

THE SCORPE



The Official Publication of the National Funeral

Directors & Morticians Association, Inc.

WINTER 2016

Est. 1924

the Value of Membership

National Funeral Directors & Morticians Association, Inc.



Est. 1924



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National Funeral Directors & Morticians Association, Inc.



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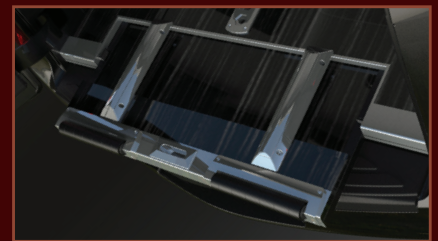
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Official Publication of the National Funeral Directors & Morticians Association, Inc.

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The Scope is published by the National Funeral Directors & Morticians Association, Inc. Please send all news – local, state, district, national – and pictures or other educational items of interest to:

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Annual subscriptions at \$59.95
NFDMA membership dues include a subscription.

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A portrait of Carol Thomas Williams, a woman with glasses and a slight smile, wearing a dark top. The background is dark with some light blue geometric shapes.

Promoting The Continued Value in Association Membership

by: Carol Thomas Williams, Ed.D, CFSP, CPC, COCP



In the last issue of the SCOPE magazine, the title of the Executive Director's review article was "The Value in Association Membership". I penned, "We must reach out to funeral directors who are not members of an association and teach them that there is value in association membership. That teaching should illustrate that successful work is done in numbers instead of alone." The title of this review article is "Promoting The Continued Value in Association Membership". Why do associations exist? Why does this association exist? The National Funeral Directors and Morticians Association, Inc. (NFDMA) is a membership association of professional funeral directors and morticians and embalmers, whose members and members-at-large are members of state associations of funeral directors, morticians and embalmers dedicated to promoting the common professional and business interests of its members.

With ninety-two years of experience, NFDMA will continue to be competitive, productive and successful. NFDMA will continue to promote value in association membership. As a member, you have access to benefits, business tools, educational opportunities and discount programs designed to help you succeed in today's market. Being actively involved in the association can be valuable to a member both professionally and personally. If members are honest with themselves and really think about it, paying annual membership dues may be the safest investment to make in today's market. The participation of working on joint topics builds a stronger bond with key players and other members from around the world, making membership a valuable deposit in professional connections. The phrase, "it's all about who you know" can be beneficial to the success of a business and professional life. Notable

relationships are becoming more and more important to professional success. You find those relationships in association membership.

Funeral Associations are frequently the first place people turn to when seeking employment in funeral homes and/or new business opportunities. With job availability stagnant, unemployment rates on the rise, insecurity in the marketplace, and tightening budgets, one would need another avenue to seek financial security. So, it would be a proper investment to be a member of an association to yield returns in time of need. Active involvement in NFDMA is vital when the time comes to cash in benefits. Member benefits will come in the form of educational meetings and/or certifications for increasing marketability, collaboration with peers, and discovering the correct path for business financial security. A member gets this safe haven by staying on top of industry trends and technologies and/or working toward a certification that will help stand out within the industry and community. Also being a member of an association allows individuals to make an impact and give back to their industry in many ways.

NFDMA is constantly working on behalf of its members to have input within the funeral industry at the governmental or social level. This allows members to have a larger influence on the decision making process. It is much easier for an association of 2,000 funeral homes to affect changes and provide leadership within a community than it is for just one. Engaging in community service also provides members of NFDMA with the opportunity to become active members of their community and to have a positive impact on society at large. Community service empowers members to acquire socialization skills, a community of caring, as well as providing a service to those who need it most.



Members within NFDMA work together to create positive results in the communities they serve. This participation makes a difference to our association and to the individuals being served. Community service involvement is important because volunteering teaches association members of all ages and backgrounds compassion and understanding.

One thing I like about community service is that there are opportunities to improve and leave your mark on your global and local community. NFDMA is actively involved in community service. At the 2016 Annual Convention, the association in collaboration with the Dunk Law Firm, the NFDMA, Inc. Ladies Auxiliary, friends and employees of the Richmond Convention Center packed 10,000 meals for the “Stop the Hungry Now”. Each meal feeds a family of four, therefore providing meals for 40,000 people. Yearly, NFDMA provides scholarships to students that attend a mortuary school accredited by the American Board of Funeral Service Education.

NFDMA initiated a “Stop the Violence Campaign” throughout the United States endorsing the ideology that funeral directors are sick and tired of burying our murdered children. It is imperative that communities come together to bring attention to the gun violence that is running rampant throughout our country. In the daily life of a funeral director,

we often find ourselves hopeless and without words when we funeralize so many of our children day after day. NFDMA continues this message in light of the fact that this epidemic is snowballing day after day.

The association collects “Toys for Tots” during Christmas. Members assist during elections by taking community members to the polls to vote. During various disasters around the country, members of NFDMA come together to assist communities in need. The association continues to place emphasis on service events that are used in ways to advocate for causes that members are personally passionate about.

Promoting the continued value of membership in the association is what I do. It is at the heart of the association’s mission to improve the quality or conditions of members’ businesses and professions. We serve to improve the economic and social welfare of our society when we expand the well-being of our members. In a very tangible way, NFDMA contributes to the development, economic growth, and social well-being of humanity. Mahatma Gandhi says “The best way to find yourself is to lose yourself in the service of others”.



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www.stophungernow.org

National Funeral Directors and Morticians Association
6290 Shannon Pkwy
Union City, GA 30291

Dear Friends,

Thank you for your gift of \$2,944.08, received on August 22, 2016. You play a crucial role in our ability to distribute food and other life-changing aid to people around the world who suffer from hunger, and we are truly grateful. With your help, we have shipped more than 200 million meals to schools, orphanages, vocational training programs, medical centers and other community development programs around the world.

Many of those 200 million meals have gone to school feeding programs like the one at St. Andre School in Haiti. The meals the children receive at school are a vital step in their paths toward a successful life.

“I am really happy because sometimes this is the only meal I get for the whole day,” said Jonathan Lambert, a 6th grader at St. Andre. “My parents are not able to buy me food.”

Because of you, Jonathan is able to eat, learn and grow. His grades improved after he began eating meals at school, and he has more energy to study and focus on his schoolwork. You have made a difference for Jonathan and children like him around the world. Thank you!

Keep up with local events by visiting www.stophungernow.org or by contacting your local program staff. Please accept our sincere appreciation for sharing in our vision of a world without hunger.

Warmest regards,

Rod Brooks
President and CEO

This letter serves as your receipt. No goods or services were received in exchange for this donation. Please consult your tax advisor about the deductibility of this contribution. Our tax identification number is 16-1541024. Again, thank you!

A professional portrait of Alexander C. Wynn, III, a Black man with a mustache and goatee, wearing glasses, a dark suit, a white shirt, and a patterned bow tie. He is looking slightly to the left of the camera.

Board And **Committee** Effectiveness

by: Alexander C. Wynn, III, CFSP, COCP



In any association, the Board of Directors' key purpose is to ensure the organization's prosperity by collectively directing the company's affairs, whilst meeting the appropriate interests of its members. In addition to business and financial issues, boards of directors must deal with challenges and issues relating to corporate governance, corporate social responsibility and corporate ethics. As members and colleagues of the National Funeral Directors & Morticians Association, Inc. prepare to gather for the Annual Board of Directors and Administrative & Finance Meeting, it is imperative that we keep this definition in mind.

The Board of Directors shall have general charge and management of the affairs, funds and property of the association. The Board shall have full power, and it shall be the Board's duty to carry out the purpose of the association according to its Articles of Incorporation, By-Laws and the rules and resolutions enacted by the House of Representatives and General Body. The Board shall receive and approve all officers' reports and all committee reports prior to any legislative session of the House of Representatives. The Board may exercise such additional powers and responsibilities as may be delegated to it by the House of Representatives and the General Body.

Just as it is important to have an effective board of directors, it is also important that the committees of an association are functioning with clarity and ambition. In John F. Schlegel's book entitled, *Enhancing Committee Effectiveness: Guidelines & Policies for Committee Administration*, it is stated that associations are built on a system of committee actions, linking the association with the attitudes and the real world of its members.

Committees represent, involve, and serve members, as well as provide an important training ground for future leaders. Committees are an effective workforce for the association. Committees ensure group participation in problem solving and provide a forum for the many interests within the association. Effective committees unify, represent, motivate coordinate, consolidate and communicate. They function best when their members are selected appropriately and have a clearly defined mission, strong leadership, and competent staffing.

As we continue with our theme of COMMITMENT, it is my desire for all committee members and the members of our board of directors to act in good faith and in accordance with what they believe to be in the best interest of the association. It is imperative that we discharge our responsibilities diligently.

I thank all of you who joined us in Atlanta, Georgia, October 15-17, 2016 for the 2016 Board of Directors and Administrative & Finance Meeting. During this meeting we held orientation for new officers, committee chairs and current officers. It was also at this time that committees were encouraged to meet face to face with their committee chairs to plan strategies for 2017 and receive directions from the national headquarters and executive committee.

We have a lot of work ahead of us as we continue to grow and be the beacon of light for our industry. NFDMA, Inc. is the leading association of its kind and we are striving to become the top industry association in the world.



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This provides your customers with the reassurance that their prearranged purchase decisions will be honored should they relocate. It's forward-thinking services, like this lot exchange program, that can help you better assist the families you serve.

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~G. Brown, served by Southside Grave & Vault, Inc.



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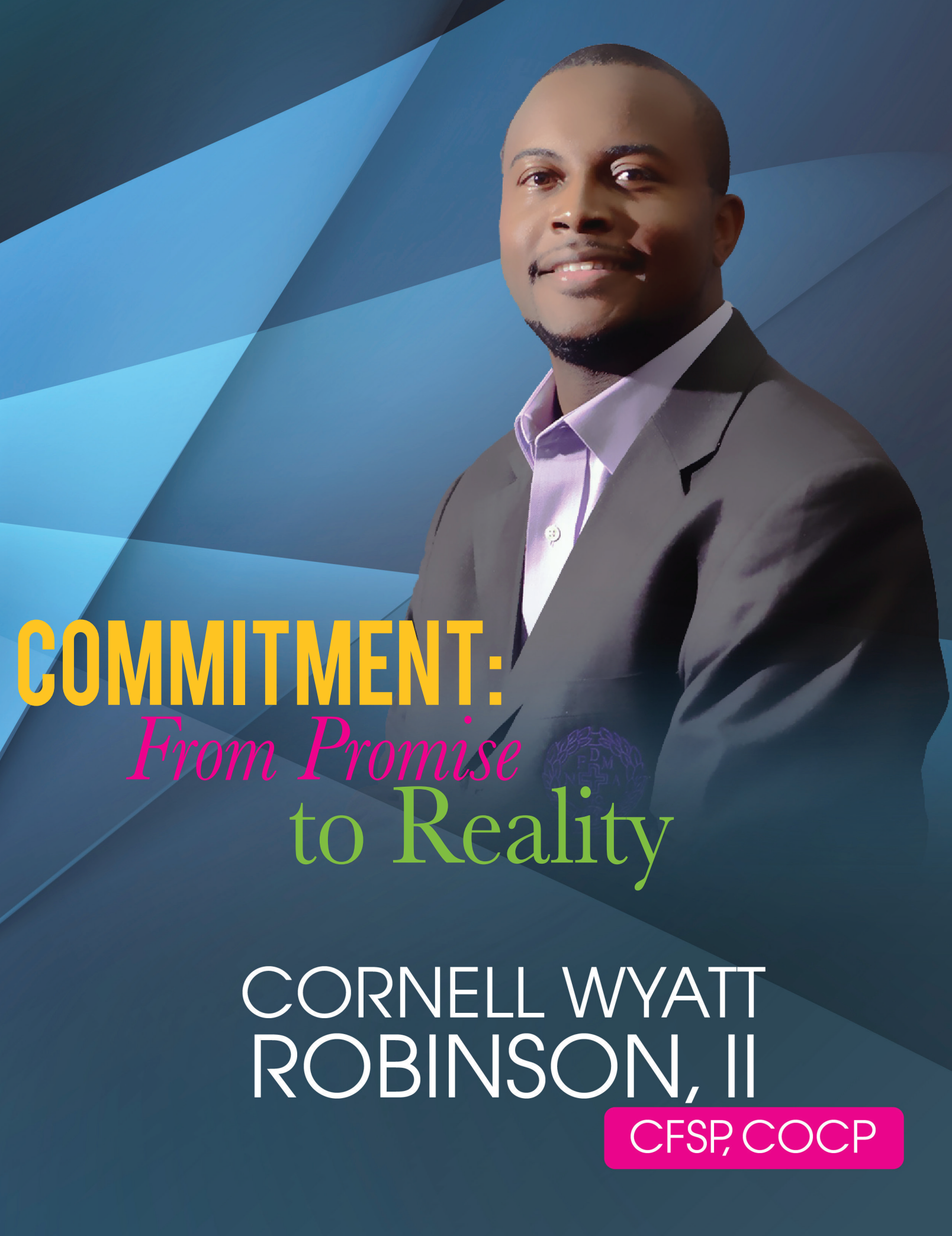
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COMMITMENT:

From Promise

to Reality

CORNELL WYATT
ROBINSON, II

CFSP, COCP



Promise: a declaration or assurance that one will do a particular thing or that a particular thing will happen. Reality: the world or the state of things as they actually exist, as opposed to an idealistic or notional idea of them. In August of 2016, the National Funeral Directors and Morticians Association, Inc., celebrated 92 Years of Continued Service at the 79th Annual National Convention and Exposition. This momentous occasion, hosted in Richmond, Virginia, was experienced by over 1,000 members, guests, students, apprentices, teenagers, youth and exhibitors from all across the United States, US Virgin Islands, Jamaica, Canada, Nigeria and South Africa.

The National Family Worship Service was held at St. Paul's Baptist Church led by Senior Pastor, Reverend Lance Watson on Sunday, July 31, 2016. Pastor Watson's great enthusiasm for God's Word and people was enjoyed by those in attendance. At the conclusion of the worship service, St. Paul's, along with the Virginia Morticians Association and the City of Richmond, hosted our **ANNUAL STOP THE VIOLENCE** Rally and Press Conference with remarks from national and local government officials, the National Funeral Directors and Morticians Association, the Virginia Morticians Association and the community. The association has promised to put its initiatives to work, stating that **ENOUGH IS ENOUGH!**

DECIDE! COMMIT! SUCCEED! The official convention opening ceremony was held on Monday, August 1, 2016. The ceremony was sponsored by The Chestnut Firm. Musical offerings were rendered by the NFDMA, Inc. choir & musicians and national recording artists, James Johnson and Ronnie VOP. The celebration culminated with an amazing keynote address, presented by the Honorable L. Douglas Wilder. Governor Wilder was the first African American to be elected governor in the United States of America.

Governor Wilder taught attendees the importance of knowing your history, centered around the theme, "Commitment: From Promise to Reality."

On the evening of Monday, August 1, 2016, the association invited all of our international attendees to the International Ambassadors Reception. In essence, The National Funeral Directors & Morticians Association, Inc. has become the "International NFDMA, Inc." Special thanks to our new International Ambassador, Dr. Edith Churchman, CFSP.

The Virginia Morticians Association, Inc. proudly welcomed everyone to Richmond with two sold out events. On Saturday, July 30, 2016, they presented A Saturday Night of Sophisticated Fun, featuring the Trademark Band & Show. This event was sponsored by ABM Funding, Inc. The celebration continued on Monday, August 1, 2016 with "Let's Live, Love and Laugh," a comedy show sponsored by the Kelley Law Firm, featuring, Damon Williams, Guy Torry and Cocoa Brown.

On Tuesday, August 2, 2016, the 2016 Robert H. Miller Professional of the Year Award was presented to Talitha A. Thomas, CFSP. Ms. Thomas, a licensed funeral director & embalmer at Beasley Funeral Home in Greenville, South Carolina, is also a member of the South Carolina Morticians Association, Inc. and Chair Emeritus of the NFDMA, Inc. National Association of Young Entrepreneurs (NAYE). The celebratory evening was commemorated by over 700 members and friends of the association.

Stewart, Seay and Felton Trial Attorneys supported one of the oldest African American professions in history and saluted the National Funeral Directors and Morticians Association's 79th Annual National Convention by sponsoring, "The Funeral Profession on the Horizon and Mortuary Education Day" on Wednesday, August 3, 2016. At the conclusion on

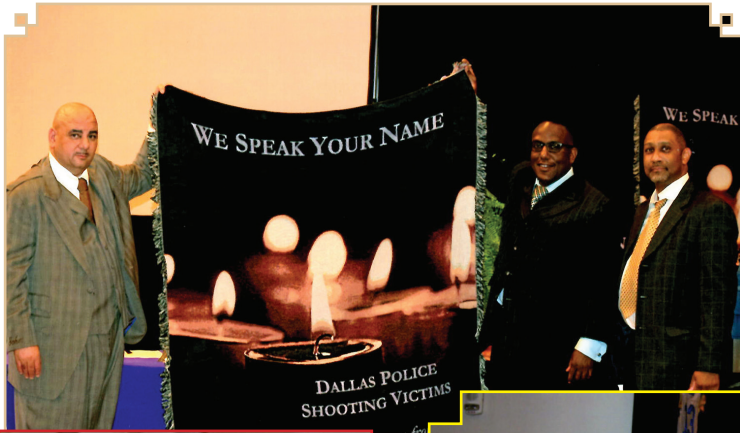
Convention 2016



Wednesday's educational and business sessions, we celebrated the 65th National President, Alexander C. Wynn, III, CFSP, COCP with a Crimson & Cream Linen Affair.

Wednesday was also the day that the association committed to working together to end world hunger. One in every nine people on our planet go to bed hungry each night. In conjunction with, the Dunk Law Firm, NFDMA, Inc. Ladies Auxiliary and NFDMA, Inc. 40 & Under Funeral Directors, we were able to prepare packages that fed over 10,000 people.

NFDMA, Inc. acknowledges the great contributions of our thought-provoking educational presenters: The Richmond Medical Examiner's Office, Mike Nicodemus, Carole Jones Banks, Governor L. Douglas Wilder, Ladies Auxiliary of the Richmond Funeral Directors Association, Barry Maher, Eddie Frances, Craig Tregillus, Don Brown, CFSP, Karl Weisenbeck, Dr. Dorothy J. Thomas, the 100 Black Women of Funeral Service, Kevin Kelley, Esq., Patty Hutcheson, CFSP, Cheryl V. Anderson, CFSP, Kirk E. Elliott, Stephen R. Kemp, CFSP and Mark E. Fisher.



An excellent exposition was presented on Tuesday, August 2, 2016 and Wednesday, August 3, 2016. The expo opened with the traditional ribbon cutting ceremony and greetings from the NFDMA Executive Committee and featured The James Johnson Trio. Attendees enjoyed a two-day showcase of our industry's best products and services. Special thanks to the many exhibitors and sponsors, especially our new exhibitors. The sentiment was that the expo was second to none and a complete success! Exhibitors raved about the excitement and attendance in the exhibit hall. The

NFDMA show was very engaging, professional and an asset to the industry.

The 80th Annual National Convention and Exposition will be held in Myrtle Beach, South Carolina, July 29, 2017-August 3, 2017. The association will convene with this thought in mind, "Commitment: A Diverse Community!"



bridging GENERATIONAL gaps

The NFDMA, Inc. 40 & Under Funeral Directors is an official committee of the National Funeral Directors & Morticians Association, Inc. It is a committee comprised of licensed funeral directors, embalmers and morticians; apprentice funeral directors, embalmers and morticians; and students at an accredited mortuary school, all aged 40 & under. The committee is dedicated to enhancing the membership of the National Funeral Directors & Morticians Association, Inc., bridging generational gaps and providing networking and business opportunities. NFDMA, Inc. 40 & Under Funeral Directors hosted the annual Mortuary Education Day on Wednesday, August 3, 2016. The day included: a community service project with Stop Hunger Now ® and two educational presentations. Special thanks to: Brian Myers, Brian Wilson, Robert Beck, Ephram Stephens and Rickey Williams for serving as panelists for the Mortuary Education Day Discussion Seminar, facilitated by Braxton Turner. The evening ended with a special outing for the attendees held at Uptown Alley, sponsored by VMA, Inc. 40 & Under Funeral Directors and the Witherspoon Law Group.

REGISTRATION
TODAY

NATIONAL FUNERAL DIRECTORS &
MORTICIANS ASSOCIATION, INC. PRESENTS

2017

Enrichment & Leadership Summit

SUPER BOWL PARTY
FEBRUARY 5, 2017

THE MASQUERADE BALL
FEBRUARY 7, 2017

FEBRUARY 5-7, 2017
ATLANTA, GEORGIA

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ATLANTA DOWNTOWN

Hosted By:
NFDMA, Inc. 40 & Under
Funeral Directors





Obsequies

Into your hands, Father of mercies, we commend our brothers and sisters in the sure and certain hope that, together with all who have died in Christ, they will rise with Him on the last day. We give you thanks for the blessings which you bestowed upon them in this life: they are signs to us of your goodness and of our fellowship with the saints in Christ.

Merciful Lord, turn toward us and listen to our prayers: open the gates of paradise to your servants and help us who remain to comfort one another with assurances of faith, until we all meet in Christ and are with you and with our brothers and sisters forever.

To you, O Lord, we commend the souls of your servants; in the sight of this world they are now dead; in your sight may they live forever.

Forgive whatever sins they committed through human weakness and in your goodness grant them everlasting peace. We ask this through Christ our Lord.

Amen

An observance of the National Inter-Faith Service of Remembrance, to honor and reflect on the lives of the National Funeral Directors & Morticians Association's deceased members, friends and colleagues was celebrated on Sunday Evening, July 31, 2016. The celebration entitled, "Obsequies" was dedicated to the memory of Association Members, Claybon Jerome Edwards (Georgia), Deacon Paul Anthony Robinson (Indiana), Kenneth Irvin Roberson (Mississippi), Charles Alfred Woodcox (Missouri), Millicent Cranford (New York), Melvin D. Thompson (New York), Larry Floyd (North Carolina), Reverend Dr. Tyrone P. Jones, III, CFSP (North Carolina), Samuel Phuti Phukubje (South Africa), Freddie Faison (South Carolina), Reverend Wallace J. McKnight, Sr. (South Carolina), Elder Kevin T. Thomas (South Carolina) and Bernard O. Ames (Virginia). The association also honored the lives of the 49 Orlando Pulse shooting victims, three Baton Rouge Police Officers, Alton Sterling (Louisiana), Philando Castile (Minnesota), five Dallas Police Officers and the many lives that have been lost to violence across the United States of America.

This service included songs of inspiration by the NFDMA, Inc. National Choir & Musicians and Recording Artist, David Scott; messages of peace and comfort from Bishop Russell A. Wright, Sr., Reverend Dwight O. Steele, Sr. and Reverend Ephram Stephens. This celebration of life was co-sponsored with humble appreciation from Lincoln Factoring & Wilson Financial Group and in partnership with Funeral Home Gifts, Going Home Ministries and BerylMartin.



Obsequies

GEORGIA

CLAYBON JEROME EDWARDS
C. J. EDWARDS FUNERAL HOME – FORT VALLEY, GEORGIA
Association Member



INDIANA

DEACON PAUL ANTHONY ROBINSON

HOUSE OF ROBINSON FUNERAL HOME – GARY, INDIANA
Association Member



MISSISSIPPI

KENNETH IRVIN ROBERSON
KENNETH I. ROBERSON FUNERAL HOME – PONTOTOC, MISSISSIPPI



KENNETH I. ROBERSON FUNERAL HOME – BATESVILLE, MISSISSIPPI
Association Member

DISTRICT VI GOVERNOR MISSOURI

CHARLES ALFRED WOODCOX
WILLIAM C. HARRIS, JR.
FUNERAL DIRECTORS – ST. LOUIS, MISSOURI
Association Member



NEW YORK

MILLICENT CRANFORD
MILES FUNERAL HOME – BROOKLYN, NEW YORK
Association Member



NEW YORK

MELVIN D. THOMPSON
L. H. WOODWARD FUNERAL HOME – BROOKLYN, NEW YORK
Association Member
Father of Vicki Simmons
Father of Lynda Lindsay



NORTH CAROLINA

LARRY FLOYD
L. E. FLOYD FUNERAL HOME – RED SPRINGS, NORTH CAROLINA
Association Member



NORTH CAROLINA

REV. DR. TYRONE P. JONES, III, CFSP
EDWARDS FUNERAL HOME – WILSON, NORTH CAROLINA
Association Member
Husband of Angela R. Edwards Jones



SOUTH AFRICA

SAMUEL PHUTI PHUKUBJE
PHUTI FUNERAL MINISTRY GROUP PTY LTD – SOUTH AFRICA
Association International Member

SOUTH CAROLINA

FREDDIE FAISON
REDMOND-RICHARDSON FUNERAL HOME – KINGSTREE, SOUTH CAROLINA



SAMUELS & RICHARDSON FUNERAL HOME – LAKE CITY, SOUTH CAROLINA
Association Member

SOUTH CAROLINA

REV. WALLACE J. MCKNIGHT, SR.
MCKNIGHT-FRASER FUNERAL HOMES – GEORGETOWN, SOUTH CAROLINA



MCKNIGHT-FRASER FUNERAL HOMES – ANDREWS, SOUTH CAROLINA

MORNING GLORY CEMETERY – ANDREWS, SOUTH CAROLINA
Association Member
Father of Wallace J. McKnight, Jr.
Father of Walleeta J. Thornton
Father-In-Law of Roberta W. McKnight

SOUTH CAROLINA

ELDER KEVIN T. THOMAS
HOUSE OF THOMAS FUNERAL HOME – DILLON, SOUTH CAROLINA
Association Member



NFDMA, Inc. Election Commission
Assistant Commissioner
Father of Kevin Justin Thomas

VIRGINIA

BERNARD O. AMES
AMES FUNERAL HOME – MANASSAS, VIRGINIA
Association Member



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NATIONAL FUNERAL DIRECTORS & MORTICIANS ASSOCIATION, INC.

2017 ANNUAL HOUSE OF REPRESENTATIVES MEETING

TENTATIVE AGENDA

SATURDAY, APRIL 22, 2017

3:00PM—7:00PM Registration Open

3:00PM—9:00PM Committee Meetings

Available for individual committee meetings. Please contact Mrs. Valeria S. Clark at the National Office to reserve a meeting time at (770) 969-0064

SUNDAY, APRIL 23, 2017

8:00AM—10:00AM Registration Open

8:00AM—9:00PM Committee Meetings

Available for individual committee meetings. Please contact Mrs. Valeria S. Clark at the National Office to reserve a meeting time at (770) 969-0064

9:00AM—9:45AM NFDMA Choir Rehearsal

10:00AM—11:00AM Annual Spring Worship Service

A Beachfront Worship Celebration The Worship Service will be held onsite at the hotel

12:00Noon—2:30PM Executive Committee Meeting

12:00Noon—2:30PM Lunch On Your Own

Please be back in time for the 3:00PM mandatory board of directors meeting

12:00PM—5:00PM Registration Open

3:00PM—5:00PM Board of Directors Meeting (includes 1 CEU)

*****Badge Required For Entry*****

This session is open to ALL members. It is mandatory for Board Members. Board Members have voting rights.

8:00PM An International Commitment Welcome Reception

MONDAY, APRIL 24, 2017

8:00AM—9:00AM Daily Devotional Service

8:00AM—4:00PM Registration Open

9:30AM—12:30PM Opening Business Session—House of Representatives Meeting

*****Badge Required For Entry*****

This session is open to ALL members. It is mandatory for Board Members and Voting Delegates. Board Members and Voting Delegates have voting rights.

12:30PM—2:00PM Lunch On Your Own



2:00PM—3:30PM

Educational Workshop — 1.5 CEUs
A Funeral Service Cultural Exchange”
Presented In Conjunction with the NFDMA, Inc. Education Commission & Members from Jamaica

4:00PM—5:00PM

Past Presidents’ Buzz Session

This session is for NFDMA, Inc. Past National Presidents Only

4:00PM—5:00PM

NFDMA, Inc. Ladies Auxiliary Board Meeting

TUESDAY, APRIL 25, 2017

8:00AM—9:00AM

Daily Devotional Service

8:00AM—10:00AM

Registration Open

9:30AM—12:00Noon

Closing Business Session—House of Representatives Meeting (includes 1 CEU)

*****Badge Required For Entry*****

This session is open to ALL members. It is mandatory for Board Members and Voting Delegates. Board Members and Voting Delegates have voting rights.

12:00Noon—1:30PM

Annual Association Recognition Luncheon

Membership, State Charter, Life Membership & 50 Year Membership Recognition Ceremony

REGISTRATION INFORMATION

Pre-Registration Fee

(Includes all educational sessions, planned meal functions and special events, except where noted)

Licensed Members	\$200.00
Guests (no CEU credit)	\$150.00
Apprentice Members	\$75.00
Student Members	\$50.00
Licensed Non-Members	\$300.00
Student/Apprentice Non-Members	\$125.00

Onsite Registration Fee

(Includes all educational sessions, planned meal functions and special events, except where noted)

Licensed Members	\$300.00
Guests (no CEU credit)	\$250.00
Apprentice Members	\$75.00
Student Members	\$50.00
Licensed Non-Members	\$400.00
Student/Apprentice Non-Members	\$125.00

Guest(s) Information

Your registered guest(s) will be entitled to attend planned meal functions, special events and non-meeting related activities (except where noted). They may also attend any educational session, however No CEU Credit will be granted for guests.

Payment Method

Checks and credit cards are accepted for all pre-registrations. All pre-registrations must be done by Wednesday, March 22, 2017. On-site registrations are payable via credit card ONLY.



RESERVATIONS PROCESS:

All reservations should be made by March 22, 2017. Reservations can be made several ways via our website at www.nfdma.com or the Hilton website at www.hilton.com or through the Hilton Reservations Department at 1-866-799-3670, 1-866-799-3656 or 1-866-953-4772. Please be sure that guests enter the **special group code ZZNFDM** whether through a call or online to receive the group rate(s). This code can and must only be entered at a group code filter; the code does not work at a filter for promotion/offer code.

PLEASE NOTE: AT THE TIME OF BOOKING, A ONE (1) NIGHT DEPOSIT WILL BE CHARGED TO YOUR CREDIT/DEBIT CARD!

OCEANFRONT VIEW 1 KING BED	rates from 269.00 USD/Night
OCEANFRONT VIEW 2 QUEEN	rates from 269.00 USD/Night
RESORT VIEW 1 KING BED	rates from 269.00 USD/Night
RESORT VIEW 2 QUEEN BEDS	rates from 269.00 USD/Night
PARTIAL OCEAN VIEW 1 KING	rates from 269.00 USD/Night
PARTIAL OCEAN VIEW 2 QUEEN	rates from 269.00 USD/Night
CARIBBEAN SUITE 1 KING BED	rates from 569.00 USD/Night
PARLOR (Royal Suite)	rates from 869.00 USD/Night

THINGS TO KNOW

April is warm in Montego Bay, Jamaica, with a little more rain possible, as we head towards the start of the wet season. You can expect a pleasant 78°F average during the day, with a high of around 84°F.

The sun shines for a brilliant 10 hours per day in April, meaning a tan is certainly on the cards, with a very warm sea temperature of around 81°F, making swimming and water-sports a great idea for cooling off in the heat.

YOU MUST HAVE A PASSPORT FOR THE 2017 HOUSE OF REPRESENTATIVES MEETING!

PASSPORT VALIDITY:

Must be valid at the time of entry and exit.

BLANK PASSPORT PAGES:

One page required for a Jamaican entry stamp.

TOURIST VISA REQUIRED:

Only for a stay exceeding 90 days.

VACCINATIONS:

None required

CURRENCY RESTRICTIONS FOR ENTRY:

\$10,000 USD

CURRENCY RESTRICTIONS FOR EXIT:

None

FYI: 1 US Dollar equals 129.35 Jamaican Dollars



GET the FACTS



NATIONAL FUNERAL DIRECTORS & MORTICIANS ASSOCIATION, INC.
PURPOSE | OBJECTIVES | MEMBERSHIP CLASSIFICATIONS & BENEFITS | GOVERNMENT | MEETINGS

PURPOSE

The National Funeral Directors and Morticians Association, Inc. is a membership association of professional funeral directors and morticians, whose members and members-at-large are also members of State Associations.

OBJECTIVES

The objectives of the Association are:

- To foster research, conduct seminars and workshops and investigate funeral practices;
- To develop and maintain standards of conduct designed to improve the business conditions of its members and to maintain high standards of service for the benefit of the public;
- To provide a continuing program of service and to develop and disseminate information beneficial to members and the public at-large;
- To represent the common professional and business interests of its members before various federal, state and local legislative, administrative and judicial bodies;
- To engage in any other activities consistent with the enumerated purposes and objectives of this Association.

MEMBERSHIP CLASSIFICATIONS

- | | |
|-----------------------------|-------------------|
| • General Member | • Member-At-Large |
| • Selective Member-At-Large | • Firm Member |
| • Voting Life Member | • Mortuary School |
| • Apprentice Member | • Student Member |

Membership is offered under the following conditions:

GENERAL MEMBERSHIP - To become a general member of NFDMA, Inc. you must present this form and payment to the state association in which you serve. (Other State and local dues may be assessed)

AT-LARGE MEMBERSHIP - Where there is no existing State Association, Licensed Funeral Directors, Morticians, Embalmers and/or Certified Funeral Service Practitioners may become Members-At-Large of NFDMA by mailing in this form and payment to the national office.





SELECTIVE AT-LARGE MEMBERSHIP - If a licensed funeral director, mortician and/or embalmer chooses not to associate with their chartered State Association, those individuals may become Selective Members-At-Large of this association by making written application and paying the required dues and assessments directly to the National Headquarters.

ALL OF THESE MEMBER TYPES MUST FORWARD A COPY OF THEIR STATE ISSUED FUNERAL SERVICE LICENSES AND A CURRENT PHOTOGRAPH, BEFORE MEMBERSHIP WILL BE APPROVED

The General Membership & At-Large Membership fee is \$350.00, payable to NFDMA, Inc.

The Selective At-Large Membership fee is \$450.00, payable to NFDMA, Inc.

STUDENT MEMBERSHIP - To become a student member of NFDMA, Inc. you must submit this form and all necessary documents to NFDMA, Inc. National Headquarters.

ALL STUDENTS MUST FORWARD A COPY OF THEIR COLLEGE ISSUED STUDENT ID AND A CURRENT PHOTOGRAPH, BEFORE MEMBERSHIP WILL BE APPROVED. *ONLINE STUDENTS MUST SUBMIT A LETTER FROM COLLEGE OFFICIAL.

The Student Membership fee is complimentary for one year and \$25.00 thereafter or until Apprenticeship License is issued, payable to NFDMA, Inc.

APPRENTICE MEMBERSHIP -To become a student member of NFDMA, Inc. you must submit this form and all necessary documents to NFDMA, Inc. National Headquarters.

ALL APPRENTICES MUST FORWARD A COPY OF THEIR STATE ISSUED LICENSE AND A CURRENT PHOTOGRAPH, BEFORE MEMBERSHIP WILL BE APPROVED.

The Apprentice Membership fee is complimentary for one year and \$75.00 thereafter or until state license is issued, payable to NFDMA, Inc.

INTERNATIONAL MEMBERSHIP - To become an international member of NFDMA, Inc. you must present this form and payment to the District Governor in the area in which you serve.

District IX

US Virgin Islands, Bermuda, West Indies, Caribbean

Cameka Campbell-Green, District Governor camekagreen1@gmail.com

District X

South Africa Yongama Quma, District Governor yongama@me.com

District XI

Nigeria Taiwo Ajibade Ogunsola, MBIE, CFSP, CCO, District Governor nifemi@tosfunerals.com

District XII

Other African Countries & England Simon Boikanyo, CFSP – District Governor simon@boikanyos.co.za



GOVERNMENT

House of Representatives

The House of Representatives is the legislative body of the Association. It is comprised of one representative for each twenty-five members of a state association, all elected and appointed officers, members-at-large, state association presidents and secretaries, district governors, chairpersons of all standing committees, past national presidents and national life members as of April 2001. These persons are duly certified by the House Rules and Credentials Committee.

Districts

The state associations are grouped into twelve geographical districts whose affairs are coordinated by a district governor appointed by the general president.

Board of Directors

The Board of Directors has general charge and management of the affairs, funds and property of the Association. The board is comprised of all national elected and appointed officers, state association presidents and secretaries, district governors, chairpersons of all standing committees, past national presidents and national life members as of April 2001.

Executive Committee

The executive committee consists of all national elected officers.

Elected Officers

Chairman of the Board
National President
Vice President
Corporate Clerk of the House
Treasurer

Appointed Officers

Sergeant-At-Arms
District Governors
Chaplain
Parliamentarian

MEMBERSHIP BENEFITS

Benefit As A Member Members in the association enjoy access to a rich assortment of benefits to help them become a better professional and assist with advocacy for the rule of law in Washington, D.C. and around the world. Enhance professional credibility to peers and employers by affiliation with the National Funeral Directors and Morticians Association, Inc.

Continuing Education Programs (CEU) – Provide a Minimum of 40 Per/Year Provide state required CEU credits to enrich professional and personal growth. Benefit from the value of in-person, association educational events provided by local chapter, state society, and national meetings.

\$100 per hour = \$4,000.00



Continue Education Retrievals

All states required courses and CEU requirements are posted online when members complete course. Receive instant CE Certification – Members can simply manage CE credits and certificates in one place. \$25.00

Content and Inbound Marketing

Multimedia capture of events, seminars and webinars. \$100 per hour

Professional Development Parliamentary Procedures – Leadership Training – Editing – Assist in finding speakers for CEU credits – Staff Training \$100 per hour

DISCOUNTS

Airlines

Delta Airlines – Sky Bonus Association Account Number is US0012254

(Note: You will also receive your individual Sky Miles) - Discount Code: NMMCM

Rent-A-Car Discounts

Avis – Call the national office for NFDMA number.

Enterprise – When booking with Delta Airlines, you receive no mileage. You receive 25% discount on rental

NFDMA Mobile APP—Mobile devices, featuring on-demand downloads and media creation to initiate ongoing conversation, engagement, and one-touch response and sharing. \$100.00

NFDMA Mobile Texting—Text NFDMA and in the message section type 72727 to receive updated information about NFDMA. \$100.00

Webinars—NFDMA webinars are used to share an audio-visual presentation in a seminar-style format. The format can vary, such as a one-way prerecorded lecture or an interactive workshop that can be responded to in real-time. The primary purpose of a webinar is to present a topic that is engaging, relevant and informative to others; however, some presenters may use webinars to network and/or to provide CEU credits. \$200.00

State Liability Insurance

Recommendation and assist with getting quotes from insurance companies when holding meetings in hotels or convention centers. \$150.00

Legislative Updates Avoid legal trouble and lessen tax burden by staying up to date on regulations. \$150.00

Political Action Committee (PAC)

Public Service and Government Affairs – Meeting with National Congressmen and Senators – Assist in developing State PAC committee. \$250.00

OSHA and FTC UPDATES OSHA and FTC training assistance with compliance information and material. \$100 per hour

Access to Top Industry Suppliers Save time, money, and headaches in searching for best vendor. \$150.00

The Scope A Professional Magazine – 4 Issues – Get first-hand access to the funeral industry news, and continuing education articles. \$59.95

Monthly Electronic Newsletters



Monthly information about the association and any monthly updates on funeral industry news. \$120.00

Computer Hardware and Software Purchase Referral

Technicians available to assist in referrals to purchase the correct hardware and software to promote business. \$150.00

Computer Training & Purchases Referral

Technicians available to assist in purchasing computers and recommendation for training. \$150.00

Business and Social Networking

Staff will assist members in developing a social media network, i.e.: Facebook, Twitter, LinkedIn, Pinterest, and Instagram. \$150.00

Teleconference Setup Information

The association has set up a program for members to do meetings via telephone conference calls. \$25.00 per call

NFDMA Website To improve member's participation and retention, create online forums and vehicles that invite members to collaborate and contribute. \$100.00

Membership Directory

Access to national members affiliated with NFDMA, Inc. and member's referral program. \$935.00

Proud NFDMA Member Logo

Members will receive a NFDMA, Inc. logo for one vehicle and can legally place the logo on their website. \$75.00

Surveys and Reports Information Periodically the association will give surveys on issues within the funeral industry. Members will have privilege to the results. \$150.00

ASCAP Music License Discount Fees Members will receive discounts on Music License (BMI). Call the National office for details. \$100.00

Legal Assistance Referral The association will provide a list of attorneys that are in partnership with attorneys across the country. \$150.00

Below is a list of attorneys that partner with NFDMA:

Chestnut Firm
Porter Law Firm

Dunk Law Firm
Stewart, Seay, Felton Trail Attorneys

Kelly Law Firm
Witherspoon Law Group

Assistance with creating and reviewing GPL (General Price List) A professional is available to help members to create and review General Price List with FTC guidelines. \$500.00

Assistance with creating your business website NFDMA, Inc. refers partners from varied companies that help members develop a productive website. \$150.00

Incorporation and Business Plan preparation referral NFDMA, Inc. refers partners from varied companies that help members develop a business plan. \$150.00



Meeting Planner's Assistance National office staff is available to give assistance to states for planning a meeting and if needed, provide referrals for outside sources. \$1,200.00

Assistance with Marketing Program Referrals are available to assist members in developing a marketing program. \$150.00

Funeral Service Credit Union—Call 217-546-5480 or visit NFDMA website. \$100.00

Assistance with CPC, COCP and CFSP Certification An applicant must be currently licensed by a state licensing authority to practice funeral service. A staff member will assist members with the application process. \$100.00

NFDMA Career Centre Members may post their resume for free, review job openings and post a job opening in their funeral home. \$150.00

Other Member Discounts NFDMA members receive discounts on a variety of offerings, including webinars, and discounts on certain conferences within the industry. \$200.00

VALUE OF YOUR MEMBERSHIP \$10,289.95

DECIDE!

COMMIT!

SUCCEED!

For More Information: visit our website at www.nfdma.com or email us at nfdma@nfdma.com

In Loving Memory of

*Elder Raymond J. Hamilton
Servant of God,
Well Done!*

*And I heard a voice from Heaven
saying unto me,*

*Write, Blessed are the dead which die in the Lord from
henceforth;*

*Yea, saith the Spirit, that they may rest from their labours;
and their works do follow them.*

Revelation 14:13



DISTRICT 3 TRI-STATE EDUCATIONAL SEMINAR



North Carolina • South Carolina • Tennessee

January 29-30, 2017

Hilton North Raleigh | Midtown Hotel
3415 Wake Forest Road
Raleigh, North Carolina 27609
919 719-4924

Pre-Registration info:

Members: \$75.00
Non-Members: \$85.00

Onsite Registration:

Members: \$90.00
Non-Members: \$100.00

Registered Apprentices and Students:

\$45.00 (must have current state/student ID)

**Flat Screen TV Raffle Entry with Registration,
must be present to win**



NATIONAL FUNERAL DIRECTORS &
MORTICIANS ASSOCIATION, INC.



12 Things I Wish I Knew Before I Became a Funeral Director

This job isn't sad all the time — seriously.

By Arielle Pardes

1. The job is physically and emotionally draining. If we're doing two funerals in a day, I'm going to be on my feet moving flowers and carrying caskets to set everything up. You're also sometimes on call during the middle of the night — not every hospital has a refrigeration system to keep bodies overnight — which can eat into your sleep schedule. It's emotionally exhausting as well. A lot of deaths are from nursing homes and people under hospice care, but we do get calls to pick up children and victims of trauma.

2. But it isn't always morose. Even though the families we care for are in mourning, really funny situations can arise in times of death. If Dad was a funny character and died in a natural, expected way, we sometimes get his children who sit in the room and banter like, "If Dad were here, he'd think this was hilarious." Sometimes we get cases where someone has preplanned their funeral and written down some kind of funny, odd request; one time, a woman left extensive, handwritten

instructions on what she wanted at her funeral but ended with "...but do what you want." Those situations aren't so bad, and it usually leads to stories about what kind of person they were in life and how, even after death, their personality still lives on.

3. Of course, there are many times when you will get really sad. If you're not comfortable being around crying people, this is not the job for you. That said, there are times when I've cried at our funerals. Some situations are just so sad and poignant that you can't be a human with emotions and not cry. You just can't break down every time. We see family members having breakdowns on a daily basis, and you have to remain professional and just hand them a tissue box. Otherwise they're like, "Why are you crying?"

4. You have to be good at science and business. Studying mortuary sciences, you learn the history of funeral services, merchandising, and management courses, as well as embalming chemistry, pathology, and restorative art courses. You can choose to focus on funeral directing

or embalming, but the best people in this industry know both how to meet with clients and make arrangements for a ceremony and skillfully embalm a body.

5. Embalming is part art, part science. Embalming is basically the process of preserving and disinfecting a dead human body. You're in charge of how this person will look when people say their good-byes, so there's a lot of pressure to make them look as natural and peaceful as possible. Sometimes people die with wounds or tumors, and we can remove those if a family requests it and smooth them out with wax.

6. You won't work regular hours. I started my career at a mortuary service, where we did "removals" [picking up a dead body] and embalming. That was an on-call schedule, meaning I had to be ready for dispatch at any moment for 48 hours at a time to pick up bodies from hospitals, homes, or wherever someone died. For me, that wasn't sustainable. Now I work at a full-service funeral home where I work weekdays plus every third weekend.



There has to be someone available at all times, because death — like birth — does not happen between the hours of 9 and 5.

7. You can't always understand someone else's grief, but you can validate their feelings. I'm currently working on my master's degree in thanatology — the scientific study of death, dying, grief, and bereavement — to learn more about how people mourn, but no matter how much you study, you can never be fully prepared for who's going to walk in the door. Every family is different, and everyone deals with their grief differently. On one occasion, I had a person talk to me about wanting to end her own life after the loss of her child. I listened to her, validated her feelings, and ensured her that those feelings were normal, while also adding that ending her life was not something she should do today. People will say weird, vulnerable things to you, and the best thing to do is just let them know that what they're feeling is normal, because there's no one way that you're supposed to grieve. Sometimes, I do refer people to grief support groups. I think a lot of people feel like they're the only ones going through their situation and in reality, they're not; it just seems that way because no one wants to talk about the turmoil that happens after a family member dies.

8. Sometimes, people will take their frustration out on you. For some people, grief means getting mad at everything. We have families who are mad about how long something takes, they're mad that it costs money to die, they're mad at their family, they're mad that their loved one has died. We try to be as understanding and gracious as possible, but when people get in our face, we gently remind them that we're doing the best we can to help them.

9. Finding an outlet for your emotions is essential. It's important to find a way to unwind at the end of the day. For me, that's exercise. I've been working out consistently for 11 years doing everything from strength training in gyms to distance running and marathons. If I bring work frustrations home, I take them out on the barbell. I've hit a few personal records that way! I also like listening to pop music at work, while I'm embalming or doing paperwork, and I have friends who can always make me laugh at the end of a difficult day.

10. Asking someone to pay the bill is really awkward. It's hard to talk about money when people are in so much pain. It took awhile for me to appreciate how much work goes into the operation and it's very stressful work. Once I came to that realization, it became a little easier for me to get

down to the bottom line and ask, "And how are you going to be paying?"

11. Being around dead people all the time will probably change the way you feel about death. Some funeral directors say the job normalizes death for them. I'm still one of those people who would rather live forever. I don't want to die in a car accident, because I've seen people who died in car accidents, and I don't want that to be me. If it's an icy day and we're out driving, I'm a horrible person to drive with, because I'm always like, "You know how many people die from car accidents on icy roads?"

12. At the end of the day, you're helping people get through something. Our job can feel almost like a version of grief counseling. People are, in most cases, really thankful for what we've done. Even during the really difficult funerals, people will tell us, "Thank you for taking care of this and taking care of us." It can feel like a lot of pressure, but when you know you've put in good work and helped people get through a horrible time, it makes everything feel worthwhile.

Jamie Reed is a funeral director in Oklahoma.

Grief Management

FOR THE FUNERAL SERVICE PROFESSIONAL

THE PATHWAY TO SELF-CARE

As a country, we have seen death around every corner. Our minds tell us that death is the completion of the life cycle process. You are born, you live and you die. The progression is usually or normally associated with time and age. In the United States, life expectancy is on average, as of 2012 statistics for the Center for Disease Control, 78.8 years, with causes ranging from illness, accidents, natural and homicides. The 21st century has yielded another phenomenon, an unprecedented increase in the number of violent deaths among African American males, ranging in ages 13-45.

The African American community represents 13% of the population in the U.S., however, young African American males have been killed and dying at an epidemic level. The African American community is in a state of crisis, where death caused by self-inflicted violence, family violence and outside sources is prevalent... The Funeral Home Practitioner is the cornerstone of the community, bearing the brunt of the pain that it suffers and providing aid and support during its most vulnerable time.

This commentary sets the stage for the grief endured by, not only families after the death of a loved one, but the challenges faced by the Funeral Home Professional and how they manage to cope with these occurrences. While grief is normal and natural, and clearly the most powerful of all emotions, it is also the most neglected and misunderstood experience, often by both the grievers and those around them. Grief is defined as the emotional response to loss, which includes death. However, most of the information we have learned about dealing with loss is intellectual. There are several emotions associated with grief, and the Funeral Service Professional is confronted with these emotions at insurmountable levels (ie. sadness and or depression, anger and frustration, confusion and or indecisiveness).

In an effort to cope with these emotions, the Practitioner will sometimes develop behaviors that can impact their ability to discern personal boundaries. They may isolate from colleagues, family and friends. Sometimes this stress can result in the individual becoming a workaholic, which can lead to drinking

in excess, abusing prescription medication (pain medicine), neglecting physical health needs and participating in high risk behaviors. The stigma associated with being a Funeral Home Practitioner can lead to extreme stress in some cases. The 21st century has made substantial strides in reducing this stigma because of the involvement of the Funeral Home and its relationship with the community, association with political figures, membership in the NFDMA association and local colleges and universities. When pain boils over, “The Tea Pot” explodes.

Drugs, alcohol, and gambling, just to name a few, engulf the very fabric of our lives and community. The Funeral Service Professional is not excluded from excessive drinking, compulsive gambling and misusing drugs. Because these substances can appear to give temporary relief of pain, the consistent use can lead to addiction.

“Addiction is defined as a chronic, relapsing brain disease that is characterized by compulsive drug seeking and use, despite harmful consequences. It is considered a brain disease because drugs change the brain—they change its structure and how it works. They can be long lasting, and can lead to the harmful behaviors seen in people who abuse drugs.”

Source: Dr. N. Volkow –NIDA

I am sure you are wondering, how I will know that the tea pot is ready to explode or boil over. First, let’s look at something called “Burnout”. This is a state of emotional, mental and physical exhaustion caused by excessive and prolonged stress. As the stress continues, you begin to lose interest or motivation. It reduces your productivity and saps your energy, leaving you feeling helpless, hopeless, cynical and resentful. In addition to burnout, you can also experience periods of depression. It can make you feel sad, angry or empty. Recognizing these symptoms will help you

learn how to put in place positive coping skills versus negative ones that can only lead you down a path of destruction. Therefore, put together an action plan that will help you continue to help those you serve.

Developing a self-care plan is essential for those in such a high profiled and stressful environment. It is essential that those in this industry arm themselves with tools that will enhance both their physical and mental well-being. These are a few suggestions that might prove beneficial.

Develop a core group of colleagues that you trust. Meet frequently to discuss overwhelming events and helpful strategies.

Review your business plan and select a model that is less stressful, in addition to maintaining your revenue strength. Include a grief aftercare plan in your business plan. Your clients will thank you.

Seek the assistance from a Grief Counselor or Counselor when the need arises.

Practice having a balanced life. Spend more time with your family and friends. They will appreciate it as well as your clients and staff. You will be surprised at the change in your attitude when the love of family is manifested.

Implement a healthy regiment of diet and exercise. This will help in reducing or alleviating stress.

Remember, even though the industry is one that is shrouded with the pain and sufferings of others, embrace love and laughter. It brings peace to the heart and your clients and you will be the benefactor.



IN THE NEWS

FROM THE NFDMA EDUCATION COMMISSION

EDUCATION [,ejə'kāSHən] : *“the process of receiving or giving systematic instruction, especially at a school or university; the theory and practice of teaching; a body of knowledge acquired while being educated; information about or training in a particular field or subject; an enlightening experience”* (Oxford University Press, 2015).

The National Funeral Directors & Morticians Association Lending Library

A part of our ongoing effort to enhance the education arm of our great association, plans are being made to implement the *NFD&MA Lending Library*. We are currently undertaking the process of cataloging the books, CDs, and DVDs that are housed at our national headquarters office. Additionally, if you have items you would like to donate to the lending library, please send them to the national office. We are accepting books, cds, DVDs, rare papers, and journals that can be shared with your colleagues. Your name as a donor will be placed on or in each item you donate AND you will be recognized on a perpetual plaque in the headquarters office.

The procedure: The lending library catalog will appear in the education section of the national website. Members only will be able to order the items they wish to borrow for a 45 day period. We will ship the items to you along with a return shipping label. Cost for shipping will be based upon the number of items you borrow at one time. Failure to return borrowed items by the due date will incur a late fee equal to the replacement cost of the item. Stay tuned for additional information

The National Funeral Directors & Morticians Association Speakers Bureau

Beginning January 1, 2017, you will be able to access speaker's biographies, course titles, and syllabi that

were presented to NFDMA the prior year. This information will appear on the education section area of the national website. Use this information to assist your local, state, and district associations with procuring speakers for continuing education sessions. This is a great way to reach colleagues who may not have been able to attend the House Meeting or National Convention.

Download Your Continuing Education Credits

We are working diligently to post all CEUs earned during the national convention and remove duplicate CEUs from prior years. By December 31, your CEU record will be accurate and you may download it as proof for licensure. In the meantime, if you have questions or concerns about your CEU record, please do not hesitate to contact the national office.

We Are Doing Education

Education is one of the hallmarks of our great association. We welcome your suggestions for course offerings. We will continue our partnership with CANA to offer crematory operator training at a reduced cost. Our Education Institute is excited to have begun its General Managers Academy. As you can see, we are doing education for the benefit of our membership that we will be more knowledgeable and better at what we do as Funeral Service Licensees. The opportunities are endless!

Happy Learning!!

REFERENCE

<http://www.oxforddictionaries.com/us/>

Rhonda Keyes Pleasants, M.S., CFSP, CCO is the Education Commissioner of the National Funeral Directors and Morticians Association, Inc.

Reach out to her at rpleasants1@gmail.com or (804) 357-0776.



CATHERINE PAYNE SCHOLARSHIP PRESENTED TO GUPTON-JONES COLLEGE STUDENT



GRIEF

Continued from page 37

My latest book, *Down In the Valley – “Weeping May Endure For A Night”* states

The journey through the valley of the shadow of death does not end when a loved one dies...but rather is just beginning. How long will you linger down in the valley? How long until healing comes? How long will the pain and loneliness smother your heart and spirit? How long until God

speaks peace and healing, learning and growth to your soul? The answer, just like the experience of the journey itself, is different for everyone.

How grief manifest itself is different for every individual. The pain of loss should be confronted and embraced, allowing for acceptance or resolution to unfold. Always remember to take care of yourself first, then and only then will you be able to give the level and quality of care to the families you serve.

Dr. Dorothy J. Thomas
Certified Grief Recovery Specialist®

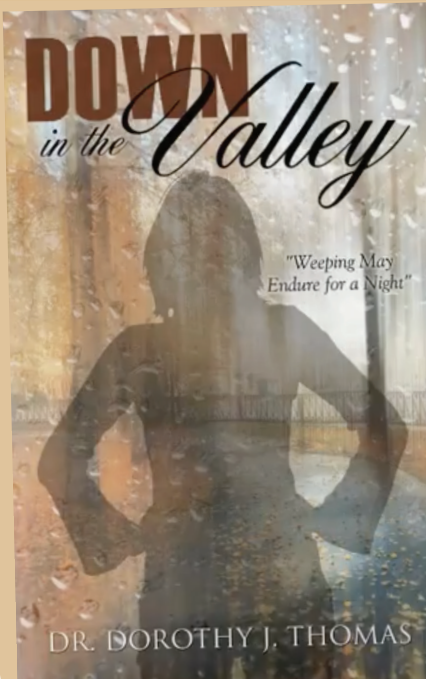
Dr. Dorothy J. Thomas
Consulting

www.drdorothyjthomas.com

d.thomas3@comcast.net

Sources:
www.NIDA.org
www.samhsa.org

Department of Health and Human Services
Grief Recovery Institute®



Through the generosity of individuals, companies and foundations, NFDMA is creating more college access and supporting programs for the academic success of mortuary students. Contributions above and beyond operating budgets provide the margin necessary for new scholarships, tutoring, advising and resources for teaching and learning. Amorian D. Simpson, a student from Gupton Jones College of Funeral Service was presented with the first scholarship named in memory of the NFDMA first female president, Catherine A. Payne.



TELEPHONE DOCTOR'S SIX CARDINAL RULES OF CUSTOMER SERVICE

By Nancy Friedman, Keynote speaker, Customer Service
Expert, President Telephone Doctor Customer Service

FACT: The best weapon for a small business against the BIG guys is Customer Service.

It's that simple.

We will pay more for better service! So if you're a small business owner and if you're looking for ways to improve, read on. Telephone Doctor, an international customer service training company headquartered in St. Louis, Missouri, believes in helping small businesses get better at communicating with their customers.

To get off on the right foot with your customers, whether you're a large or small retailer, whether your customers come to you via the phone or in person, here are the Telephone Doctor's Six Cardinal Rules of Customer Service.

Adapting these easy steps will make your day, and more importantly, make the customer's day a better experience for you and your company.

CARDINAL RULE # 1 – PEOPLE BEFORE PAPERWORK

When someone walks into your place of business, or

calls you while you're working on something, drop everything for that person. Remember, paper can wait, people should not. We've all been abused when we go shopping and been ignored and we know how that feels. Let's not abuse our own customers. Remember: People before paperwork.

CARDINAL RULE # 2 – RUSHING THREATENS CUSTOMERS

Sure, you may understand something real quick, but rushing the customer along will only lead to them feeling intimidated and you won't see them coming back to you. Take it easy. Remember, speed is not success! Trying to be "done" with a customer as quickly as possible is seen as being rude and uncaring. Take your time with each and every contact.

CARDINAL RULE # 3 – COMPANY JARGON

Ever get a report from a company and not understand it? Some companies have company jargon that makes the CIA wonder what's up. Be very careful not to use your own company jargon on your customers. You and your employees may understand it very well, but the customer may not. And you'll only cause a lot of unnecessary



confusion. Spell things out for your customers. Don't abbreviate. Remember, don't use military language on civilians.

CARDINAL RULE # 4 – DON'T BE TOO BUSY TO BE NICE

Hey, everyone's busy! That's what it's all about. Being busy does not give you carte blanche to be rude. Remember, you meet the same people coming down, as you do going up. They'll remember you. (What's worse than being busy? NOT being busy.)

CARDINAL RULE # 5 – "UH HUH" IS NOT 'THANK YOU' — "THERE YA GO" IS NOT 'YOU'RE WELCOME'

How often do you hear these slang phrases? We need to remember 'Thank you' and 'You're welcome' are beautiful words. The customer cannot hear them too often. However, if you're telling your customers to "have a nice day," please say it with meaning! I recently had a checkout clerk tell the FLOOR to have a nice day. She wouldn't look at me. Make eye contact when you're saying something nice.

CARDINAL RULE # 6 – BE FRIENDLY BEFORE YOU KNOW WHO IT IS

There's a good lesson to be learned here. The Telephone Doctor motto is: SMILE BEFORE you know who it is. It will earn you many classic customer service points. The customer needs to know you want to work with them, no matter who they are. Remember, sometimes it's way too late to smile and be friendly after you know who it is.

Any one of these tips will boost your customer service!

Nancy Friedman, president of Telephone Doctor Customer Service Training, is a featured keynote speaker in the funeral industry having spoken at SCI Direct, CANA, NFDA, ICCFA and many other state funeral associations. She is a subject matter expert on customer service and communication and the author of nine books on sales and customer service. Nancy is also the spokesperson in the popular Telephone Doctor online training programs. For a speaking demo and packet of Nancy call 314.291.1012 or visit www.nancyfriedman.com.

PRESS RELEASE

September 2016

Dr. Joseph A. Marsaglia

PIMS ANNOUNCES DEANS LIST

Pittsburgh Institute of Mortuary Science (PIMS) is pleased to recognize the following students who have been placed on the Dean's List for the summer trimester ending September 9, 2016.

This academic honor goes to those full-time students who have achieved a grade point average of 3.50 or better in this trimester of studies.

From Class #153:

Daniel Groff of Lancaster, PA; Charles Habecker of Elizabethtown, PA; Joshua Hornig of Mifflinburg, PA and Jordan Lenick of Hanover, PA.

From the Associate in Specialized Business Degree class:

Lance Carrier of Brookville, PA; Nicole Dobyne of Russell, PA; Justine Fye of Punxsutawney, PA; Madalyn King of Oil City, PA; Maria Koontz of Elizabethtown, PA; Keisha Lawson of Philadelphia, PA; Alexandra Natale of Reading, PA; Sierra Pryor of St. Marys, PA and Sarah Worthington of Philadelphia, PA.

Congratulations to PIMS honor students on their academic achievement.

*Pittsburgh Institute of Mortuary Science
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Pittsburgh, PA 15206
412-362-8500
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jmarsaglia@pims.edu*



Those “Aha” Moments

By: Shane A.S. Ritchie, CFSP

Have you ever had one of those “Aha” moments; a point in time where you gained a new insight or perspective on a subject? Recently I was pondering the goings on at our funeral home, the rising cremation rate, and the state of the funeral profession in general, when I had a couple such moments.

Earlier that day we had received a ship-in body which had been picked up and embalmed by an out of state funeral home for us. Upon examination of the remains I realized we were going to have problems. The body exhibited extreme edema in the legs, feet, arms, and hands. There was purge from the mouth and nose, leakage, and skin slip in numerous places. We have all had problem cases that just didn’t embalm as well as we would have liked but, with proper procedures, most problems can be overcome. But this was the third ship-in body in a month that was extremely problematic. What was going on?

An examination of the embalming report that was sent with the body told the story. First I noted that the body was embalmed from a single point using the right carotid artery as an injection point. Continuous drainage was taken from the right jugular vein. This I reasoned was mistake number one. This case clearly called for, at a minimum, a restricted cervical injection with intermittent drainage.

The body was very edematous but the face and head were quite normal. A restricted cervical injection would have allowed for treatment of the edema in the extremities while allowing a different treatment for the head.

Secondly, the chemical mixture defied logic in this case. The report indicated that the embalmer had injected three and one half gallons of solution comprised of two bottles of a 35 index *humectant* fluid and 8 ounces of an anti-edema co-injection. This meant that the embalmer added about three gallons of water to an already edematous body. The use of a humectant fluid made no sense whatsoever and the small amount of anti-edema co-injection was of no consequence. Why would any embalmer follow such a route? I couldn’t imagine. This body should have been a textbook case for waterless embalming.

Later that day I was browsing the internet when I came across Robert Mayer’s landmark embalming textbook, *Embalming History, Theory and Practice*, on Amazon.com. I started reading the few customer reviews when I noticed the following review (I have left the capital letters, misspellings, bad grammar, etc. intact):

“This book has no Idea how and what we are doing today in the FASTPACE world of CORPORATE Embalming!!! I have no time to complete the mentioned tasks in the book. The book outlines to many detailed items that are



Those “Aha” Moments

“REQUIRED” When I went to school I hardly Cracked this Book, I learned more in the previous 3 years BEFORE school than I learned from this JOKE of a book!!! Maybe MR. Mayer can teach all those Techniques at P.I.M.S. but on the westcoast @ San FRAN. and Cyprees(I attended S.F. for 1 semester and Cypress for 2) it does not cut it and the techniques are BOGUS!!!!”

It was at this point that I had my first “Aha” moment. How many other embalmers have this same attitude? From my experience there must be more than one could imagine. When the preparation of the body becomes secondary to other business concerns, we lose an important part of who we are as professionals. Embalming is *the* skill that separates funeral professionals from event planners or the guy with a cot and a van. Without a deep passion for the value of embalming and the open casket viewing, we are setting the stage for our own irrelevance.

I am a firm believer that a funeral with a viewing of the body is an essential part of the healing process in dealing with the loss of a loved one. When my own daughter, Felicity, passed away unexpectedly on March 3, of 2007 at 24 years of age due to complications of pneumonia, I needed, no, I *had* to see her; to hold her hand, to tell her goodbye.

Proper embalming is the foundation that makes such an experience possible. Appropriate restoration of the deceased depends on quality embalming. It naturally follows that poor embalming, and consequently the poor appearance of the body, has to be a factor in the decline of this important rite. Why would anyone want to pay good money for a sub-standard embalming job and then be subjected to the emotional distress of a viewing where, at best, their loved one doesn’t even resemble their former selves or, at worst, looks like something from a horror movie? I guarantee you that it happens every day. I’ve seen it myself.

My second “Aha” moment came when I began to think about the rising cremation rate, families choosing to hold parties instead of funerals, and the general dismissal of the body from any part of the obsequies. A quick study of CANA statistics revealed a loose correlation between the timeline of corporate buyouts of many funeral homes to the rise in cremation demand. Coincidence? Maybe. Or could it be that, to quote the book reviewer, “the *FASTPACE* world of *CORPORATE Embalming!!!*” is coming back to haunt us?

Or could it go even deeper? Has the funeral profession done itself and the public a great disservice by allowing what we do to be cloaked in mystery for many years, and now finding that, with the information explosion of the internet and communications in general, that we have allowed others to define who we are and what we do.

Now I am not saying that the decline in embalming standards is *the* cause of the rise in cremations any more than I am saying that all corporate embalmers are poor embalmers. I myself work at a corporately owned funeral home and our standards are extremely high. I am talking about a mindset. The responsibility ultimately rests with the individual embalmer. Commitment to quality must be steadfast, learning must be life-long, and skills must constantly be honed. The future of our profession depends on it.



SHANE RITCHIE is a West Virginia and Ohio licensed embalmer and funeral director. He is the Managing Partner and Licensee-In-Charge of Beard Mortuary in Huntington, West Virginia. He may be reached at shane@shaneritchie.com



GENERAL MANAGEMENT

Academy

By: LaRoyce Morgan Thompson, Ph.D

The General Management Academy is designed as a comprehensive analysis of the management profession to identify the knowledge, skills, and abilities required to ensure on-the-job competency of (NFDMA) membership. This certification program is offered in multiple study formats, from self-study, webinars to the classroom. The Modules include: Decision Making, Leadership, Financial Decisions, Communication, Business Strategy and Talent Management.

The program will consist of four 2-day quarterly sessions and a Capstone session for each full participant. We will cover essential tools and principles for quality management practice that is applicable to funeral industry. Successful applicants can earn the privilege to use the Funeral Director Certified Manager (FDCM) professional credential as a sign of their competency. The FDCM empowers managers to take control of their careers by positioning themselves for advancement

MANAGEMENT FUNDAMENTALS 8 HOURS

Overview Management describes how to plan, direct, control and organize strategically functions to provide sound results and accomplish goals in an organization.

Organizations become successful by utilizing efficient management processes, i.e., selection of employees for particular jobs, management of resources, communication and financial goals. Management has the key role in business and organizations as it coordinates the efforts of human resources to achieve goals and objectives using available assets competently and successfully.

SECTION 1. FOUNDATIONS OF MANAGEMENT

Management Competencies for Today's World

I. The Basic Functions of Management in the Funeral Industry

- Describe five management competencies that are becoming crucial in today's fast-paced and changing world.
- Today's effective manager must transition from the traditional role of being in control to being facilitator who coaches and mentor's.

II. Organizational Performance in Funeral Homes

- Explain the difference between efficiency and effectiveness and their importance to a successful

organizational performance.

- Organizational effectiveness is the degree to which the organization achieves an objective.

III. Management Skills

- Describe technical, human, and conceptual skills and their relevance to managers.
- Conceptual skills are the cognitive ability to see the organization as a whole and the relationships among its parts
- Human skills are the manager's ability to work with and through others and work effectively as a group member.
- Technical skills include the understanding and proficiency of certain tasks.

On September 27 -28, 2016 Funeral Directors and Owners were invited to a 2-day workshop to discuss future plans for the Academy which was sponsored by Partners Select. Thirty-three attendees were provided a facilitated course on Management and Decision Making. Information was shared on the funeral industry and the various generational cohorts that are serviced by them. Special attention was given to the millennials who are drastically changing the

Education Institute



The Education Institute will initiate an educational path for the future of Funeral Directors and Embalmers associated with the National Funeral Directors and Morticians Association, Inc. It will entail a common vision of what an institute of learning for Funeral Directors and Embalmers should be for all intents and purposes. In this vision, the National Funeral Directors and Morticians Association, Inc. believes that all Funeral Directors and Embalmers in this Education Institute will be capable of learning and will be challenged by high expectations. To meet the challenge, participants of the institute must have a foundation of basic knowledge and skills. In addition, participants of this institute must also be able to apply what they learn.



To support the development of Funeral Directors, instructors who are licensed Funeral Directors and Embalmers, and professionals related to the funeral industry will engage Funeral Directors (students) in exploring, analyzing and understanding the techniques of funeral service and embalming. Learning will be interesting, hands-on with real applications that will be important to all Funeral Directors and Embalmers. Learning will also be an on-going process of extending and fine tuning their understanding through application. As a result, Funeral Directors and Embalmers will take responsibility for their own learning, see its worth and make connections when they return to communities beyond the classroom.

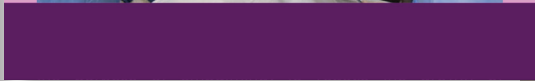


Institute Curricula Description

The Education Institute curricula will include management skills. It is imperative for funeral directors to learn how to manage and sustain their businesses. The institute will provide vital information that will enhance the growth of businesses. Curricula will include information on Federal and State Laws that will affect the economic success of small businesses.

Mortuary Science is first and foremost a human service profession. While Embalmers work with the deceased bodies, Funeral Directors spend much of their time helping families in need of emotional support. Funeral Directors direct families through a difficult process, advising them on alternatives in making funeral arrangements as well as dealing with the clinical details of death. Funeral Directors bring order to an otherwise emotionally harsh experience. Funeral service can be a very stable profession when Funeral Directors are trained to cope with varied economic climates. The curriculum for the institute will be designed to meet that very need.

The focus on embalming will be to understand the three purposes of embalming: disinfection, preservation and restoration. The curricula will edify Embalmers to remember the purpose of embalming, to reduce the growth of microorganisms and to momentarily reduce decomposition. Curricula will launch a study of microbial control and the various means of protection for the Embalmer using universal precautions. Curricula will introduce to Embalmers groundbreaking embalming procedures as it relates to various case analyses.



Goals and Objectives



Upon adequate completion of a course of study with the institute, Funeral Directors and Embalmers should be able to:

- ❖ Discuss and illustrate business management skills;
- ❖ Discuss ethics and professionalism and its importance to the Funeral Director;
- ❖ Demonstrate techniques in funeral directing as it relates to varied cultures and funeral customs;
- ❖ Identify, discuss, and apply Federal and State Laws in relation to business management;
- ❖ Communicate and demonstrate an awareness of universal precautions, cleanliness, disinfection, preservation, and restoration of the deceased human body as it relates to Federal Laws;
- ❖ Identify problems caused by treatments before death, during death and after death;
- ❖ Apply techniques for preserving, disinfecting, and restoring the deceased human body as it relates to case analysis;
- ❖ Discuss history, traditions and customs of various cultures;
- ❖ Obtain on-going training for continuing education credits;
- ❖ Develop a relationship between the various organizations within the funeral industry.



industry as they lack tradition and conformance. How do they differ from the boomers and X'ers? They are cell phone and game based experts and want everything right now. They believe in teamwork and desire a lot less than their predecessors. As we move into the 21st century we have to change our focal point on how to engage and manage this generation.

We were also led in a workshop on Strategy that provided concepts on identifying strengths, weaknesses,

opportunities and threats (SWOT) of the present funeral service environment. We have to ask ourselves, do we have strong customer service, are we timely with our follow-up calls, how is our presentation of the deceased and how does my funeral home compare to others? We have to make Specific, Measureable, Attainable, Realistic and Timely (SMART) goals. Specific: What is my operating budget? Measurable: The budget is to be within 100%. Attainable: Do we have the resources and

commitment to achieve this budget? Realistic: Can we accomplish this budget based on specified variables? Timely: Establish date when the budget is due.

Participants were discussing the millennials and how the industry can offer service and manage in the future. There was immediate feedback. The informational sessions were received with excitement and the quest to move forward.

For more information, please contact NFDMA.



MID-AMERICA COLLEGE

OF FUNERAL SERVICE

Welcomes Mitch Mitchell as President



BROADVIEW, IL, September 30, 2016 – Pierce Mortuary Colleges is pleased to announce the hiring of Mitch Mitchell as President of Mid-America College of Funeral Service, Jeffersonville, Indiana.

Mitchell brings considerable experience in higher education with sixteen years in various roles including Instructor, Administrator, Dean and Academic Dean. He has presented at national conferences on articulation agreements, and published his dissertation “A Stakeholders Approach on Retention: Using Emergenetics in the Classroom”.

Mitchell also brings perspective from outside academia, having served as an Engineer/Project Manager for both Capstone Engineering and Harshaw Trane. He is a proud military veteran, serving ten years in the United States Army as a Combat Engineer.

“I am looking forward to becoming part of the Mid-America College history and having a positive impact as the college moves forward,” said Mitchell. “I appreciate the noble service and dedication of funeral professionals and am honored to manage such an excellent staff as we prepare students for successful careers.”

Mitchell earned a Doctorate of Philosophy in Strategic Management from Sullivan University. He also holds a Master of Business Administration and a Master of Science in Managing Information Technology from Sullivan University.

“We are extremely pleased to have Mitch Mitchell take the helm at Mid-America College of Funeral Service,” said Dr. Jill Karn, Chief Operating Officer of Pierce Mortuary Colleges. “His diverse and strong background of expertise and leadership will further the mission of Mid-America College to provide a contemporary education for those who have chosen funeral service as their life’s work.”

For more information on Mid-America College of Funeral Service, visit www.mid-america.edu.

PIMS

CLASS #153



PIMS class #153 spent the day at Wilbert of Pittsburgh Vault Company. A program was presented by Mrs. Debbie Fleming from Wilbert Funeral Services, Inc. in Erie, PA, and Cathy Williams from Wilbert of Blairsville, PA. Following the presentation and tour of the Wilbert plant, the students were treated to an enjoyable luncheon back at the DoubleTree Hotel. Wilbert of Pittsburgh has hosted this presentation and tour for every PIMS class for over 30 years. PIMS is grateful to Wilbert for their commitment to funeral service education.



OSHA issues new guidance on settlement approval in whistleblower cases

WASHINGTON – The Occupational Safety and Health Administration has published new guidelines for approving settlements between employers and employees in whistleblower cases to ensure that settlements do not contain terms that could be interpreted to restrict future whistleblowing. The guidelines, issued Sept. 9, make clear that OSHA will not approve a whistleblower settlement agreement that contains provisions that may discourage whistleblowing without outright prohibiting it, such as:

- Provisions that require employees to waive the right to receive a monetary award from a government-administered whistleblower award for providing information to a government agency about violations of the law.
- Provisions that require the employee to advise the employer before voluntarily communicating with the government or to affirm that the employee is not a whistleblower.

OSHA also reserves the right not to approve settlements with liquidated damages provisions that it believes are excessive. The new guidance responds to a March 2015 petition for rulemaking from the Government Accountability Project.

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing safe and healthful workplaces for their employees. OSHA's role is to ensure these conditions for America's working men and women by setting and enforcing standards, and providing training, education and assistance. For more information, visit www.osha.gov.

U.S. Department of Labor news materials are accessible at <http://www.dol.gov>. The department's Reasonable Accommodation Resource Center converts departmental information and documents into alternative formats, which include Braille and large print. For alternative format requests, please contact the department at (202) 693-7828 (voice) or (800) 877-8339 (federal relay).

JONATHAN FISHER & JEREMY SPIERING

Jonathan Fisher and Jeremy Spiering, owners of Fund the Funeral LLC, are announcing the launch of a new *crowdfunding platform* designed to assist families who need help paying for funeral services while ensuring that funeral service providers get paid.

Fisher is a 3rd generation licensed funeral director and a member of the NFDA, IFDA, and IFDI.

Fund the Funeral was founded by funeral directors who noticed a trend in the funeral service industry. More families were turning to crowdfunding as a method of paying for funeral services. However, funeral service providers were often not seeing the money from these crowdfunding campaigns. Fund the Funeral is a fraud free crowdfunding website that allows a family or funeral service provider to create a funeral fund where people can donate money to help pay for funeral expenses.

Fund the Funeral is different from other crowdfunding websites because donations made to funeral funds are paid directly to funeral service providers. This allows Fund the Funeral to take care of the needs of all the parties involved in the funeral funding campaign.

- The family of the deceased receives help paying for the funeral service.
- The funeral service provider is ensured that it is paid directly for all donations made to a funeral fund.
- Finally, the donor to a funeral fund can rest assured knowing that his or her donation is being used directly to pay for the funeral service.

Fund the Funeral is paving the road for crowdfunding funeral services. The business was founded in 2016 and is the only crowdfunding platform designed by funeral directors to meet the specific needs of all the parties involved in a funeral service crowdfunding campaign.

For more information on Fund the Funeral visit: fundthefuneral.com or email us at support@fundthefuneral.com

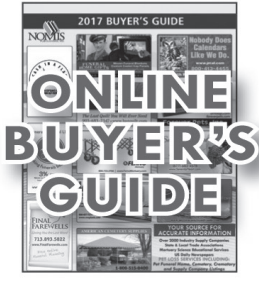
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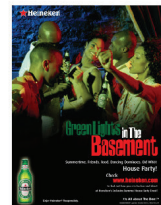
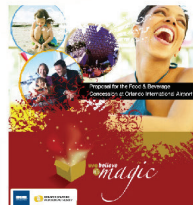
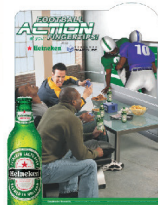
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We truly value your membership and support. We look forward to a great year in 2017. If you have any questions or concerns, feel free to contact us at 770-969-0064 or via email at cornell@nfdma.com



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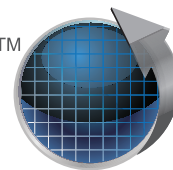
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Ad Sales Close	Artwork Due	Mailing
3/20/17	3/24/17	April 2017
6/19/17	6/23/17	July 2017
9/18/17	9/22/17	October 2017
11/13/17	11/17/17	December 2017

NET ADVERTISING RATES PER ISSUE: THE SCOPE

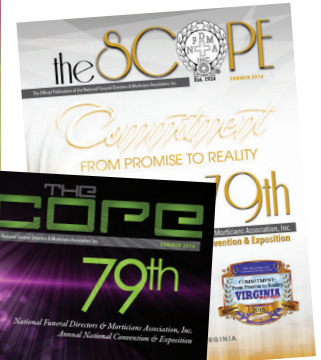
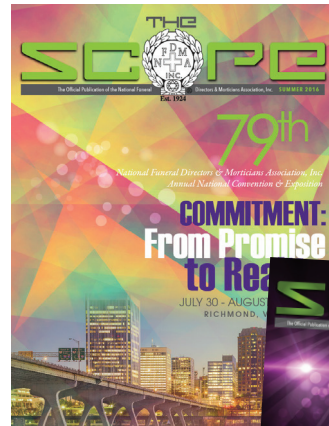
Size	1X	4X
Covers	\$2,300	\$1,850
Full Page	\$1,350	\$1,100
1/2 Page	\$850	\$700
1/3 Page	\$750	\$625
1/4 Page	\$675	\$575
1/6 Page	\$600	\$500

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Page Size	8.375" x 10.875" (trim)
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1/2 Page (Horizontal)	7.875" x 4.937"
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1/6 Page (Vertical)	2.5" x 4.937"
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Full-page ads are intended to bleed off the page, please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.25" from the page edge.



DIGITAL FILE REQUIREMENTS

Submit all artwork in Mac-based program - Adobe InDesign, Illustrator, Photoshop

We accept PDF files, press optimized.

Please use Acrobat Distiller to create your PDF.

Graphics should be set at a minimum resolution of 300 dpi.

All colors must be created as process colors/CMYK. Ads can be emailed to: thescope@nfdma.com.

PAYMENT TERMS

Make checks payable to: NFDMA, Inc.

American Express, MasterCard or Visa accepted

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An International Commitment

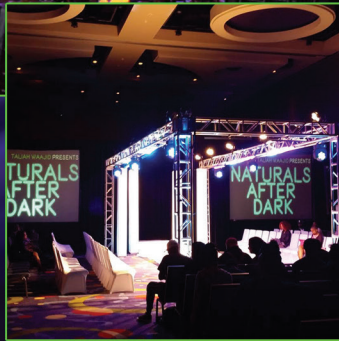
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