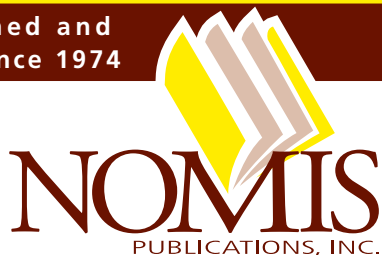


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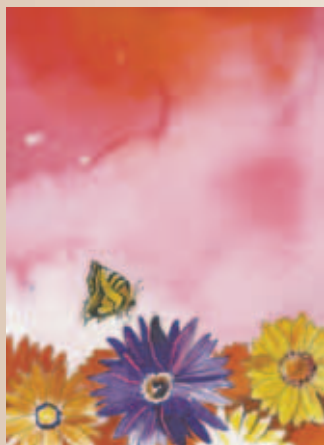
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See Prinzing introduces Art Carved Hearse
on Page B1



"Traditional register book and card images are too trite and boring," says series creator, Deidre Blair. "I worked with a seasoned artist to create watercolor images that depict a wider range of personalities and interests so funeral homes can offer something more..."

See Final Reflections unveils Line of Unique
and Expressive Memorial Products
on Page B4

*Look for the NFDA Ticket for
follow up news from the NFDA
Convention in Orlando*



CONVENTION PHOTOS BEGIN ON PAGE A43

Historical Dyer-Lake Funeral Home dedicates Veterans Monument



The Veterans Monument recently dedicated at
Dyer-Lake Funeral Home



Co-owner Dr. Timothy R. Nay, PhD, speaking at
the Veterans Day Dedication

NORTH ATTLEBORO, MA— On Veterans Day, Tuesday, November 11, 2008 the staff of the **Dyer-Lake Funeral Home** dedicated a granite marker in honor of all veterans who have so bravely defended our country for decades and are currently fighting for our country's freedom.

"The permanent memorial is a reminder of the sacrifices our veterans and current service men and women make to defend our country's freedom," said **Michael S. Lake**, co-owner and operator of the firm.

The granite marker was placed next to a flying American flag encom-

CONTINUED ON PAGE A28

With 60 Years of Service M.D. Dotson & Sons Funeral Home has proven to be a staple in the Community

CLEVELAND, TN— The firm of **M.D. Dotson and Sons Funeral Home** was founded in 1948 by **Marquis Dotson, Sr.** with assistance and encouragement of his father **Walter E. Dotson**. Marquis Dotson Sr. was born in the rural area of McMinn County, TN. While his siblings left home to pursue other interests, Marquis saw the need to remain in McMinn County to take care of his family's farm. As more families came into the area, there became an urgent need to care for minority families and their deceased loved ones. Other funeral homes around the area did not accept African-American business, thus giving Marquis Sr. a reason to establish a funeral firm.



(L to R) Marquis Dotson, III, Alma Dotson, Marquis Dotson, Jr., Marquis Dotson, Sr., and Yashan Long.

The journey began in 1946 when Marquis Dotson Sr. enrolled in *Gupton-Jones College of Funeral Service* in Nashville, TN, now

located in Atlanta, GA. Soon thereafter Marquis Sr. began his apprenticeship at **Reed Mortuary** in Knoxville, and later became full-

time manager of **Jarnigan and Sons Funeral Home** in Knoxville. It was around the spring of 1948 that Marquis

CONTINUED ON PAGE A10

Curtis-Britch Converse-Rushford Funeral Home holds Christmas Story Time

By Crystal M. Britch, Children's Room Director



Christmas Story Time at Curtis-Britch Converse-Rushford

NEWPORT, VT— Children are an intricate part of our lives, our community, and our future, and as adults we shape their learning opportunities and their attitudes toward life experiences. Children are not immune to stress, especially the powerful emotions regarding the loss of a loved one, and as a result, it is necessary to empower children to enjoy the special times while dealing with some very strong feelings. Christmas is one holiday in particular that can stimulate stress and sadness for families who have lost a family member or friend.

Children respond to the stress by modeling adult behavior, and it is the belief of **Roland N. Britch Jr.**, owner of the **Curtis-Britch Converse-Rushford Funeral Home**, to offer the children of his community and surrounding communities an experience to visit the funeral home for a traditional time of storytelling, gifts, and refreshments during

CONTINUED ON PAGE A4

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Endangered Runaway
REBECCA FAYE JACOBS



Date of Birth: 2/18/1991
Sex: Female
Race: White
Date Missing: 8/22/2007
Height: 5'7"
Weight: 110 lbs
Missing From: Saint Cloud, Florida
Hair: Lt. Brown
Age at Disappearance: 16 Yrs
Eyes: Brown
Age Now: 17 Yrs

Circumstances: Rebecca was last seen at home on August 22, 2007. She may still be in the Saint Cloud, Florida area or she may travel to Orlando, Florida or Kissimmee, Florida.

Endangered Runaway
TEESHA ECHO DICUS



Date of Birth: 12/8/1991
Sex: Female
Race: White
Date Missing: 8/28/2008
Height: 5'5"
Weight: 125 lbs
Missing From: Spring Hill, Florida
Hair: Brown
Age at Disappearance: 16 Yrs
Eyes: Gray
Age Now: 17 Yrs

Circumstances: Teesha was last seen at home on August 28, 2008. She has multiple tattoos and piercings.

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-A56 and Section B, which contains the Classified Advertising and consists of pages B1-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

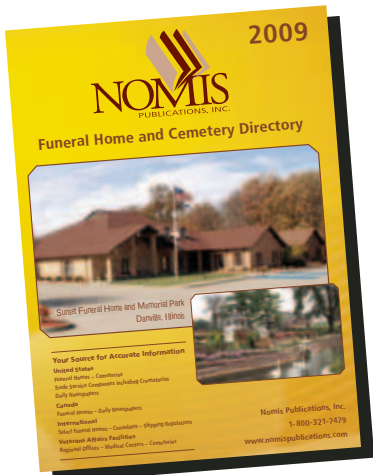
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Funexpo 2008 held in Buenos Aires, Argentina

BUENOS AIRES, ARGENTINA— The funeral leaders from Central and South America gathered to celebrate one the industry's most important events, **Funexpo 2008**. This year's event took place in Argentina's capital, Buenos Aires, in September.

Funexpo was organized by the *Federacion Argentina de Entidades de Servicios Funebres y Afines* (Fadeds-fya) and *Asociacion Latinoamericana de Parques Cementerios y Servicios Exequiales* (Alpar).

Guest speakers from Spain, Colombia, Venezuela Argentina and Puerto Rico were invited to share their expertise from a wide range of topics that included Funeral Management, Cemetery Marketing and Embalming.

Among the distinguished list of speakers was **Jose Manuel López Moa**, author of the only Mortuary Science Book in Spanish (*Teoria y Practica Mortuoria*). Mr. López Moa, a graduate of *Cincinnati College of Mortuary Science*, collaborated with **Mr. Camilo Jaramillo** from Colombia, who is a graduate of *American Mcallister Institute*. They are considered the leaders in embalming matters in the Central and South American countries.

Schoenfeld-Mark Funeral Home holds Open House



CLINTON, WI— The **Schoenfeld-Mark Funeral Home** of Clinton, WI held an open house, ribbon cutting and new sign dedication on Thursday September 18, 2008. Clinton Chamber members welcomed director **Steve Hammill** and owner/director, **Brian G. Mark** with staff members during the ribbon cutting.

A hometown open house with food and refreshments, including complimentary Culvers Ice Cream was held on September 18 and 19. Over 250 guests enjoyed a free dinner over the two day event. Tours were offered of the freshly painted and carpeted historic facility. A new kitchen was recently installed to accommodate small funeral lunches and gatherings. Regional artwork created by local artists is also on permanent display throughout the funeral home. The event was highlighted by 100 raffle items that were awarded to the lucky winners.

Open Casket—Please!

Open Casket—Please! by Harry VanVliet IV, CFSP appeared in the November issue of *Funeral Home & Cemetery News* with reprint permission from the **American Society of Embalmers**, Forest Park, IL.

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Curtis-Britch Converse-Rushford Funeral Home holds Christmas Story Time

Continued from Front Page



Curtis-Britch Converse-Rushford Funeral Home

the Christmas season. Roland knows that grieving can be complex and the role of the funeral home does not end with a funeral. He and his staff work diligently to meet the needs of the families they serve by offering family activities within his home. Roland has invited children and family members to the funeral home for a reading of a Christmas story they could hear together. Roland feels it is important for children to experience a quiet time of storytelling at the funeral home, whether there was a loss in the family or not, to give the children a safe and comfortable feeling to relax and enjoy the season along with an opportunity to share their messages of Christmas.

The Curtis-Britch Converse-Rushford Funeral Home is locally owned and operated by Roland N. Britch Jr, funeral director and embalmer, and Roland has guided his business by always giving back to the community with family oriented events. In preparation for the reading, Roland and his staff decorated the funeral home for the Christmas Season outside as well as inside. The outside had a large display of a fireplace with a lighted Christmas Tree. The front door had a balsam swag held together with a Christmas ribbon. The inside of the funeral home had fiber optic Carolers on display along with having both fireplaces laced with garland and candles. White Christmas Trees with white lights were displayed in

the front bay window of the funeral home. The main Christmas Tree had purple lights on it with the Holy Scene displayed on a wide window sill beside it.

For many children, Christmas is a special and magical time that can spike their imaginations and **Crystal M. Britch**, Director of The Children's Room, read to the children *A Special Place for Santa* by Jeanne Pieper. Roland placed an invitation in the local newspaper, the *Newport Daily Express*, and placed an ad with the local radio station WIKE. Approximately twenty children from infancy to ten years old and fifteen adults attended the reading. Not only were parents in attendance, but aunts and grandparents were present as well to be a part of the children's special time. The children and their families were greeted at the front door of the funeral home by Roland and Crystal, their coats were hung up, and they were encouraged to sit by the lighted fireplace to warm up and visit the decorated Christmas Tree before the reading. When all had arrived for the reading, Crystal had the children sit on the floor around her chair while she presented the story.

The cover of the story has a picture of the renowned sculpture The Kneeling Santa, which was founded by Raymond P. Gauer and sculptured by Rudolph Vargas in 1976. The Kneeling Santa represents a blending

CONTINUED ON PAGE A14

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The Gift of Aftercare

By Sherry L. Williams



which is called graphite and put it in a diamond press with heat and pressure and over time, it becomes a diamond crystal. It sounds simple, but the process during the pressing procedure is very precise and technologically driven. Other than being created in a lab, the diamonds are molecularly identical to naturally occurring diamonds. They possess the same hardness, brilliance, fire and luster. The diamonds once created can be mounted in jewelry or put on display in a specially designed case.

The process itself, while extremely interesting was not the only thing that caught my attention. I was more taken by the stories Jared shared with me about how meaningful the diamond was for the people who chose to have this done. One story was about a young woman whose father had died. She and her father had always jogged together and had long planned to run in the Boston Marathon together. Unfortunately, the young woman's father died before that dream could ever become a reality. The young woman had a diamond created by Algordanza and she wore it around her neck as she completed the marathon this year. Indeed, she shared her dream with her father as they ran the marathon together.

Another story Jared shared was about a young woman whose father had died before her wedding, but with her diamond that she wore on her wedding day, her father walked with her down the aisle.

These are the kind of memories that everyone dreams

about when their loved one dies. These wishes and desires if unmet can cause hurdles in a person's grief journey and in many instances create a cloud that may hang over what should be happy occasions. Now with the Algordanza memorial diamond there is a way to lift the cloud of grief through a memorial process that will endure for a lifetime.

While the process is not inexpensive, you put a price tag on Memories of a Lifetime.

You can find out more about the Algordanza Company through their website, www.algordanza.org or you can reach Jared Parrish from Algordanza by calling 281-298-6692 or e-mail him at jared.parrish@algordanza.org

While attending the NFDA convention in Orlando last month, it was interesting to see all of the new products and services being offered to funeral service. There are some new and exciting things on the horizon for all of us. One of the things that really caught my eye was an exhibit by *Algordanza Memorial Diamonds*. This is a rather unique idea for creating man made diamonds out of cremated remains.

I stopped and spoke with Jared Parrish their representative from Texas about the whole process and it is really quite amazing. The memorial diamond is created from cremated remains with no additives or ad mixtures. Because each individual is unique, coming from different lifestyles and environmental influences the chemical compositions of the cremated remains are different. Therefore, no two diamonds are ever the same.

The process begins by capturing the carbon from the existing remains or a lock of hair using a patented technology that works in a special high-nitrogen, low-oxygen atmosphere. They then take the captured carbon

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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An Open Letter to Funeral Service Professionals from the Board of Directors of Homesteaders Life Company

These are turbulent times, both with the economy and within our industry. So much seems to be changing that it is hard to know whom to trust. Reminding you of Homesteaders’ 102-year heritage isn’t enough to earn your confidence anymore. Homesteaders must earn your trust every day by our actions, not just by our words. So, what makes Homesteaders different?

Company governance

Our board is made up of members without a personal financial interest in the company. The Chairman, Graham Cook, is a 40-year veteran of the company and he expects the board to manage to the company’s mission: Protecting the interests of the policy owners, employees and funeral home customers we serve. Our policy owners (your families) have voting rights and proxy privileges in the election of board members.

Financial management philosophy

Homesteaders’ business philosophy is to provide long-term security to our policy owners, funeral home customers, and employees. This is the perspective from which we make decisions on crediting interest on policies at issue and while they remain in force.

When you choose our products for your families, we make two promises: 1) We will provide crediting rates that grow policy value to help offset funeral price increases over time; and, 2) We will provide crediting rates that are consistent with maintaining the financial security of our company far into the future. We intend to keep our promises.

We have a conservative investment strategy. While we are not completely immune to the ups and downs of the market, our investment returns remain stable. Homesteaders has adequate cash flow and has never needed to access capital markets or sell assets to fund operations or pay claims.

Guaranteed funeral price contracts

We believe that the decision to offer price-guaranteed advance funeral plans is your choice. Our job is to offer you the best products possible to support your business decisions.

Homesteaders has gained a reputation as the company that consistently minimizes exposure to shortfalls, and we will do our best to provide the maximum growth possible while remaining true to our operating philosophy.

The board and executive management of Homesteaders vigorously maintain their commitment to crediting growth on in-force policies written by our current and past customers. You can count on us to keep that promise.

In addition to this promise Homesteaders has created strategic alliances with companies who are also dedicated to providing solutions, profit protection for funeral professionals, and long-term security for families. Our casket price protection program remains strong and viable going into its second decade of existence and we recently formed an alliance to offer burial vault price protection (currently available in selected areas). We continually seek ways to augment the Homesteaders value offering so that funeral home owners have access to many options that help their businesses enjoy long-term success.

A Singular commitment...

Homesteaders’ sole business is funeral insurance funding and support. We have a singular commitment to your success and to preserving the value of funeral service®. This is so important to us that we have received a trademark from the U.S. Government to protect this as a statement of distinction.

Because funeral insurance funding is our only business, our success is tied directly to your success. Therefore, we create win-win solutions that protect your commitments while ensuring our financial security. Recent developments in the pre-need funeral funding business have proven that if something appears “too good to be true,” it probably is. It is not within the Homesteaders culture or ethic to over-promise and under-deliver. Together, we can make good on our long-term promise — a promise that we will keep.

Please log on to homesteaderslife.com to contact the Homesteaders account executive serving your area.

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Colorado Crematory installs Innovative System to assure families receive the Right Cremated Remains



WHEAT RIDGE, CO— On November 4, 2008, **All-States Cremation Service** became the first crematory in the country to install an innovative system, called **RightRemains®**. This automatic identification system tracks the deceased from the time they come into their facility to the time the cremated remains are given to the family, assuring they are receiving the right cremated remains.

Recent events in the news, concerning cremation identification problems, have many people questioning if they are receiving the right cremated remains. Until now, the only cremation identification processes available to the over 1,000 crematories in the United States, have been metal disks and careful record keeping. All-States Cremation Service was not satisfied with the out-dated identification systems available. When presented with the RightRemains® system, they

felt confident that the new technology would finally provide a higher level of peace of mind to their families.

Although the RightRemains® was only just recently introduced at the October 2008 NFDA meeting, it is already being sought after by funeral homes and crematories across the United States, Canada, and Australia—many of whom are experiencing some mistrust among the families they serve when it comes to identification of the cremated remains. All-States Cremation, Colorado's Cremation Specialist, has been on the cutting edge of cremation technology and ideas since their start in 1986 and believes that the RightRemains® system will help every funeral home and crematory provide their families with a new level of trust when it comes to cremation. More information can be found at www.RightRemains.com or by calling toll free 1-866-786-3962.



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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Earlier this year I asked Pam Vetter, a fully trained and certified Funeral Celebrant in Los Angeles, California, to share her thoughts in this column. I received so many positive responses from readers that I have invited her back. Pam is a former radio news anchor and worked in the film divisions of HBO and Fox. She has been a Funeral Celebrant for three years in Los Angeles, California. Pam says that being a Funeral Celebrant is the most fulfilling thing she has done in her life. You can e-mail Pam at celebrantpam@aol.com.

Double-Edged Sword: The Way a Funeral Home Offers Personalization Matters to Families, Reputation and Future Business

By Pam Vetter, Funeral Celebrant, Los Angeles

Three years ago I approached a mom and pop funeral home. I was thrilled to offer them the personal services of a Funeral Celebrant for families who wanted an alternative to cookie-cutter funerals. I explained how I meet families in their homes and spend hours listening to life stories while helping to plan the funeral service to fit their needs.

I was met with disdain and these words: "We've been doing things our way for decades. We don't need hours to plan a funeral. We play instrumental music at every funeral. And, we have a list of set clergy who conduct all of our services."

What about the non-religious, agnostic, atheists, or the spiritual who don't belong to a church?

"They get clergy, too. No one complains."

Maybe not publicly, but they do complain. Even the most religious families often complain about impersonal services where names are wrong or not even mentioned. Family members may not file an official complaint, but the next

time someone dies in their family, what funeral home will they choose?

I've heard the mom and pop funeral home I approached three years ago is now floundering to attract business as families are driving across town where the perception of personal attention is greater and seems guaranteed. The price doesn't seem to matter. What counts is the personal attention.

Families are speaking out. "Look, I want things done right. We did the last one over there because we live a mile down the road. But, I want this one to count. I want the funeral to be personal and that's why I chose this funeral home. I want everything to be perfect."

Families will turn to the funeral home with a solid reputation for offering trained professionals and personal farewells that matter.

I liked the people from the mom and pop funeral home. They were nice. But, I couldn't convince them that every funeral shouldn't look and feel the same. To them, the sentiments expressed in the funeral service didn't matter. Instead, they focused on the sale, a job completed and absolute complacency.

When we get complacent about funeral service, it shows.

Funeral homes that are not willing to offer families a personal experience will eventually not be the business of choice. Word travels quickly among families.

"Did you hear about the service for Uncle Joe? It was incredible. The music, the stories and everyone left the funeral smiling. Honestly, I've never seen a service like that before. It was original, just like Uncle Joe."

"Which funeral home handled his service?"

Word does travel. Personalization sells the value of funeral service, taking everyone back to the question - why have a funeral service in the first place? If it's not valuable and personal to the family, what's the point in holding a funeral?

The other side of the sword includes imposters and misrepresentation. Yes, every industry has them and the funeral industry is no different in that respect. Over the last two months, I've been contacted by many of them. People who are pretending to be Funeral Celebrants are actively working out of funeral homes in the United States. The funeral homes know that their "Celebrants" haven't been trained or certified, yet, they're offering the personalized services to the community wholeheartedly. As a result, they're reaping the benefits of personalization offered exclusively at their business.

It's not illegal to call yourself a Celebrant if you haven't been through training, but I will take a stand in saying it is completely unethical for the funeral home to promote the services of someone they know has not been trained. Family members ask Celebrants where they were trained. Does that mean these

Celebrants and funeral homes are lying to family members? Or, do they skirt the question and change the subject?

Why are these funeral homes offering Celebrants they know haven't been trained or certified? Why are these people pretending to be Celebrants? Because they have learned that the value of personal funeral service matters to families.

The family wants to tell Aunt Bertha's stories publicly one more time. They want to play her favorite music. They want to share her closing moments and let everyone know that she wasn't alone as she lay dying. They want everyone to know how much they loved Aunt Bertha, despite her flaws. She did the best she could possibly do and her life mattered enough to hold an uplifting, personal funeral service. She deserved a fond, personal farewell.

A warning to the funeral homes that are offering the services of the untrained and uncertified: If you lie to the public about someone's qualifications and get caught, you will definitely lose business. Call them something else but don't call them Celebrants.

A warning to the folks who are misusing the title of Celebrant without being trained: If you lie to grieving families and you are caught, be aware of the ripple effect. No one likes someone who has lied to grieving families.

The bottom line is this: Reputation matters and word travels quickly when it comes to spending money on funeral service. I firmly believe in the value of meaningful, personal funeral service because saying goodbye is truly one of the most important days in someone's life. When a loved one dies, the family will never forget the funeral home that served them professionally, honestly and personally, because every life matters.

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

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

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

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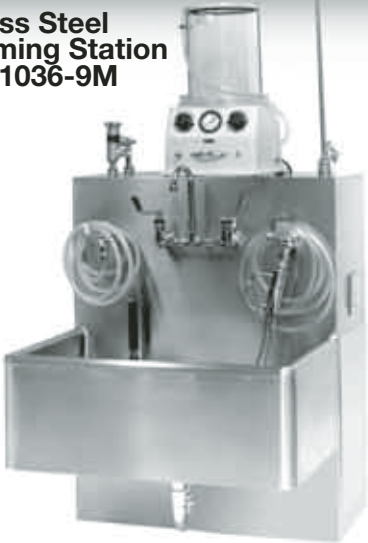
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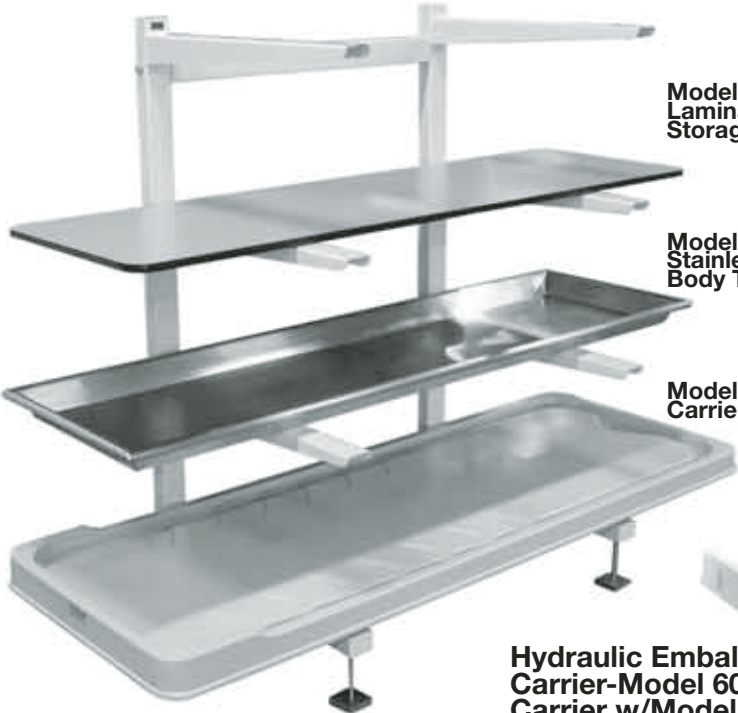
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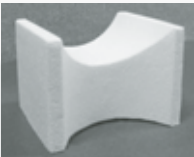


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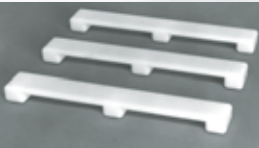
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New Book follows Mortician on Blind Dating Journey over One Year's Time

PORTLAND,OR— The new book, written by experienced blind dater **Elizabeth Fournier**, eases one of life's greatest fears: the blind date. *All Men Are Cremated Equal: My 77 Blind Dates* is the real goods with dead-on dialogue and self-chatter. Elizabeth makes her memoir instantly relatable and captures the experience of being thirty-something and single, longing to find "The One." If you think that being beautiful and smart is a free pass to love and happiness, Elizabeth Fournier's memoir of a slog through the underbelly of American manhood is what you need.

"Funny, wistful and sharply observed. A must-read for men who want to do better socially," says Ed Goldberg, author of *Dead Air*.

"A clever and convincing reaffirmation of a lesson we all should have learned long ago: love doesn't need a fairy tale, fancy wrapping or a big price tag. Often, it's better without," according to Marycarol Hrkac, co-owner of J Lohr Winery.

Author and Mortician Elizabeth Fournier announces the launch of *All Men Are Cremated Equal: My 77 Blind Dates*

All Men Are Cremated Equal is the true-life story of a marriage-minded mortician in her 30s who bounces back from a failed engagement by formulating a plan, then putting it into action. Ready to commit her heart to marriage and family, She makes a list of ten points she's looking for in a man, and spreads the word to everyone dying to set her up with this or that "great guy." She sets out on blind dates, letting friends act as matchmaker for a 77-date spree, and the result is, not surprisingly, quite entertaining. Elizabeth enjoys the good dates (Christmas party on the arm of a sexy local candidate), the bad (the concert promoter who ended up bloodied), the utterly bizarre (the guy who only spoke in quotes) and perfect (helping a contractor with his annual concrete pour). Elizabeth enlightens her readers regarding her life in the funeral industry, while warming our hearts with her quest for true love. Read about how she finally breaks free of the dating roller coaster and finds her man.

For more information, visit www.elizabethfournier.com.

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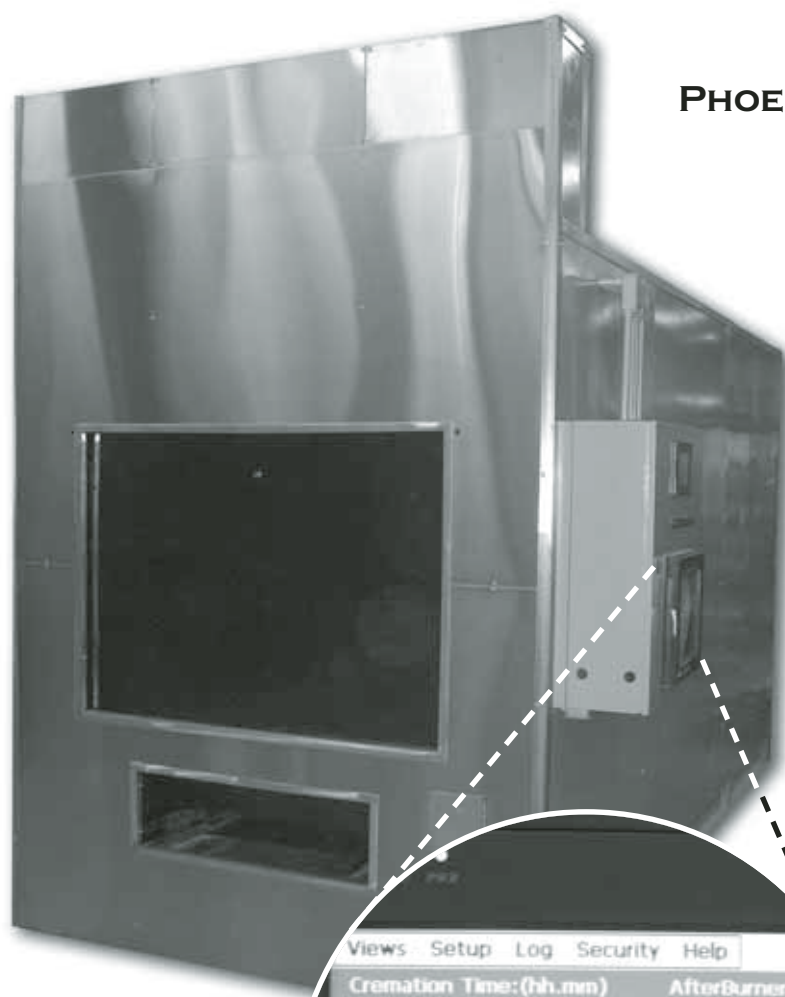
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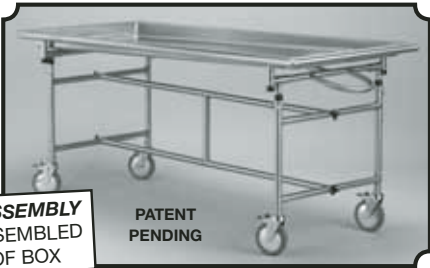
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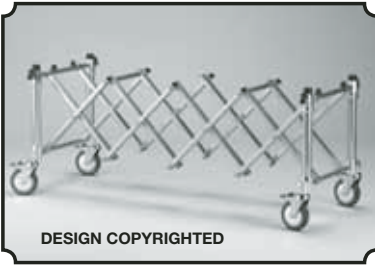
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With 60 Years of Service M.D. Dotson & Sons Funeral Home has proven to be a staple in the Community

Continued from Front Page

Dotson Funeral Home, circa 1948.

Dotson Sr. chose to move back to McMinn County and establish his own firm.

In 1976 **Marquis Dotson Jr.**, a Cleveland native and a graduate of Knoxville College, graduated from *John A. Gup-ton College of Mortuary Science* and soon became a licensed embalmer and funeral director. Soon thereafter his wife, **Alma Dotson**, a graduate of Old Dominion University and the University of Tennessee-Knoxville also became a licensed funeral director. For the past thirty years the firm has stood under the ownership of Marquis and Alma Dotson.

Today the legacy continues to be passed down to the third generation of Dotsons. **Marquis Dotson, III**, a li-censed embalmer and funeral director, is a 2005 graduate of John A. Gup-ton College of Mortuary Science and 2004 graduate of Virginia State University. **Yashan Long**, an-other grandson of Marquis Dotson Sr. will soon be join-ing the firm as an apprentice, giving further depth to this long standing family tradition.

Since the firms inception in 1948, M.D. Dotson and Sons Funeral Home has been offering services to families of all ethnic and economic backgrounds and from a wide rural population in Meigs, Monroe, Loudon, Harriman, Rhea, Bradley and McMinn County.

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According to Marquis Dotson, Jr., "Consistent craftsman-ship is what keeps bringing people toward our service."

"When I started I wanted something that could be car-ried on in tradition," said Marquis Dotson, Sr. "Fifty-nine years later he we stand. It has been a blessing to have the family involved and the community involved as well."

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Legal Speak

By Atty. Harvey I. Lapin

Check the State Laws on Sales Taxes on Pre-need Sales

The author recently received in inquiry about the ap-plication of Sales and Use Taxes (referred to in this col-umn as "Sales Taxes") to pre-need sales. Sales Taxes are imposed in almost every state and usually a portion of the tax is distributed to local municipal governments. In addition, Sales Taxes have been increasing around the country, so that this subject may be of concern to many industry members.

A pre-need sale is one where the merchandise and services will not be provided until the beneficiary dies. Most states have pre-need trust laws that provide that all or a portion of the sales proceed from a pre-need sale must be deposited in to a trust fund until the merchandise and services are provided. Many of these laws allow a consumer to obtain a refund of the money paid at any time or under certain circumstances. Generally, the Sales Tax applies when mer-chandise and services are sold and provided. Accordingly, the Sales Tax on pre-need sales should be imposed when the funds are withdrawn from the trust. However, not all states are consistent in that approach.

This is the position followed by the Illinois Depart-ment of Revenue in a regulation published at 86 IL ADC 130.2130 that stated:

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

Of course, one of the implications of this deferral is that if the tax rate increases between the time of sale and the time of delivery, the Seller will have to remit more to the state than collected. However, since part or all of the Sales Taxes collected are probably deposited in a pre-need trust, it is probable that the earnings on that amount should be sufficient to cover the increase in the tax.

If a state taxing authority does not follow the deferral concept used in Illinois, pre-need sales can cause severe administrative problems. For example, if the sales tax is due to the state when the pre-need sale is made and the customer subsequently cancels, does the customer get a Sales Tax refund? If the seller is required to refund the Sales Tax money to the consumer does it get a refund or credit from the state?

Since the laws of the states can differ, it is important for every subscriber to check the tax laws and any reg-ulations issued by the taxing authorities in their own state to determine what products and services may be subject to taxation and how the tax may be applied to pre-need sales.

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

He has written numerous articles on the subject of taxation, fu-neral 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 as-sistance, please contact the author c/o Harvey I. Lapin, P.C., PO Box 1327, Northbrook, IL 60065-1327. Phone (847)509-0501 or fax to (847)509-1027.

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

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

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Ted Felder is honored with the Harriett Tubman Living Legend Award

LOS ANGELES, CA— On October 26, 2008 at the Hollywood Park Casino and Convention Center, Inglewood, CA, **Anthony S. “Ted” Felder**, CFSP was honored with a Living Legend Award. *Sandra Edmonds*, founder of Sandi’s Gospel Café, and other community programs presented the award to professionals who personify excellence and the love for humanity like the late Harriet Tubman.

Tubman was born Araminta Ross and was most remembered for development of the antislavery activist network



(L to R) Anthony S. Felder, CFSP, Walter Crenshaw, Jr. and Shun Newbern, CFSP.

known as the Underground Railroad. After her death she became an American icon for men and women representing great courage and the right of freedom.

The Living Legend Award was presented to many business professionals including the civic, entertainment and health community.

Honoree Walter Crenshaw, Jr. celebrated his 99th birthday with many accolades as the oldest Living Legend. Mr. Crenshaw was a sergeant in the US Army Corps in 1942 and is a documented as an original Tuskegee Airman, stationed at Tuskegee, AL, working in administration.

Representing the *California Funeral Directors and Embalmers Association*, Los Angeles Chapter was President **Antionette Warmack**

and from Epsilon Nu Delta Mortuary Fraternity was Chairman **Shun Newbern**, CFSP.

Ted Felder is a licensed funeral director, embalmer, counselor and supervising embalmer at **Spalding Mortuary** of Los Angeles for 28 years. He is an active member of the *National Funeral Directors and Morticians Association*, Epsilon Nu Delta and the California Funeral Directors Association. Ted is a highly sought after as a “Mortician’s Mortician” in Los Angeles and abroad. He is a reconstructive artist with cosmetics and a hair stylist extraordinaire. He is known for his creativity, humor, knowledge and entertaining nature, and renowned for the delighted humorous religious comedy character of “Aunt Flossie.”

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Observations

By Steven Palmer



From the Deep Blue Sea

“Truth is not only violated by falsehood; it may be outraged by silence.” —Henri-Frederic Amiel

In 1977, a chiropractor in the San Francisco area entered the simple or direct cremation business. His love of the sea and his ownership of a yacht able to scatter cremated remains inspired the name Neptune Society and his business grew rapidly. Dr. Charles Denning, noted for his white hair and goatee resembled a certain southern purveyor of fried chicken. Cynics named him “Colonel Cinders.”

Denning himself was at least inspired by biochemist Thomas B. Weber who started the Telophase Society in 1971. Weber priced the cremation at the rate of the social security death benefit of \$255 so it he could market it as a “free” cremation if you were to forfeit your loved one’s death benefit.

Whereas Weber’s Telophase (the term for final division of cell development) offered no choices except simple cremation, Denning’s Neptune Society, offered several item choices including sea scattering of cremains. Denning was a seaman that made the final disposition upbeat. Many families experienced Denning’s developing methods of assuaging grief but not in a morose fashion. He realized he had a market.

Time magazine reported in 1983 that Harbor Lawn Mount Olive Mortuary and Crematory in Costa Mesa, California staff members told of multiple cremations and mass accumulations of cremated remains that were doled out as nee ded. At the time, they provided cremation services for Neptune Society.

Denning told TIME magazine at the time, “I’m taking money from undertaker’s pockets and putting it in the pockets of the living.”

In 1999, Neptune went public with their stock. Now they have offices in 10 states and serve over 36 metropolitan areas.

Colorado, with regulatory rows rocking the Rocky Mountain state already, can add Neptune Society to their death care provider woes.

Colorado requires seventy-five percent of prepaid funeral funds to be placed in trust. Neptune Society found a loophole in the law and has been using it to their advantage and to the danger of those who prepay.

Neptune Society reportedly offered a package deal of \$1385 per person. The family would sign two contracts for these prepaid funds. One would be for services and one would be for merchandise. Neptune was only putting 47 percent of the prepayment (“services”) in trust. The rest (“merchandise”) was not being put in trust as Neptune was selling the merchandise at the time of the sale (and usually putting it in a warehouse), therefore bypassing the prepayment trusting law. They have been valuing simple urns (wholesale cost reportedly \$13) for up to \$349.

Neptune uses two General Price Lists; one for pre-need and one for at-need.

With over 5,000 contracts in the Denver area and 1,500 contracts in Colorado Springs, this adds up to a lot of money not placed in trust.

Colorado’s Commissioner of Insurance Marcy Morrison puts the figure at \$2.6 million that has not been protected in trust.

“We will not stand for businesses that ignore consumer protection laws,” Commissioner Morrison released in a statement. “Pre-need funeral plans are prime targets for scams because the service purchased is not provided until an unknown date into the future.”

“We feel that, frankly, Neptune walked away with a lot of people’s money,” Commissioner Morrison stated.

Shrine of Remembrance Mortuaries Cemetery and Mausoleums of Colorado Springs CEO Costas Rombocos alleged that Neptune has no formal agreements with any Colorado cremation provider or funeral home, a violation of Colorado pre-need law.

Neptune was ordered to appear at a late October hearing. They could face \$5 million in fines and lose their license to do business in Colorado.

It is not the competition that established funeral homes cannot abide, it is pretending to be what you are not and not doing what the public trusted you to do.

“Set your expectations high; find men and women whose integrity and values you respect; get their agreement on a course of action; and give them your ultimate trust.”

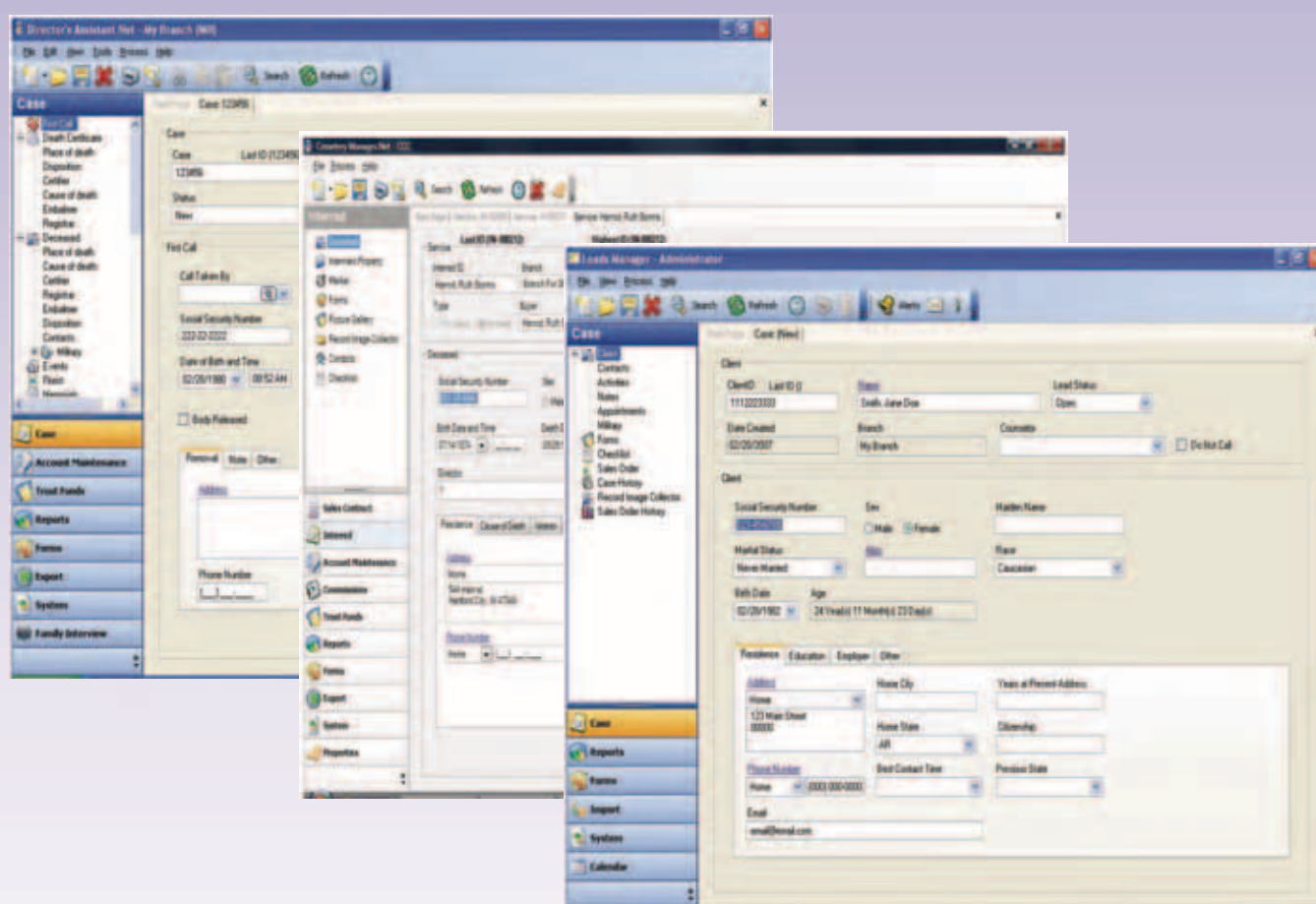
—John Fellows Akers

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

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Hari Close Elected President of the Maryland Board

BALTIMORE,MN— Dr. Hari P. Close, CFSP, Hari P. Close Funeral Services, P.A. was elected President of the Board of Morticians and Funeral Directors this past July by the *Honorable Martin O'Malley*, Governor of Maryland. Immediate Past President **Donald V. Borgwardt**, CFSP, passed on the gavel.

Dr. Close's education includes an A.A. Degree in Mortuary Science, BS in Business Administration/Economics, MA in Religious Studies, Masters in Theology and Doctor of Divinity from Eastern Theology Seminary, Lynchburg,



(L to R) Donald V. Borgwardt, CFSP and Dr. Hari P. Close, II, CFSP.

VA. He later received an honorary Doctor of Divinity from the Bible Institute, Detroit, MI.

In addition to funeral service, he has worked in marketing for many years. While with a marketing and management consulting firm he held the position of President and CEO. Dr. Close once served as Executive Director/CEO of the *National Funeral Directors and Morticians Association*, when headquartered in Chicago, IL. During that tenure, he conducted seminars for the death care profession throughout the United States and abroad.

Ann Marie St. George of Cooperative Funeral Fund (CFF) Inc. earns CPC



Ann Marie St. George receives CPC Certification

MADISON,CT— Ann Marie St. George has been granted the Certified Preplanning Consultant (CPC) certification by the *National Funeral Directors Association* in recognition of her dedication to excellence in customer service and high ethical standards. It also clearly demonstrates her commitment to preplanning.

In describing what she had learned while obtaining her certificate, Ann Marie stated, "New York's Rules and Regulations on pre-need are the most stringent and consumer friendly across the nation. We are way ahead of the national curve when it comes to pre-need and how it is managed and funded, something all New York State Funeral Directors should be proud of."

Ann Marie St. George has over 22 years experience as a licensed funeral director and has been Cooperative Funeral Fund's (CFF) VP of Sales for pre-need trust management in New York for over 10 years. Ann Marie may be reached at (800) 336-1102 or annie@cffinc.com.

Curtis-Britch Converse-Rushford holds Christmas Story Time

Continued from Page A4

of Santa's role in Christmas and the Christ Child's role in Christmas, which was the theme in *A Special Place for Santa*. Children were encouraged during the reading to express their beliefs of Christmas and what they thought might happen next in the story.

After the story, presents of crayons and coloring books from beneath the Christmas Tree were given out to each child. The children were allowed the time to play using their gifts during the refreshments of chocolate milk and cookies. The adults also enjoyed the refreshments with their children and expressed an appreciation for the message of the story. This family event was a new program with the enduring belief the reading of the Christmas story will grow and become a tradition for The Curtis-Britch Converse-Rushford Funeral Home and the community.

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OSHA Compliance

By Gary Finch

Change or Go Broke

Herbert Meyer has an essay written for CEOs that is drawing a lot of attention. He worked in the Reagan White House where he was the first senior analyst to forecast the fall of the Soviet Union. His current essay focuses on four areas of transformation. The one I want to focus on is the restructuring of American business.

In his essay, Meyer makes the case that American businesses are becoming fractured. They are outsourcing onshore and offshore. In many instances, the fractured sub-units beget more outsourcing. What exactly is fracturing? Meyer gives this example: A generation ago, IBM made all of its computer products. Today, Intel makes the chips, Microsoft makes the software, and someone else makes the modems, hard drives, and monitors. IBM even outsources their call center. They do this because others can make the products better and for less than IBM can.

American business is three generations deep into this process. Intel, a tier one fracturing company, relies on second generation fracturing companies, which rely on third tier companies. Myers also defends outsourcing. General Motors outsourced all of its cafeteria functions to Marriott. In the process, it laid off hundreds of workers. The same day, those workers were hired by Marriott. No one lost their job, but the headlines were about lost manufacturing jobs.

Because of fracturing, business is unable to guarantee jobs. Meyer believes the US is in a transformation phase where employees are becoming independent contractors. He opines that this type of management-worker relationship will become the norm. The independent contractor is paid as much or more than the employee would be, but there is a big trade off in lost benefits.

There is no employer provided 401K, no matching social security, no health insurance, no sick leave or vacation, no worker compensation, no overtime, no wage and hour, and no OSHA. As the federal government continues to add layers of red tape to employers while strengthening employee rights, this is a way employers can fight back. General Motors waited too long and their stock value has plummeted. Myers says we either change our old ways or go broke trying to survive with them. That's not such a hard choice.

Could this happen in the funeral business? Yes, the nature of our business does not allow most funeral homes to efficiently use their employees. There is a lot of slack time. How difficult can it be for a group of funeral directors to set up their own contract labor pool and hire out to multiple firms that will pay them a premium to work as needed?

In some ways, it is already happening. Funeral homes use Compliance Plus and other consultants and that is a type of fracturing. Find a less expensive way to present a superior product or service, and businesses will eventually use it or become disadvantaged for not using it.

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.

ObitHub: Funeral Directors are taking their Obituaries Back

CROMWELL, CT— It wasn't long ago when newspapers printed obituaries, sent to them from funeral homes, for free. Today, most newspapers charge hundreds of dollars to print obituaries in their papers. The newspapers also rake in significant advertising revenue from displaying those obituaries on their web sites. In many cases this obituary content is completely free of any mention of the funeral home that submitted the obituary.

Clearing House Technologies LLC has developed a web based funeral home obituary system called **OBITHUB**. Using the OBITHUB System, funeral homes electronically submit obituaries to newspapers and automatically create a branded remembrance web page that includes a guestbook and photo uploads for the family.

There is no shortage of companies online that display obituary content surrounded by their own paid advertising. Much of this content is derived from participating newspapers that deliver this content in return for a percentage of the advertising revenue. The OBITHUB System is the only system that enables funeral homes to submit their obituaries to newspapers and maintain control of their own obituary content.

Clearing House Technologies LLC lead programmer, **Thomas Kempf**, said "Once a funeral home submits an obituary through our OBITHUB system, a remembrance web page is automatically created on our EternalHonors.com website. The remembrance web page has the funeral home's logo and multiple links are provided back to the funeral home's website. An email is automatically sent to the family providing a link to their loved one's EternalHonors.com remembrance web page where they can sign the guestbook and upload photos."

Kempf also states that the EternalHonors.com website sends multiple web feeds to all the major search engines. "Our system is exclusively dedicated to funeral homes. We have the means and technology to use their obituary content to boost their search engine presence. In many cases, once a funeral home submits an obituary, that obituary can be found in the search engines in a matter of days, and of course, that obituary is forever linked to that funeral home. Simply put, search engines place a lot of relevance on the amount of external links that point to your website, when they rank your website. So if a funeral home submitted one hundred obituaries through our system, they have one hundred websites linked back to theirs."

Funeral homes aren't in the advertising business. They have better things to do than chase down businesses to advertise on their websites. What funeral homes do need is better marketing on the Internet. They want more "eyes on" their websites. In essence, where the newspapers gain advertising revenue from obituary content, funeral homes using the OBITHUB system gain serious marketing power and Internet presence.

Clearing House Technologies LLC was founded in 2008 and provides web based software and affordable websites for funeral homes. You can find out more about their patent pending OBITHUB System by visiting www.ObitHub.com on the web.



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SAN MATEO, CA— Actually, it's **Lifemark Group's** latest funeral home, **Lifemark Center at Skylawn Memorial Park**, which is situated at the crest of the coastal mountains, San Mateo, CA.

Lifemark Group is a Bay Area Company, with roots going back to 1873. Including an innovative service center, in the heart of San Francisco's historic North Beach district, Lifemark Group operates a total of seven funeral homes between the San Francisco bay area and Sacramento. Lifemark's most historic location is a 7-acre cemetery, located in Hayward, which has been in continuous operation since 1872. To view photo-albums, of all of Lifemark's gorgeous facilities and cemeteries, please be sure to visit their website at www.lifemarkgroup.com

For their most recent location, Lifemark selected a new Cadillac DTS Landau Coach, by **Bennett Funeral Coaches**. The exterior of Lifemark's coach is finished in Cadillac's glossy Black Raven clear-coat paint. The interior is trimmed with Ebony leather in the chauffeur's compartment.

CONTINUED ON PAGE A18

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KINGSTON, ONTARIO, CANADA— **FrontRunner Professional**, the software development firm that empowers the **Matthews IMS**, has entered into a strategic partnership with **Infinity Video Productions** of Niagara Falls, Canada.

Infinity Video will create the largest library of targeted video marketing segments in the death care industry - exclusively for use within the client's web site portion of the Matthews IMS or Matthews WebSystem.

The company is currently producing a selection of Virtual Attendants, borderless flash videos featuring an actor or funeral director who "walks" onto a web page to greet and inform visitors. The ready to use library can be placed immediately on a website—while some clients may wish to customize the message and use one of their own staff through the Personal Touch Program.

While the WOW factor alone will differentiate Matthews Solutions' customers from other funeral homes, the real value lies in the unique ability to turn an inter-

CONTINUED ON PAGE A30



(L to R) Russ Hackett, Katrina’s brother Michael Wert, Katrina’s mother Debbie Wert, Sam Altman, manager of Cotten Funeral Home, Katrina Wert, Katrina’s sister Rochelle Wert, and Jim Price.

TAMPA, FL— Keystone Group Holdings, one of the largest and fastest growing funeral service providers in North America, recently presented its annual National “Home Town Hero” Award at its annual Leadership Conference in Tampa.

Nominations were presented by associates from Keystone funeral homes and cemetery locations. The nominations were compiled and submitted electronically to numerous industry recognized professionals, independent from Keystone.

This year’s National “Home Town Hero” Award was presented to *Katrina Wert* (16) and in honor of her father *Michael J. Wert* (posthumous). Katrina Wert and Michael Wert were nominated by **Russ Hackett**, funeral director of **Cotten Funeral Home**, New Bern, NC. MSGT. Wert was an Intelligence Chief assigned to the 2nd Marine Aircraft Wing at Marine Corps Air Station, Cherry Point, NC. MSGT. Wert and his family were vacationing at Fort Macon State Park Beach when they noticed two boys struggling in the surf. He rushed into the water to save them while his wife, Debbie, called 911. His teenage daughter, Katrina, joined in the rescue with a boogie board in tow. Her father put the boys on the board and told Katrina to take them ashore. As Katrina looked back, her father was no longer visible. The strong undertow had taken him underwater. Meanwhile, his wife went to retrieve another board to help, but by the time she returned, a Rescue Team was on scene. When the rescuers recovered MSGT Wert, they were unable to revive him.

MSGT Wert joined the Marine Corps in 1989 and served in Operation Desert Storm and supported Operation Iraqi Freedom. Lieutenant Colonel William Conley stated, “Master Sergeant Wert responded to the need to help. As always, he didn’t hesitate- he went to help. He tragically lost his own life in doing so.” Cotten Funeral Home handled the arrangements of sending him home to Michigan for funeral services. His family appeared on Good Morning America, where he

and his daughter were honored as heroes. To view a film clip story of this incredible heroic effort made by Katrina and her father, Michael, please access this internet link: <http://www.keynotesonline.com/hometownhero/hometownhero.htm>.

In presenting this award to Katrina Wert, **Jim Price**, Chief Operations Officer, stated “as a company we have specifically defined as one of our core values...the belief

that ceremony, commemoration, sharing of memories and meaning to life provide a path to acceptance while offering comfort and support. Hopefully in some small way this recognition has been a healing and comforting experience for you. Your actions as heroes and the way that you have handled this tragedy as a family have inspired us as

a company, and even more importantly, as individuals to do better.” Other local individuals receiving local “Home Town Hero” recognition for their heroic efforts were: *Dave Cameron* of Royal Oak, MI, nominated by **Nelson Trulin** of **Will & Kaul**
CONTINUED ON PAGE A22

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Smith Funeral Home takes delivery of new Eagle Coach

Caption:
MORGANTOWN, KY— Gary Broenneke of Jones Coach Sales would like to congratulate Rachel Colter and Keith Lee of Smith Funeral Home in Morgantown, KY on the delivery of their new Lincoln Eagle Ultimate Funeral Coach.



Lifemark Center at Skylawn Memorial Park

ment and Dark Charcoal cloth in the casket compartment. The coach also features additional chrome trim, concealed violet LED lights and an extension table, which is trimmed in Canyon Black. The coach can also be seen on Bennett Funeral Coach's website, at www.hearse.com

Uniquely located, within Lifemark's circle-drive area is this relaxing, park-like lounge area. Recessed as a walk-out, from the new funeral home's lower level, it is furnished with an abundance of tables and chairs and beautifully decorated with gardens and waterfalls.



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Now, celebrating 50 years of service, Harden/Pauli Funeral Home has undergone an extensive renovation, creating a bright and welcoming facility. **J. Stuart Todd, Inc.** handled the design for the funeral home, and the result is a beautiful 10,000 square foot building allowing for a fresh update in architecture and technology.

The interior of Harden/Pauli Funeral Home is complete with two staterooms adjacent to a catering kitchen. This allows for the staterooms to be transformed into a reception area for refreshments after services or during viewings. Flat screen televisions have been added to both of the staterooms, providing convenient viewing for photographs or video tributes. Both staterooms also overlook a new beautifully landscaped

CONTINUED ON PAGE A25



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Hospices Nationwide Embrace Veterans & Family Memorial Care's "Clients Bill of Rights"

SANIBEL, FL— Veterans & Family Memorial Care's "Clients Bill of Rights" is guaranteed to families by VFMC's exclusive nationwide network of family owned & operated funeral homes. Hospice organizations throughout the U.S. are requesting VFMC Certified Veterans Providers meet with hospice staffers to discuss veteran's burial benefits and final arrangement options.

VFMC's growing list of over 200 family owned fu-

neral homes have been selected for their high ethical business standards and integrity. Each firm has demonstrated a willingness and commitment to reach out to veterans and their families by extending benefits and savings beyond those provided by the VA. They promote the use of VA State and National cemeteries for burial when geographically possible, saving families thousands of dollars on final arrangement expenses.

Becoming an exclusive, certified Veterans & Family Memorial Care Provider includes a signed certification that the firm agrees to adhere to the VFMC "Clients Bill of Rights". This ensures that every family receives the highest level of ethical business standards and outstanding, affordable professional service exceeding client expectations.

Exclusive, certified Veterans & Family Memorial Care Providers work diligently to earn the respect and trust of veterans and their families, distinguishing their firms to be the "Veterans Choice" in their communities. VFMC Providers are expanding their market area, increasing at-need case volume and stimulating community awareness while adding value to their business. Big or small, one competitor or 20 VFMC Providers are gaining a competitive edge.

VFMC provides their funeral home members with public relations programs and marketing tools such as their "Proudly Serving Those Who Have Proudly Served" brochures for distribution to VFW, American Legion and local Hospice organizations. "Veterans reach out to businesses that reach out to them" said **Mark Davis**, President and CEO of **ValMark Memorial Group Inc.**, the parent company of Veterans &

Family Memorial Care. "As a matter of fact our market research has determined that veterans and their families seek out businesses that provide discounts, benefits and incentives to veterans. The funeral industry is not exempt. Our Providers offer a 10% discount off pre-need services and merchandise."

Each day more and more veterans are registering for their Free Burial Benefit guaranteed them by the U.S. Dept. of Veterans Affairs by visiting one of VFMC's uniquely designed websites, VeteransFuneralHomes.com or FreeVeteransBurial.com

"The challenge is bringing on Providers throughout the U.S. quick enough to provide at-need and pre-need arrangements for these individuals. Hospices are contacting us to find the VFMC Providers in their communities and we need to respond in a timely manner" said Mark Davis. Becoming an exclusive, certified Veterans & Family Memorial Care Provider is both inexpensive and cost effective. Funeral home owners that would like to be considered to be the "exclusive" certified Veterans & Family Memorial Care Provider in their community should visit VeteransFuneralHomes.com and click the Become a Provider button or call toll free (866) 770-6791.

Tributes.com Creates Funeral Service Advisory Board

Funeral professionals lend their expertise to advance Internet obituary service

BOSTON, MA— Tributes.com announced that they have established a Funeral Service Advisory Board, comprised of 14 of the most forward thinking leaders in the funeral service profession. The Advisory Board stems from the vision of engaging funeral service professionals to serve as knowledgeable advisors to the Tributes management team, as the company sets out to establish itself as the brand on the Internet for everything obituary related.

"We have assembled a first class group of professionals with great expertise in the funeral service profession, and we are extremely honored and excited that they have chosen to be a part of our board. This group believes in our offering, and that it is good for funeral service and the families they serve, and we are grateful for their interest, participation and leadership," said **John Heald**, a fourth-generation licensed funeral director and VP of Sales & Business Development for Tributes.com.

The Advisory Board consists of funeral home operators, marketing and consulting professionals, association representatives and others in the field. These individuals will work together as a group to be on the forefront of the technology that is becoming an integral part of the funeral service profession.

Tributes.com is bringing to the profession an easy to use online obituary information source and an opportunity for funeral directors to help families integrate today's technology into the arrangement and obituary process by enabling the creation of rich, online multi-media tributes which truly commemorate the lives of their loved ones and preserve their stories for generations to come.

"Today, families expect more from their funeral director than they have in the past," noted Tributes.com Advisory Board Member **J. Mark Busch**. Along with his brother, Busch owns and operates the largest funeral home in the city of Cleveland, OH, **Busch Funeral and Crematory Services**. "Families want us to be a resource that helps them before, during and after the funeral service. Technology is starting to play an important part in helping families preserve memories, communicate service information and even to grieve. My role as a board member will help keep our funeral home current with today's technology and positively influence change that is good for the families we serve and good for our business."

"Increasingly, families are faced with the rising costs of placing obituaries in the printed paper. Tributes.com offers a robust, cost-efficient suite of online obituary offerings providing funeral homes with new alternatives to offer their families, especially where cost is a concern," says Advisory Board Member **Jake Johnson** of **Johnson Consulting Group**, Phoenix, AZ. "I look forward to working directly with Tributes to help ensure that they meet the changing needs of both families and funeral homes."

Working together with Tributes.com provides additional value to the individual funeral home, the funeral service profession as a collective group and, most importantly, to the consumer. Perhaps for the first time in its history, the funeral service profession has an opportunity to collaborate and influence the direction of a new application of technology that could revolutionize an important facet of their business.

The Tributes.com Funeral Service Advisory Board Consists of the following members: **John McQueen**, **Anderson McQueen**, St. Petersburg, FL; **Jake Johnson**, **Johnson Consulting Group**, Phoenix, AZ; **John Keohane**, **Keohane Funeral Home**, Quincy, MA; **Ken Varner**, **Cypress Lawn Cemetery & Mortuary**, El Camino Real, CA; **Glenn Gould**, **MKJ Marketing**, Key Largo, FL; **Frank Joyce**, **Joyce Funeral Home**, Waltham, MA; **Mike Uselton**, **Remembrance Services of Florida**, Palmetto, FL; **Anna Marie Wehr**, **International Order of Golden Rule (OGR)**, St. Louis, MO; **Mark Matthews**, **Wiefel's Cremation & Funeral Services**, Palm Springs, CA; **Buddy Phaneuf**, **Phaneuf Funeral Homes & Crematorium**, Manchester, NH; Chairman of Advisory Board, **Dave McComb**, **D.O. McComb & Sons Funeral Homes**, Ft. Wayne, IN; **J. Mark Busch**, **Busch Funeral and Crematory Services**, Cleveland, OH; **Blair H. Nelsen**, **Nelsen Funeral Home & Crematory**, Richmond, VA; and **Michael Turkiewicz**, **FuneralNet**, Portland, OR.

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 83 million current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com and Eons.com founder **Jeff Taylor** officially launched Tributes.com in February, 2008. Eons, Inc. and Dow Jones & Company are strategic partners in Tributes, Inc. For more information about Tributes.com, please visit www.tributes.com or contact John Heald directly at 617-337-9442 or john@tributes.com.

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Let's Chat

By Kristan Dean

Today I would like us to think beyond providing comfort and chat about how we can bring joy to seniors who live in our communities assisted living residences and nursing homes. How you can take your talent, for bringing people together, beyond the funeral industry and thus give back to your community.

If you are like **Wayne Brasco, Sr.** of **Brasco & Son Memorial Chapels** in Massachusetts you do not wait to be asked. You find ways to serve. You seek out activities directors in local nursing homes, ask if they will share their activities schedule with you, and look for creative ways to help.

When you see entertainment on the schedule you connect the activities director with a new singer and ask if they will let you sponsor the performance. If there is a social on the calendar you ask if you can provide the wine. When you and your family visit the National Shrine's celebration of lights you think wow this would be a great road trip and you start finding a way to arrange a get together between the senior ladies and the retired nuns who live at the shrine.

Thankfully the Brascos are not alone. The best in our industry refuse to allow a lack of funding or staff lead to boredom for the seniors living in their communities' nursing homes. They find ways to reach beyond their walls to bring fun, camaraderie, and enrichment to the seniors in your communities.

Still I realize that there are many reading this article who have just never thought about reaching out to seniors or are unsure where to start. They say: I do not have the time to organize or money to budget. I ask: Please do not let these hiccups stop you.

Pick one nursing home, assisted living residence, or senior center in your community. Give them a ring and find one goal that you can help the activities director reach. I am positive that your good works will be welcomed with open arms. Then, as you become more comfortable, consider letting the residents guide you in the activities they would enjoy.

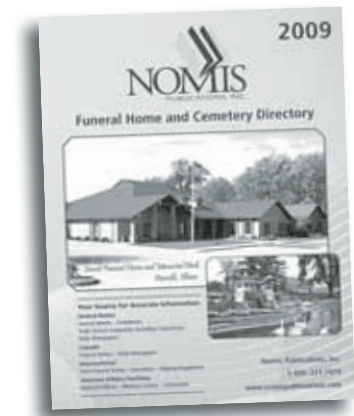
If you have no budget, get creative. Ask your local dance school if they would have their dress rehearsal at the nursing home. See if your local animal center may have a puppy or kitten that they could let the seniors borrow for a day. Find out if your church choir might be up to practicing with the seniors. Look for ways that you can volunteer and bring some of your team's hidden talents to the nursing home. Just remember to make sure the activities director is on board with your idea.

For now please join me in thanking Wayne for sharing one of the ways his family reaches out to their community. More than this I hope that you will share some of your ideas and allow me to share them with our readers. Please give me a ring at 781-331-5308 or, if you prefer, email me at kristan@mooneytunco.com.

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

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

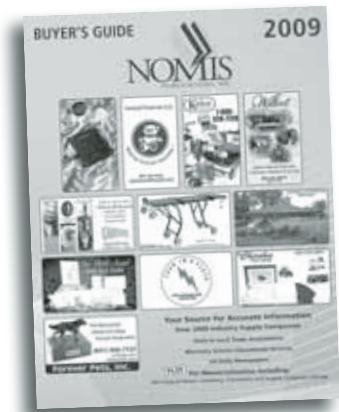
Prior to Mooney TunCo, Inc. Kristan worked with companies nationwide helping them build revenues by creating greater sales opportunities through the use of sales intelligence and marketing alignment.



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Daniel Isard addresses The Effect of the Economy on Funeral Homes

PHOENIX, AZ— In the midst of the recent economic troubles that the United States has been facing, **Daniel Isard**, president of **The Foresight Companies**, has written an educational and timely article titled “The Economy and The Death Care Industry.” “Like everyone else, I have heard and read about the political parties blaming each other and past actions taken for the finan-

cial mess we are in today, and I wanted to research the truth for myself,” Isard explained.

The article explores the history of how we got into the economic tsunami we are in now, tracing the U.S. economy from the time of the Great Depression to the various points of deregulation of the financial industries. It explains the establishment and the role of The Federal Reserve, and it leads

to our present day situation and how we got here. “Most importantly, by understanding the past and the present, we can determine how this will affect the funeral and cemetery industry,” Isard said.

Dan Hurt designated as CSFP

JAMESTOWN, IN— **Dan K. Hurt** of Jamestown, IN was recently recognized for the achievement of earning the designation of Certified Funeral Service Practitioner (CFSP) by the Academy of Professional Funeral Service Practice at the *National Funeral Directors Association* convention held in Orlando, FL.

A graduate of *Mid-America College of Funeral Service*, Dan got his start in funeral service with **John Leppert** and the **Leppert Mortuary** in Indianapolis, where he worked for 13 years. He now works for his father-in-law at the **Porter Funeral Home** in Jamestown. Dan is currently the Secretary-Treasurer of the *Indiana Funeral Directors Association*.

“With the problems in the economy causing banks, insurance companies, and brokerage companies to fail, funeral directors must educate themselves on the current situation, the possible outcomes, and what the proposed bailouts would mean to them as taxpaying citizens as well as funeral home owners and managers,” Dan Isard stresses.

You can read the article “The Economy and The Death Care Industry” for free by logging onto the website www.thefuneralcoach.com and registering. By clicking the tab “Econ and Deathcare” at the top of the page, you can view the entire article or print it out for future reference. You can also read other published articles by Dan Isard, as well as learn more about The Foresight Companies and upcoming CEU seminars once registered to The Funeral Coach.

For more information, questions, or comments on “The Economy and The Death Care Industry” article, or to ask Dan any questions, please contact Anita Agnerian by calling (800) 426-0165 or by emailing her at AnitaA@f4sight.com.

Keystone Presents the 2008 National “Hometown Hero” Award

Continued from Page A17

Funeral Homes. Mr. Cameron felt strongly that every WWII veteran who had so bravely served their country should be able to see the memorial built for them in Washington, DC...whether they could afford the trip or not. He provided hundreds of WWII Veterans with this opportunity, free of charge, by raising the money necessary to do so—even arranging for some of them to meet General Colin Powell. Although Mr. Cameron died in June of this year, his dream lives on through “Honor Flight Michigan,” which will continue to provide veterans with this opportunity in his memory.

Another hero is *Gene Ketzenberg* of Ellensburg, WA. Mr. Ketzenberg was nominated by **Julie Gordon of Steward & Williams Tribute Center**. He is a regular volunteer at their location, participating in EVERY funeral service with military honors as part of the color guard. He also assists with the “Little Piece of Home” project sending countless soldiers these much needed items. In addition to personally paying for the funeral services of a woman who couldn’t afford one, he holds annual fundraisers for local hospice organizations through his Kittias Valley Cruisers Car Club. This year alone, Mr. Ketzenberg helped raise \$8,700.

“Master” *Tracy Butterfield*, a Tae Kwon Do instructor of 21 years from Tampa, was nominated by **Brent Von Horn** of the home office in Tampa. He and his children personally witnessed her heroic inspiration in the classes they have taken. Master Butterfield teaches the important lessons of respect for self and others, and inspires them to realize their own potential. Through a recent battle with breast cancer, she further inspired her students as she handled the crisis with grace and dignity.

Alan Ray of Sunset Vista Funeral Home in Yuma, AZ nominated *Donna Anaya* as yet another example of an ordinary person doing extraordinary deeds. Ms. Anaya returned home from shopping on a Saturday afternoon to find her neighbor’s house on fire. Without thought for her own safety, she began banging on the doors and windows to get the attention of the woman who lived there—who suffers from multiple sclerosis. The lady and her dog got out of the house in time and Ms. Anaya put the fire out herself with the garden hose before the fire department arrived.

Jon Bellona, founder of “Run for the Fallen” was nominated by **Michael Wright of RJ Fahy Funeral Home** in Norwich, NY.

When his best friend, 1st Lt. Michael Clery was killed in Iraq 2 years ago, Mr. Bellona combined his love of running and his desire to pay tribute to his friend and other fallen soldiers and organized this event. From June 14, 2008 to August 24, 2008, a team of runners ran the 4,080 miles across the country from Fort Irwin, CA to **Arlington National Cemetery**. The idea caught on and over 9, 145 participants from nine countries and 43 US states ran a collective 35,725 miles in recognition of Lt. Cleary and all the men and women who had lost their lives in Iraq. There was no political affiliation. It was simply done out of love and respect for the fallen.

Ginny Craven is a hero to countless soldiers and their families in the Lower Lake, CA area. **Karen Karnatz of Jones & Lewis Funeral Home** nominated Ms. Craven for founding and facilitating “Operation Tango Mike” which sends care packages overseas. She set up donation sites at local businesses throughout her county and hosts packing parties monthly and sends the packages to the soldiers, similar to our “A Little Piece of Home” program. Recently, she also played a significant role in facilitating the arrangements and assisting the family of a 22 year old marine killed in Afghanistan. During this time she was an instrumental support to his family when they contacted her.

Finally *Shane Biggs*, an 18 year old hero was nominated by **Andy Solecki of Wood Funeral Home** in East Aurora, NY. The high school senior and track star was headed to one of the most important meets of his life when he found a two year old wandering a rural road all by himself. He stopped, calmed the child and got him off of the road. Flagging down the next car, which happened to be his track coach, Shane made sure the child was safe before driving on to the track meet. Though arriving late and having little time to prepare, he still won the 100 meter sprint in 11.34 seconds, and a precious two year old’s life was safe.

The Keystone Group thanks the panel of independent judges, the nominating firms and most importantly the heroes themselves.

Headquartered in Tampa, FL, Keystone Group Holdings, a subsidiary of Keystone North America, Inc., is the fifth largest provider of funeral services in North America operating 201 funeral homes and 16 cemeteries. The company employs approximately 1,300 funeral service professionals.



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Cremation Issues and Answers

By Ronald Salvatore

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Causes of Upset Conditions (Part 3)

Along with operator error, the other leading cause of upset conditions is a lack of proper maintenance. It is vital that the cremator is serviced on a regular basis to ensure it is operating at optimum performance to avoid smoke problems. Regular maintenance can also prevent premature refractory wear and costly emergency repairs, and minimize fuel consumption. Only factory trained and authorized technicians should perform service on your cremation equipment.

For the cremator to properly combust the gases that are generated during the cremation cycle, the gases (Products of Combustion) must pass through the secondary chamber at the correct velocity and with proper turbulence, and must thoroughly mix with the flame of the afterburner. In addition, the proper amount of secondary air must be added.

We will cover secondary air and the critical air/fuel mixtures in next month’s column. Today we’ll discuss the importance of maintaining the refractory in the secondary chamber and how the use of the wrong materials when replacing worn areas can cause emission problems.

The secondary chamber of a modern cremator is divided into two sections: the mixing chamber, known as the hot pass side, and the settling chamber or cold pass side. During the cremation, the gases are drafted into the mixing chamber where they are exposed to the

flame of the afterburner. As the gases travel through this chamber, they may pass through or around a baffle. This creates turbulence enabling the gases to mix properly. The gases then turn 90°, creating more turbulence as they enter the settling chamber. Here the gases again may pass through or around another baffle, and as they cool, noncombustible particles that are too heavy to float out the stack have an opportunity to settle.

If the gases do not pass through the chamber properly, smoke and odor can be created. But how does the refractory play a role in this situation? The manufacturer of the cremator must decide what refractory materials to use in the secondary chamber. In determining this, they carefully consider the heat retention of the various materials, the resistance to thermal shock and wear, the capacity of the cremator, operating temperature requirements and other factors.

If worn refractory in the chamber is replaced with materials that are different from what the manufacturer used in designing the cremator, it will affect the performance/efficiency of the secondary chamber. The same holds true if the baffles are not replaced when worn or if they are moved to a different location in the chamber after a rebuild.

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

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

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

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

Schoedinger Funeral and Cremation Service selected to become Certified Veterans Provider

COLUMBUS, OH— Michael Schoedinger, president of **Schoedinger Funeral and Cremation Service**, announced that the company has been selected to become an exclusive, certified **Veterans & Family Memorial Care** Provider.

The staff at Schoedinger has deep roots in their respective communities. They are extremely knowledgeable and well trained to assist families with every aspect of the final arrangement process. Working closely with VFW, American Legion, Hospice and other veterans and civic organizations has been the cornerstone of Schoedinger's success. The company also brought the traveling Vietnam Wall Experience to Central Ohio in 2004 and organized Wreaths Across America last December.

Gravesites at VA National Cemeteries cannot be reserved in advance thru the VA, however hundreds of veterans have taken advantage of the free burial registration program provided by Veterans & Family Memorial Care. This ensures that all final arrangement decisions are honored and respected.

Schoedinger Funeral and Cremation Service was founded in 1855 by German cabinet-maker **Philip Schoedinger**. Today the business, in its sixth generation of family ownership, has grown to include 11 chapels, four crematories, a cemetery,

prearrangement services, bereavement support, uniquely personalized services that can include photos, mementos and videos of the life being celebrated.

Schoedinger holds the coveted designation of a member of *Selected Independent Funeral Homes*, a membership by invitation to only one funeral service in each community. Schoedinger has been recognized as one of the top three family-owned businesses in the country. As a tribute to its work and contributions to the community, Schoedinger was the inaugural recipient of the Family Business of the Year Award given by the Family Business Center of Central Ohio in 1999. The company also won the 2000 Better Business Bureau of Central Ohio's Integrity Award.

Ivey Funeral Home named Small Business of the Year

BAINBRIDGE, GA— **Ivey Funeral Home Inc.**, was recently chosen as the Bainbridge-Decatur County Chamber of Commerce's Small Business of the Year.

Dick Ivey, the owner of Ivey Funeral Home, said the business began in 1950 by his father and mother, **Ralph and Caroline Ivey**, who had purchased it from **Play-er Funeral Home**. Dick

Ivey took over the funeral home in 1985.

The funeral home began with two employees—one licensed funeral director and one office clerk. It currently has seven full-time employees and five part-time employees, of which four are licensed funeral directors.

Ivey and his wife, **Diane**, thanked the chamber members and their business' employees.

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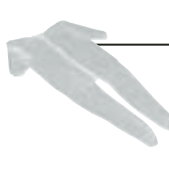
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Prelude to the Science of Embalming (Part 40)

By John A. Chew

In Prelude Thirty-Nine, I made reference to the importance of observing external visual signs. These natural phenomena may directly influence the need for secondary preservation treatments prior to, during and following the actual arterial injection.

The visual signs do not always appear prior to the actual death but begin during the agonal period and are due to physiological or pathological conditions leading to the individual's death. Some conditions, in actuality, may be in life part of the body's defense mechanism and in death become part of the death phenomenon. Death deals with both physical and chemical changes which the body undergoes. Understanding these changes is essential during the pre-embalming analysis.

During the final vascular contractions (death throes), microbes transmigrate into the venous network. At this point we know that there is a loss/relocation of moisture (plasma) in the superficial tissue due to evaporation and hypostasis leaving blood elements (sludge) in the lumen of the blood vessels. This creates a medium for bacterial growth (decomposition).

The initial physical and chemical changes occur over a twelve to forty-eight hour period creating gas in the tissue (postmortem emphysema). This creates a distention and/or tightening of the tissue due to the gas in the intercellular spaces. Such emphysema is not always apparent in all cases but does exist to various degrees in all bodies according to the cause of death.

During or following the arterial preservation treatment, it may be necessary to hypodermically radiate all affected areas while massaging these affected areas to relieve the pressure. With this simultaneous treatment, the embalmer removes the gas and replaces the intercellular spaces with a triple base, anti-dehydrant

conditioner to restore and retain natural tissue consistency.

A phenomenon referred to as imbibition occurs within the cellular matrix creating filtration into the peritoneal cavity where there is a build-up of fluid/lymph in either a solid or gel during a prolonged agonal period. The amount of fluid may have an influence on the necessity, extent and type of cavity treatment.

The definition of imbibition is simply the ability of body tissue to absorb bio-chemicals causing swelling, distention and softening of all tissues and organs. Imbibition seems to occur in the abdominal viscera organs then filtrates into the normally sterile lubricating plasma. The cause of death has a direct influence as to initial treatment of a body and possible cross-contamination. The appearance of the abdominal region and types of purge is probably the best pre-analysis indicator for potential treatment.

First observations or indications of potential abdominal concerns are abdominal distention, urine discharge, fecal discharge or coffee ground purge in various degrees from the mouth. This may be a pseudo purge due to the breakdown of stomach content. This can be controlled using a nasal aspirator. In reality this is uncommon due to the acid content of the stomach which retards microbial growth.

Massage cream should be liberally applied around the nose, mouth and neck to prevent superficial tissue destruction and staining due to gastric acid (hydrochloric) found in the stomach.

In my opinion purge should be encouraged, not restricted, during the arterial injection period. It is the basic interaction which may be overlooked and could lead to preservation failure.

In Prelude Forty-One, we will continue to review the little things which make the difference in body preservation for presentation.

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 Millennial Connection (Part 2)

Building trust to create a positive working relationship with a Millennial Mortician

By Lacy Robinson, CFSP



Lacy Robinson

You have probably heard in a brief characterization of Millennials that we WANT IT ALL. No denying it here...we do! We want it all especially when it comes to a career. We want challenging work, we want to have fun at work and we want to enjoy the people we are working with! It does seem only fair to mention what you will receive in return for catering to our wants—service, attitude, consistency and teamwork!

Giving MILLENNIAL MORTICIANS what they want and ensuring you receive what you want begins with creating a positive working environment based on trust. Building trust with Millennials involves two things: respect and understanding. Demonstrating respect will meet the high expectations Millennials have while keeping the work environment friendly. And demonstrating your understanding of their feelings will help ease anxieties, nervousness or the feeling of being overwhelmed. Remember your trust in them depends on their trust in you.

Here is a quick lesson in building trust with your Millennial Mortician:

1. **Show respect for the funeral profession and your role within the funeral home.** Look the part, act the part and sound the part whether your role is a funeral home owner, manager, supervisor or an employee with many years of experience. This is the opportunity for us to see your serious side and your opportunity to model realistic examples of what you expect from employees.
2. **Show and tell.** Communicate and demonstrate your skills, background, education and experi-

ence with Millennials. We want to be challenged and gain new knowledge but we first need to be assured that you are a person we can learn from and follow in your footsteps.

3. **Make a connection.** Making connections of commonality will create friendliness within the work environment. You might think you have nothing in common with a Millennial Mortician, but you do...it's funeral service! This is a great starting point! If you have a Millennial child or grandchild that is a great starting point as well.

4. **Display your understanding of their situation by communicating that it's okay to feel overwhelmed or be nervous.** Draw upon your own personal experiences as a first timer in funeral service to truly understand what a Millennial may be feeling. Expand on the phrase "I remember the first family I met with to make arrangements" to communicate understanding. Always keep in mind that Millennials lack work experience so be prepared to deal with feelings of anxiety and nervousness. Recognizing that our feelings are real and natural is the key to continuing our development.

There is no doubt that building trust takes time so as you devote time and effort remember this simple equation:

**Positive work environment + Positive people
= Positive results**

Check back next month to learn how to communicate with a Millennial Mortician the old fashion way. (No text messaging involved)

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

Legacy.com inks International Deals

EVANSTON, IL— **Legacy.com**, the world's most timely and comprehensive resource for online obituaries and the undisputed leader in Web-based memorialization, has joined forces with the largest daily newspapers in Australia and Canada and some of the largest papers in Ireland to allow more international readers to build feature-rich Legacy.com Memorial Websites and Guest Books for deceased loved ones. Coming on the heels of new partnerships with 95 U.K. newspapers, including the Times of London, the new partnerships broaden Legacy.com's international reach beyond the more than 700 newspaper affiliations it maintains across North America and in Europe.

**Leader in Online
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Australia's *Herald Sun*, part of Rupert Murdoch's **News Corporation Limited**, is adopting Legacy.com's platform for obituary content in direct response to reader requests for expanded online memorials.

"We have received numerous queries about online death notices from our older readers who also want the ability to communicate and share memories about deceased loved ones over the Web," said **Matthew Kitchin**, editor of the paper's Web site, *Herald-sun.com.au*.

Similarly, *Toronto Star* has continued to respond to readers' demands for online content. "Our partnership with Legacy.com enables us to bring even more content to our readers while also providing readers with the ability to build very personalized memorials to their loved ones that can be shared and amended as time passes," said **Cheryl Phillips**, Vice President Classifieds of the *Toronto Star*.

Eleven major newspapers owned and operated by **Canwest Global Communications Corp.**, including the *National Post*, the *Vancouver Sun* and the *Montreal Gazette*, already use the Legacy.com platform for online memorialization content.

Bermuda's the *Royal Gazette* and five Irish newspapers, including the *Anglo-Celt* and the *Meath Chronicle*, are among other papers that recently adopted Legacy.com's online obituary platform.

"Our goal always has been to provide a place for individuals to create lasting memorials to their deceased loved ones and to offer support to those seeking advice or solace during times of grief and loss," said **Stopher Bartol**, president and CEO of Legacy.com. "Now more people will be able to develop interactive memorial sites that include biographical information, photos, videos and more, ensuring a permanent online presence for the deceased."

CONTINUED ON PAGE A32

The Here and After Book

BOCA RATON, FL— Why give a gift just to give something when you can stuff a stocking with the most important book a person can have? While it may seem an unusual present, the *Here and After Book* is the book that keeps giving.

The holidays are a time of good cheer and glad tidings but bad things happen every day of the year and this season is no exception. The *Here and After Book* makes the transition from “here” to the “after” as easy as decorating a Christmas tree or lighting the candles on a menorah and it allows your wishes to be carried out exactly as you intended.

This handy 20-page fill-in-the-blanks handbook—provides detailed instructions for those who are left behind and outlines the disposition of everything—from artwork to heirlooms and even your pets and minor children.

The *Here and After Book* contains blanks for vital statistics, location of wills, trusts and assets. It includes blanks for wishes about a memorial service, what you want to wear and how you want your headstone and obituary to read. Whether you want a service at the beach, on a mountain top or in a formal setting, the *Here and After Book* sets out the details. It gives a place to list the people and organizations you want contacted, donations for charities, and where any keys, storage facilities or valuables might be kept so they are not inadvertently overlooked.

For complete peace of mind during this holiday

50th Anniversary Expansion for Harden/ Pauli Funeral Home

Continued from Page A18

courtyard patio, giving additional space for receptions or viewings.

A new front porch was added on to Harden/Pauli Funeral Home, leading guests into the newly renovated lobby. The lobby has been increased to a two-story area, accented by a cathedral ceiling with beams. A staircase leads from the lobby to the administration offices on the second floor. Another new addition to the lobby is a large stained glass window that is directly above the fireplace. This lovely, peaceful window had been part of an old wood-framed Indiana country church, and was given to Harden/ Pauli Funeral Home in honor of **Lane Pauli**, who passed away on February 28, 2008.

With access from the lobby, the chapel for Harden/ Pauli Funeral Home now has a cathedral ceiling with beams and elegant chandeliers, giving accent to the architecture. An overflow seating area has also been added to the chapel, giving extra space for families or large services. Harden/ Pauli Funeral Home also installed a state of the art sound system, along with 2 flat-screen televisions, giving families an option to have a personalized service.

Other renovations for Harden/ Pauli Funeral Home include a new flower delivery area, and a state of the art prep room and dressing facility.

This facility spanning renovation has created an extremely warm and inviting atmosphere, accommodating services for people of all faiths. **JST Architects** celebrates this anniversary milestone with Harden/ Pauli Funeral Home and wishes Clarence Harden, Lance Pauli, and their staff, another incredible 50 years.



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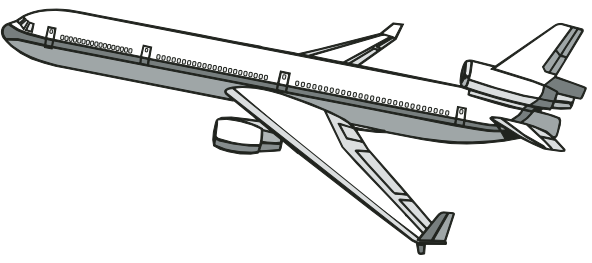
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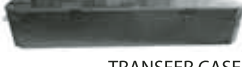
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Flanner and Buchanan Funeral Centers now connects Families and Friends around the World with Memorial Service Webcasting



Manager Andy Clayton, CFSP, sets up for a broadcast at Flanner and Buchanan Funeral Center – Zionsville.

INDIANAPOLIS, IN— Flanner and Buchanan Funeral Centers is now offering video recording and webcasting of funeral services to families.

Currently, the system is in place at the company’s Zionsville and Washington Park East locations. The system was barely in place before it was used to offer a live broadcast of a funeral in Zionsville to a relative of the deceased, a soldier stationed in Iraq.

It is anticipated that this service will soon be available at all fourteen Flanner and Buchanan Funeral Cen-

ters. Several weeks ago, a test of the technology took place, also at Zionsville, when a funeral was broadcast live to relatives of the deceased in Japan.

“This cutting-edge technology is an innovative way for us to bring memorial or funeral services to members of the family and the wider circle of friends who are unable to attend in person,” said **Jerri Clayton**, CFSP, Senior Vice President of Flanner and Buchanan.

“Families and friends are scattered—often around the world—and at times of grief and loss, their absence is keenly felt by those left behind. It’s our goal to help everyone come together to celebrate the life of their loved one, and find comfort. These webcasts also preserve a valuable piece of family history.”

The webcasting service offered by Flanner and Buchanan is offered through **Event By Wire**, a California-based company that offers a broadcast of the service, distributed over the Internet, using streaming technology. It can be viewed live or recorded, and viewed when friends and family wish to—sometimes over and over again.

The technology is portable, too. “We can take it anywhere, broadcasting services and events held in parks, churches, and other locations,” said **Brian Buchanan**, principal of Flanner and Buchanan Funeral Centers. “This is another way to build flexibility into every celebration. No two lives are alike, and no two memorial services should be; webcasting allows for the utmost in personalization.”

Webcasting is the latest in a long series of innovations offered by Flanner and Buchanan Funeral Centers to provide its client families with a variety of ways to celebrate the lives of their loved ones.

“Historically, entire communities came together to honor the life of the deceased and share their grief,” said Clayton. “In the 21st century, we’re finding family and friends to be scattered across the country, even around the world, often preventing them from joining such a gathering. Now, with the webcasting technology, Flanner and Buchanan can unite them once again.”

Whether arrangements for funerals are pre-planned or made upon the death of a loved one, families will be given the opportunity to select webcasting as one of the many options. Included in the cost for the webcasting will be the choice of viewing sites, literally around the world, where friends and family may gather to watch the funeral at the same time it is taking place.

The funeral may be viewed on a computer, through a link that will be e-mailed ahead of time to those family members and friends unable to attend the service. “This allows the friends and family to view the funeral from the comfort of their own homes,” Clayton said. “It is a great service for shut-ins, out-of-town friends and families who, previously, had no way of participating in such a meaningful way in the memorial to their loved ones.”

If it is impossible for someone to view the funeral at the time it occurs, viewing a delayed broadcast on the computer will also be possible, he added.

Cameras will be discreetly placed at the funeral, and the results will be fed, as a live webcast, to those signed up to view it at the time of the service, or they may access the same webcast or at a later time.

For additional information, contact Jerri Clayton at jclayton@flannerbuchanan.com or call (317) 387-7000 or visit the website at www.flannerbuchanan.com.

Women of Distinction



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

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



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

A. Lola March, Maryland Woman of Distinction and Billie M. Watson Hughes, Virginia Woman of Distinction

Mrs. A. Lola March is a family woman, the proud wife of **Victor C. March, Sr.**, mother of **Victor Jr.** and **Carmalita**, and the grandmother of **Alexis**. Born Assolita Lola Kellum, she is the youngest of six children. Her life took a dramatic turn when her mother suddenly passed away while she was still a teenager. To help her through this devastating time, she sought the services of the family of her longtime friend and future husband. After experiencing the support and empathy the March family provided her, she began to realize what a ministry funeral directing is. This was the first time Lola considered dedicating her life to helping others during the most difficult time in their lives, after the death of a loved one.

Lola pursued this calling, graduating with a degree in Mortuary Science from the *Community College of Baltimore County* in 1986 and later completing her apprenticeship at **March Funeral Homes East, Inc.** Her passion for her ministry and her commitment to her family’s business now guide her as she serves as the Vice President and General Manager of **March Funeral Homes West, Inc.** She sits on the board of directors where she plays an instrumental role in leading all of the service companies under the March umbrella. Companies that are recognized nationally as leaders in the industry including three funeral homes, two in Baltimore, MD and one in Richmond, VA, and the largest African American owned and operated cemetery in the United States, **King Memorial Park**.

Her true pride however, rests in her company’s dedication to community service. As a family, the Marches are responsible for community programs such as *A Time of Sharing* grief counseling which is currently being expanded into *Roberta’s House*, a family grief and loss center. Over a half of a million dollars has been provided to deserving students through *The Thelma March Scholarship Foundation*. This commitment to education also extends to the students of the newly named William C. March Middle School. Her commitment to service does not stop with her family’s programs. She also helped to establish and sits on the board of the Mother Lange House, a residential youth center, offering housing and care to abandoned, neglected, or abused girls, with the ultimate goal of reuniting them with their families.

A woman of many interests, Lola enjoys reading mystery novels, traveling, cooking, and hosting family gatherings. She is also involved in many professional organizations. She is a member of the *Maryland State Funeral Directors and Morticians Association*, *National Funeral Directors Association* and Academy of Professional Funeral Service Practice. She is a member of the Awards and Honors Committee of the *National Funeral Directors and Morticians Association*, former president of the *NFD&MA of Maryland State Ladies Auxiliary* of NFDMA, and a former Board Member of The York Children Foundation. She has also established

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Women of Distinction: A. Lola March and Billie M. Watson Hughes

Continued from Page A26

with the March Funeral Home family the Annual J. Roberta March Funeral Service Scholarship through the *100 Black Women of Funeral Service*, in memory of the family matriarch and co-founder.

She has received Presidential Awards of Excellence from the 100 Black Women, NFD&MA and the 2006 Academy Award of Funeral Service – Funeral Service Couple of the Year. She has also found time to be certified through NFDA as a Certified Pre-Planning Consultant (CPC) and has completed the Dale Carnegie Management Program.

A. Lola March is a role model and mentor to her entire family and encouraged them to all to attend mortuary school and become licensed in their family owned business. We salute A. Lola March, the 2008 Trailblazer and Woman of Distinction for Maryland State and the March Family, the nation's largest and most successful funeral establishment.

Billie M. Watson Hughes, CFSP, is a member and past president of the *Virginia Board of Funeral Directors and Embalmers*. She is a native of Washington, DC, although she has lived in many cities throughout the United States. Ms. Hughes has been involved in funeral service for over thirty years. She currently resides and works in Alexandria, VA and practices in the Washington Metropolitan Area. Her Virginia License, received in 1986, is at **Greene Funeral Home** in Alexandria. Ms. Hughes has been associated with Greene Funeral Home since her teenage years. Ms. Hughes formally began her funeral service career in 1976 with the **Stephen Rodgers Funeral Home** in Fayetteville, NC. She states she gained her greatest wealth of overall experience working with



Billie M. Watson Hughes

Dr. O'Neil D. Swanson and the **Swanson Funeral Homes, Inc.**, in Detroit, MI.

A Certified Funeral Service Practitioner, Ms. Hughes holds an Associate of Applied Science Degree from *Fayetteville Technical Institute*; a Bachelor of Science degree from the University of the State of New York and her graduate work was done at the George Washington University.

A frequent speaker for educational programs sponsored by the *National Funeral Directors and Morticians Association, Inc.*, Epsilon Nu Delta Mortuary Fraternity, Inc., churches and community groups, Ms. Hughes taught during the development of the mortuary science program at the *Washington Technical Institute*, which later became part of the *University of the District of Columbia*. She returned in later years as adjunct faculty in an attempt to help keep the program afloat, when the school was undergoing severe budget cutbacks.

As the representative of the Virginia Board, Ms. Hughes was elected in 2005 to serve

CONTINUED ON PAGE A29



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Historical Dyer-Lake Funeral Home dedicates Veterans Monument

Continued from Front Page

passed with the insignias of all branches of the armed forces. The dedication is another way the funeral home hopes to remind the community of the contributions made by veterans and current service members. Each time the firm serves the family of a veteran; numerous American flags surround the funeral home as a solemn reminder of the sacrifices made and the courage they portrayed.

Representatives from the community included members of the Disabled American Veterans, the Veterans of Foreign Wars, the American Legion and local veteran agent representatives.

Rev. Thomas L. Rita, pastor of St. Mary's Roman Catholic Church, Seekonk; former pastor of St. Mark's Roman Catholic Church, Attleboro Falls, performed the invocation, benediction and blessing of the monument that was surrounded in a patriotic floral piece.

Timothy R. Nay, co-owner and operator of the firm, welcomed the larger than expected crowd and led everyone in the "Pledge of Allegiance" prior to providing a history of Veterans Day.

The crowd listened to a creative rendition of "America the Beautiful" performed on the trumpet by Wayne Brown



Dyer-Lake Funeral Home

of Attleboro. Following the dedication service attendees shared stories, reminisced and enjoyed refreshments.

Dyer-Lake Funeral Home also has historical significance in the area. The house was the home of Willard Robinson circa 1806, and the neighborhood is known as Robinsonville. The house was built in the Greek Revival style. The flush board siding, the wide frieze board and pilasters were intended to create the character of the stone structure of a Greek temple



Michael S. Lake



Timothy R. Nay

The most unique element of the house is the roof line. On top of the second story sits a glass enclosed belvedere, commonly called a cupola, perhaps intended for Mr. Robinson to look out over his domain. The house has been

used as a funeral home since 1963. The central floor plan of the main house remains. The tiled brick fireplace surrounds the old dining room which depicts scenes from "the hunt." In the kitchen one finds a unique cast iron cooking stove with combination baking and warming ovens built into the chimney.

An addition, completed in 2005, added over 8,100 square feet of space. The lower level contains the garage and examination room. On the first floor are the three chapels, the historic stove and the tiled fireplace from the original construction of the home. The second floor has an apartment as well as the main office for the staff. The funeral home houses three beautiful chapels: the Memorial Chapel Suite, the Commonwealth Chapel Suite, and the Robinson Chapel Suite. The firm also features a tremendous Meaningful Memories selection area as well as the Dyer-Lake Resource Center and Lending Library.

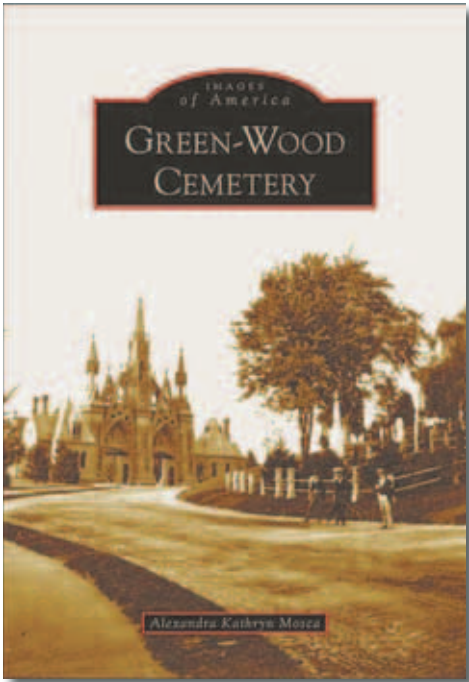
Funeral Director Recalls Green-Wood Cemetery in New Pictorial History

NEW YORK, NY— *Green-Wood Cemetery* is the new pictorial history book from funeral director and author Alexandra Kathryn Mosca. Through vintage photographs, *Green-Wood Cemetery* chronicles the cemetery's rich history and documents how its tradition as a park and a popular tourist attraction continues, drawing 300,000 visitors annually.

The monuments captured in *Green-Wood Cemetery* read like a who's who of American greatness and include the names of Leonard Bernstein, F. A. O. Schwarz, Charles L. Tiffany, Samuel Morse, and DeWitt Clinton, among others. A national historic landmark since 2006, Green-Wood is considered one of the preeminent cemeteries in the country and is a living display of the evolving funeral traditions of the city and America as a whole.

Author Alexandra Kathryn Mosca hopes "these illustrious Green-Wood denizens, famous and non-famous, many of whom have made substantial and indelible contributions to society, will live on through the pages of *Green-Wood Cemetery*."

Green-Wood Cemetery is available at bookstores, independent retailers, and online retailers, or through Arcadia Pub-



lishing at (888) 313-2665 or www.arcadiapublishing.com.

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*Women of Distinction: A. Lola March and
Billie M. Watson Hughes*

Continued from Page A27

as District II Governor (3 year term) for the International Conference of Funeral Service Examining Boards. In 2006, at the Annual Convention of the ICFSEB, Ms. Hughes was elected Secretary/Treasurer, being the first African American female to hold this position. In February 2008, she became the third Virginian and first African American female President of the International Conference.

Ms. Hughes is a retired Commonwealth of Virginia employee, having served under two City Managers and with the School Board of the Alexandria City Public Schools.

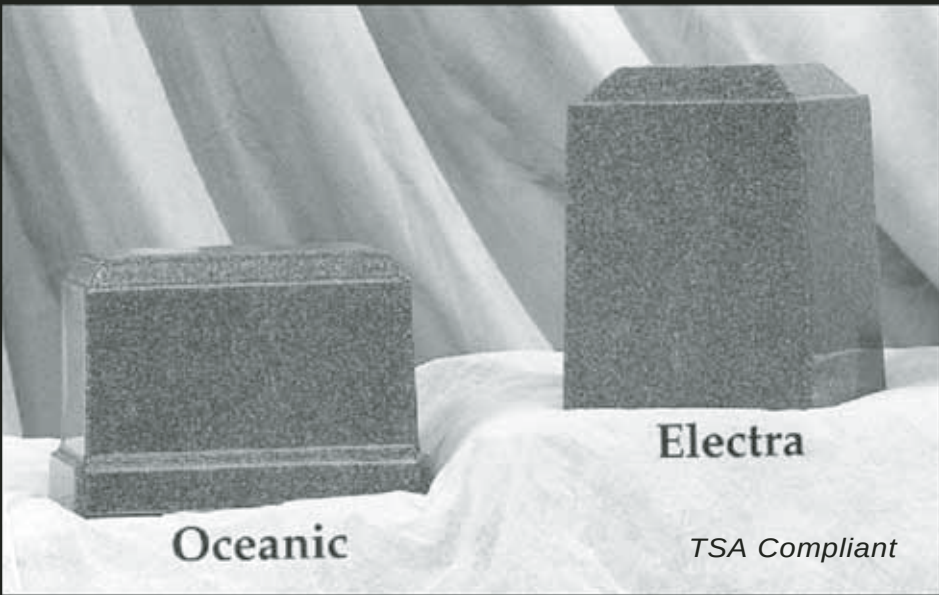
Ms. Hughes is a proud mother, mother-in-law, and grandmother. Her daughter **Barrie Monica** is a graduate of *Gupton Jones College of Funeral Service* in Atlanta, GA and Virginia State University. She has two grandchildren, Seth Anthony and Ashley Simone.

Ms. Hughes has received numerous citations and awards among which was the 1999 Professional of the Year from the *Independent Funeral Directors Association of the District of Columbia, Inc.*, and the Robert H. Miller Professional of the Year Award for 1999 from the National Funeral Directors and Morticians Association, Inc. She has

also received many awards for her volunteerism in the Washington Metropolitan Area. Most recently President Carlton Douglass presented her with a service award from the *Maryland Funeral Directors and Morticians Association*.

Her memberships include but are not limited to the following professional organizations: Epsilon Nu Delta Mortuary Fraternity, Inc. (Past National President, Past Chairman of the Board); the National Funeral Directors and Morticians Association, Inc. (Past District II Governor, Chair of the History Committee, member of the Education Committee, Presidential Advisory Committee and Legislative Committee); Independent Funeral Directors Association of the District of Columbia, Alpha Delta Chapter, Epsilon Nu Delta Mortuary Fraternity, Inc. (Past President, current Secretary); Virginia Morticians Association; Funeral Directors and Morticians Association of North Carolina; National Funeral Directors Association, Inc.; the District of Columbia Funeral Directors Association; District II, NFD&MA (Past District II Governor); the Academy of Funeral Service Practitioners (Life Member); and the NAACP (Life Member).

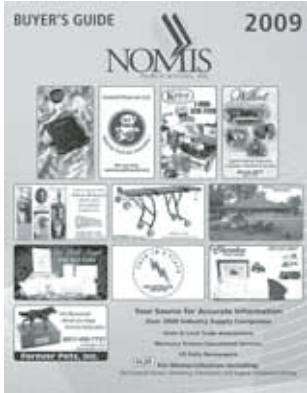
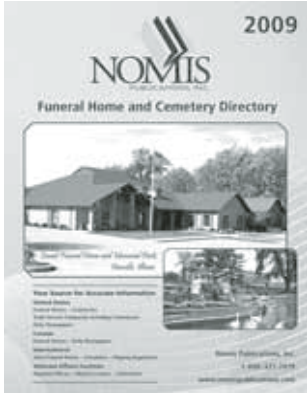
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Preneed Perspective returns to Publication

PHOENIX,AZ— For more than a decade, *Preneed Perspective* was published with **Dan Isard** and **The Foresight Companies, LLC** as its publisher. Based upon numerous requests from readers, funeral home owners, insurance company executives, and state association leaders and executives, Dan has decided to begin publishing *Preneed Perspective* (“PP”) again. “There are very few ventures I have been associated with over the past 30 years that gave me as much satisfaction as the publishing of PP and the interaction with our readers each month,” Isard said. “PP was unique in that it was hard hitting and objective, but accepted no advertising to influence its storylines,” he went on to say.

PP will begin with its January 2009 issue, due out in the middle to end of December. It will be distributed electroni-

cally. It will be supported mainly by its subscription fees. PP will once again focus on the issues of the preneed side of the cemetery and funeral industry which has preneed deposits within its various trusts and insurance companies of an estimated \$60,000,000,000! Most funeral homes have about two years of their total revenue tied up in preneed accounts, and a failure of the insurance company, trust company, or trustee could cause these companies to bear a liability that would be difficult to recover from. PP will provide the hard hitting stories and ratings that will help business owners understand how to protect themselves.

PP will be a monthly publication with its own website, and subscribers will get 12 issues a year for their annual subscription. PP subscribers will also get e-mail alerts of breaking stories. PP will be rating the financial components of preneed insurance companies and their operations as well as trust companies. Ultimately, PP will issue a much sought after rating to demonstrate the superior operated companies that funeral home and cemetery operators should be aware of. Those interested in subscription information should contact Anita at The Foresight Companies by calling 800-426-0165 or by e-mail AnitaA@f4sight.com.

Joseph Fortuna joins Funeral Home Staff

CLEVELAND,OH— **Fortuna Funeral Home** has announced **Joseph A. Fortuna** now is a member of the licensed staff.

A magna cum laude graduate from the *Cincinnati College of Mortuary Science* on September 13, 2008, he received the Dr. George M. Sleichter Award in recognition of his outstanding scholastic achievement and the *Ohio Embalmers Association* Lester W. Wakeham Award in recognition of his outstanding achievement in the combined theory and practice of embalming.

Fortuna Funeral Home is family owned and operated and has been serving families since April of 1958. The firm’s original location on Fleet Avenue is the Slavic Village area of Cleveland. The opening of the firm’s new location on Brecksville Road in Independence was recently announced.

Mr. Fortuna has passed his National State Board Exam and will be serving his apprenticeship at both locations. Upon completion he will obtain two licenses in Ohio: as an embalmer and as a funeral director.

Frontrunner Professional and Virtual Attendant to humanize funeral home Websites

Continued from Page A16

net experience into the human experience that families expect and appreciate when visiting a funeral home.

“No professionals are more dedicated to customer care with a personal touch than funeral directors. This important value has always been difficult to convey online, until now,” says **Kevin Montroy**, co-founder and CEO of Frontrunner Professional and a funeral director for more than 30 years, “We recognized that Infinity Video’s solutions can resolve this and other issues for our clients and the families and communities they serve.”

“Virtual Attendants handle website visitors the same way a funeral home would treat any visitor,” explained **Jim Wall**, President of Infinity Video, “A friendly, compassionate face greets them, explains products, describes facilities, introduces staff, and guides them to the source of information they seek.”

A wide range of Virtual Attendants and scripts will be offered to reflect the demographics of the communities the funeral home serves (gender, age, race, language, faiths). They can greet people immediately or be click-activated by the visitor. They can also be programmed to recognize returning visitors so a different message is delivered.

Frontrunner Professional is incorporating Virtual Attendants into the newly released Version 3.0 of the Matthews IMS and Matthews WebSystem; to assist first-time visitors to the Book of Memories and to help orient new and existing customers so they can quickly benefit from numerous new and improved features.

Since 1995, FrontRunner Professional has been, and continues to be, the leader in the funeral profession Website solutions featuring the only Integrated Management System (IMS) on the market designed for funeral professionals by funeral professionals.

Infinity Video Productions of Niagara Falls, Canada has been producing high quality promotional videos, training films and online video marketing tools for corporate clients and service companies in numerous industries since 1992.

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Funeral Success offers new Marketing Strategies

FARMINGTON HILLS, MI— **Funeral Success** introduces three new marketing services to help funeral home owners during today’s difficult economic time.

Services #1 – Automated Referral Marketing
This new service is designed to offer funeral home owners a low-cost way of nurturing key relationships in their community (e.g., clergy, hospice workers, past families, etc.).

Research shows that these relationships can be the source of an endless stream of referrals regardless of the state of the economy. Research also shows that when the economy slows down the effectiveness of typical mass marketing strategies decreases, making proactive referral marketing even more important.

An introductory video can be found at <http://MoreReferrals.FuneralSuccess.com>

Service #2 – Google Advertising Solution

Every month there are 13.6 million searches on Google for something related to a funeral. Over 4.3 million small businesses in the United States advertise on Google and more funeral homes are joining the ranks. Funeral Success’ new Google Advertising Solution is a turnkey service that includes a complete prewritten campaign plus an account setup and management service.

To help funeral home owners learn about Google Adwords, Funeral Success has released a new 17 page report entitled “How to Leverage the Power of Google Adwords to Market Your Funeral Home”.

This information packed report was created by the Google Advertising team at Funeral Success™. It summarizes the result of extensive research into how consumers are using search engines to find information as they experience the loss of a loved one. It also outlines the basic concepts of Search Engine Marketing and how to structure an advertising campaign using Google Adwords.

The report is available for immediate download at <http://Adwords.FuneralSuccess.com/>

Service #3 – Logo Makeover Service
Is Your Logo Turning Off Prospective Families? Families develop a first impression of a funeral home based upon their marketing materials (website, brochures, signage, business cards, etc.). The logo is one of the cornerstone elements that impacts all marketing pieces and therefore has a huge impact on the effectiveness of all marketing efforts.

Sadly, many funeral home logos were designed years ago when cremation was a non-issue and consumers were fundamentally different. A logo today needs to communicate the message that the funeral home is nurturing, caring, compassionate and professional. Words are not enough (in fact they can be counter-productive) a professionally designed logo communicates this message at a subconscious level and is much more effective than words alone or an amateur logo with stock clipart.

A video introduction to this new service can be found at <http://www.Logo.FuneralSuccess.com>
For more information, contact Funeral Success at (810) 626-4080, john@funeralsuccess.com, or visit www.funeralsuccess.com.

Funeral Success (www.funeralsuccess.com) is a marketing services firm specializing in creating Nurture Marketing solutions for funeral home owners. Common mass-media advertising has become extremely ineffective over the past 10 years. Nurture Marketing follows a very different approach and offers funeral home owners a way to establish relationships in their local community, nurture those relationships, and benefit from a steady stream of referrals.



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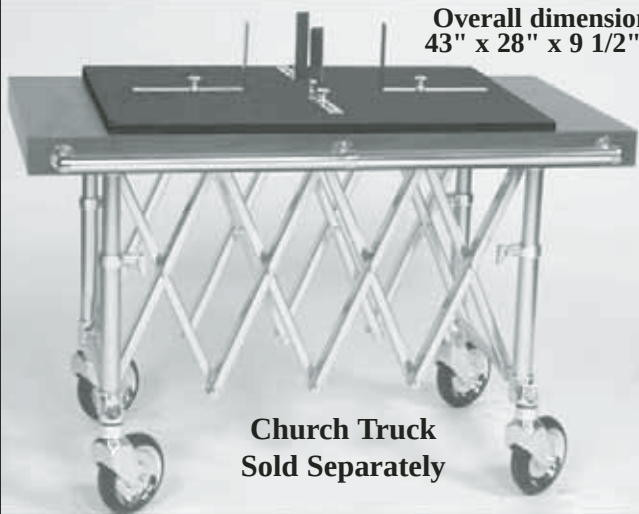
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CB 4590	Base measurements:	24" W x 16" D

Fields appointed to Texas Funeral Commission

HOUSTON, TX— On October 1, Texas Governor Rick Perry appointed **Jess Fields Sr.** to serve on the Texas Funeral Services Commission. Fields is the third generation president and owner of **Rosewood Funeral Home** and **Rosewood Memorial Park Cemetery**, which are family owned and operated.

A vacancy on the Texas Funeral Services Commis-

sion led the governor to research who would be a good fit on the commission. After being recommended to the governor, there was a 90-day process that Fields went through before he was officially appointed. He will be filling the cemetery owner position required on the board. The term will expire February 1, 2013.

The Texas Funeral Com-

mission meets three times a month as well as during special called meetings in Austin. The commission is a seven-member board that oversees the licensing of funeral directors and embalmers and their compliance with state statutes and regulations regarding funeral services, cemeteries and crematories.

Rosewood Funeral Home was started in 1927 by Fields' grandparents. His father took over the fam-

ily's business in 1948 and Fields came back into the business in 1977, where he has been ever since. Rosewood Funeral Home has locations in Humble, Porter and Pasadena. The business will begin construction on its Atascocita location early in 2009.

Fields is a member of the *International Cemetery Crematory and Funeral Association* and a past president of the *Texas Cemetery Association*.

Windsor and Healdsburg Mortuary installs Crematory

WINDSOR, CA— **Carmine Romano**, proprietor of **Windsor and Healdsburg Mortuary**, would like to announce the opening of his new on-site crematory. With over 25 years of funeral experience, Mr. Romano understands the needs and desires of the Sonoma County community, and with this in mind, he provides all crematory and funerary services in-house. With a touch that can only come from a family owned and operated business, and always proud to be offering his community the utmost in care and consideration, he gives solace in times of need.

In consideration of all the hard work and dedication that went into making the opening of this crematory possible, Mr. Romano would like to thank the following: the Town of Windsor and its inspectors, Windsor Fire Protection District, with special regard to Battalion Chief and Fire Marshal Matt Gustafson, the Planning Commission for approval of the use permit, San Francisco Bay Area Air Quality Control Management District, Steve Pantazes, B and L, Inc. in Largo, FL, and Dr. Steve Looker, Ph.D. for the equipment.

Legacy.com inks International Deals

Continued from Page A24

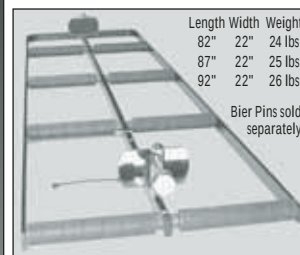
From Legacy.com, users can visit Guest Books and create interactive Legacy.com Memorial Websites that allow others to post and share memories of their loved ones. Nearly 800,000 new Guest Book entries are logged each month through Legacy.com. Like their U.S. and European counterparts, the new sites also will feature helpful resources such as funeral home directories and charity directories.

Legacy.com's network of sites attracts 13 million unique visitors per month and credits this volume of use, in part, to its highly comprehensive, searchable database of obituaries and rich, relevant content – accessible directly via every local newspaper site affiliated with Legacy.com. Through its partnerships with more than three-quarters of the nation's largest 100 newspapers, Legacy.com features obituaries and online Guest Books for more than two-thirds of people who die in the United States. Additionally, Legacy.com uploads government death records and maintains a searchable database for some 85 million deaths dating back to 1936.

Additional Legacy.com content includes customized e-mail alerts that automatically notify users of the deaths of former friends, colleagues and associates. Users can be immediately notified by e-mail if someone from a hometown, place of worship, workplace, university or other affiliation passes away. Also included is timely information about the deaths of celebrities and other noteworthy individuals, including movie and TV stars; public officials; and business, philanthropic and civic leaders.

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Lynn Harris receives Funeral License

AMERICUS, GA— **Hancock Funeral Home, Inc.**, of Americus has announced that **Lynn Hancock Harris** is the newest licensed funeral director and embalmer to its staff. Harris received both professional licenses in September.

Harris graduated in February from *Gupton-Jones College of Funeral Service* in Atlanta, receiving an associate's degree in funeral service. She was class valedictorian, graduating with a 99.6 percent overall average. During her study at Gupton-Jones College, Harris was invited for membership into the Pi Sigma Eta Honors Fraternity, Theta Chapter. This was a special honor, as her father, the

late **Larry Hancock**, brother **Marshall Hancock**, and husband **Bobby Harris**, are all members of the fraternity and were all honor graduates of Pierce Mortuary Colleges.

Harris has worked in the funeral industry for most of her adult life. Her parents, **Mary Louise** and the late Larry Hancock, began serving this community as funeral directors in 1965. She credits her family and her many friends, both professional and personal, for her motivation, drive, and success. Harris is married to Bobby Harris, also a licensed funeral director and embalmer, who has worked in the funeral industry for the past 26 years.



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A Look at Rituals – Again

By Todd W. Van Beck

“Without participation in rituals or the appropriation of the elements which it mediates, the human person faces psychological conflict, personality impairment, and estrangement from the inner self and outer society. Correspondingly, hollow or weak rituals will threaten the ability of the “pseudo-species” to incorporate new members and maintain a stable existence in the flow of history. Neither individuals nor communities can survive psychologically without ritual.”

—Erik Erickson

Well that is a mouth full, is it not? Of course Erickson is correct and his statement has powerful implications to the funeral service profession, because without overstating the case if the rituals of the funeral are dropped or vanish then the activities of the funeral profession revert quickly to being that of body disposers, which is a terrible unattractive possibility. Funerals and rituals go hand in hand; they always have and hopefully always will. With this ritualistic water mark in mind let us examine the DNA of the impact of death rituals on the human being.

Research in archaeology and anthropology over the last years has continued to illuminate on the meaning and value of rites, rituals and ceremonies. It now has become clear that our historic ancestors had acquired deep insights into their emotions and the needs which these emotions produce in the experience of living and finding meaning to life. With a primitive spontaneous form of wisdom they developed the ritualistic processes which could meet those needs.

This has led many who are interested in such work to a new and more meaningful exploration of the nature and meaning of rituals of various sorts, and for our purposes the funeral ritual in particular. This type of inquiry has made it possible for us to identify ritual activities as basic therapeutic resources for meeting the various dramatic, traumatic, and life altering crises which are a constant companion for every human being on earth. In fact, most rituals are precisely built around the potentially dramatic and traumatic events or life changing circumstances that are a part of normal living.

It seems that primitive humans with a deep and basically choice less respect for their feelings sought ways of venting them when the circumstances of life placed those feelings under great stress. This type of folk wisdom seemed well on its way to being lost when psychologists and other personality experts like Geoffrey Gore, Erik Erickson, Rollo May and Lawrence Abt began to study these rites, rituals and ceremonies in depth and discovered that they may be the most valid and easily accessible resources available to dealing with crisis in human experience.

Years ago I read *Future Shock* by Alvin Toffler. In this book Toffler pointed out that the old or ancient ways of doing things have a value that has too often been lost in the hurry and “keep up with the Jones” approach to modern life. When 25% of Californians move out and 25% of California’s

CONTINUED ON PAGE A34



Todd W. Van Beck

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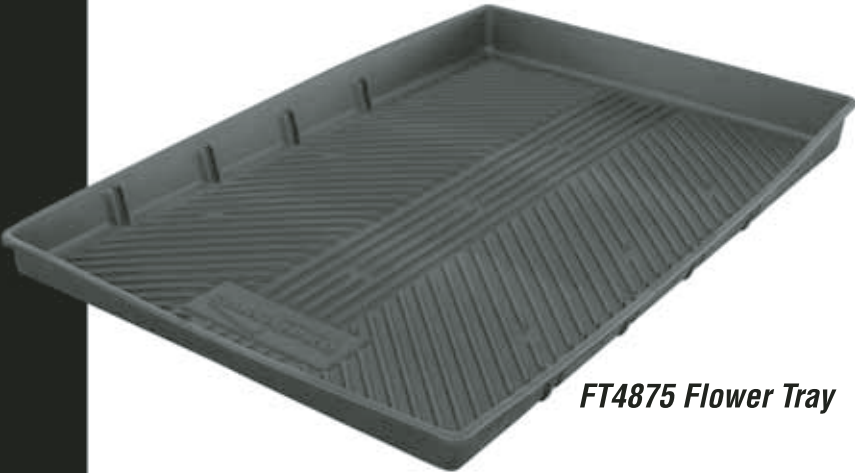
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population moves in during one calendar year, when cell phones create over connection, when instant gratification is not only expected but demanded, it becomes quite obvious that many old ways of doing things will be and have been pulled up by the roots and tossed aside as humanity races from one phantom to another.

Patterns of behavior which have been handed down from generation to generation have implicit in their structure a meaning that can be understood and acted upon by people who are in stress. Those who surround them can also appreciate the role they play in the acting out processes, and this makes it easy for them to enter into the therapeutic activity without even realizing what they are doing.

So what have the students of rites, rituals and ceremonies discovered to be the ingredients of this economical healing process that is implicit in acting out behaviors? It appears that acting out behaviors and activities have four common ingredients that are significant and which particularly apply to the funeral ritual. There is first meaning; second message; third group support; and four total involvements.

Let's examine each of the four. The meaning of a ritual is often not implicit in what is being observed. Rather the meaning is something that is learned and acquired both directly and indirectly. If one were to depend entirely on rational examination of the ritual process one would find that my help would be forthcoming in the way of understanding. If we were to watch a group of people filing past a casket, praying at a funeral or attending a Funeral Mass, we would find it difficult to make any sense of what we were observing. In fact much of it would seem quite stupid. Think this out logically for a

moment. A bunch of grown-up people walking in silence staring at a dead person who cannot communicate could seem senseless. But for people who understand the symbolism of the dead body, the history of the relationship to the deceased, these people can and do enter into the ritual process with great depth of meaning, and hence the funeral can be one of the more meaningful moments in ritual acting out activities.

Much of our life is made up of little rituals that are so integral a part of everyday activities that we do not begin to realize their origin or appreciate their meaning. For instance when we meet a stranger and are introduced one of the first things we do is extend an open palm for a handshake and say "How do you do?" Can you think of a more meaningless question? "What do you do?" perhaps or, "Where do you come from?" "How do you do?" How do you do what? Do whom? However in reality the meaningless question has been filled with meaning as the proper opening remark in a human encounter and so we accept it not for its exact meaning but rather in its implicit meaning.

Those who are skilled at understanding human behavior can start with a simple handshake and begin to add insight and meaning almost immediately. The limp handshake means one thing and the firm handshake another. The clammy handshake says something quite different from the dry palm. The warm and cordial greeting is expressed in one way and the reserved and hostile approach shows up as clearly in ways that are just as easily interpreted by the person who has had some practice.

Some rituals seem quite unreasonable and yet they are so socially meaningful that they are a valued part of life. Imagine three hundred thousand fans gathered at the Indianapolis Speedway to watch drivers risk life and limb by going around a track hour after hour and going at such speeds that the observers only get to see the race cars for a few second. Imagine tennis fans watching as sweating people bat a ball back and forth over a net endlessly for hour after hour after hour. Imagine eleven husky bruisers assembled in battle array to assault eleven other representatives of institutions of higher learning slamming into each other hour after hour chasing an awkward looking ball and for what purpose? Well not to establish intellectual superiority but rather to move that piece of awkward looking inflated animal hide around a carefully manicured

stadium for a couple of hours or so. Nonrational? Irrational? Illogical? Of course, but the meaning is not in the reason but in the acquired sense of what is important in the ritualized acting out of the event.

This acquired meaning can be used for fun and games or it can be employed, as in funeral rituals, for important therapeutic processes such as the acting out of the deep emotions that come with acute grief and the death of an important person in any individual's life. What at first seems like an absurd process (viewing dead people, lining cars up which move extremely slowly, etc.) may just be the most important form of emotional release that is available to the bereaved and distressed persons. I have for a long, long time felt that critics of funeral activities have missed this point entirely. Lawrence Abt indicates that these rituals give people a chance to act out feelings that are too deep to put into words, and that the absence or diminution of the rituals creates the repression of the emotion of grief. When looked at in this light the apparently meaningless ritual begins to take on a new perspective and quite a different value.

The meaning of rituals is acquired out of a need to cope with the deeper feelings of life. Here probably more so than in most conditions of human communication, the medium is the message. In other words, when words fail people implement rituals. The ritual process tells something important to those who are initiated into the social significance of rituals. This is not difficult to see in the least. When one rides past a church and sees many decorated cars, limousines and a woman in a long white flowing gown and men standing around with their hands in their pockets in formal black attire, no one has to identify that the ritual going on is a wedding. Everyone knows that and part of the message is that there is almost universal acceptance of the nature and meaning of the ritual event.

Similarly a long row of black cars following a special car filled with flowers and another special type of motor coach carrying a casket tells everyone that someone has died and that what is going on is a funeral, a special ancient ritual designed to help meet the needs of those who are in acute grief. The message is acted out in such a way that there is instant recognition of the process. Part of the importance of the ritual acting is that there is a minimum need for explanation and those who choose may participate with

CONTINUED ON PAGE A35

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A Look at Rituals – Again

Continued from Page A34

understanding that is acquired by an all encompassing process that needs no words to interpret it.

The reason rituals carry the type of message they do is that people would have difficulty putting their thoughts and feelings into words unless there were forms of ritualized expression that helped to say it for them. Most human beings are not orators or poets and when involved with drama/trauma events if put on the spot are speechless. The more emotional stress surrounding a human event the more people have difficulty putting their thoughts and feelings into words. Hence ritualized behavior is a safety net of sorts; the ritualized behavior comes in handy because it makes it easier to become a part of a supportive group without the responsibility of saying or doing something profound. The funeral ritual then becomes a time for acting out the feelings that may be difficult if not impossible to put into words. Someone else comes with the words.

All my career people who have participated in a funeral ritual but did not utter one word have reported to me what a once in a life time experience the service was, how much better they felt, and that they had great peace of mind; and the person simply sat throughout the entire acting out process, but felt absolute involvement in a very dramatic way with the proceeding. Such is the possibilities of the funeral ritual.

Funeral rituals are usually, or should be, rich in symbolism. In the symbolic forms of expression a variety of non-verbal ways of expressing feelings come into action. The wedding uses special attire, special music, special decorations and special settings and special words. Funeral rituals use the same nonverbal expressions. The varied language forms that are the function of art add to the meaning of mere words the special significance that would be attributed to the event.

Every culture from the primitive to the most sophisticated seems to use these forms or ritualized expression to surround important events in life.

The ritual process is vitally important to group life, especially when there are life crises. The ritual gives an opportunity for expressing the feelings of the group in some organized and acceptable way. Everyone senses the meaning and message of the event and in effect finds it an easy way of joining in and saying “Those are my beliefs too.”

A form of social insurance exists in group rituals. When those with special needs are supported by the group, they

are impelled at other times to return the support. For instance, those who attend a funeral ritual or wake are saying to the immediately bereaved, “You were doing this for me a few years ago when my emotional need was great. Now I am coming to your support when you need me.” But more than that is said, for indirectly the communication says that, “I am the living evidence that it is possible to meet grief and move through it. Although it may seem unbearable at the time, there is a healing process that comes slowly and I verify it for you because I have survived and may be stronger because of my experience.”

The funeral ritual also creates the atmosphere within which it is proper and valid to express the appropriate emotions of the event. When emotions are repressed they ultimately find detours that may be a threat to a person’s health. When they are expressed in adequate form the release may have important therapeutic value. So the group support at a funeral provides what may not be available in any other way.

The funeral ritual also provides a form of total involvement that is important for working through the powerful emotions of grief. To try to cope with strong feelings through a limited process such as intellectualization, rationalization or sterilization of the event may do more harm than good, for the denial of feelings may lead to their repression and adverse forms of acting out, or rather worse,

acting in. Much illness apparently can be traced to the unwise handling of the feelings by various forms of denial.

The funeral ritual affirms feelings and encourages the total expression of the person to what is happening in life. So my funeral rituals center around physical, mental, emotional and spiritual forms of some type of religious expression.

Interestingly enough, funeral rituals center about muscle activity which provide a way of involving the body in emotional expression. This is important for it gives nature a chance to act out the feelings through the normal forms of coping with excess glandular secretion. Most funeral rituals involve movement, a social form of muscle activity that is appropriate for the event.

Funeral rituals also have an emotional setting and provide a variety of emotional stimuli that makes it possible to express the feelings that are close to the surface but may be blocked by restraints and apprehensions. To unblock the impacted feelings may be the most important immediate task for those who are caught up in grief so overwhelming that it paralyzes the more normal modes of expression.

Often times the funeral ritual is entrusted to religious institutions, which gives an intellectual and spiritual perspective to what has happened. It uses philosophical and theological insight to fit the individual event into human

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A Look at Rituals – Again

Continued from Page A35

history and our need for understanding both the meaning and the message that is implicit in the event of death. After all that has been written in this article, the main topic is the link the funeral ritual and practices have to symbols of the collective unconscious as related to bereavement care. So we will start at the beginning. The oldest known evidence of ritual activity in the history of the human experience is the remnants of a funeral/burial ritual conducted in ancient Persia (today northern Iraq) sixty thousand years ago. Archaeologists have unearthed the remains of an ancient burial ground in the Shanidar cave. Here they found seven human remains carefully covered with the shoulder blades of elk, placed in the fetal position, surrounded with food stuffs. Also there were found in concentrated little piles what proved to be the flower pollen from twelve different flowers which were placed around each dead body as tributes. All in all this discovery reflected the basic constituents of the funeral ritual of today, in other words dealing with loss through ritual and verification of ideas that give perspective to individual death in some type of cosmic context. Through the sixty thousand intervening years there has been a constant need for verification of the value of life and a need to confront openly and honestly the impact of physical death. Phillippe Aries has described these processes in the *History of Christendom* and shows how the attitude

toward life is reflected in the practices that are employed at the time of death. When life had been highly valued, the funeral ritual gave significance to the person who had died and surrounded the funeral ritual with dignity, meaning and time. When life had lost its social significance the funeral rituals were reduced or eliminated altogether as was witnessed in the barbarities of the Nazi prison camps concerning a reverential care of the dead. If the funeral ritual is an index of cultural attitudes it is important for us to assess the trends of our day in relationship to the acting out processes incident to the death of an individual. Two trends are evident in our day. One would reduce or eliminate the funeral rituals and clearly reflect the secularized and materialistic mood of the day. The other would build on the discoveries of researchers and therapists which clearly indicate the need (more magnified today than ever) to manage wisely the deep feelings of grief and to use the possibilities contained in the ancient wisdom of funeral rituals for that purpose. Over a thirty eight year career I have seen time and again the funeral ritual serving as the wise foundation to deal with grief. I have mapped our eight steps of funeral ritual activities which tend to follow the lived rituals of the death experience. These eight steps make it possible for the best insights of research to be implemented in a way that can give group support, aid in confronting reality through fu-

neral rituals and also provide the emotional climate needed to express deep feelings. The eight steps involve first, a death. Work with missing-in-action relatives indicates that it is difficult if not impossible to start the healthful process of mourning without verification of the death of the individual who is supposed to be mourned. To start a funeral ritual without evidence of death is as difficult to manage as waiting endlessly for the verification that would seem to warrant the working through of the deep feelings. Second is the process of notification of all who have a relationship to the deceased so that they may share in the funeral ritual and experience its therapeutic benefits. This is why obituaries are vitally important to the significantly bereaved—it is their community cry for help, it is their way of saying to the community “Look what has happened to me!” Third would be the confrontation with reality. This according to Dr. Erich Lindemann is the most important part of the psychology of the funeral ritual because confronting reality, and by only confronting reality are the barriers of denial broken with the result that more effectively than anything else this starts the true work of mourning. This is the moment of truth, no games, seeing is believing should it be in a private setting like the funeral home where conversation and expression of feelings can be encouraged without embarrassment. Fourth is the support of the sustaining community, the family, friends, and colleagues. Here they share in the confronting of reality and thereby confirm it. They held to create the climate where real feelings are expressed rather than denied. If anything is a larger than life experience death would take first place. Fifth is the funeral ritual in a formal sense where eyes are turned away from the physical remains so that spiritual resources can be verified and used as a resource for moving beyond the past into the future where the rest of life must be lived. This is a special time for education concerning the spiritual nature of all life and the value of spiritual resources which acknowledge that life is more than simply a biological event. These special moments can help all persons to confront the reality of death and its meaning for those still alive. It can give a chance to do anticipatory grief work, at the same time that it is helping others do some of the unfinished grief work. The funeral ritual is a testimony to the value of life in the spirit. It also affirms that a life has been lived, valued, recognized and given up and in so doing enhances the value of all life. This is the time to embrace the cosmos and to begin to move beyond grief’s negativity. The funeral ritual starts this process of eventually transcending the pain of human loss. Sixth is the final disposition of the physical remains. The earth burial or cremation completes the process of dealing with the physical aspects of death, but at the same time it verifies the hard fact that life continues and in this continuance we find the possibility for growth a hundred fold. When cremation is chosen it should not be a device to eliminate the therapeutic value of the funeral ritual but should whenever possible be used as an alternative to burial in the earth. It would have its logical place at this point in the funeral ritual and would be used instead of burial only and not as an alternative to the wisdom of the funeral ritual itself. Seventh would be some form of ritualistic reentry for those who are acutely bereaved. This could be a return home for some form of group sharing, or perhaps a return to religious and/or philosophical activities which create new meaning in the process of the bereaved reinventing themselves. Perhaps it would involve special recognition on special anniversary dates, or special times at the cemetery. In effect it is an effort to stay with the acutely bereaved rather than an apparent abandonment of them at the time of the disposition of the dead human remains. Eighth is continued connective with the bereaved in a professional sense. This goes to the core of funeral home aftercare programs, church bereavement support groups, and individual counseling of the bereaved. Remember as professional care givers in the death environment our choice is not whether or not we are going to counsel the bereaved, the only choice we have is whether or not our counseling will be wise, careful and helpful. This is to help the person do some of the important work in the process of long term mourning that can never be completely done in the funeral ritual. Here the sensitive professional or concerned friend can stay with the bereaved until it is clear that they have moved back in the direction of life, to the mainstream of life, rather than to remain caught up in the whirlpool of their grief. When one considers the psychological movement that is basic to the wise management of acute grief it becomes clear that the funeral ritual acting out process is probably the most available, economical and most valid form of psychological and spiritual intervention that can be provided to the bereaved.

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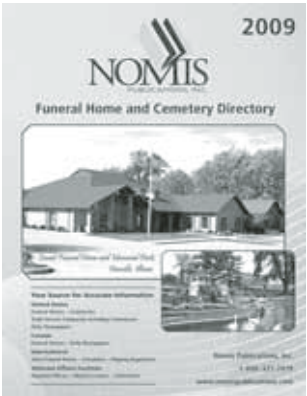


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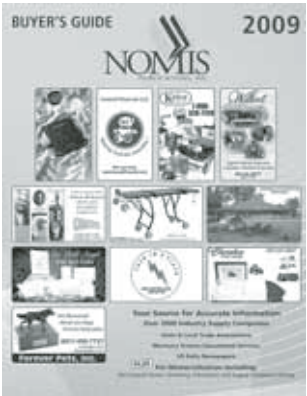
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Association NEWS

CANA endorses Recycling Prosthetic Implants

CHICAGO,IL— The **Cremation Association of North America** (CANA) Board of Directors is now recommending that CANA members consider adopting the environmentally sound practice of recycling prosthetic implants that are left after the cremation of human remains. Recycling must be conducted in a manner that complies with state and provincial regulations.

Recycling is the process of taking useful materials and making new products (like new implants) from them.

CANA has always embraced environmentally friendly efforts which are consistent with our members' business missions. Recycling is credited with extending the long term availability of natural resources, reducing industrial production impact on the environment and conserving energy, all of which support CANA's environmental philosophy.

The use of orthopedic prosthetics in North America has boomed. Over 80 million North Americans suffer from some type of orthopedic condition. This has clearly led to the skyrocketing use of implants and their more frequent appearance in the crematories all across North America. Recycling of orthopedic prosthetic implants left from the cremation process is now a common practice in many European countries.

Before participating in a recycling program, members will need to carefully

check state and provincial laws to be sure it is permissible for them to recycle implants. CANA will collect and share information, which it gathers from individual states and provinces, with its members.

CANA recommends that the intent to recycle metallic remnants left after the cremation be clearly disclosed. Consent from the deceased's "authorized representative" should also be obtained and can be built into an updated authorization form. This consent could be a part of the

routine cremation authorization which each family completes, or it could be an additional form for this unique purpose. Member's existing cremation authorization forms should be reviewed and updated as needed. Updated authorization forms should also indicate that there may be financial proceeds from recycling.

CANA is proud to support its member's activities that promote environmental responsibility.

Founded in 1913, the Cremation Association of North America (CANA) is an International organization of over 1,300 members, composed of cremationists, funeral directors, funeral home operators and owners, ceterians, industry suppliers and consultants. CANA Headquarters are located at 401 N. Michigan Avenue, Chicago, IL 60611. Phone: (312) 245-1077, Fax: (312) 321-4098 or visit their website at www.cremationassociation.org.

Changes made in CANA Certification Program

CHICAGO,IL— The **Cremation Association of North America** (CANA) has announced that it will no longer permit graduates from its operators training program to train others on behalf of CANA. Previously CANA had allowed a graduate to return to their business and train their co-workers who would then take a test and be issued a CANA training certificate. After a unanimous vote by the CANA board of directors, only those individuals who have certified training by their crematory manufacturer and who wish to obtain the CANA certification will be permitted to take the CANA operators' exam and be issued a CANA certificate upon receiving a passing grade.

Program Chairman **Mike Nicodemus** stated, "This boils down to a litigation issue...period. In the past CANA would allow the person who had attended the training course to train and certify his or her operators. Without having the hands on training, CANA has no control over what the person is or isn't covering and the board felt as though it was time to make a change, and I'm glad they did. The CANA name and reputation cannot, and will not, be compromised by not having control of those operators and what they are teaching to their employees."

For further information on the CANA Crematory Operator Certification Program, please contact CANA Headquarters at 312-245-1077 or visit their web site at www.cremationassociation.org.

Trigard wins CANA's Ginny Award for Excellence in Advertising

DANVILLE,IL— **Trigard** was presented with their third Ginny Award in the Excellence in Advertising category at CANA's 90th Annual Convention in Montreal, Quebec. With Trigard's "Revealed" campaign, they literally revealed a new brand, including a simplified logo, fresh new colors, and a streamlined way to market their burial vaults. The highlight of the campaign was a mailing that Trigard sent to pre-registered attendees to the 2007 NFDA Convention in Las Vegas. This was no ordinary mailing. Trigard sent out City of Las Vegas "toe tags" to funeral directors across the country. The funeral directors that attached their toe tag to their luggage when arriving in Las Vegas received a complimentary shuttle ride to their hotel. After the free ride, the attendees brought their toe tag to the new Trigard booth, where it entitled the bearer a chance at a special prize giveaway.

Trigard's advertising campaign also included pre-convention teaser ads and post-convention follow-up ads. The pre-convention ads gave the viewers a sneak-preview of Trigard's new logo and colors, and what was going on at their booth at the NFDA Convention, without revealing everything. They followed up the big reveal with a post-convention ad entitled

"Journey". It expressed thanks to the many people who stopped by the booth, visited, and participated in the unveiling of the new Trigard.

"Our ultimate goal with our Revealed campaign, which is an ongoing goal, is not about Trigard. It is about the families that we serve, and making sure that we help them to remember, celebrate, and heal," states **Suzanne DeRouchie**, Trigard's Marketing Coordinator. "Families dealing with a loss are asked to make many decisions during a very difficult time. Trigard's new vault display systems and literature that came from this campaign not only make their decisions easier, but also give them peace of mind."

Trigard is a family owned and operated business based in Danville, IL. They have catered to the varying needs of the death care industry since the 1960s. Trigard regularly hosts Trigard University, a program dedicated to assisting dealers and funeral directors by providing the necessary tools to make their firms succeed in today's competitive environment. Trigard believes that by working closely with other death care providers, we enhance our knowledge of the industry and stay a step ahead in today's changing marketplace. For more about Trigard, please call 1-800-637-1992.

New England Cemetery Association elects new Officers and Directors

MILFORD,CT— During the annual meeting on June 26, 2008, the **New England Cemetery Association** named the following officers and directors for 2008-2009. The association was established in 1902 for the advancement of methods of cemetery management. NECA's membership has grown to 300, including supplier and honorary members.

Officers elected were: President **Dale J. Fiore**, CCE of **Evergreen Cemetery**, New Haven, CT; First Vice President **Anthony Hollingshead** of **Swan Point Cemetery**, Providence, RI; Second Vice President **John DiPietro** of **Knollwood Memorial Park**, Canton, MA; Treasurer **Barbara**

C. Brooks of **Riverside Cemetery Association**, Charlestown, RI; Secretary **Raymond C. Scholl** of **Milford Cemetery Association**, Milford, CT; and Immediate Past President **Mark Hemmann** of **Cedar Hill Cemetery**, Hartford, CT.

Directors elected were: **Kevin Cody**, **Mount Calvary Cemetery**, Manchester, NH; **Richard Sacca**, **Holyhood Cemetery**, West Roxbury, MA; **John H. Cobill**, **Rural Cemetery**, Worcester, MA; **Craig S. Neal**, **Catholic Cemeteries Association of the Archdiocese of Hartford**, CT; **Pamela Metzner**, **West Cemetery Association**, Bristol, CT; and **R. Braybrook Walsh**, **Lowell Cemetery**, Lowell, MA.

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Association NEWS CONTINUED

New NFDA Endorsed Member Benefit: Save Money on Fuel, Manage Fleet Maintenance Expenses

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** announced a new endorsed provider relationship with **BP Business Solutions**. The BP Business Solutions program offers program participants an opportunity to earn rebates on fuel purchases while delivering the spending flexibility, freedom and control they need to save money on their fleet management expenses.

Enrolled program participants will receive a BP Business Solutions Universal Fuel MasterCard®, which can be used anywhere MasterCard is accepted for fuel and maintenance expenses. The BP Solutions MasterCard is a charge card, not a revolving credit card.

NFDA members who enroll in the program can save money when they receive monthly fuel rebates of up to six cents per gallon on gasoline purchases made at the

more than 10,000 BP-branded gas stations throughout the country. Rebates are given on a tiered system based on the number of gallons of fuel purchased in a month; the rebate for fuel purchased at all other gas stations will be 1.5¢ per gallon.

Funeral home owners can order as many BP Business Solutions MasterCards as they need, and can manage their use by setting spending and usage limits for each card. The program also offers unique security and reporting features; owners can set prompts that ask for a vehicle or driver number in order for the transaction to be processed.

Real-time account data information is available to participants when they log on to the BP Business Solutions Website, www.bpbusinessolutions.com. Program participants can receive their invoices online free of charge; paper statements are available for a small fee. Funeral home owners can also

find a variety of detailed reports on the Website, including card usage by driver or vehicle, miles per gallon readings and more.

More information about the BP Business Solutions fleet maintenance program can be obtained by calling an NFDA personal member services representative at 800-228-6332 or by visiting www.nfda.org/page.php?PID=1034.

NFDA is the world's leading funeral service association, serving 19,500 individual members who represent more than 10,000 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy office in Washington, DC, NFDA informs, educates and advocates to help members enhance the quality of service they provide to families. For more information, visit www.nfda.org.

John D. Reed Sr. elected 2008-09 NFDA President

BROOKFIELD, WI— **John D. Reed Sr.**, CFSP, CPC, was installed as president of the **National Funeral Directors Association (NFDA)**. Reed, owner of **Dodd & Reed Funeral Home** and **Adams-Reed Funeral Home, Inc.**, of Webster Springs and Cowen, WV, was installed during the association's annual House of Delegates meeting, which took place during the 2008 NFDA International Convention & Expo in Orlando, FL.

Additional members of the 2008-09 NFDA Executive Board also in-

stalled during the House of Delegates meeting include: President-elect **William C. Wappner**, CFSP, **Wappner Funeral Directors**, Mansfield, OH; Treasurer **Patrick E. Lynch**, **Lynch & Sons Funeral Directors**, Clawson MI; Secretary **Randall L. Earl**, CFSP, **Brintlinger and Earl Funeral Homes**, Decatur, IL; Immediate Past President **Michael R. St. Pierre**, CFSP, **Wilson St. Pierre Funeral Service & Crematory**, Indianapolis, IN; At-large Representative **R. Bryant Hightower Jr.**, CFSP,



Martin & Hightower Funeral Home, Carrollton, GA (2007-09); At-large Representative **Robert "Bob" T. Rosson Jr.**, CFSP, CPC, **Waller Funeral Home**, Oxford, MS (2007-09); At-large Representative **Robert L. "Robby" Bates**, CFSP, DeKalb, TX (2008-10); and At-large Representative **J. Michael Krill**, CFSP, **Krill Funeral Service**, Edgerton, OH (2008-10). For complete Executive Board biographies, visit www.nfda.org/executiveboard.php.



NFDA honors Lynch & Sons Funeral Directors with President's Award

BROOKFIELD, WI— At its International Convention & Expo in Orlando, FL, **National Funeral Directors Association (NFDA)** President **Michael St. Pierre**, CFSP, presented **Lynch & Sons Funeral Directors**, of Clawson and Milford, MI, with a special President's Award during the Closing Session. This prestigious award recognizes Lynch & Sons Funeral Directors for all of their work in conjunction with the Emmy Award-winning PBS FRONTLINE documentary "The Undertaking," in which they provide an intimate, in-depth look at the important work funeral service professionals perform every day.

The President's Award was presented by St. Pierre with the recommendation of the 2007-08 Pursuit of Excellence Committee. The Pursuit of Excellence Program honors funeral homes for going beyond the expectations of families and the communities they serve, while adhering to the highest ethical standards. The Pursuit of Excellence Committee recommended Lynch & Sons Funeral Directors for this special recognition because "The Undertaking" has profoundly improved the public's understanding of the work funeral directors provide and will continue to inform audiences about the value of a funeral, and the profession, for years to come.

Funeral Homes Recognized for Service Excellence by NFDA

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** has announced the Pursuit of Excellence Program's 2008 award recipients. Consisting of 168 funeral homes nationwide and abroad, this elite group of professionals is recognized for going beyond expectations for the families and communities they serve, while adhering to the highest ethical standards. Award recipients were honored on Tuesday, October 14, at NFDA's 2008 International Convention & Expo in Orlando, Florida.

To earn the Pursuit of Excellence Award, funeral homes are required to meet strict quality service criteria that exemplify proficiency in all facets of the funeral service profession. Firms must demonstrate their commitment to: Complying with state and federal regulations; continuing education and professional development for staff; family and community outreach; professional association service and participation; and marketing, advertising and public relations. The complete list of Pursuit of Excellence Award recipients is at the end of this news release.



Nine Pursuit of Excellence Award Recipients Recognized as "Best of the Best"

In addition to receiving the Pursuit of Excellence Award, nine funeral homes were chosen as "Best of the Best" for their development and execution of an innovative program or service that had a positive impact on those served. No more than ten funeral homes are selected from among all of the Pursuit of Excellence Award recipients during each program year. The 2008 Best of the Best honorees are:

Brucker & Kishler Funeral Home, Newark, OH
 Carmon Community Funeral Home, Windsor, CT
 Coston Funeral Homes, Inc., Pittsburgh, PA
 Drum Funeral Home & Cremation Services, Conover, NC
 Erlewein Mortuary, Greenfield, IN
 Funeraria San Vicente S.A., Medellin, Colombia, South America
 Hooper-Huddleston & Horner Funeral Homes & Cremation Services, Cookeville, TN
 Humphrey Funeral Service, Inc., Russellville, AR
 Savage Funeral Service, Binghamton, NY

CONTINUED ON PAGE A43

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FUNERAL HOME & CEMETERY NEWS

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



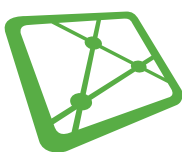
in English and en Español.

When Marshall's Funeral Homes decided to target the Hispanic community in the Washington, D.C. metropolitan area, they turned to FuneralNet for help. FuneralNet redesigned the funeral home's web site, adding 10 new pages and a web audio feature in Spanish.

By reaching out to the Spanish-speaking community, Marshall's Funeral Homes has greatly expanded its web site audience—and created the opportunity for an explosion in new business.

Does your web site speak the language? You could easily double or triple your audience with just one phone call to FuneralNet.

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John Hudson - Marketing Director

Association

NEWS

CONTINUED

Illinois Cemetery and Funeral Home Association
elects Officers and Board

The Newly Elected Directors. (L to R) William J Pailey, Jr., John Renfro, David Evans, Jeannie Walsh, Carolyn Towns, and Todd Malone. Missing from photo are Denise Bullocks and Charlie Rouse.

HOMEWOOD, IL— The Illinois Cemetery and Funeral Home Association elected its officers and Board of Directors at its 80th Annual Meeting. Elected president was **Charlie Rouse** of **Warren Cemetery & Funeral Home**, Gurnee IL. First vice-president is **Willie Carter** of **Restvale**, Alsip IL. Second vice-president is **Bryan A. Crain** of **Pleasant Grove Cemetery & Funeral Home**, Murphysboro, IL. Treas-

The Newly Elected Officers. (L to R) Vickie Hand, Bryan Crain, Charlie Rouse, and Willie Carter. Missing from photo is Maynard Grossman.

urer is **Victoria C. Hand** of **Washington Memory Gardens**, Homewood IL. Secretary is **Maynard Grossman** of **Shalom Memorial Park & Shalom Memorial Funeral Home**, Arlington Heights IL. New directors elected—Class of 2011—were: **Denise Bullocks**, **Oakridge-Glen Oak Cemetery**, Hillside IL; **David B. Evans**, **Valhalla Gardens of Memory and Funeral Home**, Belleville IL; **Todd Malone**, **Oakland Cemetery & Mausoleum**, Freeport IL; **William J. Pailey, Jr.**, **Memory Gardens Cemetery**, Arlington Heights IL; **John Renfro**, **Graceland Cemeteries & Funeral Home**, Decatur IL; **Charles Rouse**, **Warren Cemetery**, Gurnee IL; **Carolyn Towns**, **Cedar Park Cemetery & Funeral Home**, Calumet Park IL; and **Jeanie Walsh**, **Mount Glenwood Memory Gardens South**, Glenwood IL.



Klicker's
Krosswords

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

By Ralph L. Klicker, Ph.D.

1. _ _ _ _ _ :
Bend at the elbow

2. _ _ _ _ _ :
Relating to a social organization

3. _ _ _ _ _ :
Unselfish concern for others

4. _ _ _ _ _ :
Management function

5. _ _ _ _ _ :
Disinterment

6. _ _ _ _ _ :
Conform to standards

7. _ _ _ _ _ :
Iron Metal

8. _ _ _ _ _ :
Jewish eulogy

9. _ _ _ _ _ :
Difference between cost and selling price

10. _ _ _ _ _ :
A place at which 2 or more things are joined

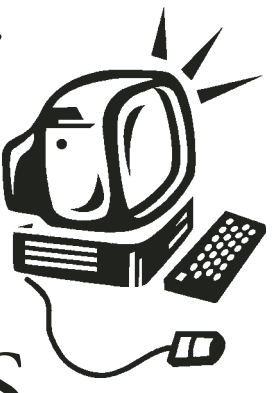
11. _ _ _ _ _ :
Orthodox holy picture

12. _ _ _ _ _ :
Must behavior

e	j	d	g	n	i	t	a	u	l	a	v	e	s	b
x	d	i	c	y	z	l	k	m	t	f	a	u	r	w
h	l	e	c	z	k	q	x	i	t	o	o	m	a	
u	b	a	p	h	g	p	f	r	a	r	t	l	o	r
m	v	h	t	s	f	q	q	y	r	h	y	q	r	r
a	d	o	o	i	e	o	q	e	e	p	v	e	e	a
t	q	f	i	m	b	h	f	r	b	p	y	r	n	n
i	b	s	g	p	e	u	h	r	y	l	a	h	v	t
o	b	k	w	h	m	o	c	s	v	m	n	m	b	i
n	p	x	k	a	o	q	y	e	g	v	y	t	o	e
m	n	o	r	d	r	n	o	d	t	t	f	o	z	s
j	w	k	q	w	o	g	a	w	z	n	n	a	p	g
o	u	a	z	v	f	o	u	g	z	s	a	i	r	m
p	i	c	o	n	z	s	m	t	f	r	k	p	o	f
x	o	z	x	c	i	t	s	i	u	r	t	l	a	j

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

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Association NEWS CONTINUED

Pennsylvania FDA Donations to Highmark Caring Place Top \$128,000



HARRISBURG, PA— The Pennsylvania Funeral Directors Association announced that, with the addition of \$14,410 in proceeds from its 5th Annual Benefit Golf Classic held at the Annual Convention, PFDA has raised a total of \$120,268 for The Highmark Caring Place. PFDA President, **Donald B. Deaner**, presented this year’s donation to The Highmark Caring Place’s *John Kajic*, Manager-Central Pennsylvania and Child Grief Specialist, on October 29 at the Board of Governors meeting at the PFDA headquarters in Harrisburg. All funds raised by the PFDA Golf classic are matched dollar-for-dollar by Highmark Blue Shield, which will increase the total donation for 2008 to \$28,820. Over the past five years, PFDA’s annual golf benefit has raised \$128,179 for the Central Pennsylvania facility, serving grieving children and families since August 2003.

“We are extremely proud of the support of PFDA

members, funeral suppliers, golfers, volunteers and all event participants, who made this donation possible,” said President Don Deaner. The funds raised are used to help grieving children, adolescents, and their families deal with the loss of a loved one at no cost to the families. The Highmark Caring Place has locations in Lemoyne, Pittsburgh and Erie.

The Pennsylvania Funeral Directors Association exists to inform and educate the funeral director, the public and government about the value

of funeral service and licensed funeral directors. In addition, PFDA promotes thorough understanding between the funeral profession, allied industries and occupations and the public whom

they are called upon to serve. Organized in 1891, PFDA is one of the largest state funeral directors associations in the nation, and a member of the *National Funeral Directors Association*.

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AGM Memorials, Inc.
American Cemetery Supplies, Inc.
American Cemetery / Mortuary Consultants
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Batesville Casket Company
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Bonstone Materials Corporation

Carrier Mausoleum Construction, Inc.
Cemetery Development Association, Inc.
Cemetery Funeral Supply Company
Cemetery Planning Resource Alliance
Christy Vault Company
Church & Chapel Metal Arts, Inc.
Clark Grave Vault Company
Cold Springs Granite Memorial Group
Conrad Pickel Studio Inc.
Crematory Manufacturing & Service Inc.
Cressy Memorial Group
Custom Air Trays

Dakota Granite Company
Delta Consulting Group, Inc.
Doric Products
Dwight L. Smith Mausoleums

E.C. Wesner Associates, Inc.
Eickhof Columbaria LLP
Elberton Granite Association, Inc.
Ensure-A-Seal
Everlasting Granite Memorial Company, Inc.

Facultative Technologies
Forsten and Associates
Franklin Wrap, LLC
Frigid Fluid Company

Granite Resources Corporation
Grever & Ward, Inc.

Halo International Corp.
Hamlin Hydraulic Lift Company
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Holland Supply, Inc.

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Mekus Studios, Ltc.
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Mullen Construction Company

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Stone Grove Memorials / FL
Suhor Industries, Inc.

Techniserve, Inc.
The Barre Granite Association, Inc.
The Dodge Company, Inc.
The Landplan Design Group, Inc.
The Philadelphia Trust Company
The Roosevelt Investment Group
The Tribute Companies
Triguard/Greenwood Plastics
Triple H Company

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United States Memorial Company, LLC

Western Sequoia Corporation
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Association NEWS CONTINUED

51st Annual Los Angeles County FDA Installation of Officers held at Hollywood Forever Funeral Home

By Shun Newbern, CFSP

LOS ANGELES, CA— The officers of the **Los Angeles County Funeral Directors Association** held their 51st Annual Installation of Officers celebration, Wednesday, October 10, 2008 at **Hollywood Forever Funeral Home** in the Masonic Lodge in Hollywood, CA. This wonder-

ful evening drew professionals from many Southern California counties as various vendors sponsored to make the evening special and memorable.

The Master of Ceremonies, **Jill Glasband**, Past President of LACFDA introduced officers, board members and past presi-

dents after **Homer Alba**, Senior Vice-President of Hollywood Forever gave the welcome. The Immediate Past President **Cindy Palmer** thanked everyone for their support and commitment during her term. **Merrill Mefford**, President of the *California Funeral Directors Association* installed the Board of Directors and Officers. The evening concluded as **Chanell O'Farrill** received accolades and delivered her presidential address for the evening.

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

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

The evening was extra special with the tremendous



(L to R) Kathleen McLaughlin (Roosevelt Memorial Park & Mortuary), Homer Alba (Hollywood Forever), Jill Glasband (Hillside Memorial Park & Mortuary), Chanell O'Farrill (Hollywood Forever) and Merrill Mefford, (Rose Hills).



(L to R) Liana Nared (Harrison Ross Mortuary), Pamela Anderson (Angelus Funeral Home), Homer Alba (Hollywood Forever), Chanell O'Farrill (Hollywood Forever), Antionette Warmack (Rose Hills), and Tonya H. Saunders (Harrison Ross Mortuary).

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(L to R) Chanell O'Farrill, President and Cindy Palmer, Immediate Past President.

support of the various suppliers and professional services. The Board of Directors thanks the following vendors for their participation 1-800-Autopsy (Vidal Herrera), Anderson-Ragsdale Mortuary (Skipper Ragsdale, San Diego, CA), Angelus Funeral Home, Barry L. Rossen Co., Cano Funeral Home-Stockton, Cinespia, Enderle Vault Co., Epsilon Nu Delta Mortuary Fraternity, The Estin Co., Federated Insurance, Hollywood For-

ever, Jose Curevo Gardening Service, Keepers Assistance Services (Shawn Dandy-Alba), MOS Monument, N.A.T.E.S. Enterprises, PATCO Transportation Services, Rosa Mae Montgomery (immediate Past President of CFDA), and Secure Transportation. Many thanks to **Vital Gift** for a donation towards the scholarship fund. Hats off to the outgoing officers and board of directors for a great year and well wishes for the new administration.

NATIONAL FUNERAL DIRECTORS ASSOCIATION CONVENTION
OCTOBER 12-15, 2008 • ORLANDO, FLORIDA



MORE PHOTOS FROM THE NFDA CONVENTION IN ORLANDO ON PAGE A44

Funeral Homes Recognized for Service Excellence by NFDA

Continued from Page A38

Three Pursuit of Excellence Award Recipients Inducted into Hall of Excellence

Upon receiving their tenth Pursuit of Excellence Award, funeral homes are inducted into NFDA's Hall of Excellence for their consistent dedication to funeral service excellence. Three Pursuit of Excellence Award-winning firms received this prestigious recognition this year:

Bailey Funeral Home, Plainville, CT
K.L. Brown Funeral Home & Cremation Center, Jacksonville, AL
Reynolds-Jonkhoff Funeral Home and Cremation Services, Traverse City, MI
The Best of the Best award-winning ideas, along with others from 2008 Pursuit of Excellence Award recipient firms, can be found at www.nfda.org/pursuitofexcellence.php.

The 2008 Pursuit of Excellence Award Recipients

- | | | |
|--|---|---|
| A.H. Peters Funeral Home, Grosse Pointe Woods, MI | Cassaday-Turkle-Christian Funeral Home, Alliance, OH | D'Esopo Funeral Chapel, Wethersfield, CT |
| A.J. Desmond & Sons Funeral Directors, Troy, MI | Chancellor Funeral Home, Byram, MS | Dobratz-Hantge Chapel, Hutchinson, MN |
| A.S. Turner & Sons Funeral Home, Decatur, GA | Cobb Funeral Home, Blytheville, AR | Dodd & Reed Funeral Home, Webster Springs, WV |
| Adair Funeral Home, Tucson, AZ | Coston Funeral Homes, Inc., Pittsburgh, PA | Drum Funeral Home & Cremation Services, Conover, NC |
| Anthony Funeral & Cremation Chapels, Rochester, NY | Cozean Memorial Chapel, Farmington, MO | Dwayne R. Spence Funeral Homes, Canal Winchester, OH |
| Anthony Funeral & Cremation Chapels, Webster, NY | Cozine Memorial Group, Wichita, KS | Eggers Funeral Home & Crematory, Chesnee, SC |
| Arnett & Steele Funeral Home, Inc., Pineville, KY | Crist Mortuary/Mtn. View Cemetery, Boulder, CO | Enea Family Funeral Homes, Ilion, NY |
| Bailey Funeral Home, Plainville, CT | Cunningham-Becker Funeral Home, Poland, OH | Erlewein Mortuary, Greenfield, IN |
| Baird Funeral Home, Troy, OH | Curtis-Brich-Converse-Rushford Funeral Home, Newport, VT | Evergreen Mortuary, Cemetery & Crematory, Tucson, AZ |
| Billingsley Funeral Homes, Inc. - Beasley-Wood/Geyer-Quillin, Mena, AR | Dahlstrom Funeral Homes, Oakes, ND | Feeney Funeral Home, Ridgewood, NJ |
| Branch Funeral Home, Smithtown, NY | Dalin-Hantge Funeral Chapel, Winthrop, MN | French Mortuary, Inc., Albuquerque, NM |
| Bring Funeral Home, Inc., Tucson, AZ | David C. Brown Funeral Home, Belleville, MI | Funeraria San Vicente S.A., Medellin, Colombia, South America |
| Brucker & Kishler Funeral Home, Newark, OH | Davis Funeral Home, Nashua, NH | Gamble Funeral Service, Savannah, GA |
| Burritt Hill Funeral Home, New Britain, CT | DeMoney-Grimes Countryside Park Funeral Home, Columbia City, IN | Garnand Funeral Chapel, Inc., Ulysses, KS |
| Caldwell & Cowan Funeral Home, Inc., Covington, GA | Dengel & Son Mortuary, Ottawa, KS | Garnand Funeral Home, Inc., Garden City, KS |
| Callaway-Jones Funeral Home, Bryan, TX | Deseret Memorial Mortuary, Salt Lake City, UT | George Irvin Green Funeral Home, Munhall, PA |
| Carlson Funeral Service, Inc., Rhinelander, WI | D'Esopo East Hartford Memorial Chapel, East Hartford, CT | Glende-Nilson Funeral Home, Fergus Falls, MN |
| Carmon Community Funeral Home, Windsor, CT | | Gorsline Runciman Funeral Homes, Lansing, MI |

CONTINUED ON PAGE A44



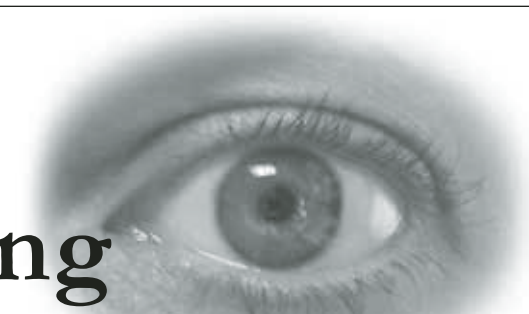
Funeral Homes Recognized for Service Excellence by NFDA

Continued from Page A43

Gunderson Funeral Home, Madison, WI
Hanson-Runsvold Funeral Home, Fargo, ND
Henderson Funeral Home, Pekin, IL
Heritage Funeral Home & Crematory, Spokane, WA
Heritage Funeral Home, Ltd., Nipawin, SK, Canada
Higgins-Reardon Funeral Home, Youngstown, OH
Highlands Family Owned Funeral Home, Inc., Louisville, KY
Hightower Funeral Home, Bremen, GA
Hightower's Memorial Chapel, Douglasville, GA
Holladay Cottonwood Memorial Mortuary, Salt Lake City, UT
Hooper-Huddleston & Horner Funeral Homes & Cremation Services, Cookeville, TN
Humphrey Funeral Service, Inc., Russellville, AR
Hunt-Stellato, Fort Lee, NJ
Ippolito-Stellato Funeral Home, Fairfield, NJ
Ippolito-Stellato Funeral Home, Lyndhurst, NJ
Johnson-Hagglund Funeral Home & Cremation Service, Litchfield, MN
Jones-Wynn Funeral Home, Villa Rica, GA
Jones-Wynn Funeral Home, Douglasville, GA
Joseph Vertin & Sons Funeral Home, Breckenridge, MN
K.L. Brown Funeral Home & Cremation Center, Jacksonville, AL
Kapinos-Mazur Funeral Home, Ludlow, MA
Kerrville Funeral Home, Kerrville, TX
Kilpatrick Funeral Homes, West Monroe, LA
Kok Funeral Home, Cottage Grove, MN
Lachapelle Funeral Home, Pawtucket, RI
Ladd-Turkington & Carmon Funeral Home, Vernon, CT
Lake Hills Memorial Mortuary, Sandy, UT
Larrison Mortuary, Pratt, KS
Lentz Funeral Home, Algona, IA
Linnemann Funeral Homes, Erlanger, KY
Lynch & Sons Funeral Directors, Clawson, MI
Lynch & Sons Funeral Directors, Milford, MI
Mahn Family Funeral Home, Bodelson-Mahn Chapel, Red Wing, MN
Martin & Hightower Funeral Home, Carrollton, GA
Martin Funeral Home, Fairgrove, MI
Martin Funeral Home-Vassar, Mt. Morris, MI
Mattson Funeral Home & Cremation Service, Forest Lake, MN
McKague's Valley Mortuary, Driggs, ID

Memorial Funeral Home, Edinburg, TX
Memorial Funeral Home, San Juan, TX
Memorial Mortuary, Murray, UT
Miles T. Martin Funeral Home, Mt. Morris, MI
Milward Funeral & Cremation Service, Lexington, KY
Moloney Family Funeral Homes , Lake Ronkonkoma, NY
Moore Funeral Home, Brazil, IN
Morman Funeral Home, Wakeman, OH
Morman-Hinman-Tanner Funeral Home, Berlin Heights, OH
Morrison Funeral Home , Tuscumbia, AL
Mt. View Memorial Mortuary, Cottonwood Heights, UT
Myers Mortuary, Brigham City, UT
Myers Mortuary, Layton, UT
Myers Mortuary, Ogden, UT
Myers Mortuary, Roy, UT
Newington Memorial Funeral Home, Newington, CT
Ochiltree Funeral Service & Aftercare, Winterset, IA
O'Guinn Family Funeral Homes, Clio, MI
Olinger Andrews Caldwell Gibson, Castle Rock, CO
Olinger Chapel Hill Mortuary & Cemetery, Littleton, CO
Olinger Crown Hill Mortuary & Cemetery, Wheat Ridge, CO
Olinger Hampden Mortuary & Cemetery, Denver, CO
Olinger Highland Mortuary & Cemetery, Thornton, CO
Olinger Moore Howard Chapel, Denver, CO
Patrick T. Lanigan Funeral Home, East Pittsburgh, PA
Pedersen Funeral Home, Morris, MN
Pray Funeral Home, Inc., Charlotte, MI
Preston-Hanley Funeral Homes, LLC, Pekin, IL
Ransford Funeral Home & Cremation Services, Inc., Caro, MI
Redwood Memorial Mortuary, Salt Lake City, UT
Reeves Funeral Homes, Ltd., Coal City, IL
Reynolds-Jonkhoff Funeral Home and Cremation Services, Traverse City, MI
Robertaccio Funeral Home, Inc., Patchogue, NY
Roland Funeral Service, Atlantic, IA
Roller Funeral Home, Mountain Home, AR
Roller-Ballard Funeral Home, Benton, AR
Roller-Chenal Funeral Home, Little Rock, AR
Roller-Crouch Funeral Home, Batesville, AR
Roller-Daniel Funeral Home, Searcy, AR
Roller-McNutt Funeral Home, Conway, AR
Roller-Owens Funeral Home, North Little Rock, AR

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Sanderson Funeral Home, Carthage, TN
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Sharer Stirling Skivolocke Funeral Home, Alliance, OH
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Thomas McAfee Funeral Home-Northwest, Greenville, SC
Toland-Herzig Funeral Homes & Crematory, Dove, OH
Twiford Funeral Homes, LLC, Elizabeth City, NC
Vensil-Orr & Chute Funeral Homes, Newark, OH
Waller Funeral Home, Oxford, MS
Wappner Funeral Directors, Mansfield, OH
Weeks' Dryer Mortuary, Tacoma, WA
Weeks' Enumclaw Funeral Home, Enumclaw, WA
Weeks' Funeral Home, Buckley, WA
West Funeral Home, West Fargo, ND
Whitaker Funeral Home, Newberry, SC
Wilson St. Pierre Funeral Service & Crematory, Greenwood, IN
Wm. Sullivan & Son Funeral Home, Royal Oak, MI
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Answers to Klicker's Crossword

Puzzle on Page A40

e	j	d	g	n	i	t	a	u	l	a	v	e	s	b
x	d	i	c	y	z	l	k	m	t	f	a	u	r	w
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a	d	o	o	i	e	o	g	e	e	p	v	e	e	a
t	q	f	i	m	b	h	f	r	b	p	y	r	n	n
i	b	s	g	p	e	u	h	r	y	l	a	h	v	t
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j	w	k	q	w	o	g	a	w	z	n	n	a	p	g
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p	i	c	o	n	z	s	m	t	f	r	k	p	o	f
x	o	z	x	c	i	t	s	i	u	r	t	l	a	j



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Educational NEWS

FINE Mortuary College announces Dean's List for the Spring 2008 Term

NORWOOD, MA— FINE Mortuary College, LLC: A Private Two Year College, located at 150 Kerry Place in Norwood, MA is proud to announce the Dean's List for the Summer 2008 Term.

Amanda Foss, Paul Remick and Adam Smith earned High Honors as full-time students. Sean Boyle, John Clougherty, Gail Graham, Mary Beth Harmon-Inforati, Tammy Hill, Timothy Keefe and Karen Stevenson all earned High Honors as part-time students.

Jaquelyn Aubuchon, Doug Bartlett, Deborah Taylor, Kwong H. Chan, Andrew Florent, Kelsey Grover, Sean Hackett, Veronica Houston, Richard LaFave, Ryan McCa-

rthy, Brian O'Neill, Jere-llyn Rondeau, and Andrew Sweeney all earned Honors as full time students. Sarah Alden, Tara Berriault, Sean Bowen, Susan Burke, Autumn Cardello, John Gentile, Fred Gifford III, Louis Hebbelinck, James Joyce, Thomas Mayo, Thomas McNamara, Christine Miller, Amanda Nolan, Megan Pilling, Linda Plonowski-Bollea, Jeffrey Remick, Jonathan Spagnolo, John Sutton, Chris Sylvester, and Christopher Wilder all earned Honors as part-time students.

FINE congratulates all these FINEest students for their tremendous achievement.

Student Embalmers from CCMS join professionals to learn Advanced Techniques



(L to R) Glyn Tallon, FNA European Representative, Guest Lecturer and Lab Assistant from Ireland; Lars Askholm from Denmark; Seth Gasche from Ohio; Sara McGovern from Florida; Ed Rankin from Illinois; Joshua Allen from Pennsylvania; Rebecca Mahall from Ohio; Larry Buchanan from North Carolina; Fred Vande Vusse from Philippines; Richie Holliday from West Virginia and Vernie R. Fountain, Instructor.

CINCINNATI, OH— Inspired by their hands-on clinical experience at Cincinnati College of Mortuary Science, students Seth R. Gasche and James R. (Richie) Holliday recently completed 20 hours of specialized embalming and reconstructive training as part of the prestigious Fountain National Academy's three-day "Embalming Skills Seminar."

The program, attended by professional embalmers as well as students, focused on advanced embalming and surgical techniques, particularly important when the deceased has severe traumatic injuries. "James's and Seth's participation in the seminar is an expression of untiring devotion and dedication to the highest standards of embalming and post-mortem reconstructive surgery care," states Fountain National Academy instructor Vernie R. Fountain.

The students were able to keep pace with the licensed embalmers because of their experience acquired through CCMS's clinical program in which students work on 300-500 actual cases per year. This hands-on learning is possible because of the college's relationships with area funeral homes and, most significantly, through a partnership with the University of Cincinnati College of Medicine. Through the Willd Body Program, UC receives tissue samples and donated bodies for use by their medical students in anatomy classes. The bodies are first embalmed at CCMS, "The Fountain seminar is a good complement to our strong, practical program," notes Joseph S. Main, CCMS Faculty Member and Clinical Supervisor. "Any continuing education outside of our curriculum is always beneficial and encouraged."

"Seth and Richie showed great initiative to begin their professional development and continuing education efforts at the Fountain National Academy," says CCMS President Karen Giles. "We are proud of their accomplishment and wish them success—both in completing their formal education and continuing the practice of professional development."

Fountain National Academy's world headquarters is in Springfield, MO, with representatives in Ireland, Wales, Sidney and Traralgon, Australia.

Cincinnati College of Mortuary Science, located on a 16-acre campus in Cincinnati, OH, is the oldest mortuary college in the nation and the first private college to offer a Bachelor of Science degree. CCMS is accredited by North Central Association of Colleges and Schools and by the American Board of Funeral Service Education.

MCCC elects Class Officers



TRENTON, NJ— The Funeral Service Class of 2009 at Mercer County Community College in Trenton, NJ recently elected its class officers. They are: President Jill Summers (back row left); Vice-President Val Miele (back row right); Secretary Justine Scudero (front row left) and Treasurer Diane Dimola (front row right).

WebCE® acquires FuneralCE™

DALLAS, TX— WebCE, the nationwide supplier of continuing education (CE) services to licensed professionals, announced it acquired FuneralCE.com, a market leader in the delivery of state-accredited continuing education to funeral directors and embalmers. WebCE has already integrated FuneralCE's content onto WebCE's delivery platforms. All 33 states that mandate continuing education for funeral professionals have approved WebCE's acquisition.

"The acquisition of FuneralCE further strengthens and underscores our commitment to being a market leader for e-learning solutions to the licensed professional community," said Gary Henkel, CEO of WebCE. "Proven success in the funeral industry and a shared commitment to customer satisfaction make FuneralCE a natural fit within WebCE."

WebCE's latest acquisition expands its market reach into the Funeral Director Profession

FuneralCE customers will benefit from WebCE's toll-free customer support and expanded course curriculum. In addition, since a large number of funeral directors also hold an insurance license, several of WebCE's insurance courses have already been approved for funeral director CE, thereby enabling funeral directors to receive dual credit for completing a single course.

Each year WebCE delivers over one half million accredited continuing education courses to licensed insurance professionals, funeral directors and financial planners. WebCE provides an integrated suite of continuing education courses and testing services that are delivered either electronically over the Internet or through traditional books. More information is available at the company's websites: www.WebCE.com, www.FinancialPlannerCE.com, www.AdjusterCE.com, www.FuneralCE.com and www.CEReminder.com.

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Educational NEWS CONTINUED

Gupton-Jones College of Funeral Service holds Graduation Exercises

DECATUR, GA— Commencement exercises were recently held for the August 2008, graduating students of **Gupton-Jones College of Funeral Service** at the Berean Christian Church in Stone Mountain, GA. The graduation speaker was **J. Daniel Hutcheson** of Buchanan, GA, who is a well-known funeral director. Mr. Hutcheson is President of the Academy of Professional Funeral Service Practice as well as owner of **Hutcheson's Memorial Chapel** in Buchanan. His speech, "Joy in Serving" was very inspiring and enjoyed by all.

Gupton-Jones President **Patty S. Hutcheson**, presented awards to the students having the top two scholastic averages during their quarters of study. The Valedictorian Award was presented to **Christopher S. Miller** of Rockmart, GA. The Salutatorian Award was presented to **Angela H. Davis** of Decatur, GA.

The Bill Pierce Award was presented by the Board of Trustees Vice Chairman, **Mrs. Nancy Pierce Barber**, to that graduate who, by vote of the members of the graduating class, best represents the funeral service profession in terms of professionalism. The honored recipient was **Christopher S. Miller** of Decatur, GA.

The Distinguished Service Award was presented by Gupton-Jones College President Patty S. Hutcheson, to J. Daniel Hutcheson for his outstanding contributions to the funeral service profession.

The Academic Achievement Awards were presented to those students who maintained a 93 percent or above average. The following were recipients of both of this award: **Justin Morgan Abercrombie** of Grassy Creek, TN; **Adrian DeWayne Abner** of Blountstown, FL; **Angela H. Davis** of Decatur, GA; **Jennifer L. Hunter** of Thomaston, GA; **Michael William Long** of Cartersville, GA; **Christopher S. Miller** of Rockmart, GA; and **Kristen Ashley Moore Olney** of Isle of Palms, SC; and **Felicia R. Smith** of Stockbridge, GA.

The Mu Sigma Alpha Award went to the top ten percent of the graduating class. These honored individuals were: **Justin Morgan Abercrombie** of Grassy Creek, TN; **Angela H. Davis** of Decatur, GA; **Christopher S. Miller** of Rockmart, GA; and **Kristen Ashley Moore Olney** of Isle of Palms, SC.

Other outstanding students were also honored. The Academy of Graduate Embalmers awarded their Richard Stewart Award to **Michael William Long** of Cartersville, GA. In addition, the Russell Millison Award went to **Christopher S. Miller** of Rockmart, GA. The Daniel E. Buchanan Award from the Pi Theta Eta Fraternity went to **Linda Marie Arppe** of Lawrenceville, GA.

During the ceremony, certain members of the graduating class, who distinguished themselves throughout the school year, were recognized with Perfect Attendance Awards. These awards were presented to **Samuel Lamar Brown** of Charleston, SC; **Michael William Long** of Cartersville, GA; **Christopher S. Miller** of Rockmart, GA; **Kristen Ashley Moore Olney** of Isle of Palms, SC; and **Dana P. Rice** of Leesburg, FL.

During the ceremonies, thirty-eight students were recipients of the Associate of Science Degree in the Funeral Service. They were: **Justin Morgan Abercrombie** of Grassy Creek, TN; **Adrian De-**

Wayne Abner of Blountstown, FL; **Jamil Nacole Allen** of McDonough, GA; **Linda Marie Arppe** of Lawrenceville, GA; **Eric Andrew Bliley** of



Gupton-Jones College Mu Sigma Alpha Awardees (L to R) Justin Abercrombie, Kristen Olney, Chris Miller and Angela Davis.



Gupton-Jones College President Patty Hutcheson with Valedictorian Christopher Miller.



Gupton-Jones College Dean James Hinz with Salutatorian Angela Davis.



Gupton-Jones College Board Member Nancy Pierce Barber with Bill Pierce Awardee Chris Miller.

Richmond, VA; Samuel Lamar Brown of Charleston, SC; **Tawayna Edwards Carrathers** of New York City, NY; **Angela H. Davis** of Decatur, GA;

Monroe Darcell Fields, Jr. of Florence, SC; **Jay T. Garrett, Jr.** of Jersey City, NJ; **Willine Bryant Gracia** of Orlando, FL; **Ashley Michelle Hamilton** of Bluffton, SC; **Shirelle Le'Antoinette Holmes** of Fort Lauderdale, FL; **Victor Lamar Holmes** of Douglasville, GA; **Ryan R. Huddleston** of Snellville, GA; **Jennifer L. Hunter** of Thomaston, GA; **Kathryn Rose Hutcheson** of Buchanan, GA; **Ronnie Ingram, Jr.** of Monticello, GA; **Michael William Long** of Cartersville, GA; **Tscharner D. McCraw** of Meigs, GA; **Ashley Nicole McGhee** of Quitman, GA; **Lola C. McLean** of Loganville, GA; **Shannon McNeal-Osborne** of Brentwood, TN; **Christopher S. Miller** of Rockmart, GA; **William Brandon Mitchell** of Manhattan, NY; **Alma Stein Brookens Murray** of Springfield, MA; **Steven T. Nathaniel** of Maysville, SC; **Kristen Ashley Moore Olney** of Isle of Palms, SC; **John Tory Pinckney** of Hemingway, SC; **Cherron C. Pritchard** of Charleston, SC; **Shawn Terrell Ragan** of Sumter, SC; **Dana P. Rice** of Leesburg, FL; **Ronnie Lavelle Robinson, Jr.** of Leesville, LA; **Makoto Sato** of Tokyo, Japan; **Jennifer Rose Schlueter** of Atlanta, GA; **Ashton Kellye Showalter** of Woodstock, GA; **Felicia R. Smith** of Stockbridge, GA; and **Kelly Raja Truesdale** of Charlotte, NC.

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Educational NEWS CONTINUED

MKJ to repeat Advanced Reception Room and Event Planning Seminars

LARGO, FL— MKJ Marketing, the deathcare industry's leading marketing services provider, recently conducted the "Advanced Course" on Reception Room & Food Service Seminar and the Event Planning Seminar in Napa and San Francisco in July of 2008. Because of the outstanding attendance at these events, MKJ will repeat the programs at its 2009 Ski Seminar, to be held in Beaver Creek on February 9 through 12, and at its Spring Seminar, at the Naples Grande Resort on March 9 through 12.

"More and more funeral homes across the nation are offering reception rooms and food services to families following funerals, memorial services and visitations; and thousands more are considering this new business opportunity. Consumers appreciate the convenience these rooms afford them, and they represent a new profit center for funeral businesses. But providing services in a manner consistent with the consumers' expectations can be a challenge. MKJ's 'Advanced Course' on Reception Room & Food Service was designed specifically with funeral home owners and staff in mind," said MKJ Marketing's President, **Marilyn Gould**.

The program includes pricing strategies for the reception room and food service, menu selection, food styling and presentation, creating a pleasant facility and environment and how to manage beer and wine, how to obtain an alcohol license, and understanding liability issues and insurance requirements.

The 2009 MKJ Ski Seminar will be held at the brand new Westin Riverfront Resort and Spa located in Avon; which offers ski-in and ski-out onto Beaver Creek slopes. The hotel opened to the public this month; as one of the first groups to commit to the new hotel, MKJ received special introductory pricing. The Westin offers a full spa and many luxury ski amenities. If you intend to ski Colorado any time soon, this is an outstanding opportunity.

In March, MKJ will conduct two, back-to-back seminar events at the Naples Grande Resort. The "Advanced Course" on Reception Room & Food Service Program will be on March 9 and 10, and the Event Planning program will be on March 11 and 12. The Event Planning Course shows funeral directors and their staff how they can learn to plan events the same way professional event planners do. This program includes event-planning authorities who are also familiar with the challenges of funeral arrangements. Attendance at these seminars in July of 2008 exceeded 50 at each seminar and received rave reviews. (Contact MKJ for references.)

"Attendance at MKJ's seminars in 2008 was much greater than in recent years. We accredit that to the exciting locations, quality of the accommodations, and the im-

proved programming as a result of The Whitmore Group's sponsorship of MKJ Seminars." According to Marilyn Gould, President of MKJ Marketing, "Our relationship with **Jim Metzger**, Founder and President of the **Whitmore Group** has allowed us to invest in outside speakers that bring a new dimension to our seminar programs. We are so pleased that Jim will continue to sponsor our seminar programs in 2009."

MKJ Marketing is a full service marketing firm serving funeral homes, cemeteries and deathcare industry vendors in areas of Market Research, Advertising, Web Site Development, and Training Programs. MKJ has been conducting marketing seminars at select locations for over 20 years. For additional information on upcoming MKJ seminars and to make room reservations, contact MKJ at 888-655-1566 or visit MKJ on-line at www.mkjmarketing.com/seminars.



Top Row: Classic, Companion
Bottom Row: Infant, Grecian, Cube, Small Grecian



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Educational NEWS CONTINUED

2008 Epsilon Nu Delta Fraternity Nu Chapter Undertakers Gala

By Shun Newbern, CFSP

HOLLYWOOD, CA— The 3rd Annual Scholarship Gala and Undertakers Masquerade Ball was held Saturday, October 25, 2008 at the Masonic Lodge, **Hollywood Forever Funeral Home**, Hollywood, CA. **Epsilon Nu Delta Mortuary Fraternity, Inc.** Western Region planned an exciting evening of fun and purpose. The members and guest were dressed



Nu Chapter Members at the Undertakers Gala

in formal, semi-formal and masquerade apparel and were offered special awards for the most unique costumes.

The Western Region of Epsilon Nu Delta, is collective of more than 60 licensed embalmers consisting of Nu Chapter, in Los Angeles, Alpha Pi Chapter in Seattle, and Alpha Nu Chapter in Northern California. The late **Bro. Robert L. Paskel** organized Nu Chapter in October 1951 and several years later members came together to expand the Western Region into other needed areas.

The impact of the Undertakers Ball was made with the contributions from various co-sponsors: **1800Autopsy (Vidal and Vicky Herrera)**, **AC Moore Financial**, **Dodge Company**, **Gemini Finishers & Precious Memories (Todd Lehmann)**, **Gurrlie Girl Costume Jewelry**, **Hollywood Forever (Homer Alba)**, **Inglewood Cemetery Mortuary**, **Inglewood Park Cemetery**, **Los Angeles Zoo**, **Morgan's Eloquent Designs (Rochelle Morgan-Hawkins)**, **Nomis Publications**, **Regent Garden Café**, **Rucker's Mortuaries**, **San Diego Zoo**, **US Airways**, and **VSP DJ Services (Preston Foreman)**.

In addition to various scholarships, Nu Chapter honored two individuals with awards of distinction. Honored with the Leadership Award was **Bro. Ty P. Gilliam**, Chapter President, Alpha Pi Chapter. As Branch Director of the **Neptune Society**, Santa Rosa, CA, he uses the power of community involvement to get families to think of his location when the time of need arises. He started with Stewart three years ago as an embalmer and funeral director and became manager of the Neptune-Novato location a year ago. Ty turned a location with average results into a success story; under his leadership he increased profitability each year by 393 percent on a revenue increase of 27 percent. Ty was one of the recipients of the Presidents' Service Excellence Award given by Stewart Enterprises earlier this year.

The Community Award was presented to **Rochelle Morgan-Hawkins**, **Morgan's Eloquent Designs** for her endless commitment to grieving families. Rochelle has opened her office to families to consult and finalize state of the art printed funeral programs and other memorable products to cel-

brate life. Her compassion, empathy and understanding for hurting families have not gone unnoticed. She is the preferred printer for fallen officers of Los Angeles Police Department and Nu Chapter.

The Empowerment Award was created to acknowledge a young upcoming California Funeral Service Professional who either was enrolled in a mortuary science program, serving their apprenticeship or recently licensed. This candidate must demonstrate the courage and needed persistence to endure the hurdles that arise for neophytes who enter the profession. The Empowerment Award was proudly presented to **Linda M. McCoy**.

Over the past few years, Nu Chapter has awarded several thousand dollars to mortuary science students in scholarship and this gala is to ensure that the awards would assist students both at *Cypress College* and *American River* mortuary science programs in California. In addition, Nu Chapter's Horus Club, mentors the recipients and assists them with preparing for the California and the National Embalmers exams toward licensing.

2008 Nu Chapter Scholastic Award recipients are **Krislyn Rose Kunkel** and **Linda M. McCoy**. Krislyn is a member of the Epsilon Nu Delta, Nu Chapter, Horus Club. She was born in West Covina, CA. She is a graduate of International Polytechnic Pomona High School where her love for service began. She is presently enrolled at Cypress College in the Department of Mortuary Science and making plans to graduate in May 2009. After completing her apprenticeship she plans to attend *Breyer State University* to earn a degree in Private Grief Counseling with emphasis toward aiding children and young adults. She is employed with **Memory Gardens Memorial Park** and Mortuary, Brea, CA.

Earlier this year Krislyn and several students from the Mortuary Science Program volunteered their skills to Habitat for Humanity International (HFHI) in Anaheim, California. She stated, "My motivation for pursuing a career in the funeral profession is to help those with needs so when asked to volunteer for HFHI I did. First and foremost, I wanted to do the Lord's work and help my community. My Lord and Savior said to treat thy neigh-

bor as thy self would want to be treated. I don't think that was literal as to only helping our adjacent neighbors, and as long as I have the health and strength the Lord blessed me with I will continue to use it to help those the Lord puts in my path to help. Lastly, I also agree that this should inspire future students in the Mortuary Science program to volunteer and perhaps as community service requirement."

Linda is a member of the Epsilon Nu Delta Mortuary Fraternity, Nu Chapter, Horus Club. She was born in Los Angeles. She has attended Lynwood Academy where her appreciation for music and civic duty began. She later attended Sawyer College, Los Angeles (A.A. Secretarial Science), Cal State Dominguez Hills (B.S. Public Administration), Carson, Pacific Coast School of Law, Long Beach, Fuller Theology Seminary, Pasadena and presently enrolled at Cypress College in the Department of Mortuary Science.

Linda retired in 2007 as a Deputy Probation Officer with Los Angeles County after 34 years of dedicated service. Shortly after her departure from LA County, she quickly enrolled into the Mortuary Science program at Cypress College.

Her pride and joy are her daughter Dana and grandson Darion. Linda is currently in her final semester and thoroughly enjoying the experience. Epsilon Nu Delta is proud to bestow upon Linda M. McCoy the Nu Chapter Scholastic Award and the 2008 Empowerment Award.

This year's attendees included National Officers **Soror Danette M. Moore**, Treasurer (Perris, CA), **Bro. Rev. James Preston**, Chaplain (Phoenix, AZ), **Bro. Kevin Weaver**, Western Regional Vice President (San Diego, CA), and **Bro. Shun Newbern**, CFSP, National Chairman (Huntington Beach, CA).

In spring 2009 the Chapter will present two Mary L. Winston Awards. This award was developed many years ago to honor the owner of **House of Winston Mortuary** and the Nu Chapter mother, **Mrs. Mary L. Winston**, to compensate embalmer examination fees. The Chapter will also host another impacting professional embalming seminar in May 2009. In addition, the launching of the Funeral Service Ethics Institute will recommence.



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Educational NEWS CONTINUED

The Academy announces 2009 Training Schedule

FRANKLIN, OH— The Academy, the funeral industry's nationally acclaimed training institution for service enhancement strategies, announced their 2009 training courses, dates and locations. Since 1985, the Academy has been offering world class training, educational and funeral service solutions to the death care industry.

The academy offers a variety of courses tailored to meet the unique educational needs of today's contemporary Funeral Directors and Advance Planning Specialists. Courses are conducted at The Academy training center in Franklin, OH. This controlled, high-tech setting minimizes distractions and maximizes the total learning experience. Instructors are all experienced funeral, sales and marketing professionals who have a successful track record working with business professionals and consumers. Courses are interactive and feature individualized break-out sessions. Advanced level courses provide skill building opportunities that will enhance professional practice and increase productivity. 2009 training courses, dates and locations are as follows:

Advance Funeral Planning - 101

This interactive, one-on-one, four and a half day course teaches students how to effectively work with today's highly modern and educated consumer. Focus is on developing a conversational approach to consumer selling. This course is designed for entry level into the pre-need field. It is appropriate for funeral professionals who are making the transition from at-need to pre-need as well as those with no previous funeral experience. If you have never had a pre-need focused sales training course, you want to jumpstart your pre-need career, or you find yourself utilizing the same approach to pre-need and at-need customers, this course definitely has something new for you. Attendees will learn how to: Set appointments, offer consumer-based solutions, answer objections and ask for the sale. The course is offered approximately every eight weeks throughout the year to help funeral home owners meet new-hire training needs in a timely fashion. Course dates are: January 20-23; April 21-24; July 21-24; October 20-23 and January 19-22, 2010.

Cremation Solutions...Creating Conversations that Win!

This interactive, one and one half day course is specially designed to build on your current experience and skills in order to find a new way to work with and provide incomparable service for the cremation client. We will introduce and practice a five-step process designed to help even the most seasoned funeral professional become more comfortable with cremation minded clients and focus on creating a meaningful experience for the clients that will help foster an appreciation for funeral service and the funeral home. Attendees will learn how to: Ask better questions; provide solutions based on the client's unique needs; build value in your professional services and present and sell urns and other cremation related merchandise. Course dates are: January 30 in Chicago, IL and February 3 in Milwaukee, WI.

Financial Aspects of Advance Funeral Planning

This one and a half day course is designed to help pre-need sales associates effectively utilize financial product features and benefits. Course content includes: how to effectively review all client assets, including how to properly evaluate a client's financial portfolio, life insurance benefits, and retirement plans; strategies for overcoming investment and insurance objections; how to use the features and benefits of a pre-need insurance or trust product to the consumer's benefit; how to fully uncover available monies to fund a prearranged funeral contract; when and how to use and explain the value of "time payment" options; and how to work the "endangered list" more effectively. The course will equip attendees to be able to confidently and successfully handle any financial obstacle. Course dates are: April 28-29; October 27-28.

Building & Preserving Relationships through Community Presentations

An effective community outreach program should not only break down the walls and take your funeral home out to the community; it should provide your advance planning program with fresh contacts. As we move toward serving the "silent" generation and the "baby boomer" generation, we must find new ways to reach out and communicate the value and importance of our service in a way that is relevant to this only one of its kind generation. Community outreach is a great tool to accomplish both objectives. Our one and a half day course covers all the basics of getting a program started. The course covers: Booking engagements with the "right" audience, effectively promoting your speaking engagements, "What" to talk

about ... and "How" to say it, creating a call-to-action, obtaining and following up on contact information and post program publicity. Course dates are: March 26-27; June 10-11.

Building & Preserving Relationships through Family Service Follow-up

Having an effective and ongoing family service follow-up program is the most valuable way to provide a final positive lasting touch for the families you serve. It is also your best opportunity to assure that you keep these families in your service circle for generations to come. This one and a half day instructional course is designed not only to tell you what to do...we take it one step further. Our program is designed to give you the knowledge and practice needed to get the job done right on the initial visit. The course covers: The essential elements of communication between the at-need staff and the follow-up team, setting the appointment for the after-service visit, what to take and what to do during the after-service visit, how and when to introduce advance planning to survivors. Course dates are: January 27-28 in Detroit, Michigan and September 15-16 at the Academy training center in Franklin, Ohio.

The Academy announces a new two day course for 2009. **Boomers and Beyond...Skills Update 2009** is a short course specially designed for experienced advance planners and all funeral home staff. "I wish everyone at my funeral home would come to this course so that we could all be on the same page with our advance planning program," said Jim, after attending our four day course.

Find out how today's most successful advance planners work effectively with the "new" consumer. Our focus for day one is on up-dating the arrangement conference. On day two learn how to use all the features and benefits of your insurance funding product to find the best financial answer for your customer. Everyone has a stake in the advance planning program at your funeral home and everyone needs to know what works with today's advance planning customers. Course dates and locations are: February 4-5 in Wisconsin; March 24-25 in Indiana; June 8-9 in Ohio and September 10-11 in Ohio.

Since its inception The Academy has graduated hundreds of students from across the United States and Canada. **Chris Kuhnen**, Academy Faculty member said, "In 2008, The Academy held more classes and graduated more students than ever before."

For more information about The Academy, or to register, please contact **Ms. Temeika Love** (800) 331-6270 or register online at www.theoutlookgroup.com.

Epsilon Nu Delta Mortuary Fraternity, Inc holds Annual Board of Directors Meeting

By Francine Ross-Roden

INDIANAPOLIS, IN— Once again, members of **Epsilon Nu Delta Mortuary Fraternity, Inc.** held its annual board of directors meeting on Tuesday, August 5, 2008 at the Hyatt Hotel in Indianapolis. It began with a memorial service of deceased family members of fraternity members who passed since the Osiris in February 2008. The service was led by the Fraternity's national chaplain, **Rev. James Preston**. Internal development and revitalization was the focus of this year's meeting as members directed their attention to the newly revised induction ritual for new members. They also reviewed the Fraternity hymn, hymns to be used during the ritual of the dead for deceased fraternity members, as well as were informed of the different methods that will be utilized in publicizing the fraternity. Each chapter representative received a CD that contains the music that will be necessary for various fraternal ceremonies.

National President, Brother **Clarence E.H. Glover**, indicated his vision for the fraternity. It includes a professional networking opportunity for its members as well as a committee to assist in the reactivation and establishment of new chapters worldwide. Additional committees that will be utilized in fulfilling this vision were also established. Members were informed of the different committees as well as their role in each committee.

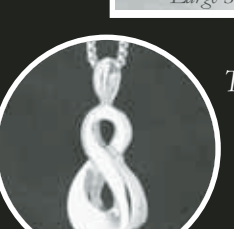
General Secretary, Soror **Lynn Armstrong-Patterson** showed the members assembled updated pictures of the national headquarters in Washington DC as well as revealed future plans for the National headquarters. Chairman of the Board, Brother **Shun Newbern** applauded all of the

CONTINUED ON PAGE A52



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Educational NEWS CONTINUED

END holds Annual Board of Directors Meeting

Continued from Page A51

work that General Secretary Armstrong-Patterson was doing and the body showed its appreciation of her undying dedication to Epsilon. Brother Newbern also encouraged the membership to take to their home chapters the pride of Epsilon Nu Delta as well as the tenets upon which the fraternity was founded.

In an effort to continue to perform service to the communities that we serve, National Coordinator **Damien Hall** has established a National Day of service that all chapters will participate in. Details regarding this day as well as the events that will take place will be finalized and the chapters informed at a later date.

The 2009 Osiris for the Fraternity will take place in Arizona during the month of February. Brother Rev. James Preston and Soror Preston are working diligently with Soror Armstrong-Patterson in making preparations for the members to conduct business as well as visit venues that focus around funeral service and the science of embalming.

The afternoon ended with a luncheon that honored Soror **Eunice I. Wilson** from Florida. Soror Wilson has been an active member of Epsilon Nu Delta since the 1940s and was able to give the members a historical overview of the fraternity as well as her role over her 65 year plus career as a licensed funeral director and embalmer. At 91 years old, Soror Wilson is still very much involved in the daily undertakings at her funeral home in Florida, **Wilson-Eichelberger Mortuary, Inc.** Soror Wilson was also presented with gifts from the fraternity and individual members as a sign of appreciation for her dedicated spirit and manner of service and science for the profession.

PIMS Students hold 26th Annual Halloween Party



PITTSBURGH, PA— Students from **Pittsburgh Institute of Mortuary Science (PIMS)**, Class #138 and #139, recently held the school's annual Halloween party for the patients at the Rehabilitation Institute of Pittsburgh. This was the 26th annual party which was initiated by faculty members **Joseph Marsaglia** and **M. Roger Walker**. There were approximately 100 people in

attendance; including the patients, guests and PIMS students.

The students raised funds and donated items to provide Halloween treats and games for the party. There was pumpkin coloring, face-painting, dancing, and a best costume prize, to name a few of the activities. Music was provided by PIMS class #138 student **Chris Rehberg**.

This year's party was quite successful thanks to the dedication and commitment by PIMS students who also sponsor an Easter party at the Rehabilitation Institute. As well, a Christmas Drive for the needy is conducted at Christmas time. A special thanks to all PIMS students and benefactors who donated to this very special occasion.



PIMS welcomes back Alumnus Darla Tripoli



Darla Tripoli demonstrates airbrushing with PIMS student Dan Crist.

PITTSBURGH, PA— **Pittsburgh Institute of Mortuary Science (PIMS)** is happy to welcome back **Mrs. Darla Tripoli**. Mrs. Tripoli assisted in the restorative art laboratory for class #138 and demonstrated the use of airbrushing. In addition to being a licensed funeral director in Pennsylvania, Darla is also a licensed cosmetologist and owner of **Funeral Service Consultants**. Additionally, she writes numerous articles which appear in national and international funeral and cosmetology publications. Her expertise in cosmetology has gained her world attention when she recently presented at the International Funeral Expo in the Soviet Union. Darla is also a technical seminar instructor and speaks at numerous state funeral conventions. Congratulations to Darla and we are very proud of your accomplishments.

PIMS Class 138 tours Reynoldsville Casket Company



PITTSBURGH, PA— Students from **Pittsburgh Institute of Mortuary Science (PIMS)** Class #138 recently toured the **Reynoldsville Casket Company** main plant.

Wayne Jackson, President of Reynoldsville Casket Company, graciously hosts a tour and luncheon for every PIMS class. Prior to the tour, presentations are given by Reynoldsville representatives, including **Jim Schraven** who spoke to the students on Marketing Basics. A tour of the facility was lead by Reynoldsville staff members **Gordy Deible**, **John Knobloch**, and **Rusty Meyers**. A luncheon for the students was set-up by **Judy Vandervort** following the tour. PIMS class 138 and PIMS administration are very thankful to Reynoldsville Casket Company for their involvement and dedication to funeral service education.

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Mike Nicodemus elected to Board of Directors at PIMS

PITTSBURGH, PA— **Gene Ogrodnik** president and CEO of **Pittsburgh Institute of Mortuary Science** is pleased to announce the election of **Mike Nicodemus** to its board of directors. Mike, a PIMS alumnus and a well-known funeral director with **Holloman-Brown Funeral Homes** in Virginia Beach, VA. Educational Director and member with the **Cremation Association of North America**, he will bring a new perspective to the PIMS stewardship.

Mike and officials from **Matthews International Corporation** were responsible for a new initiative for CANA's Crematory Operators Training Program. They conducted the first such training at Pittsburgh Institute in March 2008. This "on the road" approach to reaching its operators was very successful.

Also at PIMS annual meeting which was held on Sunday, August 17, 2008, the board of di-

rectors authorized another \$50,000 to be used for grant assistance for its students. This is the largest single allocation of funds of its type by funeral service programs across the country.

PIMS does not select the recipients of its grant awards. "All candidates are screened and selected by the Scholarship Committee of the American Board of Funeral Service Education. PIMS simply funds the award," Ogrodnik added.

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Educational NEWS CONTINUED

Newbern speaks at Cypress College



CYPRESS,CA— **Bro. Shun Newbern**, CFSP, National Chairman, Epsilon Nu Delta Mortuary Fraternity was featured guest lecturer at **Cypress College**, Department of Mortuary Science on October 8, 2008. As Bro. New-

bern shared his experience as a student in San Francisco, the challenges of obtaining his apprenticeship he motivated the students to committing to completing the program. He has extended an invitation to students to join the END Horus Club, a study group and mentorship program.

New APFSP Board of Trustees Elected



William P. Joyner, CFSP

COLUMBUS,OH— **William P. “Bill” Joyner**, CFSP, of **Bright Funeral Home & Cremation Center**, Wake Forest, NC, has been elected to serve on the Board of Trustees of the **Academy of Professional Funeral Service Practice**. The Academy membership elects new Board of Trustees members for a term of six years. Mr. Joyner was installed to the Board of Trustees on October 14, 2008 in Orlando, FL.

Incorporated in 1976, the Academy of Professional Funeral Service Practice is one of the oldest organizations providing a program for professional certification in the United States. With almost 1900 members worldwide, 1300 of whom have achieved the designation of Certified Funeral Service Practitioner, the Academy offers a voluntary certification program for funeral service practitioners to accomplish educational, professional, and community oriented goals in an organized fashion, recognizing funeral directors who raise and improve the standards of funeral service.

For more information about the Certified Funeral Service Practitioner designation, please contact **Kimberly A. Gehlert**, Executive Director, at (614) 899-6200.

University of Central Oklahoma Graduates

EDMOND,OK— The Funeral Service Education Department at the **University of Central Oklahoma** announces the following students have recently completed the requirements for the Bachelor of Science Degree.

The graduates are **Rosetta Abbott**, Shawnee, OK; **Samuel Carranza**, Soldotna, AK; **Lucas Faires**, Alva, OK; **Heather Ferrell**, Leedey, OK; **Keri Haines**, El Reno, OK; **Ryan Lemasters**, Midwest City, OK; **Adam Lockstone**, Weatherford, OK; **Amber Nix**, Fletcher, OK; **Levi Olsen**, Dexter, KS; **RaShaun Parker**, Tulsa, OK; **Ste-**

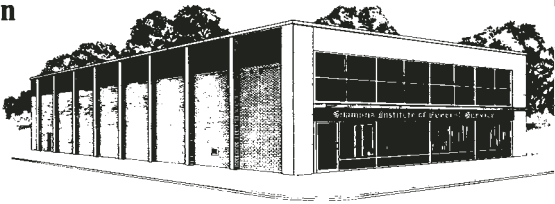
phen Shain, Hugo, OK; **Todd Shifflett**, Woodward, OK; **Frances Miller**, Hennessey, OK; **Mark Temple**, Oklahoma City, OK; **Randilyn Walker**, Moore, OK; and **Jennie Washington**, Hulbert, OK.

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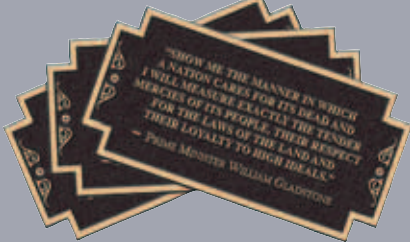
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F. EARL BAIRD of Colonial Beach, VA died October 14, 2008 at the age of 88. Mr Baird had retired from Naval Surface Warfare Center Dahlgren Division, with 42 years of service, and later was a funeral director with **Nash & Slaw Funeral Homes**, Colonial Beach, for 15 years.

WILMA STONE of Muskogee, OK died October 12, 2008 at the age of 64. She was former office and customer service manager for **Lynch Supply and Heartland Casket Company, Inc.** in Muskogee for 15 years.

EDLEY HIXON of Lake Charles, LA died October 11, 2008 at the age of 95. He worked with his father and brother in the new **Hixon Funeral Home** they opened in Lake Charles. In 1942 he arranged for the Hixson family to purchase the charter of **Magnolia Life Insurance Company** and was the first president of Magnolia Life. He was instrumental in heading the Hixson Funeral Homes' long term expansion program which began with the purchase of **McMillen-Dugas Funeral Home** in Sulphur, LA. Additional funeral homes would be purchased in Welsh, De Ridder, Leesville and Creole, LA. Funeral homes would be built in Vinton, Merryville, Westlake and Moss Bluff, LA. He was the managing partner for over 40 years. Edley was a past president and active member of the *Louisiana Funeral Directors Association* and the *National Funeral Directors Association*. He was the featured speaker at the national convention of the International Order of the Golden Rule. Edley was also a past president of the Louisiana Insurers Conference.

LEONARD A. TUROWSKI of Livonia, MI died November 1, 2008 at the age of 90. He was the owner of the **Leonard A. Turowski** and **Neely-Turowski Funeral Homes** and the **Neely-Turowski Funeral Home** in Canton, MI. He was the second generation funeral director who served as president of the *Michigan Funeral Directors Association* District One.

ALBERT J. SAVOLSKIS of Munhall, PA died November 3, 2008 at the age of 91. A funeral home owner for 43 years and director for six decades, he began his career working for his father-in-law's business, **Prokopovitch Funeral Home**. After 20 years there, Mr. Savolskis started his company in 1965, **Savolskis Funeral Home**, now **Savolskis-Wasik-Glenn Funeral Home** in Munhall.

TIMMIE E. WHITE, SR. of Albemarle, NC died October 31, 2008 at the age of 48. He was manager of **Kelsey Funeral Home** of Albemarle, and was past president of the North Carolina State Board.

GEORGE A. THOMA of Wexford, PA died October 17, 2008 at the age of 84. He was owner of **George A. Thoma Funeral Home**, which he founded in 1958. A graduate of the *Pittsburgh Institute of Mortuary Science*, he completed his internship at the **William S. O'Brien Funeral Home**. He was a member of the *National Funeral Directors Association*, *Pennsylvania Funeral Directors Association*, and *Allegheny County Funeral Directors Association*, where he was an honorary life member.
Courtesy Clem's Livery Service, Pittsburgh, PA.

RAY ODOM of Mount Olive, NC died October 15, 2008 at the age of 85. He had been employed with **Tyndall Funeral Home**, Mount Olive, since 1980, serving as assistant to the funeral directors and office coordinator.

JOHN N. ELACHKO formerly of Oakland, PA died October 6, 2008 at the age of 93. He was a longtime funeral director and owner of **John N. Elachko Funeral Home**, Pittsburgh, for more than 40 years.
Courtesy Clem's Livery Service, Pittsburgh, PA.

EDWARD J. "TED" LINSLEY of East Palestine, OH died October 7, 2008 at the age of 79. A graduate of the *Cleveland School of Mortuary Science*, he was employed by various funeral homes before assuming management of the former **Oliver Funeral Home** in East Palestine in 1959. He purchased the firm in 1963, which was renamed **Oliver-Linsley Funeral Home**, and eventually formed a partnership with his son, Roger, until his retirement in 1991.

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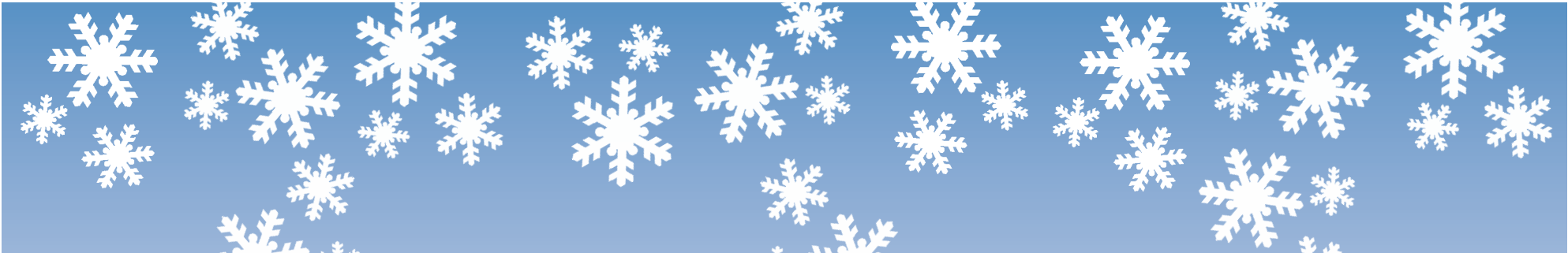
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