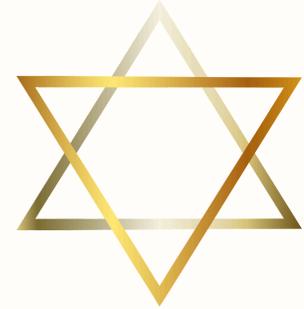


MARCH 2026



KAVOD CONNECTION



Respect, Honor, Esteem, Distinction, Source of Pride



INDEPENDENT JEWISH FUNERAL CHAPELS

601-398-2281

www.njfd.org

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IN THIS ISSUE:

LETTER FROM THE PRESIDENT

SAVE THE DATE FOR SPRING
MEETING

WHEN WORDS MATTER

MEMBER NEWS

A GUIDE TO JEWISH FUNERALS

RENEW YOUR MEMBERSHIP

NFDA WEBINARS

LETTER FROM THE PRESIDENT

BRIDGING THE GAP

DEAR FREINDS,

I have been reflecting on the changes I witness in Jewish life and lifecycle. Shifts within our communities, and in varying levels of observance, directly affect us as funeral directors, as traditions are practiced in new and sometimes unexpected ways.

In some less-observant communities, families are choosing to incorporate more traditional Jewish rituals. While many feel deeply connected to these customs, others may not yet fully understand their meaning or purpose. Still others encounter these

sacred rituals for the very first time at moments of loss and vulnerability. This raises an important question for us: What are we doing to ensure that families feel supported, and that the traditions we uphold are not only performed, but truly understood?

At the same time, an increasing number of unaffiliated families are seeking guidance and connection from communities they may once have distanced themselves from. In times of loss, even those far removed from synagogue life often feel a profound pull toward ritual and heritage. These moments are opportunities, not only to provide care and education, but also to help open doors to renewed relationships with synagogues and clergy. When approached with sensitivity and collaboration, they can become meaningful bridges back to Jewish life.

Our role as funeral directors is not to supplant the spiritual leadership of clergy, but to complement and support it. Jewish institutions, such as your funeral homes, and our broader community leadership share a collective responsibility to strengthen one another. Together, we can ensure that no family feels forgotten and no tradition is diminished.

While corporate and non-Jewish funeral homes may provide Jewish services, they may do so as an accommodation. That distinction remains significant and underscores the enduring value of independent Jewish funeral chapels. Families turn to us not only as funeral professionals, but as members of their own community with a shared identity.

As members of KAVOD, we share a meaningful and enduring bond. Through that connection, we extend the collective wisdom, experience, and support of your colleagues to every family you serve.

Yours truly,
Jonathan Green
President, KAVOD



Jonathan Green
KAVOD President



SAVE THE DATE
MAY 3-4, 2026
KAVOD
SPRING 2026 MEETING

Montreal, Canada

**Registration Opening
Soon**

WHEN WORDS MATTER: A MUST-READ GUIDE FOR EVERY FUNERAL PROFESSIONAL

The words we use shape how families experience one of the most vulnerable moments of their lives. That's why NFDA's newest research-based guide, "When Words Matter: A Funeral Director's Guide to Clear & Compassionate Communication," is essential reading for every funeral professional.

Available now as a free download, this groundbreaking resource is grounded in original NFDA research with more than 1,100 consumers across four generations. The findings reveal a striking gap between the language funeral professionals use every day and what families actually understand — especially when emotions are high. For example:

- More than 75% of consumers had never heard the term "direct cremation."
- Only 16% defined "memorial service" the same way funeral professionals do.
- Younger generations reported the highest levels of confusion and the strongest preference for clear, plainspoken language.

Practical Tools You Can Use Right Away

This isn't theory — it's a hands-on guide designed to improve conversations at every stage of service. Inside, you'll find:

- Side-by-side comparisons of industry terms and plain-language alternatives
- Real consumer quotes that show how words are received
- Conversation starters and roleplay scripts for staff training
- Checklists to improve websites and printed materials
- Team action plans to help implement changes over the next 90 days

Whether you're meeting with families, training staff, reviewing your website or refining your preneed conversations, "When Words Matter" helps ensure families feel heard, understood and supported.

Why It Matters Now

Today's families are more diverse — generationally, culturally and emotionally — than ever before. This guide helps funeral professionals meet families where they are, build trust and strengthen relationships through language that resonates.

If you haven't downloaded it yet, now is the time. Download "When Words Matter" for free at [NFDA.org/Research](https://www.nfda.org/Research).

MEMBER NEWS



CONGRATULATIONS TO JOSH AND JENNIFER NELSON!

Mazel Tov to Jennifer and Josh Nelson on their marriage on November 26, 2025!

May your marriage be filled with deep joy, lasting love, and countless meaningful moments as you build your life together. May each day bring new blessings, shared laughter, and strength in one another as you begin this beautiful new chapter side by side.



Aaron-Ruben-Nelson
Funerals • Cremations • Monuments

90TH ANNIVERSARY CELEBRATION

CONGRATULATIONS TO AARON-REBUN-NELSON!!!

Congratulations to Aaron-Ruben-Nelson on celebrating his 90th birthday this past January!

Reaching this extraordinary milestone is a true blessing. We celebrate a life rich with wisdom, strength, and meaningful contributions. May this special year continue to bring health, joy, and the warmth of family and community.

MEMBER NEWS



Maggie Early
Mesnekoff Funeral
Home

CONGRATULATIONS TO MAGGIE EARLY!

Congratulations to Maggie Early on becoming fully licensed in New York State!

This is a wonderful achievement and a reflection of Maggie's dedication, hard work, and commitment to the profession.

Reaching this milestone is no small accomplishment, and we are proud to celebrate this exciting moment with her. We wish Maggie continued success as she moves forward in her career.

International Convention & Expo 2026
International Convention & Expo
Charlotte, North Carolina • October 25-28
Charlotte Convention Center
501 S College St.
Charlotte, NC 28202

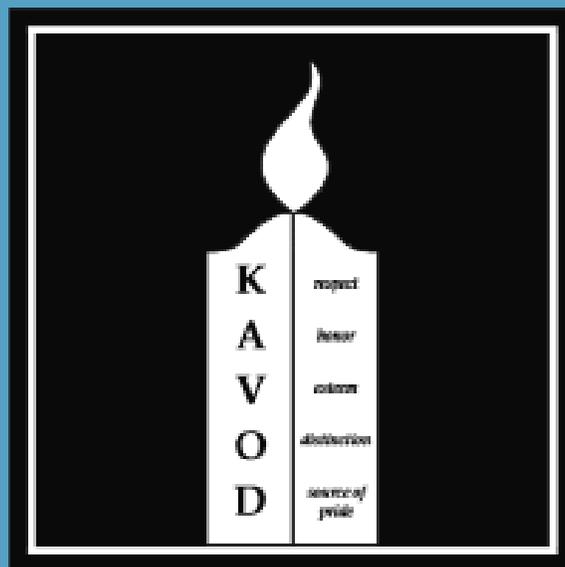
An aerial photograph of Charlotte, North Carolina, during sunset. The city skyline is visible, including the Bank of America Tower. The text is overlaid in white, bold font.

A Guide to Jewish Funerals

[CLICK HERE FOR MORE](#)

Provided by

K A V O D



INDEPENDENT JEWISH FUNERAL CHAPELS
MEMBERSHIP BY INVITATION

RENEW YOUR MEMBERSHIP TODAY!



[VISIT \[HTTPS://KAVOD.REGFOX.COM/KAVOD-
MEMBERSHIP-RENEWAL-2026\]\(https://kavod.regfox.com/kavod-membership-renewal-2026\)](https://kavod.regfox.com/kavod-membership-renewal-2026)

**OR CONTACT US AT (601) 398-2281 OR
KAVOD@TENONESTRATEGY.COM TO GET A COPY
OF YOUR INVOICE EMAILED TO YOU.**

SHARE YOUR MEMBER NEWS

“Member News” is a regular feature in KAVOD Connection highlighting you, our valued members. If you have news about your business or family you would like to share with your fellow KAVOD members, please send it to kavod@TenOneStrategy.com.

We also invite you to share obituaries of loved ones who have died, so your fellow members can keep you in their prayers.

NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

NFDA WEBINAR SCHEDULE

www.nfda.org

Session	Date
<u>Webinar: Safety, Security and Success in 2026</u>	March 25, 2026 01:00 PM
<u>Webinar: Marketing Funeral Homes: Balancing Sensitivity with Strategy</u>	April 22, 2026 01:00 PM
<u>Webinar: Sowing Trust: Harvesting the Benefits of Authentic Consumer Engagement</u>	May 20, 2026 01:00 PM
<u>Webinar: Annual FTC Funeral Rule Review</u>	June 17, 2026 01:00 PM



INDEPENDENT JEWISH FUNERAL CHAPELS
MEMBERSHIP BY INVITATION

Welcome to the new

MEMBER LISTSERV

KAVOD members can now connect with each other through a dedicated listserv. To use it, simply send an email to kavodmembers@tenonestrategy.com.

If you haven't received this notification or need to add an alternative email address, please reach out to us at kavod@tenonestrategy.com.



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