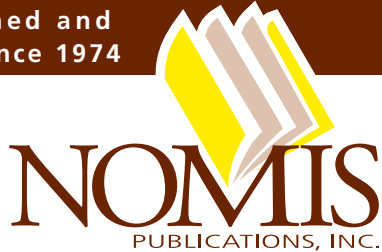


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NOVEMBER
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Compassionate Friends to Remember Children with Annual Worldwide Candle Lighting December 11th



See Page A21

Aldous Funeral Homes and Durfee Funeral Home have New Owners



See Page A19

CANA appoints Barbara Kemmis as Executive Director



See Page A28

Astral Industries Inc., Continues to Grow



See Page B2

Lancaster Cemetery Awarded Exceptional Public Outreach Award



LANCASTER, CA— Lancaster Cemetery District was honored by the California Special Districts Association (CSDA) with the small district Exceptional Public Outreach Award. The cemetery was selected for this award for “demonstrating an increase in the district’s visibility with the public, and also a creative and appealing way in which the district communicates with the public.” This award was presented on October 13th at the CSDA annual conference in Monterey, CA. Dayle DeBry, cemetery manager, was present to accept the award.

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Heald and Chiampa Funeral Directors celebrate First Anniversary

SHREWSBURY, MA— After significant planning and renovation, Heald & Chiampa Funeral Directors officially opened their doors last year to help the families of Shrewsbury and surrounding communities navigate through one of the most difficult times in life. James and John Heald and their partner David Chiampa, all decades-long Shrewsbury residents with over 60 combined years of funeral service experience, took ownership of the historic and prestigious property known as The Sumner House on April 15, 2010. “We consider it our honor, duty and privilege to serve the families that choose us to help them plan a meaningful and memorable funeral in a way that will



honor and celebrate a life lived” says Jim Heald, manager and partner of Heald & Chiampa Funeral Directors.

Located in the center of Shrewsbury adjacent to the Town Common, The Sumner House is a well-recognized landmark that

has long been admired by residents and visitors alike. Originally built in 1797, the home was used as a resi-

CONTINUED ON PAGE A2

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

Endangered Missing LAKIESHA BUCKNER



Age Progressed to 27 Yrs

Date of Birth: 6/19/1983
Date Missing: 8/13/1999
Age Missing: 16 Yrs
Age Now: 28 Yrs
Sex: Female
Race: Black
Height: 4'7"
Weight: 115 lbs
Hair: Black
Eyes: Brown
Missing From: Marshall, TX

Circumstances: Lakiesha's photo is shown age-progressed to 27 years. She was last seen in Marshall, Texas, on August 13, 1999. When Lakiesha was last seen, she may have been in the company of an adult Hispanic male. She has a dark complexion. Lakiesha has a mole above her left eyebrow and a scar on her right leg. She has an overbite and an upper tooth that overlaps another tooth. Lakiesha may go by the nickname Keisha or Ki-Ki.

Endangered Runaway DIANA MAZARIEGOS



Age Progressed to 19 Yrs

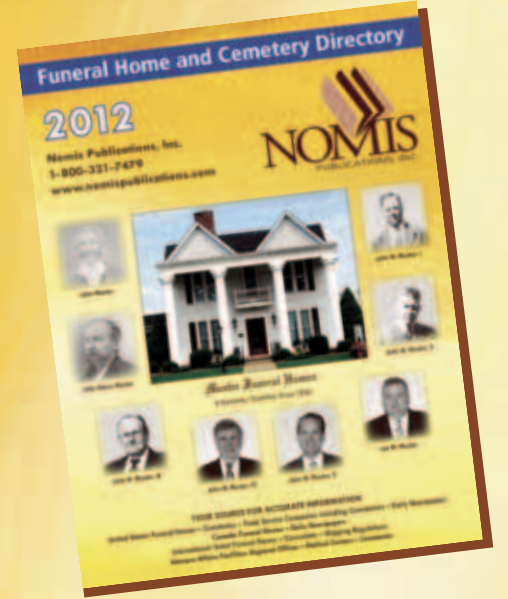
Date of Birth: 6/22/1991
Date Missing: 6/23/2006
Age Missing: 15 Yrs
Age Now: 20 Yrs
Sex: Female
Race: Hispanic
Height: 5'1"
Weight: 115 lbs
Hair: Brown
Eyes: Brown

Missing From: Fontana, CA

Circumstances: Diana's photo is shown age progressed to 19 years. She was last seen on June 23, 2006. Diana may still be in the local area. Her lip is pierced. Diana may use the alias first name Melissa.

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-A40 and Section B, which contains the Classified Advertising and consists of pages B1-B20. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.
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Heald and Chiampa Funeral Directors celebrate First Anniversary

Continued from Front Page



dence by the Reverend Joseph Sumner and his descendents through the late 1980s. In recent years the property had been operated as a bed & breakfast until it was put on the real estate market, where it remained for an extended amount of time.

There was genuine concern and fear among Shrewsbury residents that the eventual sale of the Nationally Registered Historic Property would result in it being torn down and repurposed for commercial retail use. The partners of Heald & Chiampa, however, recognized the home could be saved and restored to serve the broader community. "I have always been intrigued with the property and its architecture. In the past I had the chance to attend public functions hosted there and thought it would make a beautiful funeral home. I stopped by one Saturday morning to inquire about it and I am glad that I did...the rest is history," says partner John Heald. "We believe strongly that with this next phase of The Sumner House we have the opportunity to preserve its place in our town's history, ensuring that it will continue to be an important gathering place for townfolk, their family and friends," Heald stated.

The partners were committed to retaining the historical value and appearance of the home and worked collaboratively with a number of different organizations and individuals to accomplish this goal, including: The Shrewsbury Historic Commission, The Architectural Access Board (governing ADA compliance), The Shrewsbury Garden Club and a diverse group of local civic leaders, officials and Town Board members.

On October 16th, 2010, Heald & Chiampa Funeral Directors welcomed family, friends, the community of Shrewsbury, and residents of surrounding areas to The Sumner House for the grand opening celebration. Events included a blessing of the home and a special dedication ceremony for the Heald's father, **Stephen W. Heald Sr.**, who passed away September 28, 2009.

Steve hailed from a family of funeral directors in his native Vermont. He was a mentor and steward to his boys and they collectively shared the dream of a family owned funeral home in Shrewsbury. In his final weeks, Steve asked his sons if it might be possible that his services take place at The Sumner House. After careful planning and appropriate

CONTINUED ON PAGE A12

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Sundale Research's Report Identifies Important Trends in the Funeral and Cremation Industry

BAY SHORE, NY— Sundale Research is excited to announce the release of its 2011 State of the Industry report, "Funeral and Cremation Services and Supplies in the U.S." (http://www.sundaleresearch.com/Funeral_Cremation.html)

The 6th edition of the Funeral and Cremation Services and Supplies Industry report, published annually, contains timely and accurate industry statistics, forecasts, and objective analysis. The report, published in September, features historical, current, and future trends covering the 2000–2015 period. It is an essential resource for the funeral and cremation industry cov-

ering the most important trends for the busy executive, including detailed data on revenues and establishments; death, burial, and cremation rates; shipments of funeral and cremation supplies; and expenditures by demographic groups. Utilizing various sources and primary research, the report also analyzes new developments shaping the industry, such as the soaring popularity of cremations, personalization trends, and pet funerals and cremations

Sundale Research, based in Bay Shore, NY, has been closely following industry trends, forecasting data, and writing State of the Indus-

try reports for more than 10 years. We dedicate a small team of analysts to a related group of reports to ensure the most accurate statistics, forecasts, and analysis to help you make the best business decisions. Our State of the Industry reports are intended to save you time and money while providing the most accurate information about your industry. Because our analysts are focused on a core group of studies, we can efficiently produce reports and pass the savings along to you. This also results in a deep knowledge base that is continually growing. For more information visit www.sundaleresearch.com.

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Carriage Services acquired Franklin & Downs Funeral Homes in Modesto, CA

HOUSTON, TX— Carriage Services, Inc. (NYSE: CSV) announced that it has acquired **Franklin & Downs Funeral Homes** located in Modesto, CA.

Franklin & Downs has been a trusted and respected member of the community for two generations. With two funeral homes in Modesto and a chapel in Ceres, this acquisition strengthens Carriage's current presence in Central California. The owners, **Lewis "Lew" Franklin Jr. and LeRoy Hart**, will remain involved in the business.

J. Bradley Green, Executive Vice President, Strategic Development of Carriage, said, "We are excited to have Franklin & Downs join Carriage. I am especially excited that Lew and LeRoy will remain involved in the business and community as Carriage expands its presence in the Modesto market. Franklin & Downs was built on the values of service and trust. These are values that Carriage shares and will continue to provide to the Modesto community."

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 155 funeral homes in 25 states and 33 cemeteries in 12 states.



The Gift of Aftercare

By Sherry L. Williams

We are facing another holiday season and the New Year will be here in no time. As you begin to think forward about the coming year, it is time to review all those new and innovative things you saw at the NFDA convention. If there was something you saw there that you would like to incorporate into your business functions and services, review your business plans and see how it fits. In fact, this is a good time to review and revise your business plan. Your business plan needs to be revisited and updated regularly as the market changes and as new trends move into your professional business practices. A good business plan should not be a stagnate document. You should regularly update your plan according to your goals and objectives which might change over time in accordance with the economy, the demands of your consumer and new innovations in your profession.

There may be times that your business plan needs no changes and times when it simply needs to be tweaked a bit and there may be times when you need to revise the complete document and plan. Things you need to consider are changes in your community demographics, changes in market trends, new services that have become expected by the consumer, the economic impact on consumer choices, your staffing needs, and your

plans for the future with regard to retirement or transitioning to other family members or partners.

I know myself that moving along at a status quo can sometimes be the easiest thing to do. Things seem to be moving smoothly and it is easier just to ignore changes happening in the market. It is easier to hold onto the hope that changes in the economy will pass and you will soon return to normal. It is easier to avoid making change because change comes on its own without our help, so why create trouble when it will happen anyway. But, if you want to be successful and I do, I know that I have to stay on top of what is happening and what my consumer wants as well as needs. And I have to move out of my comfort zone to stay ahead of the game so I can stay in business and so do you.

Those things you saw at the NFDA convention and liked or wanted need to be a part of your plan. The biggest failures do not occur on the most part because of the products or services you purchase or choose to add. They occur because you didn't make plans for how the product or service would fit your business plan or model. You didn't plan for how the product or service could be incorporated into your work environment and you probably didn't get buy in from your staff before you added to the current work process. A good idea is only a good idea if you figure out how it will fit into your system and then communicate to everyone how it will impact the business, themselves and the client families you serve.

It is also important to talk with staff about the product or service and get their input on how it might fit into the overall work process and environment. Your employees

may even have ideas about how to increase its usage and overall impact with the consumer and your community. I once read a book called Time Power by Jeffrey Mayer and there was a quote by him that has been a favorite of mine for years, "If you don't have time to do it right, when will you have time to do it over again?" Maybe you can use this concept as you plan on adding new products.

I strongly recommend not buying something just because you like the concept or because you get a good deal if you buy in bulk. Make sure you have thought through how you are going to implement the use of the product or service. Make sure that the product or service supports or enhances your services and your business plans for your growth and market image. Think forward, take a look at that plan and be willing to change it to meet consumer needs and wants and your own goals and objectives. Business is not stagnant and neither are you.

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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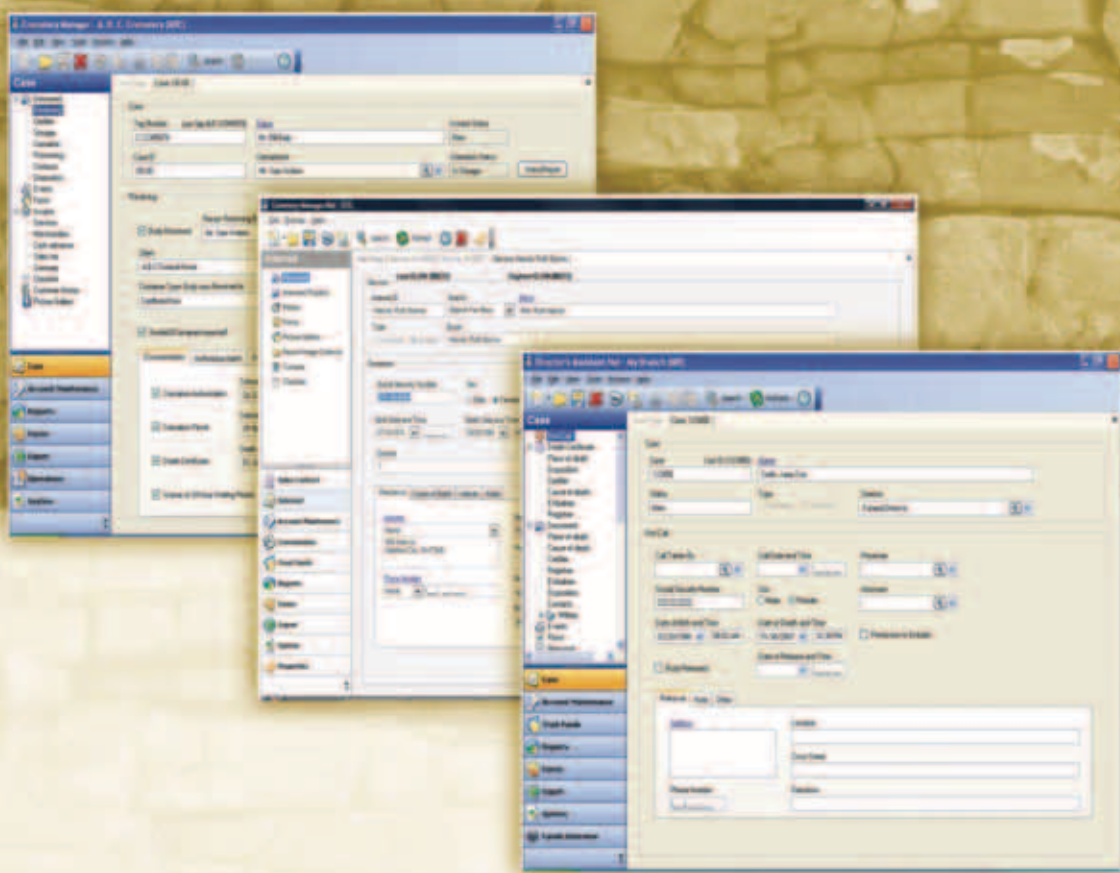
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What's the Value of Continuing Education for Funeral Service Professionals?

By Richard A. Santore

The value of Continuing Education for funeral professionals oftentimes is not appreciated or understood. The simple truth is funeral service is not an industry that sees vast amounts of change in technology; true change is there but it is very gradual. Hence, the human factor takes over and funeral professionals become complacent. They are basically doing the same thing in the same way every day. The one exception is the internet. They have been bitten by that same bug that has literally bitten every other industry and business around the globe.

And, with the exception of internet death notices which many feel obliged to place on the website, (more times as not because the other funeral home in town does) the website never changes.

So! What is the value of continuing education? To refresh the funeral director's thinking to those things learned in school and long set aside. To get director's to "think outside the box." Maybe there is another way. The responsibility of the Continuing Education Provider is to motivate, and to question just what they do. And, maybe even consider making some

changes.

Where the funeral industry was once thought to be among the most stable, the volatile economy and the shift in people's views about funeral services is now affecting this industry. Funerals are a deep-rooted tradition where the primary focus in conventional funeral homes had always been the body. Maybe it's time to redirect or rather, expand the focus.

There are a number of trends in 2011 indicating opportunities for growth: Cremation services will continue to rise; Funeral facilities are becoming a gathering place for venues such as weddings, birthdays, and other celebratory occasions; Funeral homes will continue to use social media as a means of communication; Home and green funerals and green burials will continue to rise; and Alkaline Hydrolysis as a form of disposition will continue to be accepted. Maybe it's time to utilize those mandatory annual CE credits as a way to benefit the standings in the industry and take advantage of growth opportunities.

Besides the traditional classroom setting, there are a number of CE resources available as a way to obtain these credits as a means of convenience. Online courses and home study are always an opportune way to achieve this especially when time management and travel may be the issue. In addition, these courses offer a consistent curriculum, which is vital when trying to educate a group of people from the same organization. CE credits may also be achieved through participation in events and seminars as well as offering a great networking opportunity with industry professionals.

Continuing Education is a great business and professional tool. Take the time to evaluate the opportunities to determine where one might want to grow and make CE credits count.

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

Wallace Funeral Home purchases Coach



BARBOURSVILLE, WV— **Allen and Kim Smith** of **Wallace Funeral Home & Chapel** with locations in Barbourville and Milton, WV are pictured with their new Federal Coach Cadillac Hearse purchased from **John Muster** (right) of **Muster Coaches** of Calhoun, KY. The Smiths strive to serve their clients with the best service and the best equipment possible.

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A Proactive Approach to Advance Funeral Planning



By Christopher Kuhnen

How Many Touchpoints Does Your Business Have?

This year I have had the good fortune to attend several state district and funeral association meetings around the country. The subject of Touchpoints was discussed quite a bit by several of the funeral directors and funeral home owners I have met at these events. Although a lot of people were talking about Touchpoints, very few actually understand what they really are and/or how they can positively or negatively impact your business. Let's first look at the definition of Touchpoint as defined by Wikipedia, the free encyclopedia.

Touchpoint is the interface of a brand, product or service with current customers, non customers, employees and other stakeholders—before during and after a transaction, respectively. Good marketers know that success-

ful marketing is highly dependent upon the effective use of multiple communications and touchpoints to all those you serve and/or wish to serve. Can you name all the different ways that you are, at this very minute, marketing your funeral home brand? If you have, promote, use, market and/or distribute any of the following you have a touchpoint. Your website, business cards, e-mail correspondences, staff members who interact with the public in any capacity, receipts, statement of goods and service, GPL, on site and off site merchandising, word of mouth, event sponsorship and/or staff attendance, telephone contacts, Continuing Care Program, Pre-need Program, Advertising (newspaper, TV, radio, flyers, direct mail, e-mail marketing, seminars, etc.), on premise brochures, funeral home signage, vehicle signage, etc. This list can go on and on and on in most cases. How many times is your brand being exposed to your families, community members, employees, vendors on a daily basis? All of these are considered a Touchpoint. When you count them all up, you have more than you imagined don't you?

The big question is this. Are all your touchpoints sending the same consistent brand experience over all interfaces and simultaneously keep all the brand's promises? Are you sending mixed messages about your firm to consumers? Is everyone on your staff sending the same message about your firm, you want projected? Are your touchpoints sending a clear and easy to understand message to your community?

Everything you and your staff do and say; everything you have in written form; every action you take or don't take when dealing with families is a crucial touchpoint. Are all

your touchpoints in proper alignment? Do they all build upon and validate one another?

Take the time between now and the end of 2011 to really investigate and objectively evaluate all the touchpoints your firm has with families. Make sure they are all consistent in message, meaning and presentation. Touchpoints cannot and should not be taken for granted. They are vitally important to the future success of your business.

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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Peacock Funeral Home Modernizes Prep Room

WHITEVILLE, NC— When you take a small preparation room in a 47 year old funeral home and make it even smaller, can you end up with more?

That is exactly what **Peacock Funeral Home** in Whiteville, NC, accomplished with the help of **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists. Spearheading the project was **Craig Peacock**, a third-generation funeral director.

When first consulting DST, Craig Peacock outlined his goals: bring the preparation room ventilation system up to modern day standards, utilize existing plumbing, update the interior, and with any luck, gain some storage space.

The challenge is a structure built in 1964, an existing 22 ft. by 12 ft. embalming room with concrete slab floor, concrete block walls and flat roof above.

The work began by removing everything from the existing space, ripping out tile, floors, walls and ceiling and surprisingly, shortening the room by 4 feet.

Addressing the imperative of goal number one, a somewhat tricky installation issue was solved by locating the OSHA compliant PrepAir HVAC system in an adjacent furnace room and running the duct work across the ceiling of an enclosed car port. In addition, a new wall was erected to house



Craig Peacock in Peacock's New Prep Room

the foot end exhaust portion of the HVAC system.

Air quality was further enhanced by the installation of Pre-Arm, a DST solution for LEV (localized exhaust ventilation), above the operating table.

Addressing goal number two, a layout plan for cabinets and sinks largely utilized existing plumbing lines, thus minimizing the amount of overall plumbing revision required—a savings in construction time and dollars. Access to required plumbing lines was gained from the wall constructed in the ventilation process.

By resurfacing walls, floor and ceiling, new sanitary coverings were used to update the interior. New cabinetry provides space for instruments and supplies, clean up hand sinks, and eyewash safety devices. Goal number three, accomplished.

The hoped for “luck” arrived to meet goal number four when construction of the new wall in the ventilating installation opened up additional space for storage. This total project resulted in savings and benefits for the Peacock family in a number of ways: they were able to use a smaller ventilating unit than anticipated by reducing the cubic volume of air; they gained an increase in the number of air changes; they reduced annual energy costs; they met a *National Funeral Directors As-*

CONTINUED ON PAGE A19

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Changing Lives Through Laughter

By Nancy Weil

This month, I am printing some essays that I have written about clients that I have served. Each of you can relate to these stories, for you have your own to share. We are privileged to take care of some extraordinary people and we carry their stories with us in our hearts. Here are a few of my most memorable clients: **History Lesson**

An older woman, her son and grandson walked into the cemetery office looking for where her grandfather was buried. As I looked up the location of his grave, she said, “You know he was in Ford’s Theater the night Lincoln was shot.” She then told her family’s story, its legacy and legend. He served in the Civil War. When the war ended he had to make his way back home from the South. He was heading to Buffalo. The route home took him into Washington, DC. Some fellow soldiers that he traveled with learned that president Lincoln was going to the theater that evening. They decided to go and try to see him. Little did they know they had walked into history.

Her grandfather did return to Buffalo with the scars of war seared into his soul. He also had another impression that he carried with him. He had witnessed his Commander in Chief assassinated. So many deaths he had seen in the previous years, so many battles fought, yet this final death left him deeply moved. He never forgot and neither will his family as his granddaughter passed along the story to her grandson that day in our office.

Reunion

The call came in like so many other calls. A woman was looking to find where her mother was buried. However, every story is unique and her tale changed

my day. I located the grave and she began to cry. “So you do have my mother?” she asked. She then began to explain that in the fifty years since her mother passed, she had never been to her grave. She was a young teen when she lost her mom and was raised by an aunt who did not believe in cemeteries.

Moving to another state as a young adult, Abby still did not have the opportunity to locate the grave. Years passed yet the yearning for a little girl to connect again with the mother she lost never waned. Abby felt the loss most acutely as she raised her own children. She was involved in all of her children’s activities providing them with the childhood she was robbed of.

As time passed, Abby would look in the mirror and see the resemblance between her and her mother more and more. She also saw the similarity in her own daughter’s face. The connection between the generations remained strong.

When Abby moved back to the area, again she felt the need to locate her mother’s grave. Telling family members about her plan, they all encouraged Abby to pursue it. Days passed into months as she procrastinated, waiting until the time felt right.

The morning when I answered the phone little did I know the drama I was stepping into. Cleaning up the house that morning Abby felt the urge again to call. This time she gave in to the desire. Abby’s heart leapt when she heard the news. It was finally time to act. I accompanied Abby to her mother’s grave. She wanted her first visit to be with her mother alone. Later she would bring her sister and daughter, but this morning was for Abby to reconnect. Seeing the marker from the road, Abby grabbed my shoulder for support as the feelings overwhelmed her. “What are you feeling?” I asked. “Closure,” she quietly answered. “It is time for me to have a talk alone with my mother.” As I pulled away in my car, I glanced back and saw Abby kneeling at her mother’s marker. At last, half a century delayed, mother and daughter were finally reunited.

Moving on Up

The widow walked into the office. Hesitantly, as she sat with her daughter, she expressed her desire for two mausoleum spaces. Her husband of sixty-four years had passed away the previous fall. She spoke of their mar-

riage and their love for one another. The support and understanding she received from her daughter during these last seven months was apparent. We chatted as she went over papers and signed documents. I tried to suppress my shock that she was over eighty years old. She was beautiful and looked early seventies, at best. Finally as the final papers were signed, she turned to me and said, “You know, I had a dream the other night. My husband came to me and said, Honey, I hear I’m moving into a condo.” I told her it was more than a dream. It was confirmation from the man she loved and who loved her as deeply, that he understood her decision to move him from his grave. He accepted her decision and wanted to assure her that, if this is what she wanted, then he wanted it too.

Death never ends the relationship. It does not have that power. As my friend who lost her husband to cancer said, “I know he is still with me, but he isn’t bringing me my coffee in the morning.” This is the loss we feel. It is in those every day moments, that while we may no longer have their hand to hold, we still have their heart to turn to. They comfort and connect. We can only be open to their messages.

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

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

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

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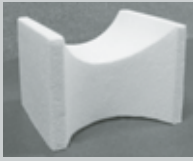
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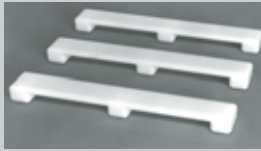


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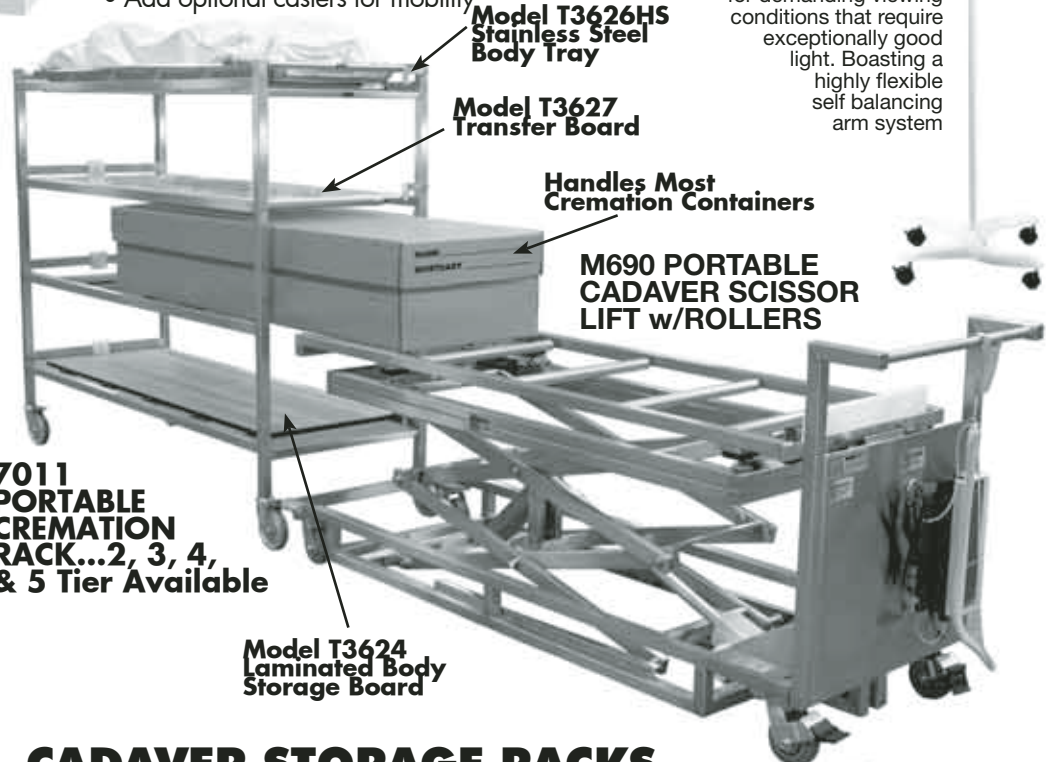


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Stewart Enterprises Reports Third Quarter Dividend

NEW ORLEANS, LA— Stewart Enterprises, Inc. has reported results for the third quarter ended July 31, 2011. **Thomas M. Kitchen**, President and Chief Executive Officer, stated, "For the quarter, we experienced improvements in many components of our business. Highlights for the quarter include: Generating strong operating cash flow of \$24.8 million compared to \$22.7 million for the same period of 2010; Increasing average revenue per funeral service and same-store funeral calls for the third consecutive quarter, resulting in a \$2.1 million increase in funeral

revenue; Achieving a 3 percent increase in net preneed funeral sales compared to the same period of last year; Producing \$25.9 million of cemetery property sales, which is the highest quarterly cemetery property sales in three years; Settling our litigation related to Hurricane Katrina damages for \$12.4 million; and announcing a 17 percent increase in our dividend to \$.035 per share quarterly and an additional \$25 million in our share repurchase program.

The performance of our underlying operations, including improvements in preneed funeral and cemetery property sales, average revenue per funeral service and same store calls, during the third quarter indicates positive momentum for the Company."

Mr. Kitchen continued, "In the third quarter of this year, we made an additional investment of \$1.2 million in our people and our business that we believe will provide benefits in the future. During 2011, we continue to invest in various new growth initiatives and enhanced our compensation packages to incentivize improvements in funeral operational performance. The investments we made in the third quarter of 2011 affected our results, but we believe are important for long term growth." In addition, the board of directors has declared its regular quarterly cash dividend of \$0.035 per share. The dividend is payable on October 26, 2011 to holders of record of Class A and Class B Common Stock as of the close of business on October 12, 2011. Complete information and reporting can be found through Stewart Enterprises' website <http://www.stewartenterprises.com>. 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 141 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.

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Legal Speak

By Atty. Harvey I. Lapin

NLRB Issue Guidelines on Terminating Employees for Social Media Use (Part 1)

On August 18, 2011 the Acting General Counsel of the NLRB issued a report summarizing recent cases and decisions involving challenges by employees being terminated by employers for alleged improper use of social media sites. Many people are under the impression that the NLRB only deals with disputes between union employees and employers. However, the NLRB's jurisdiction is much broader and the National Labor Relations Act ("Act") under certain circumstances may cover non-union employees. In addition, the NLRB has jurisdiction over many types of nonprofit organizations.

Generally, if any employee engages in a protected concerted activity they cannot be disciplined by an employer. These rights are set out in Sections 7 and 8 of the Act. The pertinent portions of these Sections are as follows: Section 8(a)(1) provides "It shall be an unfair labor practice for an employer—(1) to interfere with, restrain, or coerce employees in the exercise of the rights guaranteed in section 7."

Section 7 provides "Employees shall have the right to self-organization, to form, join, or assist labor organizations, to bargain collectively through representatives of their own choosing, and to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection, and shall also have the right to refrain from any or all such activities except to the extent that such rights may be affected by an agreement requiring membership in a labor organization as a condition of employment as authorized in section 8(a)(3)" (emphasis supplied).

The report describes the following 14 situations and indicates the action taken by the NLRB:

1. Employees' Facebook Postings About Job Performance and Staffing Were Protected Concerted Activity

In this case, NLRB found that an Employer—a nonprofit social services provider—unlawfully discharged five employees who had posted comments on Facebook relating to al-

legations of poor job performance previously expressed by one of their coworkers—a domestic violence advocate. The NLRB concluded that the discharged employees were engaged in protected concerted activity. The standard used by the NLRB in these cases, is an activity is considered concerted when an employee acts "with or on the authority of other employees, and not solely by and on behalf of the employee himself."

2. Internet and Blogging Standards and Discharge of Employee for Facebook Posting Were Unlawful.

In this case, the NLRB considered whether the Employer—an ambulance service maintained an unlawful Internet and blogging policy and whether it unlawfully terminated an employee who posted negative remarks about her supervisor on her personal Facebook page. The Employer's employee handbook contained a blogging and Internet posting policy. It prohibited employees from making disparaging remarks when discussing the company or supervisors, and from depicting the company in any media, including but not limited to the Internet, without company permission. The NLRB found that the Employer's media policy was unlawful because it was too broad and prohibited an employee from engaging in protected activities.

3. Employee's Facebook Postings Were Part of Protected Concerted Conduct Related to Concerns Over Commissions

In this case, the NLRB concluded that the Employer—a luxury Automobile dealership—violated Section 8(a)(1) of the National Labor Relations Act when it discharged an employee—a salesperson—for posting on his Facebook page photographs and commentary that criticized the quality of the food served at a sales event held by the Employer. The NLRB concluded that the employee's postings were part of a course of protected, concerted conduct related to employees' concerns over the effect on commissions and were not disparaging of the Employer's product or so "egregious" as to lose the Act's protection.

4. Employees' Facebook Postings About Tax Withholding Practices Were Protected Concerted Activity.

In this case the Employer—a sports bar and restaurant—discharged and threatened to sue two employees who participated in a Facebook conversation initiated by a former coworker about the Employer's tax withholding practices. This case also raised issues concerning the Employer's internet/blog policy that prohibited "inappropriate discussions." The NLRB found that the discharges, threats of legal action, and the Internet policy were unlawful.

5. Employee Who Posted Offensive Tweets Was Not Engaged in Protected Concerted Activity

In another case, the NLRB considered whether the Employer—a newspaper—violated Section 8(a)(1) of the National Labor Relations Act when it discharged an employee—a reporter—for posting unprofessional and inappropriate tweets to a work-related Twitter account. The NLRB concluded that the employee's Twitter postings did not involve protected concerted activity. In this case the newspaper had encouraged its

employees to set up a Twitter account to distribute stories of interest.

6. Bartender Who Posted Facebook Message About Employer's Tipping Policy Was Not Engaged in Concerted Activity

This case concerned an employee—a bartender—who was discharged for posting a message on his Facebook page that referenced the Employer's tipping policy that waitresses did not share tips with the bartenders, in response to a question from a relative. The employee also made some disparaging remarks about customers. The NLRB found that the employee was not engaged in concerted activity.

The review of the remaining 8 situations covered in the Acting General Counsel's Report will be continued in the next column.

This topic also is being covered in detail in current and upcoming articles in the Cemetery & Funeral Business and Legal Guide.

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

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

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

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

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

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

Rick Allnutt participates in 93rd Annual Meeting of Selected Independent Funeral Homes

FORT COLLINS, CO—Rick Allnutt was among the many funeral service professionals attending the 93rd Annual Meeting of **Selected Independent Funeral Homes** in Scottsdale, AZ, September 21-24. Rick Allnutt is the president of **Allnutt Funeral Service**, which has locations in Fort Collins, Greeley, Loveland, Estes Park and Kimball, NE.

"I always value the opportunity to gain new information and insight on how to better serve my client families," said Allnutt. "Selected's meeting provided valuable opportunities to gather with my fellow members of Selected Independent Funeral Homes from across North America and around the world. We participated in a variety of informative study sessions, discussed insights and share new ideas that I'm excited to implement."

Meeting sessions focused on important issues concerning the funeral service profession such as innovative service ideas, timely business advice and best practices. Among the many topics covered during the meeting were how best to serve cremation families, building relationships with hospice professionals, helping facilitate grief, being an effective leader and better understanding the different generations.

Founded in 1917 as **National Selected Morticians**, Selected Independent Funeral Homes is the world's oldest and largest association of independently owned funeral homes. Members of the association are expected to operate according to specific standards and best practices in order to provide the public with reliable, high quality funeral services and funeral-related information. "Our members pledge to uphold the Selected Independent Funeral Homes Code of Good Practices and are committed to the important responsibility they have to the families and communities they serve," said **Robert J. Paterkiewicz**, Executive Director of Selected Independent Funeral Homes. "It's a tradition of trust that Allnutt Funeral Service has been a part of for 76 years" says Robert.

For more information visit www.selectedfuneralhomes.org.





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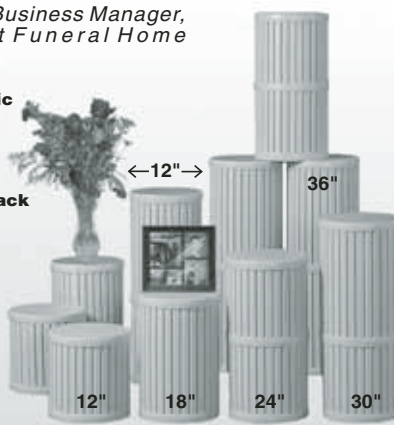
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Heald and Chiampa First Anniversary

Continued from Page A2

ate compliance, he was told just days before he died that The Sumner House would be the place where his family and friends would gather to honor, remember and celebrate his life. Knowing this fact gave him tremendous comfort and peace. When Steve passed just four days later, he was given a celebration of life that truly showed a community how to honor those who have passed before us.

To commemorate the firm's first anniversary, on October 1, 2011, family and friends who experienced a loss were invited to gather at The Sumner House for a tree planting ceremony and dedication of Heald & Chiampa's Life Celebration Garden. Names of loved ones were handwritten on paper hearts, attached to a healing wreath and placed around the tree.

“The garden, which will be an on-going project, will be a place for those who have experienced loss to come and reflect in a quiet and beautiful way,” says James Heald, who resides at the funeral home. “A wonderful book in the funeral home's lending library entitled *The Fall of Freddie the Leaf* by Leo Buscaglia PhD does a magnificent job of illustrating the balance between life, death and the passing of seasons. The message it delivers has become our inspiration for this healing tree that we are pleased to share with our community.”

Heald & Chiampa is working in partnership with Boylston resident and landscape architect, Gigi Desautels of Pine Ridge Design. “I know the impact a garden like this can have and it will be a special place for reflection,” said Desautels. “Having witnessed firsthand the work Heald & Chiampa does with families who call upon them, this garden is certain to be a continuation of their impact on our community spirit. We are blessed in this town to have Jim, John and Dave take such a vested interest the families they serve.”

For further information about Heald & Chiampa Funeral Directors, please visit www.healdchiampa.com, call 508-842-3700 or send an email message to jim@healdchiampa.com.

Funeral Divas Social Group celebrates their 1 year Anniversary

PHILADELPHIA, PA— The **Funeral Divas**, a social group of almost 500 funeral industry women worldwide, are celebrating their 1 year anniversary. Funeral Divas have made a major impact on the world by giving women a stronger voice within the funeral industry.

Funeral Divas' purpose is to encourage and uplift every woman in the funeral service with annual retreats, meetings, local events, continuing education, e-newsletters, Funeral Diva Mentorship Programs and so much more. The Funeral Divas are also well known for a line of products including t-shirts, hooded sweaters, mugs, tote bags, bumper stickers and umbrellas.

Along with local chapters in Alabama, California, Florida, Georgia, Illinois, Indiana, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Virginia and Washington, the Funeral Divas Social Group has been featured in over 30 maga-

zines, newspapers, blogs, TV stations and websites.

A Funeral Diva is a distinguished woman that contributes to the creation of a funeral ceremony. She is an embalmer, funeral director, mortuary science student, casket sales woman, grief counselor, preneed sales woman, funeral home employee or any woman working in the funeral industry. The Funeral Diva Corporation has over 500 members located in the United States, New Mexico, Canada, Germany, England, Australia, South Africa and Bermuda.

Eternal Enterprises, Inc. is the parent company of Funeral Divas Social Group and product line, *Funerals Today Magazine*, the *Helping Hurting Hearts Network* and *First Generation Funeral Directors Association*. Funeral Divas was founded by **Muncerah N. Warner**, funeral director and owner of the **Warner Funeral Home** in Philadelphia. For more information visit www.FuneralDivas.com.

Observations

By Steven Palmer

Failure is No Accident

“Success isn't a final destination. It's a continuous life journey of working toward successively higher goals for yourself and your teams.”

—Astronaut Mike Mullane

On January 28, 1986, the space shuttle Challenger (STS-51-L) lifted into orbit at 11:38 AM, 73 seconds later the external tanks and the orbiter separated due to an explosion. The seven astronauts perished in the aborted flight.

A horrible accident? Colonel Mike Mullane, veteran of three shuttle missions, contests that this was a “predictable surprise.”

Colonel Mullane was the keynote speaker at the **Selected Independent Funeral Homes** Annual Meeting held in Scottsdale, AZ. Mullane gave an inspirational message on the value and ultimate importance of teamwork.

What is your vision of a developing astronaut? Football captain, honors graduate and fully focused person? Well from Mullane's self description, he wasn't it.

We were shown a photo of a hapless high school graduate who had only one dedication in his yearbook. He didn't have the grades to be accepted at the Air Force Academy. As luck would have it, fate intervenes, and he was accepted at West Point. Their message: If motivation is not present, neither will be your attendance.

Mullane became motivated. He explained that the bar was set higher every day. He never thought he could reach it, but he did, time and time again. Achievement. He discussed his early flying career. Flying jets you must have the stomach for the climbs and turns right? He vomited in most of his early flights and then his body adjusted. Persistence.

Mullane reviewed the facts surrounding the Challenger tragedy. The message was teamwork is essential for success, but deviating from established practices, knowing there is a problem but having the good intention to fix it later, can have disastrous results.

One lesson has to be learned: “Normalization of deviance”. When you deviate from normal accepted standards and you are not hurt or compromised, you accept it as acceptable. The

second time becomes easier and so on. Soon the deviated practice becomes the norm. Then someday, the deviant practice causes a mistake, a catastrophic failure which could have been prevented if the team had not deviated from the established standards.

This is the lesson of the Challenger. This is a lesson to all of us.

The report of the presidential commission on the space shuttle accident said it very succinctly: “The decision to launch the Challenger was flawed.”

The Challenger's solid rocket boosters are made in several segments. They are fitted together with “O-rings” that are the rubber seal between the segments. These rubber rings expand and fill the seal to keep the flames inside the rocket. The rings are not to be exposed to the hot flames of the rockets. Several earlier flights showed the o-rings had been exposed to the extreme heat. This was known as the solid rocket boosters are recovered from space shuttle flights, studied and reused. Morton Thiokol International (MTI), manufacturer of the o-rings, sent memos to NASA with their concerns. John Miller, NASA chief of the solid rocket motor branch, said in an inter company memo, that the o-ring failures could be “catastrophic”. Marshall Space Center, headquarters for the shuttle program, looked at the reports but thought them not serious enough to interrupt the very busy shuttle launch schedule. Mixed signals as to the urgency of the problem went back and forth between the manufacturer and the users of the o-ring seals. Safety was important, the schedule was very important and unless we see ultimate calamity, we can fix it as we go along. Normalization of Deviance.

On July 31, 1985, less than six months before the Challenger tragedy, Roger M. Boisjoly, of MTI wrote to the vice president of engineering: “This letter is written to insure that management is fully aware of the seriousness of the current o-ring erosion problem in the SRM joints from an engineering standpoint.”

Boisjoly concludes his intercompany memo: “It is my honest real fear that if we do not take immediate action to dedicate a team to solve the problem with the field joint having the number one priority, then we stand in jeopardy of losing a flight along with all the launch pad facilities.”

Mullane reminded us that Boisjoly was wrong by 72 seconds. The launch pad survived. The mission did not. The first puff of smoke from the aft joint occurred at .678 seconds. More puffs were seen between .836 and 2.500 seconds. The last puffs were visible at 3.375 seconds.

“The black color and dense composition of the smoke puffs suggest that the grease, joint insulation and rubber o-rings in the joint seal were being eroded by the propellant gases.”

“At 73.124 seconds, a circumferential white vapor pattern was observed blooming from the side of the external tank bottom dome. This was the beginning of the structural failure of the hydrogen tank that culminated in the entire aft dome. This was the beginning of the structural failure of the hydrogen tank that culminated in the entire aft dome dropping away. This released massive amounts of liquid hydrogen from the tank and created a sudden forward thrust of about 2–3 million pounds, pushing the hydrogen tank upward into the intertank structure. At about the same time, the rotating right solid rocket booster impacted the intertank structure and the lower part of the of the liquid oxygen tank.”

“At this point in its trajectory, while traveling at a mach number of 1.92 at an altitude of 46,000 feet, the Challenger was totally enveloped in the explosive burn.”

—The report of the Presidential Commission of the Space Shuttle Challenger Accident.

The ultimate tragedy was that the seven astronauts were not killed in the explosion. The cockpit separated during the explosion and fell to earth. The deaths of these seven brave explorers happened two and half minutes later as the cockpit hit the water.

The lesson to be learned is that the strength of the team is essential. The weakness of the team can be fatal.

“The future is not free: the story of all human progress is one of a struggle against all odds. We learned again that this America, which Abraham Lincoln called the last, best hope of man on Earth, was built on heroism and noble sacrifice. It was built by men and women like our seven star voyagers, who answered a call beyond duty, who gave more than was expected or required and who gave it little thought of a call beyond duty, who gave more than we expected or required and who gave it little thought of worldly reward.”

—President Ronald Reagan, January 31, 1986

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.

Rapp Funeral Home sponsors Fireman Appreciation Day

PITTSBURGH, PA— On September 17th, the Rapp Funeral Home Inc. invited the community to celebrate the service and sacrifice of the Penn Hills and Verona Volunteer Fire Departments at their second annual Fireman Appreciation Day, held on the grounds of the Rapp Funeral Home at 10940 Frankstown Road. Guests were treated to free food and drinks, balloons and a live DJ. Fire trucks were on the scene for photo opportunities, to the delight of the event's younger guests, and a raffle was held to benefit the local volunteer fire departments.

"We see ourselves as a community resource. We are going to continue our series of community service events at the Rapp funeral home and we are very excited to honor and celebrate the service, dedication, and sacrifice our local firefighters make in our community each and every day," said **Thomas Turner**, Funeral Director and Supervisor of the Rapp Funeral home. "Our Fireman Appreciation Program went well last year and we wanted to follow up with an even bigger and better program for this year. We take great pride in our community and are privileged to honor the men and women who serve us" said Funeral Director **Bernadette Rose**.



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Miller Funeral Homes purchase Coach



EAST DUBUQUE, IL— **Bill Miller** (left) of **Miller Funeral Homes** accepts his new Cadillac DTS State Coach, from **Walter Wilde** (right) of **Wilde Equipment Company** of Milwaukee, WI.

Mr. Miller operates **Miller & Steinke Funeral Home & Cremation Services** in Galena and Scales Mound as well as the Miller location in East Dubuque where this photo was taken.

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2011 Women of Power: African American Jewels of Funeral Service

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

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

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

Dana L. Lemon

Dana L. Lemon, McDonough, Georgia, the youngest child of **Willie and Mary Lemon**, graduated from Davidson College in 1982 with a degree in Psychology. She spent most of the next decade climbing the corporate ladder at Bank of America in a successful career as an executive.

In June of 1994, her father, the late Willie D. Lemon, asked her to leave the bank and join the family business of **W.D. Lemon & Sons Funeral Home**. After much soul searching and prayer, she entered *Gup-ton-Jones College of Funeral Service* in the fall of 1994. She excelled, graduated with honors, and was awarded the Bill Pierce Award by her fellow classmates.



Dana L. Lemon

Willie and Mary began **Lemon Funeral Home** in 1959. In 1965, the business moved to a new larger facility in McDonough; a second facility was opened in 1976 in Clayton County. Her brothers, **Bobby** and **Sherman**, were already actively involved in the business when Dana joined the firm. During this time, three of Dana's sisters, **Dorothy**, **Wanda**, and **Katheryn**, assumed responsibility for the administration and operations of both facilities.

The family business moved into a third generation when Willie and Mary's oldest grandson, **Shannon** joined his aunt, **Sandra**, in celebrating their graduation from Gup-ton-Jones in 2003.

Dana was raised by her parents to live by the basic principles of family and sacrifice through service. Although her central focus remains family, she serves Atlanta's Southern Crescent as President of **W.D. Lemon & Sons Funeral Home** working alongside her six brothers and sisters and two nephews.

She is a member of the *National Funeral Directors and Morticians Association (NFDMA)*, the *Georgia Funeral Service Practitioners Association (GFSPA)* and the Henry County Chamber of Commerce. She currently serves as the first woman elected to the Georgia Department of Transportation Board representing the 13th Congressional District and the Executive Committee for the Georgia Funeral Service Practitioners Association.

She is a member of Alpha Kappa Alpha Sorority, Inc. and Epsilon Nu Delta Mortuary Fraternity.

In 2008 she was named the Mortician of the Year for the 9th District of the Georgia Funeral Service Practitioners Association.



Erma J. Boyd-Dorsey

Erma J. Boyd-Dorsey is the third generation, and first female, licensed Funeral Director and Embalmer in a long line of funeral service practitioners. Her grandparents established the **D. A. Boyd & Sons Funeral Home** in Palatka, Florida in 1927, which is owned and operated by their children, **Dorothy Boyd** and **Erma**

Erma J. Boyd-Dorsey

CONTINUED ON PAGE A24



OSHA Compliance

By Gary Finch

Who is to Blame When OSHA Inspects Funeral Homes? The Safety Program Administrator is, Almost Always

In OSHA parlance, the funeral industry is classified as an exempt industry. With a few exceptions for "emphasis programs" and "referrals", inspections are initiated through an employee complaint.

Only in the deepest crevice of federal bureaucracy are there people who think that inspections originate with the employer receiving a letter from the complaining employee. That rarely happens, if it happens at all. In the 50 or so complaint inspections I have worked, the employers were not aware of the complaint prior to the time they were inspected.

As a general rule, inspections are always on the safety officer. Employee complaints are rarely written. More often than not, they come in the form of employee grumbling. Many times, the remarks are not recognized as complaints. Frequently, they are made over coffee in the break room. Follow me on this hypothetical example.

8:15 a.m. In the funeral home break room in some city. The employee mentions that he's lucky to be here today. He tells anyone that will listen that he hurt his shoulder making a residential first call last night. It was

a hospice case, but the remains were large. The other attendant was a woman, and according to the employee, she just couldn't lift her share of the weight. As he relates it, he was forced to lift more than his fair share because at 1:00 a.m., what options do you have?

As OSHA might construe it, the above paragraph contained an employee complaint about lifting policy and unclear instructions. It also contained an injury report. It might even be about gender job based discrimination. In some districts, it might even go down as a "Wage an Hour" problem.

As a safety officer that is in the break room and recognizes that the employee is doing more than just making innocent conversation, here are some steps you should take.

Is your shoulder okay? Do you want to go see our company physician and get it X-rayed?

Let me be clear about our lifting policy. I don't care what time it is, if you are put in a position to lift more than you feel is safe, call the funeral home and request to have someone come out to help.

Finally, at every weekly or monthly operational meeting, be sure to ask if there are any safety issues that are unattended or need reporting. This kind of posturing goes a long way to put you on the right side of any safety issue you might face.

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.

National Mortuary Shipping adjusts to Accommodate Bariatric Cases

CLEVELAND, OH— According to the Centers for Disease Control and Prevention, approximately one-third of Americans are obese in today's society. The reality of obesity in America is a situation that cannot be ignored in the funeral industry. **National Mortuary Shipping (NMS)** is a national shipping and cremation service that has over 30 years of expertise in embalming, cremation, and shipment of human remains. Recently, the Cleveland based location has undergone advancements to accommodate these special bariatric cases.

As the numbers of obese Americans continue to rise, so do the issues of how to accommodate these cases with dignity and respect. Bariatric funeral arrangements require significant changes and considerations from standard protocols; including equipment rated to handle larger cases, increased manpower as well as increased liabilities.

"Working with a case of this size requires more than the standard one to two man removal team and special equipment may need to be used. This increases a funeral home's labor force and the liabilities if one of their staff should become injured," said **Kahlen Knapik**, Business Development Manager. "At our facility, we are able to accommodate remains up to 800 lbs. This allows our customers to not have to worry about the added stresses of preparation and focus on what is truly important, serving their families," continued Knapik. NMS has made many adjustments to their equipment and facility to accommodate these special needs. The facility is equipped with large double doors that provide an effortless transfer of remains from a receiving area to the prep room, crematory, or holding facility. They have recently expanded the size of their cooler installing a 52 inch door and additional 72 square feet of open storage space, for a total of 225 square feet of refrigerated storage. The space expansion has made it possible for NMS to handle multiple bariatric cases at once. This allows the employees to store obese remains in one area without having to move or disturb the remains. In addition, this helps to decrease the associated dangers with the multiple transfers of remains.

"Before these advancements, the process of preparation and storage of these cases would take much longer and pose concerns in regards to the safety of the staff and equipment. Our staff would spend a considerable amount of time to ensure these cases were handled in a respectful manner and there was always a concern if the standard equipment was strong enough to handle the additional weight. With these new additions, we are able to accommodate these remains without concern," explains **Angela Berwald**, president. The process of handling a deceased of this size requires special consideration for the funeral professional. With bariatric cases growing by the day, the importance of efficient, safe and respectful handling procedures is crucial in the industry.

National Mortuary Shipping is considered to be a leader in the funeral industry working alongside funeral directors to aid families with death away from home. NMS offers removal services, domestic shipping, international shipping, embalming, livery, direct cremation, disinterment, and graveside services. Shipping specialists are available 24 hours a day to assist funeral homes with any questions or needs. For more information visit www.natlmortuaryshipping.com.

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Eternal Reefs Announces Atlantic and Gulf Coast Placement Schedule

PENSACOLA, FL— **Eternal Reefs**, the company that places eco-friendly reef balls containing cremains on the ocean floor and involves families as much as they want in memorial activities, returned in mid October to Pensacola, FL for the first time since 2005 and in 2012 will return to Galveston, TX after the inaugural placement last fall.

Reef balls are an alternative to ash spreading in which families incorporate their loved one's cremated remains into huge, hollow, structures that look like giant waffle balls. The reef balls attract aquatic wildlife and quickly foster new marine growth, replenishing the world's diminishing natural reef systems. Loved ones can participate in every step of the process including reef casting, viewing and placement ceremonies. Throughout the year, families

and friends often visit the memorial reef site to dive, fish or boat.

"When families see the remarkable marine growth on their loved one's reef, they know they've made the right decision," says **George Frankel**, Eternal Reefs CEO. "People tell us over and over, this is just what Dad would have wanted... to know he's living and providing a habitat for vibrant marine life."

Eternal Reefs encourages family members and friends to be involved in creating their loved one's memorial reef. If they wish, family members can be involved and mix the concrete and cremated remains. They also have the opportunity to personalize the Eternal Reef with handprints, written messages and other memorabilia in the damp concrete. There's



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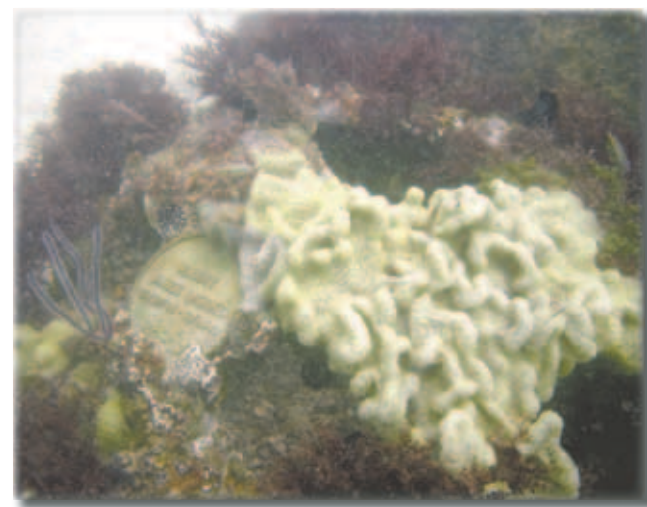
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a memorial service, often with military honors if appropriate, a dedication ceremony and, then the experience concludes with families going out on the boats for the actual ocean placement. The entire Eternal Reefs experience is a four-day process, designed to be positive and healing for the families and the sea.

Dates and locations for upcoming placements through April 2012 include: Miami/Ft. Lauderdale, FL (February 18–February 21, 2012); Sarasota, FL (February 25–February 28, 2012); Galveston, TX (March 9–March 12, 2012); Southport/Myrtle Beach, SC (April 13–April 15, 2012) and Ocean City, NJ (April 27–April 30, 2012).



An Eternal Reefs "memorial reef" is specially engineered to entice fish and other forms of sea life into the reef, building new habitats in and around the uneven structure. Eternal Reefs takes cremated remains and incorporates them into an environmentally safe cast cement mixture resulting in a structure which weighs between 600 pounds (2' high x 4' wide) and 4500 pounds (4' high x 6' wide). With every Memorial Reef, the executor of the estate receives two memorial certificates that identify the longitude and latitude of the memorials, which are marked with bronze plaques.

Eternal Reefs, Inc. is an Atlanta-based company that provides a creative, environmentally-enhancing way to memorialize the cremated remains of a loved one. The company incorporates cremated remains into a concrete mixture used to cast artificial reef formations. The artificial reefs are dedicated as permanent memorials while also bolstering natural coastal reef formations.

Since 1998, the company has placed more than 1,500 Memorial Reefs in 20 locations off the coasts of Florida, South Carolina, North Carolina, Maryland, New Jersey, Texas and Virginia, substantially increasing the ocean's diminishing reef systems. Memorial reefs can only go in properly permitted locations by the US Government. Contact Eternal Reefs Inc. at: www.eternalreefs.com.



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Veterinarian in Japan Honors Pets Lost in Tsunami, Gives 150 Owners Memorial Candles and Wind Chimes

FAIRWAY,KS— The human toll of the March 11th earthquake and tsunami in Japan was unimaginable. Adding to the emotional devastation for hundreds of families was the loss of their beloved pets in the disaster. As reported by Reuters on April 7, one veterinarian in Ishinomaki City worked in the forefront of the rescue effort, going so far as to borrow a boat from Japan's Self Defense Force to deliver animal food to shelters while his own hospital was still submerged in knee deep water. With the recovery still ongoing, he decided to go a step further and honor the memories of pets that died in the disaster, including untold numbers washed out to sea. To help comfort grieving families, he recently placed a personal order for 150 memorial candles and wind chimes from **Furry Angel Pet Memorials**, a Kansas-

based company.

"He saw our memorial candle in the *American Animal Hospital Association (AAHA) Practice Resource Catalog* and thought our candles and wind chimes would be comforting tributes to animals lost in the disaster," said **Stephanie Laster**, owner of Furry Angel Pet Memorials. Both feature the timeless verse by **Isla Paschal Richardson**: "Grieve not, nor speak of me with tears, but laugh and talk of me as if I were beside you... I loved you so... 'twas Heaven here with you." The company donated gift packaging.

Located near the Fukushima nuclear plant, Ishinomaki City lost at least 3,000 of its 160,000 residents, along with hundreds of pets.

Furry Angel Pet Products, maker of the Furry Angel Pet Memorial Candle, offers pet memorial products to help people grieve the loss of their animal companions.

In addition to individuals, purchasers include retailers and e-tailors, veterinarians, groomers and other animal care professionals, humane societies and pet cemeteries. For more information visit www.furryangel.com.

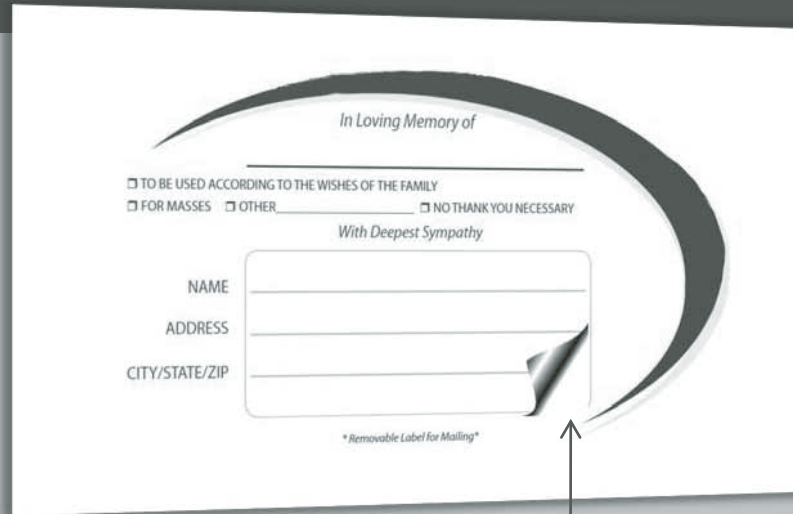


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Lohman Funeral Homes, Cemeteries & Cremation Community Presentations

DAYTONA BEACH, FL— Two new arrivals are gracing employees, patients and community members alike at Florida Hospital Memorial Medical Center. They are not patients. They are not even human. But rather, they are swans.

Nancy Lohman, member of the Florida Hospital Memorial Medical Center Governing and Foundation Boards of Directors, and her family generously donated two male swans to swim the pond in front of the hospital's Comprehensive Cancer Center.

As owners of Lohman Funeral Homes, Lohman and her family created a private estate garden at Daytona Memorial Park which is complete with a lake and their very own swans, five years ago in Daytona Beach.

"For five years, we've had families tell us how peaceful,



Victor (third from left) and Nancy Lohman (far right) join members of the hospital staff in front of the newly released swans

tranquil and serene the swans made them feel at our garden," Lohman said. "When my husband, Lowell, and I toured the Comprehensive Cancer Center and saw the infusion room that overlooked the lake, we thought that the cancer patients would appreciate that same beautiful, tranquil feeling the swans bring."

Lohman was right. "While the lake has always served as a place of serenity and peace for our patients receiving infusions and chemotherapy, the swans have added a new dimension of life," said Luis Chanaga, Comprehensive Cancer Center's Executive Director. "Now it is more than a beautiful panoramic view, but a place for patients to view nature. When they see the swans, they are immediately filled with happiness and joy."

In their excitement over the new arrivals, both the employees and patients of Florida Hospital Memorial Medical Center submitted their ideas for what to name the pretty pair—216 suggested pairs of names in total. Members of the executive team selected their three favorite pairs of names, and the final decision was made in an employee vote. And thus, the names Faith and Hope were given to two newest members of the hospital care team. "Hope and Faith are not only key elements of care at Florida Hospital Memorial Medical Center, but they are also team members here at

CONTINUED ON PAGE A27

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Protecting Your Families and Business

By Jim Starks, CFuE, CCRE

Properly Managing Cremated Human Remains: Identification Viewing Before Cremation

Does your firm require or offer the option to have positive identification before cremation? Believe it or not, there are still firms not requiring positive identification because it takes too much time. In today's death care industry, it is no longer an option; it needs to be required of the families selecting direct cremation as their method of disposition for their loved one. Remember, cremation is an irreversible process and once started cannot be reversed.

Positive identification by viewing must be required for many reasons. Of course, the identification process cannot be accomplished by viewing in some cases; such as fetuses, advanced decomposition, or a person who died in a fire. Other methods of identification may be needed in other circumstances as well. But special circumstances aside, the visual identification process must take place.

A firm cannot be selective on whom they do the positive identification. This policy needs to be standard on all cremation cases that are not having a private or public viewing. This identification must always take place at the funeral home and not at the residence or other places of death. The reason for this is that there could be a misidentification with other human remains at your location by your staff.

On numerous occasions, hospitals or nursing homes have incorrectly released the wrong human remains. A funeral home cannot depend on institutions for identification. Remember, it only takes one time of cremating the wrong human remains to devastate your firm's financial status and reputation.

Some firms take a digital photo for positive identification. If you are doing this, was a release signed before the photo was taken? More importantly, what is done with the digital image afterward? At the many locations I have worked, I found these images were printed in files or on computers. If an employee ever showed or released these images to others, you could find your firm in litigation. Another method I have witnessed is a video camera wired directly to a monitor so the image of the human remains can be viewed and identified. Importantly, with this method there is no image that can be reproduced. Years ago when the cremation rate was low, many firms did not have positive identification by viewing except if the family asked if they could see their loved one. But times have changed, and foregoing it is no longer acceptable. Some funeral directors perform the identification using the deceased's driver license. This presents the issue whether your staff had training on making identifications from photos and whether you are willing to take the chance that you are cremating the correct human remains.

The most appropriate and efficient way to have the identification take place is in the container/casket selected by the authorizing agent(s). There are two reasons for this: The first is the family will know that the container/casket they selected is the receptacle that their loved one will be cremated in. The second is that this procedure establishes one less move of the human remains by the funeral home; when the human remains are identified on a dressing table and then wheeled back to the embalming room or refrigeration unit, the human remains could be mistaken with another.

Many funeral directors only perform identification on a dressing table or stretcher. They all have the same reason: They don't want the family to see their loved one in a "cardboard box." In these cases, I ask the directors whether they would let the family select the container that the identification and cremation would have taken place in. Visual identification has become the standard, not an option, in the death care industry. And if the family chose the container that their loved one will be cremated in, the funeral directors do not have to feel badly or ashamed. Eliminating risks that establish more chances for a body to be mistaken with another is essential to a firm's future.

Some funeral homes have the authorizing agent sign a declination form that they do not want to do the visual identification. The major problem with this method is that it provides no protection to the funeral home if the wrong human remains are cremated. This is because other human remains were cremated; the family of that loved one may not have wanted cremation. You are not insulated from legal ramifications from that family. Also, you may be giving back the wrong cremated human remains to both families, giving both families a cause of action against your firm. This mistake could cost your firm a million dollars plus unwanted press.

In a perfect world, the person making the positive identification would be the spouse, children, or parents of the deceased. However, sometimes an in-law, clergy member, or another person who knew the deceased will make the identification. The closer the relationship between the identifier and the deceased, the lower the risk is for a misidentification.

This same process must be used if a family requests immediate burial. The only safeguard you have with immediate burial is that the casket can be disinterred if there is a future problem.

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

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

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

Aldous Funeral Homes and Durfee Funeral Home have New Owners

RUTLAND, VT—The Book Family has cause to celebrate as they have established their own family firm with the acquisition of three Vermont funeral homes in June of this year. **Christopher J. Book**, his wife **Mary** and their five children purchased the **Aldous Funeral Homes** of Rutland and Wallingford, Vermont from **Joseph and Shirley Barnhart**; and the **Durfee Funeral Home** in Fair Haven, VT from **James C. and Ruth Aubin**.



The Book Family at their new Aldous Funeral Home

The Aldous Homes were originally acquired by Joseph Barnhart's father, Thomas C. Barnhart. In 1952, he purchased the Aldous Funeral Home, originally located at 134 Church Street, Rutland. The present 44 North Main Street, Rutland property was purchased in 1960. In 1985, Mr. Barnhart acquired

the **Congdon Funeral Home** of 187 North Main Street, Wallingford, Vermont.

The Durfee Funeral Home is located at 119 North Main Street, Fair Haven, VT. The family owned business was operated by James Aubin, a lifelong resident of Fair Haven with over thirty years experience as a Funeral Director.

Peacock Funeral Home Prep Room

Continued from Page A8

sociation recommendation for LEV; and by improving wall and floor surface sanitation, they reduced janitorial time and expense. Plus, they gained the desired storage space. "The renovation has made my work a lot easier. Everything is in its place," says Craig Peacock. "DST was very good to work with."

Peacock Funeral Home was founded in 1938 by **A.D. Peacock**, and later owned and operated by his son, **Don Peacock**, father of the current owner operators, Craig Peacock, **Kyle Peacock**, and their mother, **Peggy Peacock**. When Don Peacock, became ill, his wife, Peggy, stepped in to take over. As the sons completed their education, they joined their mother in the family business.

Craig Peacock graduated from *East Carolina University* with a Bachelor of Science in Biology followed by a degree in funeral service with valedictory honors from *John A. Guppton Mortuary College*. Kyle Peacock is a graduate of *Sandhills College* and *Fayetteville Tech Community College* with a degree in funeral service, and is an insurance agent and real estate broker. He is also a member and past president of Lake Waccamaw Lions Club.

President and CEO of the family business, Peggy Peacock is a *North Carolina Funeral Directors* licensee, pre-need licensee with over 40 years experience. Completing the family involvement is **Marie Peacock**, office manager, who is currently enrolled in Funeral Service-FTCC and is a licensed cosmetologist and real estate broker. Peacock Funeral Home serves a community of 55,000 from Whiteville, NC, the county seat of Columbus. They are located at 1227 South Madison Street. Telephone 910 642 4141. The website is www.peacockfuneralhome.net.



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Multi-Generations in the Workplace (Part 1)

By Shun Newbern, BS, CFSP and Christie K. Winn, MS, BS

Multiple generations in the work place, interacting with each other on a daily basis, often gives rise to frustration, conflict and misunderstanding. However, each generation has something worthwhile and exciting to offer. Is working together negotiable at your company? This series of articles will examine the important diversity issue of generational differences, and share the results of an industry focused survey. In his research at Fairleigh Dickinson University on understanding generations, Greg Hammil indicates that communication is highly linked to the generational background of every person. He states, "Each generation has distinct attitudes, behaviors, expectations, habits and motivational buttons. Learning how to communicate with the different generations can eliminate many major confrontations and misunderstandings in the workplace and the world of business." It must be said that generational differences are a legitimate diversity issue that organizations need to understand and address when developing current and future leaders.



Shun Newbern

Trevor Wilson, in his book *Diversity at Work*, says that due to the different workforce corporations are facing, there is a need for a new human resource strategy. The new strategy will look on how the generational differences will affect productivity in the workplace. "The shift into the Age of Equity (year 2000+) occurs when organizations begin to acknowledge differences between people instead of ignoring them." Several resources have placed fractions of the workforce into five major categories. There are: the Traditionalists, who were born between 1922 and 1943; the Baby Boomers, the largest of these groups, which were born from 1944 through 1964; Generation X, born between 1965 and 1981; One of the most interest categories, Generation Y, also known as the Millennial, born from 1982 through 1999; and the youngest, slowly developing work class, Generation Z, born after 2000. Each of these groups has its own set of characteristics that influence their values and beliefs, shaped by historical events and social changes. Wilson stated that, "In addition to the coincidence of birth, a generation is also defined by

common tastes, attitudes, and experiences; a generational cohort is a product of its times and tastes."

Over the past few months, we have surveyed hundreds of funeral service personal, including mortuary science students. Interestingly, the data showed that younger workers ask for a democratic and diverse team structure and often have difficulty with the idea of a conventional chain of command. They question authority, since they view the idea of the chain of command as inadequate and ask to take part in the company's decision-making process. Older generations are used to a more hierarchical structure, and may be defensive when

working in this new "chaos cluster".

Younger generations live and think as independent groups. They are technologically adept, can process a load of information at once, and they expect the organization to provide them with the tools that will help them do their job. Younger employees prefer flexibility, plenty of resources, and minimal supervision. These demands may cause problems with elder employees that value and



Christie K. Winn

demand close supervision. Younger employees prefer to communicate using email, conferencing, or text messaging, while older employees prefer to meet in person, and value a phone call over a text message.

Older generations at the workplace feel that younger generations are bringing change. Their communication, ethics, work style and technology are different than what older generations are used to and potential conflict or resistance may occur when change is being implemented, as individuals feel threatened and reject the change.

Communicate Change

Change is clearly part of the evolution of any organization and, whether employees embrace the change or not, it can produce various kinds of stress that can affect working relationships and productivity. When change is introduced, supervisors need to provide information about its impact, potential advantages and disadvantages; and, whenever possible, the company's training program needs to make time for older workers to explore changes and become invested in any planned improvements. This valuable suggestion will keep a reliable employee focused and less threatened.

Leadership and Values

In order to facilitate the generational transition and reduce the gap, leaders are encouraged to be competent, strong and trustworthy. It is suggested that managers: know the territory for which they are responsible, demonstrate their investment in the future, listen well, and trust their employees, as well as encouraging and inspiring them. Top-down leadership that does not consider the input of all employees is not going to be effective in retaining younger workers--especially Generation Y. We suggest that managers find ways to balance tradition and innovation. Organizations need to value differences and actively promote understanding across different roles, responsibilities and challenges to work successfully across generations by keeping discussions open and encouraging active exploration of strengths and needs, which give employees the opportunity to engage in building a cohesive organization.

Mentoring and Training Programs

It needs to be stated that as older and experienced workers retire, management must develop strategies to guarantee the transfer of knowledge and to capture organizational inelegance. This will sustain the "book of knowledge" within the company and establish what we call funeral service historians. Management is encouraged to match younger employees with experienced, older employees to create cross-generational relationships. There are various mentoring methods: one-on-one sessions, group programs, senior leadership discussion panels, and the latest "speed mentoring" programs where employees sit across from company experts and ask questions. One of the largest business failures is poor succession planning. This happens in family owned mortuaries as well as community churches. Choosing any of these mentoring techniques ensures that awareness within the company is transferred to future generations; ensuring the survival of the wealth of knowledge and experience of older employees.

We recommended managers go through training in order to develop strong interpersonal skills to support relationships with employees. Leaders should strive to ensure that everyone in the organization understands that working together is not negotiable. The organization needs to create an open environment where em-

CONTINUED ON PAGE A21

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Cremation Issues and Answers

By Ronald Salvatore

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Challenges in the Crematory (Part 3)

Wood caskets can pose problems for cremator operators if not done correctly. Typically, a wood casket weighs about 160 pounds, which breaks down to roughly 143 pounds of wood, 8 pounds of adhesives and coatings, 2 pounds of cardboard, 6 pounds of fabric and lining and 1 pound of metal. The total heat release from the wood itself is 1,215,500 BTUs plus another 120,000 for the adhesives and coatings (we'll ignore the heat/energy from the rest of the casket). A normal human body of the same weight would have a heat release 143,000 BTUs or approximately 9 times less energy than the wood casket.

What this means is the amount of energy released from a wood casket is extreme and if proper operating procedures are not followed, overheating of the cremator can occur resulting in smoke and odor.

It is recommended that wood caskets be handled following the same basic procedures as when cremating obese bodies. To avoid overheating the cremator, it is vital that crema-

tions with wood caskets always be done first of the day in a cold unit. If performed in a hot cremator, not only is it very likely you'll generate dense, black smoke out the stack, but pre-ignition of the adhesives and coatings can occur during the loading process. Preheat the cremator as normal. Start the main burner in low fire. 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 sure 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.

To ensure white cremated remains, any residue (carbon chunks) from the casket must be eliminated prior to clean out. Liberal use of hearth air is necessary at this point. The operator may need to reposition the remains and turn on the main burner as well.

As always, contact your equipment supplier for specific operating procedures.

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.

Compassionate Friends to Remember Children with Annual Worldwide Candle Lighting December 11th

OAK BROOK, IL— Love doesn't end with death. Families that have had a child die understand that. And with that understanding, plans are underway in hundreds of areas across the country, as well as around the globe, for the 15th **Compassionate Friends** Worldwide Candle Lighting December 11, 2011.

Held annually the second Sunday in December, the Worldwide Candle Lighting unites family and friends who light candles for one hour to honor and remember children who have died at any age from any cause. As candles burn down in one time zone, they are then lit in the next, creating a virtual 24-hour wave of light as the observance continues around the world.

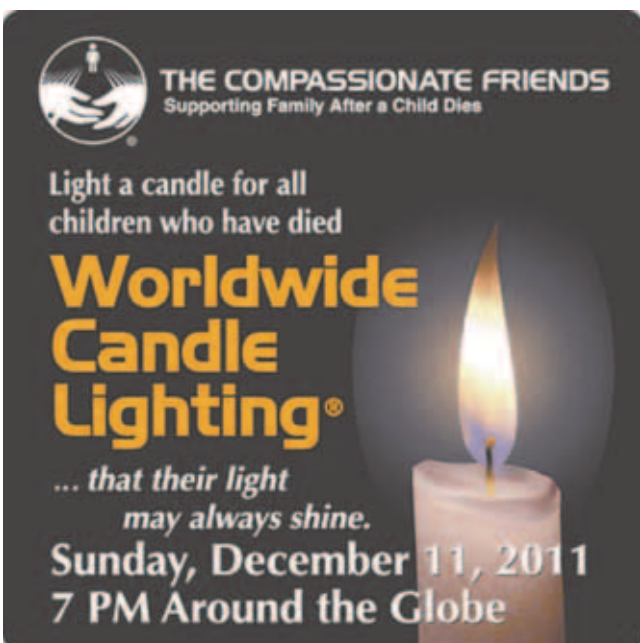
"The Worldwide Candle Lighting allows grieving families to know that their children have not been and never will be forgotten, whether that child died 60 years ago or yesterday," says **Patricia Loder**, executive director of The Compassionate Friends. "This event surpasses all artificial, religious, and cultural boundaries, allowing us to mourn as one when death robs the world of its most valuable resource," says Loder.

All allied organizations, community groups, churches and houses of worship, funeral homes, hospitals, and local community groups are invited to participate. In the past year, The Compassionate Friends has been joined by chapters from several organizations, including MISS, MADD, Parents of Murdered Children, SIDS Network, Gilda's Club, and Bereaved Parents of the USA. Services open to the

public are held in every state, Washington, DC, and Puerto Rico, as well as some 15 additional countries around the world. Tens of thousands of families also join in quietly, lighting candles informally in their homes. There is a Remembrance Book on TCF's national website at <http://www.compassionatefriends.org> open the day of the event to receive messages of love. Last year more than 5,000 messages were posted in the short 24 hour-span.

If you'd like to hold a service, visit TCF's national website general Worldwide Candle Lighting page for service ideas and general information including candle lighting posters you are welcome to use. Also, please submit information so your service can be included on the website. Last year more than 550 services were submitted and posted on TCF's national website.

The Compassionate Friends has more than 630 chapters in the United States offering support to bereaved families after the death of a child. To learn more about The Compassionate Friends and its many programs for bereaved families, call toll-free 877-969-0010 or visit www.compassionatefriends.org. Also on Facebook: <https://www.facebook.com/TCFUSA>.



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Multi-Generations in the Workplace

Continued from Page A20

Employees from different generations and backgrounds can openly share who they are without the fear of being negatively judged and forced to change. Company leaders should avoid forcing their own ideologies and remain open to new ideas when working with managers and key employees to reshape the company's vision. In the next edition we will get a much clearer picture of the funeral profession and discuss more of the survey results and how they can help determine the different learning methods for staff members.

Shun Newbern, BS, CFSP is an embalmer and funeral director in Whittier, CA. In addition to being a full-time embalmer, he is a national speaker and consultant on relatable issues. For additional information you may contact him at shunnewbern@aol.com.

Christie K. Winn, MS, BS operates Sunset Concepts, co-owner of TC Consultant Group and works with her husband Edward D. Winn, II of House of Winn Funeral Homes in Muskogee and Okmulgee, OK. She is the former Chemistry and Embalming instructor for Dallas Institute of Funeral Service. For additional information you may contact her at sunset.concepts@yahoo.com.

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Schrader Funeral Homes & Crematory take delivery of 2011 hearse



(L to R) Dennis Goethe, Peggy Arft-Goethe, Ruth Schrader Arft, Harold "Skip" Schrader, Steve Schrader and Joe Molina of Royal Coachworks, Inc of St. Louis who made the delivery

BALLWIN, MO— Schrader Funeral Homes & Crematory recently took delivery of a new 2011 Superior Cadillac Premier Funeral Coach.

Schrader's is St. Louis' oldest, family-owned funeral home. The business was founded in 1868 by **Frederick Schrader** in a building just a few hundred yards from the current Ballwin location. **Ruth Schrader Arft** and **Harold "Skip" Schrader** are fourth generation owners. Fifth generation family mem-

bers **Steve Schrader**, **Peggy Arft-Goethe** and **Peggy's** husband, **Dennis Goethe** are involved in the business on a daily basis. The Schrader's also have a facility in Eureka, MO and operate the Schrader Family Center on the Ballwin location grounds.

In 2011, the Schrader's were recognized for the fifth time by the *National Funeral Directors Association* with the distinguished Pursuit of Excellence Award.

Making an Exit by Sarah Murray looks at Funeral Practices around the World

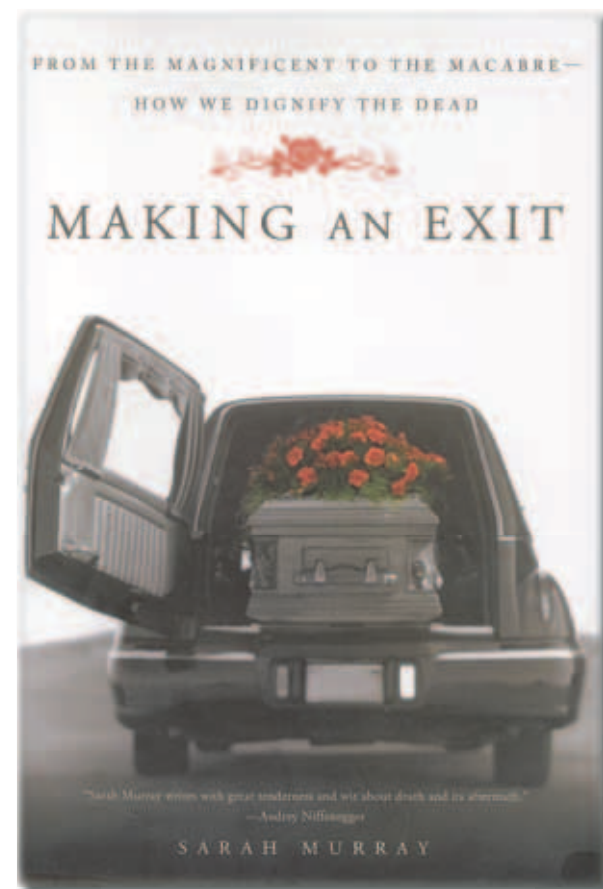
NEW YORK, NY—With the surprising humor of Mary Roach's *Stiff* and the globe-spanning bravado of Anthony Bourdain's *No Reservations*, *Making an Exit: From*

the Magnificent to the Macabre-How We Dignify the Dead is a journey into the astonishingly diverse funerary practices around the world.

This fascinating work of

non-fiction was inspired by the death of journalist **Sarah Murray's** father. Murray never gave much thought to what might ultimately happen to her remains, until her

father died. Now, puzzled by the choices he made about the disposal of his "organic matter," she embarks on a series of voyages to discover how death is commemo-



rated in different cultures. Along the way, she encounters: a royal cremation in Bali, Mexico's Dia de los Muertos, a Czech chandelier made from human bones, a weeping ceremony in Iran, and a Philippine village where the casketed dead are left hanging in caves.

Making an Exit is Murray's exploration of the extraordinary creativity unleashed when we seek to dignify the dead, and her accounts of these journeys are fascinating, poignant, and funny. But this is a very personal quest. In her travels, Murray is also seeking inspiration for her own send off. She even goes to Ghana to commission a coffin for herself, in the shape of the Empire State Building.

Penny Coleman, award-winning author of *Corpses, Coffins, and Crypts: A History of Burial*, describes *Making an Exit* as an "...intimate account of the ways death is

celebrated and commemorated around the world... exhilarating, insightful, and chocked-full of fascinating information." "This is a moving and thrilling book-part memoir, part travel narrative, part Ripley's Believe It or Not. There could be no better guide than Sarah Murray—so smart, thoughtful, and wickedly funny—to this remarkable and illuminating exploration of the rituals of dying and burial" said Richard McCann, author of *Mother of Sorrows*.

Sarah Murray is also the author of *Movable Feasts: From Ancient Rome to the 21st Century*, *the Incredible Journeys of the Food We Eat*, and is a longtime *Financial Times* contributor.

Making an Exit: From the Magnificent to the Macabre-How We Dignify the Dead is published by St. Martin's Press. For more information, call 646-307-5151, or visit www.stmartins.com.



Let's Chat

By Kristan Dean

What lessons would you learn if you took an 11 year walk around the world? If you are John Beilveau, of Montreal Canada, you are arriving home with many lessons learned. One of the most important: The simple truth "After food and shelter, man needs to feel like he belongs," (1). You realize that it is not sickness, danger, the difficulty of the challenge, or the time it takes to finish that makes a person want to end their journey. It is the feeling of aloneness that makes us want to give up.

How did John manage to walk around the globe trekking 47,000 miles across 6 continents and 64 countries? You guessed it: he didn't do it alone. John left Montreal on his 45th birthday, August 18, 2000, with the blessing of his two children from a previous marriage, and the support of his long time partner and girlfriend Luce Archambault, to run around the world. Did Luce say bon voyage and support her love only from afar? Absolutely not...Luce helped John find purpose. Thanks to Luce, John's decision to run around the world to "shake off a mid-life depression," (2) and escape the failure of his sign shop going bankrupt did more than change into a walk somewhere near Atlanta. Thanks to Luce, John's escape ultimately became a "voyage to promote peace and non-violence for the benefit of children in support of a UNESCO proclamation," (2).

Yet purpose, no matter how great, how noble, or how needed is not always enough. There in Ethiopia "gripped by despair" (2) and loneliness, when John couldn't take one more step because he felt completely alone, did his walk's purpose give him the solace he needed to continue? No. When John wanted to quit it would take more than purpose. It would take more than the memory of the times Luce joined him every year for her part in his walk around the earth. He needed more than the "about 1600" (2) families who opened their homes to provide

him shelter and the nine governments who "provided him with escorts to guard him against terrorists or local criminals," (3) to help his feet continue on his journey.

John needed Luce, and though we may not know the exact words she used to "egg him on" (2) from Montreal we understand that it is their connection that helped John continue walking in Ethiopia. That her support, their love, the "sympathy of strangers," (2) and "the huge number of people he met along the way," (2) gave John the courage to finish his journey, fulfill his walk's purpose, and reach his dream.

John could not and did not make it around the world walking alone. Only with the support of others did John find the strength not to give up. It is thanks to all who reached out and gave of themselves and their countries that John completed "the longest uninterrupted walk around the world," (2).

Today please let Luce, all the people he met along the way, the 1600 families, and nine countries that supported, reached out, and protected John inspire you to go beyond your walls to bring comfort and purpose to those in your community who face this Holiday season alone. Please renew your efforts to bring your community together to connect and help others.

Be the one who helps someone not give up. Reach out and help someone make their next step. I look forward to hearing about your adventures. Please give me a ring at 781-331-5308 or if you prefer email me at kristan@mooneytunco.com. To learn more about John's walk please visit www.walk.org.

(1) According to the Huffington Post, October 4th, Global Pulse.

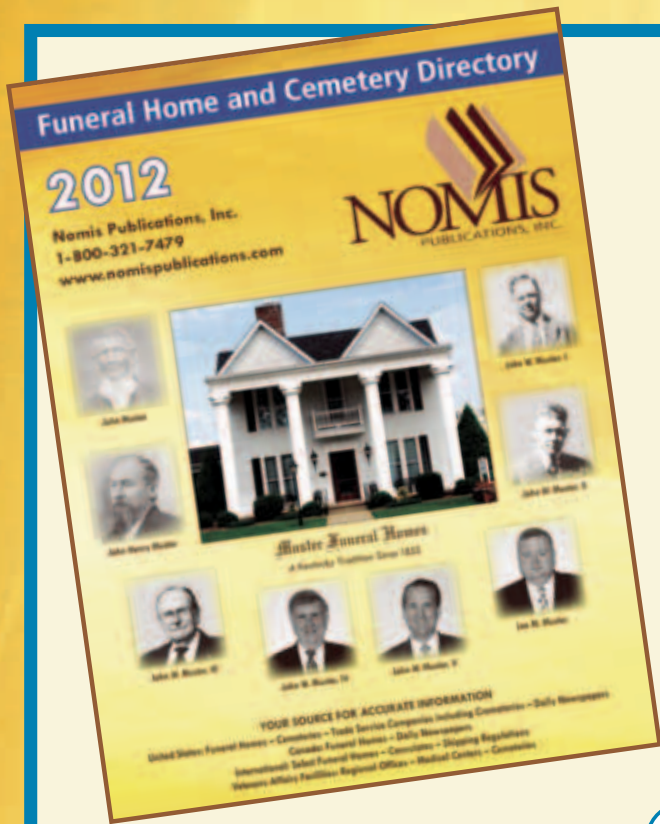
(2) According to the Vancouver Sun Sept 22, 2011.

(3) According to Cottage Country.

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.

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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.



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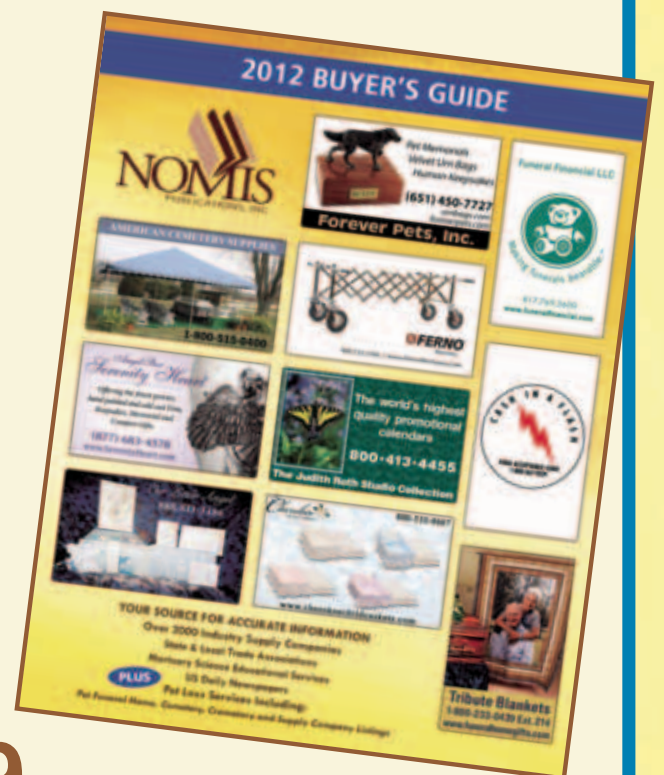


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2011 Women of Power: African American Jewels of Funeral Service

Continued from Page A14

Boyd-Hines, and their grandson, **Charlie Boyd**. The family firm established a branch in Winter Haven, Florida, managed by two of their sons, **John Andrew Boyd** and **James Calvin Boyd**. This facility was later renamed the **John A. Boyd Funeral Home**, when John's son, **Clayton Boyd** took over management after the his father's death.

In 1973, the **James C. Boyd Funeral Home** was established in Fort Lauderdale, Florida; and, in 1984, it branched out to Fort Myers and took control of the Winter Haven facility, which was rechristened the **James C. Boyd Funeral Home**. James C. Boyd has established a large portion of the third and fourth generation of the Boyd firm with three daughters, **Erma J. Boyd-Dorsey**, **Avis L. Boyd-Gaines** and **Mary L. Boyd-Elliott**; a grandson, **Joshua Dorsey**; and a son-in-law, **Herman C. Dorsey**, who are all Licensed Funeral Directors and Embalmers.

After the death of her father in 1996, Erma successfully managed the Fort Lauderdale branch, until 2001 when she became owner of the James C. Boyd Funeral Home of Fort Myers.

She currently serves on the Executive Board of the *Florida Morticians Association, Inc.*, and as Treasurer of the 1st Regional District of that organization.

She is a member of the NFDMA and serves on the Advisory board of Miami Dade Community College and the Fort Myers Redevelopment Agency.

Mary Sharper Mills

Mary Sharper Mills hails from Gallion, Alabama. She graduated with a degree in Business Administration from C.A. Fredd Technical School, now Shelton State Community College, and worked in Early Childhood Development at the University of Alabama.



Mary Sharper Mills

Mary was one of the first Black Lady Attendants in funeral service in Tuscaloosa, AL. She has been employed with **Rollins Mortuary** for almost forty-one years. She has assisted numerous funeral homes in and around Alabama.

Mary is the recipient of numerous awards and honors. Included among them is a Certificate of Recognition from the State of Alabama in 1998 following her retirement after 25 ½ years of service with the Department of Human Resources. She also received a Retirement Citation from the State of Alabama in 1998. Mary has an overwhelming fondness for humanity as evidenced by her twenty eight years of service as a member of Eta Phi Beta Sorority, Inc.

Mary's culinary skills have endeared her to family and friends alike as she loves to cook for a crowd. She serves in the Kitchen Ministries of Beulah Missionary Baptist Church, and the New Antioch Bethlehem District Association, in addition to being the principle caregiver for her eight-eight year old mother.

On February 13, 2011, Mary married her friend and soul mate Casimuir Mills, Sr. Together they have six children and six grandchildren.

Carmon Community Funeral Homes Receives 2011 "Ray of Hope Award" from Mary's Place—A Center for Grieving Children and Families



(L to R) Front Row: Lisa Peluso, RN, Executive Director of Mary's Place and Celebration Event Chairs Deb Roncari and her sister, Robin Roncari. Back Row: Event Emcee Jacques Lamarre, Director of Communications and Special Projects at the Mark Twain House and Museum; and John C. Carmon, CFSP, President of Carmon Community Funeral Homes

WINDSOR, CT— Supporting grieving families can be a solemn job, but more than 200 guests were all smiles as they gathered in the Atrium of Goodwin Square in Hartford to celebrate the 15th Anniversary of *Mary's Place - A Center for Grieving Children & Families*. The Windsor, CT based nonprofit organization provides support and hope to grieving children and families in Connecticut and Massachusetts and does not charge families for services nor receive any state or federal funding.

The evening featured the presentation of the organi-

zation's 2011 "Ray of Hope Award" to the Carmon Family of **Carmon Community Funeral Homes**, who brought more than a dozen immediate family members up to the stage for the honor. Mary's Place Executive Director, **Lisa Peluso**, R.N., told the crowd that the Carmons were involved from the very start and donate the building the center uses. Guests also heard from Mary's Place's Chair, **Marcia Levinson Mason** and a young father who candidly recounted how the organization has helped him and his daughter after his wife died.

working solution.

The difference would be the amount of concentrate used in each gallon of working formulated solution. Retention of the working solution would be basic injection technique.

In the real world, some special purpose concentrated co-injection chemicals may be used to treat specific pre-existing conditions without altering the concentration of the preservative.

Due to the United States increasing interest in the European formalin directive, specialized approaches and techniques are being introduced. These methods deal with the potential hazards associated with formalin based embalming chemicals.

Formalin free concentrate techniques are based on using enzyme neutralizers which have the ability to retard decomposition. The rule of thumb is to use one 16 ounce bottle for each fifty pounds of body weight with closed drainage.

The average body will hold six gallons without distention or swelling. If discolorations are apparent intermittent drainage may be used, this should be replaced with concentrate against closed drainage.

Article 26 will examine a variety of treatments using formalin free temporary preservatives.

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



The Basics of 21st Century—Temporary Preservation Technology (Part 25)

By John A. Chew

Up to this point, we have introduced the importance of vehicle preparation in controlling and balancing the water PH in various regions. This of course provides the basis for various methodologies for temporary preservation for the federalization process.

As discussed, I have given options as to the use of formalin based concentrated fluids. The key is to work with a dilution factor that will achieve the maximum depth preservation. Using this method, the embalmer will achieve broad and even dispersion of preservative.

We know that the only fixed factor in the preservation process is the concentrated index fluid produced by the manufacturer. It is the embalmer who alters the concentrate to meet the specific needs of a body.

A question you may be asking is: Can you achieve similar preservation using a high index concentrate vs. a low index concentrate? The answer is yes. The difference is determined by the volume used and retained at the molecular level. For example, if you dilute a 36 Index to make a 1% dilution you would use 3.5 ounces of concentrate and enough solvent to make 1 gallon of formulated solvent (128 ounces). If you dilute a 20 Index to make a 1% dilution you would use 6.4 ounces of concentrate and enough solvent to make 1 gallon of

Lancaster Cemetery Awarded Exceptional Public Outreach Award

Continued from Front Page



“This award represents the cooperative spirit and community focus exhibited by every person associated with Lancaster Cemetery,” remarked Board Chairman **Norman Hickling**. “All of the community outreach and special events are done to honor the founding members of our community and our veterans. We accept this honor with great pride on behalf of the Antelope Valley.”

Lancaster Cemetery is a treasure trove of history, holding hundreds of stories from men, women and children of all ages and all walks of life. Early Lancaster was a western town defined by ranchers and cattlemen, twenty-mule teams, railroad workers and gold miners. Between 1890 and 1897 the local barber served as Justice of the Peace and mortician, using the barber shop cellar as an undertaking establishment.



Restored 1938 Japanese Monument that was vandalized during World War II

Prior to the official opening, at least nine people were buried on or near the site of Lancaster Cemetery. Local lore tells of a cowboy who discovered the body of a rancher in the brush ten miles south of town. With no cemetery around, the townspeople nailed together a coffin, found a Joshua tree for a marker, and buried the rancher. Many other people were buried in the same area and in 1902 *Benjamin Franklin Carter* donated the property to Los Angeles County for use as a cemetery. The first recorded burial in Lancaster Cemetery was that of a six-year old girl, *Margaretha Martin*, in 1895.



Families could buy a package of 12 cemetery lots at \$5 each as a family plot. Each family was responsible for the maintenance and care of the plot. As time passed, less and less attention was paid to the care of the property. Because the county had no funds to landscape or maintain it, the landscape became a dust bowl filled with litter and weeds.



Monument to honor the World War II Women Air Force Service Pilots (WASP)

Following World War II, a group of citizens banded together to form a special tax-sharing district to take care of the cemetery. In an election held on January 17, 1950 the formation of a special cemetery district was passed. The original trustees were sworn in on February 14, 1950. Today, Los Angeles County 5th District Supervisor, *Michael D. Antonovich* appoints members to the Board of Trustees. The current Board consists of **Norman Hickling**, chairman, **Dave Owens**, **Bruce Macpherson** and **Richard Cook**.

In 2007, a non-profit organization, Friends of the Lancaster Cemetery, Inc. was formed to help with the cemetery projects due to a decrease in tax revenue, and a marketing/historical research director was hired to bring awareness and visibility to the cemetery and educate the local citizens in the history of the cemetery “occupants,” as many of them are the pioneers who founded the area.

Civil War Mourning Ceremony

One of their first projects was to recognize the five Civil War veterans buried in the cemetery – one Confederate and four Union. Two of the soldiers did not have headstones. The markers were ordered through the Department of Veterans Affairs and a dedication was planned. Several local dignitaries and members of the Sons (and Daughters) of the Union Veterans, and Sons and Daughters of Confederate

Veterans attended in period dress to honor the soldiers. A 21-gun salute was given by men in uniforms from both the North and the South, and a Civil War replica canon was fired in honor of each soldier. Students from a local middle school participated in this event which coincided with Civil War history studies in their classrooms.

Japanese Memorial Restoration and Rededication

Their second project was the restoration and rededication of a 1938 Japanese monument vandalized during World War II. Dignitaries

from all over the world attended, including: the Consul General of Japan, Los Angeles County 5th District Supervisor *Michael D. Antonovich*, and family members of the original sponsors of the monument. For their work on this monument they were awarded the Los Angeles Conservancy Preservation Award in 2010, “For rebuilding a 1938 monument to deceased Japanese settlers in the Antelope Valley more than sixty years after its vandalism during World War II, righting a wrong through the sheer dedication of family and community members.”

Veterans Court of Honor

An ongoing project is the Veterans Court of Honor. Through donations and fundraising, they have constructed the Ivan Westerfield Memorial Walkway using memorial bricks inscribed with a living or deceased veteran’s name and information. A World War II veteran’s monument is partially completed, with only the 709 names of veterans who served during World War II from the Lancaster area, yet to be engraved on the black granite. This year they have also dedicated a granite monument to honor the World War II Women Air Force Service Pilots (WASP).

At the beginning of the walkway is a monument with four granite panels. Three are completed. The first honors U.S. Navy Seaman *Ivan Westerfield*, the first person killed during the opening salvos of World War II on the U.S.S. *Arizona* at Pearl Harbor. His body was never recovered.

The second panel was dedicated to honor 2nd Lt. *Russell H. Godde*, a bombardier on a B-26 the “*Yen Tu*.” Lt. Godde’s airplane was shot down during the Ploesti oil field raids in 1943. Three crewmates survived by bailing out of the burning aircraft and recalled Lt. Godde still calling the bomb sequence as they bailed out of the plane. They are currently working with a non-profit organization to locate and recover the body of Lt. Godde and bring him home to Lancaster.

The third panel honors USMC Lance Corporal *Mark Ferguson*, the first person from the Lancaster area killed during the Vietnam War. As one of the first organizations to honor the veterans on Vietnam Veterans Day, they were honored with a California State Legislature Certificate of Recognition from Senator *George Runner* and Assemblyman *Steve Knight*. Hundreds of members of the community turned out to hear local veteran *David Rehmann*, a six year prisoner of war in Vietnam, participate in the dedication of the granite panel.

Sponsors have also donated funds to install nine flagpoles at the cemetery, including a 30’ pole bearing the U.S. flag and the Prisoner of War Flag, and six military service flagpoles including the Army, Navy, Marine Corp, Air Force, Coast Guard and the Merchant Marines.

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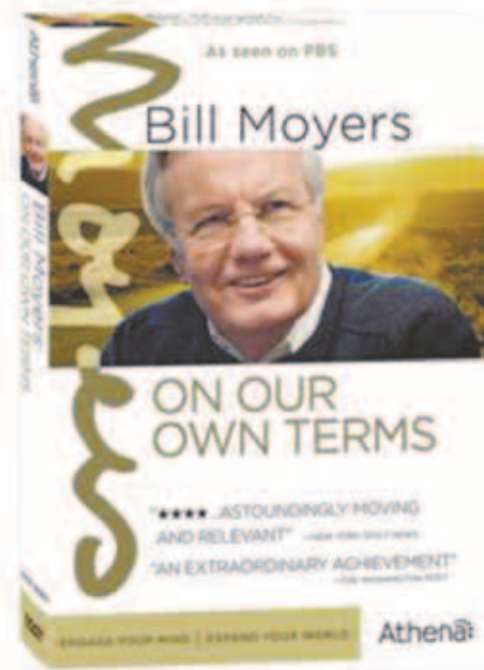
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Bill Moyers: On Our Own Terms Documentary arrived on DVD October 25, 2011

SILVER SPRING, MD— An emotional and pragmatic look at the way Americans face death, the PBS-broadcast documentary series, **Bill Moyers: On Our Own Terms** arrived to DVD from Athena on October 25, 2011. Legendary Emmy® and Peabody Award-winning journalist Bill Moyers (PBS, NBC, CBS) interviews dozens of terminally ill patients in this four part exploration of end-of-life issues from health care to cultural attitudes. The series offers illuminating perspectives on the sometimes controversial ethical,

explain the complex concepts and choices that surround "a good death." Allowing patients from many cultures and backgrounds to speak about their wishes and be-



medical and economic forces that can drive a person's decisions surrounding death. The two volume DVD set also includes a 16 page viewer's guide, biographies, and more. On Our Own Terms is Athena's ninth release from Moyers' acclaimed library of programs.

While research shows that the majority of the people wish to die at home, most Americans will die in hospitals. In this emotional, powerful, and constructive exploration on death, renowned journalist Bill Moyers interviews dozens of terminally ill patients. From a gentle pediatrician who chooses not to combat his cancer with chemotherapy to palliative-care doctors and hospice workers who focus on comfort rather than cure, this four part program uses individual portraits to

liefs, each a poignant story of living with and redefining death.

The set includes a 16 page viewer's guide with an introduction by Bill Moyers, "How to Be with a Dying Person" by the Rev. **Chuck Meyer**, "Grief" by **Kenneth J. Doka**, articles on physician assisted suicide and hospice care, and a glossary of terms; Biography of Bill Moyers, plus more.

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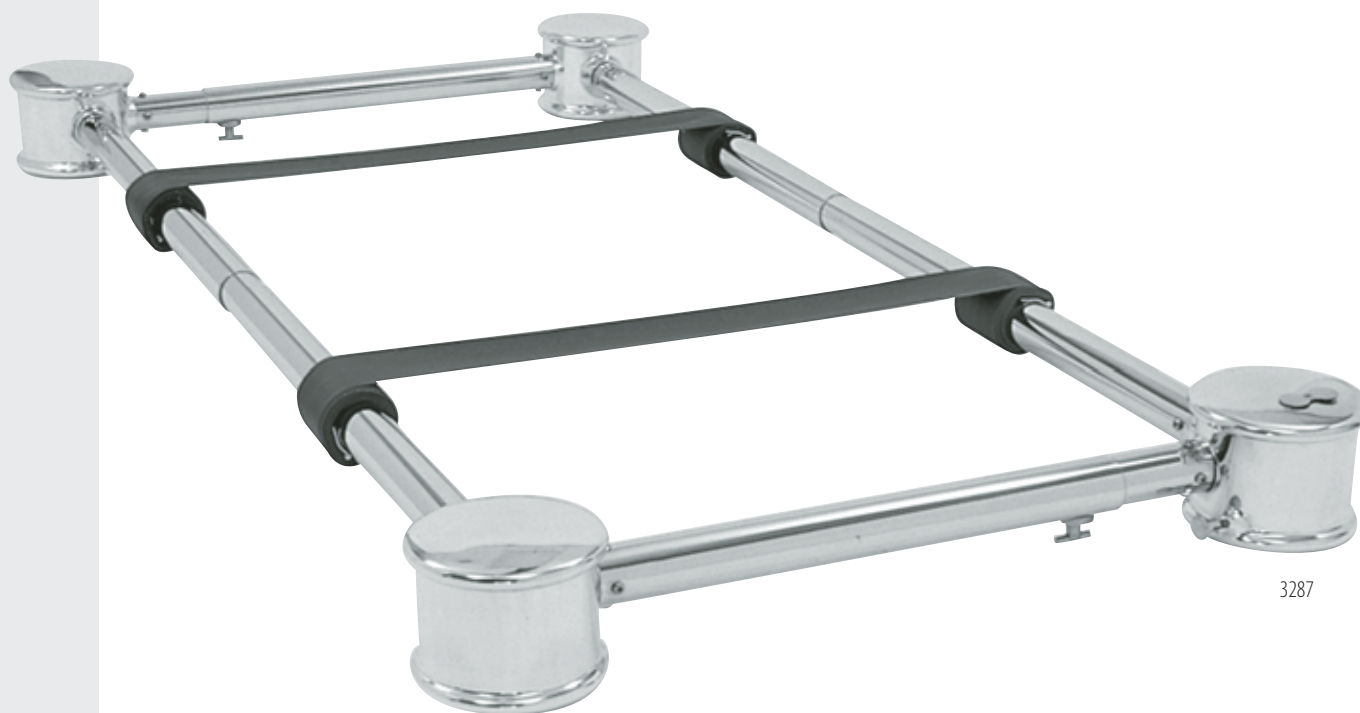
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our Comprehensive Cancer Center," said Chanaga. Additionally, Nancy, a former President of the Ormond Beach Historical Society, kicked off the Florida Humanities Council Discover Our History Lecture Series on Saturday, September 24, 2011 at the Anderson-Price Memorial Building in Ormond Beach with a presentation on *The Three*



Nancy Lohman presents the Three Funerals of John D. Rockefeller

Funerals of John D. Rockefeller. It was the first lecture of the 2011-2012. Nearly 200 people attended.

John D. Rockefeller had a home in Ormond Beach (The Casements) from 1917 until he died there in 1937 six weeks shy of his 98th birthday. His relationship with Ormond Beach is a treasured part of its history and The Casements serves today as a city cultural center, so there is always great interest in his life and times. Nancy's presentation, well supported with a pictorial slide show and even a 1939 hearse parked on the front lawn, entertained the audience with a previously unexplored part of his story. A comment made by at least a dozen people summed up the presentation: "Wonderful knowledge, skilled speaker, engaging subject—great way to start off the new season."

Nancy Lohman is highly regarded and an accomplished business and civic leader in the Daytona Beach area community. When her family purchased the oldest funeral home

Continued from Page A18

in Daytona Beach several years ago, they discovered funeral record books dating back to 1917, including that of John D. Rockefeller. That peaked her interest and she enlisted the help of her dear friend and colleague, **Todd Van Beck**, to do extensive research on his funerals in Ormond Beach, Tarrytown, NY and Cleveland, OH, his final resting place. In addition to her presentation,

Nancy enhanced her talk with a laminated memorial bookmark of Rockefeller's obituary for each person in the audience and displayed memorabilia including John D. Rockefeller's funeral record completed on May 23, 1937, the day John D. passed away, by **Frank Wylie**, Funeral Director. Mr. Wylie was the embalmer at **Baggett & Summers**, a Lohman Funeral Home, whose name at the time was **Baggett, Weatherby and McIntosh**. The funeral home was owned by **Billie Baggett**, who served as the Mayor of Daytona Beach.

The Lohman Family (Lowell, Nancy, **Victor** and **Ty**) are the largest private family-owned operators of funeral homes and cemeteries in Florida. They own 14 locations in Volusia and Flagler counties in the central east area of Florida. Nancy serves as a Vice President of the *International Cemetery, Cremation and Funeral Directors Association* and Ty serves as the Secretary, Treasurer for the *Florida Cemetery, Cremation and Funeral Directors Association*.

30 Funerals in 30 Days Blogging Challenge

ALBUQUERQUE, NM—**Gail Rubin** is a politically correct funeral crasher. Starting September 30th, Rubin was scheduled to attend 30 funerals or memorial services in 30 days and write about each on The Family Plot Blog (<http://TheFamilyPlot.wordpress.com>). The "30 Funerals in 30 Days Challenge" will end on October 30, the 12th annual **Create a Great Funeral Day**.

Rubin, the author of *A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die*, is a Certified Celebrant who brings light to a dark subject and helps get funeral planning conversations started.

The "30 Funerals in 30 Days Challenge" was designed to: Illustrate the many creative ways people celebrate the lives of those they love; Help reduce a fear of talking about death - something that will happen to all of us; Show that funerals are a life cycle event much like a wedding, best planned more than a few days ahead of time.

"Just like the lead characters in the cult film, Harold and Maude, I'm attending funerals for people I don't know. I intend to honor the family and the life of their loved one," said Rubin. "This '30 Day Challenge' will show there's no need to fear having end-of-life conversations. Just as talking about sex won't make you pregnant, talking about funerals won't make you dead and your family will benefit from the conversation" says Rubin.

This is Rubin's second "30 Funerals in 30 Days Challenge." The first one ran from October 30 to November 29, 2010. She attended public events listed in the obituary

pages of her local newspaper and attended both memorial services and funerals, religious and non-religious events, and covered expected and unexpected deaths.

Among the most memorable services in 2010 were two pews of Red Hat Society ladies in full regalia, a Harley Davidson motorcycle in a funeral chapel, an artist's remembrance that featured her favorite lemon meringue pie, an AA meeting style remembrance for an addiction counselor, and a funeral for a fallen police officer.

Create a Great Funeral Day was started in 2000 by **Stephanie West Allen**, a lawyer who wrote *Creating Your Own Funeral or Memorial Service: A Workbook*. She had watched her husband struggle to pull together a meaningful funeral for his mother, who had left no directions before she died. Observing his grief, Allen felt that knowing what her mother-in-law might have wanted would have made holding a funeral so much easier.

The idea behind Create a Great Funeral Day is to consider how you would like to be remembered. By letting those you love know how you'd like your life celebrated; the survivors' experience can be so much easier.

Rubin's award-winning book, *A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die* (Light Tree Press) was a Book of the Year Award finalist in the Family and Relationships category. The book is available in print and ebook formats at www.Amazon.com, www.barnesandnoble.com, and at www.AGoodGoodbye.com.

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Association NEWS



CANA appoints Barbara Kemmis as Executive Director

WHEELING, IL— The Board of Directors of the **Cremation Association of North American (CANA)** has announced the appointment of **Barbara Kemmis** as Executive Director effective October 17, 2011.

Kemmis brings over 15 years of experience developing and marketing member benefits, providing leadership in professional associations, fundraising and creating professional development opportunities. Most recently, the Director of Member Services at the American Theological Library Association in Chicago, IL and previously served as Vice President of Library and Nonprofit Services at the Donors Forum in Chicago, IL. Kemmis has a master's degree in library science from *Dominican University*, a graduate certificate in nonprofit management from *North Park University* and a B.A. from *Earlham College*.

"CANA leads the industry in networking and professional development through educational seminars and workshops, government regulatory updates, in publications and other information sources. I am

thrilled to join the association at this historic moment and look forward to meeting CANA members at the annual convention in Chicago," Kemmis stated.

This appointment marks the transition from outside management to a stand-alone organization. "CANA members will be well served by the new opportunities this leadership change brings. The CANA board has been working toward this transition for more than three years and we look forward to working with Ms. Kemmis to ensure CANA remains a trusted resource for its members and the industry," offered **Mark Matthews**, CANA Board President.

Founded in 1913, the Cremation Association of North America (CANA) is an international organization of over 1,500 members, composed of cremationists, funeral directors, funeral home operators and owners, cemeterians, industry suppliers and consultants. CANA members believe that cremation is preparation for memorialization. For more information visit www.cremationassociation.org.

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Indiana Funeral Directors Association Wraps up Annual Meetings for 2011

INDIANAPOLIS, IN— The **Indiana Funeral Directors Association (IFDA)** recently wrapped up its annual District Meetings, covering all nine districts throughout the state. This year **Bo Hagemier**, IFDA legal counsel, discussed the 2011 Amendments to the Statutory Scheme of Final Disposition Authority and key elements of personal and succession planning. **Curtis Rostad**, IFDA Executive Director, proposed new Courtesy Card Legislation and presented a disposition comparison including Alkaline Hydrolysis.

These meetings, held in September every year, are open to members and non-members for the purpose of keeping funeral service current and for continuing education.

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

Educational NEWS

Funeral Service Foundation awards Joseph E. Hagan Memorial Scholarship

BROOKFIELD, WI— The **Funeral Service Foundation** (FSF) has awarded an outstanding mortuary science school student, **Onyx Ifemembi**, a \$2,500 Joseph E. Hagan Memorial Scholarship.

Seven students applied for consideration for the 2011 Joseph E. Hagan Memorial scholarship program. Students were asked to explain how the changes in funeral service today would positively impact their future career.

“The commitment of all the scholarship applicants to their chosen profession was very heartening,” said FSF Chair, **Alan Creedy**. “This student had thoughtful, insightful views of how funeral service is changing and how it will affect her future as she sees the changes more as opportunities to be embraced. We are delighted to be able to continue to support a promising mortuary science student with a scholarship, and look forward to her life-long contribution to our profession.”

Scholarship recipient, Onyx Ifemembi is pursuing an Associate’s of Applied Science in Funeral Service from the *Commonwealth Institute of Funeral Service* in Houston, TX. Ifemembi believes that funeral service is serving a highly mobile, fast paced generation and must change its areas of personalization, education and technology in order to exceed the expectations of the families it serves.

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 2012 Joseph E. Hagan Scholarship will be available in January, 2012, at www.funeralservice-

CONTINUED ON PAGE A33

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Educational NEWS CONTINUED

Get Certified by CANA at the Crematory Operations Conference

WALL, NJ— The Cremation Association of North America (CANA) and Matthews Cremation Division in cooperation with Kates-Boylston Publications will hold a special, redesigned Crematory Operations Certification Conference on May 2, 2012, at the Marriott Hartford Downtown hotel in Hartford, CT.

“This conference is not just for crematory operators and technicians; it’s just as important for owners and managers to attend,” said **Thomas A. Parmalee**, editorial director of Kates-Boylston Publications. “The increasing cremation rate poses business challenges for everyone, and knowing how to avoid lawsuits tied to improper crematory management and finding new ways to better serve families is becoming more important by the day” says Thomas.

“Cremation litigation is at an all-time high, and the monetary settlements being paid out by funeral homes and crematories



Chris Farmer



Mike Nicodemus

are reaching epic numbers,” said **Mike Nicodemus**, chairman of CANA’s Crematory Operations Certification program and one of the speakers at the conference. “The certification conference will give you an opportunity to hear from the most knowledgeable experts in the cremation industry as to how you can avoid a lawsuit.”

The redesigned conference includes more information for owners, managers, funeral directors and operators. Nicodemus,

who serves as an expert witness in cremation lawsuits throughout the country, teams up with **Chris Farmer**, general counsel of CANA, to help you avoid lawsuits and protect your firm. A section devoted to cremation startup and return on investment has also been added and is exclusive to this conference.

Speakers at the crematory certification program include Chris Farmer, Michael Nicodemus, and **Ron Salvatore**. Chris formerly served as a corporate counsel for **Service Corporation International**. He has handled investigations for employers throughout the United States. He has also managed a large international docket of state and federal funeral home and cemetery matters including professional liability, negligence, intentional acts, and deceptive trade practice claims. Farmer serves as the general counsel for CANA as well as the *Texas Funeral Directors Association*.

Nicodemus is chairman of the Crematory Operations Certification Program and the manager of cremation operations at **Hollomon-Brown Funeral Homes**, which has 10 locations in Virginia. He has performed or assisted in cremating more than 5,000 decedents. He is a board member at *Pittsburgh Institute of Mortuary Science* and is the author of the Cremation Operations Manual published by CANA and Kates-Boylston. He has been retained as an expert witness in numerous litigation cases throughout the United States.

Ron Salvatore is a certified crematory operator trainer and has been with Mat-

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4 Tbs unsalted butter
1 lb ground sirloin
2 cup diced onion
¾ cup diced carrot
2 tsp minced garlic
1 tsp dried basil
¼ cup all purpose flour
1 ½ cup milk
3 cup low-sodium chicken broth
2 cup peeled and diced russet potatoes
2 cup shredded sharp Cheddar
Salt/ black pepper to taste
Ketchup
Prepared yellow mustard
Chopped dill pickles

Melt butter in a sauté pan over medium heat. Add sirloin; cook until meat begins to brown. Stir in onion, celery, carrot, garlic and basil; cook 5 minutes. Add flour, stirring to coat meat; cook 1 min. Stir in milk until mixture is smooth. Bring mixture to a boil; cook 2 minutes. Transfer soup to a 3-4 qt slow cooker. Stir in broth and potatoes. Cover soup; cook until potatoes are tender, on low-heat setting for 3-4 hours. Add cheddar just before serving, stirring until cheese melts. Season soup with salt and pepper; garnish each serving with ketchup, mustard and pickles.

TIP: This popular cheese soup relies on a mirepoix [mihr-PWAH]—onion, celery, and carrot sautéed in butter for added flavor.

MOCHA MALT

1 ½ cup milk
1/3 cup malted milk powder
3 Tbs unsweetened cocoa powder
1 ½ tsp instant espresso powder
1 carton vanilla ice cream [1 ½ qt]
Whipped cream, optional

Combine milk, malted milk powder, cocoa and espresso powder in a blender. Add ice cream; blend on high speed until mixture is smooth. Serve malts immediately. Garnish malts with whipped cream, if desired.

Good Eating!

Educational NEWS CONTINUED

PIMS holds 143rd Commencement Exercise

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) held its 143rd Commencement exercise on Friday, September 9, 2011 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 **Paul J. Urban** who delivered an inspirational address entitled "Keeping Service in Funeral Service." Mr. Urban is the current president of the *Allegheny County Funeral Directors Association* and employed with the **Savolskis-Wasik-Glenn Funeral Home** in Munhall, PA.

The Funeral Service Oath was administered by **Barry T. Lease**, and the graduating class was presented by **Dr.**

Joseph A. Marsaglia, Dean of Faculty and Students. **Dean Marsaglia** also recognized Class Faculty Advisor **Barry T. Lease** for his guidance and devotion.

Candidates to receive the Diploma in Embalming and Funeral Directing are: **Jessica Barefoot** of Burtonsville, MD; **Bryan Bowman** of Millersburg, PA; **Nickie Campbell** of Mountain Home, ID; **Jacob d'Argy** of Pittsburgh, PA; **Rebecca Emmert**—Student Senate President—of Pittsburgh, PA; **Mark Hall** (Cum Laude) of North Bloomfield, OH; **James Humphrey** of Pottsville, PA; **Breanna John** of Apollo, PA; **Jamie Johnson** of Trinidad and Tobago; **Spencer Jones** of Verona, PA; **Ted Lawver** of Uniontown, OH; **Zachary Matinchek** of Hummelstown, PA; **Kimberly Meyers** of Pittsburgh, PA; **Courtney Pettry** of Elkview, WV; **Ryan Schellhaas** of Pittsburgh, PA; **Brittany Senatore** of Monroeville, PA; **Bradley Shomper** of Tower City, PA; **Brandi Smith** of Leavittsburg, OH; **Joseph Stevens** of Poughkeepsie, NY; **Randi Strunk** (Cum Laude) of Pittsburgh, PA; **Rachel Tassey** of Weirton, WV; **Elyse Welsh** of Millvale, PA; **Tyler Wheatley** of Pocatello, ID; **Ryan Wilt** of Glassport, PA; **Kristina Winings** of Northern Cambria, PA; **Heather Yeager** of Roaring Spring, PA and **Mary Zarin** (Magna Cum Laude) of Bear, DE. Candidates to receive the Associate in Specialized Technology Degree, Funeral Service Arts and Sciences are: **Jeffrey Barb** (Cum Laude) of Parsons, WV; **Terry Barnett** (Cum Laude) of Wellington, KY; **Theresa Boal** of Westernport, MD; **Jessica Bowser** of Girard, OH; **Jason Brinker** (Summa Cum Laude) of Latrobe, PA; **Tyler Hamstra** of Eighty Four, PA; **Nanette Johnson** of Wellersburg, PA; **James Kiriazis** (Summa Cum Laude) of Austintown, OH; **Bethany Malloy**—Student Senate Secretary and Treasurer—of Hummelstown, PA; **Sara McIlvaine** of Washington, PA; **Gregory Neely** of Glenshaw, PA; **Breanne Radin** (Magna Cum Laude) of Mainesburg, PA; **Steven Sconfitto** of North Chili, NY; **Daniel Wageley** of Martinsburg, WV; **Christopher Wertman** (Cum Laude) of Shade Gap, PA and **Lisa Wood** of Warren, PA.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: **Alice Davis** of Monongahela, PA; **Nicole Davis** of Alliance, OH; **Ralph Fuller** (Cum Laude) of Pittsburgh, PA; **Stacey Groeneveld** (Cum Laude) of Kenai, AK; **Thor Hoffer** of Greensburg, PA; **Rhianne LaQuatra** of Coraopolis, PA; **Dionne McQuaid** of Ambridge, PA; **Summer Minter** of Fombell, PA and **Porcelain Rollins** (Cum laude) of Ambridge, PA.

Graduates receiving the Associate in Specialized Business Degree, Funeral Service Management are: **Alice Davis** of Monongahela, PA; **Nicole Davis** of Alliance, OH; **Ralph Fuller** (Cum Laude) of Pittsburgh, PA; **Stacey Groeneveld** (Cum Laude) of Kenai, AK; **Thor Hoffer** of Greensburg, PA; **Rhianne LaQuatra** of Coraopolis, PA; **Dionne McQuaid** of Ambridge, PA; **Summer Minter** of Fombell, PA and **Porcelain Rollins** (Cum laude) of Ambridge, PA.



PIMS Dean of Faculty and Students Dr. Joseph Marsaglia with student senate president Rebecca Emmert

Special Awards were also presented at the commencement. The Memorial Award was presented to Jacob T. d'Argy 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 Jason J. Brinker who had maintained the highest scholastic average for the school year 2010-11. The William J. Musmanno Memorial Award was presented to Jamie Johnson in recognition of her outstanding ability, attitude, commitment and achievement in the clinical setting. The PierceChemical/Royal/ Bond Award was presented to Jason J. Brinker in recognition of his outstanding ability, commitment, attitude and achievement in the areas of restorative art and cosmetology. **Michael Kuruc**, representative from the **Pierce Chemicals/Royal Bond Company** presented Jason with a plaque and a complete engraved cosmetic kit.

Ten percent of the graduates received the Mu Sigma

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Educational NEWS CONTINUED

PIMS holds 143rd Commencement Exercise

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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: Jason Brinker, Mark Hall, James Kiriazis, and Joseph Stevens.

Commencement speaker **Paul Urban** presented the Joseph D. Moon Award to Jason Brinker as the Honor Student of the graduating class. This award is sponsored by the *Allegheny County Funeral Directors Association*. At the conclusion of the ceremony, student senate president Rebecca Emmert gave her closing farewell remarks and classmate Bethany Malloy lead the congregation in the traditional singing of America the Beautiful. Best of wishes to all the graduates as they begin their funeral service careers.



PIMS Dean of Faculty and Students Dr. Joseph Marsaglia with class 143 graduate Chris Wertman



(L to R) Students of the 143rd graduating class; Spencer Jones, Breanna John and Jamie Johnson



PIMS president Eugene Ogrodnik with commencement speaker Paul Urban

Funeral Service Foundation awards Joseph E. Hagan Memorial Scholarship

Continued from Page A29

foundation.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 Mar-

shall, 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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Educational NEWS CONTINUED

The 100BWFS announces Funeral Service Scholarships

LONGWOOD, FL—On behalf of the board of directors, officers and the funeral service education memorial scholarship team, the **100 Black Women of Funeral Service** gratefully thank their Memorial Donors and Corporate Sponsors for helping them serve deserving mortuary students around the nation. The success of the organization stems from our colleagues' confidence in the new generation of funeral service professionals, and from successful licensed owners and managers who wish to offer guidance and support in memory of loved ones who helped lead them to success.

She did a fantastic job matching students with Professional Licensed Mentors in their home region. It is the organization's goal, through the *Lottie K. Weldon Mentoring Program*, to empower female students to believe, trust, and appreciate all that funeral service has to offer. 100BWFS reminds them that if they fail along the way, they must get up and continue towards their goal; and that they cannot enter the funeral service profession to please someone else. It is important to love funeral service to be successful.

Many students search for some formula for

This year, the 100BWFS selected, as chairman of the scholarship team, **Ida R. Muorie, JD, CPC**, a seasoned board member with over 30 years of experience as a former business leader, HR and Employment Execu-



From Bishop State, (L to R) Instructor Darline Laffitte, Gorden Wade, Secretary Rosa Scot, Director of Funeral Service Education Dr. William Thompson.



From Dallas Institute, (L to R) Instructor Mrs. Parrish, Beverly Ann Stanmore, Herman E. Bell, Holly N. Holley, Abbigail Galindo, Jacquinn McClinton, and Instructor Christie Redmon.

success. The president of 100BWFS, **Dottie Hector, CFSP-CPC**, believes that being productive is the key. "Students must realize that time is a precious commodity. They have an allotted time to fulfill their dream. If you get it right the first time you don't have to go back and do it again."

"I often talk to students one on one about being focused, dedicated, disciplined, keeping an eye on the target, and

CONTINUED ON PAGE A35

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Educational NEWS CONTINUED

The 100BWFS Scholarships

Continued from Page A34

maintaining a passion for the profession, because nothing is accomplished without a positive attitude and passion" says **Elleanor Starks**, founder of the 100BWFS. "My mentor, Lottie Weldon, talked to me about preparedness for success when the 100BWFS Organization was formed in 1993 and it is a value that I constantly pass on to students. We are very proud of our scholarship students and ask them to imagine,



Elleanor Starks (center) with Alexi Littleton and Danielle Douglass, of Dallas Institute.

believe, be creative, empower themselves, pray, study hard, be dedicated, show a good work ethic at all times, and appreciate and respect the funeral service profession. It's about comforting families in their time of need, being professional and knowledgeable, providing service, and working hard. It's about community and giving back to others."

The 100 BWFS proudly present their 2011- 2012 Scholarship Students: *Dallas Institute of Funeral Service:* **Herman E. Bell, Abigail Galindo, Beverly Ann Stanmore, Holly N. Holley, Jacquinn McClinton, Alexi Littleton, Adriana Ruiz de Velasco, and Danielle Douglass. *Ivy Tech Community College – Northwest:* **Carmen Wheatley and Darlene Herrera Cruz.** *Worsham College of Mortuary Science:* **Lisa Vanderford and Denisha Foster.** *Malcolm X College:* **Berri Cooper and Raquel Hutchins.** *Piedmont Technical College:* **Lakeisha Faucette and Stanley Davis.****

Devine El, *New England Institute at Mt Ida College;* **Keisha N. Morrow,** *Tidewater Community College;* **Tinika Walters-Coleman,** *Community College of Baltimore County;* **Gorden Wade,** *Bishop State Community College;* **Crystal Joy Fields,** *Mercer County Community College;* **Linda Fling-Norfleet,** *Fayetteville Technical Community College;* **Chantelle D. Jones,** *Gupton-Jones College of Funeral Service;* and **Zariyah Shakir**, 2011 Funeral Service Student of the Year, *San Antonio College.*

100BWFS would also like to thank our Funeral Service Program Directors and Coordinators who nominated deserving students to be a part of the "Program Directors Choice Scholarship Grant Award". The organization loves and appreciates the hard working program directors around the country that are making an impact on the lives of funeral service students every day.



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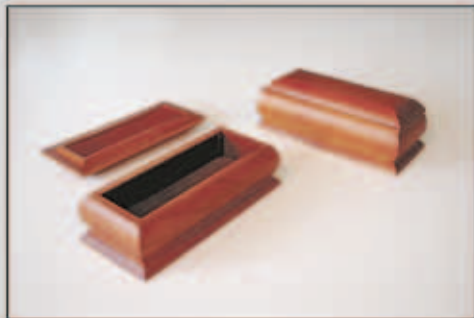
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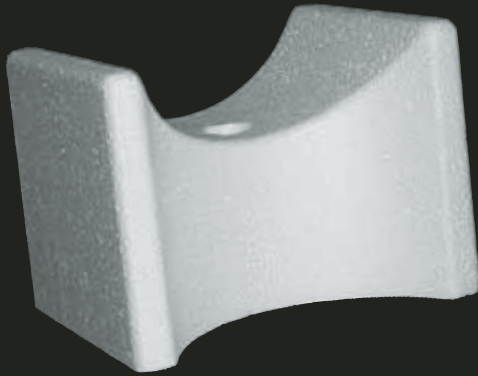
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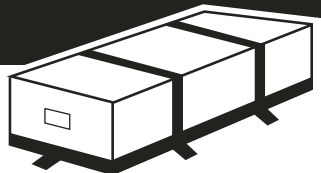
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Educational NEWS CONTINUED

Mesa Community College Sigma Phi Sigma introduces New Officers

MESA, AZ—The Tau Chapter of *Sigma Phi Sigma* at *Mesa Community College* is proud to introduce its elected officers for the 2011/2012 year.

Catherine White, 23, of Phoenix, Arizona was elected President of the chapter. "I decided to get into the funeral service industry for many reasons. I have attended many funerals throughout my life. I have seen the positive effect on the families of the deceased when the funeral is run smoothly, the restorative art is done well, and the funeral home is professional, caring, and compassionate. When all of this is accomplished, it seems to make this difficult time just a little easier on the friends and family members of the loved one who has passed. My goal in life is to do just that, make this difficult time in people's lives as easy as possible."

Jessica Greiner, 30, of South Dakota, will serve as Vice President. "I decided to work towards a career as a mortician after experiencing multiple family deaths in a relatively short amount of time. Not only were my concerns placed with my surviving family, but also with the bodies of my loved ones. I want to make sure that the families I serve know that they are going to be taken care of, and their deceased loved one will be treated with care and respect."

Danielle Petit, 24, of St. Charles, Missouri, has been elected Treasurer. "I be-



The elected officers for Sigma Phi Sigma Tau Chapter. (L to R) Secretary Amber Sedillo, Vice President Jessica Greiner, President Catherine White, and Treasurer Danielle Petit.

came interested in mortuary science when I was 6 years old. While attending a family member's funeral service, I was in such awe about how amazing he looked that I did not feel sad. Now, almost 20 years later, I am ready to embark on the career path of my dreams and I hope to achieve great success in my future as an embalmer."

Amber Lynn Sedillo, 23, of Albuquerque, New Mexico, will serve as Secretary. "Since a young age, I have been intrigued by the funeral industry. Helping people through one of the hardest times in their lives seems difficult, but rewarding. I have a huge appreciation for the work current industry professionals achieve every day. As my life's calling, I am excited to become part of this industry. My passion is to achieve this goal, and I am honored to be this year's secretary for Sigma Phi Sigma Tau Chapter."

Strategic Planning Seminar to be held in Dallas

DALLAS, TX—TC Consultant Group will host a seminar entitled *Strategic Planning for Funeral Service Professionals* in Dallas, Texas on the 5th and 6th of March, 2012. Funeral service professionals from around the country are invited to a full day of seminars and brainstorming sessions regarding creating longevity in the funeral service industry.

The services provided by the funeral industry are too important to allow improper practice or a lack of business knowledge to remove civic-minded owners and caring professionals from the field.

Successful business owners will be available to talk about enhancing the life span of your business, creating wealth to last for generations, and strengthening your team of funeral directors and assistants.

The event begins March 5th at 7pm with an opening reception, followed by a full roster of seminars on the following day.

For further details, or to register for this event, visit www.tcconsultantgroup.com or call toll free 1-855-928-8363.

Get Certified by CANA at the Crematory Operations Conference

Continued from Page A30

threws Cremation Division for more than 20 years. He's trained more than 2,000 crematory personnel in the proper operation and maintenance of cremation equipment. He also works closely with Matthews' engineering department on new product development, environmental permitting and various environmental issues.

This special, redesigned program will include information on: Litigation; Principles of combustion; Cremation and the environment; Incinerator design and criteria; Basics of operation; Instructional video; Handling and exposure control; How other countries approach cremation; How to work with local officials to address zoning problems, and much more.

To obtain early bird discounts and information on how to register, visit www.katesboylston.com/cremation or e-mail tparmalee@katesboylston.com. You can also register by calling Kates-Boylston's Customer Service Department at 800-500-4585.

what inspired you?



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

David Gordon,
Meadow Hill
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Educational NEWS CONTINUED

Aftercare Webinar to Focus on Building Relationships and Profits



Dan Isard



Beverly Brown

WALL, NJ— Funeral directors who register for an upcoming webinar on aftercare will be taking an important step in comforting families and building a continuum of care that will boost market share.

Dan Isard, founder and president of **The Foresight Companies** in Phoenix, and **Beverly Brown**, the community care director for **Hiers-Baxley Funeral Services** and **Highland Memorial Park**, which has several locations throughout Florida, will share their knowledge on creating an aftercare program that rewards families and you.

The webinar, "Aftercare That Works!" will be held from 4 p.m. to 5:15 p.m. eastern time on December 6th. You'll learn simple, proven strategies to make your firm stand out, including: How to use aftercare to boost market share; How to build successful events; How to work with third-party vendors; How to build your brand in the community and much, much more.

"Aftercare is an overlooked part of the business, and it's often misunderstood," said **Thomas Parmalee**, editorial director of **Kates-Boylston Publications**. "We're partnering with two of the top experts in building long-lasting relationships with families, and this webinar is going to provide everyone who tunes in with lots of ideas."

1-800-FLOWERS.com is sponsoring the webinar. To learn more and to register, visit www.katesboylston.com/webinars or call 800-500-4585, Option one.

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider*. The company has been helping funeral professionals succeed and serve since 1877. Visit www.katesboylston.com for more information.

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RAYMOND A. CHADWICK of West Brandywine Township, PA died September 9, 2011 at the age of 79. In 1947, his father, **J. Martin** established **Chadwick Funeral Home** in Ardmore. From the age of 15, he assisted his father in the firm. He earned his funeral license in 1957, becoming the owner after his father died in 1965. He mentored many apprentice funeral directors, including **Rodger McKinney**. In 1994, He sold the business to McKinney, renaming it **Chadwick & McKinney Funeral Home**. He retired from the funeral industry. He was a former lieutenant governor of the *Pennsylvania Funeral Directors Association* and was past president of the *Montgomery County Funeral Directors Association*. In 1953, he graduated from the *Eckels College of Mortuary Science* in Philadelphia.

LOUIS WILLIAMS JR., a longtime resident of Beaumont, TX died September 12, 2011 at the age of 83. In the 1920s, he worked for **Roberts Funeral Home**; he later left the firm in 1942 to organize his own business, **L.M. Williams & Sons Funeral Directors**. In 1957, he opened a new location on Cedar Avenue where it remained until it was sold to the locally owned **Broussard's Mortuary** in 2004. He was a staple in Beaumont's local economy for more than 50 years. In the 1970s, Williams & Sons opened one of the first privately owned ambulance services in Southeast Texas. It was started by Williams' father, **Louis Williams Sr.**, in the 1940s on Orleans Avenue in downtown Beaumont.

WILLIAM A. "BILL" HUNNICUTT, III of Wendell, NC died September 11, 2011 at the age of 70. He worked part time with **Montlawn Funeral Home, Raleigh** and **McLaurin Funeral Home** in Clayton. He received a Bachelor of Science from *Wesleyan College* and graduated from the *Fayetteville Technical College*, receiving his North Carolina funeral directors license.

MARJORIE ROWAN GREVIOUS of Louisville, KY died March 3, 2011 at the age of 94. She was the first African American female licensed funeral director and embalmer in the Commonwealth of Kentucky. In 1957, she and her husband, the late **John G. Grevious, Sr.**, were founders and owners of the **Rowman and Grevious Mortuary**. She closed the business, retiring after 35 years of service. In 1966, she graduated from the *Kentucky School of Mortuary Science* as the only female graduate in the class.



ROBERT J. COSTELLO of Tuftonboro, NH died September 4, 2011 at the age of 77. He began working in funeral homes in and around Quincy and Boston. In 1961, he moved to Winchester, MA where he purchased the **Moffett Funeral Home**, renaming it **Costello Funeral Home**. He owned and operated the firm for half of a century, working alongside his son, Joseph and daughter-in-law, Lauren before retiring in 2002. In 1957, he graduated from the *New England Institute of Applied Arts and Sciences* in Boston, where he studied the funeral business.

DAVID M. SENESAC of Kankakee, IL died September 28, 2011 at the age of 68. He was the owner and funeral director of the **Senesac Funeral Home & Cremations** in Kankakee. He was a graduate of the *Worsham College of Mortuary Science*.

TALMADGE EVERETT of Vienna, GA died October 3, 2011 at the age of 85. He was a licensed funeral director and a partner in the **Bowen-Everett Funeral Home** for many years. He later sold his portion of the company, and continued to work at the firm for many years.

R. WARD HEALY of Westford, MA died September 24, 2011 at the age of 47. He was the owner and president of the **J.A. Healy Sons Funeral Home**. He graduated from the *New England Institute of Funeral Service* in Boston.



CHARLES E. ENGELHARDT, SR., of Fort Myers, FL died September 20, 2011 at the age of 83. He was a funeral director with **Engelhardt and Anderson Funeral Homes**, retiring in 2000.

RONALD R. FILLMER of Norfolk, NE died September 25, 2011 at the age of 66. He worked for **Howser Mortuary** before becoming a partner in the firm, which was renamed **Howser-Fillmer Moruary**, now **Brockhaus-Fillmer Funeral Home**. He operated the firm for several years. He was a member of the *National Funeral Directors Association* and the *Nebraska Funeral Directors Association*. He graduated from *Norfolk Junior College, Wayne State College, and the University of Minnesota, Department of Mortuary Science* in 1968.

DALE ANDREW WINDON of Ona, WV died September 30, 2011 at the age of 66. He was a licensed West Virginia funeral director and embalmer. He was employed as an outside sales representative by the **Pierce Chemical/Royal Bond Company** calling all funeral homes in West Virginia, Kentucky, Virginia and Ohio. He was formerly employed by the **Champion Company** of Springfield, OH. In 1967, he graduated from the *Cincinnati College of Mortuary Science*.



JAY E. CHAAPEL of Williamsport, PA died September 26, 2011 at the age of 89. He served his funeral directors apprenticeship at the **James C. Maneval Funeral Home**. He was a licensed funeral director with the firm 36 years, retiring in 1987. A graduate of the *Eckels School of Mortuary Science* in Philadelphia, he was a member of the *Pennsylvania Funeral Directors Association*.

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Libby Gill

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Eventually, every individual or organization gets stuck. If your company ignores this “stuckness,” it runs the risk of mediocrity becoming the new normal. Gill will show you how to clarify a bold vision for success, simplify the most direct route to get there and execute a plan against measurable milestones. Gill was the PR/branding strategist behind the launch of *The Dr. Phil Show*. She has shared her success strategies on the *Today Show*, CNN and NPR.

Stephen Shapiro

Innovation: The Building Blocks of Remaining Relevant

An innovative organization is built on new ideas—good new ideas. Bad ideas, or even “OK” ideas, if they are not as good as your competitor’s ideas, aren’t worth much. So how do you make sure you and your staff come up with good ideas, and how do you recognize a good idea when you see one? Shapiro will guide you through problem statement development and share techniques for generating breakthrough ideas that work. Shapiro’s work has been featured in *Newsweek*, *Investor’s Business Daily*, *Entrepreneur Magazine*, *O Magazine*, *The Wall Street Journal* and *The New York Times*.



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