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FUNERAL HOME & CEMETERY

NEWS

JULY
2008

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Buzzy Stoecklein sold his first cemetery lot in April of 1968 and he's had a passion for the memorialization industry ever since. As president and CEO of CMS Mid-Atlantic, Inc., Stoecklein uses his vast knowledge of cemetery management and a natural ability to engage and motivate people to bring an invaluable service to the communities CMS serves.

See Buzzy Stoecklein celebrates 40 Years in the Industry on Page A21

Celebration of Companionship: Educational Forums, to be held in six cities across the US, will focus on dynamic ways to develop appropriate Pet Loss Memorial Services within communities.

See National Funeral Directors Association and Matthews Cremation team up to improve Death Care for Pets on Page A2



The Perfect Candle Never Melts™: The most innovative nylon candle maker in America announces a new partnership with the oldest candle company in the United States.



See Candle Perfection® partners with Will & Baumer, Inc.™ on Page B1

New Facility for McAlister-Smith Funeral Home



McAlister-Smith Funeral Home in West Ashley

WEST ASHLEY, SC— McAlister-Smith Funeral Home announces a newly constructed facility located in West Ashley, SC, which opened in March 2008. J. Stuart Todd, Inc. designed the new facility for own-

ers Mark Smith and Archie Willis, and the result is a beautiful 10,000 square foot building with the architecture following the low country style found in the Charleston area of South Carolina.

Sitting on a wooded lot, the exterior of McAlister-Smith Funeral Home is made with lap siding, modifying the style to blend more with its urban surroundings. A covered porch entry with

CONTINUED ON PAGE A22

Epting Funeral Home opens in Arkansas



Iris and Ricky Epting

BENTONVILLE, AR— Ricky and Iris Epting, announce the opening of Epting Funeral Home located at 709 North Walton, in Bentonville, AR.

CONTINUED ON PAGE A8

Mildred Santella honored by YWCA Organization

ALTOONA, PA— Funeral Director Mildred Santella of Santella Funeral Home and Leslie E. Axe Funeral Home was honored by the YWCA of Altoona with the Tribute to Women Award on Tuesday, April 29, 2008.



Mildred Santella

Her daughter-in-law, Deborah Santella, also a funeral director with the firm, nominated Mildred for the award, saying that her mother-in-law has been an inspiration to many people, including Deborah herself, who Mildred encouraged to further her education and to reach her potential.

Mildred's career in the funeral industry began when she and her late husband,

CONTINUED ON PAGE A12

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Changes Coming in October

FUNERAL HOME & CEMETERY DIRECTORY

The National Yellow Book of Funeral Directors and the Cemetery Directory have combined!

Listings for US and Canadian Funeral Homes, US active Cemeteries, select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers

BUYER'S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies, the BUYER'S GUIDE also contains listings of firms dealing with Pet Deathcare. Trade Associations, Educational Services and US Daily Newspapers are also included.



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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



BROOKLYN SHEPHERD
 Birth: 4/20/99
 Missing: 2/12/08
 Missing From: Clearwater, FL
 Age Now: 9
 Sex: Female
 Race: White
 Hair: Blonde
 Eyes: Brown
 Height: 4'4"
 Weight: 85 lbs



BRYLER SHEPHERD
 Birth: 12/10/01
 Missing: 2/12/08
 Missing From: Clearwater, FL
 Age Now: 6
 Sex: Male
 Race: White
 Hair: Brown
 Eyes: Brown
 Height: 4'2"
 Weight: 75 lbs

Circumstances: Brooklyn and Bryler were last seen on February 12, 2008. They may be in the company of their non-custodial mother.

Family Abduction

EPHRAM SCOTT RICHESON

Missing: 10/22/07

Missing From: Saint David, AZ

Birth: 3/3/05
 Age Now: 3
 Sex: Male
 Race: Biracial
 Hair: Sandy
 Eyes: Brown
 Height: 2'7"
 Weight: 31 lbs



Circumstances: Ephram may be in the company of his non-custodial father. They may travel to Mexico, Ecuador, or other locations in Central or South America. Ephram is Biracial. He is Hispanic and White. Both Ephram and his father are bilingual; they speak English and Spanish.

Non-Family Abduction

BRYAN DOSSANTOS-GOMES

Missing: 12/1/06

Missing From: Fort Myers, FL

Birth: 11/3/06
 Age Now: 1
 Sex: Male
 Race: White/Hisp
 Hair: Black
 Eyes: Brown
 Height: 2'0"
 Weight: 12 lbs



Abductor Composite Sketch

Sex: Female
 Race: White/Hisp
 Hair: Black
 Eyes: Unknown
 Height: Unknown
 Weight: Unknown

Circumstances: Bryan was last seen in the area of Estero, Florida. He may be in the company of a heavy set White/Hispanic female, approximately 28-30 years old, long straight black hair, wearing blue jeans and a black blouse. They may be traveling in a two-door black Ford Explorer. The companion is armed and should be considered dangerous. CAUTION ADVISED.

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

Ohio Embalmers and British Institute of Embalmers to hold Joint Seminar in Cincinnati

CINCINNATI, OH— Cincinnati College of Mortuary Science will be the site on September 24, 2008 for the Joint Seminar of the *Ohio Embalmers Association* and *The British Institute of Embalmers of North America*.

Speakers include **Karen Giles**, Col. USAF Ret, President CCMS; **Robert G. Mayer, Jr.** FBIE, CFSP; **David G. Hicks**, MBIE, CFSP; and **Nelson Hayes**, MBIE, CFSP.

Bob Mayer and David Hicks will embalm two bodies, (PIMS vs. CCMS). Discussion will include techniques used for embalming autopsy and normal cases. Dressing and cosmetics will conclude the morning session.

Karen Giles will talk about daily operations of the Port Mortuary at Dover AFB, where she was director. Included will be search and recovery protocols and the repatriation process, along with funeral home/military relations.

Nelson Hayes will discuss the process of caustic reduction of the human body by exposing it to sodium hydroxide. Included will be continued talk of banning formaldehyde in European countries and the search for a suitable replacement.

Six hours have been applied for with the State of Ohio. Other state attendees should request credit by contacting CCMS at dhicks@CCMS.edu. The cost is \$60 for members, \$120 for non-members. For registration information visit www.ohemb.com or email info@ohemb.com.



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NOTICE

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

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 Feature Articles • Monthly Columns • Classified Ads

Online Directories
 US & International Funeral Homes
 US & Canadian Supply Companies
 US Cemeteries

NFDA and Matthews Cremation team up to improve Death Care for Pets



APOPKA, FL— With the money Americans will spend on their pets projected to eclipse \$35 billion in 2008, **Matthews Cremation Division** and the **National Funeral Directors Association (NFDA)** have teamed up to help ensure that firms trusted with the task of after-life care for these beloved companions are engaging in solid practices by hosting an educational seminar in six cities across the United States in June and July.

Conference dates and locations include: July 15, Marriott-San Mateo, San Francisco Airport, San Mateo, CA; July 17, Embassy Suites, Tempe, AZ; July 29, Hilton-Austin Airport, Austin, TX; July 31, Courtyard by Marriott, Orlando, FL; August 12, Marriott North, Columbus, OH; and August 14, Hilton Garden Inn, Waltham, MA. The events will focus on dynamic ways to develop appropriate Pet Loss Memorial Services within communities.

"These events are a great way to help all professionals charged with the task of death care of a pet," said **Steve Schall**, Division Manager of Matthews Cremation Division. "Pets have become more

members of the family and we have seen the trend of memorial service requests on the rise and want to lend our experience and expertise to make sure that questions are answered and everyone is employing best practices in this field."

The invitation to participate in any of these events is open to anyone interested in learning more about this Celebration of Companionship. The faculty of these events, comprised of a unique blend of professionals from across the pet death care industry, will present not only business development strategies, but also share ways to create memorial services that connect with today's pet parent.

"This is a first-of-its-kind event and our partnership with the NFDA lends credence to how big this has gotten," added Schall. "Pet Loss is an important issue and, hopefully, these educational events will continue and grow, making the industry better, as a whole."

For more details on these seminars, please visit www.matthewscremation.com/pet08 or call (800)327-2831.

Educational Forums to be Held in Six US Cities

Promotional Calendars

Catholic Calendar

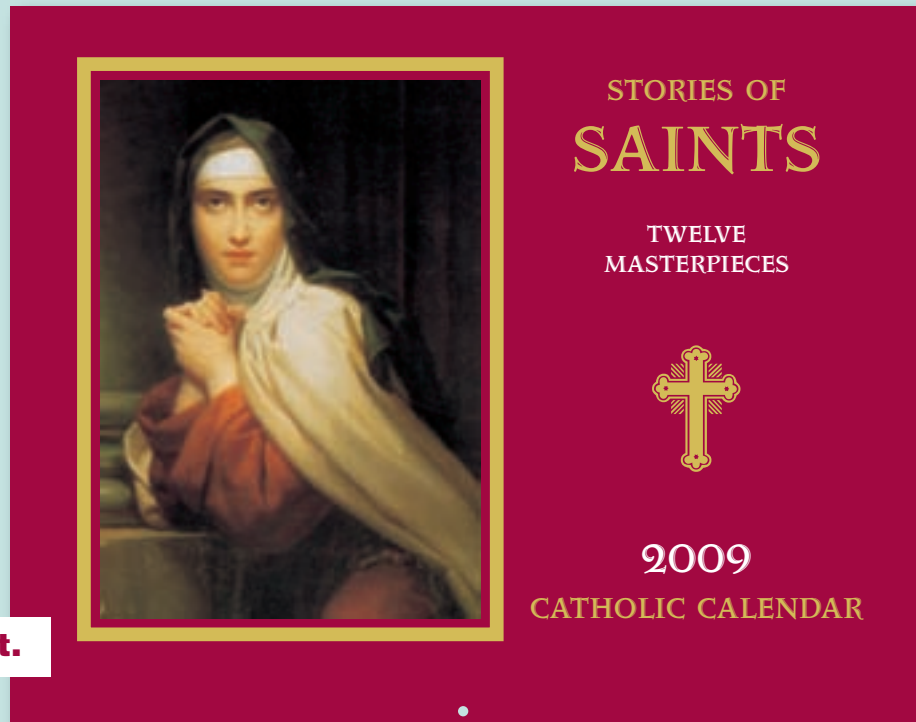
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Black History Calendar

Informative and entertaining Black History.

- Twelve vibrant works of art by Synthia SAINT JAMES.

- Words of wisdom from famous African Americans.

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Dignity Memorial Homeless Veterans Burial Program provides Military Burial for Homeless Veterans in the Metropolitan St. Louis Area



ST. LOUIS, MO— Through the **Dignity Memorial Homeless Veterans Burial Program**, Air Force S/SGT *Dale Edmond Crowder* was buried with honors at Jefferson Barracks National Cemetery on April 17, 2008. Born in February 1933, entered the Air Force on October 12, 1950 and was discharged on February 7, 1953. He served as a Flight Engineer with the 35th Field Maintenance Squadron.

S/SGT Crowder was indigent and no relatives or friends were available to assume responsibility for his services. The Dignity Memorial Homeless Veterans Burial Program is designed for veterans lost in the safety net, left with

CONTINUED ON PAGE A24

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The Gift of Aftercare

By Sherry L. Williams

While creating Easter dinner, a woman took her carving knife and severed a 4 inch slice off the body of a ham—setting aside the extra piece of ham, she placed the larger piece in a large baking pan and put it into the oven.

Her younger daughter, who was watching, asked “Mom, why did you cut off that big piece of ham?” Smiling, her mother said, “That’s how my mother always baked her hams.”

Puzzled by this, the little girl went to talk with her grandmother. “Grandmother”, she asked “why did you teach Mom to cut off such a big piece of ham before putting it in the oven?” Smiling, the girl’s grandmother said, “Because that’s how my mother always baked her hams.”

Turning to her Great Grandmother, the little girl asked, “Nana, why did you cut off such a large piece of ham before you put it in the oven?” Nana answered

smiling, “Because I didn’t have a pan large enough for the entire ham.”

Are you doing things just because they have always been done that way? Have you ever asked why? Well, it’s time to! Today’s consumer is changing rapidly and you must be prepared to respond or plan on finding a new job.

A recent report in the *Director Magazine* stated that 6% of funeral homes surveyed did not have a computer. Of those firms with a computer, 27% had only one computer for their entire business and 32% did not have a website.

A March 2008 Nielsen study indicated that 164.5 million people use the internet every single day to gather information or make purchases and over 61% of all households have a computer and use it regularly.

A website is the perfect way to educate your consumers so price shoppers really know what they are asking about when they call. With a website you can provide community service programs. You can include video clips about grief and handling difficult situations. You can link to web magazines that provide grief information for the public, the churches you serve and support groups in your area. Computer magazines give you a good way to network with other agencies and are a very affordable way to provide quality service for a large number of people with minimal investments of time and money.

In addition, you can use your website to promote special programs you are sponsoring, i.e., a holiday program, a health fair, a clergy breakfast, a pre-need information seminar and others. Your pre-need staff can use the website to show the history of your firm, what services you provide, your casket and resource selections and people can do a virtual tour of your location.


Computers are the newspapers of this generation. You can list your obituaries, have a place for people to write special memories, provide virtual funeral services and more. The internet has become an integral part of the economy and as funeral service practitioners you must adjust to this changing market.

And, yes I know, it hasn’t always been done that way, but now is the time to change.

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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Florida and Mississippi Funeral Homes Become Certified Veterans Providers

SANIBEL, FL— Mark E. Davis, President and CEO of Veterans & Family Memorial Care, a division of

ValMark Memorial Group, Inc. recently announced that over fifty family owned funeral homes through-

out Florida and five on the Mississippi Gulf Coast have become Exclusive, Certified VFMC Funeral & Cremation Providers.

These funeral homes have been selected for their high ethical business standards and integrity. Each firm has demonstrated a willingness and commitment to reach out to veterans and their families by extending benefits and savings beyond those provided by the VA. They promote the use of VA cemeteries wherever geographically possible thereby ensuring that families save thousands of dollars on final expenses. The staff at these funeral homes have deep roots in their community and are well trained to assist families with every detail of making final arrangement decisions. By becoming Certified Veterans & Family Memorial Care Providers these premier family owned funeral homes have agreed to adhere to the VFMC "Members' Bill of Rights". This ensures that all VFMC

member veterans and their families receive the highest level of ethical standards and outstanding, affordable professional services.

Membership in Veterans & Family Memorial Care is open to all honorably discharged veterans and their families nationwide. Membership is FREE and it is easy to join by visiting www.veteransmemorialcare.com or calling Toll Free (866) 770-6791.

Because of the large number of veterans and their family members who are joining VFMC nationwide, the challenge is to locate family owned funeral homes around the country to provide at-need and pre-need arrangements for these individuals. Becoming an Exclusive, Certified VFMC Funeral & Cremation Provider distinguishes each firm as the Veterans Friendly or Veterans Specialist Funeral Home in their community. The Veterans & Family Memorial Care Brand is a symbol of trust and respect underscored

by a pledge to demonstrate service beyond our members' expectations. Funeral home owners that would like to be considered to be the Exclusive, Certified

VFMC Funeral & Cremation Provider in their community should visit www.veteransmemorialcare.com and click on "Become A VFMC Provider".

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Trident Society opens new offices in San Mateo and Alameda, California

FT. LAUDERDALE, FL— The Trident Society, a leader in cremation-only services, announces it has opened new business offices in San Mateo and Alameda, CA. The San Mateo office is at 1108 So. El Camino Real. The Alameda branch is at 1921 Clement Avenue. The new outlets expand The Trident Society's presence in the Bay Area region, which includes locations in San Jose, Walnut Creek, Alameda and Sacramento. The Trident Society, a subsidiary of the **BG Capital Group**, continues to expand services throughout California.

Jerry Norman, President and CEO of The Trident Society, said, "We are honored to be a part of the Bay Area community and to offer residents our dignified and affordable alternative to the traditional funeral experience."

The Trident Society is dedicated to providing consumers with a simple, economical and dignified alternative to the traditional costly funeral, which can run from \$7,000 to \$10,000. The average cremation costs thousands less. The Trident Society is not owned or operated by a traditional funeral home or cemetery, and is the only nationwide organization to specialize in cremation-only services. Cremations now account for over 30% of all funeral services in the U.S. according to the Cremation Association of North America. Some states, including California, are up to over 50 per cent. The average is projected to reach close to 45% by 2025.

The Trident Society offers consumers the option of making arrangements for their direct cremation in advance, at a fraction of the cost of the typical funeral service. Once pre-paid, the price of the services is guaranteed.

A leader in alternative funeral services, The Trident Society, Inc. is privately owned by the BG Capital Group, a leading merchant banking firm. Established in 1997, The Trident Society is dedicated to providing consumers with a simple, economical and dignified alternative to the traditional costly funeral. With eight offices throughout California, Trident Society continues to expand its services. For more information on The Trident Society, please visit us at www.tridentsociety.com.

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A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Saving the Value of Funeral Service with Listening Ears

This month I have asked guest columnist Pam Vetter to share her thoughts. Pam is a former radio news anchor and worked in the film divisions of HBO and Fox. She has been a Funeral Celebrant for three years in Los Angeles, California. Pam says that being a Funeral Celebrant is the most fulfilling thing she has done in her life. You can e-mail Pam at celebrantpam@aol.com.

The Second Annual Celebrant Conference in Oklahoma City, Oklahoma presented by the In-Sight Institute took place in May. The educational conference turned into a brainstorming session focused on preserving and expanding meaningful and memorable funeral service.

Predictions were shared: funeral services as we have customarily known them may be obsolete in 25 years. Services that our parents and grandparents held as sacred and traditional will be viewed as unnecessary and outdated by the Baby Boomer generation who demand more personal meaning in their farewell services.

More and more families are complaining they receive no value from what has always been offered. When you hear complaints from families, it's obvious that things *must change* to save the essential value of funeral ceremony.

This message hit home to my heart. I dove into Celebrancy after my sister's funeral. She was dying of cancer and planned her own funeral as a way to deal with a terminal diagnosis. A hands-on baby boomer, she wanted her final gift to be her funeral service. Her requests were simple:

"Don't make it maudlin, make it uplifting. Play my videotaped farewell and play music I like. Share my story; make it an event to remember..."

Is that too much to ask? Apparently, it was.

The funeral home was paid in full. Her pastor of 15 years *denied* the plan, especially the playing of a secular song, "You Raise Me Up," by Josh Groban.

How did we go so wrong? We didn't. The funeral home did not act as our advocate. No one listened to us. No one listened to my parents. My father, paralyzed from a stroke, sat in his wheelchair and sobbed before the funeral. He wanted to hear the song played at her service. "That's who she was," he said.

The pastor preached about Iraq and AIDS. No one can remember him even mentioning my sister's name. Her funeral haunted us because it was a disservice. My family vowed not to use that funeral home again.

Jump ahead to my father's funeral last year. We used a different funeral home, different church and different pastor. His pastor still made an odd choice by sharing a story about himself, detailing how he severed his own finger, which had nothing to do with my father. Then, I took over as a Celebrant. The remaining service was highlighted by laughter, while allowing us to shed tears. It was meaningful because it was filled with my father's stories: his service in the Army, decades as college professor, and his love for family. The funeral home and church gave us carte blanche to do whatever

we needed and it made a huge difference in our healing process.

My extended relatives were encouraged by my father's farewell. We gave chocolate Hershey Bars to everyone who attended because it was my father's request. Everyone left his farewell with a sweet smile and fond memories.

Proactive funeral homes listen to families, act as their advocates and deliver services they envision. Listen to an informant's requests, make services memorable and families will return to you time and again.

Names matter. People matter. Stories matter. There is an Indian Proverb that states, "Tell me a Fact and I will Learn, Tell me a Truth and I will Believe, But, tell me a Story and it will Live in my Heart Forever".

Funeral homes determine their own future because families will never forget the day they say goodbye. *In the end, listening matters the most.*

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

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

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

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Visitation without Embalming

By Shun Newbern, CFSP

A few years ago, I recall a family calling to make plans for a graveside funeral service. The next of kin calling indicated that the family had already purchased the grave many years ago and now they wanted the simple, less expensive graveside service due to limited income. She said "We are willing to pay no more than \$10,000 for the service—I mean nothing more." This family's perception was remarkably different from many others that we experience—or is it?

In our role as funeral directors and embalmers, we must be prepared to service families from various cultures with different needs. The phrase 'traditional service' may mean something totally different from one family to the next family served. For others, direct cremation with scattering may be a tradition within their family. Nationwide funeral establishments are seeing an increase in direct cremation, direct burials, also described as simplicity options. One thing that is for certain, our profession is seeing change and modifications on a variety of levels.

Embalming requirements vary state to state. When a service is selected that embalming is not required, having the family identify their loved one is very important. The request for viewing without embalming is a change for many



Shun Newbern

areas. However, visual identification (ID) builds trust in more ways than you can imagine. This positive identification means that you have the legal next of kin or they can designate a representative to verify that the identity is correct. This positive identification or declining of the identification should be documented. When there is no viewing of any kind, it is easier for the family to question the identity of one buried or cremated.

In addition to direct burials and direct cremations, there are a variety of religious groups, some of whom routinely request viewing without embalming. Here are some guidelines and procedures to having identification or viewing without embalming.

- The decedent is removed from any protective plastic briers or sheets and thoroughly disinfected and bathed.
- Routinely pack all orifices to prevent unwanted purge or leakage.
- The facial features are set properly.
- Aspiration may be appropriate if excessive gas or fluid buildup is present. If the decedent is in poor condition or autopsied, this may also require the use of plastic unionall covering.
- Facial hair should be trimmed and cut per family instructions. Hair should be styled per family instructions.
- If clothing is provided, dress them accordingly. If not, use undergarments, hospital gown or shroud for reverence.
- Casket the decedent as normal. Arms may be placed on the abdomen or to their side. The condition of the hands will determine the positioning.
- If the viewing is a limited identification on a table, use a pillow and a blanket for appearance and respect.
- Minimal makeup may be necessary if there is settling of the blood to dependant areas, such as the ears.
- Inform the person(s) making the ID where it will take place. This should not be in a location with other de-

CONTINUED ON PAGE A20

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Epting Funeral Home opens in Arkansas

Continued from Front Page

Epting Funeral Home is Bentonville's only locally owned and operated funeral home. They offer a wide range of services, from complex full service funerals to basic cremations, to fit each of their families' individual needs.

Iris and Ricky wanted a location that would serve Bentonville, Rogers, Bella Vista, and all surrounding areas in

Northwest Arkansas.

Ricky served for many years with **Rollins Funeral Home** and **Stockdale Funeral Services**, respectively, both located in Rogers, AR, as a licensed funeral director. He also worked evenings and weekends for many years with **Richard "Dick" Boles of Ozark Embalming Service**, also in Northwest Arkansas.



For Keep Sakes

By Adrienne Kalmes

Shadow Box Keepsakes: Creative Expressions of Life's Journey

When families return home following a funeral they face the task of going through their loved one's belongings. While this task often brings tears, it can lead to great-story telling and even joy and laughter as family members share their own remembrances about events in the life of the deceased.

Each person in the family is likely to have his or her own favorite memory. It might be triggered by finding the ticket stub or baseball from a game you attended with your grandfather. It could be a dog-eared post card sent from a vacation destination that has served as a bookmark in your mother's special cookbook. Speaking of cooking, maybe it's a handwritten recipe, spattered with sauce. Often it is an old photograph, drawing or sketch. A piece of sheet music or a small tool from a hobby might be just the

object that gets you started... "I remember when..."

When my own mother died, it was a collection of shoes: my great-grandmother's baby shoe, my grandmother's shoe from her First Communion day, and my mother's satin slipper from her wedding day. These three shoes had been tied together and hung on the corner of Mom's dressing table mirror. After laughing about her shoe fetish, my sisters all agreed that I should inherit the shoes (since I, more than they, had inherited the shoe gene). I treasure those shoes.

But what do you do with such objects? One good answer is to create a shadow box with two or three related objects along with a photograph of the deceased that connects him or her to the object. All of these things can be assembled in a shadow box to create a beautiful glimpse at a loved one's life.

Now realizing that most of us lack the artistic talent to do this well, this is the one of those wonderful ideas that is best left to those with the pre-requisite skills. And how might a funeral director assist a family in all of this? When introducing the subject of keepsakes with a family in an arrangement meeting or an after care visit, having the cards of a local frame shop, floral shop, or artist who specializes in such shadow box creation can be a nice service to offer the family. Obviously it is the task of the family to collect the objects of special importance and take the initiative, but your simple gesture of offering to help is viewed positively. You are not only helping the family, but you are also helping a fellow business in your local community or an independent artist who is generally appreciative of your referral.

A simple way to assemble such a list is to contact local

frame shops, artists and display shops in your community. Ask them if such a referral might be something that would interest them. Generally frame shops and artists have portfolios of their work and can show you examples of pieces they have created. Assemble a list of the names of those whose work is worthy of your referral. Then have it available for all of your directors and staff people.

Who knows? After a few referrals the funeral home may just find itself having a source to go to when the funeral home needs a print matted or framed for a re-decorated viewing room.

Since 1998 Adrienne Kalmes has directed the sales and marketing efforts of Meadow Hill Company, Inc. The ten-year-old, Chicago-suburban company produces Thumbsies® Fingerprint Keepsakes for more than 3,000 funeral homes across the United States and Canada.

Adrienne did her undergraduate work in communications at the University of Toronto and has done graduate work in both business and pastoral ministry at Loyola University in Chicago. Her divergent interests in bereavement and marketing make her the ideal candidate to write compassionately about the role of keepsakes in the grieving process and practically about the business opportunities presented with keepsakes sales.

In this monthly column, For Keep Sakes, Adrienne explores the history and use of keepsakes and features specific products from the wide variety of options available in today's market place. Over time she hopes to share interesting stories about keepsakes gathered from funeral directors across the country.

Adrienne can be reached by phone, toll free, at (877)848-6243 or via email at adrienne@thumbsies.com. Her mailing address is PO Box 274, Fox River Grove, IL 60021.

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Uplifting Canadian Celebrant Funeral Services: Dancing in the Aisles and Remembering Those We Love

By Pam Vetter

TORONTO, ONTARIO, CANADA— Canadians who want choices in saying goodbye are embracing the Celebrant movement.

In-Sight Institute Funeral Celebrants focus on storytelling and favorites of the decedent that represent someone's full life and personality. The funerals are uplifting, memorable and meaningful.

Robert Steeves and **Donna Sorokowski**, Canadian Certified Funeral Celebrants who work with **Arbor Memorial Services Inc.** funeral homes, are garnering attention from the creative funeral services they're creating for families.

Celebrant Robert Steeves of the **Valley View Funeral Home** in Surrey, British Columbia, Canada, has conducted nearly 120 Celebrant funeral services at four fu-



Robert Steeves and Donna Sorokowski

neral homes in the mainland of British Columbia for Arbor Memorial Services Inc. since being trained in the fall of 2006.

"My favorite service was for a 53-year-old woman who liked to dance. It was a blended family, they were Japanese-Canadian, and she loved the music of Abba. The family kept telling me how much she loved Abba and how much she loved to dance," Steeves remembered, "I took a little bit of a risk, not knowing how it would turn out, but I mentioned at the end of the service how much she loved Abba and how much she loved to dance. To honor her would be to do exactly what she wanted to be doing at this time. So, we played Abba's song 'Dancing Queen' and everybody got up, they danced in the aisles and they danced in the front of the chapel. There were more than 300 people there. And, all of the staff came from the office and other funeral directors came down to watch. For me, the highlight was when her 83-year-old mother, who was trying to dance as best she could, took my hand and tried to dance with me. She gave me a hug and had a big smile on her face. So, I knew that I had hit the mark and the family was very happy. That was the very best for me."

Steeves who wears a big comforting smile, cares deeply about his families. For him, he sees conducting personalized funeral services as a privilege.

CONTINUED ON PAGE A17

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Legal Speak

By Atty. Harvey I. Lapin

Dealing With Family Disputes?

The author recently made a presentation to the Missouri Funeral Directors and Embalmers Annual Convention on the subject of Avoiding Cremation Liability and Litigation. During the presentation, the subject of dealing with family disputes was discussed and several questions were asked and answered. It seems with the increase in cremation that there are more situations arising involving family disputes and this may be becoming an industry problem.

One recent situation involved the death of a young woman, whose father and mother arranged and paid for her remains to be cremated. Shortly after the services were completed, the crematory received a request for the cremated remains to be returned to a friend on the basis the deceased had signed a Durable Power of Attorney that authorized him to make arrangements for the disposition of her remains. When the Power of Attorney form was reviewed there was a question of its legality. The authorization form signed by the father and mother provided that the cremated remains were

to be returned to them.

The crematory was in the middle of a family dispute and if it returned the cremated remains to either party it could be subject to a claim and possibly a lawsuit from the other party. The crematory, on the basis of advice from its attorney, told both sides it would retain the cremated remains until they provided the crematory with joint written instructions agreed to by both sides or a court order.

The friend then sent a letter to the crematory that he was also the Executor and that the crematory had no legal right to hold the cremated remains. He, of course, threatened the crematory with a lawsuit and claimed damages for his emotional distress. Fortunately, the state law provided that where there was a dispute of this kind, a crematory was legally justified to hold the cremated remains without liability until the disputing parties resolved the matter or provided the crematory with a court order. The crematory's authorization form also provided that if the cremated remains were not picked-up within 30 days that the crematory could impose a storage charge.

At the time this column was written, the matter had not been resolved. However, because of the state laws and its authorization form, the crematory was justified in its position. During the author's presentation in Missouri, an attendee presented a similar situation and inquired about the position to take, since the Missouri state law did not cover the situation. The author's response was that a crematory or funeral home should have a provision in their authorization form indicating how disputes would be handled, an indication that a storage fee

might be imposed and if the dispute was resolved by agreement require the parties to provide the crematory and/or funeral home with a release, hold harmless and indemnification agreement against further claims from any person. Of course, the author suggested that the attendees' purchase the Release Kit developed by him and published by CB Legal Publishing Corporation.

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

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

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

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

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



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Mildred Santella honored by YWCA

Guido, founded Santella Funeral Home in 1945. Guido passed away suddenly from a heart attack 16 years later, leaving Mildred with a daughter,

three sons, and the funeral home. She took on the responsibility and overcame the many challenges of the male-dominated profession, using her compas-

sion and determination along with a good business sense.

She was the first woman in Blair County to receive her funeral direc-

Continued from Front Page

tor's license, at the same time earning a degree in cosmetology. Ahead of her time in her ability to make funerals personal and to tell the life stories of loved ones, she led families every step of the way through the funeral service. For 61 years she has counseled many families, giving heart-to-heart advice as a widow herself.

While operating a growing business, Mildred remembers with satisfaction and fondness her opportunity to help establish the Blair County Chapter of the Arc, an organization supporting persons with developmental disabilities and their families. According to Mildred, "The motivating force behind my accomplishments is a strong work ethic, along with my faith, persistence, and dedication to help provide for my family and the families I serve."

Parrott Funeral Home helps Car Lovers Go Out In Style

FAIRBURN, GA— **Parrott Funeral Home** and their beautifully restored 1938 Packard-Henney Hearse has been the subject of local interest. Funeral director and car collector **Jerry Radekin** oversaw the 2½ year restoration of the hearse, which was originally used by a funeral home in Indiana. It was then converted to a pickup truck, and eventually left to sit overgrown in a field. The major restoration was done by *Tommy Barday's Timeless Rides* in Leesburg, AL.

The Packard-Henney looks as if it just left the factory, but recent improvements include a Cadillac power train, and 472-inch Caddy engine, connected to a Turbo 400 transmission and a 2.78 Cadillac rear end. It also sports a Dodge Dakota front end, seats from a Chevrolet truck, and modern amenities such as air conditioning.

Owner **Tim Parrott** says that the expensive restoration was worth the cost. They receive many requests to display the car in car shows and parades, and it has won a shelf full of trophies. Many people request the hearse be used for their funerals as they preplan their services. Most importantly, if the car provides families with even brief distraction from their grief and can bring a smile to their faces, it is worth it, according to Parrott.

Fitchett Family Funeral Service takes delivery of Cadillac Federal Coach



CHESAPEAKE, VA— **Mr. Floyd E. Fitchett, Sr.**, second generation funeral director, and his granddaughter, **Ms. Danielle M. Fitchett**, funeral director and manager of the **Fitchett Funeral Home**, accept the delivery of their new 2008 Cadillac Federal Renaissance Funeral Coach and Federal 5-Door Limousine. Delivery was made on June 2, 2008 by **Bill McKeithan**, representing Crain Sales of Mt. Gilead, NC.



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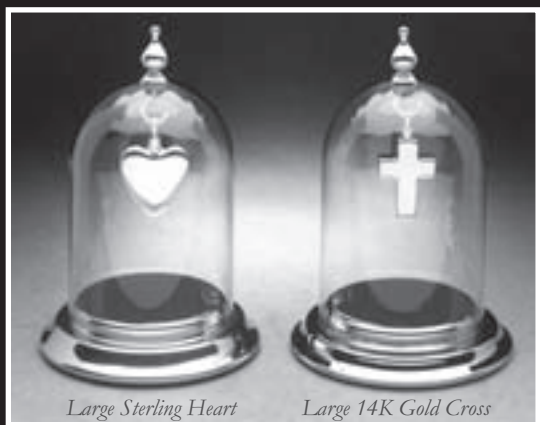
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Observations

By Steven Palmer

A New Reality

"Family isn't about whose blood you have. It's about who you care about."

—Trey Parker and Matt Stone

Writer Marge Kennedy, in looking at modern families wrote, "In truth a family is what you make it. It is made strong, not by number of heads counted at the dinner table, but by the rituals you help family members create, by the memories you share, by the commitment of time, caring, and love you show to one another, and by the hopes for the future you have as individuals and as a unit."

That is the new reality final care providers are dealing with every day. Don't look for a wife or a child, but look more for a neighbor, significant other or another concerned individual who has filled into care for the person aiding them as they pass from this life.

As pressures of family life become more difficult and travel is so much easier, divorces, separation and estrangement from those who share our family group

through law or DNA are more common making final care decisions more difficult.

Many states are adding provisions to their "authorizing agents" for burial or cremation, to allow the new reality that "family" is not always the true next of kin as prescribed by law. It may be just a caring soul that attends to that person's needs.

John Gallagher of Maine had such a caring soul. A widower, his four children were grown and lived in other parts of the country. When he became seriously ill, it was an old friend that came to give him care until the end.

In Edgecomb, Maine, John Gallagher was dying. He knew his old friend, Cedric Chambers, a former nurse, might be willing to give up his home to take care of John.

Gallagher was diagnosed with terminal lung cancer. He needed to be looked after; Chambers readily agreed.

It was 45 years ago that the two met. John's wife was a customer at Cedric's beauty salon. They fell out of touch, but renewed the friendship when John's wife was ill.

John told NPR, "My plan is to die at home, and the home is his (Cedric's) until the day he leaves or until the day he dies."

Now John was sick and for whatever reasons, none of his four children made the commitment to care for him. It was Cedric who became John's caregiver.

"We never dreamed we get old," Cedric reflected.

John was mentally and financially prepared, "I've been

to the funeral parlor. I paid for my own funeral. I picked out my own casket and I even wrote my own obituary," he told NPR.

John continued, "It's all done down to the hour. If I die tomorrow, all he's got to do is call the undertaker and he's got everything."

Cedric added, "He knows all about death, we're not afraid."

John died at his home attended by Cedric. The funeral home was called. The funeral was held.

Cedric stoically observed, "He wanted me to stay in this place until I died. So that's what I'm doing."

Why weren't John's children present during his illness and participating in the final decisions? We don't know and we cannot pass judgment. But this situation is becoming more and more common.

We are supposedly evolving into a more sophisticated society, yet the love and enduring devotion to family seems to have suffered a serious blow.

What we consider family is a new reality we all must deal with.

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

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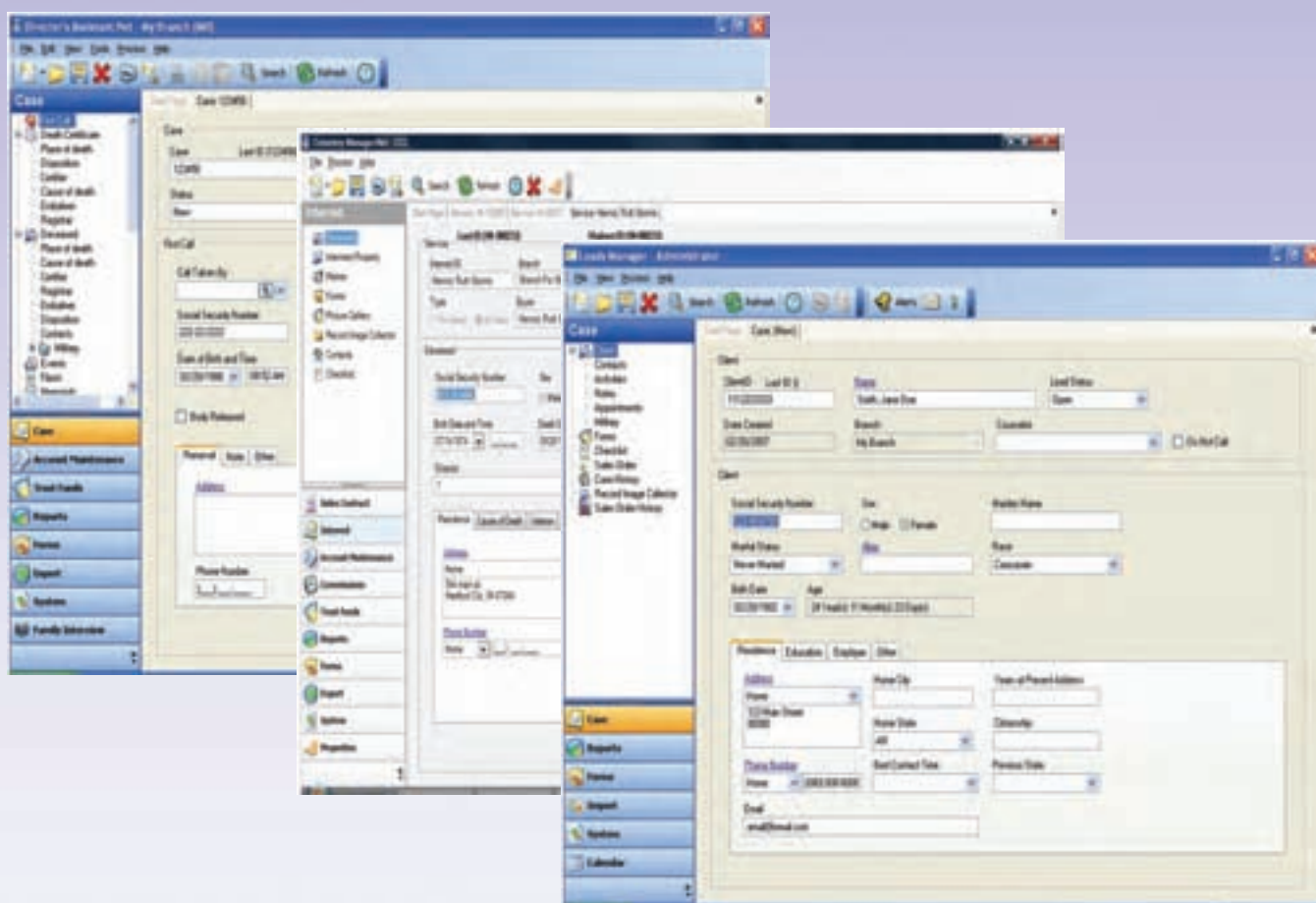
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Florida Mortuary Services announces Winner of 6th Annual Vacation Contest

TAMPA, FL— Florida Mortuary Services announced the lucky winner of their Sixth Annual Vacation Contest is **Allen Edelstein** of **Jewish Memorial Chapel** in Clifton, NJ. Edelstein, whose name was randomly pulled from a box of contest entrants earlier this month, will receive a customized trip for two to the 4-diamond Omni Orlando Resort at ChampionsGate.

This amazing package includes airfare for two and the resort accommodations and activities of Edelstein's choice. He'll have the opportunity to select from the countless activities the Omni Resort has to offer, including European-style spa services, theme park tickets and unbelievable golf

packages on the resort's 36-hole championship course.

"I'm so excited to be the winner of this amazing vacation from such a first class firm," says Edelstein. "Florida Mortuary is the best shipping business in the state of Florida. I can always count on them for the most reliable services at an affordable price-and I can assure my clients that their loved ones are in the most capable hands."

For this year's vacation contest, Florida Mortuary Services offered its shipping clients a special vacation entry form. Each time a client called Florida Mortuary for shipping or cremation, they could send in an entry form to be entered in the contest drawing. There was no limit to the number

of times a client could submit their name—the more entries they made, the better their chances of winning.

For the sixth year in a row, Florida Mortuary Services has shown their appreciation to clients each year by hosting this exciting all-inclusive vacation contest. The Florida Mortuary team's goal is to provide special memories for the lucky winner and their guest while thanking them for their business.

As the leader in Florida funeral home shipping since 1967, Florida Mortuary Services provides first-rate cremation or shipping from anywhere in the state of Florida. They offer unbeatable prices and unmatched attention to detail. Florida Mortuary's shipping price includes removal from the place of death, quality embalming, securing the necessary documents and delivery to the nearest airport in our combination shipping container.

With just one call to Florida Mortuary Services, funeral homes know that their client will receive the most dignified, compassionate care. That's why Florida Mortuary has developed strong relationships with many funeral homes throughout the nation.

A. Leon Tillman celebrates Milestone Birthday



A. Leon Tillman, with his daughter Tonya Tillman.

RIVERSIDE, CA— The birthday celebration was one to remember for **A. Leon Tillman**, CFSP, operator of **Tillman's Riverside Mortuary**. On Friday, May 23, 2008, **Tonya Tillman**, President of the firm held a memorable party for her precious father. Mr. Tillman was surrounded by family, staff and fraternal friends as a live jazz band played through the evening. As a licensed funeral direc-

tor and embalmer Tillman is District 8 Governor for the *National Funeral Directors and Morticians Association* and a Board Member of Epsilon Nu Delta Mortuary Fraternity. Fraternal friends in attendance included **Pam Anderson**, CFSP, State President, *California Funeral Directors and Embalmers Association* and **Shun Newbern**, CFSP, National Chairman, Epsilon Nu Delta.

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OSHA Compliance

By Gary Finch

*Safety Training
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Youtube.com is a web based program that allows members to upload videos and allows the public to download them. Over time, their library of video programs has become vast. Today it is largely populated by Internet blogs, politicians, and entertainment and sports junkies. There are also thousands of how to videos. They range from how to apply Geisha make up to how to safely operate a pressure washer.

There are more than fifty videos about safe mowing and almost as many on ladder safety. They show accidents happening, pranks, inspections, and short lessons. This is the world of high speed Internet. If you are one of those that thought your funeral home or small business would never need this type of service, you should definitely rethink your position. Youtube.com can be used to fill in voids in your employee safety training. As such,

it can save you time and money and help you come into compliance. There are a number of OSHA training lessons available on Youtube.com.

Many of these how to programs are put on by the actual company that manufactures the product. Just imagine that instead of receiving and having to retain an operator's safety manual, the good folks at Google, who own Youtube.com, keep them for you in the form of a video library that can be accessed 24/7, 365 days a year. Oh, and it is free.

Programs range from 30 seconds to several minutes. If you need some fill in time for your regular safety meetings, use these videos if they are appropriate to what you are trying to teach. Here are some that can be accessed by title.

In the Youtube.com search area, toggle videos and then write in the following to start the search.

1. It only takes a second
2. Dewalt Safety Video
3. Ladder Safety
4. Painter
5. Huge ladder fall accident
6. Horrific Accident as man falls from Window
7. Farmer crushed under tractor's tires

8. Sun Safety for Outdoor Workers
9. Stupid Ladder Accident
10. Confined Space Emergency preview
11. Precious Time - The Cody McNolty story
12. Trench Safety - How NOT To
13. How to Use and Maintain a Pressure Washer: Safety Tips for Using a Pressure Washer

You can also access them by subject. Just enter a description of what you want in the search box. For example, safe mowing will result in a menu of 50 to 75 titles and you can choose one that best fits your needs.

I am not suggesting that Youtube.com become your foundational training program. I am suggesting that you become aware of what is on it and how to use it to help make up for areas that may be missing from your own safety training library.

While you are on Youtube.com, enter "embalming" as a subject search. It is probably best if you are sitting down when you do it.

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

Cremation Society of Illinois Celebrates Its 25th Year of Service



Cremation Society of Illinois staff greet members who attended their 25th anniversary celebration.



Members and their families enjoyed the fellowship, refreshments and prizes offered for the event.



Jerry Sullivan, President of Cremation Society of Illinois, welcomes members and their families to the celebration.

group and shared information on the growing popularity of cremation. Don Fritz, Director of Operations, talked about operations and their growth

while Katie Sullivan, Director of Marketing, shared information on the varied community relations programs sponsored by CSI.

CONTINUED ON PAGE A23

ELMHURST, IL— “As the oldest cremation society in Illinois, celebrating our 25th year of service, is a milestone of cremation’s growing popularity,” stated Jerry Sullivan, President of the Cremation Society of Illinois (CSI). “It is our privilege to be the largest family-owned provider of cremation services in the state.”

When CSI opened in 1983, there were just a few hundred members and cremation was not the norm. Today, it is a very well-known entity in Illinois with well over 15,000 members. This progress is indicative of the growing interest in cremation and the large array of disposition options open to those who choose cremation.

To recognize this special anniversary, CSI held a reception for its members and their friends at the Normandy Room in Elmhurst, IL. Many people attended and discussed their satisfaction in joining Cremation Society of Illinois. Several members were so enthusiastic that they requested another membership meeting next year. During the reception, it became apparent that the members enjoyed not only meeting the officers and employees of CSI, but their fellow members as well. The idea that they were part of a very large society of people who chose cremation reinforced their decision and made them feel good.

Speeches and presentations were kept at a minimum. Jerry Sullivan, CSI President, welcomed the

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John Hudson - Marketing Director

SCI Declares Quarterly Cash Dividend

HOUSTON, TX— **Service Corporation International** (NYSE: SCI), which owns and operates funeral service locations and cemeteries, announced that its Board of Directors has approved a quarterly cash dividend of four cents per share of common stock. The quarterly cash dividend is payable on July 31, 2008 to shareholders of record at the close of business on July 16, 2008. While the Company intends to pay regular quarterly cash dividends for the foreseeable future, all subsequent dividends, and the establishment of record and payment dates, are subject to final determination by the Board of Directors each quarter after its review of the Company's financial performance.

Tom Ryan, the Company's President and Chief Executive Officer, commented on the first quarter of 2008:

"We are encouraged by our strong operating performance in the first quarter of 2008, particularly in the funeral segment of our business. Comparable funeral revenues grew by 5% as we continue to see the benefits from the implementation of strategic pricing initiatives at the former **Alderwoods** locations. The enhanced revenues generated substantial mar-

gin improvement against a leaner infrastructure created by the synergies from the Alderwoods transaction. Cemetery margins decreased from the prior year as certain high-margin construction projects completed in 2007 were not repeated in 2008. However, we are pleased with the momentum in cemetery sales production, especially in these challenging economic times for consumers."

Service Corporation International (NYSE: SCI), headquartered in Houston, TX, is North America's leading provider of deathcare products and services. At March 31, 2008, we owned and operated more than 1,300 funeral homes and 350 cemeteries (of which over 200 are combination locations) in 43 states, eight Canadian provinces, the District of Columbia and Puerto Rico. Through our businesses, we market the Dignity Memorial® brand which offers assurance of quality, value, caring service, and exceptional customer satisfaction. For more information about Service Corporation International, please visit our website at <http://www.sci-corp.com>. For more information about Dignity Memorial®, please visit <http://www.dignitymemorial.com>.

Carriage Services reports First Quarter 2008 Results

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced first quarter results and maintained its Rolling Four Quarter Outlook. Please go to the Investor homepage of Carriage's web site at <http://www.carriageservices.com> for a link to the Press Release that includes properly formatted Annual and Quarterly Trend Reports as well as the data tables, which are downloadable in Excel® format.

Results of continuing operations for the first quarter of 2008 compared to the first quarter of 2007 were as follows:

- Revenues of \$47.2 million compared to \$42.5 million
- Consolidated EBITDA of \$12.5 million compared to \$11.5 million.
- Consolidated EBITDA Margin of 26.5% compared to 27.1%.

- Diluted earnings per share of \$0.17 compared to \$0.16.

Melvin C. Payne, Chairman and Chief Executive Officer, stated, "It was an outstanding quarter for our same store funeral operations and our recently acquired portfolio, but our performance increase over last year was materially impacted by weakness in our same store cemetery portfolio and by extra variable legal costs on a few litigation cases, which together resulted in a hit to EPS of \$0.065 compared to the first quarter of 2007. We expect the weak cemetery performance, which was caused by the termination of the sales leadership and programs at several of our larger businesses late in 2007, to trend higher during the balance of 2008 and into 2009 as we rebuild these programs under new leadership.

"We were especially pleased by our margin performance. Despite the 1,390 basis points decline to 24.5% in same store cemetery Field EBITDA Margin, Consolidated EBITDA Margin declined only 60 basis points to a still high 26.5% due to a 180 basis point increase to 42.5% in same store funeral Field EBITDA Margin, a 760 basis point increase to 35.5% in acquisition portfolio Field EBITDA Margin and a decline of 60 basis points to 11.9% in total overhead as a percent of revenue. As we define the sustainable earning power of the company by Consolidated EBITDA Margin, there was much to celebrate in the first quarter and a few areas on which to focus that will improve the Consolidated EBITDA Margin trend over the next four quarters. Accordingly, we are maintaining our Rolling Four Quarter Outlook through March 31, 2009.

Company and Investment Profile Updated

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced that it has updated its "Company & Investment Profile", which can be found on Carriage's website at <http://www.carriageservices.com>.

Carriage's updated Company & Investment Profile includes updated discussions of Carriage's business, operating and growth strategies, historical financial information, financial outlook and more.

The Company & Investment Profile is being published and updated by Carriage in continuation of its stated goal to provide more disclosure and transparency to the investment community regarding Carriage's operations, goals, industry dynamics and conditions. It is Carriage's intent to continue to be proactive in communicating with investors. Investors and interested parties are encouraged to visit the website, <http://www.carriageservices.com> to read or download the Company and Investment Profile.

"This first quarter of 2008 was an unusually good quarter to highlight how effective execution of our three models will produce shareholder returns over time. I will use our conference call to discuss the four unique financial leveraging dynamics that will convert long term single digit revenue growth into sustainable long term double digit Consolidated EBITDA and diluted EPS growth consistent with our Long Term Outlook."

Carriage Services is a leading provider of death care services and products. As of May 8, 2008, Carriage operates 139 funeral homes in 25 states and 32 cemeteries in 11 states.



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Uplifting Canadian Celebrant Funeral Services

Continued from Page A10

"My reward comes when I see the family after a service and I get a hug or thank you cards. For me, it's the best job I've ever had in terms of getting that sort of response," Steeves said. "I've dealt with every age group. One of the first services I did was for a stillborn baby and I've done three or four of those. The oldest person I conducted a service for was 102-years-old. I've also done services for ages in between, including a number of young people in their late teens or early 20s who have either committed suicide or died of a drug overdose. For me, it's been a huge learning experience in dealing with families. I see the value of having a service. During the reception, I pop my head in to see how they're doing and you can see that the healing is already taking place. For me, it's been hugely rewarding to see that."

Steeves advises families to consider holding a funeral service if they're faced with a loss.

"There's a trend for people to think that a funeral service is not necessary, but I'd ask families to reconsider that. It is a time for healing. Although it's a thing that many families dread and often bypass, it's a wonderful opportunity for their own healing and healing of their friends and family members. I think if the funeral is done in a way that honors them as a family, I think it's a win for them. It's not something that should be taken lightly and it should be planned properly, but it can play a vital role in the healing process." Steeves added, "I worry about people who don't have a funeral service. Where we live in British Columbia, it's a secular area, and there's a real trend as a lot of people don't see the value in funeral service. They don't belong to a church and they don't think there's an option for them, so they have a direct committal with no service. But, there are choices now with a Celebrant who isn't connected to a church and will create a service to fit their needs."

Donna Sorokowski, a Celebrant based at the **Glen Lawn Funeral Home** in Winnipeg, Manitoba, Canada, has conducted more than 60 Celebrant funerals in the last two years at four sites of Arbor Memorial Services Inc., including **Glen Eden Funeral Home**, **Chapel Lawn Funeral Home** and **Desjardins Funeral Home**.


"One of my fun services was a celebration of someone's life who was 100-years-old. It was just family because all

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of her friends had died unfortunately. But, her family was so closely knit together that they wanted to do something special. Because she was a farmer's wife, I decided to create a memory jar during the service layering seeds," Sorokowski explained. "I started off with her life and the hardships she had. I used a green pea seed to line the bottom of the jar. The next seed was pumpkin seeds because it was a seed of love and it shared a common vine. It can be fun for Halloween and it shares a community. In the middle, I put kidney bean seeds because she had such a

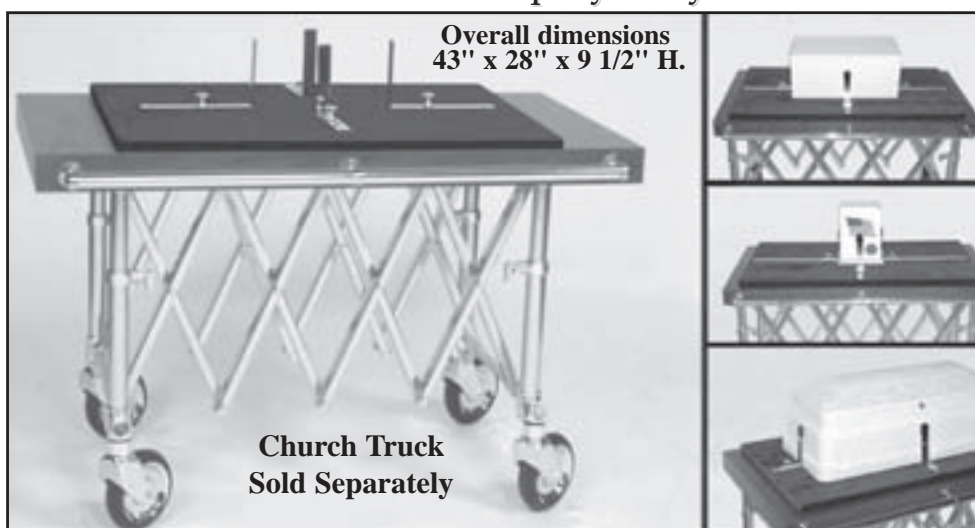
sense of humor. I layered it with popcorn seeds for all of the trials in her life because when you heat a kernel of corn, it transforms. We are usually transformed when we're put under pressure. At the very top of the jar, I layered it with sunflower seeds because sunflowers have to follow the light and turn to face the light. That's who she was as she shone for the family. I wrapped the top with fancy twine and then gave the family little labels for what each seed represented. The family was just thrilled. They sent copies

CONTINUED ON PAGE A19

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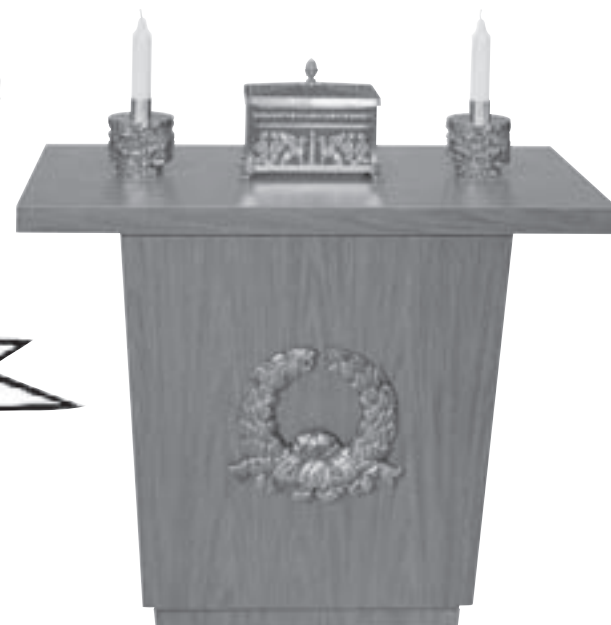
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2008 Cremation Market Survey

Part One: How Cremation Consumers View Cremation and Disposition

In January 2007 **Starmark Funeral Products** launched our first cremation consumer survey and published the results in a series of three groundbreaking articles. The 2007 survey responses did not allow us to compare responses from states with high cremation rates to those with low rates. In this 2008 Survey, we compared differences. This, the First of Two articles, will assist marketers in better

predicting consumer behavior in their own markets. All respondents had expressed a preference for cremation instead of burial upon their death. About 80% were between the ages of 55 to 64 and nearly 20% were between 65 and 75. About 99% of respondents finished high school and 82% had attended college.

States were segmented into five groups according to their cremation rates*:

State Group #1 (Cremation Rate Over 50%) – Alaska, Arizona, California, Colorado, District of Columbia, Florida, Hawaii, Maine, Montana, Nevada, New Hampshire, Oregon and Washington.

State Group #2 (Cremation Rate from 40 to 49.99%) – Idaho, Minnesota, New Mexico and Wyoming.

State Group #3 (Cremation Rate from 30 to 39.99%) – Connecticut, Delaware, Massachusetts, Michigan, Rhode Island, Vermont and Wisconsin.

State Group #4 (Cremation Rate from 20 to 29.99%) – Arkansas, Georgia, Illinois, Indiana, Iowa, Kansas, Maryland, Missouri, Nebraska, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Virginia and West Virginia.

State Group #5 (Cremation Rate Under 20%) – Alabama, Kentucky, Louisiana, Mississippi and Tennessee.

*We thank the Cremation Association of North America (CANA) for publishing national and state cremation statistics.

The following survey questions are just as they were presented to participants. Combined responses are shown along with the responses of individual groups when they have demonstrated a statistically significant variance. Occasionally commentary has been added to better explain questions and responses.

Question 1: Please choose the category that best describes your ethnicity.

Responses:	Caucasian	92.68%
	Native American	2.93%
	African American	2.68%
	Hispanic	0.98%
	Asian	0.49%
	Preferred not to answer	0.24%

Question 2. What religion do you follow, if any?

National Responses:

Protestant and Catholic Christianity	67%
Non-religious	19%
Other	14%

Protestants and Catholics:

By Group	(1)	(2)	(3)	(4)	(5)
Responses	60%	53%	77%	67%	79%

Non-Religious:

By Group	(1)	(2)	(3)	(4)	(5)
Responses	18%	26%	18%	20%	10%

Please note that the higher percentage of Protestants and especially Catholics included in Group #3 apparently affected the results.

In questions 3 thru 20, we asked participants to consider whether each of the following funeral-related elements would be something they would avoid or appreciate.

Question 3. Embalming of my body.

Nationally: Avoid – 79% Appreciate – 21%
(In our 2007 survey 80% would avoid embalming)

By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	84%	78%	74%	85%	71%
Appreciate	16%	22%	26%	15%	29%

Question 4. In lieu of embalming, use refrigeration for temporary preservation.

<i>Nationally:</i>	Avoid – 46%	Appreciate – 54%			
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	41%	49%	46%	45%	50%
Appreciate	59%	51%	54%	55%	50%

Slightly over half would appreciate the use of refrigeration for temporary preservation. This is important since the lack of refrigeration capacity may drive two other trends:

1. Funeral professionals may encourage embalming to a group of cremation consumers, 79% of which do not want it.
2. Once death occurs, decomposition begins and may hurry events to an immediate cremation resulting in lower revenue (no time for other services).

In fact, there may be a direct correlation between the length of time between death to cremation and amount of revenue generated by the funeral provider. Refrigeration can buy time so that families can carefully plan gatherings.

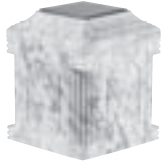
CONTINUED ON PAGE A20



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Uplifting Canadian Celebrant Funeral Services

Continued from Page A17

all over the country and it was a really nice celebration. The jar is now being passed from family to family.”

Sorokowski feels blessed that Arbor has been so supportive of the Celebrant movement in Canada.

“Every service is unique. For a real estate agent, who was a gardener, I was able to find the little cards with hearts that say ‘Remember Me’ and you plant the heart and wildflowers grow. The family loved it,” Sorokowski said. “I also had a suicide for a lady whose husband was so devastated that he couldn’t deal with it. He decided on a small service at graveside. He was traumatized so I worked with only a few details. I poured sand into a jar at the service. I used red sand for the love she did have for her family. I used green sand for the fun that she was and gray sand for the mystery that we don’t understand. Maybe we won’t know in this lifetime why this happened. At the very top, I used white sand showing that her spirit would soar. I gave that to her husband and he had something tangible to hold on to and go home with. He was so overwhelmed.”

She advises families to think through their options concerning funeral service.

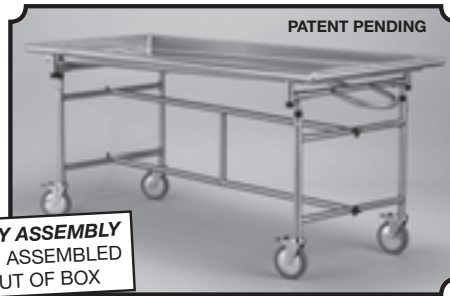
“I think families shouldn’t be afraid to discuss their wants and their desires and to try another alternative. This is about choice,” Sorokowski reminded, “They’re so traumatized as it is. But, if they want something more personal, they need to speak up. There’s too much fear. They’re afraid to say they may not believe. Subconsciously, I think there is a need to have their loved ones in a safe place. It’s a spiritual place and whether they go to church or not, they ask if I can commit him or her back to God, but then they say, ‘please don’t give us an altar call.’ Families don’t always need to go full ritual as Celebrants create services that are based on someone’s story. People walk away from Celebrant services saying ‘I didn’t even know all those stories about this person, this is awesome.’ It makes a difference when the whole service is about him or her.”

For more information about In-Sight Celebrants visit www.insightbooks.com or call 1-(800)658-9262.

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2008 Cremation Market Survey

Continued from Page A18

Question 5. Making my body ready for family members to see regardless of whether embalmed or not.

<i>Nationally:</i>	Avoid – 53%	Appreciate – 47%			
<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
Avoid	61%	49%	46%	58%	53%
Appreciate	39%	51%	54%	42%	47%

Question 6. Public viewing of my body.

<i>Nationally:</i>	Avoid – 83.17%	Appreciate – 16.83%			
<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
Avoid	79%	85%	80%	89%	81%
Appreciate	21%	15%	20%	11%	19%

Question 7. Viewing of my body ONLY by immediate family members.

<i>Nationally:</i>	Avoid – 48.76%	Appreciate – 50.24%			
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By Group:

(1)	(2)	(3)	(4)	(5)	
Avoid	57%	40%	43%	56%	51%
Appreciate	43%	60%	57%	44%	49%

While 83% of respondents wouldn't appreciate a public viewing, 50% would appreciate a private viewing. As we noted in our 2007 survey, private family time with the deceased prior to cremation is highly favored by a significant number of respondents. Unfortunately, many, if not most, funeral professionals do not pursue this vital revenue stream. As you'll see in later questions, a private family service priced between \$2,000 and \$3,000 is desired in approximately 30% of all cremations nationwide. You will also note that 25% to 30% of respondents would choose the lowest cost provider and immediate cremation regardless of what you offer. The key is to identify those who want something more than immediate disposition.

Question 8. Dressing my body in meaningful clothing.

<i>Nationally:</i>	Avoid – 47%	Appreciate – 53%			
<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
Avoid	54%	41%	46%	53%	43%
Appreciate	46%	59%	54%	47%	57%

Regardless of the immediacy of cremation, every funeral professional may benefit by asking the family to bring clothing to the funeral home. If there are objections, consider dressing the deceased as your minimal standard of care. Even enterprising cremation society managers have dramatically increased revenues by offering the immediate family a few minutes with their dressed and cosmetized loved one.

Question 9. Being fully clothed for my cremation regardless of whether I am seen by anyone or not.

<i>Nationally:</i>	Avoid – 40%	Appreciate – 60%			
<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
Avoid	35%	39%	41%	44%	41%
Appreciate	65%	61%	59%	56%	59%

Question 10. Using the lowest priced cremation provider in my immediate area.

<i>Nationally:</i>	Avoid – 27%	Appreciate – 73%			
<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
Avoid	27%	25%	26%	33%	25%
Appreciate	73%	75%	74%	67%	75%

CONTINUED ON PAGE A29

Let's Chat
 By Kristan Dean

The question is what are you doing after the service? Do you reach out to the families you serve during their time of grieving? Are you one of the best in your profession who understands how much families need you when the services are over? Are your families and your communities able to benefit from all of your expertise?

Thankfully more and more funeral directors are realizing how important aftercare is to the families they serve. They are making great strides in providing information, and support when it is most needed; during the entire grieving process. These Directors take the time to remind the people they serve that they are there for them. They know how important it can be for a family to hear "I remember."

The greatest Funeral Directors realize that their true gifts lie in their ability to create the moments that bring comfort. These Directors reach out to the families they serve and to all in their community. They participate in fundraisers; organize events, hold remembrance services for everyone, and so much more. They are the people their communities know they can turn to in their time of grief. They are the funeral homes that families recommend.

Over the coming months we will be talking about how Funeral Homes are reaching out to both the families they serve and their communities. Please join in our conversation by emailing me at Kristan@mooneytunco.com or giving me a ring at 781-331-5308. I look forward to hearing from you.

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.

Visitation without Embalming

Continued from Page A8

cedents. Communicate with them the condition of the decedent (satisfactory or poor).

- Add flare to your standard of care with a single flower or arrangement, a small box of sweets or keepsake box, box of tissue, soft music.

Have an attorney prepare a waiver for acceptance and declining to perform a visual identification. That document should also cover the issues of possible present odor, discolorations, trauma and the like. Be mindful, using a waiver raises numerous questions and is not the "cure all" that some funeral directors want it to be. Regardless how well it is prepared on paper by the finest attorney, it will not protect a mortuary from the other family whose loved one has been mistakenly cremated. Don't give excuses, give service. Protect your reputation and your business. This operational change can possibly decrease your risk and increase your accountability with families served.

Carefulness should be observed with the General Price List (GPL) to add a charge for sanitary care without embalming and any type of ID or viewing if it does not already show such a fee. The funeral establishment can only charge what is listed on the GPL. Due to the selection to have viewing without embalming, the professional must clearly explain to the family the difference in the appearance without embalming. Often resulted from a viewing without embalming, family members are later elated with the care given to their loved one and change the plans toward embalming with viewing.

Be sensitive to the needs of the family by showing respect for their plans. Remember, your purchaser is entitled to choices and a complete understanding of what the choices entail. We must be a part of the solution for families who want to do something limited and different. The choice of unembalmed viewing may be the closure that they may need. Be the solution. We have to be sensitive, patient and make the arrangement as trouble-free as possible on the bereaved in order to minimize worry and stress...those concerns for families will not change with our profession.

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

Today I would like to chat about how each of you possesses a unique perspective. How your expertise and abilities do more than help a family at their time of a loss. Why the best in your profession reach out to your families after the services are over, and how so many of you understand the amazing opportunity you have to serve all of your community.

Funeral Directors do more than provide and coordinate funeral services. You are quickly becoming the main profession to whom families turn to during one of their saddest times. As changes take place in our religious organizations, communities, and families you are becoming a more integral part of the bereavement process. Wanting it or not; it is happening. People need you to do more.

You are a family's most essential event planner. Through your guidance families are able to create services that do more than comfort. Your expert support helps families and all those attending the service to do more than lean on one another. Your understanding and expertise allow families and friends to do more than say goodbye. When you listen to a family's feelings you help create a ceremony that celebrates love.

Funeral Directors create events that help hearts heal. Funeral services help families and friends celebrate more than memories. They bring people together to remember, rekindle, and solidify their relationships as they honor the relationships they have had with the person who has passed. Funeral services help people celebrate relationships.

Buzzy Stoecklein celebrates 40 Years in the Industry

UNION, NJ— Ask **Bernard E. (Buzzy) Stoecklein, Jr.** what motivates him and his answer most likely would be making a difference through service to others. For 40 years, Stoecklein has been helping families with their burial needs. As president and CEO of **CMS Mid-Atlantic, Inc.**, Stoecklein uses his vast knowledge of cemetery management and a natural ability to engage and motivate people to bring an invaluable service to the communities CMS serves. During the past eight years, he also has been aiding small rural cemeteries in need.



Buzzy Stoecklein

After five years, Stoecklein entered into a partnership with his father, **Bernard Stoecklein, Sr.** They worked together for two years until Stoecklein acquired his fathers' interest.

CONTINUED ON PAGE A28

Stoecklein sold his first cemetery lot in April of 1968 and he's had a passion for the memorialization industry ever since. Stoecklein was serving in the U.S. Army in Fort Bragg, NC and looking for a way to supplement his military income in order to marry the love of his life, **Suzanne**. Knowing that his father and uncle made a comfortable living in the cemetery business in Pennsylvania, Stoecklein approached **Dick Herbert** in Fayetteville, NC and asked if he could carry a sales kit to sell lots for his cemeteries a few days a week. Mr. Herbert knew Stoecklein's father and uncle and gave the eager young man a chance. He was quite successful meeting with career veterans and their spouses who purchased property and peace of mind from him in the knowledge that they would be interred in the veterans section of the cemetery.

After marrying Suzanne, Stoecklein remained in the military and continued to sell cemetery property. Although he considered making the military his career, after a few years with a wife and two small children, Stoecklein left the service and returned to his hometown of Pittsburgh. Working in the oil industry and going to college, Stoecklein was still pulled to the cemetery industry. He left school to focus full time on the cemetery business working for his uncle, **George Stoecklein**, going door-to-door selling cemetery property.

His love for the industry translated to sales and soon George Stoecklein tapped his nephew to be a sales trainer for a six-state territory. He gave it his all—frequently working seven days a week teaching sales counselors the art of presentation skills, how to speak with and truly listen to families.



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Calvert & Metzler Memorial Homes purchase new Superior Coach



ST. LOUIS, MO— Alex A. Calvert, director of Calvert & Metzler Memorial Homes in Bloomington, IL, takes delivery of a new 2008 Superior Cadillac Statesman Coach from Tony Molina of Royal Coachworks, Inc., St. Louis, MO.

New Facility for McAlister-Smith Funeral Home

Continued from Front Page



fixed French door style windows along the entire front of the funeral home gives extra Southern charm to the facility. The entryway leads to a large lobby that extends from the front to the back of the funeral home, creating a welcoming atmosphere. A large cupola is positioned over the lobby giving natural light and warmth to the environment of the funeral home.

The two staterooms are accessed from the lobby, and after removing the dividing wall, transform into the chapel that seats 180. A state-of-the-art audio and video system is included in the chapel, bringing up-to-date technology to McAlister-Smith Funeral Home. Also within the facility is a reception room, giving families the option of having a sit-down meal or a private reception after services. French doors open from the reception room onto the side of the funeral home to a beautifully landscaped courtyard. Complete with decorative pole lighting, the courtyard provides plenty of room for a tent to be raised to accommodate a large reception, allowing guests to move freely in and out of the facility. **JST Interiors** enhanced this new funeral home with interior design that is a warm and cozy contemporary style while giving a nod toward the South.

McAlister-Smith Funeral Home has been servicing the people of Charleston during times of personal loss since

1886. Founded on Meeting Street in historic downtown Charleston, the firm relocated to a modern facility on Wentworth Street over 40 years ago, and has expanded to Mt. Pleasant and Goose Creek. For over 125 years, they have been privately owned and operated by area funeral professionals. Current co-owners, Archie D. Willis III, who is the great grandson of founder **John McAlister**, and Mark M. Smith, a Lowcountry native, have long experience in helping families in times of sorrow.

Together with their staff, they truly live the McAlister-Smith Commitment to Service Excellence, which states that they are committed to being the most professional, ethical, and highest quality funeral service organization in our industry.

McAlister-Smith has carefully planned its locations to offer families and friends a comforting and comfortable atmosphere to gather for support in times of need. From their stately, elegant chapel in the heart of downtown Charleston to their more contemporary funeral homes in Mt. Pleasant and Goose Creek, there are spacious foyers and lounge areas, ample well-lit parking, complete accessibility, spacious chapels, private family rooms, visitation rooms, even children's rooms, stocked with books, and videos for the little ones.



Cremation Issues and Answers

By Ronald Salvatore

Matthews
INTERNATIONAL
CREMATION DIVISION

Zoning (Part 3)

While the opposition is speaking someone should be taking notes for the rebuttal. You may be surprised how many people will bring up issues you or others already covered in the presentation, but be prepared to discuss them again. When it is time for rebuttal, you probably won't have the time to respond to every objection, complaint, or comment. Instead review your notes and focus on the most important issues.

Your equipment manufacturer should address the technical, environmental and operational issues and questions. Your attorney is responsible for covering the legal aspects of the project: how your project complies with applicable codes and conditions, the master plan of the community and other local and state laws. Some of this may be redundant but necessary.

When they are finished, you should end by reiterating why you are adding a crematory. Explain the hardships your families suffer when the control of their loved ones is given to another firm and the difficulties you face in trying to address their concerns. You may want to tell them about what happened in Noble, Georgia and Seabrook, New Hampshire to explain why your families want you to control the cremation process: they know you will handle their loved one with all due respect and dignity, it ensures they will receive the right remains, and it gives them tremendous peace of mind knowing everything is done at the funeral home under your control.

You should also tell the zoning board a simple fact: Why

would you make a sizeable investment in the future of your business if it was going to cause problems and negatively affect your neighbors and community? The answer is you would not. Explain that if the addition of a crematory caused problems, the person most affected would be you. After all, why would families select your funeral home if you have a crematory that is causing problems?

Remind the Board that you have been in the community for however many years, and you would not do anything that would be disruptive to neighbors or affect your business or reputation.

When finished, the zoning board will often ask questions of the presenters. Again, you may find yourself answering some of the same questions. Most of the time, the board will vote at that time. Some members may provide reasons for why they voted yes or no; others vote without comment. Usually a simple majority is all that is needed to approve or deny a use permit.

If approved, you're ready to go. If denied, you have to decide whether to accept the decision, appeal it locally (if there is such a provision) or take the matter to court. Only you can decide what is in the best interest of your firm, but remember that those opposing your project do not represent your community as a whole or the families you serve. To be sure there may be a few objectors that you have served in the past and understandably you don't want to lose his or her business. But, the demand for cremation services continues to increase, and if you don't provide what your families are requesting, they will go elsewhere.

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

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

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

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

Cremation Society of Illinois celebrates Its 25th Year of Service

Continued from Page A15

As people were leaving one woman stated that she felt validated by meeting more members of Cremation Society of Illinois and its staff. In addition to their meeting others, guests were encouraged to review the numerous awards and scrapbooks that CSI had. Others remarked favorably about the prizes given out. Many members took advantage of this meeting to ask questions of the staff that gave them more detailed information on the organization itself.



Members of the CSI staff chat with members about the benefits of membership in Cremation Society of Illinois.

“We were really happy to have this opportunity to meet and greet our members,” remarked Jerry Sullivan. “Their enthusiasm was good for my staff to experi-

ence. So often, we only meet those who are grieving. We also learned that our members liked the idea of meeting others in the society. In

response to their request, we are considering some type of membership gathering in the future. All in all, it was a great experience for us!”

Zahrbock Funeral Chapel takes delivery of Eagle Hearse



MADISON, MN— Lorwin and Paul Zahrbock of Zahrbock Funeral Chapel took delivery of their new 2008 Eagle Cadillac DTS Ultimate Hearse with an oval window and stainless band. Lorwin and Paul purchased their hearse from John Baines of Baines Professional Vehicles in Ramsey, MN.

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Dignity Memorial Homeless Veterans Burial Program provides Military Burial for Homeless Veterans in the Metropolitan St. Louis Area

Continued from Page A4



Medical Examiners, unclaimed, and for whom no one will assume responsibility. It is a cooperative effort developed by Dignity Memorial funeral, cremation and cemetery service providers, government agencies and veterans' organizations and advocates. The program is administered locally by the St. Louis Dignity Memorial Funeral Providers. The mission of the program is to ensure that homeless and indigent veterans that have no family receive a proper burial for the honorable service they have given to our country.

Questions regarding volunteering or general information about the Dignity Memorial Homeless Veterans Burial Program should be directed to **Gerry Fitzgerald** or **Frank Heckler** at **Hoffmeister South County Chapel**. Phone (314)544-7100. Gerry Fitzgerald served in Vietnam and was awarded the Silver Star and two



Purple Hearts and Frank Heckler served in Korea. They are a team that cares about our veterans and attend all of the services.

The VA provides essential program benefits that include verification of veteran's military service, gravesite, chaplain, grave liner, headstone and per-

petual care.

The American Legion, VFW and many other veterans' organizations have been extremely helpful in serving our veterans. The Gold Star Mothers of America have attended 62 of the 66 services conducted in St. Louis. They often receive the

Flag, which is donated to a military organization or school, ensuring the veterans name will not be forgotten. This program started in May 2000 in St. Louis and now 20 metropolitan areas have conducted 514 services nationwide for homeless and indigent veterans.

creases the preservative demand. Also, an accumulation of medications which are used in the treatment of various pathological conditions have a neutralizing effect on the preservative chemicals. This necessitates the use of pre-injection treatment.

Physiologically obese individuals have a smaller blood vascular network and require a large volume of properly formulated preservatives. Obese individuals have been treated using a large volume of a 1% aqueous embalming solution without pretreatment to flush and preserve the tissue.

We have three basic concerns in treating the obese individual—inactivate the fat splitting enzymes of the body's cells and microbial organisms, interact with the absorption and reconversion into neutral fats that are stored as adipose connective tissue and neutralize any cumulative medications.

Today, with advanced embalming chemistry and step-up methodology, each body is treated on an individual basis. The continuous injection and drainage, which has been common practice, does not meet the preservation demand of the body due to uncontrolled distribution and loss of the formulated fluid. This is the negative side of the embalming process.

A current review of embalming practices shows a variable degree of retention of the formulated preservative in the tissue. In my opinion, this inactivates the toxicity of the preservative (HCHO) creating an

inert substance and provides the opportunity for the funeralization process without affecting the environment.

There is a point where obesity becomes a serious disease with symptoms that build slowly over an extended period of time. It then reaches a point where it is defined as morbid obesity creating co-morbid conditions which effect basic physical functions such as walking and breathing. In turn, this increases many preservation concerns.

The primary concern of an overweight body is its physical size. This directly effects the positioning of the body on the preparation table, access to primary injection points and the final casketing of the body for repose.

Prelude Thirty-Six will continue to address the variable co-morbid conditions and related embalming concerns.

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.

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Prelude to the Science of Embalming (Part 35)

By John A. Chew

Following last month's article, case nine exemplifies the major concern of the twenty-first century—overweight in the form of obesity. This condition is characterized by the excessive accumulation and storage of fat in the body.

This case (9) is a sixty-five year old, 6'5" male weighing 301 pounds with a body weight mass index (BMI) of 35. The body form pattern being referred to as an "apple" shape pattern (excessive abdominal fat). This is in part genetic but is usually due to change in life style, eating habits and lack of physical activity which create many predisposing health conditions.

To the embalmer it is the unknown build-up of metabolic waste within the tissues and cells that in-

First Celebrant Coordinator in United States at Busch Funeral and Crematory

By Pam Vetter

CLEVELAND, OH—To serve the needs of families, **Busch Funeral and Crematory Services** is the first funeral home in the country to add a Celebrant Coordinator to their staff.

Celebrant **Cathy Nichols** is the first Certified Funeral Celebrant Coordinator in the Greater Cleveland area of Ohio, serving primarily Cuyahoga and Lorain Counties.

Jim and Mark Busch, owners of Busch Funeral and Crematory Services, have been developing celebrants with the help of **In-Sight Institute** founder **Doug Manning** and Dean of Students **Glenda Stansbury**.

A new trend in funeral service, celebrants meet with grieving families to create a farewell that truly represents the lifestyle and personality of the deceased through storytelling, special ceremonies and favorite music.

Doug Manning, founder of the In-Sight Institute and Certified Funeral Celebrant Trainer, is proud of Busch Funeral and Crematory Services for embracing the celebrant movement.

"This is a tremendous thing for a funeral home to say we're so deeply into helping every family that we're going to appoint someone to coordinate celebrants," Manning notes, "The big issue is getting families informed. If we don't reach the families to tell them that they have the choice of a celebrant to conduct a personal and meaningful service, when they walk into the funeral home someone has to tell them about celebrants. This is the next step for the funeral homes to keep their arrangers informed and have someone who will meet each individual family's needs."

In the Greater Cleveland area, celebrants are offered exclusively at Busch facilities and to Busch families.

The appointment of the first Celebrant Coordinator is a huge step forward for the entire celebrant movement as the need has been growing for families.

"We've had an increasing number of Advance Funeral Planning requests for a celebrant on file and the number of families requesting celebrants created a unique opportunity to take this to another level assisting the families, but more importantly assisting the funeral directors deliver personalized funeral experiences," Nichols explains, "As coordinator I am responsible for promoting the concept of celebrants in the community and with funeral directors and funeral pre-planning directors, quality

oversight of the program, resources, scheduling and support of celebrants. We have three active celebrants and will increase the pool of celebrants to five, male and female, and they all have unique qualifications. Only one is a retired clergy."

Nichols is proud to see personalized services that represent someone's life story.



Cathy Nichols

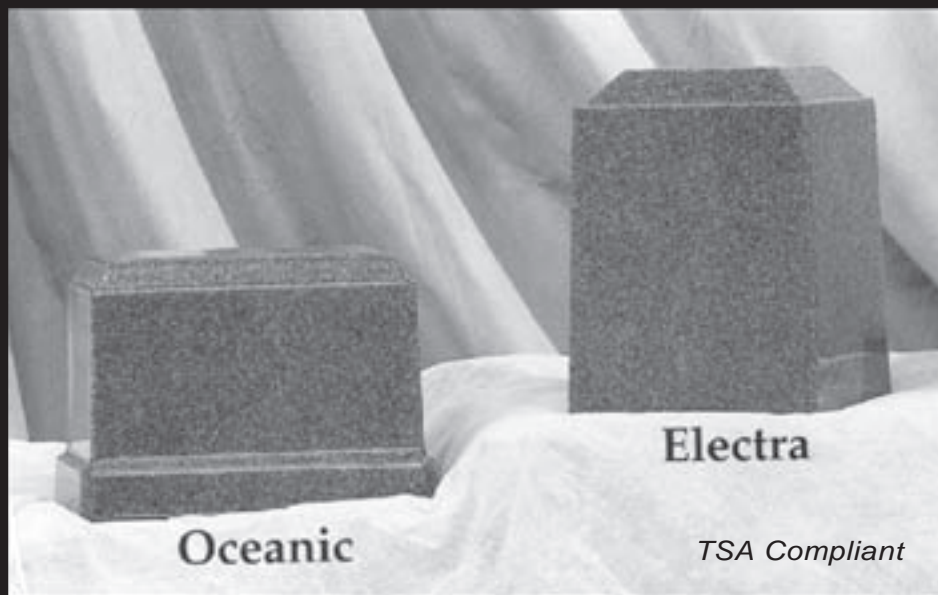
"Busch Funeral and Crematory Services conducts personalized celebrant tributes for memorial services, but we are looking at incorporating celebrants in other unique ways," adds Nichols.

In fact, Jim Busch suggested Nichols for the celebrant training in 2003 after hearing a presentation from In-Sight Institute founder and author Doug Manning in Cleveland.

"I have extensive multicultural classroom experience (children and adults) and therefore creative communication skills. I am also quite comfortable in front of groups. I had not worked in the funeral industry previously, but I did serve as Director of Congregational Care in a large suburban church for 15 years. I served many families in times of crisis and trained the dea-

CONTINUED ON PAGE A32

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Unveiling ceremony of the painting "Heroes" held in Abilene, Texas



Active Duty members of the US Military branches who were depicted in the painting.

ABILENE, TX— On May 20th at the Abilene Civic Center, an unveiling ceremony was held to show the largest painting destined for the **Abilene Veterans Cemetery** when it opens in June 2009 in Abilene.

Taylor County Veterans Officer, **Jim Defoor**, was master of ceremonies for the event. Over 300 people attended the event, including members of the Texas Veterans Land Board from Austin, TX, city and county officials, and members of the United States military branches. Air Force Brigadier General **Garrett Harencak** spoke for the entire US military as he praised the large 8½ feet by 5½ feet painting by the Abilene artist, **Mike Lanier**. Burkhart Frames constructed the frame, which totaled 33 feet. The painting will hang in several Abilene locations including Dyess Air Force Base until the new veterans cemetery opens in 2009.

The painting was com-



Jack and Sandie North

missioned by **Jack and Sandie North** of **North's Funeral Home** in Abilene. North's Funeral Home is

Abilene's oldest funeral home, having been established in 1905 by **Dan T. Laughter**. The North

family has operated the funeral home since 1945. Jack North has been active through the Chamber of Commerce at Dyess Air Force Base since 1980. Mr. North has been the honorary commander of the 28th Bomb Squadron at Dyess since 1989.

Mr. North said that he wanted to give the new veterans cemetery something special to commemorate his long standing relationship with the military. He wanted to make this cemetery special by having the largest painting in any veterans cemetery. The men and women depicted in the painting are active duty military personnel stationed in Abilene. They were present and participated in the ceremony at the civic center.

Living Legends

The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service profession, women are at the forefront. They are respected Living Legends because they have served the profession with honesty, integrity and responsible ethical behavior. Many have continued the legacy started by their late husbands and others chose funeral service as their profession many years before it was fashionable. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to www.100Blackwomenoffuneral.com or email Hundredbwfs@aol.com.



Wanda C. Bacon of W. H. Bacon Funeral Home: "Carrying on a Legacy can be a Difficult Job"

By Eleanor Davis Starks, CFSP, Founder, 100 BWFS

My call to **Wanda Bacon** was her early morning wake up call. She was awake but needed that extra nudge to get started that morning. This beautiful, stately and charismatic funeral director has the look of a mature model ready to walk the runways of New York Fashion Week every time I see her at a *National Funeral Directors and Morticians Association* convention. She's stunning, vivacious and always involved in learning everything she can because she's a highly educated professional and she knows the importance of education. She attended the historic Howard University in Washington, DC and received both a Bachelors and a Masters Degree in Music, furthered her education with a second Masters Degree in Special Education from Trinity College, and then her husband dared her to go back to school and study funeral service. A dare she loved. She started taking a few classes here and there at *University of the District of Columbia*, and before she knew it, had an Associate Degree in Funeral Service. Well, that dare opened up a whole new career for Wanda. She now puts bits and pieces of all her past educational experience into funeral service and a career without her beloved role model and mentor, her late husband **Willard H. Bacon, Sr.**



Wanda C. Bacon

Willard, Sr. founded the **W. H. Bacon Funeral Home** around 1953, years before her marriage to him. This handsome, astute businessman loved the funeral service profession. Because of his dedication and professionalism, they made a perfect match. Life has not been easy since his untimely death, but Wanda has risen to the occasion. Some say, she took the "bull by the horns" and continues this great legacy every day she gets up. She does it because she loves the profession and continuing this legacy is important to her and to her son **Wendell**, who also attended UDC and works as her assistant manager. Wanda states, "He is not licensed yet and that is the next step for him. Young people bring another perspective to funeral service and it's important to have their ideas and concepts available to you."

Wanda Bacon cares about people and when it comes to funeral service puts her heart and soul into arrangements because she is a people person. She understands them, offers advice, helps them make the right decisions during a very trying time. Wanda says she wants to give them the best professional service available during their time of grief and possibly during a time when finances may be at their lowest point. This is why funeral service profession is so special to her. "I probably give a lot more than I should but our firm is about good affordable service, counseling clients and caring about the outcome."

"I tell students and interns coming into the business that family owned business is not always a 7 day a week, 24 hour lucrative business. If you're looking for a giant paycheck you need to find a different profession. If you care about people and want to help people then you are in the right profession. There are so many myths and misconceptions about funeral service and I think it starts with the funeral service education programs. Be honest with the students and set them on the right

CONTINUED ON PAGE A27

Jackson Memorial Funeral Service takes delivery of Superior Coach



JACKSON, MS— **Steve Perry** accepts the keys of the Superior Cadillac Crown Sovereign Funeral Coach on behalf of Director **Damien Murriel** of **Jackson Memorial Funeral Service** in Jackson, from **Joe Molina** of **Royal Coachworks, Inc.**, St. Louis, MO.

Wanda C. Bacon of W. H. Bacon Funeral Home: "Carrying on a Legacy can be a Difficult Job"

Continued from Page A26

track. If they are matched with mentors early in their education and training and start working with a firm, this relationship will show them what funeral service is all about. I was fortunate that I married into the business and I had my husband as my mentor and role model and he guided me to understand all aspects of the profession and the business. Everyone needs someone to guide him or her, especially if they have never worked in a funeral home and have no relationship or tie to the business. It sometimes takes an iron tank to get into the front door and this can discourage the student from continuing their studies.

"Today, I see more and more females entering the profession and bringing more education and advanced degrees like myself. They have that natural caring and nurturing power that make them very approachable and successful. They are very considerate of others and they're not afraid to show compassion during the grieving process. These are the things that families need and this dedication and commitment will take them a long way in funeral service. They will empower families to make the right decisions, it will inspire loved ones to step up to the plate to get involved and it will help carry out the decision making process in a healthy way.

"Funeral Service professionals learn how to motivate and offer their services and there are so many eventful decisions with a home going service today that the final tribute will remain in the hearts of those left behind forever. We as professionals must be involved with continuing education classes, educational seminars, join local, state, district and national funeral service organizations to better our knowledge and skills. I think it's very exciting to be involved, to learn new ideas, learn all the new trends of the profession and then offer them to our clients in need. I encourage all of my sisters of the profession to stay involved and be a trend setter in funeral service and give your clients a reason to return to your firm.

"I often reflect on my late husband and our life together. He knew I'd love the funeral service profession. I know he is looking down at me and still daring me to give more than 100% and daring me to be the best I possibly can be so I'm daring those who love what you do, to take it to the next level," she

said. Wanda does it in all she does. She remembers her late husband and her late son, Willard Bacon, Jr. with an educational mortuary school scholarship to inspire others. Other involvements include the Business and Professional

Women Organization, the Salem Baptist Church of Washington, DC, *The Independent Funeral Directors Association*, the NFDMA, Inc. and the *100 Black Women of Funeral Service*. Wanda C. Bacon is one of the classiest and beautiful

ladies for all seasons, which makes a difference in funeral service, every time a grieving family sits across from her in the arrangement room. She knows that her husband is looking over her shoulder guiding her through the process.

Gooch Funeral Homes purchase Chrysler Town and Country



ROCKVILLE, IN— Butler Coach would like to thank the Gooch Funeral Homes of Rockville, Rosedale and Dana, IN for the purchase of this 2008 Chrysler Town and Country Eagle Conversion. Pictured are Jeff Gooch and his son Joel Gooch, both of Gooch Funeral Homes.

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McPhee, S.J., Bottles, K., Lo, B., To Redeem Them from Death, Am J Med 1986

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Buzzy Stoecklein celebrates 40 Years in the Industry

Continued from Page A21

CMS Mid-Atlantic, Inc. provides financial, marketing and consulting services as well as business development processes to the cemetery industry throughout New Jersey and New York.

The properties that enjoy a working relationship with CMS Mid-Atlantic are staffed by dedicated

professionals who provide compassionate, quality service. Each of these properties offers all types of burial including in-ground lots as well as mausoleum entombment and cremation.

CMS New Jersey properties include: **Alpine Cemetery, Greenwood Cemetery, Hollywood Memo-**

rial Park and Cemetery, Laurel Grove Cemetery and Restland Memorial Park. CMS manages **Vestal Hills Memorial Park** in Vestal, NY.

In 2000, Stoecklein and his wife founded **Friends of Rural Cemeteries**, a non-profit organization dedicated to helping cemeteries

in need. In his words, by preserving one's cemeteries, so shall one's history be preserved for generations to come.

"When we first met with Mr. Stoecklein we had no idea of the journey ahead. Thus with a great deal of guidance from Mr. Stoecklein our journey began. We did not have the burial records, the maps of the cemetery, any accountability from the cemetery management, or even a phone number. Most of all there had never been any income to the cemetery other than lot sales, which a portion of was funding the meager maintenance program. Through his guidance, encouragement and the unbelievable generosity of the Friends of Rural Cemeteries we are well on our way on this incredible journey," said **Theresa McGrady**, from **Prospect Hill Cemetery** in Nantucket, MA.

Fagen-Miller Funeral Homes are the first to purchase the Eagle Echelon Coach in Indiana



HIGHLAND, IN— **Butler Coach** would like to thank the **Fagen-Miller Funeral Homes** of Highland, Dyer, Griffith and St. John, IN for the purchase of the first Eagle Echelon Funeral Coach delivered in the state of Indiana. Pictured in front of his new Eagle Echelon is **Larry Miller** of Fagen-Miller Funeral Homes.

END Nu Chapter member celebrates Wedding

By Shun Newbern, CFSP



Danette M. Hale and Kevin A. Moore

RIVERSIDE, CA— Nu Chapter member, Soror **Danette M. Hale**, of **Epsilon Nu Delta Mortuary Fraternity, Inc.** celebrated her nuptials to her sweetheart **Kevin A. Moore** on Mother's Day, May 11, 2008 at the Orangecrest Club, in Riverside. Danette is a licensed embalmer and funeral director with **Miller-Jones Mortuary**, Perris Chapel. She serves as the National Treasurer for Epsilon Nu Delta. The bride and groom stated, "We truly are grateful for those that joined us on this special day. We love each of you and thank you for your continued support." Regards can be sent to the new couple at dhale@miller-jones.com.

John L. Ziegenhein Funeral Homes purchase new S&S Coach



ST. LOUIS, MO— **Roger Richie**, owner of **John L. Ziegenhein & Sons Funeral Homes** in St. Louis, takes delivery of their new 2008 Cadillac S&S Coach. Making the delivery is **Emily Stricklin** of **Hanley Coach Sales**.

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2008 Cremation Market Survey

Continued from Page A20

Question 11. Using crematory that cremates pets in the same equipment used for humans.

Nationally:	Avoid – 59%		Appreciate – 41%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	60%	51%	54%	60%	70%
Appreciate	40%	49%	46%	40%	30%

Could this mean that a "cremation center" may cremate animals in one section of a facility with its own entrance and in the remaining section cremate humans? The costs of doing business for both facilities joined may be greatly reduced. The marketing synergies, as odd as they may seem, should not be overlooked.

Question 12. Someone to officiate the gathering, such as a religious leader, friend, family member or other qualified person.

Nationally:	Avoid – 30%		Appreciate – 70%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	40%	30%	21%	28%	33%
Appreciate	60%	70%	79%	72%	67%

Question 13. Using a funeral home to handle all the arrangements.

Nationally:	Avoid – 48%		Appreciate – 52%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	55%	54%	41%	52%	38%
Appreciate	45%	46%	59%	48%	62%

Question 14. Using a cremation society to handle all the arrangements.

Nationally:	Avoid – 36%		Appreciate – 64%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	30%	29%	41%	40%	38%
Appreciate	70%	71%	59%	60%	62%

When comparing question #13 and #14, it would appear that 12% more respondents would select a cremation society over a funeral home.

Question 15. Having a cremation urn on long-term display in my home.

Nationally:	Avoid – 78%		Appreciate – 22%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	74%	80%	84%	83%	70%
Appreciate	26%	20%	16%	17%	30%

Question 16. Having a Memorial service.

Nationally:	Avoid – 31%		Appreciate – 69%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	38%	30%	21%	33%	33%
Appreciate	62%	70%	79%	67%	67%

Question 17. Having food available at my funeral or memorial service gathering.

Nationally:	Avoid – 37%		Appreciate – 63%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	43%	36%	28%	37%	43%
Appreciate	57%	64%	72%	63%	57%

CONTINUED ON PAGE A30

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Celebrant Chris Kuhnen attends International Celebrant Conference

OKLAHOMA CITY, OK— Certified Funeral Celebrant **Chris Kuhnen**, Vice President of Marketing for **The Outlook Group, Inc.** and licensed funeral director, attended the Second Annual International Celebrant Conference in Oklahoma City, OK, May 18-20, 2008.



Christopher Kuhnen

The Edgewood, KY resident is one of only a handful of trained and licensed celebrants in the Greater Cincinnati/Northern Kentucky area. More than 1,200 Certified Funeral Celebrants have been trained by the nationally known and respected **In-Sight Institute** in the United States and Canada. Celebrants help families by writing original tributes while capturing the life-style and personality of the deceased.

"I am committed to listening to families and telling their unique life story. My goal is to help families in the most meaningful way possible. Attending the International Celebrant Conference is a vital part of the process of my ongoing continuing education as I care for families who are grieving," Celebrant Chris Kuhnen said.

In closing the conference, celebrants attended a tour of the Oklahoma National Memorial and Museum to

remember the lives of all those lost on April 19, 1995 in the bombing aimed at the Alfred P. Murrah Federal Building in Oklahoma City.

"In visiting the memorial and seeing the field of 168 empty chairs representing the lives that were lost in the bombing, as a celebrant, I am reminded of the importance of each unique life story. So many lives changed that day. Lives change after every loss and life will be different without a loved one," Celebrant Chris Kuhnen explained.

Since originally attending the Celebrant Training through the Insight Institute in 2006, Kuhnen has conducted numerous celebrant services for funeral homes around the Greater Cincinnati/Northern Kentucky region including **The Anderson Funeral Homes** in Franklin and Springboro, OH. You can e-mail Celebrant Chris Kuhnen anytime at ckuhnen@theoutlookgroup.com.

2008 Cremation Market Survey

Continued from Page A29

Just over 69% of respondents desire some type of memorial service. A similar number want food available. With so many wanting food at their service, we wonder if we should be calling a memorial service something else such as a "family memorial gathering." Gatherings could be held at funeral home reception halls, except many lack these facilities. Since 70% of respondents also want someone to officiate the gathering, your funeral home could create revenue by planning and hosting these events. If event planning is left entirely up to the families, the significance of the event may be diluted or lost entirely.

Question 18. Having a time during ceremonies when attendees may speak or in some way memorialize the deceased.

Nationally:	Avoid – 42%		Appreciate – 58%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	44%	40%	35%	37%	54%
Appreciate	56%	60%	65%	63%	46%

Question 19. Upon death of a loved one, having a funeral professional come to my home to make all the cremation arrangements.

Nationally:	Avoid – 45%		Appreciate – 55%		
By Group:	(1)	(2)	(3)	(4)	(5)
Avoid	45%	46%	39%	40%	55%
Appreciate	55%	54%	61%	60%	45%

In regards to the following question, Green Burial is an emerging trend offered by some funeral homes and cooperating cemeteries. With Green Burial there is typically no embalming, the casket (if there is one used) is designed to be biodegradable and there is no vault. Green Burial is the epitome of "dust to dust".

Question 20. Although you have chosen cremation, would you seriously consider a green burial as an alternative?

Nationally:	Yes – 52%		No – 48%		
By Group:	(1)	(2)	(3)	(4)	(5)
Yes	51%	50%	50%	53%	58%
No	49%	50%	50%	47%	42%

Overall, of those choosing cremation, 52% indicated that they would consider "green burial" as an alternative. This is an interesting insight into the minds of cremation consumers. Compare this to a later question (#21) when we asked if there were a price for burial at which they would reconsider their choice of cremation. Over 70% indicated that this is not likely at any price.

SO WHY GREEN BURIAL? Cremation consumers may have a strong desire to keep things simple and in perspective...dust-to-dust may be their deepest intention. As you may note, in question #20 we did not specify a likely price for green burial; yet 52% were interested. Could it be that there is another yet undeveloped market for simple green burial? Will we soon see cremation societies also market "Green Alternative Funerals"? Will there be a new service provider called a "Green Burial & Cremation Society"?

CONTINUED ON PAGE A31

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2008 Cremation Market Survey

Continued from Page A30

Question 21. If lower cost is a primary reason for your choice of cremation, is there a low enough price for burial arrangements that would change your mind about being cremated? If so, at what price would you select burial?

- a) \$6000 1.71%
- b) \$5,000 2.44%
- c) \$4,000 3.66%
- d) \$3,000 5.85%
- e) \$2,000 16.10%
- f) It doesn't matter how low prices are for burial, I will still choose cremation 70.24%

Question 21 confirms our thinking that most cremation families would not return to traditional burial at any price. In fact 70% indicated they would not change their mind regardless of how low the cost of burial. However, 22% did indicate they would reconsider burial at a price of \$2,000 to \$3,000. We may assume that when comparing answers to questions 20 and 21, most of these cremation families would consider a green burial if available at a price less than \$3,000. This is not conclusive, but it's certainly an interesting speculation.

Question 22. In the event of your passing we will assume that your body will be picked up, authorizations completed and the body cremated. Beyond these necessary services, what else would you like your funeral service provider to do? (Check all that apply.)

- a) Include public viewing of my body at a funeral home or other location 15%
- b) Return the cremated remains to my family 68%
- c) Hold some type of private or public memorial service at a convenient time 46%
- d) A few family members see me one last brief time before cremating my body 48%
- e) None of the above 14%

Responses to (c) by group:

Hold some type of private or public memorial service...					
Group:	(1)	(2)	(3)	(4)	(5)
	40%	49%	58%	43%	39%

CONTINUED ON PAGE A32

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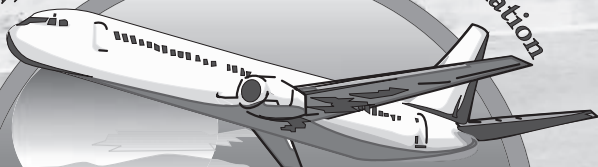
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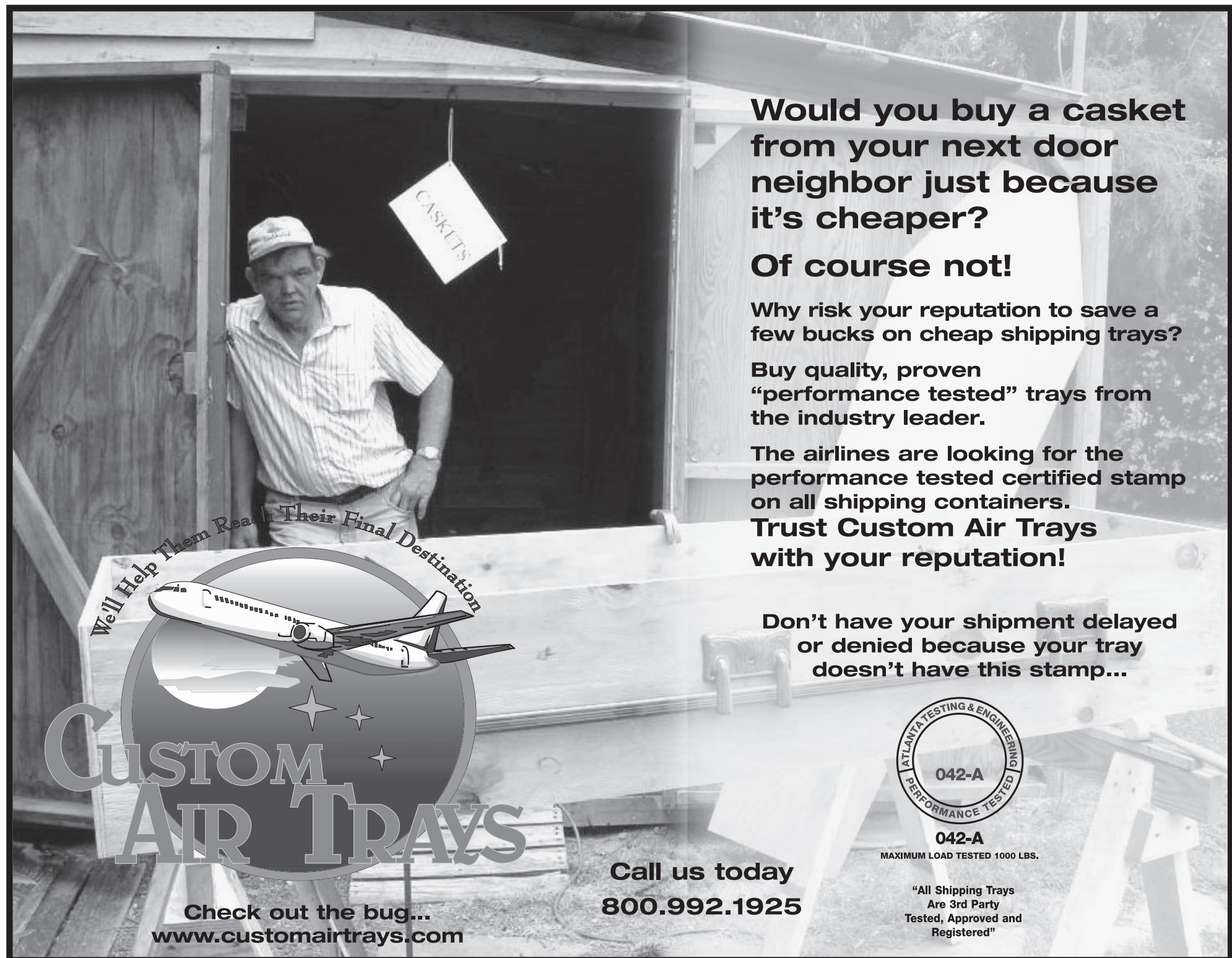
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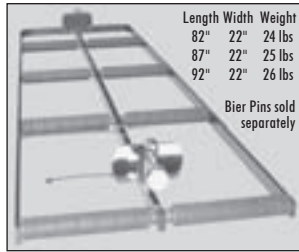
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2008 Cremation Market Survey

Continued from Page A31

Responses to (d) by group:

Few family members see me one last time...
Group: (1) (2) (3) (4) (5)
34% 41% 46% 41% 36%

It's interesting that in answer (d), 48% indicate that a few family members could see the deceased prior to cremation. There are various reasons why some funeral professionals do not promote and profit from this activity including:

1. Insistence that any body shown must be embalmed.
2. Alternative container prices are too high, so families opt for nothing.
3. The service choice is never even offered to client families.

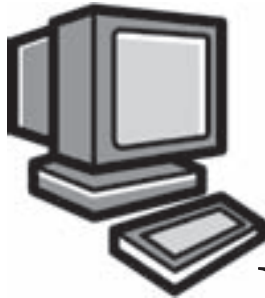
Other reasons certainly contribute, such as low revenue and a fear that new trends may further erode traditional service revenues. Nevertheless, 48% of respondents may appreciate some private time with their loved one. In addition, 46% (c) indicated that they'd like a funeral pro-

fessional to assist with a memorial service. This strongly indicates that between private family services and memorial services, funeral professionals could boost revenue on half of all cremations! This may not necessarily apply to most cremation societies but it certainly applies when services are handled by funeral homes.

Coming Next Issue: Cremation Consumers Value and Choose Cremation Containers, Services and Service Providers.

Gerald Davis is the president of Starmark Funeral Products, a division of Vandor Corporation. Davis has enjoyed a long, creative career in the funeral business. Davis was a co-founder of Elder Davis, Inc. which is now a part of the cremation products division of Matthews International. Starmark Funeral Products offers complete cremation container systems for funeral homes including: rental caskets, rental inserts, alternative containers and cremation consumables. Register on our website to receive the 2008 Starmark Cremation Consumer Survey Articles via email. Go to www.starmarkfp.com to register.

FEATURE ARTICLES MONTHLY COLUMNS CALENDAR OF EVENTS



Online



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First Celebrant Coordinator in United States at Busch Funeral and Crematory

Continued from Page A25

cons and ministers in caring skills," Nichols says. "Everyone deserves a good funeral; a Celebration of Life provides them with a great funeral. Families trust celebrants with their emotions and memories at a vulnerable time. We hold them like treasures during a difficult time and give them the gift of 'comfortable grief.' We provide a non-judgmental, shock-proof presence."

Both Busch and Nichols believe that all families deserve a meaningful funeral.

"It's the final farewell and families want to 'get it right' and often are not allowed to participate in any aspect. These tributes give them some control at a time when perhaps they feel they have no control over anything in their lives, nothing to hold onto. We give them permission to speak about what they will miss, and even what they won't miss," Nichols says, explaining the approach. "We offer a celebrant to every family and leave the choice to the family. In an effort to move away from the misconception that celebrant services are just for the 'un-churched,' we are urging the funeral arrangers to present the idea to any family (churched or unchurched). Many families have found our personalized celebrant services to be extremely meaningful life tributes. If we are successful with our approach, more families will want this type of farewell. We're also working on having our funeral director act as celebrant master of ceremonies."

With their novel, cutting-edge approach, Busch is leading the path into the future of funeral service. The feedback has been incredibly moving. Nichols has experienced firsthand the responses from families. In fact, families often send thank you notes after their services.

"A recent thank you note said, 'Thank you so very

much for your wonderful guidance and involvement in the Celebration of Life for our father. We are amazed and truly grateful how you so eloquently blended together our thoughts into a perfect tribute to Dad. Your sensitivity and attention to detail made the experience a memorable event," Nichols shares. "Attendees will often say: 'That was a great service! Thank you!' or 'That was so personal!' or 'Thank you for saying the things that we needed to hear,' or 'I didn't know you could have a service like that!'"

As a celebrant, Nichols has gone through amazing experiences working with families.

"It was special researching the role Dad played in World War II for a family who really had very little knowledge about his life. Seeing how proud they were to learn about his important job repairing the planes that brought supplies to the troops over the Himalayas. And then connecting his lifelong hobbies of tinkering with cars and radios to that earlier assignment during the War made them all smile and reminisce after the service. Listening is so important during the family meeting," reminds Nichols, "The stories shared and retold, watching the family members as the memories surround the table like a comfortable quilt. Each one evokes a different reaction, each person connects to the loved one in their own way as we begin, but then they realize the common joys and sorrows. Everyone has an important legacy to share with the next generation. Stories are gems to collect and to share."

For more information about the Busch Funeral and Crematory Services in Ohio visit www.buschfuneral.com.

To learn more about the celebrant movement and the In-Sight Institute link to www.insightbooks.com.



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Association NEWS

OGR installs New Board; Guy Linnemann takes oath as President



2008-2009 OGR Board of Directors. (L to R) Seated on sofa: Kevin Opsahl, secretary/treasurer; Guy Linnemann, CFSP, president; Koven L. Brown, CFSP, president-elect. Standing: directors Catharine A. (Cathie) Tattrie, Jeffrey S. Wages, J. Tyler Pray, Donald I. Green, Norman B. Juday, Michael S. Lewis, Cari Spence. Seated in chairs: directors Wayne S. (Bud) Wieting and John M. Kreidler.

—Photo by Robert Levy Photography

ST. LOUIS, MO— “We believe in the validity and the application of the Golden Rule and pledge our efforts to the pursuit of this standard in all our personal and professional relationships,” proclaimed OGR’s newly installed president, **Guy Linnemann**, CFSP, addressing attendees at the **International Order of the Golden Rule (OGR)** Board of Directors installation. The ceremony was held on April 19, 2008, at the conclusion of the association’s annual conference in Chicago. Linnemann will serve as president during 2008-2009.

Linnemann is the owner of **Linnemann Funeral Homes**, Erlanger, KY, and a fifth-generation funeral director and embalmer. He holds a bachelor’s degree in accounting from Northern Kentucky University and is a cum laude graduate of the *Cincinnati College of Mortuary Science*, where he received his funeral director’s and embalmer’s licenses. As a hands-on leader at his funeral home, Linnemann has served on many civic and professional boards and committees, including a term as president of the *Kentucky Funeral Directors Association*, Northern District. His firm has received NFDAs Pursuit of Excellence Award yearly since 2001. Linnemann Funeral Homes have been a member of OGR since 1996.

“I am extremely honored to be part of OGR, renowned for its members’ business philosophy, as well as their unsurpassed care and compassion to families in their time of need,” said Linnemann. “Being president brings with it a busy travel schedule, but the association’s international scope exposes one to

CONTINUED ON PAGE A34

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Association NEWS CONTINUED

OGR honors achievements at Annual Conference

ST. LOUIS, MO— Excellence was celebrated at the International Order of the Golden Rule (OGR) annual conference, held in April in Chicago, as the association singled out individuals and member firms for achievements made in 2007.

OGR's highest honor, the Golden Light Award, acknowledging high achievement in funeral service and contributions to OGR, was bestowed on **Harold L. Lake, Rindt-Erdman Funeral Home**, Arkansas City, KS, who served on OGR's Board from 2002 to 2005. When presented with his award, Lake was cited for outstanding leadership and service to his client families, community and OGR colleagues.

Exemplary Service Awards were presented to three Golden Rule firms demonstrating service above and beyond usual expectations. The Gold Exemplary Service Award was won by **Gentry-Morrison Funeral Home**, Lakeland, FL. The Silver Exemplary Service Award went to **Muehlebach Funeral Home**, Kansas City, MO. And **Templeton Funeral Home**, Paris, IL, won the Bronze Exemplary Service Award. Selections were based on comments received through OGR's Family Contact feedback program.

Three students demonstrating excellence in their pursuit of a mortuary science degree received Awards of Excellence Scholarships. **Tawanda Burgess, Fayetteville Tech Community College**, Fayetteville, NC, received the \$2,500 Gold



Holding a symbolic check is Dawn Wille, Truman, MN, winner of OGR's 2007 National Family Appreciation Month Student Writing Contest. She is joined by Chip Ray (standing behind), Aurora Casket Company, the scholarship sponsor. Also shown (from left) are Terrell Cobb, chair of OGR's 2007-08 communications committee; Melinda Mueller, executive director, Funeral Service Foundation, which helped fund NFAM in 2007; Dawn's parents, Jerome and Laurie Wille; and Teresa and John Zaharia, Zaharia Family Funeral & Cremation Service, who submitted the winning essay.

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Award of Excellence. The \$1,500 Silver Award of Excellence was won by **Jennifer Bennink, Worsham College of Mortuary Science**, Wheeling, IL. And **Cherelia James, Gupton-Jones College**, Decatur, GA, received the \$500 Bronze Award of Excellence. Funding for these scholarships comes entirely from donations made by members and other contributors, often in honor of a special occasion or in memory of a friend, colleague or loved one.

CONTINUED ON PAGE A35

OGR installs New Board; New President

Continued from Page A33

a multitude of approaches, disciplines and cultures. I look forward to the many challenges that lay ahead during the association's 80th anniversary year."

"We are fortunate to have Guy at the helm of our board," said **William A. Edmunds**, OGR executive director. "The vision, passion and energy he brings will have immediate and far-reaching consequences as OGR moves forward."

Also installed in Chicago were: President-elect **Koven L. Brown**, CFSP, **K. L. Brown Funeral Home & Cremation Center**, Jacksonville, AL; Secretary/Treasurer **Kevin Opsahl**, **Opsahl-Kostel Funeral Home & Crematory, Inc.**, Yankton, SD; and new directors: **Michael S. Lewis**, **Lewis Funeral Home, Inc.**, Milton, FL; **J. Tyler Pray**, **Pray Funeral Home Inc.**, Charlotte, MI; and **Catherine A. (Cathie) Tattrie**, **William J. Smith & Son, Inc.**, Warren, RI.

Continuing on the board are directors: **Donald I. Green**, **George Irvin Green Funeral Home, Inc.**, Munnhall, PA; **Norman B. Juday**, **Haverstock Funeral Home**, LaPorte, IN.; **John M. Kreidler**, **Kreidler Funeral Home, Inc.**, McAllen, TX; **Cari Spence**, **Spence-Miller Funeral Home**, Grove City, OH; **Jeffrey S. Wages**, **Wages & Sons-Gwinnet Chapel**, Lawrenceville, GA; and **Wayne S. (Bud) Wieting**, **Wieting Family Funeral Homes**, Chilton, WI.

As "The Voice of the Independent Funeral Home," OGR is one of the world's largest professional associations of local, family owned funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families. To qualify as a Golden Rule firm, the funeral home must establish and maintain the highest standards of quality service and ethical conduct.

Association NEWS CONTINUED

Attendees at OGR Annual Conference confront Emerging Issues

ST. LOUIS, MO— The International Order of the Golden Rule's (OGR) recent annual conference, held April 16-19 in Chicago, brought members face to face with a challenging array of emerging issues, trends and consumer expectations, while serving up practical takeaways to incorporate at their independent funeral homes. Attended by nearly 250 OGR members and colleagues, the conference, "Here Today, Where Tomorrow? Doorway to Success," incorporated a number of activities celebrating OGR's 80th anniversary.

"This conference was a wonderful experience for our members," said OGR President **Guy Linnemann, CFSP**. "We expected a dynamic program, and we knew that Chicago would be a very favorable location. But we reached the pinnacle this year, both in spirit and substance."

Among the conference highlights was a lively discussion on the prickly topic of Chinese caskets, bringing together a panel that featured **Ken Camp, Batesville Casket Company**; **Max Cochran, Cochran Funeral Home**; **Robert Hunsaker, SinoSource International Company, Inc.**; and **Jerry Reichert, Aurora Casket Company, Inc.** Another panel on the complexities of licensing and copyright law included **Jeff Burrow, Esq., Broadcast Music, Inc.**; **T. Scott Gilligan, Esq., Gilligan Law Offices**; and **Kevin Wakefield, Memories By Design**. Both panels fielded questions from the audience.

Concurrent sessions addressed such topics as running a successful funeral home, led by **Quinn Eagan, CLU, Pre-Need Funeral Program**; funeral packages, by **T. Scott Gilligan, Esq.**; and wage and hour guidelines presented by **David V. Tudor, The Directions Group**.

General sessions began with an energized keynote by **Thomas J. Winninger, Winninger Resource Companies**, on developing a service-oriented environment, price competition and branding. A general session on "green" burials was

CONTINUED ON PAGE A36

OGR honors achievements at Annual Conference

Continued from Page A34



Harold L. Lake, Rindt-Erdman Funeral Home, is honored with the 2007 Golden Light Award. He is shown with his wife, Mary, and OGR President Guy Linnemann, CFSP.

And high school senior **Dawn Wille** from Truman, MN, won the 2007 National Family Appreciation Month Student Writing Contest for her essay, "Love After Disagreement." The essay was submitted by **Zaharia Family Funeral & Cremation Service, Truman, MN**. The

CONTINUED ON PAGE A36

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Association NEWS CONTINUED

NFDA's First Asia Funeral Expo a Tremendous Success



During the Asia Funeral Expo, several dozen attendees toured Po Fook Funeral Home, the largest funeral home in Hong Kong. The funeral home owners hosted a luncheon for attendees following the tour. Photo by Chris Raymond, NFDA

BROOKFIELD, WI— The journey to the **National Funeral Directors Association's** (NFDA) 2008 Asia Funeral Expo (AFE) was long—more than a year in the making—but the conference exceeded all expectations. AFE, held April 23-23 in Macau, China, attracted 2,000 attendees, more than 90 of which were from the United States. In all, the delegates came from 36 countries.

Through workshops, tours of Chinese funeral homes and cemeteries and other social events, AFE provided a forum for globally-minded funeral directors to learn about the funeral customs of China and other Asian countries, as well as an opportunity for Asian funeral directors to learn about western funeral customs.

Funeral directors from the U.S. report that the opportunity to meet fellow NFDA members from countries in Asia, Europe, Africa and the Caribbean was a key motivation for attending AFE.

“Our U.S. members were able to connect with NFDA members they do not ordinarily have an opportunity to interact with,” said NFDA Director of International Relations **Deborah Andres**. “They were able to share infor-



(L to R) Kenny Lo, CEO of Vertical Expo, Maria Helena de Senna Fernandes, acting director of the Macau Government Tourism Board, and Christine Pepper, CAE, CEO of the NFDA, welcome attendees to the Asia Funeral Expo & Conference during the “Welcome Dinner”. Photo by Chris Raymond, NFDA

mation about funeral practices and customs, discuss the challenges facing funeral service and exchange information in an effort to improve service to the bereaved.”

“We are truly becoming a global society in all aspects of our lives, and funeral service is no exception,” said **William J. Althaus**, of **Piasecki-Althaus Funeral Home** in Kenosha, WI. “It was unbelievable to sit with someone from across the world and realize that whether one conducts business in Kenosha, Wisconsin, or a small town in Germany or Asia, we are all connected by our desire to serve those whose lives have been changed by the death of someone they love... We are all one with a common purpose.”

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OGR honors achievements at Annual Conference

Continued from Page A35



Pete Templeton (Left), Templeton Funeral Home, and Stephen Pierce, Muehlebach Funeral Home, receive OGR's 2007 Bronze and Silver Exemplary Service awards, respectively, on behalf of their firms.



Awards of Excellence Scholarships were awarded to Tawanda Burgess (Right), Fayetteville Tech Community College, Gold Award winner, and Jennifer Bennink, Worsham College of Mortuary Science, Silver Award winner.

\$5,000 scholarship is being funded by **Aurora Casket Company**.

“We applaud all of our award winners,” said OGR President **Guy Linnemann**, CFSP. “They bring pride and honor to funeral service through their many and varied accomplishments and dedication to service.”

As “The Voice of the Independent Funeral Home,” OGR is one of the world's largest professional associations of locally, family owned funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families. To qualify as a Golden Rule firm, the funeral home must establish and maintain the highest standards of quality service and ethical conduct.

Attendees at OGR Annual Conference confront Emerging Issues

Continued from Page A35

presented by **William (Billy) Campbell**, M.D., **Memorial Ecosystems**; **Kimberley Campbell**, **Ramsey Creek Preserve**; and **Joe Sehee**, **Green Burial Council**. Additionally, **Ken Czillinger**, **VITAS Innovative Hospice Care**, discussed the art of receiving, and **Matthew Kelly**, **Floyd Consulting**, introduced his “Dream Manager” concept in the conference's closing session.

A showcase with over 24 exhibitor displays gave attendees opportunities to meet and network with Golden Services Group representatives. Award presentations, an installation of the board of directors, and an annual banquet and entertainment rounded out the 2008 conference.

OGR's 2009 Annual Conference will be held April 22-25 at the Gaylord Opryland Resort and Convention Center in Nashville.

As “The Voice of the Independent Funeral Home,” the International Order of the Golden Rule (OGR) is one of the world's largest professional associations of local, family owned funeral homes whose members are dedicated to offering reliability, fair pricing, and dignified, caring service to families.

CONTINUED ON PAGE A38

Results of General Price List Survey Released

BROOKFIELD, WI— The **National Funeral Directors Association** (NFDA) released the results of its biennial Member General Price List (GPL) Survey. The report provides a comprehensive picture of the diversity of costs associated with a funeral, providing data that breaks down services by geographic region, size of firm, and type of service provided.

Perhaps the most frequently requested piece of information produced by the survey is the national average cost of a funeral. NFDA calculates the median cost of a funeral by totaling the cost of the following items: the funeral home's non-declinable basic services fee; removal/transfer of remains to funeral home; embalming; other preparation of the body; a metal casket; use of the funeral home and staff for viewing; use of the funeral home and staff for a funeral service; use of a hearse; use of a

service car/van; and a basic memorial printed package (e.g., memorial cards, register book, etc.).

The national median cost for calendar year 2006 was \$6,195. If a vault is included, something which is typically required by a cemetery, that number rises to \$7,323. The cost does not take into account cemetery, monument or marker costs, or miscellaneous cash-advance items, such as flowers and obituaries. The cost of a funeral can vary by region; costs can also vary based on a funeral home's location and the size of the business.

NFDA mailed 3,000 self-administered surveys to member funeral homes in July 2007. Given the response rate of 38 percent, the data is statistically reliable. Respondents were asked to give GPL pricing information for certain funeral products and services as of December 31, 2006.

National Average Cost of an Adult Funeral: 2006 vs. 2004

Regular adult funeral costs (for funeral with a viewing and ceremony) include the following general items. Costs do not include cemetery, monument or marker costs, or miscellaneous cash-advance charges, such as flowers or obituaries.

Item	2006*	2004*
Non-declinable basic services fee	\$1,595 (+8.46%)	\$1,460
Removal/transfer of remains to funeral home	\$233 (+16.31%)	\$195
Embalming	\$550 (+9.45%)	\$498
Other preparation of the body	\$203 (+13.79%)	\$175
Use of facilities/staff for viewing	\$406 (+16.50%)	\$339
Use of facilities/staff for funeral ceremony	\$463 (+14.69%)	\$395
Hearse	\$251 (+10.36%)	\$225
Service car/van	\$120 (+16.67%)	\$100
Basic memorial printed package	\$119 (+20.17%)	\$95
Subtotal without casket	\$3,930 (+11.40%)	\$3,482
Metal casket (average charge for most frequently purchased item)	\$2,255 (+6.87%)	\$2,100
National Average Cost of an Adult Funeral	\$6,195 (+9.90%)	\$5,582
Vault (Average charge for most frequently purchased item)	\$1,128 (+11.52%)	\$998
Total with Vault	\$7,323 (+10.15%)	\$6,580

Changes on the Horizon

COMING IN OCTOBER

FUNERAL HOME & CEMETERY DIRECTORY

The National Yellow Book of Funeral Directors and the Cemetery Directory have combined.

The FUNERAL HOME & CEMETERY DIRECTORY contains listings of virtually every funeral home throughout the United States, as well as listings for over 3,000 active cemeteries. The directory also includes listings for Canadian and select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers.

The directory is published in both the 8.5"x 11" Standard Size and the 5"x 7" Pocket Size editions. The handy Pocket Size edition fits easily into your briefcase, in your nightstand or in your car glove box. *Information in the two editions is identical.*

BUYER'S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies by the product or service offered to the funeral and cemetery industries, the Buyer's Guide also contains listings of firms dealing with Pet Deathcare. For reference purposes the US Daily Newspapers, Educational Services and Trade Associations are also included.

THE YB NEWS IS NOW

FUNERAL HOME & CEMETERY NEWS

Published monthly, FUNERAL HOME & CEMETERY NEWS is a compilation of news articles and press releases provided by the funeral and cemetery industry. There are no journalists on staff – no editorial calendar. The news provided by funeral directors, cemeterians, suppliers, mortuary colleges and trade associations is published, offering the industry a forum to share firm accomplishments, community programs and exchange ideas.



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NFDA's First Asia Funeral Expo is a Tremendous Success

According to Andres, funeral directors from around the world enjoyed meeting their U.S. counterparts.

"From products and services to legal issues and technical skills, funeral directors from

outside the U.S. look to their American colleagues, particularly NFDA members, as the standard they measure themselves against," she said. "Many were pleased to know that they were on the right

track to serving families in the best possible way. They were grateful for the opportunity to meet NFDA members and learn how they can take the next step toward funeral service excellence."

The expo hall saw steady traffic during AFE. More than 100 vendors participated in the expo and saw impressive sales; one exhibitor wrote more than \$2 million in sales during AFE.

"Funeral directors from outside the U.S. were eager to purchase products and services in the expo hall from vendors that spanned the globe," Andres said. "These funeral directors place a high premium on American products and they hope we will be able to bring even more American suppliers to them in the future."

NFDA will again co-host AFE in 2009. Next's year's gathering will be held May 13-15 at the Hong Kong Convention & Exhibition Centre. Like this year's expo, the 2009 AFE has been granted Trade Fair Certification (TFC) by the U.S. Department of Commerce. More information about the TFC can be found at www.export.gov/tradeevents/TFC_tradeevents.asp.

Continued from Page A36

Leadership Conference

Continued from Page A36

to explore emerging trends and discover solutions for a more profitable and successful future.

In part one, *Association Stewardship Café*, De Cagna will facilitate discussions among attendees about the challenges and opportunities their associations face. He will teach them to think creatively about how to anticipate "what's next," embrace the possible and build a platform for their future growth.

In part two, *Funeral Service Stewardship Café*, attendees will address the changing face of funeral service and how to best utilize associations so funeral directors can better serve families and ensure the growth of their businesses.

Additional programs at this year's conference include:

Form 990: What Every Association Board Member and Executive Must Know – The Internal Revenue Service's Form 990 has undergone significant changes and now requires nonprofits to make changes in 2008 to avoid scrutiny or audit in 2009. Attendees will learn helpful tips to minimize scrutiny of their association and get their questions answered by a nonprofit tax expert.

Breakout by Office – This popular session will allow association officers (i.e., president, vice president, executive director, etc.) to discuss issues specific to their role and give them an opportunity to share ideas on association success.

Past attendee, **Jon Deitloff**, CFSP, of Jackson Lytle & Williams Funeral Home in Springfield, Ohio, has found the programs featured at NFDA's Leadership Conference invaluable. "I feel the real magic happens during the breakout session. There really is nothing more beneficial than identifying with others who are facing similar challenges and getting direction on how to solve these issues."

In addition to participating in valuable educational programs, conference attendees will get the opportunity to experience the beauty and diverse offerings of San Francisco by taking part in the many optional activities the Leadership Conference has to offer. From golfing to shopping, the wide selection of tours and activities will offer something for everyone. Optional activities include: **Cypress Lawn** Tour; Sail San Francisco Bay Tour; Alcatraz/Fisherman's Wharf Tour; Sonoma Wine Experience Tour; Walking Tour of Chinatown; and Sausalito Shopping and Muir Woods Tour.

For more information or to register, visit www.nfda.org/leadership.php or call 800-228-6332.

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Association NEWS CONTINUED

ICCFA Fall Management Conference to focus on CEO Best Practices

STERLING, VA— The International Cemetery, Cremation and Funeral Association 2008 Fall Management Conference, October 22-25 at the Ritz-Carlton in Naples, FL, will share CEO-level best practices

presented by executives from both inside and outside the industry.

Cemetery, crematory and funeral home owners and top managers are invited to “ReEngage, ReInvent, ReCharge” through a program that offers an ideal combination of learning, idea-sharing, networking and recreation.

Each morning schedule includes forward-looking business management training and facilitated discussion. Afternoons are free, providing executives an opportunity to relax and enjoy the luxury hotel’s beachfront location. Evening receptions provide excellent venues for networking and continued idea sharing.

Among the program highlights:

- A three-hour workshop on “Legendary Service,” presented by **Jeff Hargett**, corporate director of learning and content delivery at the Ritz-Carlton Leadership Institute. The Ritz-Carlton name epitomizes luxury and service. In this session, attendees will discover how to bring that unparalleled level of service and quality to their businesses. Hargett will show how to establish “gold standards,” build customer loyalty, empower employees, “wow” customers and more.
- A “fireside chat” regarding

entrepreneurialism with **L. Gale Lemerand**, founder and former chairman of the board of the \$400 million Gale Industries. Lemerand is chairman of the Stone-wood Restaurant Group, which is headquartered in Ormond Beach and has restaurants throughout the Southeast, as well as Southern Title Co., headquartered in Daytona Beach with 16 locations in Central Florida. He also is part owner of the Arena Football League’s Daytona Thunderbirds, and his success is the subject of the book, “To Win in Life... Bet on the Jockey.”

- A panel of top cemetery, cremation and funeral executives sharing their inside secrets for success in management, service,

- marketing and more.
- An update on the latest government and legal issues affecting the industry.
- The ICCFA Fall Management Golf Tournament at the Ritz-Carlton resort course.

The 2008 Fall Management Conference program and registration materials can be accessed at www.iccfa.com or by calling 1-800-645-7700.

Founded in 1887, the ICCFA is the only international trade association representing all segments of the cemetery, funeral service, cremation and memorialization profession. Its membership is composed of more than 7,200 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.



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Executive Seminar held by the Jewish Funeral Directors of America

PLEASANTVILLE, NY— **Michael L. Rosenthal**, principal of **Rosenthal Memorial Chapel**, co-chaired the Executive Seminar of the **Jewish Funeral Directors of America (JFDA)**, which took place at the Renaissance Hotel, Providence, Rhode Island. He also chaired the event in 2006.



(L to R) Florence Pressman, CAE, Executive Director, and event co-chairs Christine Feingold and Michael L. Rosenthal at the recent Executive Seminar of the Jewish Funeral Directors of America.

Twenty-five Jewish funeral directors attended the event, which took place from May 5-7, 2008. **Christine Feingold**, funeral director for **Sinai Memorial Chapel** in Queens, served as the other event co-chair under the guidance of **Florence Pressman**, CAE, executive director, Jewish Funeral Directors of America.

Attendees learned about Jewish traditions in funeral practices; the differences between men and women in the funeral industry; how to address generational differences in the funeral business and with client families; and workplace safety.


“As the premier Jewish funeral directors trade group in the country, it is our responsibility to keep our members up to date on the latest issues and help them develop programs and strategies that will enable them to grow as professionals while maintaining the dignity of honoring someone’s life,” Rosenthal said.

Pressman said that Rosenthal was chosen to co-chair the seminar based on his past performance co-chairing the

event. “Michael is a dedicated, compassionate and intelligent professional. His efforts have resulted in two excellent executive seminars,” said Pressman.

An expert in Jewish burial customs and traditions and a variety of other funeral-related issues, Mr. Rosenthal brings more than 14 years of experience to his organization.

Rosenthal Memorial Chapel, a Westchester County-based private, Jewish-owned and operated funeral home founded in 2006, was established in response to the need for an alternative to corporate-owned funeral homes. Employing a sensitive approach to the individual needs and preferences of families in their time of need, Rosenthal Memorial Chapel serves the Westchester County community with a range of funeral services, including casket selection, advanced planning, and cemetery and clergy coordination. For additional information, visit www.rosenthalmemorial.com, email michael@rosenthalmemorial.com or call 914-773-0030.

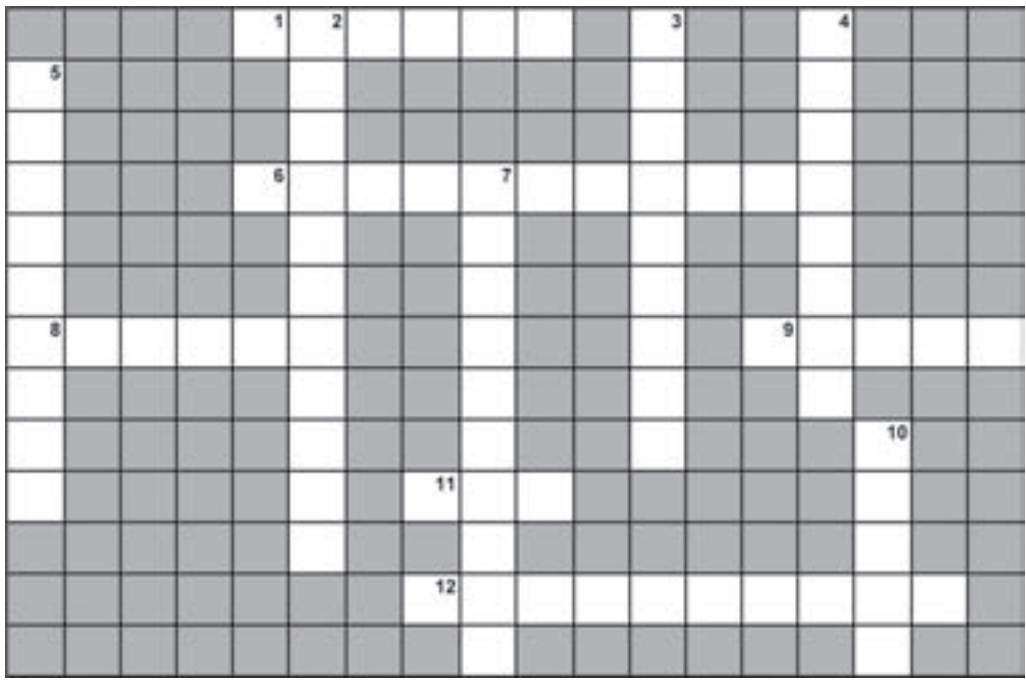


Klicker's Krosswords

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

By **Ralph L. Klicker, Ph.D.**

<p>ACROSS</p> <p>1. Financial surplus</p> <p>6. State of loss</p> <p>8. Casket manufacturer</p> <p>9. Business identity</p> <p>11. Political Action Group</p>	<p>12. An OSHA pathogen standard</p> <p>DOWN</p> <p>2. Unpaid funeral bills</p> <p>3. Mixing cremains</p>	<p>4. Long standing funeral foe</p> <p>5. Most funeral directors are this</p> <p>7. Type of casket bed</p> <p>10. Sells caskets</p>
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ANSWERS ON PAGE A44

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

Educational NEWS

MCCC Funeral Service Class of 2008



MCCC Funeral Service Class of 2008

WEST WINDSOR, NJ— Mercer County Community College (MCCC) in West Windsor held its annual commencement on May 22, 2008. The following graduates received special awards during the Funeral Service Recognition Ceremony: **Kevin O'Brien** and **Dan Bitecola III** (2008 Award for Academic Excellence), **Marco A. Perez** (2008 Failla Memorial Achievement Award), **Wayne P. Basilotto Jr.** (2008 Horvath Award), **Daniel M. Erickson** (2008 Frank Rieman Memorial Award) and **Dan Bitecola III** (2008 Restorative Art Award).

Ivy Tech's Mortuary Science Program receives National Accreditation

INDIANAPOLIS, IN— The Mortuary Science Program at the Indianapolis campus of **Ivy Tech Community College** has earned national accreditation from the American Board of Funeral Service Education (ABFSE). The ABFSE awarded accreditation on March 26 during its annual meeting in Pittsburgh, PA.

Recognition by the ABFSE serves as a key endorsement for the program created in 2006 by a grassroots campaign led by industry leaders in Indianapolis and surrounding communities. Enrollment in the program has doubled since its creation in 2006.

"The accreditation process is an important step in program development," said **Brian D. Miller**, Program Chair of Ivy Tech's Mortuary Science program. "We're glad to have the support of the College, the community and our colleagues in the industry."

The Mortuary Science program prepares students to become funeral service professionals. The curriculum addresses the changing needs and expectations associated with funeral services and accreditation standards. Ivy Tech offers the Associate of Applied Science degree in Mortuary Science at its Lawrence Campus, located on the city's northeast side.

Students in the program receive classroom training and also work with area funeral directors and coroners to gain a wide range of practical experiences. In addition to providing the technical skills and expertise required of the funeral profession, the Ivy Tech program also trains students in basic business practices such as accounting and computer science, informs them about trends in the funeral industry, introduces them to the complexities of the profession and provides a sense of the growing social consciousness about the responsibilities and obligations of funeral service professionals.

Ivy Tech Community College is one of the nation's largest singly-accredited statewide community college systems and the state's second largest public post-secondary institution with more than 110,000 students enrolled annually. Ivy Tech has 23 campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.

Elliot Newton awarded Funeral Service Technology "Freshman Of The Year" Award



Ethridge Hamton (Left) Funeral Service Science Instructor presents the "Student of the Year Award for 2008" to **Elliott Newton** at the Sigma Phi Sigma Mu Chapter Spring Banquet.

SCOOBA, MS— **Elliott Newton** of Columbus, MS was named the Funeral Service Technology "Freshman Of The Year" for 2008. The award was presented at the Sigma Phi Sigma's Mu Chapter Spring Banquet held at *East Mississippi Community College* in Scooba, MS on April 18, 2008. It is given to an outstanding first or second semester freshman who not only has excelled academically, but who has demonstrated overall professional development in the mortuary arts and sciences.

A native of Geiger, AL, **Elliott** is the son of **Charles E. Newton** of Geiger, AL and the late **Mary B. Newton**. He is a graduate of Sumter County (Alabama) High

School, and also graduated from East Mississippi Community College and the *Riddle Aeronautical University*. **Elliott** is currently associated with his family in the operation of **New Haven Funeral Home** in DeKalb, MS. Upon completion of the program at EMCC, serving a Funeral Service Residency in Mississippi, and successfully sitting for the National Board Examination (NBE) administered by the International Conference of Funeral Service Examining Boards, **Elliott** will be eligible for licensure by the Mississippi State Board of Funeral Service to practice Embalming and Funeral Directing in Mississippi.

Established in 1975, the Funeral Service Technol-

ogy program at East Mississippi Community College in Scooba, MS is the oldest mortuary program in Mississippi. Students throughout Mississippi including neighboring states desiring to attend mortuary college choose to enroll at EMCC in part due to the unique Block Class meeting 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 Funeral Service Technology program at East Mis-

issippi Community College is fully accredited by the American Board of Funeral Service Education (ABFSE) and is fully recognized by the International Conference of Funeral Service Examining Boards (ICFSEB) in addition to the Mississippi State Board of Embalmers and Funeral Directors.

For information about the Funeral Service Technology program at East Mississippi Community College one may contact **Don Webb** at (662) 476-5100 or **Octavia Dickerson** at (662) 476-5101. For additional information one may go online at www.eastms.edu/career_tech/FuneralServices.php

PIMS announces Dean's List for Spring Trimester

PITTSBURGH, PA— Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize those students who have been placed on the Dean's List for the Spring trimester ending May 9, 2008.

The following students have achieved a grade point average of 3.25 or better in this trimester of studies.

From class #137: **Kevin Dusenbury** of Shinglehouse, PA; **Grant Hastings** of Morgantown, WV; **April Hoffman** of Pittsburgh; **Krista Jobe** of Greensburg, PA; **Amber Kulnis** of New Castle, PA; **Megan Levy** of New Bethlehem, PA and **Jennifer Snider** of Wintersville, OH.

From class #138: **Noah Hinzman** of Pennsboro, WV. From the Associate in Specialized Business Degree class: **Emily Hendrickson** of Carlisle, PA, **Alex Park** of Corsica, PA and **Michael Swartz** of McKeesport, PA.

Congratulations to PIMS honor students for their academic achievement.

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Educational NEWS CONTINUED

Six More Students Complete AAMI's Online Degree Program

NEW YORK, NY— On April 7th, six American Academy McAllister Institute of Funeral Service Education (AAMI) students traveled from their home towns across the United States to New York City to begin their two-week Capstone Program, the final

phase of the AAMI online funeral service associate degree program.

The two-week capstone experience provides AAMI online students with the opportunity to complete their hands-on experiences in Restorative Art and Embalming. The Restorative

Art lab was completed on campus, while the embalming was done at Bellevue Hospital. Students also participated in AAMI's Comprehensive Review for the National Board Exam.

The recent graduates are **Thomas Morris** of Michigan, **Dorothy Meyer**



April 2008 AAMI Online Graduates. (L to R) George Frangadankis, Victor Leonardis, Dorothy Meyer, Thomas Morris, and Branson Estes Peacock.



December 2007 AAMI Online Graduates. (L to R) Matthew Fritz, Karen Piampiano, Amy Menzer, Sakinah Mitchell, Cheryl Demko, Christopher Edenbach, and Michael Loup.

of Delaware, **Trent Fox** of Westchester, NY, **Branson Estes Peacock** of Michigan, **Victor Leonardis** of New Jersey and **George Frangadankis** of New York. With family and work responsibilities, none of the students would have been able to achieve their dreams of becoming funeral directors without the availability of the online program. The online students have over a 95% pass rate on the National Board Exam.

AAMI enrolled 15 students in the first semester of online courses in January 2006 and currently there are 143 students enrolled. A total of 19 students have graduated from the online program. The April 2008 graduates join December 2007 graduates **Karen Piampiano** of Rochester, NY; **Cheryl Demko** of Connecticut; **Michael Loup** of Nevada; **Christopher Edenbach** of Rhode Island; **Amy Menzer** of New York; **Matthew Fritz** of Long Island, NY and **Sakinah Mitchell** of New Jersey, as well as August 2007 graduates **Marian Hutchings** of Missouri; **Michelle Ironside** of Oneida, NY; **Coy Gremillion** of Louisiana; **Danielle Conrad** of Long Island, NY; **Karen Dowdell** of Long Island, NY and **Lucky McCrary** of Oklahoma.

For further information on AAMI's Online Degree Program, please contact **Anna Marie Lanza** at (866) 932-2264 or visit the AAMI website: www.funeraleducation.org.

AAMI announces President's and Dean's Lists

NEW YORK, NY— American Academy McAllister Institute of Funeral Service Education (AAMI) is pleased to recognize the following students for their academic success in the Spring 2008 Semester.

To be named to the President's List one must maintain a semester grade point average of 3.80 to 4.0 **Beth Taylor** of Flushing, NY; **Diana Cohen** of Flushing, NY and **Joseph Papevero** of Maspeth, NY were named to the President's List.

To be named to the Dean's List one must maintain a semester grade point average of 3.50 to 3.79. **Daniela Duff** and **Angelica Mandl** both of New York City were named to the Dean's List.

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FUNERAL HOME &
CEMETERY NEWS

Educational NEWS CONTINUED

Cypress College holds 2008 Commencement Ceremony

By Shun Newbern, CFSP and H.W. Ragsdale, III, CFSP



Cypress College Mortuary Science Department 2008 Graduates



H.W. Ragsdale, III (center) congratulates the winners of the Rosalind Ragsdale Award, Joseph Vasquez, and Sara Waldapfel.

CYPRESS, CA— Commencement exercises were recently held for the 2007 Fall (December) and Spring 2008 (May) graduates of **Cypress College** Mortuary Science Department on May 21, 2008 on the beautiful lawn of the 110 acre campus of Cypress College.

Mortuary Program Director **Glenn A. Bower**, faculty and members of the program advisory board presented awards of academic achievement to students during a pre-graduation reception and ceremony. **H. W. "Skipper" Ragsdale, III**, CFSP, President of *San Diego Funeral Directors Association*, presented The Rosalind Ragsdale Award in honor of his sister the late **Rosalind Ragsdale** to **Joseph Vasquez** (Fall of 2007) and **Sara Waldapfel** (Spring 2008). The other December 2007 and the May 2008 graduate awards included The C. K. Davis Award, Student of the Year Award, Robert Baughman Award, Elizabeth Green Award, Harriet Davey Award and the Melvin Hilgenfeld Award.

The students from the mortuary science program were given burgundy sashes and medallions for graduating and completing the curriculum. The burgundy sash represents the student's hard work and commitment to academic excellence. The gold lettering signifies the highly held academic level that the funeral industry expects from their graduates. The burgundy ribbon and gold lettering match the sash. The Medallion has the mortuary science program logo engraved on the front with the name of the award inscribed on the back. There are seven awards selected by the faculty which have been created to honor academic and industry excellence in memory of past alumni and instructors.

In 1918, the first school of embalming was established by Professor **Horace Moll**. Originally known as the *Los Angeles College of Anatomy, Embalming and Sanitation*, its curriculum consisted of a six-month course. The original curriculum was extended to nine months and its title changed to the *California College of Mortuary Science*.

In 1977, the college was moved to its present location to become the Cypress College Mortuary Science Program. The Curriculum is now a three semester program with an Associates Degree in Mortuary Science, meeting the accreditation requirements of the American Board of Funeral Service Education. With the tremendous changes and challenges that mortuary programs face nationwide, the Cypress College, Department of Mortuary Science facility and staff are commended for obtaining complex goals with dedication and commitment.

Spring Professional Development Seminar held at Rose Hills Mortuary

By Shun Newbern, CFSP

WHITTIER, CA— The Western Region of **Epsilon Nu Delta Mortuary Fraternity, Inc.** held another informative professional development Spring workshop, at the **Rose Hills Mortuary** Conference Center, May 9, 2008. The prestigious Nu Chapter, of Los Angeles, CA has endeavored to reach licensed embalmers, mortuary science students, funeral directors and arrangers who desire to improve their skills. This great event was spearheaded by Nu Chapter President, **Bro. Anthony S. "Ted" Felder**, CFSP, Western Region Vice President, **Bro. Kevin Weaver**, and National Chairman, **Bro. Shun Newbern**, CFSP.

This spring, **Soror Edith Churchman**, PhD, CFSP examined proper communications skills for non-licensed staff members and explained relevant internet issues. Dr. Churchman, CFSP is a fourth generation funeral director and licensed embalmer at **James E. Churchman, Jr. Funeral Home** in Newark, NJ. She has worked in funeral service for the last 32 years. Among many of the task she is greatly involved; she is the chairman of the National Education Committee of Epsilon Nu Delta. Attendees found the insight on proper communication skills with families on common issues with decedents very helpful. One attendee said, "I was once reluctant to explain embalming over the phone, because I am not an embalmer. Now when I am asked I feel more comfortable."

Dr. Churchman also covered one of the greatest problems arising in the funeral profession; privacy issues appearing on the internet. She shared various ways to check for use of employees, decedent photos and the firm on the World Wide Web. Different protective measures to safeguard unscrupulous behavior in the funeral establishment were discussed as well. "As a student you often feel overwhelmed by

seminars," said one *Cypress College* student. "However the speakers and the host were very open with information and approachable with the students during the networking. I will be back at the next Epsilon event."

After Nu Chapter's outstanding lunch buffet at the Rose Hills Premier Reception Center, a question and answer session was held by **Pierce Chemicals**. The Pierce representatives included **Larry Carlson**, **Don Summer** and **David Rubio** as they covered various uses for the different chemicals and difficult conditions for each. Attendees found the session most educational and enlightening as the speakers addressed the use of chemicals with difficult conditions. At the conclusion of the session the representatives provided sample sanitizing products for attendees.

On behalf of the Academy of Professional Funeral Service Practice, Shun Newbern and other Academy members, presented CFSP certification plaque to California's latest member to earn status, **Asa D. Saunders**, CFSP. Nu Chapter also accepted the nomination for two mortuary science Horus Club members; **Linda M. McCoy** and **Krislyn R. Kunkel**, active students at Cypress College. The chapter will consider other students later this fall.

Bro. Ted Felder recognized the oldest active embalmer in attendance, **Fred Valentine, Woods-Valentine Mortuary**, Pasadena, CA. Woods-Valentine has been in operation for 80 years in the community of the San Gabriel Valley. Epsilon Nu Delta was most grateful to all the co-sponsors: **Anderson-Ragsdale Mortuary**, **Nomis Publications**, **The Dodge Company**, **Inglewood Cemetery Mortuary**, **Pierce Chemicals**, **Rose Hills Mortuary** and **Miller-Jones Mortuaries**.

Special thanks to the management team at Rose Hills for their tremendous support of all the Nu Chapter members from the broad Western Region who travel to support the professional development seminar and continued education each year. The support of the membership shows their tremendous commitment to the science of embalming and the service to needy families. Each event sponsored by this persistent chapter attracts members and first time attendees who leave with valuable knowledge. The seminar concluded as Nu Chapter announced the spectacular Third Annual Undertakers Scholarship Ball, October 25, 2008. To request additional information on any Nu Chapter events you may contact Nu Chapter Event Coordinator by email at dhale@miller-jones.com or call Soror Danette M. Hale at 951-943-8313.

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

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

Sean Hackett, Dan Ridley and Adam Smith earned High Honors as part-time students. Kwong Chan, John Clougherty, Gail Graham, Kelsey Grover, Timothy Keefe, Ryan McCarthy, Diana Petit, Paul Remick, Joseph Stevens and Michelle Mercadante all earned Honors as full-time students.

Part-time students who made Honors are: Sarah Alden, Jessica Anterni, Lindsey Ballard, Tara Berriault, William Bonn, Andrew Florent, Andrew Frates, Bruce Harris, Katherine Hasskarl, Christine Hatfield, Veronica Houston, Brad Jeffrey, Christine Miller, Amanda Nolan, Linda Plonowski, Jerelyn Rondeau, Sarah Saffie, Karen Stevenson, Andrew Sweeney and Christopher Wilder.

FINE congratulates all these FINEest students for their tremendous achievement.

Johnson selected by British Institute of Embalmers for Student Exchange Program



(L to R) Master Fellow Allan Sinclair, BIE President Adrian Pink, and Mr. Tom Johnson.

OAK GROVE, LA— Roy T. Johnson, Jr. (Tom) of Oak Grove, LA was selected by the British Institute of Embalmers North American Division to take part in their student exchange program with the United Kingdom. He is the first person from the United States to be selected to take part in this exchange program. Tom is currently enrolled at Holmes Community College in Ridgeland, MS. He will graduate this fall with an Associated Applied Science Degree in Funeral Technology. There were 31 other applicants for this program, and Tom was selected from five finalists. Dr. Thomas Garrett, Director of Funeral Service, and Mr. Tony Moore, instructor at Holmes Community College said, "We are very proud and excited for Tom. We are also honored that a student from the Holmes Community College Funeral Services Program was selected for this educational exchange program."

While in Great Britain Tom visited the London School of Embalming. Master Fellow Allan Sinclair and Mr. David Thompson took Tom on a tour of England, including a flight on the London Eye, a famous tourist attraction in London. "At the top of the eye, I was able to see miles and miles all over London," Tom said. Adrian Pink, president of the British Institute of Embalmers, and Diane Pink of A & D Pink Funeral Directors also contributed to Tom's educational experience. He was able to assist Diane in directing a funeral, where he learned many of the British funeral customs. The trip also included a visit to the Neville Funeral Directors, in Luton, England.

Tom met with funeral examiners and tutors during the weekend as they met for an educational conference and their annual business meeting. "I wished I could have bottled all the knowledge from those 20 examiners and tutors, and brought it back with me to the United States," he said.

They then headed north to P.B. Wright & Sons Funeral Directors in Glasgow, Scotland, where Tom was able to assist with a Scottish funeral. The next day he flew back to the East Midlands to the City of Nottingham, England, where Tom was the guest of Jackie Lynn Rose, owner of A. L. Lynn Funeral Directors.

The last leg of Tom's trip was spent with Karen Caney, a BEI Examiner, and her family. Karen's father owns the W & J Jones Funeral Directors in Derby, England. This funeral home is one of the last family businesses that still hand makes their coffins, as they are needed by the families they serve.

Tom was overwhelmed by the experience, and very grateful to the British Institute of Embalmers. "I was asked to write a short essay about my Exchange experience for the BIE Board, and I found it hard to put into words the experiences I gained from it. The people were wonderful and really rolled out the red carpet for me."

Tom is returning to Oak Grove in May to continue his educational experience as an apprentice under the direction of Mr. Steve Cox and his staff at Cox Funeral Homes in Oak Grove, Bastrop, Lake Providence, and Delhi, LA.

In addition to being a full time student at Holmes Community College, Tom is a National Registered Emergency Medical Technician Paramedic and is employed at Delta Regional Medical Center in Greenville, MS. Tom is an American Heart Association Basic Life Support Instructor Trainer, and is a member of the Mississippi Emergency Medical Technician Association, the National Association of Emergency Medical Technicians, and the Sigma Phi Sigma Fraternity.

Tom states that he loves taking care of his patients as a paramedic and finds that the funeral profession is a different way for him to care for the people of his hometown. Tom plans to keep his paramedic license current and spend more time with his family.

Iowa FDA presents to area Community College Mortuary Science Program

DES MOINES, IA— A special presentation was made to the Mortuary Science program at Des Moines Area Community College by D-L Provider LLC of Sioux City, IA, during the recent convention of the Iowa Funeral Directors Association in Ames, IA.

D-L Provider president Dana Goodell, along with representative Andrew Goodell, presented a de-

lux airbrush cosmetic system for use in the educational program for training mortuary science students to Kevin Patterson, chair of the program.

This presentation was made possible through joint participation of D-L Provider and Dinair Airbrush Cosmetic Systems. D-L Provider is the Midwest distributor of the Dinair Airbrush Cosmetic System, which is located in North Hollywood, CA, and a recognized leader in airbrush cosmetics.

Goodell stated that he was honored to make this presentation to Des Moines Area Community College, and to provide support to the Mortuary Science division of the college. This deluxe system, in use in many leading funeral establishments around the world, now is available for students to use during their classroom and laboratory studies. It will further improve their skills and allow them to be more experienced in advanced cosmetic application that is necessary in funeral service today.

Answers to Klicker's Krossword

Puzzle on Page A40

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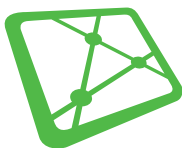
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ROBERT INGRAM RICHARDS of Columbus, OH died May 18, 2008 at the age of 83. A licensed funeral director/embalmer in Ohio and Florida, he began his career in 1949 with **Cassaday-Turkle Funeral Home** in Alliance, OH. He then worked with **Hummel Funeral Home**, in Akron, OH, **Donald B. Johnson Funeral Home** in Bedford, OH, **Fulton Funeral Home** in Grafton, OH, **Fairchild Funeral Home** in Ft. Lauderdale, FL, and **Baird-Case Funeral Home** in Ft. Lauderdale. He then became owner and director of the **Richards Funeral Home** in Ft. Lauderdale from 1965 until 1972. He graduated from *Pittsburgh Institute of Mortuary Science* in 1949 and was a member of the *Ohio Funeral Directors Association* and *Ohio Embalmers Association*.

RICHARD F. MIDDLETON of Uniontown, OH died April 28 at the age of 76. He began his career as a licensed funeral director and embalmer in Pennsylvania. He moved to Ohio in 1975 and took a position with **Champion Chemical**, providing embalming chemicals and supplies for funeral homes all over Ohio and surrounding states, retiring in 1998. Reprinted from Ohio Funeral Directors Association, Columbus.

GLENN A. FINNEY of White Oak, PA died May 22, 2008 at the age of 79. A graduate of the *Pittsburgh Institute of Mortuary Science*, he served for 28 years in many area funeral homes as a trade embalmer. He also owned the former **Finney Funeral Home** in Sutersville, PA.

VERNON JAMES "BUTCH" RUSH of Clarington, OH died April 20, 2008 at the age of 62. He graduated from *Pittsburgh Institute of Mortuary Science* in 1968 as a licensed funeral director and embalmer. He also studied at the *Pittsburgh School of Medicine*, specializing in Eye Enucleation. He was the president, owner and director of the **Rush Funeral Homes, Inc.** of Clarington and Sardis, OH from the time of his graduation from mortuary school until his retirement in 2002. He also served on the Board of Directors of the Pittsburgh Institute of Mortuary Science as Treasurer since 1990. Mr. Rush was an avid collector of antique funeral cars and a member of the *Professional Car Society of Western Pennsylvania*. Reprinted from Ohio Funeral Directors Association, Columbus.

ALLEN WHEELER BROWN of Warrenton, NC died May 13, 2008 at the age of 78. He attended *Eckels College of Mortuary Science* in Philadelphia, PA, later graduating from the *New York School of Embalming and Restorative Art*. He was a self-employed mortician in New York for a number of years. That work was the catalyst for his patented invention, the Brown Multiple Injector, which today may be found in many funeral establishments nationwide. Mr. Brown is the uncle of **Thurletta Brown-Gavins of Brown's Funeral Services, Inc.** in Warrenton, NC.

SCOTTA. HOCKENBERRY of Atlantic, IA died April 27, 2008 at the age of 58. Mr. Hockenberry was a member of the *Iowa Funeral Directors Association* with **Hockenberry Family Care**. Reprinted from Iowa Funeral Directors Association, Des Moines.

RICHARD C. HOIDAL of Red Bank, NJ died May 24, 2008 at the age of 73. Mr. Hoidal started in the funeral industry at the **Bodine Funeral Home** in Asbury Park, owned by his aunt and uncle, **Wilma and Harry J. Bodine**. He then built the **Richard C. Hoidal Funeral Home** in Oakhurst. Mr. Hoidal then purchased the **Worden Funeral Home** in Red Bank, forming **Worden Hoidal Funeral Homes** in Red Bank and Oakhurst. He was a graduate of *Eckels College of Mortuary Science*, Philadelphia, PA, and a member of the *National Funeral Directors Association*, *State of New Jersey Funeral Directors Association*, and the *Monmouth and Ocean County Funeral Directors Association*.

LLOYD T. VANDERVOORT of Youngstown, OH died May 12, 2008 at the age of 82. A longtime area funeral director, he graduated from the *Pittsburgh Institute of Mortuary Science*. He began his professional career as a funeral director in 1957 and in 1965 joined the **Higgins Funeral Home** in Austintown, OH. Along with his duties as a funeral director and embalmer he served as its secretary-treasurer. He retired from full-time duties in 1988 but he, with the assistance of his wife, remained a loyal member of the staff until the time of his illness. In 2007 Mr. Vandervoort was recognized by the *Ohio Funeral Directors Association* at its annual convention for his 50 years of service as a licensed funeral director. Reprinted from Ohio Funeral Directors Association, Columbus.

RONALD FRANCIS BRADSHAW of Houston, TX died June 2, 2008 at the age of 49. He was one of America's premier interior designers and funeral directors. He was co-owner, with **Michael "Tripp" Carter**, of **Bradshaw-Carter Memorial and Funeral Services** in Houston.

THEODORE V. BELL of Dayton, OH died April 26, 2008 at the age of 103. He was retired from the **Bowman Funeral Chapel** in Dayton.

Reprinted from Ohio Funeral Directors Association, Columbus.

WILLIAM D. GIVEN of Coshocton, OH died April 9, 2008 at the age of 79. He began his career in funeral service in September 1947 when he served an apprenticeship with the **Clark Funeral Home** in Cadiz, OH. He graduated from *Cleveland College of Mortuary Science* in September 1950. He was associated with the **G.H. Busch Funeral Homes** in Cleveland until August 1958 when he moved to Coshocton to begin work with **Dawson Funeral Home**. He joined **Glass Funeral Home** in 1963 and purchased it in 1969, renaming it **Given Funeral Home**. In 1974 and 1981 respectively, he acquired the **O'Neil Funeral Home** in West Lafayette and the Dawson Funeral Home in Coshocton, forming them into the **Given-Dawson Funeral Homes**. He was also an active member of the *National Funeral Directors Association* and the *Ohio Funeral Directors Association* and a former member of the *National Selected Morticians*. Reprinted from Ohio Funeral Directors Association, Columbus.

WILLIAM E. "BILL" OURANT of Newcomerstown, OH died March 29, 2008 at the age of 87. A licensed funeral director and embalmer, he became the founder, owner, and operator of the **Ourant Funeral Home** in Newcomerstown in December 1948. Along with funeral director and colleague **W. Robert Parks**, the funeral home also operated one of the two ambulance services in Newcomerstown for many years. A graduate of the Cincinnati College of Mortuary Science, he was a member of the *Ohio Funeral Directors Association* and the *Tri-County Funeral Directors Association*. Mr. Ourant was also the last surviving funeral director who assisted with the West Lafayette Troop Train Wreck in 1950. Reprinted from Ohio Funeral Directors Association, Columbus.

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