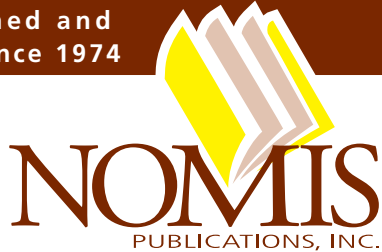


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DECEMBER
2011

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John Vincent Scalia purchases Lighthouse



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OGR'S New Look Emphasizes Devotion to Customer Service



Order of the
Golden Rule



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A Conversation with Funeral Service Living Legend, Julia Greenlee Ray



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NFDA/CANA Convention Highlights



Begin on
Page A27



O'Neil Funeral Home is a Fourth Generation Firm



O'Neil Funeral Home

LOCKPORT, IL— The funeral business that would become the **O'Neil Funeral Home**, a 4th generation family-owned funeral home, was established by **Jeremiah O'Neil** in Chatsworth, IL, where he served as funeral director/furniture maker and Postmaster General. In the late 1920's, **Joseph T. O'Neil**, Jeremiah's son, moved the business to Joliet and established **Joliet's First Home for Funerals**, later known as O'Neil Funeral Home, the first funeral home
CONTINUED ON PAGE A2

Russell Haven of Rest Completes Final Phase of New Funeral Facility

GREEN COVE SPRINGS, FL— **Russell Haven of Rest Cemetery and Funeral Home**, 2335 Sandridge Road Green Cove Springs, FL, has completed construction on their new facility.

On January 11, 2011 at 2:00 pm, **Jerry and Sue Campbell** opened their new facility, which they hope will meet the needs of the community for many years to come. Jerry Campbell served as a Lt. J.G. for the U. S. Navy in Vietnam, and holds a B.A. Degree in Business and Economics from Malone College. He is also a founding board member of Military Museum, Inc. Sue Campbell holds a B.S. Degree in Medical Technology from Florida State University, is a Certified Cremation Specialist, and has over 25 years experience as a business owner



in Green Cove Springs. **Russell Haven of Rest Cemetery** began in 1999 when Russell Baptist Church gave a 1.6-acre cemetery to the new firm in order to enjoy the pro-

tection of state licensure and to guarantee perpetual care. The first burial in the former **Russell Baptist Church Cemetery** took place in 1937. This area is now the heritage section of

Russell Haven of Rest Cemetery. In order to provide additional burial space, 25 acres of adjacent land was dedicated as cemetery property. After 2 years of plan-
CONTINUED ON PAGE A25

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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 CATHY MOULTON



Age Progressed to 55 Yrs

Date of Birth: 6/28/1955
Date Missing: 9/24/1971
Age Missing: 16 Yrs
Age Now: 26 Yrs
Sex: Female
Race: White
Height: 5'4"
Weight: 98 lbs
Hair: Lt. Brown
Eyes: Blue
Missing From: Portland, ME

Circumstances: Cathy's photo is shown age-progressed to 55 years. She was last seen in the downtown area of Portland, Maine. She was 16 years-old. At the time of her disappearance, Cathy's four eye teeth had been removed and braces put on her teeth. She wore thick eyeglasses. Cathy was last seen wearing a navy blue all-weather coat, a navy blue pant dress and brown leather shoes.

Endangered Missing YASMIN ACREE



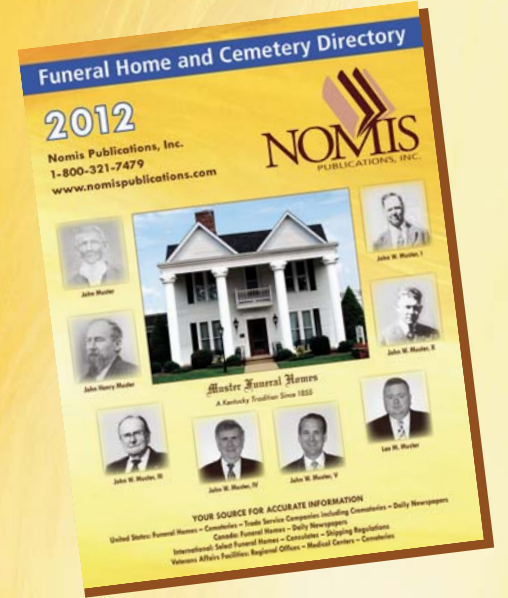
Age Progressed to 18 Yrs

Date of Birth: 10/25/1992
Date Missing: 1/15/2008
Age Missing: 15 Yrs
Age Now: 19 Yrs
Sex: Female
Race: Black
Height: 5'1"
Weight: 125 lbs
Hair: Sandy
Eyes: Brown
Missing From: Chicago, IL

Circumstances: Yasmin's photo is shown age progressed to 18 years. She was last seen at home on January 15, 2008.

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

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NOTICE

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

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O'Neil Funeral Home is a Fourth Generation Firm

Continued from Front Page



in Will County.

JT's youngest son, **Patrick O'Neil** grew up in the funeral business, living at 508 E. Cass St. over Joliet's First Home for Funerals. After serving a tour in Korea, Patrick attained his license from *Worsham College of Mortuary Science* in 1957 and moved the business to Lockport, its present location.

Under the guidance of Patrick and his wife, **Joyce**, the firm thrived. They were very active in many aspects of the Lockport/Homer communities and raised two children, **Kim** and **Patrick K.**, whom are both licensed funeral professionals.

On May 1st, 2010, Patrick passed away unexpectedly in his sleep. Kim currently manages the family business and Patrick K. serves as Will County Coroner, an office he has held since 1992.

Kim, an alumnus of *Southern Illinois University, Carbondale*, has been a licensed

funeral professional since 1978 and a licensed insurance producer since 1983. She and her husband, Ed Golob, are active in various community organizations, including the Lockport Lions Club and Lockport Women's Club, in addition to raising three children: Brad, Erin and Shannon Patrick. Parishioners of St. Joseph Catholic Church, they have been involved in many school and church functions and councils, along with involvement in Kelvin Grove School Dist. athletics.

In July of 2009, the firm undertook a huge addition and remodeling project, which was completed in October of the same year. The extensive renovation, and stunning results, prompted the City of Lockport to honor the firm with the 1st Adelman Improvement Award for assets to the community.

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Put the "F-U-N" Back in Funeral!

SANTA MONICA, CA— *The Party of Your Life: Get the Funeral You Want by Planning It Yourself* is a lively, irreverent guide to putting the F-U-N back in funeral. This upbeat book will appeal to adults of all ages who want a send off that reflects their interest, achievements, and taste.

The Party of Your Life will help readers explore the full range of creative, culinary, musical, and theatrical possibilities of a well planned (i.e., self-planned) end-of-life party. Baby boomers, Gen-Xers, and younger generations not interested in having a traditional funeral will appreciate author **Erika Dillman's** hip and humorous approach to planning your own funeral.

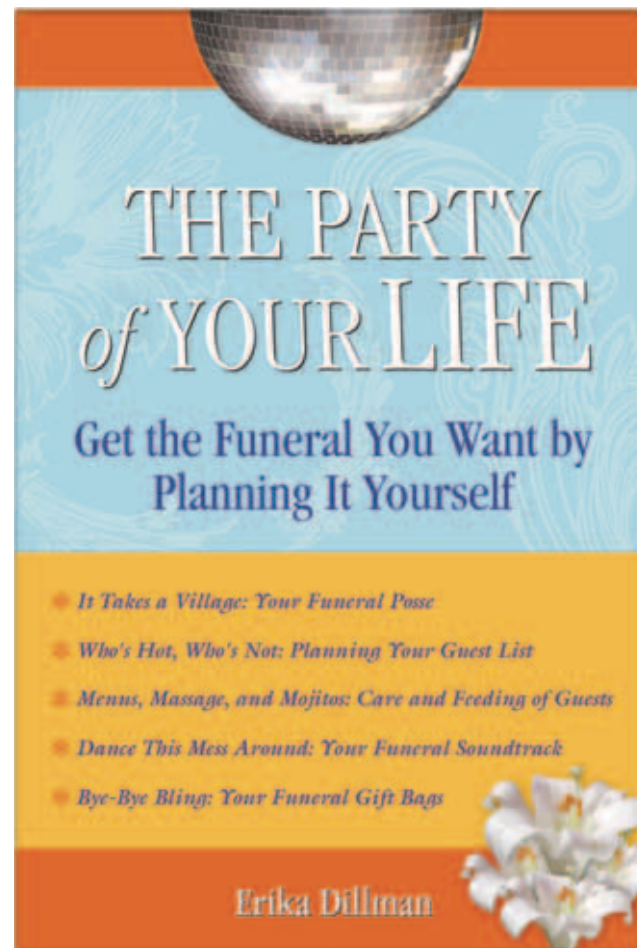
Over twenty four chapters including: It Takes a Village: Your Funeral Posse; Who's Hot, Who's Not: Planning Your Guest List; Menus, Massage, and Mojitos: Care and Feeding of Guests; Dance This Mess Around: Your Funeral Soundtrack; Bye-Bye Bling: Your Funeral Gift Bags, and more.

"In *The Party of Your Life*, Erika Dillman provides a humorous and sometimes satirical insight into the modern-day funeral industry. She clearly informs the reader of the arrangements and personal reflections necessary to create a heartfelt and fulfilled final farewell. Her sharp and witty humor reminds us that death is a sure thing in this lifetime, and the more one prepares and shares their desired wishes, the more we honor our beloved dead in their final farewell," says *Nora Cedarwind Young*, certified death midwife, green burial educator, and hospice chaplain.

"As a celebrant, I deal with creating meaningful funeral ceremonies for families, but after reading *The Party of Your Life*, I realized how limited my ideas have been. Erika Dillman really opened up my eyes to a much more expanded way of looking at funerals. She has written a witty and humorous book on a topic that some people find fearful and morbid, and she conveys vital information in an easy to digest manner that includes humorous real world examples," says *Donna Belk*, celebrant,

home funeral guide, and board member of the *National Home Funeral Alliance*.

Erika Dillman plans on living to one hundred, but started planning her own farewell fiesta at the age of forty to make sure she gets the funeral she wants and deserves. She is the author of ten books, including *Outdoors Online: The Internet Guide to Everything Wild & Green* and *The Little Yoga Book*, *The Little Pilates* book, and *The Little Strength Training* book from the popular "Little Book" series. She wishes she lived in London and wintered in New Zealand. For ordering information visit www.santamoniacpress.com or call 800-784-9553.



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The Gift of Aftercare

By Sherry L. Williams

How Do You Measure Success?

After years of working with funeral directors across the country, I am constantly asked how they can determine if their programs are successful. They want to know how to measure the success of their aftercare program and particularly any community education programs or special memorial programs.

In order to answer that question, I always ask, "What were your expectations?" because success is measured by how close you come to what you expect.

If you start an aftercare program because you want people to knock your door down telling you how wonderful you are, this is probably not going to happen! People who are grieving are under a lot of stress and it is difficult for them to remember to send thank you notes. I will tell you however, that in a study done by the National Foundation of Funeral service in the mid 1990's, funeral directors were recognized as the person most helpful to a family in dealing with their grief.

In addition, it is important to look at yourself as a consumer. Even when you have been extremely pleased with a product or service you receive somewhere, you may have all the intention in the world of getting a thank you note off to the manager, but in the course of your busy day, you forget. Well add to that, the fact that someone you love has just died and all the changes you are faced with and it is even less of a priority.

With regard to special educational or memorial programs, it is easy to get caught up in the numbers game. If you were expecting a large crowd and only had half the number you expected, you might feel you were unsuccessful. If you had

hoped to have the clergy well represented at your program and only one or two came, you might feel unsuccessful. If you wanted to present a program for the families you serve but more than half of the audience was families you had never served, was your program a success?

In essence, none of the scenarios above have anything to do with the real content of the program or program materials or if they were well received. In fact, they have nothing at all to do with how good the program was or how good any materials or services you provide are. These criteria deal more with your expectations and the results you wanted.

So, when you plan your aftercare program or any special program events, it is important to understand what your expectations are. Take the time to define your goals. Are your objectives clear to you and your employees? Can you measure your objectives and expectations? If you are not clear about your criteria for measuring success, it won't matter how good your materials are, how well planned your follow up program is or how good your speaker is. It won't even matter if the people attending loved the program, you don't have a clear way to evaluate or critique it.

As speakers and aftercare providers, there have been many times when we have delivered an excellent program, had tremendous response from those in attendance and had large crowds. However, the funeral home did not feel that the program was successful because his agenda was to get the media there and get some positive exposure for his firm and funeral service at large.

Many times funeral directors are upset because they cannot get the clergy to attend special programs or seminars. After talking with several clergy who have attended programs, I have found that it is difficult for them to attend because they are confronted with the tough GOD questions. They are also uncomfortable because of their lack of training in grief and bereavement. The clergy that I have talked with express a need for more training and information with regard to the psychology of grief. So, if you want clergy to attend, don't mix clergy with the general public. Plan a program especially for them. Make it a breakfast, brunch or lunch meeting and provide the training just for them. This makes attending a

program less intimidating for them and they are more likely to show up. Besides, I have always heard that if you feed "them," they will come!

You must know up front if you only want your families to attend or if you want a community sponsored event. This will effect greatly how the program or service you are providing is promoted. Remember, however, that if you are providing an extensive follow-up program, you may have more people you do not serve than those you serve because they will have gotten a lot of support from you already and may not feel as much a need to be there. It is also important to look at what types of programs and services other organization in your community are providing. It is important to make sure you are not duplicating services or programs and that you are filling a void with your program format.

Numbers are not what it is all about, but they help. Numbers give you something you can see and make judgments with. But, don't forget all of the advertising and good will created by your offering the service or the opportunity to attend a program. It is easy to forget about how many people will know you are providing a service and program and very difficult to realize that they just may have not needed your program that particular day.

Listen to your heart as much as you listen to your head, have clear goals, objectives and expectations. Good Luck!

Sherry L. Williams, RN, BA, GMS, GRS, is the president and founder of New Leaf Resources a division of Sherry Williams Enterprises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and services for the past twenty-two years. She has an Associate Degree in Nursing from the University of Kentucky Extension Program and a Bachelor of Arts degree in Psychology from Bellarmine College in Louisville, KY. Sherry is a nationally certified Grief Management Specialist and has advanced certification as a Bereavement Facilitator from the American Academy of Bereavement and is certified by the Grief Recovery Institute as a Grief Recovery Specialist.

She has been a featured speaker for numerous organizations including the National Funeral Directors Association and the Association for Death Education.

She can be reached by email at sherry@newleaf-resources.com. Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at www.newleaf-resources.com

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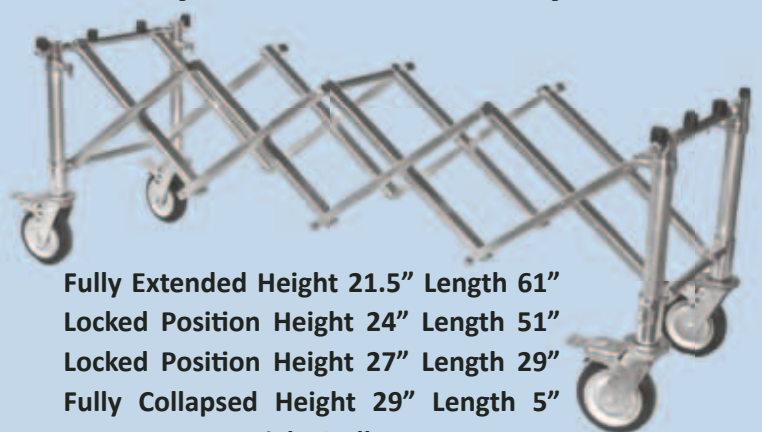
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George Frankel Appointed to Green Burial Council Advisory Board

ATLANTA, GA— George Frankel, CEO of Eternal Reefs, has been appointed to the Green Burial Council's advisory board, offering that organization the first expert in marine memorialization options. Prior to today, all members represented the land, funeral and death care, conservation, and environmental industries. The Green Burial Council (GBC) is widely regarded as the go-to organization for Conservation Memorialization information, science, best practices, and industry regulatory information.

"George brings us deep expertise in ecological issues, particularly as they relate to marine biology," Joe Sehee, Green Burial Council Executive Director, said. "We're pleased that he's willing to serve us in this capacity."

Frankel has been with Eternal Reefs since its inception in 1998. His experience working with regulatory agencies to approve the use of reefs as memorials gives him a complete understanding of the personal, emotional and regulatory issues surrounding green cremation

environmentally sustainable deathcare and the use of burial as a new means of protecting natural areas. It has become the standard bearer in this emerging field and the conduit for conservation of land, air and water resources.

Environmental concerns about traditional burials include the use of water, pesticides and pollution-producing lawn mowers at cemeteries. According to a 2009 study in the

journal of the National Cancer Institute, extended exposure to the formaldehyde in embalming fluids raises a mortician's risk for dying of myeloid leukemia. And more and more people are realizing that occupying a plot of land for eternity isn't the best use of green space.

According to the *Cremation Association of North America* (CANA), about 40 percent of people in the United States are cremated each year and the percentage is quickly rising. In 1985, only about 15 percent were cremated but that figure rose to almost 36 percent in 2008; it's predicted to rise to almost 45 percent by 2015 and over 56 percent by 2025. Popularity of cremation varies greatly from state to state, from 74 percent of those who die in Nevada to 12 percent in Mississippi, according to CANA.

The GBC (www.GreenBurialCouncil.org) has been stewarded by individuals representing the environmental/conservation community, consumer organizations, academia, the death care industry, and such organizations and institutions as The Nature Conservancy, The Trust for Public Land, AARP, and the University of Colorado. An independent, tax-exempt, nonprofit organization, the GBC is funded by contributions from individuals, certification fees, honoraria, and a grant from the Roy M. Hunt Foundation and represents over 300 "approved providers" operating throughout North America, with offices in the US and Canada.

Eternal Reefs, Inc. is an Atlanta based company that provides a creative, environmentally enhancing way to memorialize the cremated remains of a loved one. The company incorporates cremated remains into a concrete mixture used to cast artificial reef formations. The artificial reefs are dedicated as permanent memorials while also bolstering natural coastal reef formations. Since 1998, the company has placed more than 1,500 memorial reefs in 20 locations off the coasts of Florida, South Carolina, North Carolina, Maryland, New Jersey, Texas and Virginia, substantially increasing the ocean's diminishing reef systems. Memorial reefs can only go in properly permitted locations by the US Government. For more information, visit www.eternalreefs.com.



George Frankel

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

End of Year Letter

The chill of winter is starting to set in. This year is almost over and it's time to get ready for a new year. It's time to organize, review and implement our new pre-need goals and objectives for 2012.

Before we all say goodbye to 2011, you still have one piece of unfinished lead generation business to attend to. That is, mailing out your annual price adjustment letters and/or oversize postcards to those who have not prearranged and/or pre-funded with you. Countless pre-need sales representatives refer to this as the: End of Year Letter.

Professional pre-need sales representatives have been successfully using such letters for years. The average response rate they bring can mean anywhere from 4-7 additional sales contracts. At an average of \$7,000 per contract, that equates to anywhere from \$28,000 to \$49,000 in additional sales volume. Couldn't you use the extra sales?

So what kind of letter do you write and send to those you have had previous contact with, but, have not prearranged and/or prefunded? I have an example that could fit your needs.

Dear _____,

For several years the XYZ Funeral Home has worked hard to offer you and your family reasonable and affordable prices on funeral services. We realize that in today's economic environment, it can be oftentimes hard to make ends meet. We are committed to doing our part to bring our treasured families notable value, choices and options that stretch your hard earned dollars.

We regret that rapidly rising costs, from some of our provider partners, necessitate our raising prices on merchandise (or merchandise and services) ____% effective January 1, 2012. We have made every attempt to avoid the increase, but we refuse to compromise on the superior quality and service you have come to expect from our firm. This is our only alternative. We think you will agree that the worth and dignity of what we provide should never be sacrificed.

If you have ever considered prearranging and prefunding your funeral service of choice, now would be an opportune time to do it. Why pay more, when you can pay today's price? I would welcome the opportunity to meet with you and fully explain the features and benefits of our advance planning program. I can be reached at _____.

Best regards,

If you have never used a letter similar to this, you have been missing out on a golden opportunity; to move people you have made contact with in the past, up the learning ladder. People don't know what they don't know when it comes to funeral service price increases. It is your professional duty to let them know, if a price increase is forthcoming at your firm. Once you educate them, it's their decision on what they decide to do with the information.

The time to mail your letter out is any time before January 1, 2012. Preferably, mail the letters around the first to middle of December. If you use this type of letter, I would welcome the opportunity to learn how it worked for you. E-mail me your results at ckuhnen@theoutlookgroup.com

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

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

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

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**A Conversation with Funeral Service Living Legend,
 Julia Greenlee Ray**

By Eleanor Starks, CFSP

Have you ever envisioned sitting down and having a conversation with Rosa Parks, the queen mother of England, Coretta Scott King, Jacqueline Kennedy or Maya Angelou? All phenomenal women! That's the way I felt with my conversation with funeral service Living Legend, **Julia Greenlee Ray**, a licensed funeral director in Asheville, NC. I felt so entitled that her son **Jesse Ray, Jr.** and her grandson **Bryant** allowed me the time with this beautiful 97 year old Funeral Diva. Of course, I was very nervous but yet had a sense of entitlement as I did have two months to get myself together to talk "shop talk" with an icon who shared a common thread, love for the funeral service profession, and I was ready for the journey to begin.



Julia G. Ray receives recognition from the North Carolina Funeral Directors Association. Mrs. Ray, along with her son, Jesse Ray, Jr. is pictured receiving the award.

Mrs. Ray was so poised, empowered, knowledgeable, and articulate and was excited to discuss her late husband, **Jesse Ray, Sr.**, and the brave journey she took as a young woman, wife and a mother. It all began with the untimely deaths of her mother and then her step mother followed by a chance meeting with a handsome funeral director in her hometown of Marian, NC. Jesse, Sr., was working for the firm that handled the family funeral arrangements and both times provided an excellent service that pleased the family in their time of need. Jesse was a charismatic and smart director and it didn't hurt that he was handsome and eligible creating a match made in heaven. Jesse and Julia were united in Holy Matrimony on June 16, 1935 and they started a beautiful life together.

funeral home was moved to 185 Biltmore Avenue. The funeral business began to grow and on July 12, 1955, Julia was officially licensed as a North Carolina funeral director. She enjoyed working side by side with her beloved husband. The family continued to grow with the addition of sons, William and Charles. When Jesse was away or the schedule was full, Julia enjoyed being the funeral director in charge of services.

The late Jesse Ray, Sr. had completed mortuary training at the historic *Worsham College of Embalming* graduating with honors in 1932. After Jesse worked for several funeral establishments, the couple decided to start their own firm and bring those professional skills to personally serve the families in their community. The **Jesse Ray Funeral Home** was established at 267 College Street in Asheville, NC. They worked together as a team, and Jesse was a patient, understanding and loving professional who taught his helpmate the funeral service profession step by step. He often would give her suggestions on how to perform a task or if she made a mistake he would talk about it in a calm way so that she would always do it right the next time. She appreciated that and it encouraged her to always learn more. Julia eventually added the rearing of a daughter, Wilma and later a son Jesse, Jr. with her funeral service responsibilities.

As if the funeral service and parenting was not enough, Julia knew the importance of giving back and being involved in community projects, social organizations and educational initiatives of the 1960's and 1970's. The Civil Rights Movement was strong and there was a need for change and equal treatment in many areas of everyday life. Julia Ray became involved and was a member of a core group of women who spearheaded the merger of the separate black and white YWCA to one facility. She was appointed as the first African American on the Board of Memorial Mission Hospital and later the Board of Trustees of the University of North Carolina in Asheville.

Following World War II, Jesse, Sr. was employed as a civilian embalmer with the United States Army and was stationed in Europe to prepare deceased soldiers for return home to their loved ones. During his absence, **Fletcher Birchette, Sr.**, a licensee, became manager at the Ray Funeral Home while Julia managed Ray's Cleaners, a second income business. Several years after the War, in 1952, the

In the midst of the changing times, her son Charles began playing Pee-Wee Football. He was quite the athlete and was an explosive runner. Julia took on the task of being a football mom and supporter of his love for sports. Julia never missed a game from the beginning until he completed his career at North Carolina State University. I could just see her cheering him on as he ran for a touchdown or speeding across the goal and giving the team a reason to jump for joy. I wonder if he ever spiked the ball. Julia Ray reminds me of myself a little with her being a funeral director, the mother of three boys and one girl like myself, being the mother of an athlete. I felt so privileged talking to her knowing we had a few things in common. She did make it clear that she never had any desire to become a li-

CONTINUED ON PAGE A14



*Changing
 Lives
 Through
 Laughter*

By Nancy Weil

December is traditionally the season of giving. It is also a time of great stress as we try to find the perfect gift for everyone on our list—family, friends and colleagues. Our thoughts and efforts are focused on creating the "perfect" holiday season. Images of Hollywood films fill our head with how our holiday should look. Everyone dressed perfectly, gifts piled high with colorful bows adorning them and excited squeals of excitement as each gift is unwrapped. How many of us ever really have this type of Hollywood holiday? More than likely it turns into a season of grumbling, exhaustion and family tension as the expectations mount.

We are blessed to be in a business where the holidays are put into perspective. Even when the toddlers are whining, your uncle is complaining and your mother-in-law takes over the kitchen, we can sit back and be grateful that everyone is together once again. Our hearts think about the many families we have served who will not have their loved one at the table this year. We realize how lucky we truly are to have a job, a family, a home and a reason to celebrate. We give thanks for all of it.

Giving is more than just the gifts and the gratitude, there is still another area where we can give and that is

the gift of ourselves. Do you volunteer? Do you mentor another person in the industry and help them become successful? What skills do you have that you share with others without compensation? Tithing is not just about money, it is also about the more valuable commodity of time. When we give of our time, we are giving from our hearts.

Each of us has a charity or two we support financially. We send out a check, report it on our taxes and may not really think about who is being affected through our generosity. Local groups solicit our business for support for their events and more checks are written from the business account. I suppose we are lucky, in our business no one asks for a donation of our product. I have found another way to give and it has given me much pleasure. I began a scholarship fund at my alma mater. I believed that you had to be wealthy in order to do this, but I was wrong. I asked what it would take and learned that with as small as a \$100 per month donation, the scholarship could be established. Each month when I send in my check, I have the satisfaction of knowing that once a year a single mom who is going back to college to help her family will receive a gift of support from a stranger. This makes me understand the old saying, "tis better to give than to receive."

Yet in order to be a good giver, we must also be a good receiver. Does it make you uncomfortable to receive a gift from someone whether it is a package or a compliment? Are you able to savor the moment when you open a brightly wrapped package meant only for you? Do you accept invitations where you are told to come over and bring nothing but yourself? As much as the season is about the giving, there will be moments when you are the recipient. The best gift you can give yourself is to be able to accept all that comes your way

graciously and joyfully.

One final thought about the season: Children can teach us a lot about life in the way they see the holidays. Young ones go to bed on Christmas Eve knowing that Santa will have visited during the night and placed under the tree all of the things they wanted. There is no doubt that their desires will be met. They asked and they know they will receive. May we all be like these children throughout the year ahead? May we trust that our needs, our wants and our desires will be met? That in the asking, we will be given. So be a willing receiver, a generous giver and may you have the happiest of holiday seasons surrounded by those you love.

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.

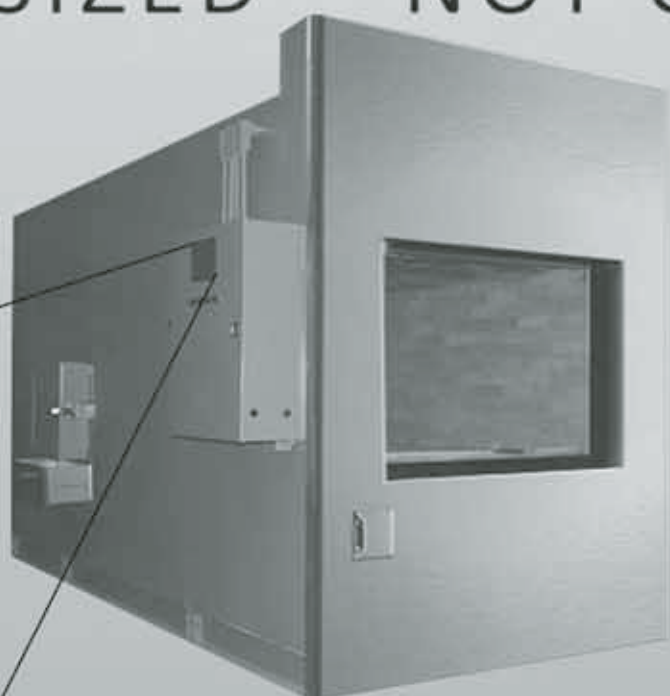
As director of aftercare at Mount Calvary Cemetery in Buffalo, NY, Nancy has developed one of the most comprehensive aftercare programs of any cemetery in the country in order to support families following the death of a loved one. A professional public speaker, Nancy is available to speak to your staff, association or conference, bringing her passionate interest in the healing qualities and therapeutic benefits of laughter across the country. Her new book, *If Stress Doesn't Kill You, Your Family Might*, filled with tools that work to reduce stress, can be found through her website, www.TheLaughAcademy.com. You can contact Nancy at nancyw@mountcalvarycemetery.com or visit www.the laughacademy.com.



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Legacy of Life align with the Florida Public Service Association to offer a \$500.00 Scholarship

TALLAHASSEE, FL— **Legacy of Life**, an online obituary service that services all 50 states, has aligned with the *Florida Public Service Association* (FPSA) to offer a \$500.00 scholarship to a deserving Florida senior who attends a public or charter secondary school. **Xenia Bailey**, co-founder of Legacy of Life, contributes a lot of her time working with middle and high school students to assist them to begin thinking of their career pathways and how to work towards the end goal of meaningful and sustained employment. FPSA is a high school based organization for students who are involved in the studies of criminal justice, teacher assisting, firefighting and law enforcement where Xenia serves as a

consultant to manage their Federal Perkins grant. The organization focuses on education, citizenship, leadership, ethics, teamwork, and good sportsmanship which complement the core values of Legacy of Life.

If anyone is interested in becoming a sponsor in order to provide more scholarships to deserving students, please contact Xenia Bailey at 866-483-2926 or email her at info@legacyoflifeobituaries.com. Any Florida high school senior that is interested in pursuing this scholarship may visit: <http://www.legacyoflifeobituaries.com/advertise.php> or <http://www.fpsainc.org/> to download the application. The application with all supporting documentation is due no later than February 15, 2012.

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Legal Speak

By Atty. Harvey I. Lapin

NLRB Issue Guidelines on Terminating Employees for Social Media Use (Part 2)

On August 18, 2011 the Acting General Counsel of the NLRB issued a report summarizing recent cases and decisions involving challenges by employees being terminated by employers for alleged improper use of social media sites. The report describes 14 situations and indicates the action taken by the NLRB. Last month covered the provisions of the National Labor Relations Act ("Act") that applied to almost all employees and reviewed the first 6 situations. In this part, we will cover the remaining 8 situations.

7. Employee Who Posted on Her Senator's 'Wall' Was Not Engaged in Concerted Activity

In another case, the NLRB considered whether the Employer unlawfully discharged an employee who had posted messages on the Facebook page of one of the U.S. Senators who represented her state. The Employer provides emergency and nonemergency medical transportation and fire protection services to municipal, residential, commercial, and industrial customers. The employee worked as a dispatcher for the Employer. The Senator had announced on Facebook that the four Fire Departments in his state had received federal grants. The employee's disparaging comments about her employer were posted on the Senator's Facebook. She did not discuss her comments with any other employee, including her spouse who was also an employee of the employer. The NLRB concluded that the discharge was not unlawful.

8. Employee Who Made Facebook Comments about Mentally Disabled Clients Was Not Engaged in Concerted Activity

In this case the NLRB considered whether the employer—a nonprofit facility for homeless people violated the act when it discharged an employee for inappropriate Facebook posts to friends that referred to the employer's mentally disabled clients. The NLRB concluded that the employee was not engaged in protected concerted activity and therefore the discharge was not unlawful.

9. Employee's Facebook Postings about Manager Were Individual Grips, Not Concerted Activity

In another case, the employer—a retail store operator—dis-

ciplined a customer service employee for profane Facebook comments that were critical of local store management. The NLRB found insufficient evidence that the employee engaged in concerted activity with other employees.

10. Union Violated Section 8(b)(1)(A) by Posting 'Interrogation' Videotape on YouTube and Facebook

In this case, the NLRB found that a union violated Section 8(b)(1)(A) when it interrogated employees at a nonunion job-site about their immigration status, videotaped that interrogation, and posted an edited version of the videotape on YouTube and the local union's Facebook page. According to the NLRB any employees who viewed these postings, either through the YouTube link that expressly named the union or through the local's Facebook page, were subject to the same coercive message conveyed to the workers at the jobsite.

11. Provisions of Employer's Social Media Policy Were Overly Broad

In another case, the NLRB found that several provisions of an employer's social media policy were overly broad as employees could reasonably construe them to prohibit protected conduct. The employer—a hospital issued a social media, blogging and social networking policy, which was later incorporated into the employer's employee handbook. Rule 4 of the policy prohibited employees from using any social media that may violate, compromise, or disregard the rights and reasonable expectations as to privacy or confidentiality of any person or entity. Rule 5 prohibited any communication or post that constitutes embarrassment, harassment or defamation of the hospital or of any hospital employee, officer, board member, representative, or staff member. Rule 6 contained a similar prohibition against statements that lack truthfulness or that might damage the reputation or goodwill of the hospital, its staff, or employees. In this case, a nurse was discharged because of violations of these policies when she complained on her Facebook page about another nurse that was frequently absent.

12. Employee Handbook Rules on Social Media Policies Were Overly Broad

The NLRB found that another employer's handbook rules pertaining to social media policies were overly broad. According to the Report: "The employer's online social networking policy, included in the employer's employee handbook, prohibited employees on their own time from using micro-blogging features to talk about company business on their personal accounts; from posting anything that they would not want their manager or supervisor to see or that would put their job in jeopardy; from disclosing inappropriate or sensitive information about the employer; and from posting any pictures or comments involving the company or its employees that could be construed as inappropriate. It also cautioned that one inappropriate picture or comment taken out of context could fall into the wrong hands and cost an employee his or her job."

13. Policy's Bar on Pressuring Coworkers to Use Social Media Was Lawful, But Other Prohibitions Were Too Broad

In another case, the NLRB looked at three policy guidelines in an employer's social media policy. It found one guideline lawful, where it was narrowly drawn to restrict harassing conduct and could not reasonably be construed to interfere with protected activity. However, the NLRB found that two other provisions of the policy were unlawfully broad.

14. Employer's Rule Restricting Employee Contacts with Media Was Lawful

In another case the employer—a grocery store chain included a media relations and press interviews policy in its employee handbook. Under this policy, the public affairs office was responsible for all official external communications; employees were expected to maintain confidentiality about sensitive information; and it was imperative that one person should speak for the employer to deliver an appropriate message and avoid giving misinformation. The NLRB commented that it is well established that employees have the right under Section 7 to talk to the media about wages and other terms of employment. However, a media policy that simply seeks to ensure a consistent controlled company message and limits employee contact with the media only to the extent necessary to effect that result cannot be reasonably interpreted to restrict Section 7 communications.

It is important that all industry members consider developing a social media policy for their businesses. Obviously, any social media policy should be in compliance with the views of the NLRB so they are not challenged in an expensive proceeding.

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

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

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

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

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

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

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

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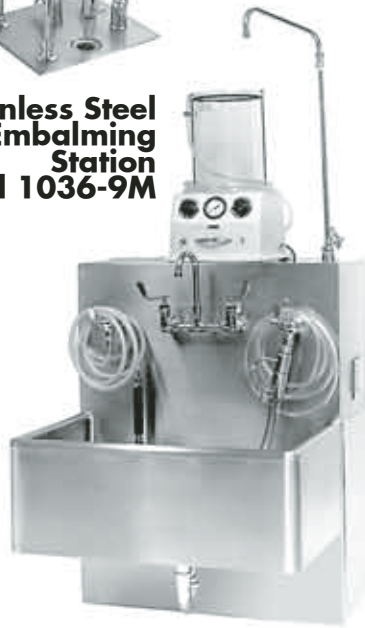
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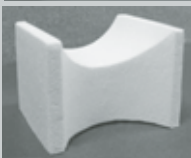
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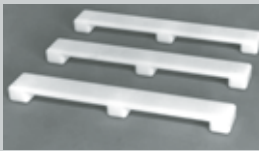


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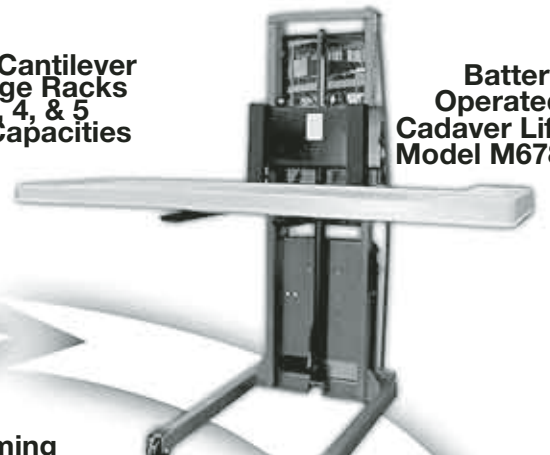
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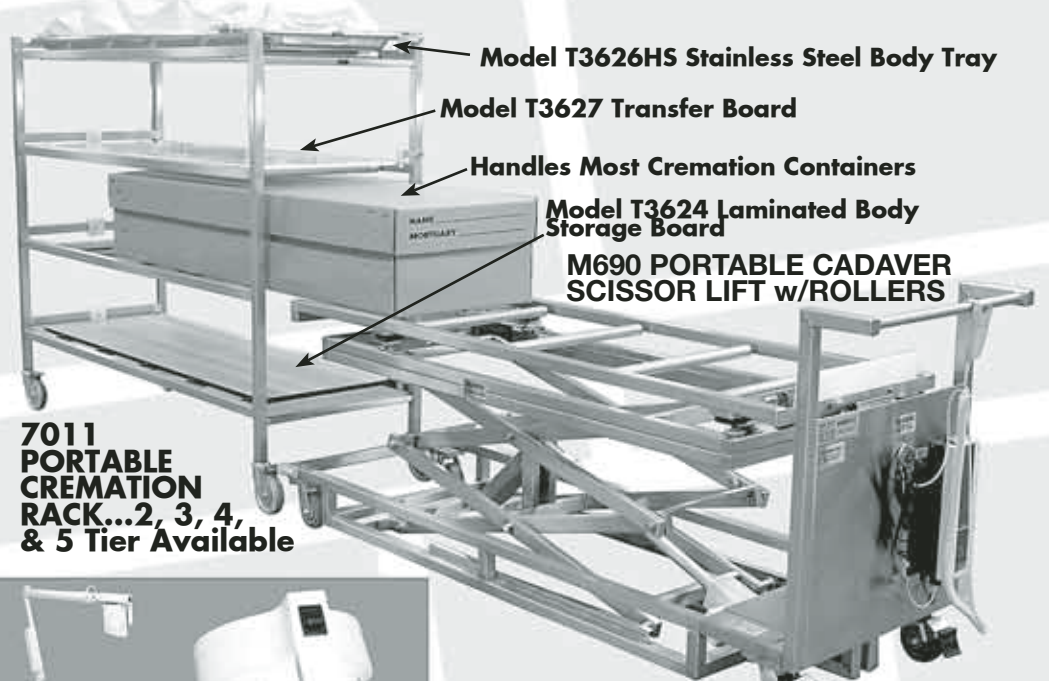
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Carriage Services Announces Third Quarter Results and Board changes

HOUSTON, TX— Carriage Services, Inc., has announced results for the three and nine months ended September 30, 2011. Mel Payne, Chief Executive Officer, stated, "Beginning early this year, I communicated that Carriage had a goal of 2011 being a 'breakout performance' year in celebration of Carriage's 20th Anniversary from its founding in June 1991. And while we will have our third straight year of record EPS achievement (much larger on a non-GAAP basis), we have not executed anywhere close to the sustainable earning power potential of our portfolio of operating businesses."

"Two months ago, Bill Heiligbrodt joined Carriage full time as vice chairman of the board and Dave DeCarlo assumed the position of lead director, with the three of us comprising the executive committee of the board. With our company facing unprecedented opportunity but needing to take a big step up in 2012 performance, we are announcing an executive management reorganization." Through this, Mel Payne will head the operations and long term vision and strategies, while Bill Heiligbrodt will head growth and financing strategies, legal and investor relations.

Carriage Services, also announced that Vincent D. Foster has retired from the board of directors effective November 11, 2011. Foster has served on the board for twelve years, communicating to the board his decision to pursue other personal and professional interests. Upon Foster's retirement, Carriage will have three independent and two in-

CONTINUED ON PAGE A13

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Observations

By Steven Palmer



A Door Closes, A Window Opens

"Competition has been shown to be useful up to a certain point and no further, but cooperation, which is the thing we must strive for today, begins where competition leaves off."

-Franklin D. Roosevelt

A door of necessary evolution was closed at the National Funeral Directors Convention in Chicago October 2011. A window of enlightened opportunity, however, was opened.

The proposal for the constitutional change to allow Allied Membership in the NFDA was defeated for a second time. The vote in Boston in 2009 was 23 short of the two thirds majority needed. In Chicago the vote fell short by 38 votes of the majority needed. The door for this proposal has closed for some time to come. The Allied Membership proposal would have allowed professionals affiliated with funeral service to hold a limited membership in NFDA. They would not be able to vote or hold office. The myths about disreputable business obtaining this membership were false as there was a code of conduct designed to hold them accountable. It was not proposed to generate more revenue. It would provide a way for allied businesses, including cemeterians and crematories to have a membership, though limited, in NFDA.

We state that we are funeral directors and therefore the National Funeral Directors Association should not include those, such as cemeterians and crematories, in any form of membership. Every funeral involves a cemetery or a crematory. Why wouldn't we want to have these entities with us to better serve a family from death to disposition?

These allied professions approached NFDA to be a member of the association. They included merchandise suppliers, grief support organizations, technology services, shipping companies, pre-arrangement and financial services and marketing companies. They desired to work with funeral service to understand us better to serve families in grief. Now they must find their way on their own

around us, over us or under us as we didn't want them at our table.

Pushing them away doesn't make them go away.

The window of opportunity opened as the 2011 Chicago convention was historically shared with the Cremation Association of North America.

Then NFDA President, William Wappner said in June 2010 "As cremation is an important part of our member's businesses, it makes sense for NFDA to work closely with the leading cremation association to provide cutting edge information. Partnering with CANA on the 2011 International Convention & Expo allows NFDA to focus on its unique strengths of our partner organization. CANA, can do the same for its members, including crematory owners, cemeterians and funeral directors."

The convention from all accounts was a success. Mark Matthews, outgoing CANA president said "Obviously this has worked out really well and it would make no sense not to try this again."

Collaboration among like industries is strong in every business building model.

Leanne Hoagland Smith, in a column in the Chicago Post-Tribune, advised, "The goal to increase sales is difficult enough in the best of times. During down times, it makes sense to find like-minded business owners including perceived competitors and join forces."

Robert Heller of Thinking Managers newsletter writes, "Today collaboration between adversaries is expanding rapidly and widely and the best collaborators are also the most intense and successful competitors."

Heller concludes, "That's often the basis of an alliance: to reap the synergies of sharing capital and operating costs while tapping a bigger market than either partner could achieve independently."

Shel Horowitz in his book, Principled Profit: Marketing that Puts People First, states "When competitors become allies, they become resources, too. Thus cooperative ethical business practices are less costly and more profitable than cutthroat tactics."

Cisco Systems in their Strategic Alliances: The Value of Partners advocates "Today, the corporation has become an extended enterprise where the constituents are not only corporate employees, but also suppliers, customers and partners in the corporate ecosystem. Competitive advantage is gained by an organization's ability to assemble collaborative teams from across extended enterprise in real time to harness the knowledge of the collective as fast as possible."

Finally, About People of Dallas Texas writes in The Why and How of Strategic Alliances, "Here's an exam-

ple from the health care industry. Traditionally schooled MDs are aligning with natural medicine physicians and practitioners in order to offer their patients the best of both worlds. They don't compete for a share of the patient's pocketbook; they work together to solve problems. They get more patients because they solve more problems. The odds are better with two groups working together. The results are both parties achieve more by working together than they would apart."

Funeral service and final care are about service. We cannot provide service if we are not in business. Does it not make sense to be at the same table as the other ethical businesses that your families may seek services from?

We are talking the future of funeral service and how the public perceives it. They do not understand that cemeteries and crematories and funeral homes can be different entities. They call funeral homes to bury and cremate their dead.

From the coffee shops in Seattle to the steakhouses in Kansas to the soul food restaurants in Mississippi to the fried clam shacks in Maine, they see us all as one. Why can't we?

The window of opportunity has been opened. Let the fresh air it allows in give us a renewed vision to our future in funeral service and final care.

"Geography has made us neighbors. History has made us friends. Economics has made us partners, and necessity has made us allies. Those whom God has so joined together, let no man put asunder."

-John F. Kennedy

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.

Carriage Services Announces Third Quarter Results and Board changes

Continued from Page A12

side board members.

Payne stated, "We thank Vince Foster for his long and valuable service to Carriage Services. He contributed immensely during the formative years of our company, especially as the chairman of Carriage's audit committee."

In acquisition news, the company announced that it has acquired **Carman Funeral Home** and **Roberson Funeral Home**, both in Northeast Kentucky. Carman Funeral Home was established in 1913 by **James Stewart Carman**. Beginning in 1933, **Herbert J. "Herb" Greene** (Carman's son-in-law) joined the firm and from that point the business was operated by members of the Carman and Greene family and ownership eventually rested with a local operator. This business will continue to be managed by a Carman and Greene family member, **Bob Greene**.

Roberson Funeral Home was established in 1940 in South Shore, KY by **S. M. Roberson** and his son **James Roberson**. Over the years, the business has changed hands several times with a series of local operators. **James R. Osman**, one

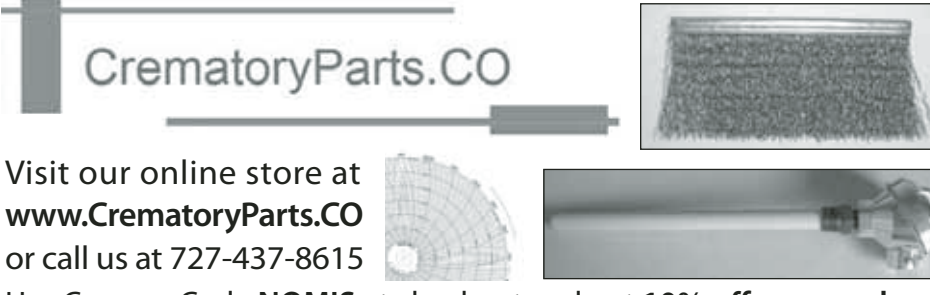
of the business' original employees and a prior owner, will stay involved with the business on an ongoing basis.

Payne commented, "We are excited about the addition of these two high quality businesses, which will extend our presence and service reputation within the Ohio River Valley. Carriage will now have four highly respected operations in this traditional market area, which already includes **Steen and Marshall Steen Funeral Homes** in Ashland, KY."

The board of directors declared the quarterly dividend of 2.5 cents per share payable on December 1, 2011 to common share record holders as of November 14, 2011. The company also recently instituted a dividend reinvestment program that is available so that shareholders may elect to reinvest their dividends into additional shares of the company's common stock.

Carriage Services is a leading provider of deathcare services and merchandise in the United States. Carriage operates 158 funeral homes in 25 states and 33 cemeteries in 12 states. A copy of the company's form 10-K, and other Carriage Services information and news releases, are available at www.carriageservices.com.

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Biospecialists Welcomes Richard Shepard

GORHAM, ME—BioSpecialists, providers of professional blood cleaning service in New England, welcomes **Richard Shepard** as a newly certified training officer. He brings 35 years of experience working with police departments, fire & rescue squads, and funeral homes. Richard, a certified state fire and law enforcement instructor since the mid 1980's and instructor for NASCAR, has been involved with BioSpecialists since their inception in 2010.

He obtained his credentials from the *Academy of Professional Funeral Service Practice* to provide training in bloodborne pathogens, decontamination, and chemical suicide awareness.

Biospecialists provide blood, death, suicide, and biohazard clean-up, in addition to undiscovered death clean-up and odor removal. Biospecialists is the first biohazardous services company in the country endorsed by the Academy of Professional Funeral Service Practice to

conduct professional training sessions and currently have 2 certified trainers. Sessions include updated information on chemical suicide and new disinfection techniques for MRSA and C Difficile. Biospecialists has been presenting this information to funeral directors and fire departments around the state, and would like to offer training sessions to other funeral directors within the state of Maine. For more information, or to schedule training, call Biospecialists at 207-839-9111.



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A Conversation with Funeral Service Living Legend, Julia Greenlee Ray

Continued from Page A8

censed embalmer. She said she didn't want to worry about the back room and left it to those who loved to work their magic because she had enough to do in her daily routine. I bet she did take the time to inspect the final work and give her okay for a job well done.

Julia has seen many changes in the funeral service profession since her early beginnings in the 1930's. She mentioned that there were lots of superstitions that families had when a loved one died such things as the spirit crossing it never a concern ing with death be- I told member a b o u t supersti- our early from the ary text- Julia re- prepar- body at just laying out at the the wake, wakes and the home, provide trans- all the flexibility director had to have the family mainly there for funerals and maybe having to change the funeral days and times on numerous occasions. I reminded her times have changed but we are still challenged in many of those same areas with today's 21st century funerals.

Now you understand Just why my head's not bowed. I don't shout or jump about Or have to talk real loud. When you see me passing It ought to make you proud. I say, It's in the click of my heels, The bend of my hair, The palm of my hand, The need of my care, 'Cause I'm a woman Phenomenally. Now you understand Just why my head's not bowed. I don't shout or jump about Or have to talk real loud. When you see me passing It ought to make you proud. I say, It's in the click of my heels, The bend of my hair, The palm of my hand, The need of my care, 'Cause I'm a woman Phenomenally. Phenomenal woman, That's me. -Maya Angelou

Julia says it's important for funeral directors today to bring additional education to their mortuary training for a solid professional background to serve families. Keep their license current and attend continuing education classes to stay current with this very demanding profession. Be patient with new trainees and train them with understanding and a good work ethic. Don't be afraid, when the time comes to turn your business over to the next generation, give them that opportunity to keep the legacy alive.

Julia Ray retired from full time funeral directing in 1977, to enjoy the home that she and Jesse, Sr. built and to travel with him to meetings across the country as he represented the Asheville Housing Authority. Sadly, Jesse Ray, Sr. died in 1994. Jesse Ray, Jr. assumed the management of the business at that time. Jesse, Jr.'s son Bryant, a third generation licensee, is currently working with pride on a history brag book for the funeral home for the **100 Black Women of Funeral Service** organization to showcase in 2012 at the Living Legends History Display at the NFDMA Annual Convention in Las Vegas, NV.

Julia Ray continues to keep her license current, just in case the boys have a full schedule and they need her. At 97 years of age she continues to live independently and enjoy her loving eight great grandchildren with hopes that there is a future funeral service professional in the mix. A special thanks to the *North Carolina Funeral Directors Association* for recognizing Mrs. Ray this year for her accomplishments within the state.



OSHA Compliance

By Gary Finch

“What we Have Here is a Failure to Communicate” from The Movie Cool Hand Luke

The Occupational Safety and Health Administration (OSHA) announced a public meeting to solicit comments and suggestions from stakeholders on key issues facing the agency. In particular, the agency invited input on the following:

1. What can the agency do to enhance and encourage the efforts of employers, workers and unions to identify and address workplace hazards?
2. What is the most important emerging or unaddressed health and safety issues in the workplace, and what can OSHA do to address these?
3. How can the agency improve its efforts to engage stakeholders in programs and initiatives?
4. What specific actions can the agency take to enhance the voice of workers in the workplace, particularly workers who are hard to reach, do not have ready access to information about hazards or their rights, or are afraid to exercise their rights?
5. Are there additional measures to improve the effectiveness of the agency's current compliance assistance efforts and the on-site consultation program, to ensure that small businesses have the information needed to provide safe workplaces?
6. Given the length and difficulty of the current OSHA rulemaking process, and given the need for new standards that will protect workers from unaddressed, inadequately addressed and emerging hazards, are there policies and pro-

cedures that will decrease the time to issue final standards so that OSHA may implement needed protections in a timely manner?

7. As we continue to progress through a new information age vastly different from the environment in which OSHA was created, what new mechanisms or tools can the agency use to more effectively reach high risk employees and employers with training, education and outreach?

8. What is OSHA doing now that may no longer be necessary?

9. Are there indicators, other than worksite injuries and illness logs that OSHA can use to enhance resource targeting?

In the late 1980s, OSHA and its stakeholders worked together to update the Permissible Exposure Limits (PELs) (exposure limits for hazardous substances; most adopted in 1971), but the effort was unsuccessful. Should updating the PELs be a priority for the agency? Are there suggestions for ways to update the PELs, or other ways to control workplace chemical exposures?

There isn't a single item on reducing the regulations that are prohibiting thousands of employers from hiring. There is not one item that solicits input on how employers can cut cost with the current regulatory agenda. And there isn't a single item on simplifying thousands of regulations that have run amok. I write this column to help you makes sense out of OSHA. Some days, I get out of bed to do that, but end up taking three steps backwards.

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

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JustGive Announces new Memorial Registry Service for Families and Funeral Directors

SAN FRANCISCO, CA— JustGive, the destination for online charitable giving®, has developed a new way to pay lasting tribute to a loved one, an online Memorial Registry. The registry gives the family members and funeral directors an opportunity to conveniently share information about their loved ones, service details, and charitable gifts to honor them.

What does JustGive's Memorial Registry include? The Memorial Registry allows the family to: create a personal profile of their loved one describing the life and work, what was important, and the details about the service. Families can also upload a favorite photo; select any number of favorite charities for donations (from more than 1.8 million), explain their significance to the loved one, and designate if they want gifts to be used for a particular program, research, education efforts; share the registry with extended family, friends and the community by sending a personalized email with a customized link or by obtaining a PDF from JustGive to print cards featured at the service and track every memorial donation through an online record of gifts. JustGive notifies the family each time a gift is received, acknowledges donors on their behalf, and sends donations directly to charity.

The Memorial Registry simplifies the process for donors too, which can easily search JustGive to find a registry and make a donation. While donating, one has the option to write a personal note, or for a small fee, add an individual note card that JustGive mails to the family. Donors receive a thank you confirming the gift along with a tax do-

nation receipt. There is no cost to the family to set up a Memorial Registry. A small handling fee applies for donors, and JustGive passes through more than ninety-five cents of every dollar donated to the chosen charity.

Why create this new service? "We wanted to offer families a meaningful way to remember a loved one and request charitable gifts," explains the director of programs **Andrea Lloyd**. "Through a Memorial Registry, they can celebrate the life of a loved one, inform friends and family about the service, and make it easy to give for a lasting tribute," Lloyd explained.

The Memorial Registry service is one more way JustGive is fulfilling its mission to increase charitable giving and connect people with the causes they care about most. For all of life's occasions such as birthdays, anniversaries, holidays, weddings and memorials—JustGive is the only site donors need.

The San Francisco based JustGive, founded 11 years ago by **Kendall Webb**, a Harvard graduate and former Silicon Valley dot.com executive, has sent more than \$180 million to over 50,000 charities. Through JustGive, donors can give when, how, and as often as they want in a variety of ways such as direct and memorial donations, charity gift cards, wedding gifts, gift collections, and fund raising registries.

The destination for online charitable giving® and a 501(c)(3) nonprofit organization, JustGive has been recognized by *Forbes* magazine as one of the best of the web. Learn more at www.justgive.org.

SCI Reports 3rd Quarter

HOUSTON, TX— Service Corporation International, the largest provider of deathcare products and services in North America, has reported results for the third quarter 2011. **Tom Ryan**, the company's president and chief executive officer, commented, "We are very pleased with our operating performance for the third quarter, which was enhanced by impressive increases in both of the funeral and cemetery preneed sales production. Once again, our sales team delivered excellent results during a very pessimistic economic and consumer sentiment environment. Our strong cash flows and healthy financial position have afforded us the flexibility to pursue an acquisition growth strategy while being opportunistic during recent stock market volatility to return value to our shareholders."

Headquartered in Houston, SCI currently owns and operates 1,427 funeral homes and 374 cemeteries (of which 214 are combination locations) in 43 states, eight Canadian provinces and the District of Columbia. Complete financial reports and more information about Service Corporation International can be found at www.sci-corp.com.

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Funeral Costs Increase Five Percent in 2011, Says Citrin Cooperman Survey

SPRINGFIELD, NJ— Funeral home executives reported pricing for services in 2011 increased an average of five percent over 2010, according to a survey of funeral home owners and directors in the Northeast released today by accounting and business consulting firm **Citrin Cooperman**.

The price increase comes a year after Citrin Cooperman's 2010 survey of funeral home executives indicated that prices remained flat. Survey participants this year reported an average increase of six percent for direct cremations and five percent bumps for immediate burials, two services that typically yielded funeral homes minimal profits.

"The price increase is positive news for an industry that has seen its profitability erode over the last decade," said **Ed Horton**, partner in charge of the funeral industry services practice at Citrin Cooperman. "A portion of funeral homes, however, still believe their pricing to be below market average. These are the homes whose survival is at risk."

Citrin Cooperman annually surveys funeral home owners and directors and this year's responses comprised information from more than 360 funeral homes primarily from New York, New Jersey, Pennsylvania and Connecticut.

Encouraging signs for the industry arising from this year's survey are various indications that more funeral directors are embracing changes within the industry. For the first time in the history of Citrin Cooperman's survey, which has been conducted for more than 12 years, cremation was not named as the No. 1 issue or negative change affecting the funeral home industry. Funeral directors' primary concern this year is the public's desire for non-traditional, low-cost funerals, and the decrease in full-service funerals.

According to the survey, there appears to be a growing consolidation trend within the industry. The percentage of survey participants owning two or more

funeral homes increased again in 2011, and now accounts for 37 percent of those surveyed. Twenty seven percent of funeral home directors surveyed this year are considering expanding their homes or acquiring a funeral home versus the twenty one percent last year. Those considering selling, also edged up with seven percent versus the five percent last year.

"These figures indicate the different types of owners within the funeral home industry," said Horton. "There are those that are having trouble surviving and look to sell, while others see a buying opportunity in the marketplace."

"Funeral directors continue to wrestle with changes in the industry, with varying degrees of success," said Horton. "We find that those best at adapting to changes inside and outside of the industry are the ones best positioned to not only survive, but to grow."

Citrin Cooperman (www.citrincooperman.com) is a full-service accounting firm, providing attest and assurance, tax, business advisory services and valuation and forensic services to clients in New York, New Jersey, Pennsylvania, Connecticut and the Cayman Islands. Citrin Cooperman has deep experience in a number of industries and areas including real estate, entertainment, staffing and executive search, medical and dental, professional services firms, restaurants, and funeral homes. The firm, founded in 1979, is an independent firm associated with **Moore Stephens**. Citrin Cooperman also can be found on Facebook and on Twitter @citrincooperman.

Funeral Divas Create Member Discount Provider Program

PHILADELPHIA, PA— The **Funeral Divas** social group is now offering a member discount provider program for members and supporters. **C & L Containers**, **Frog Stories, Inc.** and **Funerals Today** magazine are currently offering discounted services to members of Funeral Divas, Inc. This is an opportunity to get your business noticed by over 1000 funeral industry professionals. Funeral Divas now has over 500 members, 500 Facebook fans and 900 e-newsletter subscribers. This is just one of 17 membership benefits now available.

A Funeral Diva is a distinguished

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

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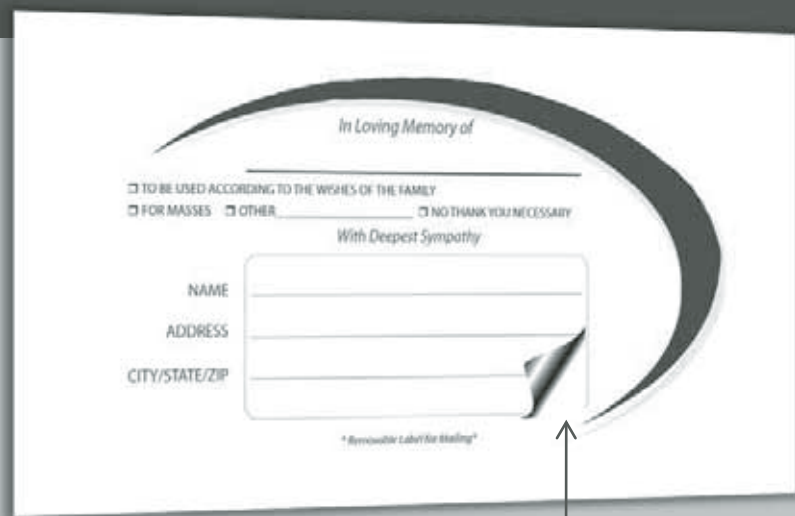
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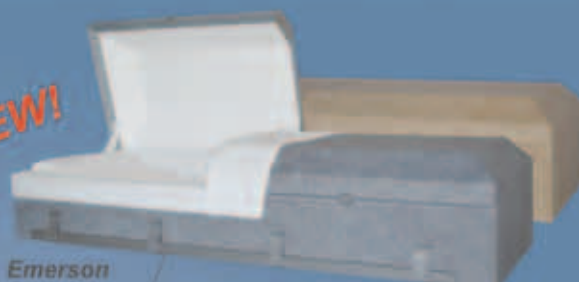
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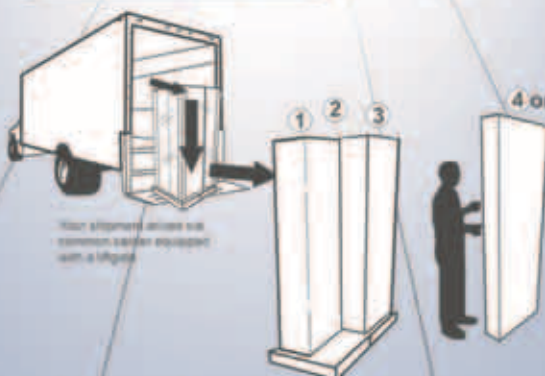
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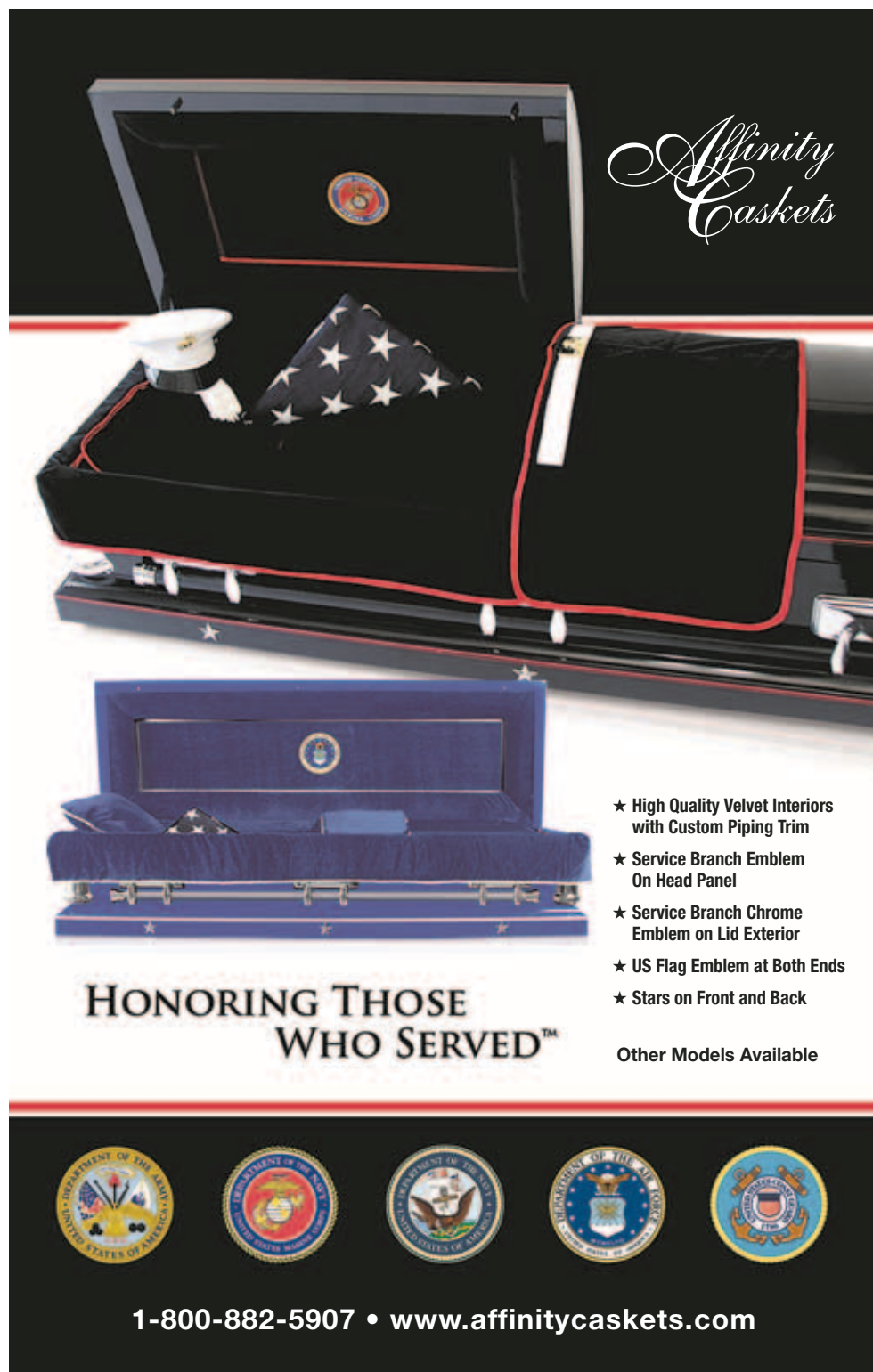


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Heck Funeral Home Names Jason S. Thompson General Manager

MILTON, WV— Heck Funeral Home in Milton has named **Jason S. Thompson**, CFSP as the new General Manager and Licensee-in-Charge. Although this is the first time he has been in this position officially, Jason is no stranger to the day-to-day operations at Heck Funeral Home. He has been employed there for the past 10 years and has been working closely with former manager, **Melissa Cyfers**, filling in for her when she has taken time off.



Jason S. Thompson

Jason grew up in Delbarton, WV and is a 1998 graduate of the *Cincinnati College of Mortuary Science*. He was awarded his funeral director and embalmer's licenses in Ohio in 2000. In September of 2002, Jason got his licensure for West Virginia and went to work at Heck Funeral Home. Since being in the Cabell County area, he has also worked as a funeral director at **Beard Mortuary** in Huntington. Jason earned his Certified Funeral Service Practitioner (CFSP) from the *Academy of Professional Funeral Service Practice* (APFSP) in 2001.

Jason now lives in Chesapeake, OH with his wife, Jessica and sons, Blake and Gavin. He is looking forward to building new relationships and becoming involved in the Milton community.

Heck Funeral Home was established in the early 1920s by the late **Homer Heck**. Since then, it has been a staple of the community becoming one of the premier funeral establishments in the area.

Their professional staff has years of experience caring for families from all walks of life. For decades, the slogan has been committed to our community. They still use that same motto when conducting business. "We are leaders in our profession, with dedication to service and professional integrity," Jason says. He also stated, "When we sit down to meet with a family, our shared goal is to create a fitting and memorable service for their loved one at an affordable price. We offer a wide variety of services and products, as well as a wealth of creative ideas and suggestions." You can learn more at www.heckfuneralhome.com.

Ozark Funeral Home purchases Coach

ANDERSON, MO— **William B.J. Goodwin, III** president of **Ozark Funeral Homes** takes delivery of a Superior Cadillac Crown Sovereign Commercial Glass Funeral Coach from **Joe Molina** of **Royal Coachworks, Inc.**, in St. Louis, MO. With eight locations throughout Missouri, Ozark Funeral Home has faithfully served the citizens of McDonald county and neighboring communities for over eighty-five years.



Protecting Your Families and Business



By Jim Starks, CFuE, CCRÉ

Properly Managing Cremated Human Remains: Appropriate Storage and Documentation Procedures can Potentially save your Firm \$1 Million

Would you leave your Rolex, credit cards, or \$1 million cash displayed on a shelf in your office? Of course not! Similarly, the cremated human remains placed on a shelf or file cabinet in your office could cost your firm \$1 million if lost. It is, therefore, perplexing that so many funeral homes house cremated human remains in such places. Losing cremated human remains can cost your firm large amounts of money and lead to negative advertising in the local media.

The first step is not to have any cremated human remains stored or retained at your firm. That sounds ideal in theory. But, realistically, it may take a few days to a few weeks before the authorized family member arrives to claim the cremated human remains. Regardless of the time involved, the cremated human remains must be retained in a locked and secured area with documentation. This locked and secured area should also have limited access. It is not necessary to grant all employees access to this area. Dedicated lockable file cabinets, closets, and metal storage units placed outside of public

areas are sufficient for this purpose. Following these guidelines regarding storage, documentation, and authorization ensure the proper level of care and respect demanded by industry standards.

Whether cremated human remains are treated equally with casketed human remains is a test that determines whether that standard of care is met. Storing cremated human remains on the floors, in garages, on basement shelves, in the attic, or in the embalming room next to the fluid is highly inappropriate. Cremated human remains should never be stacked on top of each other. Consider stacking your at-need casketed human remains on top of each other.

Proper documentation of your cremated human remains is absolutely necessary. An accurate log of who placed the cremated human remains in storage and who removed them from storage is essential. Additionally, documentation from the arrangements regarding who is authorized to pick up the cremated human remains should exist.

The minimum amount of documentation necessary that should be kept on a printed log includes the following elements: Name of deceased; Date of death; Date of cremation; Date placed in temporary storage; Metal ID disk number; Name and signature of person placing CHR in storage; Type of container; Date checked out and released; Name and signature of person releasing CHR and Released to whom.

When recording information onto the log, never use White Out to erase a mistake. Draw a line through the erroneous entry, and enter the correct information on that line or the next available line. Importantly, the person to whom the cremated human remains are released should sign a release with a copy of their identification attached to the form.

Additionally, developing a clear understanding during ar-

rangements with the authorized agent regarding what will be done with the cremated human remains minimizes the above issues. For example, will they be buried, placed in a columbarium, or picked up and released to the authorized agent on a scheduled day and time?

Whenever I write an article on cremation, I attempt to upgrade the cremation procedures that many of the death care providers are currently following. These procedures may take more time or may add cost to your firm. If they do, you may want to research what you are charging and adjust to reflect the dignity and respect that everyone needs to have when dealing with the consumers that choose cremation.

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

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

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

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NMS Fights Back Against Recession

CLEVELAND, OH— When the recession first hit, the effects were devastating to many businesses. Companies were forced to close their doors, and the few that still grew in size had to make cuts in other areas such as employee benefits and salaries. One Cleveland-based company, **National Mortuary Shipping**, made it their mission to fight back against this trend and to stand by its employees.



Diane Smith

NMS not only helped sustain jobs throughout the rollercoaster recession, but has also made it a priority to continue company raises, offer competitive benefits, and fund profit sharing that is one hundred percent employer contribution.

As a result of the recession, NMS' approach was to review overall expenses as a whole and cut in other areas of the business, rather than downsize benefits, staff, or service to customers. In a time when government regulations make it hard for

a company to foster an employee/employer relationship, NMS has managed to continue its family oriented environment.

Mary Kurdila, operations manager at NMS has been with the company for 15 years. "During rough times, NMS has been really supportive. Last year, I had a family conflict and the company gave me as much time as I needed to handle the issue before returning back to work. That really helped, and I know they have done that for several of the employees," said Kurdila.

The loyalty and longevity of employees at NMS is impressive. Combined, the company's twenty employee experience totals 160 years of service at the actual business. "There is definitely a loyalty that many of us feel toward NMS. Several of us have been

CONTINUED ON PAGE A23

Tufts Schildmeyer Family Funeral Homes purchases New Hearse



LOVELAND, OH— At the **Specialty Vehicle Group** factory in Amelia, OH **Larry Schildmeyer** (left) and **Mark Anderkin** (right) of **Tufts Schildmeyer Family Funeral Homes** accept delivery of their new Federal MKT Lincoln Hearse from **Tim Lautermilch**, president of SVG. The unit was sold by **John Muster of Muster Coaches**, of Calhoun, KY.

One of the oldest family owned funeral homes in the nation, Tufts Schildmeyer Family Funeral Homes and Cremation Centers operates facilities in Loveland, Blanchester, and Goshen, OH. **Robert** and **Marilyn Schildmeyer**, along with their sons, **Lawrence T.** and **Terry S. Schildmeyer** and grandson **Lawrence Schildmeyer Jr.** represents the fourth, fifth and sixth generations to continue their legacy of excellence.

Connecticut Cremationist visits Matthews Production Facility



(L to R) Dale Fiore and Ed Romero



(L to R) Roger Elliott and Dale Fiore

APOPKA, FL— **Dale J. Fiore** general manager of the **Evergreen Cemetery Association and Crematory** located in New Haven, CT recently visited the **Matthews Cremation** facility located in Apopka, FL. Matthews representatives, **Roger Elliott** and **Ed Romero** provided an informative tour of the general offices, raw materials storage, cremator manufacturing and accessory manufacturing departments. Included in the tour was the inspection of a crematory chimney stack.

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Let's Chat

By Kristan Dean

Happy Holidays! Wow, these words feel so generic yet they make such an important statement. These two words let us share our wish for joy while honoring both our and another's beliefs. They allow us to acknowledge that though we may celebrate different holidays our wish for joy is the same. Much like reaching out to those who are grieving, while we may not know which words will heal, we know it is important to reach out. Like you, my family's greatest gifts come from reaching out to others. As many of you know my family's bereavement outreach and ministry comes through our poems. Through their words' touching the hearts of others I get to hear the many ways families embrace and share both our poems and gifts.

After receiving a Merry Christmas From Heaven® ornament from her daughter in honor of son, Joshua, one mom was moved to include a Merry Christmas From Heaven® bookmark in each Christmas card she sends. When Josh passed away, five years ago, Sharon was introduced to Christa who had lost her 2 year old son, Noah. Through Christa's heartfelt words, Sharon began to realize a simple truth: "in the beginning the pain is so internal and encompassing that saying your heart is broken just doesn't explain how huge the loss and hurt can be ... Yet you will find the path to healing the pain will ease and it is through reaching out that healing begins."

A truth Sharon continues to live as she helps others who

are experiencing the very lonely road of grief. Through Christa's insights and the establishment of the *Compassionate Friends* local chapter, Sharon has found her path is reaching out to others. One mom Sharon reached out to lost her daughter as she was preparing to begin her senior year in high school. A daughter who, on the day she was killed, had asked her mom if they could start walking together to get in shape for the upcoming cheerleading and volleyball season. Instinctively Sharon knew what this mom needed.

As Christa had done for her, Sharon gave this mom a copy of *Healing after Loss: Daily Meditations For Working Through Grief*, by Martha Whitmore Hickman. How do we know Sharon gave this mom the right book? Because this daughter's mom told Sharon "when I got the book I immediately went to my daughter's birthday and there was a passage about walking."

Thanks to Sharon's reaching out this mom took her very first walk surrounded by the love of her daughter in each and every step. Though Sharon does not give this book to everyone, when she does she finds that they all go to a page that brings them just the right passage, connecting them in spirit with the loved one their hearts grieve for.

So, yes, Happy Holidays may be generic. A book may just be a book, and a poem may just be words. All true, until they connect with a person's heart. Then they allow us to share joy, help a person's heart begin to heal, and let someone know our heart is with them.

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

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

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

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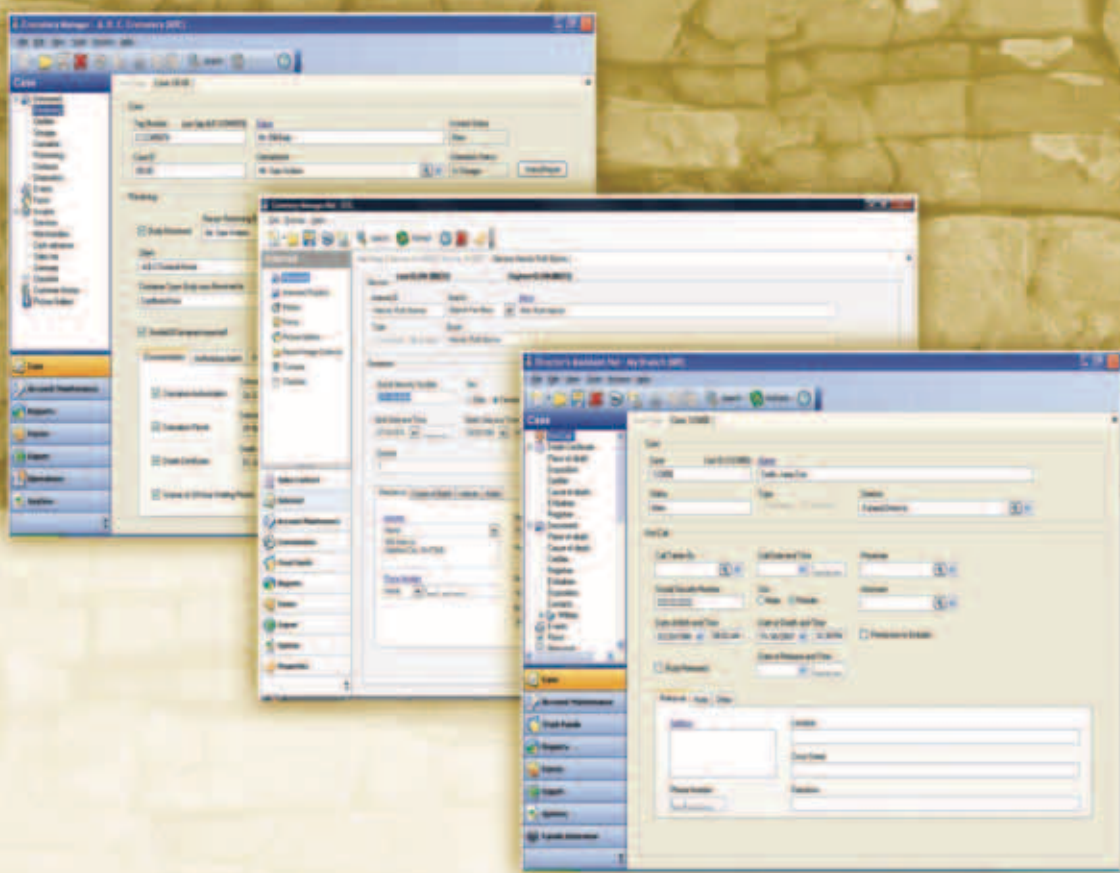
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Multi-Generations in the Workplace (Part 2)

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

In the last edition, we left off with the recommendation that managers go through training in order to develop strong interpersonal skills to support relationships with employees. The results of the industry focused survey indicated that owners and managers did not communicate well with their staff. Nevertheless, surveyors wanted leaders who were more engaging and involved with daily operations of the funeral home. Leaders should ensure that everyone in the organization understands that 'working together' is not negotiable. Every organization needs to create an open environment where employees from different generations and backgrounds can be themselves and share, without the fear of being negatively judged and forced to change.

Surveyors preferred to work with Generation Y, due to their openness to new ideas. However, that generation showed a large amount of over-assurance and may often be accused of "knowing it all". Company leaders should avoid forcing their own ideologies and remain open to new ideas, working with man-

agers and key employees to reshape the company's vision. Although, neophytes should remember that all they know, is not all there is to learn.

How many organizations require annual evaluations of the company and leadership from their staff? How many small organizations evaluate the work performance of their new or senior employees? The concept that evaluations and job reviews are for the large corporate mortuaries and not for independent owned establishments is invalid. The evaluation will give a company a better way to understand any weaknesses and to improve upon them. Professor Kurt Kraiger indicated that, "Without evaluation, organizations are practicing single-loop learning rather than double-loop learning". In single loop learning, errors are detected and corrected, and firms carry on with their present policies and goals. Double loop learning occurs when an organization is involved in the questioning and modification of



Shun Newbern



Christie K. Winn

existing norms, procedures, policies and objectives in addition to detecting and correcting errors to insure that they will never face the same issue again.

The results of the survey revealed that employees would like to have rules, regulations and discipline in the funeral home. When those things are lacking in the organization, authority and leadership is taken less seriously. Double loop organizational learning describes collective learning in organizations that is aimed at meeting or exceeding organizational goals and fixing the problem for good. Organizational learning is the way organizations build, supplement and organize their knowledge and routines around their activities, and within their cultures, to adapt and develop organizational efficiency by improving the use of broad skills.

Benefits and Education

Employees' values are changing. For most workers, education, flexibility, technology, and career advancement have never been as important as they are today. Management should focus on educating both the older and younger generations. This strategy will help the older generation improve their knowledge and learn new techniques, while the younger generation profits from the experience in honing their professional skills.

The educational standards in most Mortuary Science programs are stronger than they were years ago. They require an associate or bachelor degree, in addition to state and national exams. Today's students no longer come from high school. They often have undergraduate degrees and select funeral service as their second or third career. Sadly, entry level employees often earn low wages, comparable to entry level pay from 1995. This leads to an important question: Should organizations focus on better benefits that fit younger employees' needs, such as childcare and more vacation rather than pension plans, retirement benefits and larger 401(k) contributions? The profession is employing a different generation. I know of several young, seemingly healthy adults who do not select health insurance, 401(k) benefits or pension options. Why? For the most part, they cannot justify the additional deduction from their pay check or they are simply not interested in the benefits.

Social life within the workplace

Organizations should create a social network that provides ways for its employees to get to know each other. Older workers have a tendency to keep work and personal life separate, but younger workers are more sociable and want to engage with everyone. They want to discuss their personal life and activities in order to better know their coworkers. It is recommended that organizations create a company social club, where inside and outside parties and activities take place to insure a stronger relationship between the employees. Another suggestion is creating generational information awareness sessions. According to some research, this is a great opportunity for all employees to educate each other about their generation's history, characteristics, and social norms.

Motivation

Daniel Pink the author of *Drive: A Whole New Mind* states that managers, leaders and employees should be prompted to realize that the work to be done is worthwhile. This allows all employees and management to experience rewards from fulfilling needs at the top of Maslow's Hierarchy: esteem and self-actualization. Managers are encouraged not to distribute material rewards. There is something else, bigger than the material, which employees need to focus on, once they've met some very basic survival needs. They need to work for a greater good to lead fully satisfying lives. By tapping into that greater good, management can unlock personal contributions and engagement within the company's employees and, ultimately, everyone will reap the rewards of an honorable cycle. This will help employees become more motivated and concerned about how to improve their jobs, rather than searching for differences and raising conflict.

Generational differences are a legitimate diversity issue and they may require some form of diversity training. Every organization should understand that it is important to address the issues and develop respectful, future professional leaders.

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

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

Cremation Issues and Answers

By Ronald Salvatore

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Special Operating Procedures for the Cremation of Infants and Young Children

The cremation of an infant or a young child poses some unique problems for the crematory operator. Although the development of the skullcap occurs rapidly in an embryo and long bones between the 7th and 12th weeks of prenatal life, a newborn infant doesn't have much developed bone at birth but rather cartilage (a tissue like substance) which unlike bone, may be consumed during the cremation process. A young child has a more developed skeletal structure, but the bones are relatively small.

When cremating an infant or young child, it is important to understand that even if all precautions are taken, there may not be any remains to retrieve and return. This must be communicated to the family making arrangements for cremation, and must be properly noted in the cremation authorization form or attached as an addendum.

The infant or child should be placed in a casket or container for proper handling and to provide fuel to

begin the cremation process. For cremators with an overhead cremation burner, the use of a round infant pan is recommended. If the cremator has a front fired cremation burner, use a rectangular pan placed on its side. The pan helps keep the remains in place and prevents them from being spread across the chamber from the velocity of the burner flame or air.

You may wish to perform this cremation in a warm or hot cremator to allow radiant heat to ignite the container and begin the process. If radiant heat is insufficient to start the cremation, position the pan or tray so that the flame from the cremation burner fires on it. Allow the flame to ignite the casket or container, and then move the pan or tray off to the side to slow the cremation process. It may be necessary to reposition the pan or tray to allow flame contact to complete the cremation. The cremation of an infant or young child should never be performed as if it were a normal cremation. If the operator is unsure of how to perform this cremation, they should contact the manufacturer of their equipment for specific instructions and have an experienced technician walk them through the steps to ensure that all precautions are taken.

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.

NMS Fights Back

Continued from Page A20
here for many years. Beyond that, I can name four employees off the top of my head that have had to leave for whatever reason be it family relocation, schooling etc. and have come back," said Kurdila. "That says something right there about the company-employee bond at NMS."

"When we were founded in 1981, it was a family business. The same start up family values have not changed thirty years later. We don't just view our employees as disposable, we view them as an extension of who we are as a company and what we stand for," said **Diane Smith**, CEO. "There is a ripple effect; our decisions impact not only our employees, but their families as well. Family, in general, is a huge metaphor for what NMS is about," Smith explained.

Lucy Giboyeaux, a shipping coordinator, has been at NMS for over six years and explains the company dynamic. "The management really takes an interest in you and your well being, and they go above and beyond. If you have a personal situation, and if they can help you in any way, they make sure to do whatever they can to help."

In addition to supporting employees and their families, the company also makes it a priority to help foster their local economy, using as many local vendors as possible in an effort to help their businesses grow as well.

"We really enjoy giving back as much as possible to our local community. It's nice because we can do it in different ways through our business. On the National Mortuary Shipping side we work with many local funeral directors. On our **All County Pet Memorial Services** side, we are able to sponsor local events such as the Ohio Air Dogs," said **Lorri Krnc** a shipping coordinator who has been at NMS for four years. "It's nice to be able to work with local vendors and businesses to bring that money back into our local community as well."

There's no doubt about it, when a recession hits, it hits hard and close to home. A lot of companies are forced to make drastic changes that affect the local economy. Fortunately, there are companies like NMS that are doing their part to bring continued growth and sustainability.

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

Carmon Funeral Homes Participate in Food Drive

WINDSOR, CT— A Charitable Food Collection Drive for two area food pantries was hosted by the family and staff of **Carmon Community Funeral Homes** to celebrate the 75th anniversary of **Ladd Funeral Home** in Rockville. Area residents were encouraged to bring boxed or canned donations of non-perishable food to the funeral home at 19 Ellington Avenue to help the Hockanum Valley Community Council, Inc. (HVCC)'s Tri-Town Food Pantry and the Cornerstone Foundation's Soup Kitchen and Food Pantry in Rockville. Attendees enjoyed hot dogs, grilled on-site by the Vernon Lions Club, and took tours of the newly redecorated building.

"We are very grateful to our neighbors in Vernon, Ellington and Tolland who made the time to stop in and make a donation of food or funds to help these food pantries," explains **Gary Mather**, CFSP, a funeral director who also manages **Ladd-Turkington & Carmon Funeral Home** at 551 Talcottville Road (Route 83) in Vernon. "This has been a particularly tough year for organizations that feed hungry people, and we are pleased to be able to help them with their challenging efforts." People also brought unwanted cell phones to donate to a "Cell Phone for Soldiers" collection drive. For the past few years, Ladd-Turkington & Carmon Funeral Home and Ladd Funeral Home have collected hundreds of cell phones to help U.S. troops overseas stay connected with their loved ones. The donated phones are sent to ReCellular, which pays "Cell Phones for Soldiers" for each phone, enough to provide about 60 minutes of talk time to a soldier abroad.

Cell phone donations are always welcome at Ladd-Turkington & Carmon Funeral Home at 551 Talcottville Road (Route 83) in Vernon. For more information about their local Cell Phones for Soldiers collection drive or the funeral homes, call (860) 875-3536.



Frank W. Carmon, IV, CFSP, funeral director with Carmon Community Funeral Homes; Nelson Foss of Cornerstone Foundation's Soup Kitchen and Food Pantry in Rockville; David A. Engelson, Chief Executive Officer of Hockanum Valley Community Council, Inc. (HVCC); and Gary Mather, CFSP, funeral director with Carmon Community Funeral Homes.

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- Patching



John Vincent Scalia purchases Lighthouse

STATEN ISLAND, NY— “It was one of the first things our forefathers saw as they were entering the harbor to head to Ellis Island,” commented **John Vincent Scalia** when describing the history behind the Romer Shoal Lighthouse located off the coast of Sandy Hook, NJ. “I have been very fortunate in my professional, personal, and community life on Staten Island. It seemed now was the right time to do something different and buying a lighthouse seemed to be that something ‘different,’” continued Scalia.

The Romer Shoal Lighthouse is located 3.8 miles north



The Romer Shoal Lighthouse

of Sandy Hook in Lower New York Bay and was recently put up for auction by the United States Government General Services Administration. Prior to the auction, Scalia visited the location along with other prospective buyers. The Lighthouse is 54 feet in height with the tower made of iron and the interior made of brick. The United States Coast Guard will continue to operate the light.

“What makes this acquisition unique and appropriate for a Staten Islander like me are two reasons, the Romer Shoal was originally located on Staten Island and our community is actively pursuing the opening of the National Lighthouse Museum in St. George”, said Scalia. He has already been asked and granted permission to the National Lighthouse Museum to use this as their official lighthouse.

The Original Shoal was originally built on the grounds of the Staten Island Lighthouse Depot in 1883, the current location of the National Lighthouse Museum, and used as an experimental lighthouse. The lighthouse was used to test substances and items such as fuels, wicks, bulbs, and other equipment. The Romer Shoal was moved to its present location in 1898.

John Vincent Scalia is the founder and owner of several Staten Island Businesses: The Historic Old Bermuda Inn, Rossville; the **John Vincent Scalia Home for Funerals Inc.**; Kitty's and Family Florist; Family Limousine; **New York Burial and Cremation Center**; **Tradition and Trust Funeral Pre-Arrangement** all in Eltingville and the St. Martinus Faculty of Medicine located in Curaco, the Netherlands Antilles.

pre and co injection formulations which have specific interactions with edema, blood discolorations and jaundice.

As embalmers we have a broad range of accessory chemicals to draw from which reinforce the final outcome of the preservation treatment. The question is how long we should keep a body to complete the funeralization process.

I am not sure that non-formalin formulations will be a standard in funeral service body treatment. The process will be variable as to the methodology but the hazards to formaldehyde exposure would be eliminated which would address current concerns.

Current concerns related to formaldehyde exposure to the practioner throughout the European countries gives rise to the potential safety hazards which must be addressed. The hazards, in most cases, are based on an understanding of interaction between tissues living and dead and the working environment.

Early recommendations were to use 16 ounces of a preservative concentrate per one gallon of injection formulation to treat every 50 pounds of body weight. In problem cases, the initial injection may be used as a flush prior to vascular treatment.

Inject against a closed vascular network allowing it to remain within the system while establishing features. Then drain system and follow with temporary non-formalin Freeform according to total body weight with closed drainage. Use one gallon of formulated solution per 50 pounds of total body weight.

Article 27 will examine step-up methodology with freeform formulations.

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

2011 Women of Power: African American Jewels of Funeral Service

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

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



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

Chedonna M. Trimble-Holston

Chedonna M. Trimble Holston is CEO and working manager of the **Donald Trimble Mortuary, Inc.** of Decatur, Georgia.

She is a member of the 9th District of the *Georgia Funeral Service Practitioners Association*, where she has held the position of Secretary for sixteen years. She now serves as co-Chairperson.

She is a member of the *National Funeral Directors and Morticians Association*, *National Funeral Directors Association*, *Independent Funeral Directors of Georgia*, *Epsilon Nu Delta Mortuary Fraternity*, *100 Black Women of Funeral Service, Inc.*, and serves on the Community Business Board of the Ronald E. McNair Discovery Learning Academy of Decatur, and the Atlanta Metropolitan Chapter of the National Women of Achievement.



Chedonna M. Trimble-Holston

Mrs. Trimble-Holston was awarded Mortician of the Year in December, 1997 from the 9th District of the Georgia Funeral Service Practitioners Association, the youngest person to ever receive this award, and was featured in the Winter/Spring 1998 issue of the Atlanta Business Journal Magazine and the February 1998 issue of the Atlanta Metro Magazine.

In August 2000, Chedonna was recognized as an exceptional female manager of a non-traditional funeral home by the 100 Black Women in Funeral Service, and an article written on her view concerning “Women Going into the Funeral Service Industry” appeared in the July 2000 issue of *In Deathcare Today Magazine*.

In April 2004, she was the recipient of the Business Associate Award from the Pyramid Chapter of the American Business Women's Association and the Golden Dome Chapter in April, 2008. The Pyramid Chapter also presented Mrs. Trimble-Holston with the Outstanding Entrepreneur-Community Award in September, 2009.

In February, 2011 the Georgia Minority Business Awards Committee presented her with the Community Service of the Year Award.

Chedonna received her diploma in funeral service from *Gupton Jones College of Funeral Service*, in 1994. In 1998, she received an Associates of Science Degree in Business from Georgia Perimeter College, Decatur. A native of Atlanta, Georgia, Chedonna is the wife of **H. Bernard Holston, Sr.** and the proud mother of two sons, **Brenan** and **Brelan**.

Donald Trimble Mortuary, Inc., was founded by her uncle, **Mr. Donald Trimble** in October, 1983. Mr. Trimble built the business around the idea of providing professional services to the families that he would serve, focusing on an elaborate, beautiful building furnished to make even the saddest person happy. His unique way of caring for his families brought people throughout Metro-Atlanta to Donald Trimble Mortuary, Inc.

Donald Trimble passed away June 4, 2000, after a lengthy illness, but he left a special legacy for his niece, Chedonna M. Trimble-Holston and the entire staff of Donald Trimble Mortuary, Inc.

CONTINUED ON PAGE A25

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The Basics of 21st Century—Temporary Preservation Technology (Part 26)

By John A. Chew

As we continue to observe a comparison between formalin based preservatives and formalin free preservatives, we find one common denominator which is the use of vapor free non-toxic or irritating base formulation containing an enzyme neutralizer.

Since the advent of formaldehyde as the chief preservative in embalming chemicals, we as embalmers concentrated our efforts on the fixation of tissue. Creation of a natural appearance was dependent on the use of cosmetics.

Prep rooms were of little concern as long as they were out of the way. The preservative solution was pure formalin and the bodies were gray and dehydrated on completion of the treatment.

With the European formalin directive, there has evolved an interest in funeral service application of formaldehyde in the embalming process. Over the years, I have seen the necessity for uniform basics concerning facilities which have been implemented to some degree by OSHA.

Presently, I am using a freeform non-formalin formulation as a standard for temporary preservation. A body may be held up to nine days if the body is saturated with the preservative (enzyme neutralizer) formulation.

There are disease processes which alter the body chemistry and, in turn, would alter the time frame. These processes are under study. Presently, we are looking at

**2011 Women of Power:
African American Jewels of Funeral
Service**

Continued from Page A24

Sandra St. Amand

Sandra St. Amand is a second-generation funeral director at **Pax-Villa Funeral Homes, Inc.** of Miami - Ft. Lauderdale, Florida.

Sandra is a native of Miami, Florida. She has a Bachelor of Science degree in Criminal Justice and a Masters degree in Public Administration from Florida A&M University. Sandra was employed with the Leon County Sheriff's Department (Tallahassee, Florida) for 5 years prior to graduating from *Miami-Dade College of Mortuary Science* as a licensed funeral director and embalmer and joining the family business.

Sandra opened the second Pax-Villa Funeral Home in Ft. Lauderdale in 2002, and third Pax-Villa Funeral Home in Orlando in 2006. The funeral home has now expanded to an additional location in Brooklyn, New York.

Sandra is a life member of *Delta Sigma Theta Sorority, Inc.*, where she is involved in international efforts, and is a member of the *National Funeral Directors Association, Florida Mortician's Association, and the Independent Funeral Directors of Florida.*



Sandra St. Amand

Venus N.R. Smith

Venus N.R. Smith, a native of Orangeburg, South Carolina, is the daughter of **Harold and Ella M. Riley**. Venus's interest in funeral services evolved from a remodeling project led by her father at a local funeral home owned by **Paul Simmons**. During the afternoons when she would accompany her father, Venus and her brother would get a quick glimpse of the lifeless bodies and sympathetically touch their skin and stare in amazement. Soon after she realized that funeral service would be her calling.

In 1997, under the leadership of **Mr. Robert Burton** and **Ms. Tamicha Davis**, Venus completed her apprenticeship at **McKenzie's Funeral Home** in Tuskegee, Alabama. During her apprenticeship, she entered *Jefferson State Community College* and graduated from the Funeral Service Education Program with an Associate of Applied Science Degree in Funeral Service Education.

She is licensed as a Funeral Director and Embalmer with **Smith & Gaston Funeral Services, Inc.** in Birmingham, Alabama. She earned a Bachelor of Science degree from Virginia State University in Animal Science and a Masters of Education degree in Biology from the University of Montevallo. She worked with the Funeral Service Education Program as a



Venus N.R. Smith

work study student, and earned a part-time position which ultimately led to her becoming a full time faculty member. In August 2008 after the retirement of **Dr. William Counce**, Program Coordinator, Venus was selected as his successor based on her superior work ethic and uncompromising commitment.

Ms. Smith is an instructor within the Funeral Service Education Department teaching: Funeral Service Law & Ethics, Comprehensive Review, Internship, Principle of Computer Application and Restorative Art I and II, and serves as the Distance Learning Coordinator.

In addition to teaching, Ms. Smith is a proud member of Alpha Kappa Alpha Sorority, Inc., and is an officer with *Alabama Funeral Directors & Morticians Association, Inc.* and the *National Funeral Directors & Morticians Association, Inc.*

Ms. Smith has served as District IV Governor for the National Funeral Directors and Morticians Association for two years and currently serves as the Recording Secretary for the Alabama Funeral Directors and Morticians Association.

Russell Haven of Rest Completes Final Phase of New Funeral Facility

Continued from Front Page

ning, surveying, and construction, Russell Haven of Rest was dedicated as a state licensed, community cemetery on Veteran's Day, November 11, 2001.

In 2004, after graduating from the University of North Florida with a degree in Business Management, **Anna Campbell** joined the family firm. She is currently a student at *St. Petersburg College of Funeral Services.*

In August, 2007, **Jeff Gaver**, a graduate of *Gupton-Jones College of Mortuary Science* and Licensed Funeral Director since 1983, joined the firm and the licensing process for a funeral home was initiated.

With the addition of the crematory and the completion of the final phase of facility construction, Russell Haven of Rest can offer all funeral and burial services in one location.

General Contractor Matt Carlton, Architect Steve McCullar, and Jimmy Johns of Solid Rock Engineering worked on this 9000 square foot project.

The mortuary facilities and new crematory, completed in the spring of 2011, are state-of-the-art. The chapel's design consists of a large, open room with 18' ceilings, up-to-date sound systems for instruments and soloists, visual projectors and computer systems for the personalization of services and live webcasting. The spacious viewing rooms and foyer provide ample space for people to gather and visit without feeling crowded, while the soft furnishings and warm hearth contribute an atmosphere of comfort and peace. "People need to feel welcomed and relaxed, especially at a time like this", says Sue. Families may also congregate and share a meal following a funeral service in the facility's gathering hall and kitchen, which accommodates up to 50 people for formal or informal dining.



Staff of Russell Haven of Rest Cemetery and Funeral Home



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Spirit of Love releases I'll Be Your Guide



EDINBURGH, SCOTLAND— **Juliet Nisbet** and **Bruce Birrell** are two like minded singer, songwriters who came together in 2008 and recorded their first album, *The Journey's Over* in 2009. The name of their band, **Spirit of Love**, was inspired by the content of their songs, which are of a romantic and spiritual nature, all written by Juliet and Bruce. They have developed a unique style which very much conveys the atmosphere of the content of their songs. The title song of their first album, *The Journey's Over* was written by Juliet, and has a most moving sentiment which can give comfort to those who have lost a loved one.

The follow up album, *I'll Be*

Your Guide is now available and features the song *Knight of the Forest*, which was co-written with their dear friend **Elizabeth Mercer** of Greenstrings Music.

Juliet and Bruce have been performing throughout the East of Scotland since they came together and entertain in nursing homes, hospitals, day centre's, and at various private events, singing a wide variety of songs, from spiritual, country, and folk to traditional Scottish. The duo's target markets include undertakers, crematoria, solicitors, hospitals, church and religious groups. Both *The Journey's Over* and *I'll Be Your Guide* are available on-line at www.spiritoflove.biz.

New England Air Scattering at Sea Offered Through New England Burials at Sea

MARSHFIELD, MA— **New England Burials At Sea**, (NEBAS) has recently launched an additional "burial at sea air scattering" service to help bring closure to families who wish to honor their loved ones with a final flight ash scattering by plane over the sea. NEBAS offers burial at sea scatterings by plane or ocean vessel, eco-friendly full body sea burials and pet burial at sea.

The vast majority of cremations may never have a proper, dignified "celebration of life" burial ceremony. Many client families have either a commercial, military or sport enthusiast pilot in the family who loved flying. The **New England Air Scattering**,™ offers memorial ash scattering by a specially fitted 1953 high wing Cessna airplane piloted by decorated Korean war pilot **Ev Cassagneres** of Connecticut. With over 65 years of flight experience **Cassagneres** personally knew **Charles Lindbergh** and his family. **Pilot Cassagneres** is also a well respected and published author.

White said, "Pilot **Cassagneres** has developed a special in flight procedure for an all-at-once unattended scattering of cremated remains that can be geo-targeted over a special coordinate selected by the family from New York to Maine." **White** added, "Pilot **Steve Goyette** of Massachusetts has been flying



(L to R) **Captain Brad White** and **Pilot Ev Cassagneres** pictured with the 1953 specially fitted Cessna for Air Scattering

for over 35 years and often flies his authentic military low wing airplane which is a North American L-17 War Bird from Rhode Island to Maine and is experienced in air acrobatics. **Pilot Goyette** is equipped to take passengers to witness and view the air deployment alongside **Pilot Cassagneres**.

"In addition, we can station a vessel at a certain water based location near the intended air flight scattering path that the plane can fly over while dipping it's wings in a full respect final air tribute salute while in full radio contact with the boat or ground so the family can hear the pilot's reading of the final Captain's prayer."

NEBAS burials at sea are legal, approved per US Coast Guard (USCG) and EPA regulations and are easy to plan. For ash scatterings, NEBAS voyages out three nautical miles and the family scatters their loved ones cremated remains with a customized sea tribute service and returns to port all within about three hours.

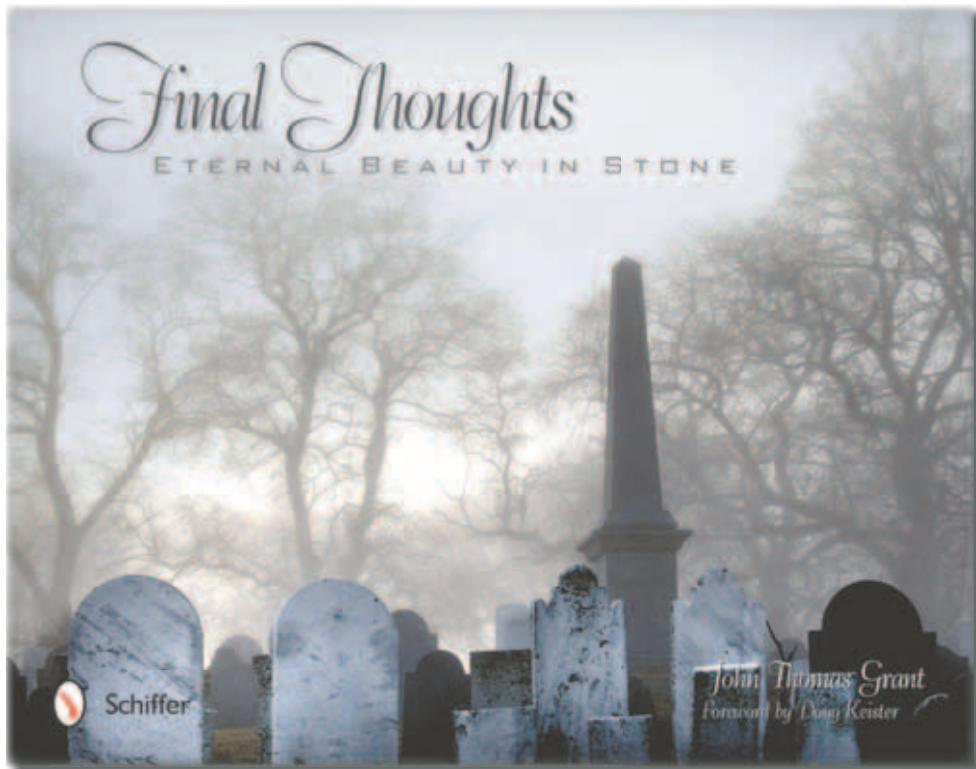
For more information or images, visit <http://www.New-EnglandBurialsAtSea.com>, or call toll free **New England Burials At Sea**, **Captain Brad White** at 877-897-7700 or direct at (781) 834-7500, email OceanBurial@aol.com.

Final Thoughts: Eternal Beauty in Stone

ATGLEN, PA— **Final Thoughts: Eternal Beauty in Stone** offers the story of life and death in America as told through beautiful cemetery art photography accompanied by meaningful epitaphs from cemeteries up to 300 years old. View 68 cemeteries in 224 beautiful photographs that breathe life into existence of those who have passed before us, and who are now enshrined for eternity in landscaped paradises. Within each placid scene and through heartfelt words displayed upon markers, join photographer **John Thomas Grant** in his one-of-a-kind study of an American tradition.

After 30 years in the music business, **John Thomas Grant's** new creative outlet came through the lens of the camera. Genealogy introduced **John** to the cemetery. The cemetery gave **John** back his life. **Final Thoughts** is his first adventure.

Schiffer Publishing, Ltd. is based in Atglen, PA on the **Schiffer Book Farm**. The company is known for publishing high quality antique, arts, architecture, lifestyle, and military history books, as well as a successful line of children and



Photographer **John Thomas Grant** provides a unique and emotional look at the melancholic beauty of American cemeteries.

ghost books. **Schiffer Publishing** is always looking for people to write books on new and related subjects. If you have an idea for a book, please contact them at info@schifferbooks.com. For information or to order **Final Thoughts: Eternal Beauty in Stone** visit www.schifferbooks.com. You can also find the title through local booksellers and numerous on-line retailers.

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Convention Highlights...

Nearly 7,000 People Attend the Historic NFDA/CANA Convention

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** 2011 International Convention & Expo, held October 23–26 in Chicago, IL, drew 6,949 total attendees, the largest total attendance in 10 years and 417 exhibiting companies. The convention was held in conjunction with the **Cremation Association of North America (CANA)**, making this the first time two major national funeral service associations came together to co-host a convention.

“NFDA has long been known for hosting the leading and largest funeral service International Convention and Expo in the world, designed to help attendees achieve more and lead the profession to an even brighter future,” said NFDA, CEO **Christine Pepper**, CAE. “We appreciate the many workshop presenters who took time to share their expertise on the topics that matter most to our members. We’re thankful for our vendor partners who helped attendees discover the products and services they can use to increase profitability, secure their future and better serve the evolving needs of families. Most of all, we’re grateful to all the funeral professionals who attended the Convention. This event is strengthened by their presence and their eagerness to learn from and share ideas with their colleagues from around the world,” said Pepper.

7–10 in Charlotte, NC. Suppliers purchased more than 80 percent of the available space or 77,200 square foot for next year’s gathering in a city that is the second largest banking center in the United States; home to the Charlotte Motor Speedway and the NASCAR Hall of Fame; and offers incredible dining, shopping and cultural opportunities to match any taste.

For more information about the 2012 NFDA International Convention & Expo in Charlotte, including information for supplier representatives interested in exhibiting at the world’s largest annual funeral service exposition and individuals wishing to speak or present workshops, visit www.nfda.org/Charlotte2012.

NFDA is the world’s leading and largest funeral service association, serving 18,500 individual members who represent nearly 10,000 funeral homes in the United States and 43 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, WI, and has an office in Washington, DC. For more information, visit www.nfda.org.

The breakdown for the 2011 NFDA/CANA Convention attendance is:

- **Preregistered attendees: 3,763**
The largest number of preregistered attendees in the last 10 years
- **Non-licensees/spouses/guests: 660**
A 63.8 percent increase from 2008
- **International funeral service professionals: 487 registrants; 58 countries/territories**
A 55.1 percent increase from 2010
- **Mortuary science students/spouses: 237**
A 152.1 percent increase from 2008
- **Expo-only registrants: 1,749**
An 82.8 percent increase from 2010
- **Total attendee registration: 4,608**
-The largest number of attendees in the last 10 years
-The second largest number of attendees in the last 20 years (the 1997 convention in Las Vegas had 4,921 attendees)
- **Exhibitor representatives: 2,341 exhibitor representatives; 417 companies**
-A 14.8 percent increase in exhibitor representatives from 2010
-A 20.5 percent increase in companies from 2010
- **Total Attendance: 6,949**
-The largest total attendance in the last 10 years
-The second largest total attendance in the last 20 years.
-The largest total attendance was the 1997 Convention in Las Vegas with 7,273 attendees

“This has been a landmark Convention for funeral service,” said Pepper. “The partnership between NFDA and CANA to co-host this joint Convention worked better than anyone could have imagined. We look forward to our continued work together, such as the joint CANA & NFDA Cremation Symposium in February 2012, to bring funeral directors and cremationists together to build relationships, learn from one another and solve common challenges.”

Anticipation for next year’s NFDA International Convention & Expo is already building. More than 225 exhibiting companies took advantage of the opportunity to secure booth space for the 2012 Convention, which will take place October





Convention Highlights...



Photo Courtesy NFDA



Photo Courtesy NFDA



Photo Courtesy NFDA

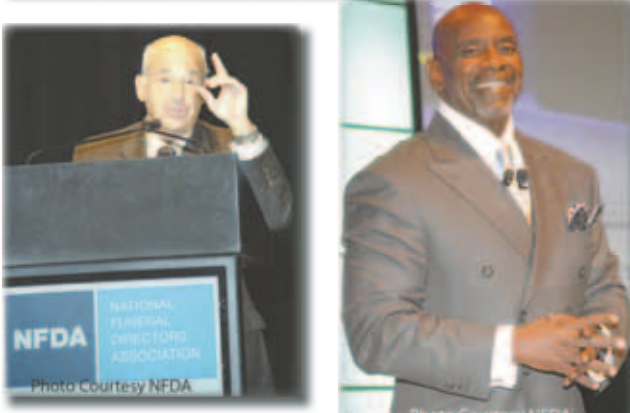


Photo Courtesy NFDA

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Randall L. Earl Installed as President of the National Funeral Directors Association



NFDA Past President, David Pearson, CFSP (left) installs Randall Earl, CFSP, as NFDA President during the Closing Celebration banquet.

BROOKFIELD, WI— Randall “Randy” L. Earl, CFSP, of Brintlinger and Earl Funeral Homes of Decatur, IL, was installed as president of the *National Funeral Directors Association* (NFDA) during its 2011 International Convention & Expo, which took place October 23–26 in Chicago, IL.

Three individuals were elected by the NFDA House of Delegates and installed as association officers during the association’s convention: president–elect, **Robert “Bob” T. Rosson Jr.**, CFSP, CPC, of **Waller Funeral Home** in Oxford, MS; Treasurer **Robert “Robby” L. Bates**, CFSP, of **Bates Family Funeral Home** in De Kalb, TX; and Secretary **Robert “Rob” C. Moore IV**, CFSP, of **Moore’s Home for Funerals** in Wayne, NJ.

Additional members of the 2011–2012 NFDA executive board installed during the association’s convention include: immediate past president **Patrick “Pat” E. Lynch** of **Lynch and Sons Funeral Directors** in Clawson, MI; At-large Representative (2010–2012) **Bob Arrington** of **Arrington Funeral Directors** in Jackson, TN; At-large Representative (2011–2012) **Charles Childs Jr.**, CFSP, CPC, of **A. A. Rayner & Sons** in Chicago, IL.; At-large Representative (2011–2013) **W. Ashley Cozine**, CFSP, CPC, of **Broadway Mortuary** in Wichita, KS; and At-large Representative (2011–2013) **Patrick “Pat” Patton**, CFSP, of **Patton-Schad Funeral & Cremation Services** in Sauk Centre, MN.

Funeral Service Foundation held 11th Annual Golf Classic



First Place Winners



Second Place Winners

CHICAGO, IL— More than 85 golfers enjoyed a beautiful Midwest autumn day of golf at the 11th Annual Funeral Service Foundation Golf Classic, held October 23 at the Ruffled Feathers Golf Club, just outside Chicago, IL.

The FSF Golf Classic, held in conjunction with NFDA/CANA’s convention, raised money for the Funeral Service Foundation’s mission of support—**CONTINUED ON PAGE A29**



Convention Highlights...

Funeral Service Suppliers Win NFDA Convention Booth Contest

Funeral Service Foundation held 11th Annual Golf Classic

Continued from Page A28
ing career and professional development in funeral service, the advancement of funeral service and allied professions, public awareness, education, and the improvement of children's lives.

First place winners were: **Dave McComb, Taron Smith, Mike DiBease, and Chris Trainor** who golfed with a team from **Batesville Casket Company**.

The second place Winners were: **Char Kapany, Bob Linton, Todd Justice, and Carl Comer**.

Over \$60,000 was generously given in sponsorships from funeral directors and supply companies. Sponsors included Batesville Casket Company; **Matthews International-Casket Division; Aurora Casket Company; Forethought Financial Services; Foundation Partners Group; Homesteaders Life Company; Johnson Consulting Group; National Guardian Life Insurance Company; SCI; Trust 100; Wilbert Funeral Services; Anthony Funeral Chapels; Keith M. Merrick Company; MJK Marketing; PSI Funds; Regions Morgan Keegan Trust; Stewart Enterprises; StoneMor Partners L.P.; Cypress Lawn Funeral Services; Guerra-Gutierrez Mortuaries; New York State Funeral Directors Association; Carmon Community Funeral Homes; Trigard; Kapinos-Mazur Funeral Home; National Funeral Directors Association; Lynch & Sons Funeral Directors; Myers Mortuary; Indiana Funeral Directors Association; Geib Funeral Homes; Nomis Publications; Columbian Financial Group; Henry Gutterman and Alan Creedy.**

The 2012 Funeral Service Foundation Golf Classic will be held Sunday, October 7 in Charlotte, NC. For information, visit www.funeralservicefoundation.org.



This year the Nomis booth offered attendees a place to kick up their feet and relax while learning about the new website at www.nomispublications.com. Winners of the Nomis Gift Certificates were: \$500.00 Pete Kulbacki of Brunswick Memorial Funeral Home, East Brunswick, NJ; \$250.00 Julia Sullivan of Trigard, Danville, IL; and \$100.00 John Michalak of Czopek Funeral Directors, Wyandotte, MI. Across the aisle on Monday, the Nomis table in the CANA Pavilion featured author Maggie Mei Lewis signing copies of her book *Moonlight Memoirs*.

CHICAGO, IL— The *National Funeral Directors Association* (NFDA) recognized three funeral service suppliers for having the best booths in the Expo Hall during the 2011 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 2011 NFDA Booth Contest winners are:

Category one, Booths 400 square feet or larger:
Aurora Casket Company

Category two, Booths 300 square feet or smaller:
Nomis Publications Inc.

Category three, New NFDA exhibitors:
Love Ashes

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Convention Highlights...



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Greene Valley Media Company Recognized with 2011 NFDA Innovation Award



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CHICAGO, IL— The National Funeral Directors Association (NFDA) presented the Greene Valley Media Company with the 2011 NFDA Innovation Award during the association's International Convention & Expo. The company was recognized for its FuneralScreen Digital Signage Solution product.

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Established in 2009, the NFDA Innovation Award recognizes and promotes creativity, innovation and excellence among funeral service suppliers and vendors. Earlier this year, funeral service vendors and suppliers had an opportunity to submit a product or service that became commercially available after January 1, 2010, for consideration in the 2011 NFDA Innovation Award competition. A distinguished panel of funeral directors evaluated the 42 entries and selected five finalists. The other finalists for the NFDA Innovation Award were: Fire Marshal Crematorium Monitoring Technology by **Cremation Systems**; At-Home Genetic Information Storage by **DNA Capsule LLC**; Safetyseal by **Entry**

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Japan KK; and The Tribute Book by **FuneralOne**.

The funeral service community then had an opportunity to review the finalists' entries and vote for the product or service they felt was the most innovative. These votes were combined with the judges' scores to determine the winner. For more information about FuneralScreen and other products and services entered in the 2011 NFDA Innovation Award competition, visit www.nfdabiz-exchange.org/innovationaward.



Convention Highlights...

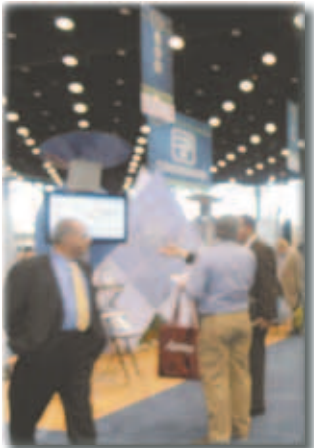


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Association NEWS

Professional Car Society Holds 35th International Meet

HUDSON, OH— Since its founding in 1976, the Professional Car Society has distinguished itself as an old car hobby's premier advocate of authentically preserved and restored funeral vehicles, limousines and ambulances that proudly reflect the vocational heritage of the morticians, livery operators and emergency medical service veterans who constitute a large share of the club's 1,100 members. Toward the conclusion of the 2011 PCS International Meet that shattered a 17 year old record by attracting 131 "pro-cars" to Hudson from July 12th-16th, Dan Skivolocke, who operates the Sharer-Stirling-Skivolocke Funeral Home in nearby Alliance said, "We're really proud that we could put together a record breaking turnout for the PCS 35th anniversary." PCS Ohio Chapter President, Ron Devies, Chapter V.P. Jerry Jacobson and other members



The oldest ambulance was this extremely rare surviving horse-drawn, completed around 1860. Robert L. Smith said "I get an Amish guy to drive it in parades, hitched to his black Percheron horses."



John and Patti McCulloch's 1939 S&S LaSalle carved panel hearse received the Senior Award, as well as its third consecutive Funeral Directors Choice award.



PCS Ohio Chapter President, Ron Devies posed his 1975 Superior Cadillac high-top ambulance with a Douglas C-47 Skytrain dubbed the "Ruptured Duck."



In addition to four judging class trophies, William Peoples earned the 2011 John R. Keel Memorial Award for Youthful Enthusiasm. His fleet included (front-to-rear) a 1948 Packard "Clergy Car"; a one-off 1938 Packard town car hearse by A.J. Miller; a 1947 Packard Clipper limousine; a 1940 Henney Packard combination coach; and a 1927 Henney "landau back."

of the organizing committee headed by former PCS national secretary, Sarah Snook "clicked so well that we never had one cross word, not one argument with each other." Harold Berthy, of Morgantown, WV who was ending a two year term as president of the Society for the Preservation & Appreciation of Antique Motor Fire Apparatus in America, added "I belong to 70 car clubs, but

CONTINUED ON PAGE A34

OGR'S New Look Emphasizes Devotion to Customer Service

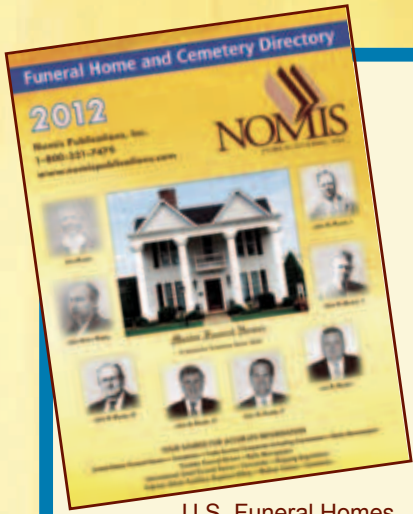
AUSTIN, TX— The International Order of the Golden Rule (OGR), one of the world's largest and oldest professional associations of independent funeral homes, has announced the launch of a new logo.

The new logo, along with its partner DUO logo, will unify brand identity with a fresh twist, focused on the future.

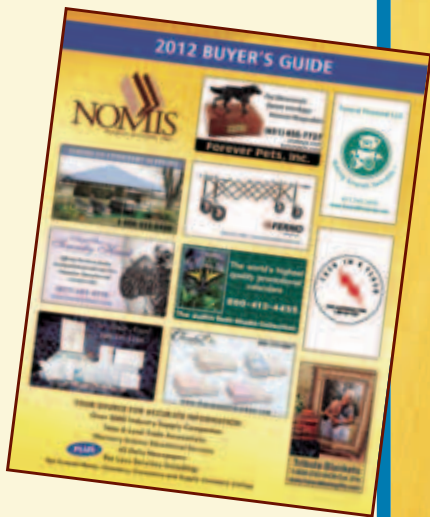
Association redesigns logo, adds "partner" logo to communicate unified concept

"The new logo and branding is a positive

CONTINUED ON PAGE A35



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Association NEWS CONTINUED

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Velma Sue De Leon Elected President of the Texas Funeral Directors Association



Velma Sue De Leon

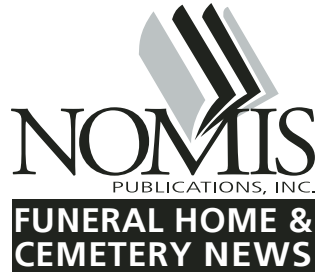
AUSTIN, TX— Velma Sue De Leon, of Memorial Funeral Home in San Juan and Edinburg, was elected to serve as president of the *Texas Funer-*

al Directors Association. Velma Sue and Leon De Leon along with Donaciano "Chano" Garza and the late Consuelo Garza established Memorial Funeral Home in San Juan in 1994. The Edinburg location opened in 2003.

In June, Velma was sworn in to serve on the Texas Funeral Directors Association's Board of Directors at the 125th Annual Convention in Arlington. The Texas Funeral Directors Association (TFDA), founded in 1886, is one of the largest funeral service organizations in the United States. It is governed by a 21 member Board of Di-

rectors and an Executive Board. TFDA has 866 members. The association protects and promotes professionalism in the funeral industry, offering continuing education to its members and initiates positions on legislative issues affecting the funeral service industry. Seventy five percent of member firms are family owned, the remainder are owned by regional or multi-national corporations.

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Professional Car Society Holds 35th International Meet

Continued from Page A32

SPAAMFAA and the PCS are the most fun." Another long time member, **Denis Shira** of the Youngstown, NY volunteer at a fire company, agreed that "the nice thing about this club is you're only a stranger here once."

Prior to Saturday's car show, where macabre displays of caskets, cobwebs and skeletons were strictly prohibited to keep the public focused on the aesthetics and fine craftsmanship of the elegant custom coachwork on exhibit, the attendees got to photograph their vehicles beside a Douglas C-47 cargo plane and Grumman F-11F U.S. Navy fighter at the Military Aircraft Preservation Society (MAPS) Museum; participate in a sunset pilgrimage to the May 4th, 1970 memorial honoring slain antiwar protesters at Kent State University; and convoy to Ravenna for a Thursday evening double feature at the Midway Drive-In. **Robert Mazzarella** of **American Coach Sales** in Cleveland furnished funeral style six-door limousines and a fleet of luxury

shuttle busses for Wednesday's tours of the Crawford Auto-Aviation Museum and the I.M. Pei designed Rock and Roll Hall of Fame and Museum. Friday's trip saw Columbus, OH attendees Anthony and Nina Militello wed with 14 hours of advance planning in the garden of Stan Hywet Hall, a 65 room, Tudor style manor erected 1912-1915 on Akron's northwest outskirts by Goodyear Tire founder F.A. Seiberling and his wife Gertrude. Before he whisked the bride away in a metallic gray 1967 Miller-Meteor hearse used by a Flagstaff, AZ funeral home through April, 2004, the groom recalled "I originally wanted a regular Cadillac, but one in this condition would have cost a lot more money."

Back in Hudson the steadily expanding show field proved especially memorable for its awe-inspiring array of pre World War II carved panel hearses. Having removed their side hood panels for extra engine cooling on their 200 mile plus drive from Durham, Ontario, Canada,

John and Patti McCulloch saw their exquisitely-restored 1939 Sayers and Scovill LaSalle earn its third consecutive Funeral Directors Choice award, while Mansfield, OH funeral director, **Thomas Wappner** drew a big crowd when he trailered in a Eureka bodied 1938 Cadillac Chieftain Deluxe that teamed its satin-finished, seasoned poplar draperies with a prominent V-grille and streamlined "beaver tail." Willoughby, OH resident Mark Rodgers debated returning his Buick "straight eight" powered 1934 S&S Olympian to stock condition, as the bright red paint, yellow accents and big brass bell added by the Muscatine, IA Shriners Temple for parade use in the 1940s still turn many heads.

Having clocked 1,200 miles worth of back and forth trips ferrying five display cars from his Marietta, OH funeral service museum, William Peoples won First Place in the Pre-War Hearse class for an open front town car, a 1938 Packard style, and a genuine one off bodied by A.J. Miller of Bellefontaine, OH that wound up hauling chickens in Mexico before returning to the U.S. for restoration in the 1980s. He also earned first place in the hearse ambulance combination class for a 1927 Henney "landau back" extensively featured in a 2009 film, *Get Low* directed by Aaron Schneider, which Bill Murray portrayed a wily, depression era Tennessee mortician who is hired to plan a living wake for a grizzled backwoods

CONTINUED ON PAGE A36



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Association NEWS CONTINUED

Wilson H. Beebe Jr. Elected Chairman of the National Cooperative Business Association

WALL, NJ— **Wilson H. Beebe Jr.** of the *New Jersey State Funeral Directors Association* has been elected Chairman of the **National Cooperative Business Association** (NCBA). Based in Washington, DC, the NCBA is the primary membership association providing U.S. cooperative enterprises with domestic and international representation. Cooperative enterprises are distinguished by their commitment to member control and economic participation. With over \$500 billion in revenue, there are 30,000 cooperatives in the U.S. employing 2 million persons in a variety of eco-

conomic sectors including credit unions, rural electric, agricultural, grocery, purchasing and shared services.

Beebe is the founder and president of **Thanexus, Inc.**, a funeral service cooperative offering human resource, marketing, communications and financial services to New Jersey's independently-owned funeral homes. Through this initiative Beebe experienced first-hand the benefits of small businesses combining their efforts and resources to create cooperative organizations that give their participants advantages of scale and scope they cannot achieve on their own.

Beebe serves concurrently as the executive director of the New Jersey State Funeral Directors Association, Inc., a trade association leader in professional development and consumer protection, and of the New Jersey Prepaid Funeral Trust Fund™, one of the nation's largest private prepaid funeral trust funds. As board chair of the NCBA, Beebe will be responsible for coordinating strategic decision making focused on identifying and developing new roles for cooperative enterprises in the U.S. economy. Beebe believes that the cooperative business model is integral to the sustainability and

growth of small businesses, and can play a significant role in the nation's economic recovery.

For more information on the cooperative business model, contact wbeebe@njsfda.org or visit www.ncba.coop for details.

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OGR'S New Look Emphasizes Devotion to Customer Service

Continued from Page A32

celebration of the many changes OGR has embraced over the past three years; it reinforces the values that unite OGR members," **Dianne Hughes**, OGR's executive director, said.

Three golden, interlocking circles form the organization's corporate brand. These circles represent the deceased, the family and the funeral director. Together, the circles form a right facing arrow, symbolizing the shared journey forward. The logo is a sign of trust to client families, conveying a member's dedication to an ethic of reciprocity. Golden Rule® funeral homes subscribe to, and advocate for, the highest standard of integrity and service in the funeral profession.

The partner logo, DUO (Do Unto Others) is OGR's outward-facing brand. It reinforces the creed upon which OGR was built, with the hand representing the pledge every member makes to abide by the Golden Rule with every client family.

"The addition of the DUO logo puts in unique form the beginning words of what the Golden Rule stands for, "Do unto others, the way each of us should take care of the families we are privileged to serve every day," said **Mike Lewis**, OGR president elect and co-owner of **Lewis Funeral Homes Inc.** in Milton, FL.

OGR was founded in 1928 and is affiliated with more than 700 independent funeral homes that share common goals: exemplary service, uncompromising care and compassion to families in their time of need. Please visit www.ogr.org for additional information.








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Association NEWS CONTINUED

Professional Car Society Holds 35th International Meet

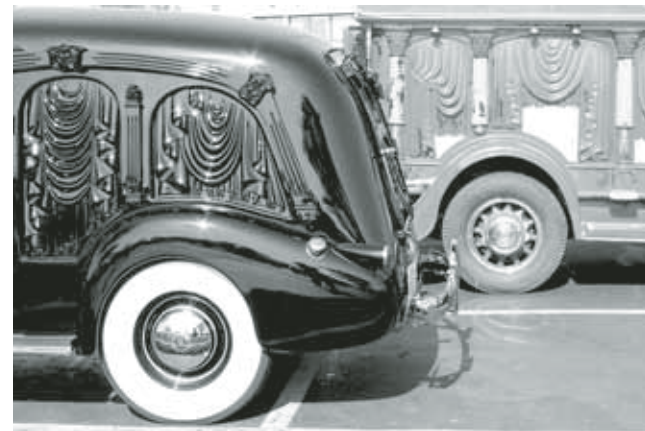
Continued from Page A34

hermit played to Oscar-nominated perfection by Robert Duvall.

In addition to treating meet attendees to a thorough PowerPoint presentation on the history of ambulance service, **Robert L. Smith**, a Dover, OH funeral director exhibited a chrome be-decked 1956 Ford Country Sedan based rescue wagon and a 1959 Ford F-Series panel truck converted by **Alberter Coach**, which apparently "never went further than the front gate" of a Utah mine judging from the 18,000 miles on its odometer. Inevitably eager volunteer drivers from the PCS member ranks also assisted Smith with his delivery and positioning of a superior bodied 1968 Pontiac high top that came out of Whitefish Bay, WI with 21,000 original miles; 1966 Miller-Meteor Cadillac and 1970 Cotner-Bevington Oldsmobile ambulances sharing the Pontiac's bright red lower body and white roof; a metallic silver 1970 S&S Cadillac Victoria hearse-ambulance combination most unusually finished with a permanent landau top and carpeted rear floor; and a truly rare surviving horse drawn ambulance, completed around 1860 by an unknown builder and originally used in Columbus, OH. "I get an Amish man to drive it in parades, hitched to his black Percheron horses," said Smith. As for the horse drawn hearse contingent,



The diversity of hearses built on Cadillac's 1960 Commercial Chassis was demonstrated at PCS Ohio by placing Darren Bedford's S&S Victoria from Toronto, Canada (left) nose-to-nose with Tom Hoczyk's deep green Eureka Landau from Ft. Wayne, Indiana (right). The body side and window molding treatments from each coach builder are entirely unique, and Eureka's landau bows are distinctively barbed at each tip.





The fine detailing of pre-war Sayers and Scovill carved panel hearses was plain to see in this drape-to-drape display of John McCulloch's 1939 LaSalle V-8 with Mark Rodgers' "straight eight" Buick-powered 1934 Olympian, even if the latter had been re-purposed as a parade wagon by a Muscatine, Iowa Shriners Temple in the 1940s.

CONTINUED ON PAGE A38

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Association NEWS CONTINUED

Professional Car Society Holds 35th International Meet

Continued from Page A36

its diverse attractions included a Ravenna, OH made 1854 Mertz and Riddle acquired in Mars, PA by Wayne and Eileen Schoenecker three weeks prior to the meet and an 1882 S&S owned by Niagara Falls, Ontario funeral director **Ernie Morgan**, who reported it was originally purchased new by the grandfather of New Oxford, PA PCS member **Fred Feiser** for \$800 or “the price of two 50-acre farms at that time.” For many spectators, “great expectations” were



Though the Flixible Co. is best known for building busses, it also bodied professional Buicks from 1925 through 1964. This stately 1964 Premier long-wheelbase combination was brought from the firm's home town of Loudonville, OH by Walter Lindsey of the Byerly-Lindsey Funeral Home.

epitomized by the 1959 Superior Cadillac Coupe de Fleur Flower Car that Point Marion, PA funeral director **Philip S. Rishel** drove around the show field sans its bumpers, dashboard, window glass and stainless steel decking, which was fitted to only 23 of the 955 Cadillac Commercial Chassis bodied at Superior's Lima, OH plant that model year. While its resurrection from “the verge of street rod,” as Franklin County, Ohio coroner **Jim Schultz** memorably put it, was at an even earlier stage, Chevrolet's 2011 Centennial gave added incentive to admire a 1964 Biscayne “first call” wagon that was the first of three, the others being 1965 and 1966 models built by Mississippi's Pinner Coach for the **Fred Herbst & Sons Funeral Home** of Brooklyn, NY. Dwayne Brooks of Bucyrus, OH, having discovered this Dachshund like, extended wheelbase

rarity in the tiny, central New York town of Otego in September, 2010 acknowledged it was still “in the worst shape of all the cars I've got, but it's the one I would keep if I could keep only one. I had seen it in books, and heard the legend, so when it showed up on the eBay classifieds, I called the seller at midnight and committed to it sight-unseen.” As the proceedings concluded with a raucous, post-awards banquet “sound-and-light show” by the ambulances' rooftop sirens and beacons, attendees were already looking forward to the 2012 PCS International Meet,

which will take place at The Shores Resort & Spa in Daytona Beach, FL from June 18th-22nd. It is hoped this novel, Monday-Friday scheduling will give long-distance registrants added driving time between workweeks, and attract layover attendees from the Cadillac-LaSalle Club 2012 Grand National taking place in St. Augustine, FL one week prior. Preliminary registration and itinerary info are available from **William F. Wright** at (386) 255-4704 or fantafuss1@yahoo.com. The official PCS website www.professionalcarsociety.org will post details in the months to come.



Combination coaches mixing hearse and ambulance features in one body were rarities by the time this “limousine style” Superior Sovereign was completed on a 1982 Cadillac Commercial Chassis. Accordingly, it turned a lot of heads when Jerome S. Jacobson of University Heights, OH brought it to the I.M. Pei-designed Rock and Roll Hall of Fame and Museum for the Professional Car Society's tour of downtown Cleveland.

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Educational NEWS

Aurora Casket Company's Lacy Robinson Speaks at Commonwealth Institute

HOUSTON, TX— Aurora Casket Company's Senior Professional Trainer, **Lacy Robinson** presented eight hours of continuing education at the "Alumni Annual CEU Program" hosted at the **Commonwealth Institute of Funeral Service** in Houston, TX on October 13th. Drawing from her experience consulting funeral homes on communications skills and meeting the personal needs of families, Robinson shared her insight on numerous topics including cremation, personalization and generational differences.

"Lacy encouraged funeral directors to change their way of thinking in many instances," said **Jim Flippen**, sales consultant for Aurora. "Her purpose and theme throughout her presentations focused on trying new things you may have never thought of before. Participants were on the edge of their seats."

Flippen has worked with Aurora for 26 years, he is a board member of the Commonwealth Institute's Alumni Association as a 1973 graduate and serves on the Commonwealth's Advisory Board.

Robinson's presentation detailed the golden opportunities of relationship building with families. Attendees were challenged to understand thoughts and feelings from their families' perspective in order to fully grasp the emotional concerns that exist. Robinson motivated funeral directors to rethink and retool how they communicate with the families they serve.

"I asked participants how they can be different and better for their families. I wanted each person to leave with real skills to achieve real results in the very real situations they experience with families," Robinson said, stressing the importance of building trust with families, telephone training and merchandise knowledge. "It's no secret that a key indicator of future success is effective communication. It was evident to me that everyone in attendance wanted to learn new ways to ensure that future success," says Robinson.

Robinson is a member of Aurora's Speakers Bureau whose participants deliver presentations to industry organizations. For more information about the Speakers Bureau, contact 859-291-4302. For more information about Aurora Casket Company, visit www.AuroraCasket.com.

Founded in 1890, Aurora is the largest family-owned funeral service supplier. Aurora caskets are proudly made in the United States and Canada, with headquarters based in Aurora, Indiana.

Mayer speaks at Fall Commencement

CINCINNATI, OH— **Robert G. Mayer, Jr.**, CFSP, FBIE was commencement speaker at the 129 year old **Cincinnati College of Mortuary Science**, for the fall 2011 graduating class. The exercises were held on the campus of St. Xavier High School. The audience of over 450 found the address to be inspirational, timely and challenging.

Mayer encouraged the graduates to embrace change as opportunity; to go out of the way in serving families through small acts of kindness; to make every effort to keep "service" in funeral service.

Since 1987, Robert Mayer has been the primary author/editor of the American Board of Funeral Service Education textbook, *Embalming: History, Theory and Practice*, the 5th edition to be released in January 2012 by McGraw-Hill Publishers of NYC.

Mayer is a graduate of *Youngstown University* and the *Pittsburgh Institute of Mortuary Science*. He holds licenses in Ohio and Pennsylvania. Since 1967, he has been affiliated with the teaching staff of the Pittsburgh Institute.

Educational activities

have included presentation of over 200 technical seminars and demonstrations in 35 States, Ireland and England.

Since 1969, he has operated a trade embalming service in the greater Pittsburgh area.

Professional memberships include the *National Funeral Directors Association*, *Ohio Embalmers Association*, *Michigan Embalmers Society*, *British Institute of Embalmers*, *Academy of Professional Funeral Service Practitioners* and in 2004 he along with **Melissa Johnson-Williams** was a co-founder of the *American Society of Embalmers*.

In 1992, he was awarded an Honorary Doctorate of Professional Studies by the Pittsburgh Institute. In 2009, he was recognized for outstanding service by the National Funeral Directors Association, and the *Allegheny County Funeral Directors Association* recognized him as an honorary life member. In 2010, he was honored as a "Fellow" by the British Institute of Embalmers; only four Americans have received such a designation.

Crematory Operations Certification Program sets new record

CHICAGO, IL— The *Cremation Association of North America* (CANA) and the *National Funeral Directors Association* (NFDA) announced the **Crematory Operations Certificate Program** (COCP) set a new record with ninety three attendees representing twenty seven states, including the Philippines and Puerto Rico.

Chairman of the COCP and CANA president, **Mike Nicodemus** was extremely pleased with the turnout. "Having ninety three people take seven hours out of their Saturday in Chicago to join us speaks volumes of the importance people are placing on this program, and I thank NFDA for having the insight to allow CANA to provide this program prior to the convention," says Nicodemus.

Funeral intern **Shelby Shafer** of Colorado stated, "I attended the NFDA convention specifically for the CANA cremation class. I wasn't disappointed. The class was everything I had hoped for. Receiving my certification makes me a stronger asset to my family's funeral home."

This was the third year that CANA has provided this program prior to the start of the NFDA convention, and NFDA's CEO **Christine Pepper**, who took time out of her hectic convention schedule to speak to the attendees, knows this is a win-win for everyone. "With the cremation rate now nearing 40 percent nationally, it is vital that funeral professionals undergo training to ensure they are serving families according to the highest professional and ethical standards. That is why NFDA has included CANA's COCP as a pre-convention seminar offering since 2008 and endorsed it since 2009. I was particularly glad to have been part of the largest certification program that took place in conjunction with the joint NFDA-CANA Convention in Chicago".

CANA has fourteen COCP offerings slated for 2012 in cities throughout the country. Be sure and check the CANA website at www.cremationassociation.org to find a city near you.

Founded in 1913, CANA is an international organization of over 1,300 members, including cemetarians, cremationists, funeral directors, industry suppliers and consultants. CANA members believe that cremation is preparation for memorialization.

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1/3 cup shelled walnuts
3 anchovy fillets
1/3 tsp red wine vinegar or sherry vinegar
1/3 cup olive oil

While the steak is broiling, put the walnuts, anchovies and vinegar in your food processor. Use the pulse option to chop everything together. Scrape down the sides of the processor to get the mixture back into the path of the blade. Put the top back on it, turn the processor on, and slowly pour in half of the olive oil. If necessary, scrape down the sides of the processor at this point, then turn it back on and add the rest of the oil. When both sides of the steak are done, spread this sauce over the steak. Turn the broiler to low, put the steak back under it for just a minute, then serve.

TIP: Start broiling the steak as close as possible to a high flame. Set your timer to remind you when to turn it, for steak 1/2 inch thick, 5 minutes per side is about right.

CAULIFLOWER PUREE, A.K.A. FAUXTATOES

1 head of cauliflower or 1 1/2 lbs frozen cauliflower
4 TBS butter
Salt and pepper

Put cauliflower in a microwave-safe casserole dish. Add a couple of tablespoons of water, and cover. Nuke it on high for 10–12 minutes or until it's quite tender, but not sulfur smelling. (You may steam or boil the cauliflower, if you prefer). Drain it thoroughly, and put it through the blender or food processor until it's well pureed. Add butter, salt and pepper to taste.

Tip: This is a wonderful substitute for mashed potatoes with any dish that has gravy or sauce. Feel free, by the way, to use frozen cauliflower instead, it works quite well here.

Good Eating!

Educational NEWS CONTINUED

Matt Smith and mor-bid.com rate NFDA/CANA a Success

CHICAGO, IL— Matt Smith of mor-bid.com not only exhibited his company at the recent NFDA/CANA Convention, but he also had the opportunity to be a presenter for the second year in a row. Matt was the technical speaker for the program Difficult Case Embalming with Focus on Reconstructive Surgery, Restorative Art and Creating the Pleasant Expression. The seminar room accommodated nearly 400 embalmers. For Spanish speaking guests, there were translators conveying Matt's message via wireless headsets. Q&A time was also available in both English and Spanish. There is true value to funeral service and how much more can that be realized with a pleasant looking deceased in attendance? "We need to refocus the attention on the deceased and not just the surroundings. The most important feature of a funeral to the grieving family is not the furniture, lights, and carpet," says Matt.

At the mor-bid.com, booth attendees had the opportunity to register to win a free iPad2. While an Illinois funeral director pulled the winner, **Joseph Pray** of Pray Funeral Home in Charlotte, MI was hopeful he would be the winner. The winning business card revealed **Dutch Nie** of Nie Funeral Homes in Ann Arbor, MI as the winner. Fully equipped with quick links to morbid.com, the iPad2 was delivered by Matt to a very surprised Dutch who said "I never win these types of things!"

If you are interested in having Matt speak at your next meeting, convention or privately at your funeral home call 866-774-4746. To learn more about the auction gateway for the funeral professional visit www.mor-bid.com.



Matt Smith (left) delivers iPad2 to Dutch Nie

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Funeral Service Technology Students from East Mississippi Community College attend NFD&MA Convention in Atlanta

SCOOPA, MS— Funeral Service Students from **East Mississippi Community College** attended the *National Funeral Directors & Morticians Association's* national Convention in Atlanta, GA in August.

With the financial help of the **100 Black Women of Funeral Service**, the **Mississippi Funeral Directors & Morticians Association**, the **Mississippi Organ Recovery Agency**, and numerous individual funeral directors and funeral home owners, the students raised sufficient funds to pay for the trip and participate in convention activities including meeting numerous vendors in the Exhibit Hall.

The Mississippi Organ Recovery Agency (MORA) has again demonstrated its generosity by making a contribution in the amount of \$1000. MORA also assisted the students in attending the NFDA Convention in New Orleans in the fall of 2010.

MORA is a designated organ procurement organization covering most of the state of Mississippi, which additionally works in cooperation with the Mississippi Lions Eye Bank to provide tissue recovery services. By establishing a better under-



(L to R) FST student Sy Runnels, Jr. of Gautier, MS; Don Webb, Director of the FST program at EMCC; Eleanor Starks, CFSP-CPC, 100 BWFS Founder and Executive Director; Mrs. Dottie Hector, CFSP-CPC- 100 BWFS President; FST student Staci Rosenbaum of Pontotoc, MS; Marylyn Burton, 100 BWFS Secretary/Treasurer; FST student Jeremy Cordell Madison of Tuscaloosa, AL; and Belverlean Madison, 100 BWFS member from Tuscaloosa, AL.



(L to R) Dr. Thomas Ware, District Dean of Instruction of the Scooba Campus, Lanee Campbell, MORA Donor Services Coordinator, Ron Waterman, MORA Donor Services Coordinator/Funeral Home & Coroner Liaison, Sidney Burrell, President of Mu Chapter of Sigma Phi Sigma, and Sy Runnels, Chaplain of the Mu Chapter of Sigma Phi Sigma.

East Mississippi Community College 2011 Graduates



(Seated L to R) Jessica Stafford; Amy Strange; Hailey Fant; Christy York; Elizabeth Gellatly; Dawn Collins and Cay Thomas. (Standing L to R) Ellery Scott; John Walley; Coleman Crigler; Brett Moore; Jamie Harris and Matthew Hillman

SCOOPA, MS— Thirteen sophomores of the Funeral Service Technology program at **East Mississippi Community College** in Scooba, MS have completed their program of study and received their Associates in Applied Science in Funeral Service Technology from the college. All participated in the commencement exercises held earlier in the year at the Keyes C. Currie Coliseum located on the Scooba campus.

A number of the graduates have already completed their residency apprenticeship in the state where they intend to practice funeral service and others are in the ongoing process

Receiving degrees were **Dawn Collins** of Birmingham, AL; **Hailey Fant** of West Monroe, LA; **Jamie Harris** (graduating with Honors) of Aliceville, AL; **Matthew Hillman** of Richton, MS; **Brett Moore** of Hattiesburg, MS; **Jessica Stafford** (graduating with Honors) of Toombs, MS; **Amy Strange** of Boonville, MS; **Christy York**, of Tuscaloosa, AL; **John Wally** of Richton, MS; **Elizabeth Gellatly** (graduating with Honors) of Meridian, MS; **Coleman Crigler** of Starkville, MS; **Cay Thomas** of Me-

ridian, MS; **Ellery Scott** of Lexington, MS; and **Luna Stafford** of Meridian, MS.

The Funeral Service Technology program at East Mississippi Community College is the oldest mortuary school in the state, having been established in 1975. Students throughout Mississippi and neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC partly due to the unique block class schedule which enables students to attend classes only two days per week for four semesters, thereby allowing them to work full time the remaining five days of the week at a funeral home establishment or other job which can accommodate their class schedule. The program is accredited by the American Board of Funeral Service Education (ABFSE) and is recognized by the International Conference of Funeral Service Examining Boards (ICFSEB).

Additional information about the Funeral Service Technology program can be obtained by contacting **Don Webb** at (662) 476-5100, **Octavia Dickerson** at (662) 476-5101 or visit www.eastms.edu/career_tech/FuneralServices.php.

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Educational NEWS CONTINUED

Funeral Service Technology Students from East Mississippi Community College attend NFD&MA Convention in Atlanta

Continued from Page A41

standing and working relationship between the funeral practitioner and MORA, families through local hospitals are better ensured of receiving complete information regarding the option of organ and tissue donation. The FST program at EMCC is honored to have the support of MORA and continually instructs its students of the value of maintaining a professional relationship between the two entities.

At the FST orientation day in Scooba at the beginning of

the fall semester, MORA representatives, **Ron Waterman**, Donor Services Coordinator/ Funeral Home and Coroner Liaison; and **Lance Cambell**, Donor Services Coordinator, joined the students at their annual cook out and shared with them the benefits of MORA's services and how the funeral practitioner can assist in a positive manner in this valuable service to the community in addition to helping bring closure for families suffering an unexpected loss of a loved one.

Gupton-Jones College holds Graduation Exercises

DECATUR, GA— Commencement exercises were recently held for the August 2011 graduating students of **Gupton-Jones College of Funeral Service** at the Fairfield Baptist Church in Lithonia, GA. The graduation speaker was **Jeffery S. Wages** of Lawrenceville, GA. Wages is the president of the **International Order of the Golden Rule**, and also is associated with **Wages and Sons Funeral Homes** in Lawrenceville, GA. Wages dynamic speech offered great inspiration and encouragement to the graduating students as well as to all others.

Gupton-Jones president, **Patty S. Hutcheson**, presented awards to the students having the top two scholastic averages during their quarters of the funeral study program. The Valedictorian Award was presented to **Samantha L. Cantrell** of Cleveland, GA. The Salutatorian Award was presented to **Carrie Michele Dickson** of Smyrna, GA. The Bill Pierce Award was presented by the Board of Trustees Vice Chairman, **Nancy Pierce Barber** to the graduate who, by a vote of the members of the graduating class best represents the funeral service profession in terms of professionalism. The honored recipient was **William Patrick Cook** of Decatur, GA.

The Distinguished Service Award was presented by Gupton Jones College president, **Patty S. Hutcheson**, to **Jeffery S. Wages** for his outstanding contributions to the funeral service profession. Also, another honored recipient for an award was the **Daniel E. Buchanan Award** which was awarded to **Eddie Goodwin** of Jasper, GA.

The Academic Achievement Awards were presented to those students who maintained a ninety-three percent or above average. The following were recipients of this award: **Lisa Joanne Barbour** of Roswell, GA; **George Ashley Bowlan** of Olive Branch, MS; **Samantha L. Cantrell** of Cleveland, GA; **Carrie Michele Dickson** of Smyrna, GA; **John M. Ellis** of Decatur, GA; **Bobby G. George, Jr.** of Cave Spring, GA; **Brandy Tier Glass** of Madison, GA; and **Tyron Allen Hardigree** of Dawsonville, GA.

Additional Academic Achievement Awardees were: **Chester Sumner Henderson** of Greenville, SC; **Amy Johnson** of Flowery Branch, GA; **Jose Antonio Perez, Jr.** of Calhoun, GA; **Kathy R. Shepard** of Atlanta, GA; **Brooke Williams** of Sumter, SC; **Keaira Lachelle Wilson** of Morristown, TN, and **Christopher Young** of Gainesville, GA.



Valedictorian Samantha Cantrell with President Patty Hutcheson

The Mu Sigma Alpha Award went to the top ten percent of the graduating class. The honored individuals were: **Samantha L. Cantrell** of Cleveland, GA; **Carrie Michele Dickson** of Smyrna, GA; **Tyron Allen Hardigree** of Dawsonville, GA; **Chester Sumner Henderson** of Greenville, SC; **Jose Antonio Perez, Jr.** of Calhoun, GA; **Kathy R. Shepard** of Atlanta, GA; and **Keaira Lachelle Wilson** of Morristown, TN.

During the ceremony, certain members of the graduating class, who distinguished themselves throughout the school year, were recognized with the perfect attendance awards. These awards were presented to: **Roger A. Beyers, Jr.** of Leesburg, FL; **George Ashley Bowlan** of Olive Branch, MS; **Samantha L. Cantrell** from Cleveland, GA; **Tracy Yvette Carrington** of Farmington Hills, MI; **Carrie Michele Dickson** of Smyrna, GA; **Tiffany N. Huffman** from Fairview, NC; **Leron J. C. Minors** of St David's, Bermuda; and **Andrew B. Perry, Sr.** of Omaha, NE.

During the ceremonies, seventy-three students were recipients of the Associate of Science Degree in the funeral service ceremony. They were: **Lisa Joanne Barbour** of Roswell, GA; **Roger A. Beyers, Jr.** of Leesburg, FL; **George Ashley Bowlan** of Olive Branch, MS; **Calvin Bernard Brown** of Tallahassee, FL; **Samantha L. Cantrell** of Cleveland, GA; **Tracy Yvette Carrington** of Farmington Hills, MI; **William Patrick Cook** of Decatur, GA; **Carrie Michele Dickson** of Smyrna, GA; **John M. Ellis** of Decatur, GA; **DeKesha S. Ford** of Miami, FL; and **Montalvis Keshawn Fulton** of Valdosta, GA.

Also included were: **Bobby G. George, Jr.** of Cave Spring, GA; **Ruth N. Gichuhi** of Nairobi, Kenya; **Shanel GilmQre Douglas** of Atlanta, GA; **Brandy Tier Glass** of Madison, GA; **Eddie Goodwin** from Jasper, GA;

Maxine Rochelle Grant of Philadelphia, PA; **Tyron Allen Hardigree** of Dawsonville, GA; **Courtney Alyce Harris** from Lugoff, SC; **Mario D. Harris** of Atlanta, GA; **Kara J. Haygood** of Atlanta, GA; **Chester Sumner Henderson** of Greenville, SC; **Angel C. Higgins** of Milwaukee, WI; **Farrell R. Howard** of Augusta, GA; **Tiffany N. Huffman** of Fairview, NC; **Alex L. Jackson, Jr.** of Thomasville, GA; **Amy Johnson** of Flowery Branch, GA; **Marquel D. Johnson** of Decatur, GA; **Chantelle Dione Jones** of Atlanta, GA; **Duran Moses Jones**

of East Point, GA; **Siobhan Renee Jones-Smith** from Detroit, MI; **Ryan Jonathan Kelly** of Hendersonville, NC; **Amanda Leigh Kilby** of Hickory, NC; **Megan Kozik** of Monroe, GA; **Hannah Michelle Lawson** of Conyers, GA; **Omari Lucas-Thomson** of Brooklyn, NY; and **Yolanda F. Marion** of Little Rock, AR.

In addition were the following: **John P. Maulden, Jr.** of Live Oak, FL; **Valdoreas May** of Kennesaw, GA; **Elizabeth Anne Mayhew** of Kennesaw, GA; **Sarah Michelle Miller** of Alpharetta, GA; **Leron J. C. Minors** from St. David's, Bermuda; **Henry C. Mobley** of Loganville, GA; **Patrick Joseph Mockalis** of Lawrenceville, GA; **Desi Arnaz Morgan** of Phoenix City, AL; **Zakiyah Ameenah Muhammad** of Lithonia, GA; **Judith Miller Nolen** from Jackson, GA; **Christopher Dayne Parker** of Tallahassee, FL; **Jose Antonio Perez, Jr.** from Calhoun, GA; **Andrew B. Perry, Sr.** of Omaha, NE; **Fabino Michelle Pompey** from Darlington, SC; **Kenya Robbins** of Rome, GA; **Mark Lloyd Roberson** of Bradenton, FL; **Cornell Wyatt Robinson-Carroll** of Ellenwood, GA; and **De'Anndra Chacara Sands** of Freeport, Bahamas.

Others included: **Jauris DeWitt Shaw** of Columbia, SC; **Kathy R. Shepard** of Atlanta, GA; **Jermaine Aaron Smith** of Hastings, FL; **Erma J. Heyliger Sparrow** of St. Croix, Virgin Islands; **Casie Lynn Speaks** of St. James Parish, LA; **Idella Taylor** of Columbus, GA; **Larry G. Underwood** of Chicago, IL; **Cody A. Vineyard** of Chatsworth, GA; **Semaj Allyan Rene Wade** of Atlanta, GA; **Ariana Washington** of Stone Mountain, GA; **Faith A. Watson** of Rivers State, Nigeria; **Joshua Curtis Weatherby** of Columbus, GA; **Tristan Addison Widener** of Blackville, SC; **Brooke Williams** of Sumter, SC; **Keaira Lachelle Wilson** of Morristown, TN; **Kenneth Anthony Woods, II** from Raleigh, NC; **Angela C. Wynn** of Columbus, GA; and **Christopher Young** from Gainesville, GA.

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MCCC Elects 2012 Class Officers



TRENTON, NJ— The 2012 funeral service class at **Mercer County Community College** in Trenton, NJ recently elected its Sigma Phi Sigma class officers. (Seated L to R) **Allen Lockwood**, Vice-President and **Krista Paradowski**, President. (Standing L to R) **Liz Seybert**, Secretary and **Jenn Harris**, Treasurer.

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Educational NEWS CONTINUED

Bruce Lynd, Jr., named Student of the Year



Greg Peques (left) of W.E. Peques Funeral Directors of Tupelos, MS and outgoing MFDA president, with Bruce Lynd, Jr. Joining are his wife, Gabrielle (center left), his mother, Tonia Lynd and his father, Bruce Lynd, Sr.

SCOOBA, MS— Bruce A. Lynd, Jr., a native of Moss Point, MS, and a resident of the southern Mississippi coastal city, was named as the **East Mississippi Community College Funeral Service Technology** nominee for the Gayle M. Galloway "Student of the Year" award for 2011.

Bruce is currently associated with **Heritage Funeral Home** of Escatawpa, MS where he is serving his Mississippi funeral service apprenticeship.

Bruce was recognized for this honor at the General Membership ceremonies of the *Mississippi Funeral Directors Association* at its annual 2011 State Convention held in Ridgeland, MS.

Bruce enrolled in the Funeral Service Technology program at East Mississippi Community College in the fall 2010 Semester. During his initial semester of study, Bruce received 1st place for his restorative art project where a

student must demonstrate their aesthetic skills by reproducing via wax and cosmetics a life-like image of a pre-selected model. Also popular with his classmates, Bruce was chosen as secretary of the Mu Chapter of Sigma Phi Sigma for the term 2011-2012.

For information about the Funeral Service Technology program at East Mississippi Community College (EMCC) in Scooba, MS call **Don Webb** at (662) 476-5100, **Octavia Dickerson** at (662) 476-5101 or visit www.eastms.edu/career_tech/FuneralServices.php.

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Educational NEWS CONTINUED

Service Corporation International Supports Education

HOUSTON, TX— Service Corporation International (SCI), North America's largest single provider of funeral, cremation and cemetery services, has awarded a \$10,000 Advancing Mortuary Science Education Grant to a mortuary program that is working to enhance the mortuary sciences for tomorrow's funeral

service professionals. The goal of the SCI Advancing Mortuary Science Education Grant is to promote the development of innovative programs that provide opportunities to shape the future generations of funeral service professionals.

This year's grant has been awarded to the **University of Central Oklahoma's Department of Funeral Service**. The University plans on using the grant monies to enhance its arrangement conference room with technological and aesthetic improvements to better prepare students to serve families in the creation of unique and personalized services.

"This grant will allow students to train in a real world atmosphere and further develop the skills required to serve families," said **John Fritch**, chair of the Department of Funeral Service at the University of Central Oklahoma. "It is the continual service of families that defines not only each individual as a professional but our industry as a whole," says John.

"Service Corporation International is proud to invest in the future of this exemplary program which works to prepare men and women for a rewarding career in funeral service," said **Steve Tidwell**, vice president of Main Street Market Operations. "This grant will help the University of Central Oklahoma to improve its program by equipping the students with a skill set that ensures they acquire an intimate awareness of the care they must possess when meeting with families, while in a realistic arrangement conference setting," says Steve.

SCI received a number of grant applications with proposals ranging from online embalming modules to workshops on "green" funeral practices. All applications were thoroughly reviewed by members of SCI's leadership council.

Service Corporation International is North America's leading provider of deathcare products and ser-

Matt Smith Presents in North Carolina and Arkansas



RALEIGH-DURHAM, NC— **Fred Jordan** (right) of the *North Carolina Eye Bank* brought **Matt Smith** (left) of **mor-bid.com** to present a 5-hour Continuing Educational technical seminar on Massive Trauma, Reconstructive Surgery, Bone and Tissue Donation, Eye Restoration and Pleasant Expression—Creating the Smile. Smith presented to 53 funeral directors and embalmers including a handful of tissue recovery coordinators. The focus of the program was to demonstrate proper and efficient embalming techniques of the bone and tissue donor case followed by a Q & A session that would benefit both embalmers and coordinators. Other sponsors to Matt's programs include **ThanoSeal**, **Frigid Fluid Co.** and **mor-bid.com**. If you would like to speak with Matt Smith about his seminars or embalming, he may be reached toll free (866) 774-4746 or by email matt@mor-bid.com.

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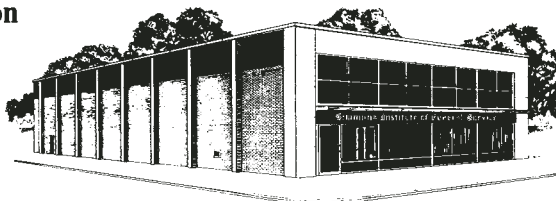
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LITTLE ROCK, AR— **Gerald Curtis** (left) and **Myc Scott** (center) of **ARORA (Arkansas Regional Organ Recovery Agency)** hosted a symposium for the *Arkansas State Board of Funeral Directors and Embalmers*. Over 200 attendees listened as Matt Smith (right) spoke on creating value to the funeral "Before First Viewing." Creative funeral celebrations and exploring ways to communicate to the public the value of funeral service were discussed. The technical program for the embalmers covered Long Bone, Skin, and Eye Donor Cases. Other topics included Massive Trauma and Reconstructive Surgery with focus on Hair Restoration and Waxwork. Matt also touched on the importance of a natural pleasant expression and how to create a smile to the deceased face. Proper embalming of donor cases is vital to a healthy grieving process. With proper training and technical proficiency these cases become very easy to prepare.



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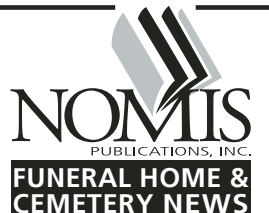
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WILLIAM J. OLDANI, JR., of Royal Oak, MI died October 6, 2011 at the age of 65. He was a longtime funeral director at **A.J. Desmond & Sons Funeral Home**, and had also worked with **Ira Kaufman Chapel** in Southfield. He was a graduate of the *Wayne State University of Mortuary College* in Detroit.

JONAS NEAL GRISSOM, SR., of Hendersonville, NC died October 4, 2011 at the age of 95. He was a licensed funeral director, working for several funeral homes in Western North Carolina. He retired at the age of 86. He graduated from the *Gupton-Jones Mortuary College* in 1948.



WILLIAM FRED OAKLEY, JR., of Hadley, MA died October 2, 2011 at the age of 86. He was a member of the *National Association for Gravestone Studies*, serving as its president, treasurer and trustee before being appointed to the Hadley Cemetery commission in 2002.

WESLEY RICE of Milford, MI died October 30, 2011 at the age of 90. He worked at **Lynch & Sons Funeral Home** for over 40 years, retiring in 2008 as the senior staff embalmer. He spent nearly 25 years working with many funeral homes, including the **Estes-Leadley Funeral Homes** in Lansing and Holt. He graduated from *Wayne State University of Mortuary Science* in 1949.

JAMES MARKINS of Gibson, GA died October 11, 2011 at the age of 57. He was a licensed funeral director and owner of the **Sheppard Funeral Home**. A graduate of *Gupton-Jones College of Funeral Service*, he was a member of the *Georgia Funeral Directors Association*, the *Independent Funeral Directors of Georgia* and the *Academy of Graduate Embalmers*.

B. LEO MCINTEE, JR., of Rochester, NY died July 30, 2011 at the age of 87. He was a second generation funeral director and owner of **McIntee Funeral Chapel**. His father, **B. Leo McIntee, Sr.**, opened the first McIntee Funeral Chapel in 1906. His son, **Bernie L. McIntee, III**, a third generation funeral director owns **Kalis-McIntee Funeral & Cremation Center** in Ft. Lauderdale, FL.



KRISTEN RUSIEWICZ DUNN of Upper Burrell Township, PA died October 16, 2011 at the age of 41. She was the vice president of the **Rusiewicz Funeral Homes**. She received a bachelor's degree from the *University of Pittsburgh* in 1992, and graduated from the *Pittsburgh Institute of Mortuary Science* in 1993.

FRANK BUTLER of Bessemer City, NC died October 14, 2011 at the age of 51. He was a third generation funeral director at **Sisk-Butler Funeral Home**.

GEORGE R. SNOWDEN, SR., of Rockville, MD died September 17, 2011 at the age of 78. He was a third generation funeral director and owner of **Snowden Funeral Home, P.A.**, licensed in the state of Maryland and the District of Columbia. He was a member of the *Maryland State Funeral Directors Association*.



TODD HAROLD MAGLEBY of Benicia, CA died October 8, 2011 at the age of 46. He was co-owner, with his brothers, Brad and Mark, of **Oak Park Hills Chapel Funeral Home** in Walnut Creek. He graduated from *San Francisco College of Mortuary Science* in 1989.

JOHN ARTHUR "JACK" REID of Greene, IL died June 28, 2011 at the age of 57. He worked for **John B. Turner Mortuary** in Cedar Rapids before returning to Greene to work for his father's business. Following the death of his father in 1988, he purchased **Reid's Funeral Chapel**. A graduate of the *Mid America College of Funeral Service* in Jeffersonville, he was a member of the *National Funeral Directors Association* and *Iowa Funeral Directors Association*, serving on its board of Governors.

JAMES W. STICKLE of Yuma, AZ formerly of Bay City, MI died October 10, 2011 at the age of 85. He was a licensed funeral director for over 52 years, working at **W.A. Trahan Funeral Chapel** in Bay City; **RG & GR Harris Funeral Homes** in Detroit; **The Ira Kaufman Chapel** in Southfield; **A.H. Peters Funeral Home** in Grosse Pointe Woods; **Haley Funeral Directors** in Southfield; **Ross B. Northrop Funeral Home** in Redford and retired from **Johnson Mortuary** in Yuma. He was a graduate of the *Wayne State College of Mortuary Science*.

RICKY JOE SHAFFER of Wichita Falls, TX died October 9, 2011 at the age of 57. He was a funeral director at **Smith Funeral Home** and for **Lunn's Colonial Funeral Home**.

G. KEENEN O'BRIEN of Bayonne, NJ died October 25, 2011 at the age of 80. He owned and operated **G. Keenen O'Brien Funeral Home** on Avenue C for more than eight decades along with his father, uncle and grandfather. He worked for the family business for 60 years, before retiring four years ago. He was a member of the *Hudson County Funeral Directors Association*.

SAM RICHARD FOUND of Thornburg, VA died October 29, 2011 at the age of 46. He was the co-founder of **Founds and Sons Funeral Chapels** of Culpeper, Fredericksburg and Manassas and **Affordable Funeral Service** in Northern Virginia. He graduated from the *Pittsburgh Institute of Mortuary Science* in 1987. He was past president and board member of the *Northern Virginia Funeral Directors Association*.



JOHN CLARK EVERLY of Alexandria, VA died October 10, 2011 at the age of 77. He was president of **Everly Funeral Homes, Inc.**, serving the families of North VA for over 50 years at the **Everly-Wheatley Funeral Home**. He also served as administrator of the **Presbyterian Cemetery**. A graduate of *Eckels School of Mortuary Science*, he was past president of the *Northern Virginia Funeral Directors Association*.

ROBERT THOMAS "TOM" BARNES of Oakland, FL died September 23, 2011 at the age of 93. He was the owner and operator of **Barnes Funeral Home** and **Barnes Furniture Store**. He held licenses in several states including; IL, IA, MN and FL. He was a graduate of *Worsham College of Mortuary Science*.

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Libby Gill, *You (and Your Staff) Un-Stuck*

Eventually, every individual or organization gets stuck. This "stuckness" manifests as a lack of agility or an unwillingness to innovate or take risks. If your company ignores this stuckness, it runs the risk of mediocrity becoming the new normal. Gill will show you how to clarify a bold vision for success, simplify the most direct route to get there and execute a plan against measurable milestones. Gill was the PR/branding strategist behind the launch of *The Dr. Phil Show*. She has shared her success strategies on the *Today Show*, CNN, NPR, and in *Business Week*, *Time Magazine*, *The New York Times* and *The Wall Street Journal*.



Stephen Shapiro, *Speed Ideating*

An innovative organization is built on new ideas—good new ideas. Bad ideas, or even "OK" ideas, if they are not as good as your competitors' ideas, aren't worth much. So how do you make sure you and your staff come up with good ideas, and how do you recognize a good idea when you see one? Shapiro will guide you through "Speed Ideating," a hands-on, rapid-fire creativity session where you'll gain insights into problem statement development, techniques for generating breakthrough ideas and tools for enhancing team creativity. Shapiro's work has been featured in *Newsweek*, *Investor's Business Daily*, *Entrepreneur Magazine*, *O Magazine*, *The Wall Street Journal* and *The New York Times*. His clients include Staples, GE, NASA, Johnson & Johnson, the U.S. Air Force, Fidelity Investments, Nestlé and Bristol-Myers Squibb.



BREAKOUT SESSIONS

Marketing to (the New) Boomer

Larry Merington, Vice President of Strategic Market Development, Stewart Enterprises Inc.

Boomers: You've heard it all, right? Wrong. Turns out, much of what we thought we knew about the Baby Boomer generation has shifted in the past few years. The recent economic downturn has had an effect on the psyche of this consumer segment, and the "rules" for marketing to them have changed.

Join Merington as he shares extensive new research on why and how today's Baby Boomer makes purchasing decisions and what this means for your cemetery or funeral home's marketing efforts.



Content Is King

Doug Gober, Industry Liaison and Senior Loan Officer, Live Oak Bank, Wilmington, North Carolina

One of the biggest opportunities in our business is what happens between "Dearly beloved" and "Please exit through the doors to your left." Historically, that has been something we've outsourced to people we don't choose, don't control and in many cases don't even know.

How can we take control of this crucial opportunity and make a real difference, both for families and for our businesses? In this all-new presentation based on six months of intensive



research, Gober will evaluate the three sources of ceremony content—the family, the funeral director and the clergy—and delve into how we can make substantive improvements to each to create more memorable events.

It's Time to Redefine Our 'Basic Services'

Karl E. Jennings, Owner and CEO, Borek Jennings Funeral Homes, Hamburg, Howell, Manchester and Brooklyn, Michigan

What exactly is the service we provide, and how do we communicate the value of that service to families? According to Jennings, funeral service has come to be treated as a retail transaction, which has not served the profession well. It is time, he says, to place the focus back on helping families deal with their grief.

In this session, he'll examine the acute loss period—the three to 10 days following the death—and the seven phases families must complete during that crucial time to be able to begin the necessary trajectory toward healing. Next, he'll discuss the role of the funeral and the funeral director in making that happen.



3 Keys to a Successful Aftercare Program

Regina Nassif, Senior Consultant, Cedar Memorial, Cedar Rapids, Iowa

Do you know the three most important components of an effective aftercare program? In this session, Nassif will share how you can provide excellent service and capture solid sales opportunities by focusing on the three W's:

- Who you hire
- What you present
- When you schedule the aftercare appointment

Your aftercare program is the final face and kind gesture from your cemetery or funeral home to the family you have served. Make it a good one.



Options for Municipal Cemeteries: A Case Study

Rachel Fox, Cemetery Program Manager, Metro Regional Government, Portland, Oregon, and Doug Flin, Principal/Owner, Cemetery Planning Resource Alliance (CPRA), Denver, Colorado

Throughout North America, municipal cemeteries struggle to maintain viable operations while planning for the future. Many of them face dwindling inventories, insufficient perpetual care funds and deteriorating infrastructure. Meanwhile, cremation rates continue to rise and 84 million aging Baby Boomers are changing the remembrance experience.

Find out what one high-density urban planning agency is doing to ensure that its cemeteries remain sustainable and provide the options today's emerging customers want. Fox and Flin will share their firsthand experiences with:

- creative cremation options
- accelerating contributions to a newly established perpetual care fund
- preparing for the aging Baby Boomer population
- high-density urban planning for cemeteries
- managing the closure of two cemeteries that are at capacity



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