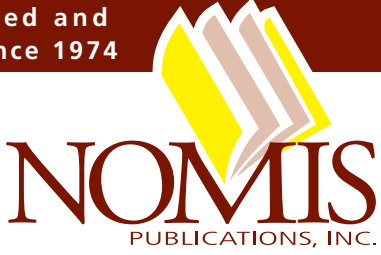


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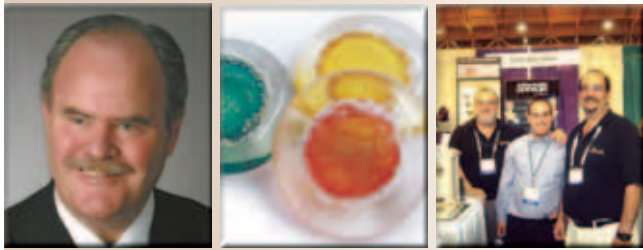
FUNERAL HOME & CEMETERY

NEWS

DECEMBER
2010

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begins on Page A33
Exhibitor Highlights
begin on Page B8

Smith Funeral & Cremation Service builds on Core Values



Smith Funeral & Cremation Service



Smithview Pavilion and Event Center

MARYVILLE, TN— Smith Funeral & Cremation Service has served the families of Eastern Tennessee for 48 years. When asked their key to success, they reply, “WE CARE.” Sounds simple enough, but to the folks at Smith, WE CARE stands for the very important qualities of Willingness, Expertise, Compassion, Attitude, Respect, and Excellence. These principles established by the funeral home’s founder are the cornerstone of this family-owned business.

After many years with **McCammon-Ammons Funeral Home**, funeral director **Leonard Smith** followed his dream of helping families in their times of need and es-

CONTINUED ON PAGE A28

Conner Bowman opens Second Facility



Conner Bowman Funeral Home and Crematory



Ribbon Cutting for Conner Bowman Funeral Home

ROCKY MOUNT, VA— **Victor Conner** and **Kevin Bowman** are proud to announce the completion of their new 11,000-square-foot-facility at 62 Virginia Market Place Drive, **Conner-Bowman Funeral Home and Crematory**. Fulfilling a longtime dream, they now

offer the community two locally owned and operated funeral homes.

“Having the largest and most modern facilities in Franklin County will allow us the flexibility to serve each family as if they were the only family we are serving at any given time. We offer

the county’s first on-site crematory as well as the county’s largest chapel,” says Conner. “The good Lord is with us.”

The funeral home also boasts large spacious viewing rooms, a family room, family lounge, and children’s room.

CONTINUED ON PAGE A21

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HAVE YOU SEEN THESE CHILDREN?

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

Endangered Missing CRAIG ALLEN FREAR



Age Progression to 21 Years

Date of Birth: 10/14/1986
Date Missing: 6/27/2004
Missing From: Scotia, NY
Age at Disappearance: 17 Yrs
Age Now: 24 Yrs
Sex: Male
Race: White
Height: 5'11"
Weight: 190 lbs
Hair: Red
Eyes: Brown

Circumstances: Craig's photo is shown age-progressed to 21 years. He was last seen on June 27, 2004 in Scotia, New York, as he left his car and walked into the woods. When he went missing, Craig was wearing blue jean shorts, a white long sleeved t-shirt, and Adidas sneakers with three black stripes. Craig may go by the nickname Craig.

Endangered Missing VIRGINIA ANNE RAMBUS



Date of Birth: 6/10/1965
Date Missing: 5/20/1985
Missing From: Seattle, WA
Age at Disappearance: 19 Yrs
Age Now: 45 Yrs
Sex: Female
Race: Black
Height: 5'2"
Weight: 134 lbs
Hair: Black
Eyes: Brown

Circumstances: Virginia was last seen leaving her apartment to attend a party at approximately 7:00 PM on May 20, 1985. FOUL PLAY SUSPECTED.

Endangered Missing LARONDA MARIE BRONSON



Age Progression to 40 Years

Date of Birth: 9/9/1964
Date Missing: 11/19/1982
Missing From: Portland, OR
Age at Disappearance: 18 Yrs
Age Now: 46 Yrs
Sex: Female
Race: Black
Height: 5'6"
Weight: 120 lbs
Hair: Black
Eyes: Brown

Circumstances: Laronda's photo is shown age-progressed to 40 years. She was last seen standing at a bus stop on November 19, 1982. Although she went missing from Portland, Oregon, King County Sheriff's Office in Washington is investigating the child's case. Laronda has a scar on her chin and a scar on the back of her neck. Laronda's ears are double pierced. Her nickname is Bird.

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

Your Funeral Home or Cemetery could be on the front cover of the Funeral Home & Cemetery Directory



TO SUBMIT -

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

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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 and Section B, which contains the Classified Advertising and consists of pages B1-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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Claudette A. Zarzycki receives Friend of Education Award from Illinois Principals Association



Karen Triezenberg, (Right) Principal of Willow Springs School, nominated Claudette Zarzycki (Left) for the IPA Friend of Education Award.

CHICAGO, IL— Claudette A. Zarzycki of Zarzycki Manor Chapels, Ltd., has been selected by the Illinois Principals Association as the IPA/Horace Mann 2010 Friend of Education Award winner. This award recognizes an outstanding individual, organization and business entity or government agency for their contribution to the field of education. The Friend of Education Award nominations are submitted by principals from across the state and the winner is selected by a committee made up of IPA Past Presidents. Karen Triezenberg, Principal of Willow Springs Elementary School, nominated Claudette for this

award. According to Karen, "Claudette and her family are true friends of education. It would be an honor to recognize her for her dedication to our school and community students."

The Zarzycki family and Zarzycki Manor Chapels have been presenting scholarships to community schools since 1989. The family recognizes three students each at three schools with a monetary award at their graduations. Claudette has volunteered her time for various school career days, invited teen groups to their funeral home for educational tours and even hosted the former funeral director's museum on wheels for local schools to learn about the history and customs of funerals. She also develops educational seminars for community members on health awareness programs, financial planning and cancer awareness.

Zarzycki family members have been educators in local school districts. Claudette's late father **Richard** was a Principal in Burbank, Illinois, District 111 for 19 years in addition to being a licensed funeral director. As well, **Charmaine**, her mother was a teacher in the same district until becoming a licensed funeral director and joining the family business.

Claudette, a 1995 graduate of *Worsham College of Mortuary Science* joined the firm full time in 1999. She was recognized on October 18 at a special ceremony during the Illinois Principals Association Fall Professional Conference in Peoria, Illinois. For more information on the Zarzycki family's community involvement visit zarzyckimanor-chapels.com.

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Porter and Son Funeral Home purchases new Eagle Van



CAMPTON, KY— Gary Broenneke of Jones Coach Sales congratulates Frank Porter of Porter and Son Funeral Home, Campton, on their purchase of a new Eagle Van.

Green Burial Council Honors Dyanne Matzkevich, recipient of First Annual "Campbell Leadership Award"



(L to R) Bill Gafney, Dyanne Matzkevich and Clark Wang

SANTA FE, NM— The Green Burial Council announced it has awarded Dyanne Matzkevich, manager of Pine Forest Memorial Gardens, in Wake Forest, NC, as recipient of the first annual "Campbell Leadership Award."

Matzkevich was given the award at a recently held private ceremony attended by Joe Sehee, GBC Executive Director, Bill Gafney, owner of the Pine Forest Memorial Gardens, Clark Wang, a Pine Forest customer, and Dr. William "Billy" and Kimberly Campbell, founders of the nation's first green cemetery for whom the award was named.

"Dyanne exemplifies the kind of leadership we hope to see more of in this field," said Joe Sehee. "Green burial will only become a more readily available option for families if people like Dyanne continue to step forward."

The Campbell Leadership Award is intended to recognize an individual/organization that has demonstrated extraordinary commitment to providing eco-friendly funeral service. This year's award came with a cash prize of \$1,000, made possible in part by a gift from one of Matzkevich's customers, Clark Wang, who also nominated her for the honor.

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The Gift of Aftercare

By Sherry L. Williams

Here we are again, getting ready for another new year and it seems like the old one just got here. Time has such a way of just slipping away. If you are like me, I find myself thinking of all of the things I had "planned to do" during the year and I just never got around to them.

So, I ask you, are you guilty of letting time pass you by? Do you find yourself saying words like, "I'm going to do that," "I promise, I'll get to that tomorrow," "I won't forget, I'll do that just as soon as..."? We all have those ways of procrastinating, of putting off something that we need to do and even things we want to do.

Typically we procrastinate when it is something that we don't want to do. We also procrastinate if it is something that seems burdensome or something that we are not sure just how to go about getting the project started or what we really want the outcome to be. It is normal to postpone until we have things in place to begin a project, but the trouble for so many of us, is that we don't even work at getting things in place for our projects and then here it is – another year has passed.

If you have been saying for years, that you have wanted to start some sort of outreach for the families you serve or that you want to reach out to your community, 2011 is the year to get that done. Don't put that off any longer. With the economy like it is, people are thinking longer and harder about how they let go of their money. Even when it comes to funerals, I have heard that people are opting for only one day of visitation, choosing to keep things as simple as possible so they can keep their costs down. People have less and less discretionary money these days and in spite of what the economists are saying about the market, it is very slow.

That makes it important now more than ever that people walk away from your firm feeling like they got true value for every dollar spent. They have to feel that their emotional needs as well as their financial needs were met.

I know, I know, I can already hear you saying, "How can I do anything else? My money is tight too." Reaching out to people does not have to cost you an arm and a leg. You can do something as simple as send a letter to the families you serve after the funeral with a good general brochure on grief that explains what to expect as they travel the grief journey. Something like this can be done for under \$2.00 per family including the brochure, your postage and stationery. This says a lot about your concern for the well-being of those you serve. You might consider sending a card on the anniversary date of the funeral and that can be done for under \$3.00 depending upon the card you choose. People want to know that they are being thought of on a day that is forever etched in their hearts. It is a good way to say, we do care and we do remember and we continue to be with you in thought and service.

With regard to your community, you can be active in the Rotary, the Kiwanis and other civic groups. Take every opportunity to explain the value of the funeral, why you do what you do. If you are having trouble explaining this, there are brochures available that very accurately explain why the funeral is so necessary to our culture and our society. You can also take the opportunity to exhibit at health fairs and senior fairs in your community. Use as handouts a brochure like the one I just described or one on cremation options which explains the difference between cremation and burial. When you participate in these kinds of events you are not only educating your community but you are promoting your business and showing that you are invested in the community by supporting these kinds of events.

You can also use your website as a way to promote your business and let people know about the many options you provide so they can make more informed decisions when they need to. There are E-magazines that can be added to your site for only pennies per day over the term of a year. These magazines contain information about grief and coping, about engaging

in life again and in finding hope. You can then promote your website with all the churches, support groups, and schools in your community thereby, getting more visitors to your site and more exposure for your firm.

Now, I have given you several good and inexpensive things you can do in 2011. Don't procrastinate! Make some choices about what you want to do this year. Put target dates for starting each project and target dates for completing the project on your calendar. Delegate the responsibility to people in your firm and hold them accountable. You see, by delegating, you are helping your employees learn and you are giving them the opportunity to learn new things and to grow. You don't have to do it all yourself.

We are facing the beginning of a new year. Don't be sitting here next year and saying, "but, I was going to do that," or "I just don't know where my time went." End next year with a sense of satisfaction that you accomplished what you wanted and as you move into the next year, you will have a new slate, not one that is filled with the things you didn't do last year.

Good Luck and Happy New Year. If you need help or have questions about any of the ideas I discussed above or want to run an idea by me, please don't hesitate to contact me. I want you and I want funeral service to be successful. You can reach me through New Leaf Resources, 1-800-346-3087.

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

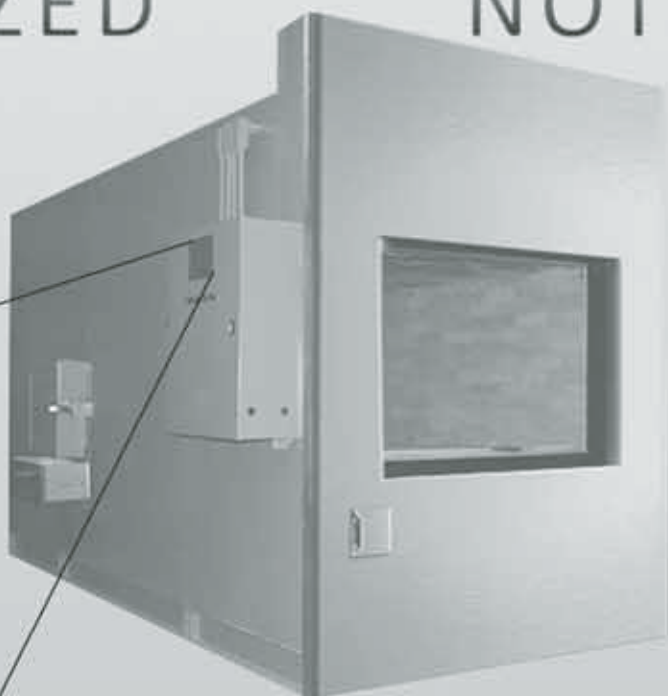


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Christmas in Iowa

By Todd Van Beck

The Van Becks have lived in Iowa since arriving from the Netherlands in 1870. I knew even as a small child that our family had been original pioneers in Southwestern Iowa, and it made me feel good to know that our roots were deeply planted in the rich soil of the Hawkeye State. If anyone visits the Oak Hill Cemetery in Hancock, you will see that over the last 139 years many Van Becks been buried in that little cemetery, right in the rich black soil of rural Iowa.

In 1975 our family was facing yet another death. My grandmother was dying. Nothing was working, and she just seemed to slip further and further from us. In the months prior, the family had held one meeting after another concerning my grandmother's condition, and it was unanimously decided that she would *not* end up in a nursing home. Under no conditions would she end up with someone else taking care of her. She had taken care of us, now it was our turn to take care of her.

I guess our family is normal, because by Christmas of 1975 my grandmother was in a nursing home. So much for family conferences, convictions and promises.

The phone rang about five days before Christmas and the announcement was made that my grandmother was slipping fast and the medical people had sounded the alarm that summoned everybody to make the trip home. Now freeze this frame for a moment.

Let's travel back to 1960. In 1960 my grandmother was a dynamo, even at 69 years old. She never sat down, even when she was eating, because she was too busy making sure everybody else had enough food to eat. She was an outstanding cook, outstanding seamstress, and outstanding gardener, and to top it off she was a Registered Nurse (graduated in 1909). But first and foremost she was my grandmother,



Todd Van Beck

and I always knew I was her favorite – she told me this fact way too many times to count.

In 1960 a television station out of Omaha had a program on Saturday nights called "Monster, Chiller, Horror Theater." Besides "Superman" and "The Three Stooges," it was my favorite TV program to watch. It scared the hell out of me and I loved it. Nothing was better in my kid world than to watch Lon Chaney, Jr.

turn into the Wolfman, or watch Boris Karloff chase some half naked woman through a forest and swamp, or Bela Lugosi fly around drinking the blood from (again) some half naked woman in a dungeon in a spooky castle in Transylvania. It was great stuff! My father forbade me to watch the show, I was always sent to bed – when I was at home.

One Saturday afternoon, however, the clouds concerning this scary program broke and the sun radiated through my father's stubbornness and his total disinterest in my getting scared to death. What happened was simple: my grandmother asked me to spend the weekend at her house. She lived seven miles away. Hallelujah! Reprived at last! I am free! So off to my grandmother's house I went, a full six hours before "Monster, Chiller, Horror Theater."

That evening we ate dinner, I had two pieces of apple pie, she fussed on me, doted on me, and basically made me feel like the king of the castle.

After I had helped her wash the dishes while we both sang old time songs we went into the living room to watch Saturday evening television. "Lawrence Welk" started off the evening. Then I asked if we could watch "Gunsmoke." Grandma's response was "Sure." I saw my opening. If she would say yes to "Gunsmoke" there might just be a chance she would say yes to...

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Social Networking: Should your funeral home use it?

By Rodney C. Wakeman, CFSP

Social Networking is the hot topic today. I wanted to offer a perspective on the matter, from a family owned and operated funeral establishment that effectively utilizes the medium to reach out to families. Rodney C. Wakeman, CFSP of the Wakeman Funeral Home was kind enough to offer his insights in this month's column. I know you will enjoy what he has to share. I encourage you to contact him.

All business owners look for new, productive ways to engage established and potential clients. Many firms have advertised in the traditional static print medium (one that does not change) of newspapers, phone books, on calendars, pens and more. Others have ventured out into the broadcast medium of radio or television. A tool many businesses have used for years for self advertising and to make their firm appear "progressive" to consumers is a website. While it is still necessary for funeral homes to have a web presence, it is even more necessary today to have the right kind of web presence.

The typical website today is static and no longer qualifies as progressive technology; that's so "20th century". The face of the newest technology in web design is the dynamic website. It allows web pages to be generated and updated in real-time and provides visitors a unique ability to communicate directly on the website. It is already

the expected standard with many web users.

Unfortunately, the mere act of adding a new name to your funeral home's obituary page does not make the site dynamic.

To help give you a clearer understanding of the differences of these two platforms, how many of us funeral directors have had visitors arrive at the funeral home to attend a service that already took place? Just because the visitor showed up at the funeral home, it does not guarantee they will be attending the funeral. Just because you have a website does not guarantee it will be generating traffic, especially if it does not provide you with tools to advertise your site or visitors technology to interact with it in ways that encourages them to remain on it once they are there.

The social networking sites of Facebook and Twitter are examples of dynamic web design. As new information is published by a user on these sites, their "friends" (people who want to receive their information) can immediately view it in real time. Users can even send and receive information via their cell phones. In many communities today, the printed daily paper has either cut back to just a few days per week or has been eliminated altogether. To help fill this obituary notification void, we use the power of social networking sites to subsidize the reach of the obituary notice and drive traffic to our funeral home site where visitors can view the complete service details, as opposed to the unthinkable—sending visitors to a third-party obituary website.

Social networking sites are not meant to replace your firm's website. Instead, it is well-suited to enhance the delivery of your messages. Since these sites are viral in nature, where news and information can freely spread among users, it makes them an excellent medium for your public relations endeavors. During a recent major interior makeover of our facility, I took photos throughout the project and posted them on our Facebook page. This enabled our Facebook "friends" to see the changes and follow its progress. Many users who saw the photos also left us comments of the changes, providing us with immediate quantitative analysis, further legitimizing the investment we made. This is merely one example. The usefulness of social networking sites is limited only to your ability to explore new ideas.

The popularity of social networking sites is through the roof. That, and the fact they are free are driving forces for

why we use them. It only makes sense to go where the consumers are.

With the right information and plan of action, your funeral home can see real and immediate results while being considered a progressive firm in the 21st century.

Rodney is co-owner and director of Wakeman Funeral Home in Saginaw, MI. He and his brother, Brian, represent the second generation of Wakeman's in the family business, and are the fourth generation overall. The business will be celebrating its 100th Anniversary in 2011. Rodney is a 1988 graduate of Wayne State University School of Mortuary Science. Since 2005, he has served on the Board of Directors of the Michigan Funeral Directors Association as District Director. He is a past member of the association's Public Relations, Legislative and Disaster Committees, and serves on the Michigan Mortuary Response Team. He is a Certified Funeral Service Practitioner and is a life member of the Academy of Professional Funeral Service Practice. When two area newspapers cut their printing schedule in 2009, Rodney worked with a local television station to have funeral notices posted on air. The program has now expanded to markets around the country. In 2001, the firm launched the area's first funeral home website, and was the first website of its kind in the area to post obituaries and allow visitors to send condolence messages to the family. Today, with a completely new web design, the firm provides their client families with Facebook-like communication directly from the deceased's memorial webpage, and access to Tribute Videos and groundbreaking Funeral Webcasting. To contact Rodney visit: www.WakemanFuneralHome.com; www.Facebook.com/wakemanfuneralhome or www.Twitter.com/wakemanfh.

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

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

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

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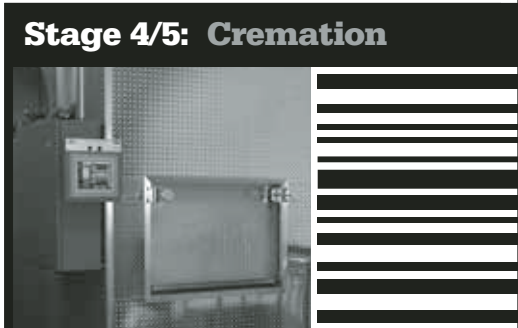
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EASTLAKE, OH— Once the proper authorities have removed the body, the family members, property owners and managers are left to clean up the mess. **Biosafe Decon** does just that: cleans up the mess and provides peace of mind through a tragic situation. Biosafe

Decon is a family oriented business providing services across Northeastern Ohio and surrounding areas. Their goal is providing first-class service to customers in their time of need. **Brian Stone**, president and founder, has had many years of experience and

training with bio-hazard and decontamination removal. He leads a company that is considerate, discreet, professional and responsive. Biosafe Decon is sensitive to traumatic situations and events and strives to minimize emotional stress as well as exposure to potential health hazards.

Cleaning a mess caused from a crime and/or trauma can be a pain staking process. Fragments can be embedded in the walls and ceiling, fluid splatter and pooling can soak into every crease. Blood and body fluids have airborne particulates, that, if infected, can cause sometimes serious health complications. Body fluids, mildew and mold can all pose serious health issues and numerous diseases in the aftermath of a crime and/or trauma. All body fluids and mold are considered biohazard material and must be treated as hazardous material. PPE (Personal Protective Equipment) is required by OSHA to help prevent infection. Biosafe Decon follows protocol and guidelines including OSHA Blood borne Pathogens Standards, and other OSHA Standards for the crime and trauma cleaning industry.

All remaining signs of trauma will be removed and treated as infectious waste. Waste will be decontaminated and discarded in biohazard containment. Understanding the hazards, PPE is used. Each situation is different and proper disinfectants and neutralizers will be used in decontamination.

Biosafe Decon provides the following services: H1N1 virus disinfectant, crime scene, trauma scene, suicide, industrial accident, death scene, railroad accident, luminol and fingerprint dust removal, automobile scene, hotel/motel, hoarding, fecal matter, and mildew/mold removal. Biosafe Decon is insured, bonded and certified in Crime and Trauma Scene Decontamination, Hazard Communication, Respiratory Protection, Bloodborne Pathogens, PPE, Awareness-Level Lock Out/Tag Out, Awareness Level Confined Spaces, Fall Protection, Ohio EPA, and OSHA.

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Changing Lives Through Laughter

By Nancy Weil

Memorable Customer Service

Recently I went to an upscale department store to special order a pair of rain boots that my daughter just "had to have." I spoke to a wonderful woman on the phone to confirm that they carried that style and could order them for me. She set aside a pair in the wrong size so that I could see them first. She also cautioned me that there was a sale that would end that evening. So in the pouring rain after work I made my way over to the mall. In the department I finally found someone to help me retrieve the boots that were on hold for me. She threw them at me and walked away. Patiently I waited at the register to place my special order for the correct size. The woman asked me who had helped me. I replied that tossing me a box and walking away hardly qualified as being helpful. She then said something that shocked me. "I need to know who it was as I don't want to get in a fistfight in the back room after work for stealing someone's sale." Amazed, I answered that she should give credit to the woman who spoke to me on the phone that afternoon. Sale complete, I drove home pondering what had just happened.

Since some of you reading this have a commissioned sales staff, you need to pay attention. In a commission based environment, improper training can lead to a fracturing of staff and encourage an attitude of "me, me, me." A commissioned sales approach may not lead to teamwork; instead it can become a competitive environment where the customer's needs are not first, the sale

is. Money then becomes the goal. This is not to say that there cannot be successful commissioned sales programs, there are and the best ones result in satisfied customers and staff. It became obvious to me that this department store's program had even more issues, when I found out that we could have ordered the boots in NYC, where we first saw them, but the salesperson could not be bothered, as the price was not high enough to warrant her taking the time to help us.

Our business is built upon compassionate outreach, educating our clients about their options and helping them make the right decision for their needs and the needs of their family. When we put price ahead of these goals, we may dilute the message or alter it to fit our paycheck. Your staff must work together to assist the client. If a salesperson is not in the office, another qualified salesperson must be empowered to complete the sale without fear of getting "beat up" in the back room.

I spoke with a commissioned pre-need sales person and he gave the following advice:

1. Have the sales staff meet and discuss how to best set up the sales program.
2. Create clear ground rules.
3. Be sure that each staff member fills out lead cards so that everyone knows who they have spoken to.
4. Be willing and able to help one another with a sale — an "I'll cover you, if you cover me" approach.
5. Trust one another — this is essential for the program to work properly.

This approach works in his company. In a business that I owned, we paid our staff a salary and then gave a monthly and quarterly bonus based upon sales that were shared evenly among the staff. They rarely missed their goal, even as the amount required rose. They worked together to bring customers in the door, spent time with each person to assess their needs and sell them the products they desired. Our staff worked together in selecting the inventory and they believed in what they sold. It created a win/win/win for our business. Our staff made money partially based upon their collective effort, our customers were taken care of and we made a profit each month, a great formula that worked for our business.

Now it is your turn to determine what will work for

your company. Take some time this month to review your pay structure for your staff. If you are one of the commissioned sales people reading this, assess how you are paid and if there is a better way to insure that you receive a fair compensation for your work that still allows for teamwork amongst the staff and assures extraordinary customer experience.

By the way, I called the district manager and told her of my experience in her stores. This was not the first time I had a problem there and, based upon my latest interaction, the staff discontent was alarming. She thanked me for alerting her to the issue and apologized for the poor performance of her staff. I doubt that the situation will improve unless they revamp their policies; for it is failed policies, not people that created the situation. If nothing else, it was certainly a memorable experience and one I will tell again and again in my corporate presentations. Unfortunately for that store, it is not for the reasons they would desire. Make sure when your clients talk about your company, it is to sing your praises, not state your failings.

Note: I'd love to hear your outrageous (both good and bad) customer service stories. Send them along to me at: nancyw@mountcalvarycemetery.com.

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

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

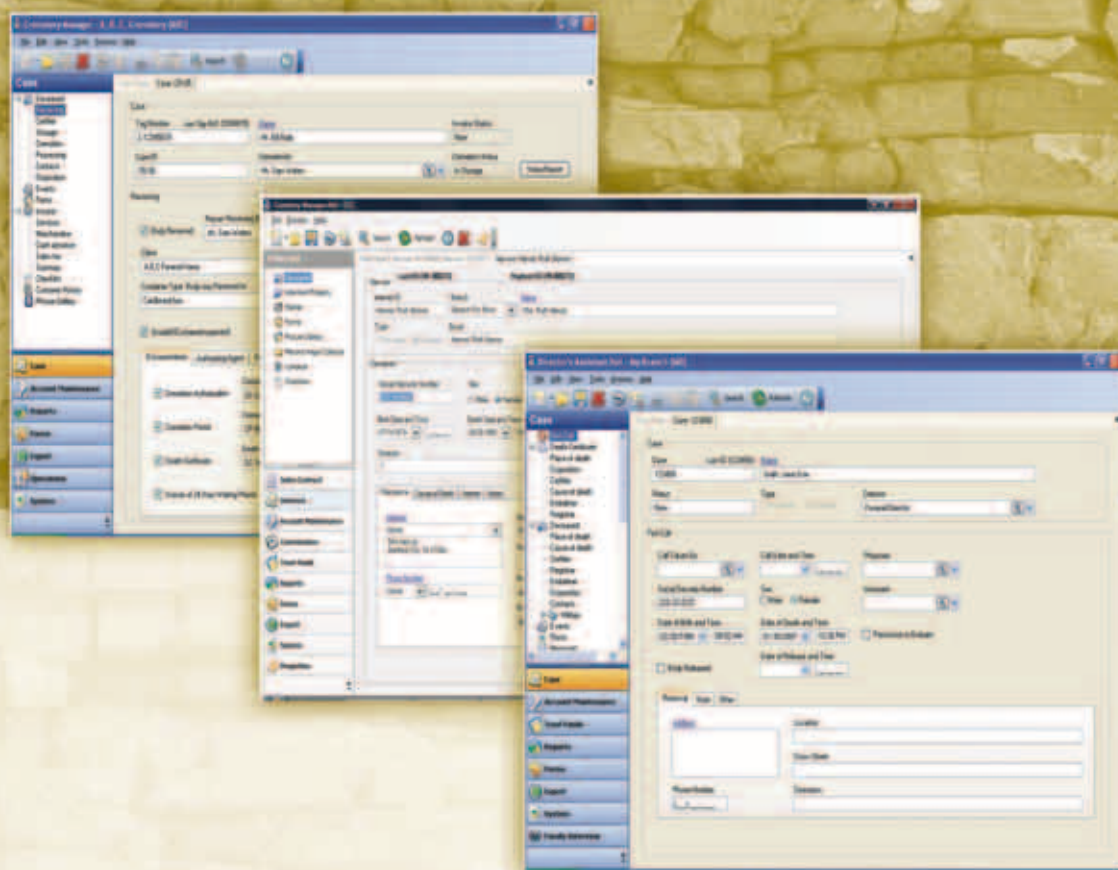
You can contact Nancy at nancyw@mountcalvarycemetery.com or visit her website at www.thelaughacademy.com.

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New Unclaimed Veterans' Cremains Law to take Effect; Brings together 400 NYS Funeral Directors



Bill Schaaf, Patriot Guard Riders / Veteran Recovery Program pictured center at an interment ceremony for unclaimed veterans earlier this year at the B.H. Solomon National Cemetery in Schuylerville, NY.

ALBANY, NY— The **New York State Funeral Directors Association** (NYSFDA) briefed more than 400 funeral directors from throughout the state recently regarding the details of a new law which allows for the interment of veterans' unclaimed cremains. The law, which went into effect on November 11, 2010—Veterans' Day—provides the flexibility and liability protections necessary for funeral directors and veterans' organizations alike to carry out this noble endeavor.

NYSFDA worked in partnership with the NYS Veteran Recovery Program / Patriot

Guard Riders to successfully shepherd the bill through the State Legislature and into law.

The training was conducted by NYSFDA Deputy Executive Director, **Randy L. McCullough**, CAE, and **Bill Schaaf**, Assistant State Coordinator—Patriot Guard Riders/Veteran Recovery Program via teleconference.

According to **Bonnie L. McCullough**, CAE, Executive Director of NYSFDA: "Leaders of the NYS Veteran Recovery Program / Patriot Guard Riders approached us in early 2010 to express

CONTINUED ON PAGE A29



Legal Speak

By Atty. Harvey I. Lapin

Does Signing a Cremation Authorization Form Obligate You to Pay for the Services?

A client recently called me asking advice about a call they received from a lawyer whose client had arranged for cremation services for a parent. The lawyer requested my client to subrogate its rights to collect the amounts paid for the services from the other siblings that signed the Cremation Authorization Form as required by state law. The lawyer's client was the only child in the area and she had arranged for the services and signed the contract with the funeral home apparently expecting that her brothers and sisters would either pay their share or reimburse her. Evidently, some or all of the other siblings did not meet their obligations.

This situation raised several issues. First, does the signing of a Cremation Authorization Form obligate the signer to pay for the funeral and other services provided by the industry member? Second, can the industry member sign a document subrogating its rights to collect from the various parties that signed a Cremation Authorization Form? Third does the industry member have any obligation to inform the signing party that if they are expecting reimbursement from the other parties they should have them

sign a document confirming the obligation? Fourth, does the party who paid have the right to request payment from the estate of the deceased?

The signing of a Cremation Authorization Form normally would not obligate the signing party to pay for the cremation and any related services. Of course, it is possible that a particular state law might make a party consenting to particular services liable for the payment for those services. Industry members should therefore check their own state laws. A Cremation Authorization Form could contain a provision that obligated the signing party to pay. If a form did contain a provision of that type, it should, in the author's opinion, be highlighted and that obligation should be explained to the signing party. It is also probable that the consent party may refuse to sign the form and then a problem could result because there might not be a sufficient number of consenting parties.

The issue of whether an industry member could subrogate its collection rights against other parties to a person that paid the full bill is a state law question. Accordingly, industry members will have to check their own state laws on this issue. However, it should be noted that the industry member may not have any rights to collect from anyone who did not legally obligate himself or herself to pay.

The author is not aware of any legal obligation requiring an industry member to notify a party paying a bill that it would be necessary to have other parties that may be morally obligated to actually confirm that obligation in writing. Providing this notice, of course, would be an appropriate act and probably greatly appreciated by the paying party. In addition, it would be helpful to inform that party they probably will have the right to make a claim for reimbursement from the estate of the deceased.

The laws in most states provide that the estate of a deceased has an obligation to pay for the costs of funeral and related expenses. There are requirements and exceptions that may apply. It also is possible that an industry member will have the ability under state law to make a claim and usually there is a priority. Each in-

dustry member should be familiar with his or her own state legal requirements.

Special Announcement: Future Issues of the Cemetery & Funeral Business and Legal Guide will only be available to new subscribers in an electronic PDF version beginning January 1, 2011. The normal Subscription price will be \$99.00 per year. The Guide is offering a special price to Funeral Home & Cemetery News Subscribers who wish to subscribe for the year 2011. Please send a check in the amount of \$75.00 payable to CB Legal Publishing Corporation along with the name of the subscribing individual and the email address to be used to CB Legal Publishing Corporation, PO Box 1327, Northbrook, Illinois 60065-1327. If you have any question contact Cheryl Lapin at (847) 509-0501 or email her at Cherbridge@sbcglobal.net.

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

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

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

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

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

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Muneerah Warner becomes Philadelphia Funeral Business Examiner

PHILADELPHIA, PA— After over 14 years in the funeral industry **Muneerah Warner** has been accepted as an expert in the funeral service industry for the *National Examiner*. Examiner.com is the insider source for everything local. Examiner.com is powered by the largest pool of knowledgeable and passionate contributors in the world. Examiners provide unique and original content to enhance life in your local city.

Muneerah has been accepted as the Philadelphia Funeral Business Examiner because of her extended experience in the funeral service industry and knowl-



Muneerah Warner

edge and understanding of what families in the city of Philadelphia really need. Muneerah's content will include topics such as: why families are choosing cremation, funeral budgets and expenses, funeral and cemetery news, non-traditional funeral services, insider news and information, advice, reports and constant updates on breaking death news in the city of Philadelphia and around the world. Muneerah hopes to

educate, enlighten and entertain funeral professionals and families alike with her examiner content.

Muneerah Warner is a first generation funeral director and owner of the **Warner Funeral Home** in Philadelphia. Muneerah is a life insurance agent and authorized headstone dealer with **Keystone Memorial Headstone Company**. She is also the founder and CEO of **Eternal Enterprises, Inc.** Eternal Enterprises, Inc. is the parent company of *Funerals Today Magazine*, *The Helping Hurting Hearts Network* and *Funeral Divas Social Group*. She is a member of the *National Press Corporation* in Washington, DC, the *Association of Women Funeral Professionals* and a graduate of *Pittsburgh Institute of Mortuary Science*.

You can subscribe to Muneerah Warner's Philadelphia Funeral Business Examiner articles at Examiner.com or email her at FuneralQueen@EternalEnterprisesInc.com.

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By Steven Palmer

Observations

Regulating Ethics

"Values determine what is right and what is wrong, and doing what is right or wrong is what we mean by ethics."
—National Defense University: Strategic Leadership and Decision Making

A couple searching for a grave in Bisbee, Arizona's Memorial Gardens Cemetery came across a sight they did not quite believe and certainly did not understand. The couple discovered cremated human remains, unprocessed and in recognizable form. Partial skulls and recognizable long bones mixed with an occasional metal bone plate. There were not a few, but a sizeable area of these cremated, but not processed remains. Police were called and local news crews followed and cemetery owners Paul and Virginia Parker had some explaining to do. Bisbee, Arizona is about 90 miles southeast of Tucson in Cochise County, population less than 6,000. Paul Parker operates San Pedro Funeral Home and USA Parker Crematory in St. David and Memorial Gardens Cemetery. Parker had a contract with a bioresearch firm to cremate the residue after dissection of those who donated their remains. The families of those donated to the bioresearch firm who chose scattering of the remnants found out these cremated remains were placed in plain sight. The questions and doubt begin as to who these remains are and are they just those who donated

their bodies? These are troubling questions that can never be answered forensically. The disturbing discovery of these skeletal remains would lead one to believe there are laws against such procedures. The Bisbee Police found no laws broken and turned the matter over to the Arizona State Board of Funeral Directors and Embalmers. Parker had proper cremation authorizations for each donated decedent. He had proper scattering authorizations for those he chose to place in this area of visible cremated remains. The only violations that could be applied would be violations of prevalent accepted practices (a reasonable person would not accept this as a decent form of disposition) and possible unsecured cremated remains. As much as any respectable funeral home wishes to distance themselves from this practice of disposition and as much as the State Board of Funeral Directors and Embalmers wishes to end this disregard of the dignity of decedent disposition, you need a law or regulation to enforce. In Parker's case, he slipped through most punishable laws. Paul Parker has cooperated with the State Board in their investigation. Parker has admitted poor judgment in his handling of these remains. As hard as it is to understand, especially to other funeral service practitioners (funeral directors, cemeterians and cremationists), it seems he didn't have a clue that this would be perceived as improper and disrespectful. What corrective steps need to be in place to insure this type of disregard of the dignity of deceased donors will not happen again? Arizona has always considered the final place of disposition for those who are cremated as the crematory. More explicit instruction and language in disposition of cremated remains would help. It is a sad commentary that we must regulate these types of scenarios, but we can see from this blatant example that lack of directives leads to flagrant abuses of public decency.

The Arizona Funeral Cemetery Crematory Association, with the permission of Paul Parker and Memorial Gardens Cemetery, has donated manpower to establish a proper scattering area in the cemetery where recovered cremated remains will be placed.

Those involved in final care must be sure that we examine these ethical issues and examine the possible consequences. Explicit policies are needed both on the regulatory end and on the providers end to address these issues. Small businesses should put themselves in the place of Paul Parker and ask "in all that we do, would a similar disgrace occur?" Large businesses must relate to every level of employee that value, ethics and integrity are the operating fundamentals of our business. Financial success, when these principles are not followed, can be ruined instantly when ethics are not being utilized.

Public trust and integrity have been the hallmark of funeral service. The failure of a few destroys our years of good work. It is incumbent on all of us to be sure that we are held to the highest of standards.

If not, we are not worthy of public trust and the integrity that have been the trademark of funeral service.

"Good people do not need laws to tell them to act responsibly, while bad people will find a way around the laws."
—Plato

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

Russo Hillside Chapels to open in Spring

By Jim Distasio



Groundbreaking of Russo's Hillside Chapel



Joseph Russo, along with his wife Josephine and daughter Giuliana Bella.



Joseph A. Russo

HILLSIDE, IL— Outside Chicago, in nearby Hillside, a friendly-family orientated village, a three-acre parcel of land on Roosevelt Road is about to be transformed into a landmark monumental funeral home a decade in the making.

Independent funeral director **Joseph A. Russo**, a 22-year industry veteran, along with his wife **Josephine** and daughter **Giuliana Bella** has recently fulfilled a lifelong dream and broken ground to build his first funeral home, a massive 19,000-square-foot, amenity-packed facility he proudly refers to as "the Taj Mahal of funeral homes." Russo's vision is "The best way to see the future is to create it."

"It is already being called an architectural masterpiece by some and will clearly be something the community has never seen before in a funeral home," Russo says.

Abandoning the traditional living room ambiance of "mom and pop" funeral homes in favor of an upscale hotel atmosphere, Russo was inspired by the airy grandeur of Piazza San Marco in Venice, Italy, as well as the palatial opulence of Caesar's Palace and the Venetian hotels in Las Vegas.

"I've been in the funeral trade industry my entire career, which has allowed me to work in numerous funeral homes throughout a five county radius," he says. "I've seen a lot of concepts that worked well in the funeral industry and many that have not. I've incorporated those ideas with my own ideas and concepts to create a funeral home of the future."

Although the idea to open his own place has been gestating for close to 10 years, the push didn't begin in ear-

CONTINUED ON PAGE A31

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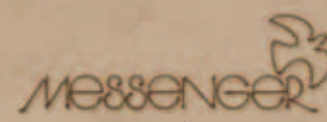
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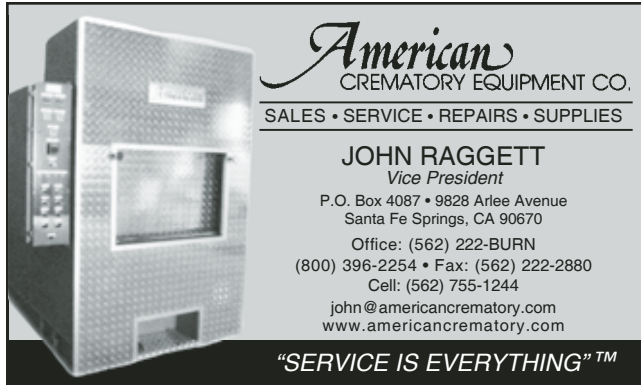
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"SERVICE IS EVERYTHING"™

Veterans & Family Memorial Care gets Website Makeover, now VeteransHonored.com

SANIBEL, FL—In order to better articulate its brand promise, **Mark Davis**, founder and CEO of **Veterans & Family Memorial Care** a division of **ValMark Memorial Group** announced a bold transformation of the VFMC website

which includes a website address change. The new website address is **VeteransHonored.com**. "The old URL, **VeteransFuneralHomes.com** will always continue to point to the VFMC website," said Mark. "But we feel that this



new domain name better represents the direction the company is moving in. There will be a number of value added features to the VFMC website in the coming weeks and we are excited about the new look and feel of the site."

At honoring veterans and active duty military no one does it better than the nearly 1000 certified Veterans & Family Memorial Care Providers in 49 states nationwide. The VFMC network of family owned and operated funeral homes have deep roots in their communities and work closely with all veteran's service organizations. They are committed to offering the highest level of service and quality affordable merchandise. The U.S. Department of Veterans Affairs does an excellent job providing veterans burial benefits if you use a VA National Cemetery for burial. However, the VA does not provide or pay for funeral or cremation arrangements, transportation or military honors all of which can be arranged through local Certified Veterans & Family Memorial Care Providers.

Throughout the year many Exclusive VFMC Providers participate in VFMC's signature community outreach programs and serve as a catalyst for citizens to honor and support our nation's heroes which include both veterans and active duty military. These initiatives include: Xmas Stockings for Soldiers, Operation Sweaters for Veterans and Operation Valentine. In addition VFMC is a national sponsor and strategic partner of non-profits

Cell Phones for Soldiers and Wreaths Across America.

Veterans & Family Memorial Care Providers are acutely aware that you never get a second opportunity to honor the life of a loved one. VFMC selects only family owned and operated funeral homes with experience caring for families from all walks of life. They choose them because they are leaders in their profession and are committed to providing dedicated, caring service while upholding the highest level of ethical business standards. They believe in the bond of trust created between neighbors serving neighbors.

"Our growth and market saturation throughout the past several years has been nothing short of spectacular," said Mark Davis. "Our ability to develop and produce all of the marketing tools and materials necessary for our Providers to work the programs has been the cornerstone of our success." Included in the materials are the VFMC "Proudly Serving Those Who Have Proudly Served" brochures, membership certificates, frameable identification posters, window clings, press releases, newspaper ads, flyers, inserts and radio commercials.

There are still many exclusive territories available throughout the U.S. For more information on becoming a certified Veterans & Family Memorial Care Provider visit: VeteransHonored.com or call toll free (866) 770-6791.



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OSHA Compliance

By Gary Finch

Trickle Down OSHA: Coming Soon to a Workplace Near You

Pursuant to the 2008 election, I penned a few articles that foretold increased regulations at OSHA and other federal agencies. To date, my projections are only half right. None of the proposed safety and environmental regulations made it through The House. On the other hand, Labor Secretary Solis has given a green light for OSHA to aggressively enforce existing regulations. They seem to be doing this with attitude. Let's examine both sides.

Stalled legislation of safety regulations: Whether it is a proven axiom or not, there is a widely held belief in Congress that regulations and compliance costs jobs. There is a little to gain and a lot to lose by voting for increased regulations. I expected the proposals to pass with a Democratic majority in Congress. To my surprise, Democrats turned out to be as out of favor with them as Republicans were.

Increased enforcement of existing regulations: OSHA has been on the warpath. Egregious violations are being issued at over twice the rate as the Bush administration issued them. Fines are beyond just punitive.

- BP will pay \$50.6 million for a 2005 refinery explosion in Texas City.
- Multiple contractors will argue over a \$16.6 million fine for a natural gas explosion in Connecticut.
- A firing range will pay \$2+ million for lead exposure on the firing range.
- A Wisconsin farmer owned cooperative will pay \$721,000 for a near fatality. After that finding, two other Wisconsin cooperatives received \$374,500 for "Willful Violations". The two cooperatives did not have an accident.

The companies are above our level in terms of the size of their workplace and in the risks that their employees face. However, these large fines are enough to significantly increase OSHA's average fine per violation. In that manner, it trickles down to smaller employers like funeral homes and cemeteries. The way it washes out, the higher the average penalty is, the higher the assessment for small business fines.

I will revise my prediction for new regulations. Congress will not pass them. Yet, this administration has found a way to bypass Congress. They did it at the EPA by outlawing carbon emissions at the agency level. This is bureaucracy run amuck. I remain almost certain that the EPA will impose a new formaldehyde threshold. I do not have a feel for what affected employers will have to do as a result of it.

Labor Secretary Solis is not running for office. She certainly does not subscribe to the premise that increased regulations means fewer jobs for American workers. If she gets even half of what she is seeking, we may all go into lay-off mode.

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

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

Hairston Funeral Home purchases new Hearse and Limousine



MARTINSVILLE, VA— **Kerry Smith** and **Lewis Martin** of the **Hairston Funeral Home**, Martinsville, take delivery of their 2011 Federal Coach Rectangular Window Cadillac Hearse and two Raised Roof Six Door Limousines. Delivery was made by **Bill McKeithan** of **Crain Sales**, Mt. Gilead, NC and Woodstock, GA.

Employee Engagement Leadership: Helping Employees Think Better

By Gregory L. Ferris, Ed D.

If you want to build a ship, don't drum up the people to go to the forest to gather wood, saw it and nail planks together. Instead teach them the desire for the sea.

We have all had our share of good reads in leadership and a taste of the best, as well as many "could have been better" approaches to leadership development. However, I am not convinced that in those mentioned resources and developmental actions was there much to say about the thinking habits of employees. That is, learning how to help employees think better at work and leaders observing the results of those actions.



Gregory L. Ferris

Some recent discoveries about the brain indicate that technology is largely ineffective at helping others think, give advice or solve work-related problems. To be sure, it is time to give up guessing what peoples' brains need and, instead, to help them think for themselves. Even defining solutions rather than problems

helps people find new habits and behaviors.

The leaders of today and tomorrow need to have a far greater awareness and understanding of how to maximize employee thinking in the workplace. More importantly, leaders should care about employee thinking, not only for competitive implications but also for higher levels of employee engagement and performance.

The art of employee leadership engagement is in understanding that people need to have their own insights. Or, as I heard recently from a leader, allow wisdom discovery to surface. Stimulating the thinking power and patterns of employees increasingly generates higher levels of motivation and performance.

What I often hear from leaders is, I am not sure I understand how to fill an empty vessel. My response, the vessel is already full, find out what's in it. Then I engage in an open dialogue with the leader centered on probing questions, such as:

- How do you let employees think through their own workplace decisions rather than just tell them what to do?
- How do you keep employees focused on generating and implementing solutions?
- How do you stretch and challenge employees to think?
- How do you keep employees focused on proactive insights?
- How do you make it easier for employees to think by using clear and concise processes?

Initially, the responses vary and are even somewhat negative in tone, but then a gradual openness by the leader begins to identify gaps. The bottom line is that many leaders would rather tell. However, I have had numerous leaders ask how they might begin thinking through ways to further engage the minds of their employees. The following are examples of key open-

North Mankato Mortuary Northview Opens



Owners Gayla and Kevin Satre with their children, staff and friends at the recent ribbon-cutting.

NORTH MANKATO, MN— North Mankato Mortuary Northview recently held a ribbon-cutting ceremony on their new 17,007 square foot funeral home. The new funeral home allowed them to expand their business. Nearly 800 people attended the four hour Open House to tour the new funeral home and enjoy refreshments. Funeral home suppliers were there to assist them in explaining the different functions of the funeral home.

The new funeral home is a modified two story, has a dividable chapel with seating for 250 people, community room with seating for 150, a 1,660 square foot lobby, viewing room, two offices, two arrangement rooms, merchandising room, two drive-under canopies, a four-stall garage, crematory and 125 parking stalls.

Design and construction was completed by **Keystone Funeral Home Design Build**. Additional pictures can be seen at www.keystonedb.com.

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CONTINUED ON PAGE A19

Starks & Menchinger Funeral Home goes outside the norm in Funeral Service

ST. JOSEPH, MI— Starks Funeral Home, located in St. Joseph, recently had the opportunity to create a unique memorial service for a local musician who died on 10/10/10.

David Maki a local favorite musician was being honored in the way he lived, entertaining late into the night, on Saturday, October 16, 2010 beginning at 8pm. Dave lived life to his own beat. In honoring a favorite local musician Starks Funeral Home became a nightclub for one evening, with ten bands performing their favorite songs in honor of one of their own.



Starks Funeral Home changed the appearance of their main chapel by renting round tables with white tablecloths, placing candles throughout, adding bowls of chips and pretzels and having an area for refreshments. Since it was a nightclub, they had a \$1.00 cover charge with proceeds to the humane society. They also had a 4' x 10' vinyl banner made announcing "The Dave Maki Musical Tribute." The bands used the same sound system, lighting, drums, keyboard and bongos to simplify the changeover.

Owner Ron Starks stated that he is unaware of anything similar being done, "But for one night, you could not honor Dave Maki or his family in any other fashion. We will go outside the norm in funeral service, if it is beneficial for our families. Once we shared the idea with Dave Maki's wife, Lee, she went home and discussed it with her husband before he passed. They went from having no service to a very personalized service that touched the community. While still living, Dave and Lee created the core of the musical tribute together. We hoped for Lee's sake, the place would rock. And it did, it rocked all night to 500 fans."

"Since the memorial tribute, we've had many people tell us that they have changed their direct cremation mindset, and now plan to have some kind of service with creativity involved," added Starks.



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JW Call & Son takes delivery of new Eagle Lincoln Coach

PIKEVILLE, KY— Gary Broenneke of Jones Coach Sales congratulates Gary Justice of JW Call & Son Funeral Home, Pikeville, on the delivery of their 2011 Eagle Lincoln Coach.



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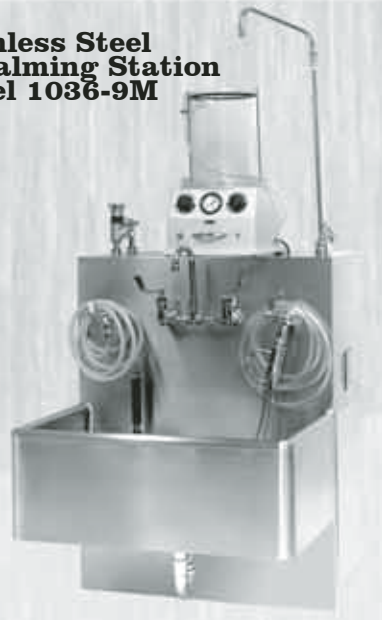
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Christmas in Iowa

Continued from Page A6

The ten o'clock news came on. At home this was my father's cue to start pushing me off to bed, but my grandmother just looked at me and asked if I would be interested in some popcorn. Popcorn in the middle of the night? Why sure, I'd love some. So off we went to the kitchen and started popping. While I was keeping watch over the popcorn project my grandmother went over to the refrigerator (she called it the ice-box) and pulled out a beer.

She went over to the cupboard and got out two, yes two,



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glasses. By now the popcorn was finished and it was just about time for my scary movie to begin.

Very nonchalantly and with great diplomacy I asked my grandmother if we could watch "Monster Chiller Horror Theater." She said yes without batting an eye. I determined right then and there that my life plan was to change considerably. From now on my purpose and mission in life would be to finagle as many weekend invitations to bunk out at my Grandmother's as possible. My life had new meaning.

She poured herself a glass of beer and poured the rest of the bottle into a small shot glass for me. With popcorn in hand she and I went into the living room to get the B'Jesus scared out of us - or me anyway.

Amy Stittsworth
Funeral Service and
Cremation Directors
Now Open

EDIN,OK— After much anticipation, **Amy Stittsworth Funeral Service and Cremation Directors** at 2420 N. Washington Street in Enid, Oklahoma opened for business in September. Located in the northern part of the state, the funeral home is ideally positioned to serve families in the five-state area of Oklahoma, Kansas, Missouri, Arkansas, and Texas.

Amy Stittsworth Funeral Service and Cremation Directors is owned by the husband and wife team of **Bill and Amy Stittsworth Jr.** Bill is a second generation funeral director with 20 years of service to the families of Enid. A graduate of *Dallas Institute of Funeral Service*, he formerly worked for **Brown-Cummings Funeral Home**. The Stittsworths are very excited about owning their own business and say the community's response to their opening has been overwhelming.

The firm offers offer a full range of traditional, grave-side, green burial, celebration of life, and cremation services. Associates can help families with insurance assignments, and filing for tribal assistance, union benefits, and veterans' benefits. It honors all faiths and strives to personalize each service, hopefully turning a difficult time into a special memory. For more information, visit stittsworthfuneralservices.com.

There we sat, an old lady and a kid, watching a scary movie, eating popcorn and drinking beer and having the time of our lives in the middle the night - middle of the night for a kid that is.

My beer tasted horrible, but I felt so grown up that I knew I couldn't let on. Obviously, my grandmother did not think her beer tasted horrible, for in no time her glass was empty. I don't think I ever finished my beer - it may well have been the only beer I never finished.

In the middle of our clandestine activity my grandmother leaned over to me and whispered (there were only her and I in the room) "Now don't tell your Dad about this, will you?" I thought, *Tell my dad? Are you kidding?* But, I promised on all that a kid could hold holy that never a word would be said to my father about the movie, the beer or even the popcorn - it was our secret. To this day he does not know, I never told on her.

Let's pick the frame up. Now it is Christmastime 1975, fifteen years later, and I had arrived back home. At the nursing home my grandmother was flat on her back, eyes closed, saying nothing, not moving at all. She was small to begin with, could not speak, and her hair was a mess. However the nurses had made absolutely sure that she was clean and that she had no bed sores. One of the nurses told me in the hallway, "If it had not been for your Grandma's influence in my life I would never have mustered the courage to go to nursing school. She taught me how to be a practical nurse, way beyond the textbooks." I was so proud.

In mid evening I found myself sitting all alone with Grandma. My beloved friend, confidante, and Grandmother was dying right before my eyes and there seemed to be nothing I could do to help her. I just sat there, thinking.

Eventually the nurse who told me she had been an apprentice of Grandma's in the nursing profession came in. She talked to my Grandmother like nothing was wrong, like in the good old days. This nurse told my Grandmother about other patients and the trouble she was having with some of them, and once she even asked Grandma what she ought to do with a particularly grumpy patient down the hall. Grandma said nothing.

Finally the nurse looked at me and said she had to leave for a few minutes and why don't I continue talking to Grandma. I was totally uncomfortable. You want me to talk to my Grandma? Are you kidding? As the nurse left the room she shot me a stern look and said "You heard me Todd, talk to her. She loves you so much."

So I started talking to her, stumbling around not knowing what to say exactly. Then I talked about "Monster, Chiller, Horror Theater," and what a blast it was to make the popcorn and drink the beer with her and go to bed really late and that Dad never ever found out about it. She did not move.

Finally, I ran out of steam and was sitting there quietly, buried in my own thoughts. Out of nowhere, without any hesitation or stumbling, my grandmother, eyes still closed, said as clear as a bell, "I don't remember the beer."

I just sat in my chair stunned. The nurse came back and I told her what happened. She took my hand and said, "She heard everything you said, she loves you very much, she just can't talk, that's normal." Those were the last words my grandmother ever said to me, "I don't remember the beer."

It was cold as hell outside, snow was everywhere. I gathered my coat and walked out to the car. Another Christmas in Iowa, but not another one for my Grandmother; that one would be her last.

Today, every time the Yuletide season comes around this one profound memory is what I recall with the greatest frequency. The memory has nothing to do with toys, presents, parties, singing, laughing and being merry, it has everything to do with the real meaning of Christmas: love.

I have survived 33 Christmases in my Grandma's physical absence, but I know that she is not spiritually absent, and each time I feel that warm holiday glow I remember two human beings from years ago, one old, one terribly young, sitting together in a little house in a little place called Hancock, Iowa (population 250) making popcorn, laughing, telling stories, drinking a little beer while watching some crazed lunatic monster chasing people all over the place. On top of all that Dad never was the wiser. God, I would give a year's salary to have that moment just one more time.

Interesting, is it not, what a difference history and time makes on those seemingly routine and mundane life events of years gone by. Youth is truly wasted on the young and what pisses me off is that they are the very people that don't get it.

Two last thoughts. On June 27, 2009 I married a Registered Nurse, an honest to goodness licensed certified graduated formalized canonized Registered Nurse, and she is just as much of a dynamo as my sainted grandmother was. I can't keep up with her and she has indeed changed my life - all for the better. Lastly, to all my good buddies in this great profession, this old undertaker sincerely and truly wishes everyone a very Merry Christmas, Happy Hanukkah, and Happy New Year.

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

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

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Employee Engagement Leadership: Helping Employees Think Better

Continued from Page A15

ended questions the leader may use to stimulate the process of thinking and build a defined solution relationship:

- You say you are not sure about project expectations. What part of it would you like to talk about?
- Has this been on your mind frequently?
- Do you know how to take the next step and just need me as a sounding board, or are you really slammed?
- How might I best help you think this through?

Open-ended questions generate continuous probing questions, eventual self-discovery and ownership by the employee. The questions are the small steps needed to guide the employee to bigger thinking.

Employee engagement leadership is more than just motions. It's thinking about how you can engage the heads, hearts and hands of the employees in order to strengthen their commitment to deliver positive behavior and improved results.

During the decade following WWI, Americans were internally exposed to waves of social revolution. Long-lived values and beliefs were being challenged by a generation that returned from the war. One prime example of the wave of change surfaced during the Scopes Monkey Trial in 1925. The teaching of evolution in public schools was at issue. The star witness for the prosecution, a proclaimed expert and lifelong reader of the Bible, was defending a literal interpretation. When asked about certain events that clearly went against scientific knowledge, the witness responded with blind acceptance of the Word. When asked if he ever considered the scientific implications that result from a literal interpretation of the Bible, he answered, "I do not think about the things I do not think about." In response, the defendant's lawyer said, "But, do you ever think about the things you DO think about?"

The leader of today and those of tomorrow can ill afford NOT to think about the things they think about. Thinking about ways to engage employees' minds is essential in this age of dynamic global markets, constant change and external business threats.

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

Carriage Services announces Third Quarter Results

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced results for the third quarter ended September 30, 2010. **Melvin C. Payne**, Chief Executive Officer, stated, "We are pleased with the 7.9% revenue growth in the third quarter, both organically and from acquisitions. These results are consistent with our five year plan of annual revenue growth in the 6-7% range and reflect strong performance in a seasonally weaker period and challenging economic environment. While we remain highly selective with our acquisitions, we expect to close additional transactions over the next few quarters consistent with our long-term plan of acquiring an average of at least \$10 million of annualized revenue in each calendar year. We are also pleased with the strong growth in our Free Cash Flow, which increased for the first nine months of 2010 to \$11.5 million, or \$0.65 per share, an increase of \$3.6 million or 46% from the first nine months of 2009."

"While our earnings in the third quarter were negatively impacted by the transaction and integration costs of our recent acquisitions, as well as the substantially lower Field EBITDA Margins of our funeral acquisition portfolio relative to our same store portfo-

lio, we are confident that these businesses will soon be good contributors to both revenue and earnings. We are focused on achieving a 70% level of integration of our acquisition portfolio by year end and 90% by March 31, 2011, enabling us to finish 2010 with a strong fourth quarter and record full year 2010 earnings performance, and positioning us for another record performance in 2011."

"In early October we modified our Standards Operating Model to increase performance incentives for our Managing Partners and expand performance incentives to all full time employees. We believe these enhancements have energized our operating organization around the goal of generating stronger 2011 operating and financial performance compared to 2010. With the best operating leadership in our history across both our funeral and cemetery portfolios, we are now well positioned to deliver strong and sustainable operating and financial performance over the next five years, which will be increasingly boosted by the financial revenue contribution from our successful trust fund repositioning strategy."

More information and a copy of the complete report are available at www.carriage-services.com.



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

—Cheryl A. Smith of E. Merrill Smith Funeral Home

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

—Bill Hindman, Hindman Funeral Homes

Nearly 1000 family owned funeral homes in 49 states are driving traffic thru their front doors and creating new opportunities by participating in VFMC's Signature PR Campaigns and Strategic Marketing Partnerships. They have become the catalyst for their communities to show their support and honor veterans and active duty military.

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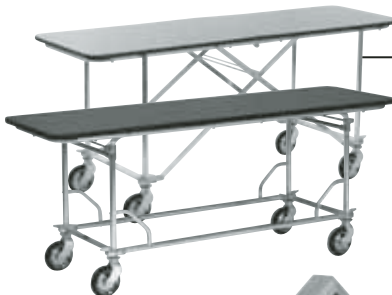
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Eagle's Wings Air selects MKJ Marketing as Strategic Partner

LARGO, FL— MKJ Marketing, Inc. announced that market-leader Eagle's Wings Air has selected MKJ Marketing to lead the planning and execution of its strategic marketing plan. "After an extensive search for the right marketing partner, MKJ was the clear choice. Their leadership and expertise within the funeral service industry is unmatched. I'm delighted to have Marilyn and Glenn Gould and the entire MKJ team offering their support to our company," said Eagle's Wings Air president and CEO, Frank Kaiser.

Eagle's Wings Air is the leading provider of air transportation management services to North American funeral homes and shipping services. While traditional shipping companies have focused on preparing and transporting the human remains to

the airline, Eagle's Wings Air is the death care industry's first and only business that focuses attention on the actual transportation process from tender to arrival. Through a centralized customer service center, Eagle's Wings Air leverages proprietary software and their knowledge of airline operations to find the best itinerary, make the reservations, and proactively monitor the status from start to finish, delivering time-savings and peace-of-mind to their funeral service clients.

"With our tremendous growth over the last two years, we knew it was time to step up our marketing plan to reach those funeral homes who may not yet be familiar with us," said Kaiser. "The #1 question new clients ask us is, 'Why don't you advertise more?' With the help of MKJ, we hope that more funeral service professionals will learn who we are and how we can make their life easier."

Chairman of the Board, David McComb, and Kaiser founded Eagle's Wings Air in 2008. Mr. Kaiser is an airline logistics professional with extensive experience shipping special cargo to locations all over the world. Mr. McComb is a partner and principal operating manager of the D.O. McComb Funeral Homes in Ft. Wayne, IN, and Premier Preneed, a third party pre-need sales company.

"We are honored to be selected to lead the marketing efforts of one of the fastest growing companies in funeral service," said MKJ Marketing's CEO, Glenn Gould. "Eagle's Wings Air is truly an innovator amongst industry suppliers. The air transportation expertise being offered by Frank Kaiser and his team has obviously been well received by our community." Marilyn Gould, president of MKJ Marketing, agreed. "We are really pleased to help get the message out about Eagle's Wings Air. We hear from our clients all the time who have trusted Eagle's Wings Air

about what a great job they do, and how it makes it easier for them and better serves their clients."

MKJ Marketing, the death care industry's leader in marketing services, serves 2,000 funeral homes nationally and in Canada in areas of Market Research, Advertising, Web Site Development and Training Programs. Thirty percent of MKJ's business comes from death care industry vendors, such as The Johnson Consulting Group, At-need.com, The Whitmore Group, Sea Urns, Meadow Hill (Thumbies), Sprung Monuments, Tributes.com and Jackman Financial.

"Eagle's Wings Air provides management and logistical controls to assure human remains arrive at their destination on time," comments Gould. "I believe funeral directors will take advantage of Eagle's Wings Air's professional transportation service once they understand how much easier and inexpensive it is to let Eagle's Wings Air handle and monitor the arrangements for them."

For more information on MKJ's marketing services, visit www.mkjmarketing.com or call 888-655-1566. For more information on Eagle's Wings Air, visit www.eagleswingsair.com or telephone Frank Kaiser at 866-550-1392.

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Let's Chat

By Kristan Dean

experience this joy? How can you help the people in your community realize the joy that comes from giving? Thankfully, people in our industry have some great answers that I can share with you.

The first one, as odd as this sounds, landed on my door step. I found it while reading my town's paper, the *Hingham Journal*. The article, with Kathy Cartmell Sirrico's picture at the top, let everyone in Hingham know that the Cartmell Funeral Services, Inc. in Plymouth, MA, was having a food drive and how we could help.

It turns out, the food drive is only one of the ways that Cartmell Funeral Services helps the people in their the community give to others. While chatting at the convention I got to learn a bit about how Cartmell's is now helping people give to our men and women in uniform by collecting used cell phones so that they can get them to our military overseas.

Best of all, Kathy is not alone. She is just the first of many funeral directors, cemetery managers, and exhibitors that I get to thank for sharing, with my sister, Jaquelyn, and myself at the NFDA convention, how they go above and beyond to reach out to the communities they serve. The first of many community leaders whose efforts and insights I will share with you in hopes that they inspire you to reach beyond your walls to help the people of your community find the joy that comes from giving.

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.

As we enter the "Season of Giving" I want to thank everyone in our industry who knows that one of the greatest gifts you can give is to help the people of their community give of themselves. You help everyone in your community learn that one of the greatest things they can do for themselves is to find a way to help and give to others.

As funeral directors, cemetery managers, and aftercare providers, you do more than understand the healing power that comes from giving. You help people realize that "It is better to give than to receive." Okay, to be honest, it is also great to receive. I wonder what makes us happier: giving or receiving?

No surprise, even science agrees: you, as well as my parents, are right. Multiple studies show that giving does more to make us happy than receiving ever could, and one study in particular has the MRIs to prove it. The research of Jordan Grafman, Ph.D., Chief of the Cognitive Neuroscience section at the National Institute of Neurological Disorders and Stroke, NIH, proves what my parents and you have always known.

MRIs of volunteers who participated in Grafman's research study, show that while structures in the brain's "reward center" light up when we receive, donating activated the same "reward" parts of the brain, only more so. Like you, Grafman's volunteers know what they call the "joy of giving."

The question is, what can you do to help your community

Stewart reports Third Quarter Results

NEW ORLEANS, LA— Stewart Enterprises, Inc. (Nasdaq:STEL) reported net earnings for the quarter ended July 31, 2010 of \$6.0 million, or \$.06 per diluted share, compared to net earnings of \$6.1 million, or \$.07 per diluted share, for the quarter ended July 31, 2009. After adjusting net earnings for certain items as discussed in the table "Reconciliation of Non-GAAP Financial Measures," the Company reported adjusted earnings of \$6.3 million, or \$.07 per diluted share, for the quarter ended July 31, 2010, compared to adjusted earnings of \$4.3 million, or \$.05 per diluted share, for the quarter ended July 31, 2009.

Thomas J. Crawford, President and Chief Executive Officer, stated, "We are pleased with our third quarter results as revenue grew by 4 percent, gross profit dollars by 15 percent, adjusted earnings by 47 percent and adjusted earnings per share by 40 percent on a comparable basis with last year. Additionally, we are encouraged by our cemetery operations for the quarter as property sales grew by 9.5 percent, the highest cemetery property sales in the last eight quarters. We also increased our merchandise deliveries by 11 percent primarily due to our 'Best in Class' and continuous improvement initiatives. The improvement in cemetery property sales and merchandise deliveries contributed to a 57 percent increase in cemetery gross profit dollars and a 430 basis point increase in cemetery gross profit margin. In our funeral segment, we continued to increase our average revenue per traditional funeral and cremation service and maintained our funeral gross profit."

Mr. Crawford continued, "In addition to the positive financial performance for the quarter, our operating cash flow remains solid at \$22.7 million and we returned \$2.7 million to our shareholders through dividends. We are also pleased with actions taken to further strengthen our balance sheet. During the third quarter, we repurchased \$20 million aggregate principal amount of our senior convertible notes in the open market, and since quarter-end we have repurchased an additional \$14.9 million of our senior convertible notes. In the last year and a half, the Company has retired 36 percent, or \$118.5 million, of our total outstanding debt, resulting in our lowest net debt in more than 15 years. We have purchased the senior convertible notes at \$26.5 million less than the face value and have achieved approximately \$3.8 million of annual cash interest savings. We appreciate the dedication and commitment of our entire team to improve revenue performance, especially cemetery property sales, to further manage our controllable costs and to make the Company stronger and more secure by improving our capital structure."

Stewart Enterprises also announced that the Company plans to resume purchases of its Class A common stock pursuant to its previously established stock repurchase program. The stock repurchase program was originally authorized in September 2007, subsequently expanded in December 2007 and June 2008, and permits the Company to spend up to \$75.0 million to repurchase shares of its Class A common stock. As of July 31, 2010, \$26.5 million remained available under the program. Open market purchases under the program were last made during the third fiscal quarter of 2008. Crawford said, "The Company continues to generate substantial operating cash flow. At current market price levels, we believe repurchases of the Company's stock offer an attractive opportunity to utilize our capital and enhance shareholder value."

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The Company currently owns and operates 218 funeral homes and 140 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral and cremation merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis. More information and complete reports can be found at www.stewartenterprises.com.

Schmidt & Bartelt Funeral & Cremation Services holds Groundbreaking

Conner Bowman opens Second Facility

Continued from Front Page



Russ Karasch, owner of Keystone Funeral Home Design Build, and Joe Romdenne and Mike Patterson, managers, Schmidt & Bartelt Funeral & Cremation Service.

MILWAUKEE, WI— Schmidt & Bartelt Funeral & Cremation Services of Milwaukee, recently broke ground on their new 8,186 square foot funeral home for their

Mukwonago location. **Keystone Funeral Home Design Build** has been selected to design and construct the new facility.

The funeral home will include multiple chapels, community room with kitchenette, private arrangement room, merchandising room, two-stall garage, prep room, state of the art audio-visual equipment, drive under canopy and 72 off-street parking stalls. Follow construction at www.keystonedb.com or on facebook, Keystone funeral home Design Build. Construction will be complete spring of 2011.

The design of the preparation room was entrusted to **Duncan Stuart Todd, Ltd.** to ensure that it would be equipped to the highest standards and be fully OSHA compliant. The funeral directors are very pleased with the two-station room full of features designed for comfort and convenience such as foot pedal water control units and custom designed cabinets with shallow drawers.

As new owners, Conner and Bowman also renovated their original funeral home at 140 Floyd Avenue, **Lynch Conner Bowman Funeral Home** with everything conveniently located on the first floor. In addition to a full selection room, families may view caskets and vaults via the Family Advisor System from **Aurora Casket Company**. The partners retained the name of Lynch for History's sake.

Both locations are operated as one funeral home with 25 dedicated associates offering the same professional service at both locations. They are members of National Funeral Directors Association, Virginia Funeral Directors Association, Cremation Association of North America, and the Independent Funeral Homes of Virginia. For more information, visit www.lynchconnerbowman.com.



Prep room featuring DST PrepAir HVAC system

Hide and Watch is a new Collection of Memoirs as Testament to God's Love

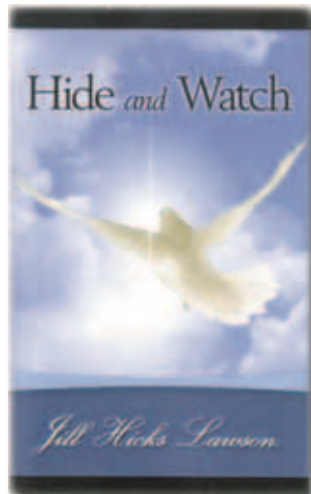
BLOOMINGTON, IN— Praise of God's love and goodness can be heard in abundance during times of prosperity, but it is an increasing rarity in present times that are marked by struggle. In her inspirational new nonfiction, *Hide and Watch* (published by **CrossBooks**), **Jill Hicks Lawson** shares her own story of struggle and redemption on her path to God, showing others how to maintain their faith in the Lord through good times and bad.

Born in a rural southern Kentucky town to **Marvin** and **Mary Ann Hicks**, two funeral home owners and proud parents, Lawson's early years were peppered with memories of death's presence at the funeral home, emergency ambulance calls, times spent with siblings, her awkward teenage years and struggles with her weight. But none of her previous ups and downs would prepare her for the day her mother was diagnosed with kidney disease. This disease would eventually require Lawson herself to drop out of college in order to help her father run the funeral home and become her mother's primary caregiver.

In spite of Lawson's efforts, her mother's health continued to decline until the last possible option was a kidney transplant from Lawson herself. After encountering a series of frustrating difficulties, the surgery finally took place and Lawson was able to give her mother the gift of a second chance. And yet God had other plans, when only five months after the surgery Lawson's mother suffered a stroke and passed away. Initially grief-stricken, Lawson struggled to understand God's plan. After coming to peace with her emotions, she found that her pain had been replaced with God's love, grace and faithfulness. She thanks God for the blessing of those five additional months that she had with her mother. Her blessings continued to grow when she met her future husband at her mother's funeral. But her trials do not end there. Read *Hide and Watch* to discover how Lawson remains faithful in her walk with God, hopeful for the future, yet assured that the Lord has a plan for us all.

Jill Hicks Lawson received her bachelor's degree in paralegal studies from Morehead State University in Morehead, KY, before becoming her mother's primary caregiver. *Hide and Watch* is her first published book.

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Bio-Specialists LLC Promotes Robert Simmons to Operations Manager

GORHAM, ME— Bio-Specialists, LLC, professionals in trauma and crime scene cleanup, have announced the promotion of **Robert Simmons** to the position of Operations Manager. He will have the primary responsibility of overseeing all personnel and equipment in the field. Mr. Simmons will also head up the training division providing curriculum development for blood borne pathogens certification for funeral homes, fire, police, rescue and civic organizations.

"Rob has been a key part of our success and we are thrilled to promote him to this position," said **William York**, President of Bio-Specialists LLC. Mr. Simmons was one of the first employees of this business and quickly rose to several supervisory and management positions. His experience as a professional firefighter/paramedic enabled him to transition into bio-hazardous cleanup with very little additional training.

Mr. Simmons received his education throughout his career in the U.S. Navy and as a professional firefighter/paramedic. He is a certified hazardous ma-



Robert Simmons

terials instructor, through the International Association of Fire Fighters and is a licensed instructor for the State of Maine. Mr. Simmons qualifications for his position include though are not limited to: WMD Hazmat Technician, Office of Domestic Preparedness, Hazardous Materials Technician- State of

Maine, Nuclear Radiation Response, U.S. Navy, and Leadership III- National Fire Academy.

Bio-Specialists, LLC is the leading company in Maine, providing trauma, crime scene and bio-hazardous clean up and mitigation services. The personnel properly deal with the containment, removal and disinfection of blood borne

pathogen hazards from scenes of homicide, suicide, traumatic injury or undiscovered death. Bio-Specialists responds quickly to cases of injury or death 24 hours a day, compassionately, safely and professionally cleaning and restoring each scene to its pre-incident state. For more information call (866)-331-7731 or visit www.bio-specialists.com.

Eickhof installs Columbarium for Wappingers Rural Cemetery



WAPPINGERS FALLS, NY— **Eickhof Columbaria Inc.** of Crookston, MN, delivered and installed a Canterbury model columbarium for **Wappingers Rural Cemetery** in Wappingers Falls, NY. This pre-assembled columbarium features 80 companion niches and is finished in polished mahogany granite. For further information visit www.eickhofcolumbaria.com or call 800-253-0457.

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Cremation Issues and Answers

By Ronald Salvatore

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

Particleboard Caskets

These caskets are often covered with fabric to enhance their appearance. A body in a particleboard container may be cremated in any sequence using standard procedures and settings. However, due to the dense compression of the wood particles, these caskets can be difficult to cremate. It may be advantageous to cremate these in a hot cremator and apply hearth air for a longer period to ensure complete combustion of the dense wood chunks.

Metal Caskets

Metal caskets are not suitable for cremation and should be refused. For a casket/container to be acceptable for cremation, it should meet the following conditions:

1. Completely enclosed
2. Rigid
3. Leak proof
4. Combustible

If it is your policy to accept metal caskets, it should be the last cremation of the day. In a cremator with an overhead burner, the lid of the container must be removed prior to loading. If the cremator has a front positioned burner, it is necessary to cut a hole at the end of the casket closest to the burner to allow flame access to the body.

The shell of the metal container is not consumed during the cremation cycle and must be removed from the cremator prior to retrieving the cremated remains. Ideally, the casket should be allowed to cool over night and be removed the next day. At a minimum, allow 2 hours cooling time before attempting to remove the metal shell. Heat protective clothing and gloves should be worn by the operator if the container is still hot. Even if the shell is cool, gloves should still be worn for hand protection.

Plastic, Styrofoam and Fiberglass Caskets

Plastic, Styrofoam and Fiberglass caskets are not suitable for cremation and must be refused. These containers are extremely flammable, and the temperatures they generate will quickly exceed the design capacity of the cremator. Along with creating environmental problems, the cremation of these types of caskets may damage the refractory lining of the cremator.

Pouches and bags

The heavy disaster pouches such as those used for the remains of drowning victims or by the military are extremely flammable due to their high BTU content. It is difficult to cremate these pouches without causing visible emissions. If possible, cremate these pouches at night using the same procedures for cremating large cases.

The thinner bags often used by hospitals can be cremated in any sequence depending upon the size of the body. While these types of bags do not normally create visible emission problems, there are many different suppliers and the BTU content may vary considerably. It is advisable to monitor the cremation of these bags and if problems oc-

cur, cremate them at night.

Bodies encased in any pouch or bag should always be placed in a cardboard box or an air tray for storage and cremation.

Soft Metals

Soft metals such as zinc are sometimes used in casket handles and trim. This material should be removed from the casket before cremation. At normal operating temperatures, zinc produces a thick white smoke toward the middle of the cycle.

To avoid creating an upset condition, the operator should be thoroughly familiar with the materials used in the construction of caskets and containers and understand how they react and combust in a hot cremator. This will enable the operator to determine in what sequence each case should be cremated, and what is not acceptable for cremation.

Also, your authorization form should disclose that parts of the casket may be removed and disposed of prior to cremation.

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.

Gabbard Brothers open New Funeral Home in McKee, Kentucky



Gabbard Funeral Home

his brother Mitchell to open **Gabbard Funeral Home** in McKee. Anthony and Mitchell are natives to the area and are pleased to be able to offer many years of funeral service experience to their hometown communities. Gabbard Funeral Home is a 7,000 square foot facility with one of the largest chapels in the area.

“At Gabbard Funeral Home, all families that give us the honor and opportunity of serving them will receive the highest quality of service with the dignity and respect that every family and their loved one should receive,” said Anthony. Gabbard Funeral Home offers dignified quality service at very affordable prices. Visit their website at www.gabbardfunerals.com.



Anthony and Adys Gabbard



Mitchell and Ruth Ann Gabbard

McKEE, KY— Anthony and Adys Gabbard along with Mitchell and Ruth Ann Gabbard announce the opening of **Gabbard Funeral Home** in McKee. Anthony is a 1998 graduate of *Mid-America College of Funeral Service* in Jeffersonville IN. After graduating, Anthony moved to Central Florida where he worked at several prestigious funeral home firms before opening his

first business, **First Choice Trade Embalming Service**. Anthony built his embalming service to a case load of over 150 per month. After several years, Anthony, along with his wife Adys opened their first funeral home, **Ocoee Family Funeral and Cremation Chapel**, in Ocoee, FL. After much success with their funeral home in Florida, Anthony has partnered with

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New England Burials At Sea LLC expands services, boats and people as the demand for Green Burial Increases

MARSHFIELD, MA— Capt. Brad White, founder of New England Burials At Sea (NEBAS), now offers affordable, personal memorial ash scattering and full body burials at sea services from Maine to Miami. Recognized by the EPA, US Navy, USCG

and many area funeral homes and crematories, New England Burials At Sea is also building a network of approved and Qualified Sea Burial Certified™ captains on the east and west coast of the USA. The service takes up to 400 people three



miles offshore (25-75 miles offshore for a full body committal) on an inspected vessel for private ash scatterings by a licensed U.S. Coast Guard Captain, along with selected clergy if desired, to respectfully attend to a loved one's final wishes. The company ensures a loved one a final resting place at sea, while relieving family of significant financial burdens in their time of distress.

NEBAS offers year round, cost effective, attended or unattended traditional ash scattering memorial cruises and complete full body eco friendly sea burials. Sea burials are performed casket-free using an organic shroud, and per USCG regulations, presided over by the captain as well as a funeral director for full body committals.

The company uses 28 different vessels from 30' to 115' for up to 400 passengers from Maine to Miami. All vessels are clean, current and have the latest safety gear. Vintage vessels dating back to 1935 are also available for the nostalgia crowd. "Mainers like lobster boats for their final ride," said Capt White.

Captain Brad White has been navigating Massachusetts Bay for more than four decades. He has U.S. Coast Guard certifications in RADAR, GPS, Auxiliary sail, towing, SCUBA, CPR, First Aid and Rescue and Sea Survival. He is USCG licensed,



insured, based out of Marshfield, MA and handles the east coast with approved contract affiliates in other parts of the USA.

The trained crew conducts a dignified and well planned memorial service that can be customized to specific needs, wishes, religion or taste. If preferred, a family member or other designated person may conduct all



or part of the ceremony. Ocean friendly wreaths, florals, catering, music, poems, readings, prayers, bagpipers, Taps, military cadre and other options are also available.

At the close of the service, loved ones receive a commemorative distinguished keepsake burial certificate,

CONTINUED ON PAGE A30

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The Basics of 21st Century Temporary Preservation Technology (Part 14)

By John A. Chew

As we examine the various manufactured concentrated preservatives, we will note that the initial dilution recommended is less than 1%. The principle behind this recommendation is to offset the negative effects created by using strong concentrations of the preservative formalin. The first consideration is one that we, as embalmers, have no control over which is the grade of formalin used when formulating the concentrate. Some contain excessive formic acid that may cause embalmer's gray.

Let's go back to Part 12 using a 36 Index preservative as our base to simply demonstrate scientific methodology of body preparation. If we examine:

Sample # 1

- 36 Index 16 ounces concentrate arterial formulation.
- 6 ounces of 100% formalin the preservative
- 10 ounces of a proprietary solvent blend

The first question that might be asked is how versatile is a 36 Index concentrate arterial formulation. We know there are always exceptions in every scenario. No two bodies are the same chemically or physiologically.

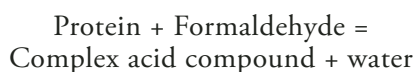
There are supplemental chemicals found in proprietary formulations that are specific in their actions with body tissue. These do not alter the primary

function of the preservative formulation but interact with chemical barriers created by pathological processes and/or administration of medications.

Hypothetically using the scientific hypothesis, it is a fact that one ounce of a 100% solution of formalin can combine and fix 37 pounds of protein if complete pressure filtration and cellular containment is accomplished. The question is how do we establish a physical criteria starting point?

The methodology is based on simulating internal vascular pressure which will create complete distribution and saturation of the body tissue. With this accomplished, what is left is containment and retention of the active preservatives in a combined state.

Containment and retention of (HCHO) in a body provides time for visitation and protects the environment by converting the tissue into inert substances.



Some believe formaldehyde may be the best chemical disinfectant for soil restoration and revitalization of fertility.

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, Medicin, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

Funeral Service Foundation welcomes Seven New Board Members



The 2010-2011 Funeral Service Foundation Board of Trustees at their Annual Meeting, October 9, 2010. (L to R) Seated: Michael DiBease, Scott Pontone, Ken Varner, Scott Anthony, and Steve Shaffer. Standing: Ed Mazur, Blair Nelsen, Steve Lang, Jerry Schoen, Linda Darby-Sempsrott, Ralph Buckner, Diana Kurz, Rich Geib, Alan Creedy, Jerry Reichert, and Celi Clark Haga. Not pictured: Shaun Myers and Jay Waring.

BROOKFIELD, WI— Seven death care professionals recently joined the **Funeral Service Foundation (FSF)** Board of Trustees. New members include **Ralph Buckner, Ralph Buckner Funeral Home & Crematory; Michael DiBease, Batesville Casket Company; Diana Kurz, Newington Memorial and Burritt Hill Funeral Homes; Steve Lang, Homesteaders; Gerard "Jerry" Schoen III, Lake Lawn Metairie Funeral Home; Steve Shaffer, Foundation Partners Group; and Sumner J. Waring III, SCI.**

"This is an exciting time for the foundation," said FSF Chair **Alan Creedy**. "We are thrilled to have so many leaders in the profession joining us as we move forward in our work to help the industry grapple with the challenges and opportunities that lie ahead."

New trustees were elected at the FSF Annual Meeting in New Orleans October 9, 2010, and will attend their first voting meeting in February in San Francisco.

Ralph Buckner, Jr. has many years of experience in the funeral home business.

He is a licensed funeral director and licensed insurance agent in the state of Tennessee and received his Bachelor of Science degree in Business Administration from Tennessee Wesleyan College, is a LSU Graduate School of Banking and has a Master of Business Administration from the Robert C. Goizueta Business School at Emory University. He holds designations as Certified Preplanning Consultant and Certified Funeral Service Practitioner. Buckner is a former member of the Tennessee State Board of Funeral Directors and Embalmers.

Michael DiBease is currently Vice President, Marketing for Batesville Casket Company, and has held this position since April 2004. His major responsibilities in this role include product development, brand and product promotion and technology solutions. Mr. DiBease has been employed by Batesville Casket for 33 years during which time the majority of his assignments have been within the sales management organization. From 2001 until April 2004, Mr. DiBease

held the position of Vice President of Sales. Prior to that, Mr. DiBease led Batesville Casket as its Vice President of National Markets, serving in that capacity for ten years.

Diana Duksa Kurz has been a licensed funeral director for 29 years, and has been active in her community and in her profession during that time. She has served as a media spokesperson for the *National Funeral Directors Association*.

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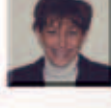
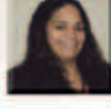
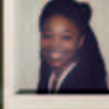
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Rowan Funeral Service takes delivery of new Coach and Limousine



SALISBURY, NC— Owner **J. Alvin Hargrave**, along with **Rev. David Rankin** (left) and **Loretta Hargrave** of **Rowan Funeral Service** in Salisbury, take delivery of a Commercial Cadillac Federal Renaissance Funeral Coach and a Federal Coach Ambassador Six Door Limousine. Delivery was made through **Bill McKeithan** of **Crain Sales Specialty Vehicle Dealer**, Mt. Gilead, NC.

J.J. Duffy Funeral Home takes delivery of 2010 Cadillac



CUMBERLAND, RI— Dennis Bernardo, President of J.J. Duffy Funeral Home of Cumberland, RI accepts the delivery of a 2010 Cadillac Hearse from John Muster with Muster Coaches of Calhoun, KY. Bernardo along with many other funeral homes across the country received an entry into the 2010 Muster Coaches – Run for the Roses Kentucky Derby Contest.

Miller-Jones hosts Appreciation Party



HEMET, CA— Miller-Jones Mortuary hosted End of Summer Appreciation Party for Hemet Hospice Volunteers and their families, Hemet - San Jacinto Police Activity League Program Volunteers and their families, and Miller-Jones employees and their families at Valley-Wide Aquatic Center on September 2, 2010. The balmy summer evening event was perfect for guests invited to celebrate the hours of hard work they generously donate to benefit their communities.

Over 200 family members enjoyed the elaborate aquatic facility while sipping cool drinks and snacking on various appetizer offerings served up by Hamilton Jones, mortuary president. The Miller-Jones BBQ Team, under the direction of Nick and Jaeger Jones, prepared dinner featuring chicken, hamburger patties and halibut grilled to perfection along with a selection of salads. Freshly baked cookies furnished a sweet ending to this perfect family outing.

Miller-Jones obtained the opportunity to provide a private evening party at the extensive Aquatic Center during a spring fundraising auction held to raise support monies for Valley-Wide Recreational District programs in the region. Sharing the swim facility with local volunteer groups successfully acknowledged the importance of such people to the makeup of a wholesome community.

2010 African American Funeral Home Hall of Fame



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

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



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

Georgia Hall of Fame Firms

In 1925, Robert R. Reed, the organizer of the National Negro Funeral Directors Association, visited Georgia with the idea of organizing the Negro funeral homes there into a state association. He asked all Negro funeral directors to come together, thus, the first annual meeting of the Colored Funeral Directors and Embalmers of Georgia was held at Kyles Hall in Macon on May 11, 1923. Among those present were F.J. Hutchings of Macon, who was elected the organization's first vice president, W.F. Hutchings also of Macon, and C.S. Cox of Atlanta.

We are honored to present the wonderful history of three funeral homes who were inducted into the 2010 African American Funeral Home Hall of Fame. The historic Hutchings Funeral Home of Macon, Cox Bros. Funeral Home of Atlanta and Elliott Funeral Home of Albany all with over 100 years of history and entrepreneurship.

Hutchings Funeral Home, Inc.

In 1895, the only undertaking companies in Macon were on Mulberry Street, and they were white-owned: Arthur L. Wood and Son, Jessie B. Hart and Brother, Keeton Undertaking Company, and Lamar Clay. They served both black and white families until early that year, when Arthur L. Wood and Son



Hutchings Funeral Home

hired C.H. Hutchings, Sr. to handle all the deaths of blacks and Louis H. Burghart to handle all the deaths of whites.

In 1899, Arthur L. Wood died, and his sons liquidated the business. In 1900, Burghart opened his own undertaking company on Cotton Avenue, and Hutchings partnered with about nine other blacks and opened the C.H. Hutchings and Company on the same street.

Within eight years, partners had sold their interests leaving only Hutchings and Frank Hubbard. Hutchings sold his interest to Hubbard in 1909, and on January 1, 1910, opened his own undertaking company at the corner of Cotton Avenue and New Street. One of his sons, Willie P. Hutchings joined him, and the firm was named C.H. Hutchings and Sons.



William S. Hutchings

In 1913, the firm moved to 510 Cotton Avenue and C.H. Hutchings, Jr. joined the business. He only remained with the firm for a few years. A third son, Frank J. Hutchings, entered the business in June 1920 following his service in WWII.

C.H. Hutchings, Sr. gradually went blind, and in 1922, his sons took over and ran things with employees, Andrew Johnson and J.C. Clayton. Despite his blindness, C.H. Hutchings maintained an active interest in the business until his death in 1941. The business soon outgrew its building, so in 1927 a new funeral home was built on New Street, its current location.

A daughter of C.H. Hutchings, Mrs. Lawrence Smith, also worked at the business from 1935 until her death in 1948.

CONTINUED ON PAGE A27

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Georgia Hall of Fame Firms

Continued from Page A26

When Willie P. Hutchings died in 1949, Frank J. Hutchings became sole owner. Frank's son, **William S. Hutchings**, graduated from *Atlanta College of Mortuary Science* in 1949 and joined the business in 1950.

In 1970, Hutchings Funeral Home was remodeled and the facilities expanded. William S. Hutchings owned and operated the funeral home until his death in 2000. Today, the firm is owned by William's widow **Bettye O. Hutchings** and run by daughters, **Sharon Hutchings** and **Starr Hutchings Purdue**.

Cox Brothers Funeral Home Inc.

The Cox Brothers Funeral Home is one of Auburn Avenue's and Atlanta's oldest businesses. It was founded in 1900 by **Emily S. Cox** and her sons, **Charles S. Cox** and **Allen Cox** at 69 Pryor Street in downtown Atlanta. In 1920, it moved to 206 Auburn Avenue. After the company expand-



Cox Brothers Funeral Home Fleet in the early 1900s



Charles S. Cox

ed, Charles Cox relocated the business to 380 Auburn Avenue in 1927. Throughout its history, Cox Brothers Funeral Home has boasted several locations, which have included East Point, Buford, Winder and Lithonia, GA.

Mrs. Cox eventually sold her interest in the company to her sons. Charles eventually bought out his brother, but kept the firm's well-established name of **Cox Brothers Undertaking Company**. The firm also operated a casket company for many years and could handle every type of funeral, large or small and was able to give the best at a fair price. Charles Cox had issued a standing invitation to the public to visit and inspect his buildings and view his beautiful showrooms, chapels and offices.

During his entire career, Charles Cox was known in Atlanta as a generous philanthropist. He worked diligently in the church and

associated himself with the YMCA in an active capacity helping in their financial drives.

Addie G. Cox-Barksdale became the owner after the death of Charles Cox; **Mr. Wyman H. Barksdale** became the owner after her death. Following Mr. Barksdale's death the funeral home was willed to two of the oldest employees, **Hubbard Vaughn** and **Carlton Webb** as well as two granddaughters, **Wanda Barksdale Fuller** and **Monique Norman**. In 2002, Cox Brothers Funeral Home became incorporated and each has taken an executive position in the corporation.

Elliott Funeral Home

Elliott Funeral Home is the oldest black business in the Albany, GA area not connected to agriculture or slavery. It was established June 12, 1900 at 512 South Jefferson Street by **George H. Elliott, Sr.** who owned Elliott Mercantile Store. In 1926 **G. H. Elliott, II** took over the business after graduating from *Atlanta School of Mortuary Science*. He and his wife **Corine Hill Elliott**, daughter of the Dougherty County coroner, operated the funeral business side until his death in 1967. A licensed funeral director, "Miss Corine", or "Aunt Co", took over the management of the firm. They had two children, **George III** and **Ann Reba**. Ann Reba graduated from *Tuskegee Institute* and studied at *McAllister School of Mortuary Science* and became a third generation funeral director. Reba's foster brother **Milton Elliott Sheppard** graduated from *Gupton Jones School of Mortuary of Science*. Following in the footsteps of his father, licensed funeral director **Eddie Sheppard**, he joined Elliott Funeral Home in 1975. In 1993 he gained invaluable experience when he joined *International Mortuary Services*, a group of embalmers who studied, taught, and worked in the art of preserva-



Elliott Funeral Home

tion of human remains in Japan, after which he rejoined the business in 1999. Ann Reba took over management of the business with Milton upon the death of her mother. In the Elliott family tradition, Ann and Milton continued to carry out the motto first established by Elliott's founder George H. Elliott, Sr. "With reverence for the departed, and consideration for those who remain." Milton Elliott Sheppard has operated the Elliott Funeral Home since Ann Reba's death in February 2002.

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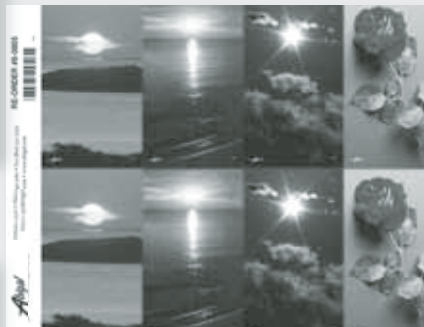
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Bodkin Funeral Home takes delivery of new Eagle Ultimate



MILAN, TN— Tommy Jones of Jones Coach Sales congratulates Johnny Jones of Bodkin Funeral Home, Pikeville, on their purchase a new Cadillac Eagle Ultimate.

David Farley honored by YMCA

VENICE, FL— David Farley, licensed funeral director and owner of Venice Memorial Gardens in Venice, FL was presented a Legacy of Leadership Award on October 20, 2010. Farley spent the years since his arrival to Venice in the early 1960s helping people through difficult times. As one of the first supporters of the South County YMCA he was recognized for his dedication, commitment and support to the development and restructuring of the YMCA. As more than 100 guests gathered to celebrate Farley's love of the human spirit and all it can achieve with the right help, the Hoosier native seemed humbled by his time in the spotlight. Farley has, ac-



David Farley with his grandchildren who attended the Legacy of Leadership Award Luncheon. (L to R) Jack, Jenna, David, Brian, and Joey Williams.

ording to South County YMCA President Ken Modzelewski, always been some-

one "who has given blood, sweat and tears to the Venice YMCA."

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Smith Funeral & Cremation Service builds on Core Values

Continued from Front Page



Grandview Cemetery



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Trinity Chapel

established **Smith Mortuary** in 1962. Funeral director **Don Gibson** joined Smith shortly afterward, as did **Ralph Chambers** in 1969. With a commitment to excellence, these like-minded gentlemen proudly served area families and built the company's solid reputation for caring service.

Today's Smith Funeral & Cremation Service is conveniently located at 1402 Tuckaleechee Pike in Maryville. The 21,000-square-foot facility is designed and furnished for the comfort of the bereaved as well as functionality for directors. It features three large chapels, each with its own piano, organ, and sound system. There is a children's room and a lending library for brochures, books and videos to help families through the grieving process.

For the convenience of families, **The Flower Shop, Inc.** was built on the funeral home's 13-acre property in 1993. Today it is the community's preferred full-service florist for all special occasions and home decor. In addition to floral arrangements, the company offers balloons, gift baskets, and can assist with special catering requests.

In 2003, a 5,000-square-foot banquet facility for funeral receptions, weddings, showers, gradu-

CONTINUED ON PAGE A30

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New Unclaimed Veterans' Remains Law to take Effect; Brings together 400 NYS Funeral Directors

Continued from Page A10

their strong desire to work with the Association to craft legislation to allow funeral directors to work with them to help locate, identify and inter the unclaimed remains of American veterans. The new law is the culmination of our collaborative efforts, and will serve as a model throughout the nation for similar groups in other states to work in tandem." Schaaf, of the Patriot Guard Riders, stated, "These 'forgotten' veterans have served our country and, as such, deserve to be buried with honor and respect like all others. We are continually working with funeral homes to determine if any of the unclaimed cremated remains in their possession may be those of a veteran. We are very pleased about this new law, because it will more smoothly allow these veterans to be laid to rest in their rightful place, with the military honors and recognition they have earned."

This law establishes a much needed framework to allow funeral directors to determine whether cremated remains in their possession are those of a veteran, and, at their option, may enlist the assistance of veterans' service organizations (VSOs) like the Patriot Guard Riders to provide ceremonial honors as part of the process of interment. This new framework contains two very critical elements: it permits funeral directors to share the information necessary with certain individuals/organizations for the sole purpose of determining whether any unclaimed cremains are those of a U.S. veteran, and liability protection is provided to funeral directors and veterans' organizations for engaging in this cause.

"To varying degrees, funeral directors find that they are left in possession of cremated remains which go unclaimed by any relative or loved one, even after a funeral home routinely makes numerous efforts to contact the surviving family member/close friend of the deceased. This unfortunate practice has no doubt increased due to such factors as an increasingly mobile society, as well as an increase in the consumer choice of cremation as an option for final disposition," said McCullough.

Other prominent veterans' organizations including, but not limited to, the Disabled American Veter-

ans (DAV), the Veterans of Foreign Wars (VFW), the American Legion and the Vietnam Veterans of America (VA) would also be empowered to assist in these efforts. Funeral directors have long worked with veterans' families to ensure that those who have served this nation with distinction and honor are treated with the utmost respect and dignity in the funeral and burial process.

The legislation (A.10754-A/S.7562-B) was sponsored by NYS Assemblyman and Assembly Veterans' Committee Chairman *Bill Magnarelli* (D-Syracuse) and NYS Senator *Kevin Parker* (D-Brooklyn). NYSFDA also received the support of the Vietnam Veterans of America - New York State Council in proposing this new law.

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

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Smith Funeral & Cremation builds on Core Values

Continued from Page A28

tions, and other community events was also built on the campus. Located alongside historic Brown's Creek, the beautiful **Life Event Center** has assembly seating for 150 guests, or dining for 120 guests, with full kitchen facilities, serving bar, and the latest in audio/visual equipment.

About a mile down the road and spanning 100 acres is the 88-year-old **Grandview Cemetery**. Because of its reputation and proximity to the funeral home, Smith, Gibson, and Chambers, acquired it in 1975. With meticulously kept grounds and a park setting, the cemetery has many options for perpetual care. The Veteran's Garden of Honor is the final resting place for those who have served our great country along with their family members, while the Garden of Resurrection is dedicated to families of the Catholic faith. There are above-ground private mausoleums for husband and wife, and Family Burial Estates where families of eight to twenty-four members can be buried near one another. The cemetery also has a Community Mausoleum for above ground burial with a climate-controlled

chapel and seating area for visitors. Those choosing cremation may be placed in urn niches within the mausoleum or have their cremated remains scattered in the serene Nature Garden. For those choosing a more eco-friendly option the newly allotted Natural Burial Garden is located in a serene wooded area.

Smith Funeral & Cremation Service expanded its offerings once again by constructing **Grandview Pet Services** on the cemetery premises in 2007. The company was established to help those dealing with the loss of a beloved pet. It offers transportation to and from the residence or veterinarian office, three cremation options, memorial products, and grief counseling.

Keeping with its mission, "To celebrate life and legacy through meaningful experiences and establish new standards in service", the firm proudly built **The Smithview Pavilion and Event Center** in 2008. Located at the end of Smithview Drive near the Grandview Cemetery it has quickly become Blount County's premiere outdoor event facility. The covered 3,200 square-foot hall is nestled in serene woodlands and

features seating for 300 guests, or dining for 200 guests, a fully appointed kitchen and bar, and audio equipment. Amenities such as outdoor heaters, wood burning fireplace, and grill, make the facility the perfect venue for all occasions year-round.

In addition to their core **WE CARE** philosophy, everyone at Smith strives to keep their facilities, products, and services

up-to-date to meet the needs of the families they serve. Senior Advisory Board Chairman Don Gibson states, "All of us at Smith Funeral & Cremation Service, Grandview Cemetery, Grandview Pet Services, the Flower Shop, and Event Centers stand in solidarity in our commitment to listen and share our expertise to make any request special."

New England Burials At Sea LLC expands as Green Burial Increases

Continued from Page A24

indicating the date, time, depth and exact latitude and longitude of the ceremony so that area can be visited at a later date.

Requests can be accommodated within 24-48 hours, depending upon the weather and season. The service may be attended or unattended and viewed from the shore. Photography of the service is also available as well as a live video feed that can be simulcast worldwide to family members not able to attend. They can easily logon from anywhere in the world to watch the event.

Burying people at sea since 2006, White has been impressed by very steady growth. He now offers a tuition reimbursement program to interested seasoned mariners who need to acquire their required captain's credentials for immediate employment into this growing business. "Cremations across the USA will top 60% nationwide in 2020," said White. "And where will all those cremated remains end up? People prefer the ocean as they can always visit the water and see their loved one."

"Themed events from Grateful Dead sing-alongs to Irish wakes, Viking burial requests as well as star studded sea burials happen frequently," said Captain White. Burial At Sea scattering of ashes service are also available for beloved pets. The company has hosted events for 400 passengers with full food, band and planning and some groups have seen their family member off complete with a hail of ship's cannon fire, farewell horns, bagpipers and floral champagne toasts.

Captain White mentioned, "We have seen an incredible upsurge in families who want a true "green" ocean burial where their deceased family member may have had an affinity to the sea. Some families don't want their loved one to be embalmed and truly want a natural at sea burial service. Many people come home to the sea from their retirement homes," added White.

"Typically, people say, 'I did not know you could legally do this,' and want to know where to find the services or how to plan it," said White.

Full body burials at sea use the company's exclusive organic Atlantic Sea Burial Shroud which is hand tailored by size and color by US Navy veterans on demand and they are weighted down with 150 lbs. of official cannon balls smelted by the same maker of cannon balls for America's oldest commissioned warship, Old Ironsides.

For more information, visit the website at www.NewEnglandBurialsAtSea.com or contact New England Burials At Sea LLC, Toll Free: (877) 897-7700 or (781) 834-0112, cell: (617) 966.1986 or via email OceanBurial@aol.com.

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Russo Hillside Chapels to open in Spring *Continued from Page A13*

nest until 2003 when Russo scoured the Chicago area to find the perfect location. After four years of visiting properties, studying traffic patterns, mortality statistics, demographics and reading death care industry journals, Russo settled on what can best be described as a fairy tale scenario coming true in the funeral business. The strategic building site is literally a few minutes away from the Eisenhower Expressway, I-294 and I-88, and is walking distance from **Mount Carmel, Queen of Heaven and Oakridge Glen Oaks Cemeteries**, three monument companies, floral shops, restaurants, gas stations, hotels, etc.

Construction to completely remodel and retrofit the existing structure began in July and is expected to continue into spring 2011. Once completed, Russo hopes the funeral home's unique features and style of architecture will make it a hub for all types of funeral services regardless of family's financial stature or secular beliefs.

Both the inside and outside of the building are fashioned in Greco-Roman, gothic-style architecture, roman fluted columns with Corinthian caps and stamped concrete walkways reminiscent of old world stature to greet visitors in the lobby. Four chapels of equal size can seat up to 100 mourners apiece, and each one has its own coffee/refreshments lounge to maintain and respect the privacy and individuality of each family along with an adjacent private room in the chapel for the immediate family to store their belongings and adjourn to while the body is being prepared for departure to a house of worship or cemetery. When the dividing walls are opened up, Russo can offer two chapels as one that seat

double the capacity. Additionally, each chapel has its own private exit, so Russo is able to avoid a bottleneck in the main hallway and exit four separate funerals simultaneously.

Besides the visitation areas, Russo has a separate, completely private area exclusively for families looking to make funeral arrangements on an at-need or pre-need basis, which includes a casket room that displays full and partial units, as well as vessels for cremation remains available for purchase or rental. The facility also will house a state-of-the-art embalming area, as well as onsite refrigeration facilities to store remains so families

can take time in deciding the type of funeral service that best fits their needs.

Russo also is adding private office space for independent funeral directors like himself to come and join his endeavor by becoming "Associate Funeral Directors" to **Russo's Hillside Chapels**. They can have a new facility to call their own where they can perform their own day-to-day administrative tasks. Meeting with families and servicing their long established clientele in a new state of the art presence with a warm old world feel.

Outside, Russo's Hillside Chapels will boast nearly 200 parking spaces which include ample parking for

the elderly, handicapped and medically challenged people. There is a two-lane entranceway covered by a massive illuminated canopy to drop off visitors and, in what may be a first for area funeral homes, valet parking to accommodate all guests.

But Russo says his favorite design flourish is a simple one often forgotten by individuals building funeral homes—maximizing the amount of natural light that pours into the establishment in particular areas such as the arrangement rooms.

"When offices are enclosed within four walls, the atmosphere becomes claustrophobic and makes it more difficult for people to make important decisions in an already uncomfortable situation," he says. "People are more relaxed with natural light; it gives a relaxed feeling, a feeling of security as they prepare to competently make important decisions."

Russo says, "Once a family chooses Russo's Hillside Chapels to celebrate the life of a loved one in death, they will find all the closure they are looking for and will have peace of mind knowing they have received a personalized and customized funeral service."

To follow the progress visit www.russohillsidechapels.com. For more information, call **Joseph A. Russo Funeral Directors** at (708) 243-7428.

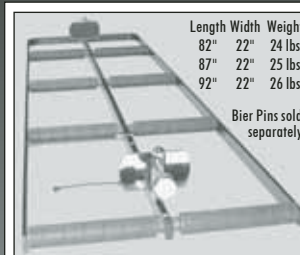
SCI reports Third Quarter Results

HOUSTON, TX— Service Corporation International (NYSE: SCI), the largest provider of deathcare products and services in North America, has reported results for the third quarter 2010.

Tom Ryan, the Company's President and Chief Executive Officer, commented on the third quarter of 2010, "SCI delivered a solid quarter with results in line with our expectations, led primarily by the positive contribution from recent acquisitions and favorable cemetery segment performance. For the nine month period, we have exceeded our internal expectations and expect to finish the year strong. With our new operating structure maturing, we expect to deliver solid growth in 2011. We will continue to pursue opportunities to increase shareholder value while continuing our emphasis on prudent risk and capital management, and believe we are well positioned for the future."

Service Corporation International (NYSE: SCI), headquartered in Houston, Texas, is North America's leading provider of deathcare products and services. At September 30, 2010, they owned and operated 1,405 funeral homes and 382 cemeteries (of which 218 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through these businesses, they market the Dignity Memorial® brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International and complete third quarter results please visit www.sci-corp.com.

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Funeral Service Foundation welcomes Seven New Board Members

Continued from Page A25

tion, as an At-large representative on the NFDA Executive Board, and on various committees within the association. She is a past president of the *Connecticut Funeral Directors Association*. Kurz is a past president and current board member of the Academy of Professional Funeral Service Practice. In her local community, she has been recognized as Businessperson of the Year by the Newington Chamber of Commerce and as a University of Connecticut Family Business of the Year Finalist.

Steve Lang is the Chief Operating Officer for Homesteaders Life Company. Lang has over 20 years of experience in preneed insurance funding, including serving as CEO of Forethought Financial Services. He holds a B.A. and a Masters degree in Labor and Industrial Relations from Michigan State University.

Jerry Schoen is a fifth-generation funeral director who has been licensed for over 30 years. An employee of **Stewart Enterprises** since 1979, Schoen is now the Community Outreach Director for Lake Lawn Metairie and Stewart's two other Greater New Orleans area funeral homes. He holds board positions with the New Orleans Katrina Memorial Corporation, Louisiana Law Officers Enforcement Association, Firemen's Charitable and Benevolent Association, Heaven's Pets, LLC, and New Orleans Community Hospice Association. He is also a past president of the *Louisiana Funeral Directors Association*.

Steve Shaffer is President, CEO, and co-founder of the Foundation Partners Group. Prior to co-founding Foundation Partners Group, Shaffer was co-founder, CFO and Executive Vice President

of **Keystone Group Holdings** based in Tampa, FL, which grew to approximately 214 funeral homes and cemeteries. He is a 1987 graduate of the Kelley Business School, Indiana University, Bloomington, Indiana and CPA. He is member of NFDA (National Funeral Directors Association) and CCL (The Center for Creative Leadership).

Sumner J. Waring III joined SCI in 1996 as Area Vice President of Operations when SCI acquired his family's funeral business. He was appointed President of the Northeast Region in 1999 and President of the Pacific Region in September 2001. In September 2002, Waring was appointed Vice President, Western Operations, a position he held until May 2004 when he was appointed Vice President, Major Markets Operations. He was promoted to Senior Vice President in 2006. Waring holds a bachelor's degree in business administration from Stetson University, a degree in mortuary science from *Mount Ida College* and a master's in business administration from the University of Massachusetts Dartmouth.

The 17-member volunteer Board of Trustees includes funeral directors, allied professionals and suppliers in the death care industry: **Scott Anthony, Anthony Funeral Chapel; Ralph Buckner, Jr., Ralph Buckner Funeral Home and Crematory; Alan Creedy, Creedy & Co.; Linda Darby-Sempsrott, Trigard; Michael DiBease, Batesville Casket Company; Rich Geib, Geib Funeral Homes; Diana Kurz, Newington Memorial and Burrill Hill Funeral Homes;**

Steve Lang, Homesteaders Life; Ed Mazur, Kapi-nos-Mazur Funeral Home; Shaun Myers, Myers Mortuary; Blair Nelsen, Nelsen Funeral Home; Scott Pontone, Trust 100; Jerry Reichert, Aurora Casket Company; Jerry Schoen, Lake Lawn Metairie Funeral Home; Steve Shaffer, Foundation Partners Group; Ken Varner, Cypress Lawn Memorial Park; and Sumner J. Waring III, SCI. FSF's office is in Brookfield, WI. and the Executive Director is **Celine Clark Haga.**

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

Pearson Funeral Service purchases new Superior Hearse and Limousine



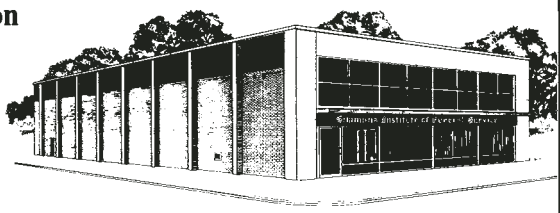
EMPORIA, VA— **Ronnell E. Pearson**, owner of **Pearson Funeral Service**, takes delivery of his new model Superior Statesman Hearse with large over viewing window as well as his new Executive Roof Superior Six Door Limousine. Mr. Pearson is the second generation of the Pearson family serving Emporia and Lawrenceville area families. Delivery was made through **Bill McKeithan** of **Crain Sales**, Mt. Gilead, NC.

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Convention Recap...



Nearly 6,000 attend 2010 NFDA Convention, setting the stage for a historic Joint NFDA/CANA Convention in 2011

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) 2010 International Convention & Expo, held October 10-13 in New Orleans, LA, drew 5,742 total attendees – a 7.2% increase from 2008 – and 346 exhibiting companies.

Said NFDA CEO **Christine Pepper**, CAE: “We were thrilled to be able to deliver a convention experience that was unlike anything the funeral service community has ever seen. New Orleans was a fabulous city in every way and this gathering exceeded everyone’s expectations. Based on the feedback we’ve heard from attendees, the combination of top-notch educational workshops, the world’s largest funeral service expo, a memorable New Orleans-style Service of Remembrance, and entertaining social and networking events, all on a backdrop of the magical Crescent City, made the 2010 NFDA Convention unforgettable.”

The breakdown for the 2010 NFDA International Convention & Expo attendance is:

- Preregistration: 3,085 – The highest preregistration since the 1995 Convention in Orlando and a 19.9% increase over 2008.

- Non-licensure/spouse/guest registrations#: 682 – A 69.2% increase in the number of non-licensure registration over 2008.
- International funeral service professionals#: 314 registrants representing 45 countries and territories – A 48.8% increase in registrants since 2008, and a 32.4% increase in the number of countries and territories since 2008.
- Mortuary science student and spouse registrations#: 204 – A 67% increase from 2008
- Expo-only registrants#: 957 – A 21.1% increase over 2008.
- Total attendee registration: 3,703 – The second highest in the last 10 years, and an 18.9% increase from 2008.
- Exhibitor representatives and exhibiting companies: 2,039 registrants representing 346 companies.
- TOTAL ATTENDANCE: 5,742 – A 7.2% increase over 2008

included in attendee registration number

Anticipation for next year’s event in Chicago – a joint convention with the *Cremation Association of North America* – resulted in the association already selling more than 60,000 sq. ft. of space in the Expo Hall.

More than 200 exhibiting companies took advantage of the opportunity to secure booth space at the 2011 NFDA/CANA International Convention & Expo, which will be held October 23-26 in Chicago, Ill. In just three days, suppliers purchased more than 75 % percent of the available space for next year’s gathering in “The Windy City.”

These figures show an increase from 2009, when companies exhibiting at the Boston Convention had an opportunity to purchase space for the 2010 gathering in New Orleans. In Boston, 155 exhibiting companies purchased 61.6% percent – or 44,800 square-feet – of available exhibit space in New Orleans.

More information about the 2011 NFDA/CANA International Convention & Expo in Chicago, including information for supplier representatives interested in exhibiting at the world’s largest annual funeral service exposition, can be found by visiting www.nfda.org/Chicago2011.

NFDA is the world’s leading funeral service association, serving 18,500 individual members who represent more than 9,900 funeral homes in the United States and internationally. From its headquarters in Brookfield, WI, and its Advocacy Division office in Washington, DC, NFDA is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity. For more information, visit www.nfda.org.

New APFSP Board of Trustees Installed

NEW ORLEANS, LA— **J. Daniel Hutcheson**, CFSP, Past President of the **Academy of Professional Funeral Service Practice**, recently installed the Officers and new Board members of the Academy of Professional Funeral Service Practice at the annual CFSP Recognition Breakfast held on October 12, 2010, in New Orleans, LA, in conjunction with the *National Funeral Directors Association’s* annual convention.

Arvin W. Starrett, CFSP, of Paris, TX, was installed as President. Along with Mr. Starrett, the following officers were also installed: **Mark D. Musgrove**, CFSP, of Eugene, OR, as Vice President, and **William P. “Bill” Joyner**, CFSP, of Wake Forest, NC, as Secretary/Treasurer. **Kathleen M. Berry**, CFSP, of Cleveland, OH, will serve as Immediate Past President. In addition, **Valerie J. Wages**, CFSP, of Snellville, GA; **David W. Akins**, CFSP, of Detroit, MI, and **Edward J. O’Sullivan**, CFSP, of Tucson, AZ, were also recognized for their outstanding service and leadership of the Academy for the past six years. J. Daniel Hutcheson, CFSP, of Buchanan, Georgia, was also recognized for his eight years on the board as Trustee, Secretary/Treasurer, President, and Immediate Past President.

The Academy membership elects new Board of Trustees members for a term of six years. **Robin M. Heppell**, CFSP, of Victoria, BC, Canada; **John T. McQueen**, CFSP of St. Petersburg, FL; **Robert E. Parks**, CFSP, of Charleston, SC; and **Raymond A. “Randy” Williams**, CFSP, of Cincinnati, OH, were recently elected to the Board and also installed by Past President Hutcheson. **Diana Duksa Kurz**, CFSP,



Counterclockwise beginning at left bottom: Mark D. Musgrove, Kathleen M. Berry, Robert E. Parks, Diana Duksa Kurz, Raymond A. “Randy” Williams, Robin M. Heppell, John T. McQueen and William P. “Bill” Joyner. Not pictured is Arvin W. Starrett.

of Newington, CT, a Past President of the Academy also serves on the Board at this time.

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 2,000 members worldwide, 1425 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 membership in the Academy of Professional Funeral Service Practice, please contact **Kimberly A. Gehlert**, Executive Director, at (614) 899-6200.



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Convention Recap...



100BWFS celebrate J. Roberta March Cancer Awareness Day at NFDA



LONGWOOD, FL— On October 12, 2010, **100 Black Women of Funeral Service** celebrated the life of late member **Julia Roberta March** of Baltimore, MD, who succumbed to breast cancer in 2006. The second annual *J. Roberta March Cancer Awareness Day* was held during the *NFDA Convention* and coincided with National Breast Cancer Awareness Month. March's family, friends, and colleagues congregated at the 100BWFS' booth to remember her and share stories, hugs, and laughs as well as tears.

"The legacy and hard work of her life will always be remembered. She received several outstanding awards in funeral service and was a mentor and role model to many, and because of her love for the funeral service profession, we honor her memory," states 100BWFS president **Dottie Hector**. "Her humbleness, grace, work ethic and memory cannot be forgotten- especially during the month of October." Her memory lives on with one of the organization's scholarships awarded annually by **March Funeral Homes**.

Founder and executive director **Elleanor Starks** says she tries making March's celebration grander each year. This year, the organization gave away scarves adorned with a pink breast cancer ribbon to convention-goers in exchange for sharing their stories about cancer. Stories could have been about how they or a loved one has been affected by the disease; how they've been tested or encouraged others to be tested and practice monthly self-exams; what they've done to raise awareness; or that they have been involved with or donated to a research program. Starks states, "We had 300 scarves to give away and needed 300 more because the next day, others came back or those that missed us came looking for a cancer scarf!"

Exhibitors, as well as attendees, shared their cancer stories: Starks is an 18-year breast cancer survivor, and Hector has celebrated her first year cancer free. **Kay Anderson** from *Beautifully Bald* had just completed chemotherapy. Her story was about embracing adversity, releasing her inner butterfly, and encouraging others to do the same. With her bald head beautifully painted in bright colors, she painted cancer rib-

CANCER FACTS

- Breast cancer is the leading cause of cancer death in women between the ages of 15 and 54, and the second cause of cancer death in women 55 to 74.
- Seventy-seven percent of women with breast cancer are over 50.
- Breast cancer risk increases with age and every woman is at risk.
- Every 13 minutes a woman dies of breast cancer.
- Approximately 42,200 plus deaths will occur in women from breast cancer in 2010.
- An estimated 182,800 plus new cases of invasive breast cancer will be diagnosed in 2010.
- One in eight women or 12.6% of all women will get breast cancer in her lifetime.
- More than 1.7 million women in the US who have had breast cancer are still alive.
- Seventy-one percent of black women diagnosed with breast cancer experience a five-year survival rate, while eighty-six percent of white women experience five-year survival.
- Approximately 1400 cases of breast cancer were diagnosed in men in 2000, and 400 of those men will die from it.
- Early detection of breast cancer through monthly breast self-exam, and particularly yearly mammography after age 40, offers the best chance for survival.
- The first sign of breast cancer usually shows up on a woman's mammogram before it can be felt or any other symptoms are present.
- Over eighty percent of breast lumps are not cancerous, but benign such as fibrocystic breast disease.
- Ninety-six percent of women who find and treat breast cancer early will be cancer-free after five years.
- Risks for breast cancer include a family history, atypical hyperplasia, delaying pregnancy until after age 30 or never becoming pregnant, early menstruation (before age 12), late menopause (after age 55), current use or use in the last ten years of oral contraceptives, and daily consumption of alcohol.
- Let's educate ourselves about breast cancer and pass this information on to others. For more information, contact American Cancer Society in your community and get involved with their many programs today. Monetary donations are always needed for research and to promote breast cancer awareness.

bons on the cheeks of hundreds of women- and men- who believe cancer awareness and education are tools for defense. **John Sparacino** of *Vera Lee Garments* was among those who eagerly had their ribbons painted on to promote awareness that men also are stricken by breast cancer.

Starks thanks National Funeral Directors Association for the opportunity to reach so many people about such an important health topic. She encourages others, "If you were not in New Orleans and would like to share your cancer story, please email hundredbwfs@aol.com. We would be honored to send you a cancer scarf in celebration of J. Roberta March and breast cancer awareness."

KEN-TENN Relief Team provides volunteer Disaster Relief

WILLIAMSBURG, KY— **KEN-TENN Relief Team** is a non-profit disaster relief team from Williamsburg. The group exhibited at the *NFDA Convention* in New Orleans, showing footage of the work they have done in the area as well as other locations since Hurricane Katrina.

The team's director and founder is **Jim Paul**, who, along with his mother, **Marie**, own **Ellison Funeral Home** in Williamsburg. Jim realized the need for a relief team while volunteering in Baton Rouge with *NFDA*. He worked for weeks helping families at the Find Family National Call Center along with other relief work.

When Jim returned home he began making contacts with local churches, and planning the details. In four days they raised ten thousand in cash donations for the Waveland Police Department and various other volunteer agencies in the area. They decided to head for the Mississippi Gulf Coast. Arriving in the Gulf area, they set up their distribution center in Waveland. Since then the team has made over 30 trips to the Gulf Coast area and has distributed over four million dollars in supplies.

All of the people involved in the relief effort, including the director, are volunteers; donated money is only used for the cost of rental trucks and fuel.

For more information about donating money, time or resources, or to find out how to get your community involved in aiding disaster relief, contact Jim Paul at **KEN-TENN Relief Team**, 512 Main Street, Williamsburg, KY 40769. Phone 606-549-2111. Visit www.kentennreliefteam.org.

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Convention Recap...



10th Annual Funeral Service Foundation Golf Classic is one for the Record Books



FSF Chair Scott Anthony and Executive Director Celi Clark Haga thank Golf Classic Chair Tom Johnson for his service.

This year's Golf Classic set a new record for sponsorships, with over \$70,000 raised through the generous support of funeral homes and suppliers from throughout the profession.

"Every year, the Golf Classic provides a wonderful opportunity for funeral service professionals of all stripes to gather together for some good-natured competition, and more importantly, a chance to have fun while benefiting the Funeral Service Foundation," FSF Chair **Scott Anthony** said. "This event provides us with a significant amount of operational funding, and we can't thank the sponsors or the players enough for their continued support."

Taking first place in this year's Golf Classic were the foursome of **Carl Comer** of **Poway-Bernardo Mortuary**, and **Jim Price**, with **Foundation Partners Group**, and **Ken Lee** and **Gregg Strom** with **StoneMor Partners, L.P.**

Securing second place were **Martin de Laoreal** and **Jerry Schoen**, with **Stewart Enterprises**, **Todd Justice** of **American Funeral Financial**, and **Ken Varner**, with **Cypress Lawn Funeral Service**.

The first and second place teams received trophies at an awards luncheon that followed the Golf Classic.

FSF Executive Director **Celi Clark Haga** and Chair **Scott Anthony** also recognized FSF Golf Committee Chair **Tom Johnson** for his outstanding leadership at the Golf Classic. During Johnson's tenure as chair of the Golf Classic, FSF has set fundraising records annually.

"With Tom's guidance, the Golf Classic has grown by leaps and bounds," Anthony said. "He's raised the bar for all future leaders of the committee, and we applaud him for his commitment to the Foundation."

The over \$70,000 was committed in sponsorships from funeral directors and supply companies. Sponsors included Title Sponsors **Batesville Casket Company** and **Matthews International**; Corporate Gold Sponsors **Aurora Casket Company**, **Carriage Services**, **Forethought Financial Services**, **Foundation Partners Group**, **Home-**

steads Life Company, **Johnson Consulting Group**, **National Guardian Life Insurance Company**, **SCI**, **Trust 100**, **The Whitmore Group** and **Wilbert Funeral Services**; Birdie Sponsors **Anthony Funeral Chapels**, **Great Western Insurance Company**, **Keith M. Merrick Co.**, **MKJ Marketing**, **Regions Morgan Keegan Trust**, **Stewart Enterprises**, and **StoneMor Partners, L.P.**; Coach Bus Sponsor **Guerra-Gutierrez Mortuaries**; Breakfast Sponsor **Cypress Lawn Funeral Services**; Awards Lunch Sponsor **PSI Funds**; Drink Ticket Sponsor **National Funeral Directors Association**; Driving Range & Putting Green Sponsor **New York State Funeral Directors Association**; \$10,000 Putting Contest Sponsor **Carmon Community Funer-**

CONTINUED ON PAGE A38



FSF Golf Classic First Place Team: Carl Comer, Jim Price, Gregg Strom and Ken Lee.



FSF Golf Classic Second Place Team: Todd Justice, Jerry Schoen, Martin de Laoreal and Ken Varner.

BROOKFIELD, WI— More than 85 golfers enjoyed a gorgeous day of golf and camaraderie at the 10th Annual **Funeral Service Foundation** Golf Classic, held October 10 at Lakewood Golf Club, in New Orleans, LA.

The event, held each year in conjunction with NFDQ's convention, raises money for the Funeral Service Foundation's mission to support the death care industry through grants and scholarships. It is the largest annual operational fundraiser for the organization.



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Convention Recap...



Funeral Service Suppliers Win NFDA Convention Booth Contest



Love Ashes Booth Display



Nomis Publications Booth



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NEW ORLEANS, LA— The **National Funeral Directors Association** recognized three funeral service suppliers for having the best booths in the Expo. Convention attendees voted for their favorite booth in the Expo Hall in three categories: booths 400 square-feet or larger, booths 300 square-feet or smaller and new exhibitors (any size booth). Attendees were asked to judge booths based on five criteria: creativity, imagination and originality; use of product, images and visuals in booth design; booth staff's enthusiasm, friendliness and interaction with attendees; promotional giveaways; and overall appearance and experience.

The 2010 NFDA Booth Contest winners are: Category 1 – Booths 400 square-feet or larger: **Batesville Casket Company**; Category 2 – Booths 300 square-feet or smaller: **Nomis Publications Inc.**; and Category 3 – New NFDA Exhibitors: **Love Ashes**.



Batesville Casket Company Booth

Convention Exhibitor Highlights begin on Page B8



Convention Recap...



EMCC Funeral Service Students attend NFDA in New Orleans



NFD&MA President Ernest Adams (Left); Eleanor Starks (Second from Left), Marilyn Burton (Third from left), Dottie Hector (Middle Row, Third from Right), and NFD&MA Chairman of the Board, Hall Davis of Baton Rouge, LA (Right) join EMCC students.

SCOOPA, MS— Even after a massive mailing appeal to funeral home operators in Mississippi and neighboring states, it appeared the Funeral Service Technology program at **East Mississippi Community College** in Scooba, MS would not raise sufficient funds to finance the students' trip so they could attend the NFDA National Convention in New Orleans during October 11-12, 2010.

But at the last minute, "angels of mercy" came through when **Eleanor Starks**, the Executive Director of the **100 Black Women of Funeral Service**, contacted program director, **Don Webb** and committed the pledge from her organization of \$700 needed to employ the services of a bus driver for the entire trip.

This was not the first time the 100 Black Women organization had lived up to their commitment in mentoring funeral service students. Several years earlier, when the NFDA held its convention in New Orleans, the organization made it possible for a number of FST students from EMCC to attend that convention including an overnight lodging.

Acknowledging a small handful of faithful funeral home operators who did come through with contributions, "We still know who our friends are," said Don Webb in accepting the gracious gift from Mrs. Starks. "We know from past experience this group of professionals understand the hardships of students and realize they are the future of funeral service." Webb added, "We cannot thank Mrs. Starks and her organization enough and we assure them we will never forget their generosity."

The 100 Black Women of Funeral Service

was established in 1993, to provide a network for black women and minorities who have chosen funeral service as their profession or career. It is a visionary force of professional women committed to the continual improvement of the funeral service industry through the strong support of continuing education, leadership development, and mentoring for perspective funeral service students. The organization provides scholarships and other monetary needs to students who have demonstrated need. The FST program at EMCC is proud of its long-time association with the 100 Black Women of Funeral Service and highly praises the great work they have done and continue to do.

Established in 1975, the Funeral Service Technology program at EMCC is the oldest mortuary school in Mississippi. It is accredited by the American Board of Funeral Service Education (ABFSE), and is recognized by the International Conference of Funeral Service Examining Boards (ICFSEB) in addition to the various state boards of funeral service licensure.

The Funeral Service Technology program at EMCC is designed to accommodate students needing to work while pursuing their educational needs. Students attend "blocked classes" on a two day per week schedule, allowing them the option to work full-time while enrolled in school.

Additional information on the EMCC Funeral Service Technology program at East Mississippi Community College can be obtained by contacting either Don Webb at (662) 476-5100 or **Octavia Dickerson** at (662) 476-5101 or they may go online at www.eastms.edu.

Winners at the Nomis Publications Booth



Bill Lee



David Olson

YOUNGSTOWN, OH— **Nomis Publications, Inc.**, publishers of the *Funeral Home & Cemetery News* and *Funeral Home & Cemetery Directory*, awarded two prizes at their booth during the NFDA Convention in New Orleans. **Bill Lee** of **Lee Funeral Home**, Clinton, MD was the winner of an HP Mini Computer and **David Olson** of **Olson Funeral Home**, Bloomer, WI was the winner of a Café du Monde Gift Basket.

Patrick E. Lynch installed as President of National Funeral Directors Association

BROOKFIELD, WI— **Patrick E. Lynch** of **Lynch & Sons Funeral Directors** in Clawson, MI, was installed as president of the **National Funeral Directors Association (NFDA)** during its 2010 International Convention & Expo, which took place October 10-13 in New Orleans, LA.

Three individuals were elected by the NFDA House of Delegates and installed as association officers during the association's Convention: President-elect **Randall L. Earl**, CFSP, of **Brintlinger and Earl Funeral Homes** in Decatur, Ill.; Treasurer **Robert T. Rosson Jr.**, CFSP, CPC, of **Waller Funeral Home** in Oxford, Miss.; and Secretary **Robert L. Bates**, CFSP, of **Bates Family Funeral Home** in De Kalb, Texas.

Additional members of the 2010-11 NFDA Executive Board installed during the association's Convention include: Immediate Past President **William C. Wappner**, CFSP, of **Wappner Funeral Directors** in Mansfield, OH; At-large Representative (2009-11) **Jzyk S. Ennis**, MPA, CFSP, of Trussville, AL.; At-large Representative (2009-11) **Mark Mortimore** of **Mortimore Funeral Home** in Thermopolis, WY; At-large Representative (2010-12) **Bob Arrington** of **Arrington Funeral Directors** in Jackson, TN; and At-large Representative (2010-12) **Robert C. Moore IV**, CFSP, of **Moore's Home for Funerals** in Wayne, NJ.

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

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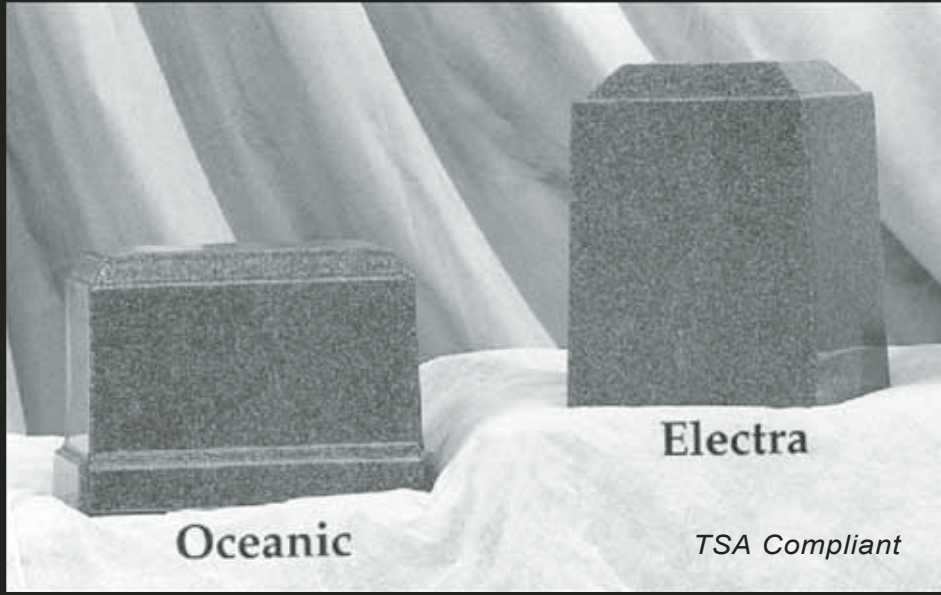
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FSF Golf Classic is one for the Record Books

Continued from Page A35

al Homes; \$25,000 Hole in One Sponsor **Heritage Family Funeral Service**; Super Pass Sponsor **Keith M. Merrick Company**; Longest Drive Sponsors **Alan Creedy** and **Funeral Home and Cemetery News**; Straightest Drive Sponsors **Indiana Funeral Directors Association** and **FuneralNet**; Closest to the Pin Sponsor **Poway-Bernardo Mortuary**; First Place Awards Donor **Trigard**; Tee Box Sponsors **Columbian Financial Group**, **Geib Funeral Homes**, **Kapinos-Mazur Funeral Home**, **Lynch & Sons Funeral Directors**, **Myers Mortuary** and **Dan Stevens**; Imprinted Golf Balls Sponsor **Henry Gutterman**; Raffle Prize Sponsors **APFSP**, **TCF Equipment Finance**, and **StoneMor Partners, L.P.**; and Giveaway Sponsors **American Funeral Financial**, **Funeral Home & Cemetery News**, **Trigard** and **Kathleen Berry**.

The 2011 Funeral Service Foundation Golf Classic will be held Sunday, October 23 in Chicago, IL.

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

Convention Recap...



Funeral Service Foundation announces Gifts from Foundation Partners Group and The Whitmore Group



Steve Shaffer, Jim Price, and Paul Haarer of Foundation Partners Group present their gift to Celi Clark Haga, Scott Anthony, and Alan Creedy with the Funeral Service Foundation.



FSF Executive Director Celi Clark Haga (left), FSF Chair-elect Shaun Myers and FSF Immediate Past Chair Scott Anthony (right) accept a \$50,000 donation from Annette Wolfe and Rachel Barrett (center) of The Whitmore Group, who presented the gift on behalf of Jim Metzger at the NFDA Closing Session.

BROOKFIELD, WI— The Funeral Service Foundation (FSF) is proud to announce a major new gift from **Foundation Partners Group**, of Tampa, FL. The \$100,000 gift will support the Foundation's mission to support mortuary science students and provide them with access to educational opportunities.

"The generosity of Foundation Partners Group in supporting our mission, and, by doing so, supporting funeral service, is made even more so by how young the organization is," FSF Chair **Alan Creedy** said. "Thanks to their leadership, FSF will continue to be able to positively impact bright, talented individuals looking to pursue careers in funeral service."

The gift was presented to the Foundation by **Steve Shaffer**, President and CEO; **Jim Price**, Executive Vice President and COO; and **Paul Haarer**, Vice President of Business Development, at the Opening Session of the 2010 NFDA

International Convention & Expo in New Orleans, LA.

"Supporting FSF was a natural thing for Foundation Partners to do," Shaffer said. "While we may be a young organization, our ties to the industry run deep, and we believe strongly that the work that the Foundation does is worthy of this significant commitment."

Shaffer further comments, "I recently attended a presentation of the Recruiting and Retention research study results funded by the Foundation; no other entity in our industry is prepared to address critical issues like this in an unbiased and objective fashion. As a funeral home and cemetery operating company, we face the same challenges independent funeral home operators have, only compounded. I believe the FSF's work will pay significant future dividends to operators of every scale."

The Funeral Service Foundation (FSF) also announced a major new gift

from **Jim Metzger** of **The Whitmore Group**. The \$50,000 gift, the second such gift from Metzger, will support the Foundation's work to advance the funeral profession, and brings his overall commitment to FSF to \$100,000.

"Jim Metzger's continued major support of the Foundation demonstrates his commitment to helping move the funeral service profession forward," FSF Chair Alan Creedy said.

"Thanks to his ongoing generosity and leadership, we will be able to continue to support groundbreaking research and other grant opportunities to benefit funeral service."

The gift was presented to the foundation by Jim Metzger, Chairman and CEO of The Whitmore Group, at the FSF Donor Reception, held during the 2010 NFDA International Convention & Expo.

"I gave to the Foundation because I believe so strongly in what funeral service does," Metzger said. "I served on the board of the Foundation as a part of that commitment, and this second gift reaffirms my support of their work to support research, grants, and scholarships that make our profession stronger."

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

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Association NEWS CONTINUED

Selected Independent Funeral Homes 2011 Meeting Schedule

DEERFIELD, IL— Selected Independent Funeral Homes is pleased to announce a full slate of meetings for 2011. Along with interesting speakers and topics, each meeting offers unique opportunities to network with respected Selected members from across the country and world in attractive venues at various price-points.

Selected's Annual Meeting offers credible and engaging speakers that offer funeral professionals useful take-aways to implement at their firms, in an environment where networking with the best in the industry is as easy as striking up a conversation with the person next to you. The 93rd Annual Meeting will be held in Scottsdale, AZ, at the Westin Kierland Resort & Spa, September 21-24, 2011.

Selected's NextGen Seminar is geared towards younger funeral professionals, as well as those new to the profession. The seminar allows for ample free time to develop friendships and trusted contacts in addition to the structured educational sessions that offer valuable business and professional information. The 2011 NextGen Seminar will take

place at the Westin Casuarina Resort & Spa in Grand Cayman from January 23-27, 2011.

The inaugural Spring Management Summit is targeted toward general managers and mid-management staff, providing a reasonable-cost, information-packed meeting featuring dynamic presentations (that qualify for continuing education) and a chance to build peer-to-peer relationships that go well beyond the meeting. The meeting will be held at the Columbia Club in Indianapolis, IN, May 11-13, 2011.

Selected's European Group Meeting gives attendees a chance to learn from professionals around the world who often have unique perspectives on current challenges. The next European Group Meeting will take place May 27-31, 2011 at the Grand Hotel Fasano, Lake Garda, Italy.

For more information, both members and non-members can contact Selected Independent Funeral Homes Toll-Free 1-800-323-4219, fax 847-236-9968, email info@selectedfuneralhomes.org or visit www.selectedfuneralhomes.org.

SIFH relaunches Website

Continued from Page A40

information that will help them be better prepared to make important decisions in their time of need.

"It's often difficult to make decisions when faced with grief and bereavement," said **John J. Horan** of **Horan & McConaty** in Denver, CO, 2011 President of Selected Independent Funeral Homes. "That's why it is important for us to offer individuals and families a resource that eases the burden, provides valuable information and connects them with caring professionals who can help when that time comes or when doing research in advance of their needs."

In addition to a search engine that allows users to locate a Selected member by name, city, state or zip code, the site offers helpful articles and research on topics such as: The importance of a funeral and how best to make arrangements that suit the family's needs as well as those of the loved one; Extensive bereavement support information to help in the grieving process; Unique insight into many of the world's religious and cultural funeral customs; What consumers need to know about dealing with funeral homes, their rights under the law and choosing the right service provider for their needs.

The website offers information to industry insiders as well, with sections specifically geared to Selected members and prospective members, respectively. While the site has been the result of a great deal of research and insight into consumer and member preference, it will be dynamic and evolve in the months to come.

"We are very excited to get the newly designed website launched, and we're committed to keeping it current and relevant to the people we serve," said Horan.

For more information about Selected Independent Funeral Homes, visit the website at www.SelectedFuneralHomes.org or call them at 1-800-323-4219.

Founded in 1917 as National Selected Morticians, Selected Independent Funeral Homes is the world's oldest and largest association of independently owned funeral homes. Members of the association are expected to operate according to specific standards and best practices in order to provide the public with reliable, high-quality funeral services and funeral-related information.

ICCFA Internal Chief Operating Officer Joseph W. Budzinski resigns, effective January 2011

STERLING, VA— Joseph W. "Joe" Budzinski, Internal Chief Operating Officer of the **International Cemetery, Cremation and Funeral Association**, has announced his resignation, effective January 7, 2011.

Budzinski stated, "After completing my 20th year of employment in January 2010...I realized that if I was ever going to do anything else for a living, this would be the year to make the decision. We have accomplished some great things in this association, and I have the highest regard for all the staff and volunteers who made that happen, so it is not an easy decision to make. But we only get one shot at life and it is time for me to try something different...There is no association in our industry that can match ICCFA for its nimbleness, entrepreneurial spirit and progressive attitude. You truly have a bright future."

In accepting Budzinski's resignation, President **Kevin R. Daniels**, CCE, stated, "Over the past 20 years you have made incredible contributions and improvements to the association. You have put in place a very professional and competent staff and have improved the overall strength of our association. There is no doubt in my mind that the association is in much better shape today than it was when you assumed the role of Internal Chief Operating Officer. I express my gratitude for all your contributions and hard work over the last many years with special recognition for the past 10 years when you and I have worked very closely together on many projects. On behalf of the Board of Directors of the association and the entire membership, as President, I thank you for all you have done and wish you the very best success and happiness in all your future endeavors."

A search committee has been organized to develop criteria for the position and to interview prospective candidates. In the meantime, **Robert M. Fells, Esq.**, External Chief Operating Officer and General Counsel, will serve in the capacity of acting executive director.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, crema-

tion, funeral and memorialization profession. Its membership is composed of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses, representing in excess of 25,000 employees worldwide.

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Association NEWS CONTINUED

CANA announces 2010-11 Officers and Board of Directors

CHICAGO, IL— The **Cre-
 mation Association of North
 America (CANA)**, an inter-
 national organization com-
 posed of cremationists, fu-
 neral directors, cemeterians,
 industry suppliers and con-
 sultants announced the 2010-
 11 Officers and Board of Di-
 rectors following the CANA
 Annual Convention in Ho-
 nolulu, HI.

The organization will be
 led by President **Mark Mat-
 thews**, from Palm Springs,
 CA. Matthews and his wife,
Lori, own the **Wiefels Cre-
 mation and Funeral Ser-
 vices** with seven locations
 in southern California. Mat-
 thews has been active on the
 CANA Board and recently
 completed a term as President
 of the *Association of California
 Cremationists*. He is highly re-
 garded as an innovative and
 creative business owner. Mat-
 thews has set an ambitious
 agenda, building on the tre-
 mendous growth CANA has
 experienced this past year,
 including increasing mem-
 bership, improving member
 services and operating effi-
 ciencies, expanding CANA
 educational programs, and
 working with the *National
 Funeral Directors Associa-
 tion (NFDA)* for a successful
 2011 joint Annual Conven-
 tion and Expo in Chicago.

Matthews will be support-
 ed by an Executive Commit-
 tee and Board of Directors.
 Members of the Executive
 Committee include **Mike
 Nicodemus**, CANA Presi-
 dent Elect, of the **Hollo-
 mon-Brown Funeral Home
 & Crematory** in Virginia
 Beach, VA; **Bill McQueen**,
 CANA Past President, **And-
 erson-McQueen Funeral
 Home and Cremation Ser-
 vice**, St. Petersburg, FL; **Ke-
 vin Waterston**, CANA First
 Vice President, who owns
 the **Cre- mation Society of
 Minnesota**, based in Minne-
 apolis, MN with operations
 throughout the state; **Rick
 Wiseman**, CANA Second
 Vice President, of the **Porter
 Funeral Home**, with two
 locations in the Kansas City
 area as well as the **Cre- mation
 Society of Kansas and of
 Missouri**, and **Robert Boet-
 ticher, Jr.**, CANA Third Vice
 President, who manages the
**Cloverdale Funeral Home,
 Memorial Park and Crema-
 tory** in Boise, ID. Wiseman
 and Boetticher were elected
 to open officer positions at
 the convention.

New Members of the Board
 of Directors for CANA in-
 clude: **Stephen Bassett**, who
 is Market Director for **Ser-
 vice Corporation Interna-
 tional, Inc.'s (SCI)** San An-
 tonio market. Bassett, based

out of Houston, TX formerly
 supervised over 180 crema-
 tories for SCI throughout
 the United States. **Tim Bor-
 den**, owns **Borden Mortu-
 ary Group** in Louisville, KY
 with offices in Indiana. His
 firm handles over 2,200 cre-
 mation calls and over 8,000
 total funeral service calls each
 year.

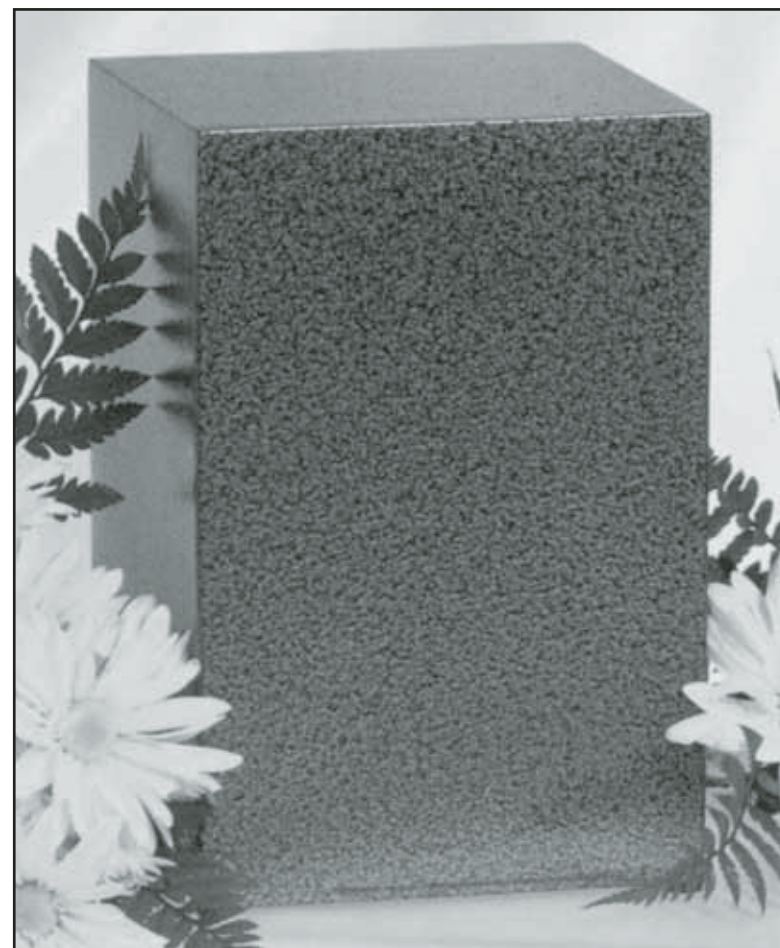
Basset and Borden join **Bill
 Farrar**, **Rolling Hills Memo-
 rial Park**, Richmond, CA; **Lawrence Little**, **Personal
 Alternative Funeral Ser-
 vices & Crematorium**, Al-
 dergrove, British Columbia,
 Canada; **Geronimo Mena**,
Everglades Crematorium,
 West Park, FL; **Mike Nathe**,
**Bismarck Funeral Home
 and Crematory**, Bismarck,
 ND; **Scott Smith**, **Eastgate
 Funeral Home**, Garland,
 TX; **Sheri Stahl**, **The Island
 Funeral Home and Crema-
 tory**, Hilton Head, SC, and
Dennis Werner, **St. Mi-
 chael's Cemetery & Crema-
 tory**, East Elmhurst, NY. The
 Board also includes **Jerry Sul-
 livan**, CANA International
 Delegate, **Cre- mation So-
 ciety of Illinois**, Matteson,
 IL; **Larry Stuart, Jr.**, CANA
 Supplier Liaison, **Crematory
 Manufacturing & Service,
 Inc.**, **Paul Rahill**, CANA
 Environmental and Technical
 Advisor, **Matthews Cre-
 mation Division**, Apopka, FL,
 and **Chris Farmer**, CANA
 Legal Counsel, **Sheehy, Ware
 and Pappas**, Houston, TX.
 CANA Executive Director
John Ross is an ex officio
 member of the Board.

"CANA grew by over 13.3
 percent in 2009-2010, and is
 the only funeral service asso-
 ciation to experience signifi-
 cant growth," said Matthews.
 "With this team of officers
 and Board members, we will
 continue to grow, both in
 membership and in services
 provided to members and the
 public."

Founded in 1913, the Cre-
 mation Association of North
 America (CANA) is the old-
 est organization of its kind.
 Comprised of more than
 1,300 members including
 cemeterians, cremationists,
 funeral directors, industry
 suppliers and consultants,
 CANA members span 50
 states, the District of Colum-
 bia, nine Canadian provinces
 and seven countries—Austra-
 lia, Brazil, Dominican Repub-
 lic, Israel, Mexico, the Philip-
 pines, and The Netherlands.
 CANA members believe that
 cremation is preparation for
 memorialization.

CANA is headquartered in
 Chicago, Illinois, USA. To
 learn more about CANA,
 visit [www.cremationassocia-
 tion.org](http://www.cremationassocia-

 tion.org).



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YUMMY CINNAMON COFFEE CAKE

1 package white cake mix
 1 package instant vanilla pudding
 ¾ cup vegetable oil
 ¾ cup water
 ½ tsp vanilla
 4 eggs

Mix all together on high speed for 9 minutes.
 Meanwhile, mix the following in a small bowl:

1 Tbsp cinnamon
 2 Tbsp sugar
 1 cup brown sugar
 1½ cups chopped walnuts

Grease 11" x 17" pan and spread with half the cake
 mix and half the sugar-nut mix. Repeat with remain-
 ing halves of cake and sugar-nut mix. Bake at 350
 degrees for 30 minutes.

While cake is baking, mix together:

1½ cups confectioners' sugar
 3 Tbsp. milk
 1 tsp. vanilla
 1 tsp. butter flavoring (optional)
 1 tsp. vanilla

Drizzle over warm cake.

"In 1663 in New England, cranberries (bounce berries)
 were tested for ripeness by their ability to bounce."

—American Heritage Cookbook

*Cranberry sauce and brown sugar create a tangy glaze
 for meatballs that make a wonderful appetizer or a great
 main dish. This is a microwave recipe; however, the old-
 fashioned, stove-top way would work as well.*

CHRISTMAS MEATBALLS

2 eggs
 1 envelope onion soup mix
 ½ cup seasoned bread crumbs
 ¼ cup chopped dried cranberries
 2 Tbsp. minced parsley
 1½ lbs. lean ground beef

SAUCE:

1 16-ounce can whole cranberry sauce
 ¾ cup ketchup
 ½ cup beef broth
 3 Tbsp brown sugar
 3 Tbsp finely chopped onion
 2 tsp cider vinegar

Combine eggs, soup mix, bread crumbs, cranberries
 and parsley. Mix well with ground beef. Shape into
 1-inch balls; place 12-14 balls on a microwave-safe
 plate and cover with wax paper or paper towels. Cook
 on high for 3-4 minutes, until no longer pink. Remove
 the paper towels and repeat for all meatballs.

In microwave-safe dish, combine sauce ingredients.
 Cover and cook on high 3-4 minutes, until heated
 thoroughly. Gently stir in meatballs. Cover and cook
 on high for 1-2 minutes.

Good Eating!

Association NEWS CONTINUED

CANA 2009 Cremation Statistics: Cremation Rates Continue to Increase

CHICAGO, IL— The **Cremation Association of North America (CANA)** has released the Preliminary 2009 Cremation Statistics Report indicating that cremation continues to increase its share of all funeral services, up to 36.84% in 2009 from 35.77% in 2008. Cremation has been increasing by nearly 1.0 percent a year for the past five years.

The increase in cremation is attributable to five influences, according to the Association:

- **Cost** – cremation provides an affordable alternative to a traditional funeral service with burial.
- **Range of options** – cremation allows families to memorialize a loved one in unique ways, from keepsake jewelry and urns, to placement in a columbarium or cemetery, to lawful scattering at locations meaningful to the decedent.
- **Environmental impact** – traditional burial uses land and requires cemetery maintenance, while cremation allows for the return of remains to land in a more environmentally friendly way.
- **Geography and population mobility** – cremation allows families to easily transport a loved one's remains home.
- **Religious acceptance** – many religions are becoming more tolerant of cremation and are relaxing restrictions that once limited cremation as an option.

California (47.46%) and Florida (54.78%) have, far and away, the largest number of cremations (111,102 in California and 94,130 in Florida), but neither are in the top 10 in terms of percentage of deaths handled through cremation. The 2008 final statistics reveal that Nevada (69.5%), Washington (68.37%) and Hawaii (67.93%) have the highest percentage of deaths cremated. The preliminary 2009 statistics indicate that Nevada is now at a cremation rate of almost 74%.

"The statistics show that cremation continues to grow as an accepted form of respectful memorialization where a loved one is remembered in an appropriate way," said CANA President **Mark Matthews**. "CANA is the industry resource for all things cremation related, and will continue to establish strong standards of care and professional practice for the cremation industry. Our model state law, code of professional practice and educational programs for crematory owners, operators, and funeral service profession-

als set a high professional bar for funeral service with cremation."

For more information on the 2009 CANA Cremation Statistics Report, please contact CANA Executive Director **John Ross** at 312-673-1077 or by email at jross@cremationassociation.org.

Founded in 1913, the Cremation Association of North America (CANA) is the oldest organization of its kind. Comprised of more than 1,300 members including cemeterians, cremationists, funeral directors, industry suppliers and consultants, CANA members span 50 states, the District of Columbia, nine Canadian provinces and seven countries – Australia, Brazil, Dominican Republic, Israel, Mexico, the Philippines, and The Netherlands. CANA members believe that cremation is preparation for memorialization.



'Tis the Season for Savings



Merry Christmas from Our Family to Yours

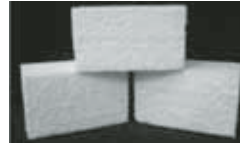


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Educational NEWS CONTINUED

Chedonna M. Trimble-Holston comes through for Scholarship Recipients



Officers and members of GFSPA with scholarship donor Chedonna M. Trimble-Holston and Pierce College trustee Nancy Barber.

ATLANTA, GA— Gupton-Jones College of Funeral Service is dedicated to the education of funeral service students, so when president **Patty Hutcheson** saw that the names of two very deserving students were missing from the list of scholarship recipients, she went into a panic. She was certain their applications had been submitted and thought everything was in order. She immediately contacted **100BWFS** founder **Eleanor Starks** who handles the scholarships, and it was determined that the applications had been misplaced! The situation needed remedied – and fast – and Starks knew exactly who to call on for help: 100BWFS member and Gupton-Jones alumnus **Chedonna M. Trimble-Holston**.

Trimble-Holston is CEO of the **Donald Trimble Mortuary, Inc.** in Decatur, GA, founded by her late uncle, **Donald Trimble**. Committed to giving back to others, the college, and the funeral profession, she generously provides an annual scholarship to a Gupton-Jones graduate in his memory.

Within minutes, Starks had a guarantee from Trimble-Hol-



Nancy Barber, NFDMA president Ernest Adams, Gupton-Jones president Patty Hutcheson, 100BWFS founder Eleanor Starks.

ston that the two would have their scholarships. Hutcheson and Starks went right to work on the paperwork, conducted phone interviews with the students, and completed the qualification process. When the students took the stage at summer graduation, Hutcheson, Starks, and members of the Atlanta chapter of the 100BWFS were there to support them as Trimble-Holston personally presented their scholarships.

Starks was happy to see that these promising students are off to such a great start. She states, "**Christopher Gladys** of Harvest, Alabama is looking forward to doing his internship at the **Royal Funeral Home** in Huntsville. **Wendy Holt** of Marietta, Georgia, whose family owns a funeral establishment in South Carolina, is already talking



Gupton-Jones College of Funeral Service 2010 Scholarship recipients Wendy Holt of Marietta, GA and Christopher Gladys of Harvest, AL with Chedonna M. Trimble-Holston.

about her future involvement with the 100 BWFS. That's what we like to hear from our recipients: giving back!"

Indeed, giving back is what it's all about, and 100 BWFS is very grateful to Trimble-Holston for stepping up to help these young adults by providing this impromptu scholarship. President **Dorothea Hector** states, "Chedonna is the type member you love to have not just because of her generosity, but also because of her business savvy and personal involvements in her community. She makes it work as a wife and mother with a very hectic schedule. She is a longtime member and supports Gupton-Jones College as an alumnus by hiring and training her students to be great successful interns and licensees."

Matt Smith of Frigid Fluid speaks in Tennessee and Arkansas



(L to R) Front Row: Lisa Spry, Mandy Phillips, Rosemary Harrison, Jennifer Jackson, and Sharon Welch. Back Row: Matt Smith, Tommy North, Foy Rigney, Jeff Walden, Josh Brown and John Smith.

NORTHLAKE, IL— **Lisa Spry**, owner of the **Murfreesboro Funeral Home**, just outside of Nashville, TN, invited and opened her funeral home to several colleagues in the surrounding area to attend and earn six credit hours towards their annual educational requirements. Mrs. Spry strives for the highest of standards in our profession and wants to encourage all funeral professionals to do what they can to be informed and well educated on the most current preparation techniques. Mrs. Spry asked **Matt Smith** of the **Frigid Fluid Co.** to speak on several topics including Preparing the Autopsy, Severe Edema, Massive Trauma - Restorative Art and Pleasant Expression - Creating The Smile. Funeral service

as a whole would like to applaud and congratulate Mrs. Spry for her pursuit at making funeral service education a priority.

Terry Snow, president of the **Northeast Arkansas Funeral Directors Club**, invited Matt Smith of Frigid Fluid Co. to speak at their annual Continuing Education Seminar on October 4-5. The seminar was split into two days for the convenience of over 70 funeral directors and embalmers that attended. Matt's program topics covered Embalming the Autopsy, Decomposed Remains, Tissue Donor Cases, Severe Edema, Massive Trauma - Restorative Art and Pleasant Expression - Creating the Smile. Matt's Seminar was sponsored by **Batesville**



Matt Smith



Terry Snow

Casket Company and **Continental Computer**.

For more information on how you can have Matt Smith present at your next program please call Matt at 866-774-4746 or visit www.frigidfluidco.com. Matt is available to speak at large venues, funeral homes and one on one hands on training sessions.

MCCC elects 2011 Class Officers



TRENTON, NJ— The 2011 Funeral Service Class at **Mercer County Community College** in Trenton recently elected its Sigma Phi Sigma class officers. Pictured from left to right are **Jennifer Steinman** (President), **Ashley Caruso** (Vice-President), **Christopher Tarantino** (Treasurer) and **Crystal Riggs** (Secretary).

International Order of the Golden Rule

Making Independent Funeral Homes Exceptional



The International Order of the Golden Rule (OGR) reminds mortuary school students nearing completion of their mortuary science degree that applications for 2011 scholarship awards are due by Jan. 11, 2011.

Two scholarships will be awarded, one for \$3,500 and one for \$2,000. Scholarships are awarded based on merit as determined by a review panel of OGR members. Awards will be presented at OGR's 2011 Annual Conference & Supplier Showcase in Atlanta, April 8, 2011.

The Awards of Excellence Scholarship Program provides scholarships to students based on strong academic performance, funeral service experience and the strength of their essay.

To be eligible, applicants must currently be enrolled in a mortuary science degree program at an accredited mortuary school, be scheduled to graduate during 2011, have a cumulative GPA of 3.0 or higher and commit to working for an independently owned funeral home.

For information contact Lisa Krabbenhoft 800-637-8030, or lkrabbenhoft@ogr.org

Download application at <http://www.ogr.org/scholarships.php>



Death Notices



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RALPH LEE CHAMBERS, SR. of Maryville, TN died October 26, 2010 at the age of 90. A licensed funeral director and embalmer, he began his career in 1948 at **Miller's Funeral Home**, where he worked for 27 years. In 1969 he joined **Leonard Smith** in ownership of **Smith Funeral and Cremation Service**, as well as **Grandview Cemetery**.

MARLIN E. "STUB" MOCK of Defiance, OH died October 27, 2010 at the age of 77. He was the owner and operator of **Mast-Mock-Hoffman Funeral Home**, currently the **Hanenkrath-Clevenger-Schaffer Funeral Home** until his retirement in 1992. He was a graduate of the **Cincinnati College of Mortuary Science**.



SHERMAN ALLISON "LEE" OLSEN of Atlanta, GA died November 2, 2010. He owned and operated **Olsen and Company** as well as **Piedmont Metal**, manufacturing textiles and hardware for the casket industry, until his retirement in 1980.

LeROY DAVIS of Wheatland, MO died October 3, 2010 at the age of 70. He was a graduate of **Kentucky School of Mortuary Science** in Louisville, and was licensed in Missouri as a funeral director and embalmer.

JOHN WILLIAM WALKER of Jonesboro, AR died October 14, 2010 at the age of 47. He was a licensed funeral director with **Gregg Funeral Home** for the past 28 years.

JAMES BIRDSONG of Decatur, AL died October 24, 2010 at the age of 70. He graduated from **John A. Gupton Mortuary School** in Nashville. He was manager of **Ridouts Brown-Service Funeral Home**, where he had been employed since 1969.



ROBERT H. "BOB" METHENY of Fort Worth, TX died October 9, 2010 on his 73rd Birthday. He graduated from **San Antonio College of Mortuary Science** in 1964, and served as a funeral director in Uvalde, Arlington and Fort Worth, TX for 46 years. He most recently worked for **Laurel Land Funeral Home** in Fort Worth.

VINCENT MAX SALAIZ of Knights Landing, CA died October 30, 2010 at the age of 54. He graduated from **San Francisco's School of Mortuary Science** and began working for **Kraft Bros. Funeral Directors** until about a year ago, when he became the owner and operator of **Evergreen Funeral Home** in Woodlawn.

EVELYN HICKMAN WILLIAMS of Onancock, VA died October 8, 2010 at the age of 92. She had been a licensed funeral director since the early 1950's. She and her late husband owned and operated **Williams Onancock Funeral Home** in Onancock since 1949.

GEORGE G. BENSING of Moorestown, PA died October 23, 2010 at the age of 84. He was a fourth-generation funeral director and president of the **George G. Bensing Funeral Home**. He was past president of the **Eastern Pennsylvania Funeral Directors Association**.



KENNETH ALVIN "ROOT" JONES of Canton, NC died October 11, 2010 at the age of 77. He retired as funeral director assistant with **Wells Funeral Home** in Canton, after 40 years.

ARTHUR ELCOCK of Richmond Hill, NY died October 29, 2010. He was a Funeral Director since 1961. He owned and operated **Elcock Funeral Home** with his wife Helen since 1974.

PATRICK JOSEPH RYAN of Terre Haute, IN died October 21, 2010 at the age of 77. He was a third generation owner of **Ryan Funeral Home** in Terre Haute. A graduate of **Indiana College of Mortuary Science**, he was a member of **Indiana Funeral Directors Association** and past president of **Wabash Valley Funeral Directors Association**.
Courtesy Marion County FDA, Indianapolis, IN



JOHN BAKER of Mayville, ND died October 6, 2010 at the age of 88. He worked for **Callison Funeral Homes** in Rogers and Springdale, AR before he and his wife purchased **Edge Funeral Home** in Mayville renaming it **Baker Funeral Home**. He then purchased the funeral home in Buxton, ND, naming the facility **Knudsvig-Baker Funeral Home**. He was a member of the **North Dakota Funeral Directors Association** and the **National Funeral Directors Association**.
Courtesy North Dakota Funeral Directors Association, Mentor, MN.

PAUL G. SIMMONS of Fairlawn, OH died October 31, 2010 at the age of 85. He was an embalmer and funeral director for **The Billow Company**, retiring in 1986 with 39 years of service. He attended **The University of Akron**, **Cincinnati College of Embalming** and the **National Foundation of Funeral Service Management School** in Evanston.



VERDUAL W. HAMLIN JR. of Eustis, FL died October 30, 2010 at the age of 80. He graduated from mortuary school in 1953, and worked for **Rehbaum Funeral Home** until 1957, when he became partners with **Zeller and Kennedy Funeral Home** renaming it **Zeller, Kennedy & Hamlin**. In 1974, he partnered with **Art Hillbush** at what is now **Hamlin & Hilbush Funeral Directors** in Eustis. They also co-founded **Steverson, Hamlin & Hilbush Funerals and Cremations** in Tavares.

ROBERT J. SIMMONS of Bethany, CT died October 26, 2010 at the age of 72. He was a licensed funeral director and was vice president of **Monahan, Cox, Smith and Crimmins Funeral Home**.

F. SANFORD McNEELY of Mount Hope, WV died October 30, 2010 at the age of 86. He was a licensed funeral director for nearly sixty years, and a former funeral director at **Rose and Quesenberry Funeral Home** in Beckley. He was a retired member of the **West Virginia Funeral Directors Association**, and the **National Funeral Directors Association**.

WILLIAM MADISON "BILL" BRAY, of Springfield, VA died November 4, 2010 at the age of 64. He was a funeral director in the Northern Virginia area for over 34 years.

WILLIAM C. BISCHOFF of Batesville, IN died October 25, 2010 at the age of 66. He spent 20 years with **Hillenbrand Industries** as Vice President of Sales. He was part of the original team that founded the **Forethought Insurance Company**. He spent ten years with **Aurora Casket Company** as Senior Vice President of Sales and Marketing. More recently he had been a consultant for the **Johnson Consulting Group** in addition to serving on their advisory board.



SUMNER "JIM" WARING JR. of Fall River, MA died October 6, 2010 at the age of 74. He was a fifth generation funeral service professional for over 50 years. He was chairman of **Affiliated Family Funeral Homes** which owned 17 funeral homes and merged with **Service Corporational International** in 1996. The first in Fall River to advertise, "Serving all Faiths," he was also past president of the **National Funeral Directors Association**.

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BUILDING ON THE SUCCESS OF TWO RECORD-BREAKING CONVENTIONS, THE ICCFA CONTINUES TO GUIDE YOU TOWARD...



The Art of Innovation

Guy Kawasaki, best known for his work turning Apple into a successful and beloved brand in the mid-1980s, knows what it takes for a company to capture the hearts of its customers, to

take on seemingly unbeatable competition and to create its own "Bright Future."

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

Kawasaki says his presentation is "ideally suited for events whose purpose is to set new standards of excellence and change the world." If your company is ready to be a part of something that significant, that meaningful, you won't want to miss the ICCFA 2011 Convention & Exposition.

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



A BRIGHT FUTURE

ICCFA ANNUAL CONVENTION

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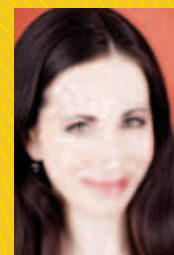
The Secret Lives of Visionaries

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

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

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

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



Creating White Space

White space, also known as "breathing space," is the part of a printed page that has nothing on it. But it is *not* nothing. It is as critical to the message as the text and graphics. Imagine a page with no line spaces,

paragraph breaks, columns, margins or open areas. A page where everything is smashed together in one busy, cluttered, uncomfortable mess.

The top complaint among successful business people today is having too much to do with too little time. American companies spend \$150 billion every year on stress-related disability, and that doesn't count the wasted time from tension, lost productivity from low morale and the costs of employee turnover.

What would you give to feel focused, efficient and energized as you face the day-to-day challenges of managing your business? Juliet Funt will share simple yet powerful strategies to help you create the white space you need to make your "page" more effective and worth reading.

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

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