragraph set the tone for future observances: "To us in America, the reflections

of Armistice Day will be filled with solemn pride in the heroism of those who died in the country's service and with gratitude for the victory, both because

of the thing from which it has freed us and because of the opportunity it has given America to show her sympathy with peace and justice in the councils of the nation."



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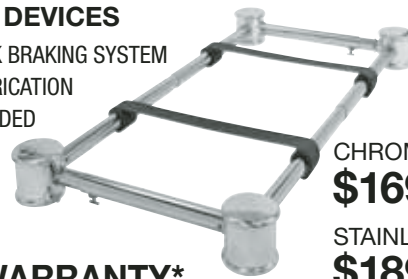
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Speaks Chapels Grief Programs feature Dr. William G. Hoy

Continued from Page A4



Dr. William Hoy gives his dynamic presentation at the Grief Healing Workshop.

pression and loneliness to know that the feelings they are experiencing are natural, normal and common. They need to realize that grieving is an important component of the healing process."

The event included two seminars, both held at a local hotel. The first was a two-hour evening program, *Aren't You Over This Yet?* Open to the public, this free presentation was designed to help people deal with their expectations and those of others during the grieving process. Dr. Hoy shared his informative and heartfelt message on how to adapt and continue a productive and healthy life. Topics covered included what is normal in grief and what's not, how to make sure you

CONTINUED ON PAGE A18



OSHA Compliance

By Gary Finch

Proposed OSHA Changes that can Impact You

There are six changes currently working their way through OSHA.

1. Expand whistleblower rights in a manner that will encourage litigation;
2. Require employers to begin corrections (abatement) activities immediately upon receipt of a citation (before guilt is admitted or even decided). Under current law, abatement activities can be stayed during a challenge of the citation;
3. Increase civil and criminal penalties;
4. Expand the definition of "employer" in a manner that makes more individuals liable in the case of an occupational or safety incident;
5. Introduce a new intent for criminal liability (i.e., "knowing") without any explanation of how it is to be determined or limited; and
6. Impose interest penalties on employers, compounded daily, while they challenge a citation.

The Coalition of Workplace Safety is a business group that has staked out positions against these changes. They contend the changes unnecessarily complicate OSHA, increase compliance costs without any evidence that changes are needed, and that the increased fines would be punitive. They contend these changes will only benefit trial lawyers.

OSHA contends that all proposed changes are needed. They point out that the average OSHA penalty is around \$1000, and this amount is hardly punitive.

While a thousand dollar fine might not cause the employer to flinch, OSHA should realize that the fine is only a fraction of an employer's regulatory costs.

Most funeral homes, when they add up the money they spend on infectious waste hauling, written programs, and employee training, spend several thousand dollars a year on compliance. They do this despite the fact that they have never had an OSHA inspection or an employee injury. Yet this administration thinks you need to pay more. In any one year, our industry will pay around \$50,000 in total fines, but will spend over \$20 million on regulatory expenses.

We are being muscled by the current administration. There is an obvious shift towards the labor union position. The proposed changes at OSHA reflect what is going on in virtually every federal agency. I am not overly concerned with how the proposed changes will impact the death-care industry. However, one would have to be blind not to notice that as more regulations are enacted for manufacturing, the more manufacturers are sending our manufacturing jobs to Asia and other foreign destinations.

It's damned wrong. That's how I see it. Do you segregate your waste? If so, you may qualify for our "Green Workplace Award". Call Compliance Plus at (800) 950-1101 or email Gary Finch at gfinch@kisscompliance.net and ask how you can qualify for this award.

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

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New FAMIC Study Shows Americans Clearly Recognize the Importance and Value of Memorialization

Continued from Page A7

Use of Technology Rises with Young Americans, but Funeral Director Still Key

Perhaps unsurprisingly, younger funeral attendees were much more likely (51% to 32% for the general population) to find an obituary online. They were also more likely to have found a funeral home online and taken part in a "virtual memorialization" than their older counterparts. But when it comes to making arrangements, they rely on friends and relatives and others more familiar with the experience for guidance at much larger ratios. (These results are from the sample of Americans age 20-39 who have attended two or more funerals in the last year.)

Pre-planning Funerals Continues to Register with Consumers

The majority of respondents – 66% – indicate they would pre-arrange their own funeral. Those that have pre-arranged do so most often so that others do not have to worry, eliminating stress for their loved ones and easing the way after they are gone.

FAMIC first commissioned this major study of consumers' attitudes toward memorialization and ritualization in September 1990 to better understand the personal values which drive consumers' decision-making behavior as they pertain to funeral service; learn more about attitudes toward cremation and pre-planning; and study trends related to funeral and burial services. Subsequent studies were conducted in 1995, 1999, and 2004, making the FAMIC study one of the most comprehensive and long-standing consumer research projects in funeral service.

This telephone survey was conducted March 29-April 11, 2010 by Harris Interactive. The survey was conducted among 500 adult Americans, 40 years in age and older, who have attended two or more funerals in the last year. Oversamples were conducted among

- 100 younger Americans, 20-39 years of age, who have attended two or more funerals in the last year,
- 100 African Americans, 40 years in age and older, who have attended two or more

funerals in the last year,

- 100 Hispanics, 40 years in age and older, who have attended two or more funerals in the last year,
- 50 Asians, 40 years in age and older, who have attended two or more funerals in the last year.

Since 1991, FAMIC has been committed to making available to the public direct and open information regarding death care and memorialization from the leading associations of service providers and businesses. FAMIC members include: *Casket & Funeral Supply Association, Cremation Association of North America, Funeral Service Foundation, International Order of the Golden Rule, Monument Builders of North America, National Concrete Burial Vault Association, National Funeral Directors & Morticians Association, National Funeral Directors Association, and Selected Independent Funeral Homes.*

For more information about the FAMIC report, visit the FAMIC website, www.famic.org, or call the FAMIC headquarters at 262-814-1544.

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Jeffrey A. Naugle Funeral & Cremation Service opens New Facility *Continued from Page A2*



Jeffrey A. Naugle Funeral & Cremation Service



Naugle Funeral Staff (L to R) Debbie Naugle, Administrative Assistant; Jeff Naugle, Funeral Director/Owner; Wendell Waddell, Funeral Director; and Sandy Cooper, Office Manager.

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to a covered garden area that provides soft, natural lighting and an area for rest and reflection. The chapel seats more than 200 people and can be partitioned off into two smaller chapels. The chapels have a recessed alcove for memorials and effects. An integrated audio and video system allows all areas of the facility to be included in chapel services, showing tribute videos, webcasting ceremonies, and playing personal music favorites.

The building also has an informal main gathering space, children's room, and selection room. One of the arrangement offices has a shuttered window directly into the crematorium. Private areas for use of the funeral directors include the crematorium, flower room, and storage. The preparation room and ante-area for cosmetizing and hair dressing are conveniently located for the moving of caskets and staff members.

This state-of-the-art funeral home and crematorium, built by *Genesis Architects* and *TerWisscha Construction, Inc.*, incorporates technology and energy efficient systems. The heating and air conditioning system is geothermal, which uses the Earth's temperature to assist in both the heating and cooling process. The entire building is energy efficient utilizing motion sensors to turn off lights in unoccupied spaces.

While the Naugles look forward to serving families for many, many more years, they will never forget the firm's history. The funeral business was founded in 1909 by **Arthur W. Treffinger, Sr.** at 24 N. Ambler Street. It moved to a private residence at 20-22 N. Ambler in 1939 and was converted to a funeral home. **Arthur W. Treffinger, Jr.** worked at the funeral home for over 40 years and took over following his father's death in 1969. In 1978, Jeffrey Naugle purchased the firm, changing its name to **Jeffrey A. Naugle Funeral Home**. The name was changed once again in 2010, when the Naugles moved to their new facility and began offering cremation services on the premises.

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

By Todd W. Van Beck

Last month, we discussed the dynamics of the loving relationship and some potential problems found therein. Now we will look at grief and what happens when the loving relationship is lost.

As we go through life, we are faced with a series of little funerals that can trigger the emotion of grief. They may be the loss of money, youth, friendship, self esteem, etc. These set the stage for how we cope with crisis, or conversely, establish defense mechanisms to avoid pain. But it is impossible to go through life unscathed. When we become attached to someone we are hurt when the relationship ends, and when we close ourselves off, we suffer the pain of loneliness. Undoubtedly, the loss of the loving relationship through death or divorce or break up is the most difficult to overcome. It requires a lot of work, time and patience, but you may emerge stronger than you ever imagined. However, in this age of instant gratification, people seem unwilling to accept that grief is a process that cannot be rushed.

Deep loving relationships are usually the most difficult to break away from because the more we invest in another, the more we will inevitably lose. The intensity of grief is directly related not so much to the euphoria of love, but interestingly, to the intensity of the involvement. Therefore, in coping with a loss, the major challenge is not the loss of the loved one (their problems are truly over); it is the loss of the self of the mourner, the loss of his or her own identity which had been so interwoven through the intensity of this life-affirming relationship.

Grief is both time consuming and energy draining. Anyone who has gone through a break up can attest to that. People who have gone through bitter divorces may say it would have been easier had their spouse just died. In coping with the loss of the loving relationship the survivors must face a new challenge: independence. A dear friend of mine was married to a man who was addicted to controlling everything. He had an opinion about everything and was a tyrant at home and a bully at work. I believe they separated and made up eighteen times before she had enough and filed for divorce. Surprisingly, she almost called



Todd W. Van Beck

off the divorce after contemplating her new life of independence because it was so unfamiliar to her. The mere thought of being on her own was terrifying to her. Another aspect of loss of the loving relationship is "the what might have's", or what might have been had it not ended. There are many hopes and dreams which may never be reached simply because of the life crisis which is created by losing something or someone in our lives. A definition of crisis which I have used for years is this: "a crisis occurs with the disruption of life's goals without one's own consent."

So what about the person whose life goal is to stay married? I mean in spite of verbal, mental and physical abuse, to stay married at all costs - even when the relationship is dead. There comes a time to call it quits.

It is interesting in dealing with human loss that many griever's will idealize their lost mate and lost relationships. A widow who had been married for 68 years tried to tell me that she and her husband had the perfect marriage and never, ever had a disagreement. Another vilified her abusive husband in one breath then defended him in the next. Regardless of any denial that the relationship has ended, the goal must be to make the adjustment.

My psychology of grief professor at *New England Institute*, Rev. Dr. Edgar N. Jackson, said there are three reasons why we grieve the loss of someone we love: for ourselves; because we fear; and because of our own insecurity. Fear of the unknown can send you reeling. We must learn how to cope and make the necessary adjustments to get back on track. As they work through it, they usually have a new-found courage.

CONTINUED ON PAGE A19

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Speaks Chapels Grief Programs feature Dr. William G. Hoy

Continued from Page A14

are taking the right steps, and what to say to well-meaning people who seem intent to "fix" you. The attendees ranged from seniors to those in their twenties.

The second program, *When Grief Gets Complicated*, was a day-long workshop designed to help professional caregivers make sense of complicated grief and discover practical strategies for supporting and counseling bereaved individuals and families.

Complicated grief refers to bereavement experiences that are unusually difficult to resolve, and include people grieving the deaths of loved ones in car crashes, suicides, homicides and other traumatic or unexpected deaths. Additionally, complicated grief includes bereaved individuals dealing with

deaths of abusive and addicted family members, people with pre-existing mental health disorders, and individuals whose relational support systems are inadequate.

One feature that the professional participants found particularly intriguing was Hoy's analysis of the rural high school football team from his own town of Crawford, Texas as a model of a healthy support system. "We must help people develop good support systems by modeling them and by celebrating the strengths they find out of their own grief," he said.

Attending the workshop were a diverse group of over 150 participants. They included nurses, social workers, hospice personnel, nursing home administrators, counselors, educators, psychologists,

physicians, clergy, chaplains, lay ministers and high school counselors. This workshop qualified for Continuing Education Unit (CEU) credits.

When introducing Dr. Hoy at both programs, the chapel president, **Brad Speaks**, spoke of the independent, family-owned and operated Speaks Chapels' lengthy dedication to helping people deal with grief. Speaks family members had heard Dr. Hoy speak on several occasions and thought he would present a program that would be of value to those in the Greater Kansas City area that are grieving, as well as the caregivers that support them.

Following the event, Brad Speaks stated, "Sur-

prise and appreciation were the reactions that I heard most often following Hoy's evening session. Already hurting from their personal losses, some were apprehensive about attending a session on grief, but Hoy's insights into their journey put them at ease and helped them realize that their grief was natural, normal as well as healing and they were not alone in their feelings."

"Both presentations were outstanding and very well received," stated **David Speaks**. "I was so pleased to see how many Kansas City caregivers came to our program this year. This more than doubled the attendance of our first workshop four years

ago. It feels like we are doing something that they really appreciate. These professionals have been so grateful that we've afforded them the opportunity to further their knowledge of grief care, while also offering them the CEU's needed to maintain their licenses, all for a very affordable price."

Attendee's comments included: "Dr. Hoy brings this 'science' and research alive and meaningful. Keep 'em coming - great content relevance." Another commenter noted that "Specific clinical examples were a valuable teaching tool."

"Our family's funeral homes were one of the first in the nation to offer true grief support to the

community," added David Speaks. "We feel that this kind of program is an extension of those early grief support efforts, and can really help those who are experiencing loss and grief, which they've never faced before. It is also an extension of what we do for families every single day at Speaks Chapels. Our purpose as individuals is that we exist to care for families as they grieve and celebrate life. Our vision is to help families in our community acknowledge and cope with the death of their loved ones in positive and healthy ways. That is who we are, and that is why the Speaks family was proud to bring Dr. Hoy to this community."

A Closer Look at Employee Engagement

Continued from Page A10

change and refreeze into new work patterns and behavioral expectations.

Creativity and innovation becomes the spirit of the workplace. Problems are followed with solutions. Ownership emerges in actions where value becomes far greater than what is expected in compensation.

Engaged behavior is most likely to influence peers in a positive way. The excitement and enthusiasm generated spreads quickly and has a modeling effect. The *can do* attitude is invasive and pushes forward in a wave of change.

Interestingly enough, engaged employees describe themselves as being more satisfied with their work and less stressed. The outgrowth of this is that absenteeism is reduced, and turnover becomes less threatening to management, as people at every level see and experience, the value in engagement.

The bottom line is the productive consequence of employee engagement. Companies report that the number of departments showing productivity increases continue to gain momentum as engagement behaviors become slowly embedded in the workplace. Companies have reported productivity gains of 10-15% in the first year alone.

As in any startup situation, there is an initial investment of time to create the culture of engagement. However, in the long haul, there is a return far greater than the investment.

In conclusion, an engaged workforce truly helps create a workplace where employees know more, do more and contribute more to the success of the company. Stepping forward to engagement requires more than motions. It requires awareness, an understanding of the foundation, and skill development of the essential engagement tools. It also requires leadership commitment and patience as the engagement culture emerges over time and becomes part of the operating fabric of the workplace. The weak-hearted will usually bail out and will need to be asked to step aside. It is a time when the company must demonstrate, to even the most casual observer that it is moving beyond "window-dressing". The organization has actually demonstrated their commitment to provide clear communication and appropriate resources. It has willingly invited people, at every level, to participate and looks for opportunities to celebrate the spontaneity of grassroots leadership. I believe that capturing the head, heart and hands of all employees through planned actions, and executed using measurable results, should be the goal of every company.

Gregory Ferris is currently a regional director for Paradigm Associates. He specializes in helping funeral home owners move their business from the "as is" to a "desired state" Formerly with Batesville Casket Company, he also worked as Director of Training and Development for a funeral home acquisition company. Gregory often presents at state funeral director associations as well as publishes in numerous association newsletters. You can contact him at Gferris@paradigmassociates.us.

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

Continued from Page A17

So where do we begin to heal? A person's social network is one of the most important factors in recovering from a loss. This is why bereavement support groups have grown in popularity over the years. They offer a unique kind of help that one-on-one counseling cannot. The group can assure people that the loneliness and insecurity they are experiencing is normal and others have gone through it and found a new meaning in life.

Dr. Jackson also stressed the value of religious thinking in times of crisis loss. He pointed out that all religions declare that life is more than a biological event. People who do not believe in organized religion, or God for that matter, must find their way through other means. Some people can move on quickly, but for most it is a long process. You can be sure, that you may try to bury grief, but it will often come out in ways you'd not expect. Eventually, some-

thing inside you will trigger an outburst, waterworks, or a complete meltdown.

Continuity of life patterns is possible and can be reestablished but not by clinging to what was but by beginning to explore what can be. They are two entirely different approaches to grief management. A certain form of detachment from the loving relationship to the extent of developing new resources for security and stability is a real possibility, but it takes time. The cruel aspect of grieving is that no matter what life goes on. Life must go on. There are no other options. However the griever can resist this reality and when this fact is highly resisted absolutely, where the will power is directed to resisting this truth, I have seen griever's tragically take their own life – they commit suicide.

Resolution of grief comes from a compromise between retaining portions of the past, without com-

pletely escaping or yearning to live in the past. Resolution is found in the middle of the tension of these two competing life issues. It is like a trapeze artist who must gracefully move from one swing in mid air to another swing grabbing one and timing the release of the other, it is all a balancing act. The griever is in the same situation but emotionally so. They must let the past go but at the same time retain valuable parts of the past while at the same time swinging and grabbing hold of the future and making the swing hopefully without slipping.

The loss of the loving relationship requires our grief trapeze act to always include memories, but also to find new meaning in the lost relationship, but not finding a substitute/replacement for the lost love object immediately. Attaching yourself in an emotionally charged relationship too soon after the death of

CONTINUED ON PAGE A20

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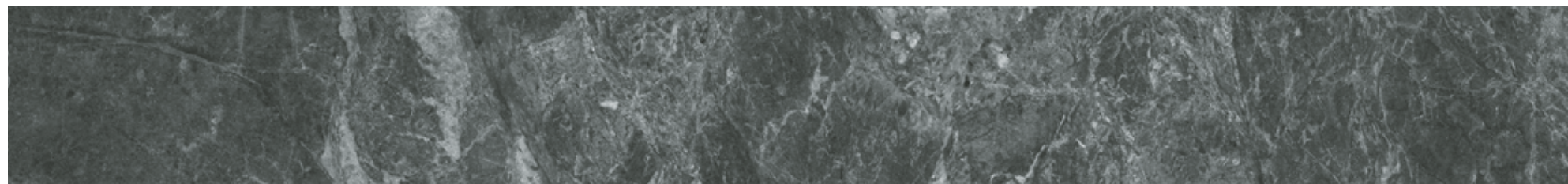
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Continued from Page A19

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Let's Chat

By Kristan Dean

als and traditions. More than this you realize that this time of year is often the most difficult for those who are grieving.

This Holiday Season take a moment to help the families you serve and your communities at large find comfort in their holiday rituals and traditions. Wondering how you can help? Ask your families. Knowing that you care, that you realize how difficult it can be to walk through the holiday season alone, and that you want to help are some of the greatest gifts you can give a person in mourning.

Please consider bringing your families together to talk about what they do that helps them find comfort and joy in their holiday rituals and traditions. Want to do more? Consider asking your local Starbucks to sponsor the coffee and pastries and invite their patrons to join your families in sharing how Rituals can bring comfort to their grief.

Better yet join together with your local media to invite everyone in your community to come together, enjoy a cup of coffee, and learn how they can "Find Comfort in Rituals" this Holiday season. I look forward to 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.

portunity for a new beginning which requires new answers to old questions and finding new ways to predict and control what was always before handled together by the two in the loving relationship.

Here and there some people will pass through their loss and pain unchanged. At times and under certain conditions this is totally understandable. I remember doing a funeral for a very elderly woman in her late 90s. Her husband who survived her was older than she was. In the weeks and months after her funeral he would drive to the cemetery everyday and basically spend most of the day sitting under a shade tree next to her grave, taking naps, and eating his lunch. A few people expressed astonishment at this behavior "isn't that odd" people said, but really at 98 years of age what else was he to do – find a job? Get a girlfriend? Take up bowling? Sell Amway products? Given the situation that he found himself in he decided not to change anything and at 98 years old his decision worked very well, maybe not for the onlookers and gossips in town but for him.

However when the griever is at the stage of life where there is a great amount of life to be lived in the future this produces an entirely different situation. It is then terribly important to really make something of the loss experience. When one has lost the loving relationship and subsequently accepts the finality of the loss, and all the pain that must come with that acceptance, one does not need to suffer any decline in their own life. The pain may well and can and does lead to a new fulfillment; a feeling of accomplishment and the power to change. There is an ancient religious precept which is not at all popular today but does possess truth and wisdom: "All growth comes through suffering."

The end result can be a feeling of renewed self-worth and many times this renewed self-worth is a catalyst for human creativity. One may well discover new parts of one's self and be able to transform pain into creativity. Some of the greatest music and art that the world has ever heard or seen have been produced precisely in this manner.

Much of Beethoven's greatest and most profound music was written after he lost his hearing entirely; and that was a terribly difficult grief experience for the maestro to find meaning in. The healing griever might find new interest in the creative arts, and become familiar with how to express pain through different mediums of self expression.

Many times the griever will become closer to others and improve and/or heal and/or forgive past and existing relationships. And yes the possibility exists of forming a new loving relationship with another person. It is possible to convert the negative feelings of pain and loss into energy to grow. It is possible to survive pain and find purpose in it. As one widow told me, "I was so miserable, so bitter so fearful, that one day I simply decided that I might as well just try to figure it all out, and that made all the difference in the world." We might as well just try to figure it all out, what do we have to lose?

The essence of the loving relationship is growth, the essence of grieving is growth – they go hand in hand. Through our losses in life we are made more aware of how precious our time is on earth and how important love and its expression is to enhancing the experience of life. When we shy away from talking about death, when we shy away from the ever-changing nature of life and nature, when we shy away from a respect and deep reverence for how life is good and life is not so good at times, we inevitably shy away from living life, and running away from life is the most tragic behavior that any human being can engage in.

The great American poet Emily Dickinson captured this essence of love and grief when she wrote the following:

*I walked a mile with pleasure;
She chatted all the way;
And not one thing did I learn from her
For all she had to say.
I walked a mile with sorrow;
Not one word said she,
But oh the things I learned from her
When sorrow walked with me.*

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

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

While rushing through the airport on my way to the NFDA convention I almost ran right into the "Take Comfort in Rituals" sign at the front of the Starbucks kiosk. My first thought: "The Starbucks advertising team really hit the nail on the head."

This tag line just might be the prompt the public needs to believe they can leave their hard times behind if they just open that door and take comfort in doing the Starbucks' ritual. Then it hit me: more than getting us into a Starbucks, the words "Take Comfort in Rituals" tells me and hopefully you how much the families and communities you serve need your help.

You are more than a Starbucks cup of coffee! You are the comfort resource for your community. Funeral Directors, Cemetery managers, and After Care Providers are the people families know they can turn to when their hearts are overwhelmed with feelings of grief. You are the one who makes everyone feel welcome no matter how broken their hearts might be.

You do more than give people a moment to forget. You are the Funeral Directors, Cemetery Managers, and After Care Providers in our industry who strive to bring comfort to your community in a multitude of ways. Thanks to you the people you serve begin and continue to find their paths to healing.

Let the Starbucks call to "Take Comfort in Rituals" lead you to do more than grab a cup of coffee. Let these words inspire you to help the families you serve and your communities at large realize that you understand. You know how important it is and realize how difficult it can be for those who are grieving to find comfort in their personal and/or family ritu-

Cedar Memorial Park Funeral Home and Cemetery

Continued from Front Page



Cedar Memorial Funeral Home

Carl K. Linge, the founder of Cedar Memorial Park, purchased a farm along the main road between Cedar Rapids and Marion in the winter of 1929. At that time the two cities were separated by about six miles of countryside. Later that same year, he began building a new kind of cemetery called a park plan. Instead of large stone monuments, it would feature enduring bronze memorials set flush with the ground. Carl kept expanding his unique cemetery through the years. He was a visionary who wanted "more than a cemetery,"

CONTINUED ON PAGE A24

Rutherford Funeral Home purchases new Chrysler



COLUMBUS, OH— Don Jones of Rutherford Funeral Home, Columbus, with their new Chrysler First Call/Flower Car combination unit, purchased from **John Muster** of Muster Coaches, Calhoun, KY. Rutherford Funeral Home is a family owned and operated business serving the Co-

lumbus area with four locations, and is known as one of Ohio's largest funeral homes. Leading the funeral home is second generation funeral director **Bill Rutherford**, who has served as president of the *Ohio Funeral Directors Association* and as president of the *National Funeral Directors Association*.

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Funeral Director Licensure Study by Funeral Service Foundation

Ironically, both sides of the licensure issue agree at the most fundamental level; separating the funeral director license from the embalmer license will attract more people into the funeral profession by eliminating the greatest barrier to entry. So the real issue is not about licensure, but instead whether the funeral business will be harmed or enhanced by an influx in people in the industry.

Funeral directors surveyed on the impact from permitting funeral directors to be licensed without being embalmers,

- 29% indicated it was positive
- 30% no impact
- 37% negative

Both sides of the argument have valid points: proponents of a single license argue that:

- Taking it to an extreme, third party pre-need sellers could conceivably position themselves as funeral brokers by aggressively selling packages, then putting the funerals up for bid to local funeral homes.
- Conceivably, specialization could result in firms having larger staffs.
- Arrangers must have a working knowledge of embalming to answer consumers' questions about the process when making arrangements.

Proponents of a bi-furcated license argue that:



The Funeral Service Foundation commissioned a Recruitment and Retention Research Project in December of 2008, and continued through May of 2009. The following is a summary of the findings from the segment of the research study concerning funeral director licensure.

- Requiring both technical competency and superior communications skills as required by funeral arrangers' results in neither job being done as well as it should be if the individual could specialize.
- Dividing the licenses does not prohibit an individual from earning both. In fact, securing both licenses would require no more than is presently required and an individual with both licenses would command greater compensation.
- There is evidence that the greatest improvement from specialization would be in the technical arena, as people attracted to funeral service tend to be caring, sensitive personality types wanting to help families during a difficult time as opposed to technically inclined personalities.

Although both arguments have merit, there is incontrovertible evidence that the funeral business would benefit from being able to select personnel from a larger population than just licensed embalmers. Finding qualified funeral arrangers and pre-need counselors represent the greatest challenge for many of the nations funeral businesses; particularly in northeastern states where there are many small volume funeral firms and state laws regarding licensure are the most restrictive. As the funeral industry matures, the number of funeral homes in the nation will continue to diminish; but the recruiting challenge will likely continue.

Even if the availability of licensed personnel was great enough to meet the industry's needs in these states, there would still be the issue of whether mortuary school graduates have the preparation necessary to be both technically proficient as well as possessing the communication skills necessary to be productive arrangers.

Over time the number of funeral homes in the metro areas will diminish through consolidation and business closings (a process that is already occurring in New York City and other metro areas). The licensure issue will gain more traction as funeral firms consolidate. The larger firms will demand greater margins on sales in order to meet higher overhead costs; accomplishing this will require more productive arrangers; individuals with superior communication skills, selected for their desire to excel.

In the simplest of terms, there are people that interact well with others and there are people that possess technical capabilities; but there are relatively few that possess both. As a result, placing a technical oriented person in a position where they must influence customers is doomed to mediocrity, which is what the industry is presently experiencing with the increase in minimum disposition cremation. Similarly, a person that thrives on human interaction will not excel in a mechanical or technical capacity. But this is the challenge of today's funeral home managers when selecting personnel; which do they want to sacrifice, technical competency or mediocre arrangements.

Another facet of this challenge is the growing demand for skilled managers in funeral service. There presently exists a significant need for facility managers, as there are fewer single location funeral businesses. Because of funeral industry's roots as family operated businesses, there has been little need for skilled managers capable of developing and maintaining budgets, selecting and scheduling personnel, and maintaining quality standards. Multi-facility firms are increasingly

CONTINUED ON PAGE A29

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Cremation Issues and Answers

By Ronald Salvatore

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Special Operating Procedures for Cremating Caskets and Containers (Part 1)

Caskets and containers vary widely and the various materials used in their construction react differently during the cremation process. It is critical that operators understand how each casket or container will react in a cold cremator as compared to a hot cremator, and know the best sequence in which to cremate them (while also taking into account the size of the body).

As explained in previous columns, any body weighing 300 pounds or more must be the first cremation of the day in a cold machine, regardless of the type of casket or container. Remember, lean tissue releases about 1,000 BTU of heat per pound compared to fat at 17,000 BTU/pound. To give you an idea of how much heat that is, every 100 pounds of fat is equal to twelve gallons of kerosene.

Follow your equipment manufacturer's instructions for cremating this special case type. If the body in the

container is within the average size range, the following instructions concerning cremation sequence can be used as a guide. Before cremating any special case, consult your manufacturer or operating manual for specific instructions.

Highly Polished Caskets

The solvents used to coat a highly polished casket combust very rapidly and release tremendous heat much like the fatty tissue of an obese body. Typically there is about eight pounds of adhesives and coating on this casket, with a BTU content of roughly 10,000/pound and 140 pounds of wood at 8,500/pound. You know now understand how much energy will be released and why this casket should be the first cremation of the day.

Pre-heat the secondary chamber as normal. The cremation burner is turned on just long enough to ignite the casket. Once ignition occurs, the cremation burner is shut off. The casket will consume itself without the need for additional heat or energy from the burner. If your cremator has adjustable air controls, make certain the hearth air is off or in the delay position. Allow the casket to continue to consume itself for approximately 30-45 minutes then proceed with normal operation. This procedure helps reduce the chance of overheating the cremator, which can result in visible emissions.

Cremation Caskets

Cremation caskets are specifically designed for cremation and are becoming an increasingly popular choice of families selecting cremation. These relatively lightweight caskets (weighing approximately 40 pounds) are constructed of softwoods for frames and supports, and corrugated fiberboard and various fabrics for linings and coverings. Cremation caskets cremate very well, and may be cremated in any sequence.

Plain Finished Wood Caskets

If cremating these caskets in a cool cremator, follow normal timer settings and operating procedures. Follow operating procedures for highly polished caskets when cremating these caskets in a hot cremator.

Cardboard Containers

Cardboard containers may be cremated in any sequence. If you experience fly ash when cremating these containers, try propping the lid open (if permitted to do so). Keep hearth air off until the container is consumed and the body has released most of its energy.

Regardless of the type of casket or container, caution must be exercised when successive cremations are performed. The materials and solvents used in the manufacture of caskets and containers can ignite prematurely when loaded into a hot cremator. To help avoid this, allow sufficient cool-down time between cremations or utilize an automatic loading device.

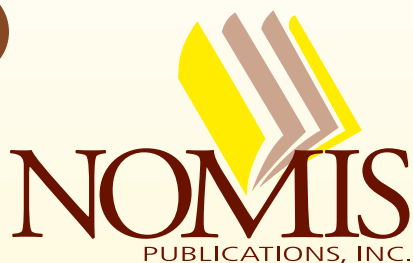
In the next issue, we will review the guidelines for caskets and containers constructed of particleboard, metal, plastic and fiberglass.

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.



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Cedar Memorial Park Funeral Home and Cemetery is all about Family

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he wanted a place of unrivaled beauty to honor the dead while serving the cultural and spiritual needs of the living. The campus includes a wooded cemetery with many artistic features and intricate, vibrant flower beds. The Chapel of Memories and Mausoleum, patterned after Old World Churches in England, were added in 1941. The non-denominational chapel is used by various religious and non-religious groups. Carl's son, **David Linge**, added the beautiful limestone Cedar Me-



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Cedar Memorial Option Center



The Basics of 21st Century Temporary Preservation Technology (Part 13)

By John A. Chew

As mentioned in Part 12, the most effective methodology of embalming is probably the least taught or practiced by embalmers. This is best demonstrated when you enter a preparation room and the embalming machines are filled with fluid before the body is present. All bodies are treated with the same mixture of solution without consideration of morphological appearance or cause of death.

The appearance of any given body is all we have with which to work. With experience, we can depend on our senses to support initial observations based on sight and cognitive educational background.

I would like to base the following series of the basics on three fixed factors of body preservation: the vehicle/solvent (water), vascular drainage chemicals and the concentrate arterial blend fluid. In actuality, the first two begin as variable factors due to geographical location and body chemistry. This is corrected with the use of a water sequestering agent. The second is based on isotonicity balanced use of the sequestering vascular preparatory solution.

The third fixed factor is formulated by a chemical manufacturer, simply speaking, on the rule of six. The preservative arterial formulation is the only true fixed factor (100% formalin). Formalin used in the formulation of arterial fluids contains only

40% actual formaldehyde.

The difference among the various manufacturers of embalming chemicals is the various proprietary chemical combinations which make up the concentrate. It is important for the embalmer to establish a balance of solvent prior to diluting any concentrated preservative chemical.

At this point we can establish a standardized percentage strength which we will consider the index or a guide number to determine a working strength of the preferred chemical. A starting point (dilution) being 1% or less to prevent a walling off reaction during initial preservative injection.

A licensed embalmer can use any index of fluid following pre-analysis to achieve temporary depth preservation and restoration without distortion. The objective is to return the body to its natural form and color.

Next month we will determine specific dilution factors and preservative demand.

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.

memorial Park Funeral Home in 1975 and brought **West-side Chapel** and **Grant Wood House** back to local ownership in 1978. The full-service flower shop on the park campus opened in 1954.

Current CEO of the Cedar Group, **C. John Linge**, has orchestrated dramatic innovations as Cedar Me-

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Creating a Culture of Security

By Rick Rega II



Rick Rega II

Recycling involves processing used materials (waste) into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution (from incineration) and water pollution (from landfilling) by reducing the need for “conventional” waste disposal, and lower greenhouse gas emissions as compared to virgin production.

We have all grown to know about recycling. Today we take appropriate actions to recycle materials and products. From aluminum cans to computer hardware we have a particular method of disposing of these products and materials.

What does Recycling have to do with Information Privacy and Security?

You may be wondering, what does recycling and Information Privacy and Security have in common. Simply put, it is a learned process.

In the early days of recycling, government and businesses took steps to raise awareness and to educate all of us on the benefits of recycling. We learned that by recycling we could prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution and water pollution by reducing the need for “conventional” waste disposal, and lower greenhouse gas emissions as compared to virgin production. The bottom line is that we have changed our culture – we are now protecting Mother Earth by preventing the exhaustion of our natural resources and reducing pollution.

Today, government and businesses are taking steps to raise awareness and to educate all of us on the benefits of protecting private information. We as business owners and employees need to understand that by protecting private information we are protecting our customers, employees, and our businesses by preventing information from being lost, stolen, or illegally used. The bottom line is, we need to change our culture – to protect our customers, employees, and ourselves from the devastating harms of identity theft by preventing information breaches from occurring.

Creating a Culture of Security

Like recycling, creating a culture of security requires us to develop new thinking patterns that will produce new actions. These thinking patterns need to focus on preventing identity theft and information breaches from occurring. Simple things, like clearing private information from the top of your desk, locking down your computer when you leave it, and taking items to

be mailed to the post office instead of placing them in your mailbox with the red flag up. By repeating these actions over and over we form new habits.

Habits are those spontaneous actions that we perform without giving much thought to them. For instance, throwing an aluminum can into a recycling container is second nature to us. Protecting private information should also become second nature to us. We cannot take anything for granted. If we think it can happen – it probably will.

The Importance of Change

Data security is of critical importance to consumers. When companies don't protect the personal information that they collect and maintain, that information

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Creating a Culture of Security

Continued from Page A25

could fall into the wrong hands, resulting in fraud and other harm and it can be devastating to the customers, employees, and to the companies' bottom-line.

We can no longer get by with the same old tactics when working with private information. We have to be on the look-out, looking for the obvious and simple ways that we could lose or have stolen the private information in our possession.

We need to take identity theft seriously. We need to accept the fact that identity theft can be devastating and can have a major impact on our lives in many ways and for many years.

Changing Your Thinking Through Education

To change a culture we must first change our thinking and belief system as they pertain to identity theft and information breaches. We need to first recognize that private information is as good as gold to an identity thief. We need to understand that we can no longer overlook the value of a Social Security number or medical identification numbers. It is important to understand that we are the custodians of this private information. Our clients trust us to properly handle their valuable commodity (private information) and it is our responsibility to protect it. Isn't this what we expect everyone else to do for us?

It starts with commitment and caring and ends with compliance.

Rick Rega started his career as a licensed funeral director in 1979. Over the years, Rick has held several management positions and has vast experience in operations and management of firms, making him a leader in funeral and cemetery sales and management. During his career, Rick has been recognized on the Who's Who list of Pennsylvania funeral directors; achieved top sales and marketing recognitions; founded a successful preneed sales and marketing solutions consulting company; developed much needed marketing programs for employee benefit planning and was named one of the top 10 sales producers/managers in the country in 2002 and 2003. Rick is known for extreme attention to detail. "Approaching every situation with high expectations is a very important step in achieving customer satisfaction," said Rick.



2010 African American Funeral Home Hall of Fame

"Progress is the activity of today, and the assurance of tomorrow must, for the sake of permanence, have its roots embedded in yesterday."

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



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

Alabama Hall of Fame Firms

100 Black Women of Funeral Service recognizes two outstanding firms with more than a century of service to Alabama families.

Larkin and Scott Funeral Home

Larkin and Scott Funeral Home of Demopolis is the largest West Alabama funeral home serving six counties within 325-mile radius. It was founded in 1907 by John D. and Mamie Larkin. A tailor by trade, John saw the need for funeral services and his effort to establish a mortuary was well supported by the com-



Larkin and Scott Funeral Home

munity. Their daughter, Valtena Larkin Scott, grew up in the business and after college, became a teacher. Valtena had two sons, John Dustin Scott and Thomas Lee Scott. John D. graduated from Atlanta College of Mortuary Service and joined his grandparents. Valtena eventually retired from teaching and also went to work at the funeral home. She served as chaplain, as well as a musician for the Alabama Funeral Directors and Morticians Association.



Thomas L. Scott

When John D. Scott passed away in a car accident in 1968, Thomas and his wife Dorothy then joined the business and became licensed funeral directors and embalmers. Valtena passed away in 1985. At that time, Thomas' and Dorothy's son, Christopher C. Scott, left his position as Professor of Mortuary Science, Pathology, Anatomy, Embalming, Microbiology and Restorative Art at Gupton-Jones Funeral Services in Atlanta, GA and joined the firm.

When Thomas passed away in 1996, Christopher took over as president and CEO. Today he operates the firm with his wife, licensed funeral director and grief counselor, Jonnie W. Scott. Their children, John T. Scott and Christalle Valtena Scott, are serving their apprenticeships and will also join the family business.

Davenport and Harris Funeral Home

Davenport and Harris Funeral Home, Inc. of Birmingham is the oldest African American family owned and operated business in the state of Alabama. It was established in 1899 by Charles Morgan "Boss" Har-

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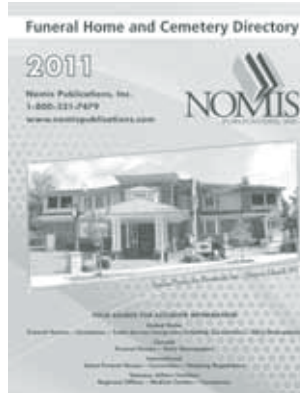
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Alabama Hall of Fame Firms

Continued from Page A26

ris. He and his sister, **Hattie C. Davenport**, moved to Montgomery in 1889, and after working at several odd jobs and attending Alabama State Normal School for Colored, Charles began working for the **Henry A. Loveless Undertaking Company**.



Davenport and Harris Funeral Home

In 1893, he married **Mattie Bell Saffold** and he, Mattie, and Hattie moved to Birmingham. There Charles opened a general store and soon saw the need for affordable and dignified burial services. He expanded his business to include a funeral parlor, the **Charles M. Harris Undertaking Company**. He soon did away with the store to establish the Davenport and Harris Funeral Home, Inc. with Hattie. In 1924, Charles bought out her share of the funeral home.

In 1923, Charles founded the **Protective Burial Association** to provide affordable burial insurance within the community. It was met with great success and was subsequently renamed **Protective Industrial Insurance Company of Alabama**, also known as PIICO.

In 1938, the funeral home was incorporated. The stockholders were Protective Industrial Insurance Company, Mattie B. Harris, and Charles and Mattie's children, **Virgil L. Harris, M.H. Davis** and **Clara Harris Evans**. Charles M. Harris passed away that same year and was succeeded as president by his son, **Walter W. Harris**, an attorney practicing in Cincinnati, OH. With Walter commuting between Birmingham and Cincinnati, much of the managerial responsibilities fell on **William E. Sterling, Sr.** William remained the dedicated general manager of Davenport and Harris for more than 34 years until his death in 1972.

With the untimely death of Walter Harris in 1945, **Dr. Charles M. Harris, Jr.**, a physician practicing in Philadelphia, PA and Jersey City, NJ, temporarily assumed the presidency of the funeral home. In 1946, Mattie became president, a position she held until her death in 1955. At that time, Virgil simultaneously assumed the office of president and chairman of the board. He served as both for the next 33 years.

During Virgil's tenure, his wife, **Wilma C. "Billie" Harris**, dedicated much of her life to the success of the company. She served as treasurer and general manager until her retirement in 2006. **Paul E. Harris** suc-



An old Davenport and Harris Family Photo

ceeded Virgil as president and served diligently until his retirement in 1995. **James C. Harrison** took over as president, followed by Virgil and Wilma's daughter, **Carol H. Mitchell**, who assumed the post in 2005. In 2006, the baton was passed to **Marion P. Sterling**. As a fifth generation of the Harris family, Marion has made it his mission to carry on the legacy of offering courteous, sympathetic, experienced and professional service set forth by Charles Morgan "Boss" Harris.



Hi Mark, just wanted to update you on the annual VFMC Operation Valentine initiative-our local T.V. station has been running Public Service Announcements all week promoting Operation Valentine, and our local newspaper ran a story about it. We are extremely proud to be an Exclusive VFMC Provider.
-Cheryl A. Smith of E. Merrill Smith Funeral Home

Mark, the annual VFMC Sweaters for Veterans initiative has been a huge success for us. In addition to collecting upward of 300 sweaters, we have written several preneed contracts, all with new veteran families in the last week alone. There is no question that working the VFMC PR Campaigns is working for us.
-Bill Hindman, Hindman Funeral Homes

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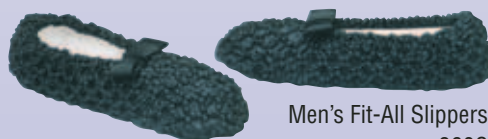


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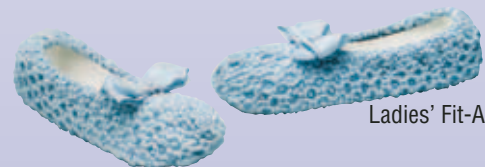
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One Convenient Source for Quality Funeral Products

Cedar Memorial Park Funeral Home and Cemetery is all about Family

Continued from Page A24

morial continues to be all about family.

In 1996 Family Service Counselors were introduced as part of a sweeping overhaul in the pre-nec sales department. Rigorous training and ongoing education were implemented. The counselors are trained to offer the greatest value possible, regardless of the type of funeral or cremation services chosen. Their goal is to provide a variety of service options at all price levels. Cedar Memorial Signature Service plans were introduced in 2009. Signature Service plans are predetermined packages for funeral, cremation and burial services. These plans offer merchandise and services most often selected at substantial savings.

The staff of caring, licensed funeral directors at Cedar Memorial is surrounded by competent support staff who each contribute in a unique and meaningful way. Innovative service offerings include: custom designed funeral services, Certified Celebrant on staff, funeral



Cedar Memorial Option Center, including the Funeral Ark

ark and an options room that helps families visualize the possibilities in commemoration and celebration. The staff maintains the highest standards as they serve their families and their community.

The original funeral home was remodeled to provide a home for the Family Center and Library in 1999. The extensive grief library and the office of their award-winning AfterCare pro-

gram are located in this building. The newly-remodeled kitchens and banquet rooms welcome family members following a service.

In 2001 the state-of-the-art Cedar Cremation Center was built, serving the cremation needs of Cedar Memorial's funeral homes and **Iowa Cremation**. Iowa Cremation, a service of Cedar Memorial, is the largest and fastest growing provider of simple, dignified cremation services in Iowa with over 10,000 members throughout the state.

Cedar Memorial remains family owned and family focused. John Linge is a hands-on, day-to-day presence in both Cedar Memorial and in the community. He is also a leader in the funeral industry and he speaks throughout

the country on issues related to the funeral, cemetery and cremation industries. He is a past member of the Board of Trustees of the *American Cemetery-Mortuary Council*, past president of the *Association of Iowa Cemeteries*, current member of the Board of Directors of the *International Cemetery, Cremation and Funeral Association* and a member of *Preferred Funeral Directors International*.

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Funeral Director Licensure Study by Funeral Service Foundation

Continued from Page A22

going outside of the industry to find managers in the hospitality industries. It would be better for the public, as well as funeral businesses if management oriented individuals could be employed in funeral arranger capacities to gain practical experience then evolve into management positions over time. Similarly experienced embalmers capable of teaching and evaluating technical skills would supervise technical operations.

Research Findings:

An individual funeral director's position on the licensure issue is influenced by the state in which they reside. In the west where dual licenses are more common, 74% feel dual licensure is positive or has no impact. In the East where most states have a single license, 53% of funeral directors consider a bi-furcated license a negative influence on the profession. Licensed individuals from the northeast tend to support a single license because it is believed to protect their individually operated business. The irony is that these states have the most funeral homes per capita.

Dual License States: Alabama, Alaska, Arizona, Arkansas, California, Wyoming, Idaho, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Ohio, Oregon, Tennessee, Vermont, and Washington State.

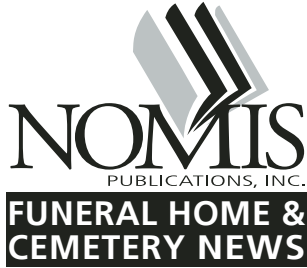
Single License States: Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Iowa, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Pennsylvania, Rhode Island, Nevada, South Carolina, South Dakota, Texas, Utah, Virginia, West Virginia, and Wisconsin.

Hawaii defines the requirements for an embalmer, but does not define the arranger position. Colorado has no licensure requirements. Data compiled by the ABSFE.

Licensed individuals in western states where divided licenses, and even no licensure, believe specialization is desirable. Based upon surveyed fu-

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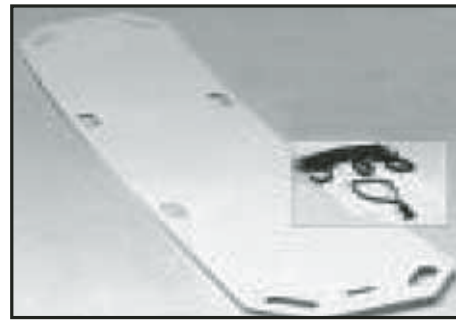
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Continued from Page A29

neral directors, approximately half of the nation's funeral directors work in states with a single license, thus requiring funeral directors to also be certified embalmers.

Time Zones:

- 70% of Eastern time zone funeral directors work in a state requiring a single license
- 50% of Central time zone funeral directors

work in state requiring a single license

- 44% of Mountain time zone funeral directors work in a state requiring a single license.
- 16% of Pacific time zone funeral directors work in a state requiring a single license.

Licensure issues impact how young adults consider funeral service as a career:

The inclination that a divided license would result in more people interested in a funeral service career is fundamentally accurate as confirmed by research conducted by young adults age 18 through 29. Approximately 14% of all young adults have considered funeral service as a career. Interestingly, consideration of funeral service as a career is not impacted by the level of achieved education; with or without college experience, 14% have considered funeral service.

Many of these young people were not well informed as to what functions a funeral director performed. For example, many did not know that the funeral director they met when making arrangements was the same person that would prepare the deceased for the visitation or funeral. Once they were apprised as to the funeral directors actual work functions, interest in the field as a career decreased specifically because of:

- First call responsibilities
- Embalming and preparation

When informed that some states do not require funeral directors to also be embalmers, interest in a funeral service career approximately doubled. So, both sides are correct in their expectation that a bi-furcated license would make it easier to recruit into funeral service.

On the short term, given the combined influence of small business owners and the mortuary schools, it is unlike-

ly that state laws will be changed, particularly in the northeast. The greatest opportunity for legislative change is in those states dominated by large corporations. Presently the Florida independent association is attempting to thwart efforts to relax the state requirements for funeral directors to allow unlicensed individuals to perform most funeral directors' functions under the supervision of a licensed funeral director.

How the research was conducted and who participated:

There are two fundamental types of research; qualitative and quantitative. Qualitative research incorporates one-on-one interviews, test panels and focus groups. This research gleans high quality data as it allows the interviewer the opportunity to raise issues, then delve deeper by asking additional questions.

Quantitative research is typically conducted via telephone interviews, mailed out surveys or via the Internet. Quantitative allows access to hundreds of respondents, but the interviewing is highly structured, meaning every respondent is given the same questions, and the researcher is limited to only the data collected from the structured interviews.

Qualitative research often precedes quantitative research to identify various issues related to the researched topic with a very small sample group. After the qualitative research uncovers the important issues, the quantitative

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titative research will follow to determine the significance of each factor by collecting data from a much larger sample.

The information for this article was gleaned from research studies of funeral directors, funeral home owners and managers as well as young adults age 18 through 29, inclusive of college students, college graduates, and adults with no college experience. Funeral Service Foundation study was conducted in two phases.

The first phase included individual and group conversations and interviews with funeral directors, funeral home owners and managers, and college students on selected college campuses.

The second phase of this research was a telephone

based research study of 307 owners and managers selected randomly from a list of funeral homes provided by an industry publication. Because a disproportionate number of funeral homes nationally are located in the northeastern states, it was necessary to sample funeral homes in each time zone as the larger volume funeral firms are located in the Pacific and Mountain Time zones where there are far fewer funeral homes per capita. Larger funeral homes are more likely to employ interns and recent mortuary school graduates than are the very small volume funeral homes in the Northeast.

A sample group of 1500 young adults participated in an on-line survey.

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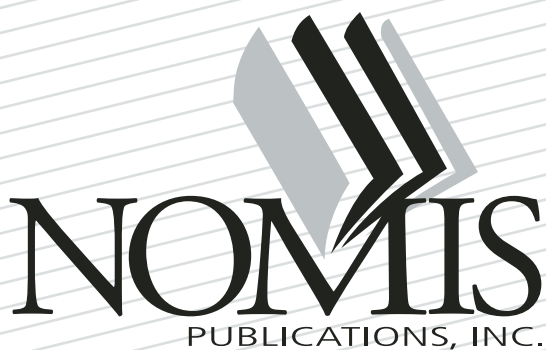
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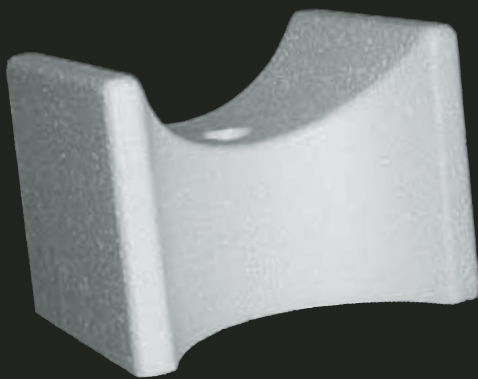
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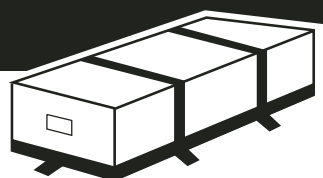
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Association NEWS

The Association of Women Funeral Professionals expands its reach – and changes its Name

BOULDER CREEK, CA— Kim Stacey, founder and Executive Director of the Association of Women Funeral Directors, announced the Advisory Board decision to re-brand the organization. Now the AWFDP, the **Association of Women Funeral Professionals**, has widened the scope of membership and services.

The launch event for the AWFDP – way back on August 18, 2009 – was a teleseminar on the value of expansion in creating richer, more fulfilling lives. It was intended to inspire participants to consider what they wanted out of their lives, and to reach for their own definition of success. For many people, expansion is a central theme in their happiness: learning, growing; becoming more than they were the day, month, or year before is a primary raison d'être. And now, one year later, the AWFDP is living up to its intention to expand the professional and personal lives of our members by demonstrating "expansion."

"We are transforming ourselves into the AWFDP – the Association of Women Funeral Professionals, so as to better reach and serve the full spectrum of women in funeral service," shared Kim.

Until the shift, the AWFDP served only two subsets of this remarkable group: women who are licensed funeral directors and those on the other end of the journey: female mortuary college students. With their new expanded reach, the membership base includes: licensed embalmers and pre-need counselors; alternative providers of end-of-life services, including home funeral guides; cemetery owners and operators; celebrants; funeral service interns and apprentices; grief counselors; funeral assistants; funeral home administrative support staff; and woman-owned vendors and suppliers.

Membership in the AWFDP offers:

- A monthly newsletter providing members with positive, inspirational information to help them grow their businesses, and articles on self-development and leadership. Each issue will now feature a Member Spotlight column, as well as features on self-care and work/life balance.
- Access to podcasts with business leaders and industry consultants
- Networking opportunities with other members
- Mastermind groups for women with over 5 years experience
- Mentoring relationships for those with less than 5 years in funeral service
- Access to industry-specific coaching services
- Consumer promotion through the online Women in Funeral Service Locator, and articles



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- in offline consumer publications
 - Low-cost/free teleseminars and webinars
 - Member discounts of funeral industry products as well as travel-related purchases; non-industry related professional development, and funeral service CEU, courses.
 - Access to books and DVDs on funeral service, grief support, and ceremonial event arranging—all resources deemed necessary to prosper in this ever-changing industry.
- "The Advisory Board members and I are excited about the changes. Our website developer is hard at work updating our site to reflect this wider scope," shared Kim, "and every day we intend to include new content for professionals and consumers alike. Come visit the website at www.wfpconnect.com, or where you'll find links to join us on Facebook or LinkedIn. We'd love to have your energy, enthusiasm, and commitment!"

Pet Loss Professionals Alliance develops Cremation Standards, Definitions

STERLING, VA— Families today frequently choose cremation when their pet dies; however, there is often confusion among families, veterinarians and even cremation providers surrounding the definitions of the various options available for cremation and the procedures used in each.

The **Pet Loss Professionals Alliance (PLPA)**, a group of more than 150 pet loss providers and related businesses, has released "Definitions and Standards for the Cremation of Companion Animals" to promote uniformity and standardization in pet cremation.

Developed by the PLPA Standards and Ethics Committee, the document defines "private cremation," "partitioned cremation" and "communal cremation" and provides guidelines for procedures on each. The terms are defined as follows:

Private cremation: A cremation procedure during which only one animal's body is present in the cremation unit during the cremation process.

Partitioned cremation: A cremation procedure during which more than one animal's body is present in the cremation chamber and the cremated remains of specific pets are to be returned.

Due to a number of factors, including conditions in the cremation chamber, co-mingling of cremated remains will occur.

Communal cremation: A cremation procedure where multiple animals are cremated together without any form of separation. Cremated remains are not returned to owners.

The complete document can be downloaded from the PLPA Web site at www.myplpa.com.

Founded in 2009, the PLPA is dedicated to providing education and opportunities for professional growth for providers of pet-related death care services. It is a committee of the **International Cemetery, Cremation and Funeral Association (ICCFA)**. The PLPA will hold its second annual conference in conjunction with the ICCFA's 2011 Convention & Exposition, March 8-11, at Mandalay Bay in Las Vegas.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.

Association NEWS CONTINUED

New York State FDA awards Environmental Stewardship Certifications



(L to R) Licensed funeral directors James Smith, Tom Armer and Mark Phillips from William J. Burke & Sons/Bussing & Cuniff Funeral Homes accept the NYSFDA Environmental Stewardship Program Platinum Certification from NYSFDA Continuing Past President, Gordon R. Terry, CFSP, of Houk-Johnston-Terry Funeral Home in Edmeston.

ALBANY, NY— Six member funeral homes were recently awarded *Environmental Stewardship Certification* by the **New York State Funeral Directors Association** (NYSFDA) at its recent Annual Convention in Saratoga Springs, NY.

Silver Certification was awarded to three member funeral homes who have demonstrated a commitment to working towards environmental sustainability: **Graham Funeral Home**, Rye; **Owens-Pavlot & Rogers Funeral Service**, Clinton; and **Francisco Funeral Home**, Ozone Park.

Gold Certification was awarded to two member funeral homes who accomplished significant milestones towards environmental sustainability: **Bartolomeo & Perotto Funeral Home**, Rochester; and **New Comer Cannon Funeral Home**, Albany.

Platinum Certification was awarded to a member funeral home who is a leader in the industry in achieving and promoting environmental sustainability: **William J. Burke & Sons/Bussing & Cuniff Funeral Homes**, Saratoga Springs.

Environmental Stewardship Certification is granted to recognize outstanding and demonstrable achievements by New York State funeral homes for successfully attaining various environmental and conservation measures.

Created in 2009, NYSFDA's Environmental Stewardship Program (ESP), is the first of its kind in the nation in funeral service. ESP was designed to bring about a greater knowledge

and awareness of how business practices can impact the environment and to recognize those funeral homes that have taken important steps to become good corporate citizens.

"The Environmental Stewardship Program helps member funeral homes establish business practices that reduce waste and utility costs; improve operational systems and equipment performance; provide a safer working environment for themselves, their families and their staff," says **Frank Kerbein**, CAE, Director of Member Relations. "We look forward to working with even more of our member funeral homes as they embark on efforts to attain

this certification."

Founded in 1889, NYSFDA represents over 900 member firms and 3500 licensed funeral directors in New York State, and is the oldest state associa-

tion of funeral directors in the United States. The Association is headquartered in Albany. Call 518-452-8230 or visit www.nysfda.org for more information.

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Association NEWS CONTINUED

NYS Funeral Directors Association releases Groundbreaking Zogby Survey on Consumer Attitudes toward Funeral Practices and Customs

ALBANY, NY— The New York State Funeral Directors Association is proud to present the results of a landmark survey conducted by Zogby International exclusively for the Association. The Association commissioned the world-renowned pollster to conduct a definitive, independent survey of a representative sample of New York State adults. Data were collected in August of this year.

According to **Bonnie L. McCullough**, CAE, Executive Director for NYSFDA: "The

Zogby Survey contains fresh new data that measures the attitudes of consumers in New York State towards numerous aspects of funerals and memorialization in general."

John Zogby, President and CEO of Zogby International, personally presented the findings to 600 funeral service professionals who attended NYSFDA's annual convention recently in Saratoga Springs. Among the key findings of the Zogby Report:

- New Yorkers have a more positive than nega-



John Zogby delivered the keynote address to funeral service professionals at NYSFDA's Annual Convention, presenting findings on Consumer Attitudes toward Funeral Practices and Customs.

tive reaction to hearing the words "funeral director," and a majority considers them trustworthy. When it comes to deciding on a funeral home, the reputation of the director is a big factor, as are the recommendations of family and friends;

- A majority of the New Yorkers surveyed think that having a funeral when someone dies is important, and while most think that the importance of the ritual in today's society has remained the same, a third say it has diminished;
- Nine in ten agree that memorial services are important when someone dies, and majorities also agree that religious beliefs affect the type of services they would select at a funeral and that a religious figure is required to be part of the service;
- At least half find meaning in a eulogy/tribute by family/loved ones, calling hours at the funeral home, a service conducted by clergy or other celebrant, and a graveside service, and will select a casket/urn, calling hours, and a service of remembrance, when the time comes to actually plan a funeral;
- Most respondents say they will arrive to the decision on which funeral home to use themselves, but some say a relative will influence their choice;

- Respondents are split as to whether they have had a personal experience at a funeral home in the past five years, but those who have rate it positively, mainly thanks to the funeral director and the quality of the services performed;
- More people prefer cremations than burials, but for those who will be purchasing caskets, few are likely to consider purchasing one at a chain retailer, mainly because they think a funeral home should handle such things;
- Very few of the New Yorkers polled have pre-arranged or pre-paid for their funerals, but of those who haven't, more are likely to consider it than are not.

"This authoritative survey of consumers in New York State reaffirms that people rightly view the role funeral directors play as pivotal to the overall funeral/burial process. Even though today's lifestyles are changing and less attention is paid to formal religious rituals, the study also reflects that funeral services and memorialization continues to be an important ritual in the grieving process. By honoring and celebrating the life of the deceased with a formal funeral service and an appropriate memorial, funeral directors help to calm our grief and help us reach closure," says McCullough.

Over 700 adults throughout the state took part in the first-ever survey of consumer attitudes on funeral-related topics that was limited to New York State.

Founded in 1889, NYSFDA's mission is to promote the highest standards of funeral service to the public and to enhance the environment in which its members operate. Over 900 member firms and 3500 licensed funeral directors who operate across the state belong to the New York State Funeral Directors Association. In addition to maintaining a Web site at www.nysfda.org, NYSFDA also publishes a quarterly newspaper column "Transitions," as well as brochures which educate and inform consumers about end-of-life issues.

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African-American Funeral Professionals of Central Ohio holds First Meeting

COLUMBUS, OH— On September 18, 2010 the the African-American Funeral Professionals of Central Ohio (AAFPCO) held its first meeting. Funeral directors in Central Ohio gathered together at a local restaurant to discuss how this association would be beneficial to increasing knowledge and expertise in the funeral industry.

The group was formed after fellow funeral professionals **Arlene Lawrence, Marlan Gary and Lori Hall-Diaz** felt the increasing need to have an association to educate, inform and fellowship amongst Central Ohio African-American funeral directors.

Present at the first meeting were nine funeral directors. The group plans to meet monthly, hold educational seminars, perform outreach



Funeral Directors Attending the First AAFPCO Meeting. (L to R) Back Row: Marlan Gary, Richard Diehl, Thomas Caliman, and David Gary. Front Row: Ingrid Diehl, Arlene Lawrence, Brenda Cherry, Monica Brown and Lori Hall-Diaz. (photo by MiLo Visual Productions)

efforts and form an official board. The next meetings are scheduled for November 6, 2010 and December 4, 2010. The meetings will be held in Columbus, OH. For more information call Arlene Lawrence at 614-634-3767.

Association NEWS CONTINUED

Los Angeles County Funeral Directors Association installs New Officers



LACFDA Board Members

ard Jungas, President *California Funeral Directors Association* installed the Board of Directors and Officers.

The evening concluded as **Shun Newbern**, CFSP received accolades and delivered his moving presidential address reemphasizing to every one of the significance of the funeral ser-

CONTINUED ON PAGE A40



(L to R) Richard Jungas, Shun Newbern, Merrell Mefford, and Fred Nalder.

dre Egan filled the air with music; the unique programs were by Morgan's Eloquent Designs and the exquisite centerpieces by Rose Hills Flower Shop.

The Master of Ceremonies, **Todd Beckley**, Immediate Past President of LACFDA, President of **Inglewood Cemetery Mortuary** gave the warm friendly welcome and introduced officers, board members and past presidents **Kathleen McLaughlin**, **Kathryn Spalding**, **Jill Glasband**, **Homer Alba**, and **Bill Hawkins**. Todd thanked everyone for their support and commitment during his term. **Rich-**

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(L to R) Todd Beckley, Immediate Past President, Shun Newbern, President and Chanell O'Farrill, Past President.



(L to R) Richard Jungas, President of CFDA recognizes outgoing Board Member Homer Alba for many years of great service to CFDA.

LOS ANGELES, CA— The Los Angeles County Funeral Directors Association held their 53rd Annual Installation of Officers celebration, Friday, October 1, 2010 at the Steven's Steak and Seafood House, City of Commerce, CA. This wonderful evening drew professionals from many Southern California counties. A number of impressive vendors sponsored to make the evening special and memorable. An-

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Association NEWS CONTINUED

NFDA issues groundbreaking research on Prep Room Ventilation, recommendations to reduce health risks associated with Formaldehyde Use

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) issued a new and groundbreaking report on ventilation in the preparation room, along with practical, cost-effective recommendations for removing formaldehyde vapors during embalming. The report, "Formaldehyde Vapor Reduction in the Funeral Home Preparation Room: Recommendations for Effective Preparation Room Ventilation," is based on a year-long study of funeral homes and their ventilation systems, and an evaluation of ventilation engineering practices for the control of formaldehyde.

International and domestic agencies recently have examined formaldehyde because of increasing concerns about its health effects. In 2004, the International Agency for Research in Cancer (IARC) found a link between formaldehyde and nasal cancer. In 2009, IARC found a link between formaldehyde and leukemia; IARC's findings were based, in part, on the National Cancer Institute's 20-year study of embalmers.

Ventilation has been found to be the single most effective way to control formaldehyde vapor levels – and thus, associated health risks – in the preparation room. Because there are no consensus ventilation standards that apply to funeral home preparation rooms, NFDA undertook this study to fill that void.

"NFDA's mission is to educate and protect funeral directors and make sure that they are informed about important issues affecting their health and safety," said NFDA President **William C. Wappner**, CFSP. "Whether formaldehyde is ultimately determined to cause cancer in funeral directors or not, there is no good reason for any person to be exposed to a toxic compound in the preparation room when simple, cost-effective measures can be taken to reduce that exposure."

Scope of the Study

The objective of the study was to identify those features of an effective ventilation system that would remove formaldehyde from the breathing zone of the embalmer.

The study was conducted by **William Ridenhour**, a leading HVAC (heating ventilating and air conditioning) consultant, whose experience includes designing and auditing laboratories for the federal government.

Using his HVAC experience and knowledge of formaldehyde and its properties, Ridenhour inspected funeral homes to examine their ventilation systems. He also conducted an extensive literature search to identify those preparation room activities that were shown to produce the most significant formaldehyde rates. This research enabled Ridenhour to assess how ventilation systems addressed formaldehyde vapors and what improvements could be made.

Key Findings

Several key findings emerged from Ridenhour's research:

- Air change rate alone, that is, the number of times per hour that fresh air enters the preparation room, does not guarantee effective formaldehyde removal. The study recommends no less than 15 air changes per hour, although attention needs to be given to other factors.
- The flow of air in the preparation room is key. Sources of air supply and grilles for air removal need to be located so that airflow is controlled and formaldehyde vapors do not reach the embalmer's breathing zone.
- A local exhaust ventilation (LEV) device should be evaluated as an addition to the ventilation system. An LEV, designed with a small hood attached to a flexible arm, located between the embalmer's breathing zone and the embalming table, can capture formaldehyde vapors at their source. LEVs have been used in many settings to remove toxic gases.
- A ventilation system needs to reflect the funeral home's business, including the number of embalming tables and whether they are in use at the same time; whether more than one embalming is performed daily; the percentage of autopsied and organ donor cases; and use of cavity fluid, osmotic gel and accessory compounds, which are considered to cause the highest formaldehyde generation rates.
- The report concludes that an effective ventilation system, designed, operated, and maintained to meet the criteria in the study, can be effective in removing formaldehyde vapors from the breathing zone of the embalmer in the preparation room and lowering overall levels of formaldehyde.

- The design, installation, maintenance and alteration of the preparation room ventilation system should always be in consultation with an HVAC professional to ensure the system is functioning effectively to reduce formaldehyde exposure to the greatest extent possible.

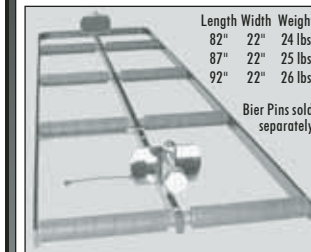
The study also includes a five-step guide which provides a cost-effective strategy to help funeral home owners assess and, where necessary, take action to improve the ventilation systems in their preparation rooms.

NFDA's OSHA General Counsel **Edward Ranier** and NFDA's Environmental General Counsel **Carol Green** reviewed the findings in the report at the 2010 NFDA International Convention & Expo during the workshop "Cancer and NFDA's Formaldehyde Best Management Practices".

A guide to the NFDA ventilation study, which provides a brief overview of the report and its recommendations, is available to all funeral professionals who visit the NFDA website, www.nfda.org/ventilation. NFDA members may download the entire report from the website free-of-charge. Printed copies are available to NFDA members free-of-charge; nonmembers may order a printed copy of the study at a cost of \$70. Funeral professionals should call NFDA at 800-228-6332 to request a printed copy of the study.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

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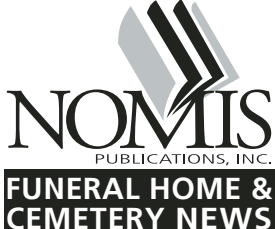
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Association
NEWS
 CONTINUED

NFDA assists Sesame Street with Distribution of Grief Resource Kits to Funeral Directors



BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** is partnering with **Sesame Workshop**, the nonprofit organization behind *Sesame Street*, to distribute *When Families Grieve*, a bilingual (English and Spanish) multimedia resource kit, featuring the Muppets from *Sesame Street*, for young children and families who have experienced the death of a parent.

When Families Grieve was created as part of Sesame Workshop's Talk, Listen, Connect initiative, the goal



Elmo, his dad and his cousin Jesse remember Uncle Jack (courtesy of Sesame Workshop and Gil Vuknin).

of which is to help families cope with difficult transitions. Sesame's outreach initiatives harness the power of the *Sesame Street* Muppets to aid the communication between adults and children through strategies and language that are child-appropriate and useful for the whole family.

- The materials aim to:
- Reduce the levels of anxiety, sadness and confusion that children may experience following the death of a parent.
 - Provide families with age-appropriate tools to support and comfort children, including ways to talk about death with a young child.
 - Reassure children that they are loved and safe and that, together with their families and friends, they can learn ways of being there for one another and move forward.

The *When Families Grieve* kits were developed by leading experts in child development and mental health and include:

CONTINUED ON PAGE A40



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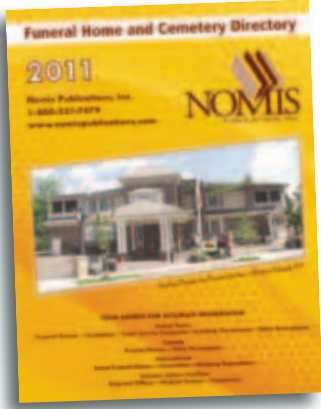


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Association NEWS CONTINUED

NFDA Assists Sesame Street with Distribution of Grief Resource Kits to Funeral Directors

Continued from Page A38

- A DVD featuring the Sesame Street Muppets and documentary footage of families that have experienced the death of a parent due to a variety of situations, including illness, suicide, and sudden and natural causes.
- A printed guide for parents and caregivers that provides tips, strategies and activities to help comfort and reassure children during difficult times.
- A children's storybook designed to comfort children as they cope with the death of a parent.

Sesame Workshop is distributing *When Families Grieve* kits, at no cost, to families with children who have ex-



Elmo and his father look at a picture of Uncle Jack who died (courtesy of Sesame Workshop and Gil Vaknin).



Jesse (center), who created memory box for mementos of her dad, is comforted by Elmo and Rosita (courtesy of Sesame Workshop and Gil Vaknin).

perienced the death of a parent with the assistance of organizational partners, including associations such as NFDA, schools, grief centers and counselors, and other organizations that serve families and children. NFDA is the only funeral service association working with Sesame Workshop to share these kits with the public.

All funeral professionals may view the materials in the *When Families Grieve* kit by visiting www.sesamestreet.org/grief. Funeral directors may also wish to consider including a link to the Sesame Street website on their funeral home website.

Any funeral director can obtain up to three free printed copies of the *When Families Grieve* kit for use in their funeral home and community by emailing their request to grief@sesameworkshop.org; kits are available from Sesame Workshop while supplies last.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

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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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ANSWERS ON PAGE A44

Los Angeles County Funeral Directors Association installs New Officers

Continued from Page A35

vice associations. Shun brings to the association many years of leadership with various non-profit organizations. He is an embalmer and supervisor for **Rose Hills Mortuary**, Whittier, CA, Board Member for *American Society of Embalmers* and National Past President of Epsilon Nu Delta.

The LACFDA 2008-2009 Officers are: President, **Shun Newbern**, CFSP, Vice President, **Michael Boyko**, Secretary, **Gail Valentine Taylor**, Treasurer, **Sean Douglass**. The Board of Directors, one year term, **Sam Ellis**, **Kathryn Spalding** and **Randy Zeigler**; two year term **Kathleen McLaughlin**, **Jill Glasband** and **Merrill Mefford**; three year term **Georgianne Danko** and **George Perez**. 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 **Anthony "Ted" Felder**, Immediate Past President of Nu Chapter, Epsilon Nu Delta Mortuary Fraternity.

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**, **Aurora Casket Co.**, **Don Brown's Funeral Home**, **Burials at Sea**, **California Newmark Casket Co.**, **Eagle's Wings Air**, **The Estin Co.**, **Graham & Associates**, **The Hayes Law Firm**, **Heavenly Sent**, **Hollywood Forever Cemetery & Funeral Home**, **Infinity Accommodations**, **Nickerson Insurance Service**, **Nomis Publications**, **Nu Chapter - Epsilon Nu Delta**, **One Legacy**, **Rose Hills Memorial Park and Mortuary**, **Rucker's Mortuary**, **Secure Transportation**, **Sissell Brothers Vault Co.**, and **Southland Motor Escort**. Hats off to the outgoing officers and board of directors for a great year and well wishes for the new administration.

Association NEWS CONTINUED

2011 NFDA & CANA Convention & Expo selected to Participate in Federal International Buyer Program

BROOKFIELD, WI— The 2011 National Funeral Directors Association (NFDA) International Convention & Expo, which is being co-hosted by the Cremation Association of North America (CANA), has been selected to participate in the U.S. Department of Commerce's (DOC) International Buyer Program (IBP). The 2011 NFDA & CANA Convention will take place October 23-26 in Chicago, IL.

Approximately 35 trade shows are selected by the DOC to participate in the IBP each year. The trade shows represent leading industrial sectors such as information technology, environmental products and services, medical equipment and supplies, food processing, transportation/automotive, building and construction products, and consumer products.

The IBP will bring qualified foreign buyers, prospective sales representatives and potential business

partners to the NFDA & CANA Convention, giving exhibiting companies excellent opportunities to meet, network and develop partnerships. The program also offers exhibiting companies:

- Access to hundreds of international trade prospects in the funeral service industry.
- Hands-on export counseling, marketing analysis and matchmaking services by DOC experts.
- Use of an on-site International Business Center, where representatives from exhibiting companies can obtain assistance from experienced DOC staff and meet privately with prospective international buyers, sales representatives and business partners.

Although not part of the 2010 IBP, representatives from the DOC were on hand during the 2010 NFDA International Convention & Expo, October 10-13 in New Orleans, LA, to share information

with exhibitors about opportunities they have to market their products and services abroad through NFDA's participation in the 2011 IBP. Contact NFDA's Director of International Relations Deborah Andres (262-789-1880 or dandres@nfda.org) or Advocacy Division Coordinator Corey Eggers (262-789-1880 or ceggers@nfda.org) for more information. Additional information can also be obtained through the IBP website, www.export.gov/ibp.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

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Association NEWS CONTINUED

NFDA releases Results of 2010 General Price List Survey

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) released the results of its 2010 member General Price List (GPL) survey. The report provides a comprehensive picture of the diversity of costs associated with a funeral, providing data that breaks down services by geographic region, size of firm and size of city/town.

Perhaps the most frequently requested piece of information produced by the survey is the national average cost of a funeral. NFDA calculates the median cost of a funeral by totaling the costs of the following items: non-declinable basic services fee, removal/transfer of remains to funeral home, embalming, other preparation of the body, a metal casket, use of the funeral home and staff for viewing, use of the funeral home and staff for a funeral ceremony, use of a hearse, use of a service car/van, and a basic memorial printed package (e.g., memorial cards, register book, etc.).

The national median cost of a funeral for calendar year 2009 was \$6,560. If a vault is included, something which is typically required by a cemetery, that number rises to \$7,755. The cost does not take into account cemetery, monument or marker costs, or miscellaneous cash-advance items, such as flowers and obituaries. The

cost of a funeral can vary by region; costs can also vary based on a funeral home's location and the size of the business.

The cost of a funeral this decade (2000–2009) rose 21 percent. Over the 1991–1998 period for which studies were completed, the cost of a funeral increased by 25 percent. The percent increase during the 1980s (1980–1989) was significantly higher at 47 percent, reflecting the high rates of inflation during that decade. Inflation was also higher in the 1990s than in the past decade.

NFDA mailed 3,000 self-administered surveys to member funeral homes in June 2010. The response rate of 21 percent accurately reflects (with 95 percent

confidence) NFDA's total membership within a range of ± 3.5 percent. Respondents were asked to give GPL pricing information for certain funeral products and services as of December 31, 2009.

NFDA is the world's leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

National Average Cost of an Adult Funeral: 2009 vs. 2004 Percent Change in Funeral Costs over the Past Five Years

ITEM	2009*	2004*	% Change from 2009 to 2004
Non-declinable basic services fee	\$1,817	\$1,460	19.6%
Removal/transfer of remains to funeral home	\$250	\$195	22.0%
Embalming	\$628	\$498	20.7%
Other preparation of the body	\$200	\$175	12.5%
Use of facilities/staff for viewing	\$395	\$339	14.2%
Use of facilities/staff for funeral ceremony	\$450	\$395	12.2%
Hearse	\$275	\$225	18.2%
Service car/van	\$125	\$100	20.0%
Basic memorial printed package	\$125	\$95	24.0%
Subtotal without casket	\$4,265	\$3,482	18.4%
Metal casket**	\$2,295	\$2,100	8.5%
AVERAGE COST OF A FUNERAL	\$6,560	\$5,582	14.9%
Vault**	\$1,195	\$998	16.5%
Total with vault	\$7,755	\$6,580	15.2%

* Median Price - The amount at which half of the figures fall below and half are above.
** Average charge for the most frequently purchased item.

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CHICKEN QUEEN ELIZABETH

6 chicken breast halves, boned, skinned and pounded thin
Seasoned salt
Freshly ground pepper
6 tsp finely chopped fresh parsley
6 thin slices Swiss cheese
6 thick slices of ham
¼ cup (½ stick) butter, melted
1 cup fresh bread crumbs

Sauce:

1½ cup canned whole tomatoes, partially drained
¾ cup whipping cream
1 Tbs dry white wine
1 tsp salt
1 tsp sugar
Pinch of garlic powder
Pinch of freshly ground white pepper
Freshly cooked rice
Apricot halves (garnish)

Preheat oven to 325°. Season chicken breasts with salt and pepper. Top each with 1 tsp parsley, 1 slice of cheese and 1 slice of ham. Roll tightly. Brush with some of the butter and sprinkle with half of crumbs. Arrange compactly crumbed side down in 6-inch square baking dish. Pour remaining butter over top and sprinkle with remaining crumbs. Cover and bake

45 minutes. Remove cover and continue baking until top is golden brown, about 30 minutes. Set aside and keep warm while preparing sauce.

For sauce: Combine all ingredients in medium saucepan over medium high heat and bring to boil. Reduce heat and simmer sauce for 3 to 5 minutes. Spoon rice onto serving platter, and arrange chicken over top. Cover with sauce and garnish with apricots.

PUMPKIN SPICE COOKIES

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

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

CARAMEL PECAN-PUMPKIN BREAD PUDDING, "SUGAR FREE"

Submitted by Bob and Doris Davis

Seems long and complicated but really it isn't. Anyway it's worth it!

4 large eggs
2 15-ounce cans pumpkin
1 can fat-free evaporated milk
1 cup Splenda

1 tsp cinnamon
½ tsp salt
½ tsp ground nutmeg
½ Tbs vanilla extract
1 12-ounce loaf French bread, cut into 1-inch pieces

Caramel Pecan Sauce

1 cup chopped pecans
½ cup Brown sugar blend (Made by Splenda)
½ cup butter
1 Tbs light corn syrup
1 tsp vanilla extract

Whisk together eggs, then add next seven ingredients. Put bread pieces into the mix in a 13x19 pan. Thoroughly coat the bread, wrap with tin foil and chill for 8 to 24 hours.

Preheat oven to 350°. Remove foil and bake for 30 minutes. Then shield with foil and bake 20-30 more minutes. (Put a knife or toothpick in the center to test. If it comes out clean, it is done.)

During last few minutes make the sauce. Put pecans in medium skillet over medium-low for 3-5 minutes-stirring often until lightly toasted and fragrant.

Cook brown sugar, butter and corn syrup on low in small sauce pan, stirring occasionally, 3 to 4 minutes, then add vanilla.

Remove bread pudding from oven. Sprinkle pecans and drizzle with caramel sauce. Bake 5 minutes or until sauce is thoroughly heated and begins to bubble. Enjoy!

Makes 11 servings.

Bob and Doris Davis, Frog Stories, Inc.,
PO Box 244, Sellersberg, IN 47172.
Phone (812) 283-1937, or visit www.frogstoriesinc.net.

Good Eating!

Educational NEWS

Pittsburgh Institute of Mortuary Science holds 141st Commencement Exercise

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) held its One-Hundred Forty-First Commencement Exercise on Friday, September 10, 2010 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. Mark L. Donato** who delivered an inspirational address entitled "Set Goals, Work Hard, Live Your Dream." Mr. Donato is the current president of the *Allegheny County Funeral Directors Association* and owner of **English Funeral Home** in Oakmont, PA. 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 Mr. Barry T. Lease for his guidance and devotion.

Candidates to receive the Diploma in Embalming and Funeral Directing are: **Robert Allison** of Scottsdale, PA; Class Vice-President **Justin Benson** of Canonsburg, PA; **Brian Hart** of Murrysville, PA; **Phylicia Keilman** of Johnstown, PA, **Laurie Lauck** of Elliottsburg, PA; Class Secretary **Erin Maser**, Magna Cum Laude, of Pittsburgh; **Brad Mayle** of Flemington, WV; **Kietsa Moore-Brown** of Girard, OH; **Natalie Parks** of Pittsburgh; **Rebeca Salsbury**, Cum Laude, of Finleyville, PA; **Stephen Sherman III** of Hermitage, PA; **Ashley Suder** of Pittsburgh; and **Alicia Young** of Corry, PA.

Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: **Ryan Barilla** of Tresckow, PA; **Sean Crissman** of Kittaning, PA; **Melanie Crisswell** of Erie, PA; Class President **Rudee Dilick**, Cum Laude, of Freeport, PA; **John Elachko III**, Summa Cum Laude, of Pittsburgh; **Katherine Kniseley** of Bedford, PA; Class Representative **Eva Masters** of Panama, NY; **Jonathan Napoli** of Coraopolis, PA; **Kyle Pete** of Pittsburgh; **Emily Rosinski** of Vanderbilt, PA; **Drew Slater** of Jefferson Hills, PA; and Class Treasurer **Terry Tate** of Tyrone, PA.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: **Kelsey Carlisle** of New Philadelphia, OH; **George Danielson-Sullivan**, Magna Cum Laude, of Bristow, VA; **Chad DuBarr** of North Charleroi, PA; **Justin Fentress** of Girard, OH; **Keenan Fink** of Loysburg, PA; **India Fizer** of Christiansburg, VA; **Beau Key** of Pittsburgh; **Roy Krise** of Ridgeway, PA; **Jessica Lankford** of Lusby, MD; **Anthony Lengwin**, Summa Cum Laude, of Pittsburgh; **Christopher Lucas** of East Liverpool, OH; **Mariah Pequignot** of Milesburg, PA; and **Tara Suther** of Sykesville, MD.

Special Awards were also presented at the commencement. The Memorial Award was presented to **Ryan Barilla** who was chosen by his 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 **John Elach-**

ko III who had maintained the highest scholastic average for the school year 2009-10. The William J. Musmanno Memorial Award was presented to **Drew Slater** in recognition of his outstanding ability, attitude, commitment and achievement in the clinical setting. The Pierce Chemical/Royal Bond Award was presented to **Laurie Lauck** in recognition of her outstanding ability, commitment, attitude and achievement in the areas of restorative art and cosmetology. **Mr. Michael Kuruc**, representative from the **Pierce Chemicals/Royal Bond** company, presented Laurie 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: **John Elachko III**, **Rudee Dilick**, and **Jonathan Napoli**.

At the conclusion of the ceremony, Class President **Rudee Dilick** gave her closing farewell remarks and classmate **Phylicia Keilman** lead the congregation in the traditional singing of America the Beautiful.

PIMS announces Deans List Honorees

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 10, 2010.

The following students have achieved a grade point average of 3.50 or better in this trimester of studies. From class #141: **John Elachko** of Pittsburgh, PA,

Erin Maser of Pittsburgh, PA, and **Rebecca Seliga** of Finleyville, PA. From class #142: **Ralph Fuller** of Pittsburgh, PA, **Alexander Kepner** of Wheeling, WV, and **Kelly Walter** of Altoona, PA. From the Associate Degree Program class: **Summer Minteer** of Fombell, PA.

Congratulations to PIMS honor students on their academic achievement.

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Educational NEWS CONTINUED

CCMS Faculty Member elected to APFSP Board

CINCINNATI, OH— **Raymond A. “Randy” Williams**, CFSP, has been elected to the eight-member Board of Trustees of the **Academy of Professional Funeral Service Practice**. Williams, instructor and manager of the clinical embalming laboratory at the *Cincinnati College of Mortuary Science (CCMS)*, was elected to a six-year term and was installed October 12, at the NFDA convention in New Orleans.



Raymond A. Williams

The Academy promotes continuing education and lifelong learning among funeral service practitioners. It is best known for its administration of the Certified Funeral Service Practitioner (CFSP) certification program. “It is an honor to serve on the Academy’s Board of Trustees,” says Williams. “I share the Academy’s belief that continuing education is the most effective way for funeral service practitioners to provide the most knowledgeable level of service to families.”

CFSP certification requires 180 hours (18 CEUs) across a balanced spectrum of academics, professional activities, career review and public education and service. Twenty hours (2 CEUs) are needed annually for renewal.

“I’m proud that each of CCMS’s licensed faculty members has earned and maintains CFSP certification,” notes Williams. “We are not only better able to serve our students, but as their mentors we are encouraging lifelong learning.”

“Randy Williams’ election to the APFSP Board of Trustees is one impressive example of the active roles the CCMS faculty takes in funeral service organizations, often in leadership roles,” says **Karen Giles**, president of the college. “Their involvement significantly strengthens our program, for they are providing our students the most current professional information and insights.”

Like Williams, many CCMS faculty and staff contribute their talent by actively serving – often in leadership roles – funeral industry organizations. These organizations include: *British Institute of Embalmers*, North American Division (**David Hicks**, CFSP – Chairman; four faculty members); *American Board of Funeral Service Education* (member and two program committee representatives); *Ohio Embalmers Association* (David Hicks, CFSP – Secretary); *Ohio Mortuary Response Team* (Randy Williams, CFSP, and **Joe Main**, CFSP – members); *Ohio Funeral Directors Association* (member and education committee representative); *Life Center* (**David Tackett**, CFSP – Board member); and *Association of Death Education & Counseling* (**Teresa Dutko**, Fellow).

Epsilon Nu Delta Fifth Annual John Haynes Memorial Backpack Project

By Francine Ross-Roden, CFSP

FORT LAUDERDALE, FL— The national body of **Epsilon Nu Delta Mortuary Fraternity, Inc.** embarked on its National Service Project for the fifth year by donating over 100 school backpacks full of school supplies to underprivileged elementary and middle school children in the city where the board of directors meeting is held. This year’s recipients of the John B. Haynes Memorial Backpack Project are the children from the Boys and Girls Club in Fort Lauderdale.

Over 40 children were onsite to receive the backpacks that were filled with crayons, coloring books, pencils, notebooks, erasers and other essential items necessary for the start of school. These supplies were donated by the various chapters across the country. **Soror Jeanette Kelley** from Fort Lauderdale instru-

mented the transportation for the children to meet with the members during their called Osiris meeting and receive the backpacks.

Brother Ted Felder of Nu Chapter, California, served as Master of Ceremonies as the children were presented to the membership. Many of them expressed future career aspirations varying from medicine to sports, music and law. Following their presentation, members of Epsilon Nu Delta gave the children the packed bags and spoke with the children individually. They expressed their gratitude as well as their profound elation of having school supplies to begin school in September.

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

Epsilon Nu Delta launches New Website

By Soror Francine Ross-Roden, CFSP

WASHINGTON, DC— The national office of **Epsilon Nu Delta Mortuary Fraternity** has a new look...on the web. The national website has experienced a facelift, allowing more current information on the local, regional and national levels, from the national leadership to information on our national service projects. The site pays tribute to founders **Thomas** and **Frieda Whibby** as well as leadership information to each local chapter. We welcome you to visit the newly revised site at www.epsilonnudelta.org.

Funeral Service Foundation Awards Joseph E. Hagan Memorial Scholarships

BROOKFIELD, WI— The **Funeral Service Foundation (FSF)** has awarded two outstanding mortuary science school students, **Dennis Gamble** and **Yolanda Topps**, each a \$1,000 Joseph E. Hagan Memorial Scholarship. The twenty-six students in the 2010 Joseph E. Hagan Memorial scholarship program were asked to explain what the greatest challenge is facing funeral service today, and how they would transform that challenge into opportunity.

“The commitment of all the scholarship applicants to their chosen profession was very heartening,” said FSF Chair **Scott Anthony**. “These students had thoughtful, insightful views of the funeral service landscape, and their solutions to the problems they see show great promise for their futures. We are delighted to be able to continue to support promising mortuary science students with these scholarships, and look forward to their life-long contributions to our profession.”

Scholarship recipient Dennis Gamble is pursuing an Associate’s of Applied Science in Funeral Service from the *Arkansas State University at Mountain Home*. Gamble believes that funeral service is more than a profession – it is like a family. He feels the greatest challenge facing the profession today is meeting the increasing demands of more deaths and more personalization with fewer qualified personnel, but is determined to make a difference in his chosen profession.

Recipient Yolanda Topps feels funeral service is a passion-fueled profession of great honor and dedication. She sees the financial crisis that has stymied the nation as one of the profession’s greatest challenges, and be-

lieves that customization and creativity will enable funeral directors to respond in a proactive manner. Topps is pursuing an Associate’s degree in Funeral Service Technology from *Northwest Mississippi Community College* in Southaven, MS.

The Joseph E. Hagan Memorial Scholarship, established in 2000 by the FSF Board of Trustees, honors funeral service’s finest students through one or more scholarships of \$1,000. Students must be enrolled in a program accredited by the American Board of Funeral Service Education and submit an essay to be considered for the award.

Applications for the 2011 Joseph E. Hagan Scholarship will be available in January, 2011, at www.funeralservicefoundation.org.

With a funeral service career spanning 52 years at **Joseph Gawler’s Sons Funeral Home** in Washington, DC, **Joseph E. Hagan** was known for arranging and directing the funerals of some of the highest government officials in the country, including presidents, Supreme Court justices, senators and other diplomats. Assisting in the funerals of notables such as President Dwight Eisenhower, FBI Director J. Edgar Hoover and U.S. Supreme Court Justice Thurgood Marshall, he was most noted for directing the highly profiled funeral of President John F. Kennedy in November 1963.

The Funeral Service Foundation, through grants, scholarships and research initiatives, supports career and professional development in funeral service, the advancement of funeral service and allied professions, public awareness and education, and the improvement of children’s lives. For information, visit www.funeralservicefoundation.org.

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Answers to Klicker’s Crossword Puzzle on Page A40

- diplococcus : gram positive
- coniferous : soft wood
- morbidity : sickness
- sepulchre : tomb
- bacillus : microorganisms
- moleskin : doeskin
- postlude : leaving music
- stamped : pressed metal
- mortal : subject to death
- vector : transmits infection
- pores : skin depressions
- NFDA : association

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p	o	s	t	l	u	d	e	u	y	l	s	t	a	z
m	v	p	q	f	s	u	l	l	i	c	a	b	s	q

Educational NEWS CONTINUED

Professor Sandra Bertman BACH Symposium presentation on "The Arts of Compassion: Perspectives on Arts and Health"

NEWTON CENTER, MA— Distinguished Professor **Sandra L. Bertman**, PhD, FT, of the National Center for Death Education, **Mount Ida College**, was one of the experts who spoke at the Boston Arts Consortium for Health (BACH) Symposium "The Arts of Compassion: Perspectives on Arts and Health." The day-long conference, held on Saturday, October 2, at the Berklee College of Music, gave Boston-area academics, therapists and clinicians the opportunity to come together to consider different ways of integrating the arts into their practices to promote healing and well-being.



Sandra Bertman

BACH's objectives are to position Boston, Massachusetts, and New England as centers for the practice of and innovative research in the arts and health care; to heighten the visibility of the arts as an effective tool in promoting health and wellness; and to broaden and deepen the sources of support for the arts in health care.

Founded in 1899, Mount Ida College is a

private, coeducational, undergraduate and graduate institution, located 8 miles from downtown Boston in Newton, Massachusetts. As a fully accredited college, Mount Ida currently enrolls 1,500 students in more than 25 degree programs that combine the liberal arts with professional preparation. For more information, visit us on the Web at www.mountida.edu.

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ALPHONSE "AL" A. ZOUCHA of Fort Wayne, IN died September 5, 2010 at the age of 94. He was a funeral director with **D.O. McComb & Sons** and later became a partner and owner of **Mungovan & Sons Memorial Chapel**, retiring in 1995. He was also a member of the *Indiana Funeral Directors Association*.

EDWARD MERCKX of Huntington, IN died September 16, 2010 at the age of 92. He was a funeral director and owner of **Merckx Funeral Home**, now **McElhaney-Hart Funeral Home**, from 1956 to 1978.



FRED P. BURKE, JR. of Jasper, AL died September 2, 2010 at the age of 85. He purchased **Stanfield Funeral Home** and later **Collins Funeral Home**, renaming it **Collins-Burke Funeral Home**, and spent 57 years in the funeral business. He was also Walker County coroner for 16 years.

HARRY A. SLOMSKI of Erie, PA died September 2, 2010 at the age of 88. A graduate of the *Pittsburgh Institute of Mortuary Science*, he was a funeral director for 40 years. He and his late brother, **Carl Slomski**, were partners in the **Slomski Funeral Home**.
Courtesy Clem's Livery Service, Pittsburgh, PA.

ALPHONSO WEST of Jacksonville, FL died September 17, 2010 at the age of 89. A graduate of the *Atlanta School of Embalming*, his career in funeral service spanned over 60 years, including being a co-owner of **Holmes & West Funeral Home, PA** for 30 years and more recently owner of **Alphonso West Mortuary, Inc.** for the past 22 years. He was also a member of the *National, First Coast, and Independent Funeral Directors Associations*.



JOHN CALVIN TAGGART of Topeka, KS died September 9, 2010 at the age of 86. He worked for over 35 years as a funeral director/embalmer in Topeka.

ELOISE FENYUS of Pittsburgh, PA died September 23, 2010 at the age of 93. She and her late husband, **Francis A. Fenyus**, founded **Fenyus Removal Services** in the 1960s. Now **Fenco Services, Inc.**, the business is owned by their son, **Clark A. Fenyus**. Eloise played a vital role in the company, from answering calls to book-keeping and processing death certificates, and was active in the business until early 2000.

DONALD L. EVANS of Exeter, CA died September 2, 2010 at the age of 80. In 1962 Don and his family became managers of **Hadley Chapel**. In 1969 they partnered with the Miller family in Visalia to purchase the **Brooks Funeral Chapel** on Kaweah Avenue and renamed it **Evans Miller Chapel**.

RUTH C. HIRSCH of Squirrel Hill, Pittsburgh, PA died September 15, 2010 at the age of 90. She and her husband, **Burton L. Hirsch**, were the owners of the former **Burton L. Hirsch Funeral Home, Inc.**
Courtesy Clem's Livery Service, Pittsburgh, PA.

MARY ANN FURETTI of Staten Island, NY died September 12, 2010 at the age of 94. She was a dedicated member of the **Fairview Cemetery of Staten Island** Board of Trustees for 37 years, serving as Trustee and Treasurer. She retired as Treasurer of the Board in 2008 at the age of 92. She was responsible for many improvements as well as Fairview Cemetery's beautiful appearance.

BRUCE H. CONLEY of Elburn, IL died September 11, 2010 at the age of 60. A third generation funeral director, he joined his family's firm, **Conley Funeral Home** in Elburn, in 1973 and took over operations at his father's death in 1991. A 1973 graduate of *Worsham College*, Chicago, he was a member of the *Illinois Funeral Directors Association*, the *National Funeral Directors Association*, and *ADEC*. He also authored several books and pamphlets to help grieving families. In 1983, he founded Elburn's first counseling center, which grew to become *Conley Outreach Community Services*, incorporated as a nonprofit in 1995.



GLEN R. DANCER, CFSP of Selmer, TN died September 18, 2010 at the age of 67. He began a career with **Shackelford Funeral Directors of Selmer, Inc.**, in 1963 that spanned nearly 47 years. A graduate of *John A. Gupton College* in Nashville, TN, he was a member of the *Academy of Professional Funeral Service Practice*.

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

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



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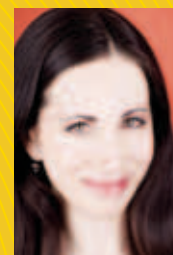
The Secret Lives of Visionaries

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

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

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

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



Creating White Space

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

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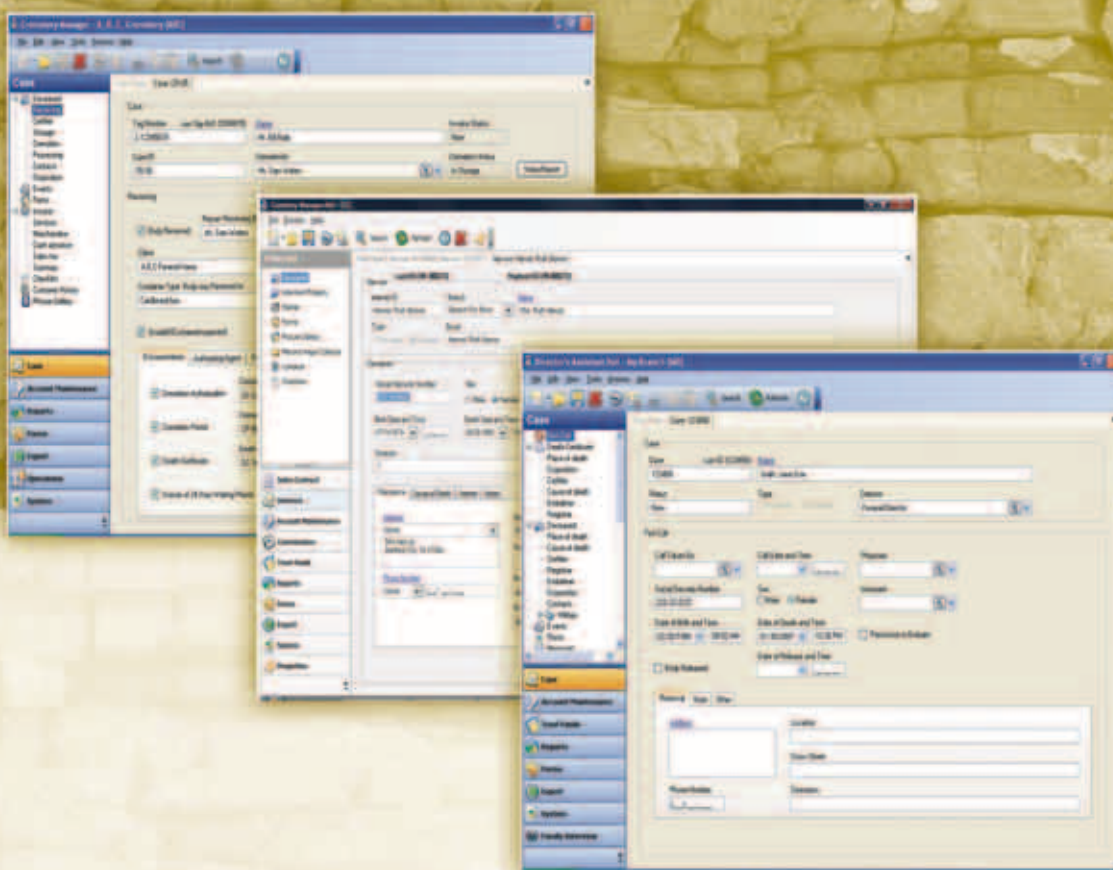
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