Highlights of Our 97th Annual Meeting

Have the Talk of a Lifetime® Campaign Ramps Up for 2016

Preview of January’s NextGen Seminar: Being a Game Changer, Understanding Celebrants

FAMIC Study Shows Americans Value Memorialization

Family Follow-Up Program Offers Valuable Feedback

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20. Meadow Hill
24. Johnson Consulting Group
25. C & J Financial, LLC

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Contributions relative to the funeral service profession and to the activities of the members of this organization are solicited. Address all correspondence to the above address or to info@selectedfuneralhomes.org.
By Rob Paterkiewicz, Executive Director & CEO

On behalf of the Headquarters staff team, I extend a big thank you to all who came to New Orleans and participated in our exciting 97th Annual Meeting. About 155 Selected member firms were represented, with a total attendance of more than 350 people. If you were unable to join us, we sure missed you. But we look forward to seeing you at our educational programs in 2016!

During the Association Update session of the meeting, I shared new information about the Have the Talk of a Lifetime® campaign that Selected is helping to sponsor through its membership in the Funeral and Memorial Information Council (FAMIC). The program is now ready to take a major step forward on a national marketing and PR campaign to get our message out through a number of media channels that will make a real impact with consumers. Print ads, digital ads, a TV commercial, a smartphone app, even advertising on Pandora radio are slated to roll out in 2016.

We will offer updated materials for consumers, and we also will debut new messaging and themes that tie in directly with having a funeral. As consumers are directed to the Talk of a Lifetime website, talkofalifetime.org, to access these materials, they also will be encouraged to use a new search tool to find a funeral professional in their area that can help them with the process and answer their questions. If you support the campaign and display the Talk of a Lifetime materials and logo on your website, your firm will be included in this search tool that will connect you with consumers.

Earlier this year we conducted an assessment of our members, and one of the top areas identified as a major business challenge and a requested benefit from Selected is how to educate your community on the importance of facing and acknowledging death—how to ensure that families understand the value in all that you offer, whether at the planning stage or when a death has occurred. Talk of a Lifetime is a significant response to this need.

Selected and its Educational Trust have contributed well over $100,000 toward the creation and support of this campaign. Other associations have contributed even more, making it a truly realistic opportunity to affect a change in the minds of consumers. Eleven competing funeral service associations have spent three years building this. Together, we represent more than 16,000 funeral service businesses, and we all are pulling in the same direction to succeed and make a difference.

I know many Selected members already are using the campaign materials and promoting the message, and I thank you for that. For the rest of you who are not, it’s now time to join us and add your strength to this effort. Information has been sent to all member firms about the plans for 2016 and how your firm should participate. Keep in mind that we have not yet raised the necessary $4 million to make the impact we all desire. I strongly encourage you to consider a financial contribution to the campaign as well.

Great things are coming in 2016 for your funeral home as the Talk of a Lifetime campaign gains momentum! Visit selectedfuneralhomes.org/2015-annual-meeting for an audio recording of the Association Update session that discusses this, as well as other members-only materials from the 97th Annual Meeting.
2015 Annual Meeting Offers the Fusion of Content, Conversation and Culture... New Orleans Style!

An exciting and informative 97th Annual Meeting was held September 16-19 in New Orleans. With the highest attendance since 2010, members had an exceptionally positive response. “Selected’s Annual Meetings keep getting better!” said one.

From the energetic opening keynote address by Simon T. Bailey [shown above] to the range of informative educational sessions and recreation of a jazz funeral in the streets of New Orleans, the meeting provided plenty of opportunities for participants to learn and enjoy.

New Officers and Board Members. During the closing session, Mark T. Higgins of Hall-Wynne Funeral Service & Crematory, Durham, NC, Group 3, was installed as President of the association for 2015-2016. J Mitchell, Selected’s new Secretary-Treasurer, is from Group 5 and Rader Funeral Home, Kilgore, TX. Lisa Baue, president of Baue Funeral Homes, Crematory and Cemetery, St. Charles, MO, Group 4; and Charles M. “Chip” Billow, president of The Billow Funeral Homes and Crematory, Akron, OH, Group 2; joined Selected’s Board as new representatives.

Jazz Funeral Explained and Demonstrated. One of the highlights of this year’s meeting was a session entitled It’s All About the Experience. Dr. Bill Hoy, FT, began the program with poignant examples of the great value meaningful funeral services have for bereaved families and communities. Then Doug Gober and Louis Charbonnet facilitated an authentic enactment of a New Orleans jazz funeral. After an explanation and brief chapel service, the session moved outside to the streets where Selected members participated in a lively second-line parade.

Meeting Materials Available Online. Speaker handouts, slides, videos, continuing education information and a news release template for participants are now available at selectedfuneralhomes.org/2015-annual-meeting. In addition, audio recordings from many of the sessions are available for immediate listening and free download through the generous support of Aurora Casket Company, a Selected Preferred Partner.

Photos from this year’s meeting appear on pages four and five of this issue, and more are posted on Selected’s Facebook page at facebook.com/selectedFH/photos_stream.

The momentum will continue as plans already are underway to create a magical experience at the 98th Annual Meeting to be held September 14-17, 2016, at the luxurious Grand Floridian Resort & Spa in Walt Disney World, Orlando, FL.
Best Practices Competition: More Great Ideas from Members

This year’s Annual Meeting again featured an exciting, fast-paced Best Practices Competition. A committee of member volunteers chose four finalists to present their ideas at this year’s competition.

Past President John Horan of Horan & McConaty Funeral Service/Cremation, Aurora, CO, served as moderator for the session in which each contestant was allowed just ten minutes to present their idea. Members in attendance were given ballots to vote for their favorite idea, with the winner receiving an iPad Air.

**Lindsey Jonkhoff Rogers** of Reynolds Jonkhoff Funeral Home, Traverse City, MI, was voted the winner of this year’s competition with the presentation of her firm’s Hannah Bear program for children. It features a stuffed bear that is given to children during visitations, a coloring book custom-produced by the firm to entertain and educate children about the funeral home and the subject of death, and a life-size Hannah Bear mascot who attends parades and holiday open houses. The program is loved by families and the community.

**Helen Loring Dear** of Porter Loring Mortuaries, San Antonio, TX, presented “We” is the Key, an overview of her firm’s staff team bonding and morale boosting effort. The funeral home completely revamped its training and focused on helping individuals reach new levels of excellence. As a result, Porter Loring Mortuaries swept all categories of the 2014 Graystone awards for its group—a first in the history of Graystone.

**Marty Mitchell** of Mitchell Family Funeral Home, Marshalltown, IA, described his firm’s successful community ownership program in which areas of the funeral home, both interior and exterior, are decorated with community memorabilia and sentimental items from families. The program has created a comforting environment in the funeral home and gives client families an emotional attachment to the firm. It also gives staff a heightened sense of respect for those they serve.

**Kevin Schoedinger** of Schoedinger & Company, Columbus, OH, explained that Phone Shoppers are Awesome Because We Can Track Them. He outlined his firm’s successful attitude and technique for handling telephone inquiries. As a result, the number of calls producing at-need services and revenue generated have risen significantly. It requires incentive, tracking, time available, follow-up materials and a genuine, personal approach.

A PowerPoint file of all the presentations as well as audio and video recordings of the session are available at selectedfuneralhomes.org/2015-annual-meeting.

“I wish to send thanks to the Board and Staff of Selected for all the hard work and effort put into the Annual Meeting. This was my second Annual Meeting, and I was blown away. The topics and discussions chosen were excellent and engaging. The advice taken from our friends from Australia and New Zealand has already been placed into effect. I have come away refreshed, inspired and ready to make changes and improvements to benefit the families of my community. Special thanks for the Best Practices Competition and the many firms who shared their ideas.

“I now understand what incoming president Mark Higgins meant when he stated that the fingerprints of Selected were all over his firm. It was built and improved with everything shared through his long-time association with Selected. I hope to build my firm on the same foundation. It was an honor to be invited to join the Selected family.”

—Carlton H. Shamburger, Hawthorn Funeral Home, Carthage, TX
PHOTO HIGHLIGHTS of the 97th ANNUAL MEETING

(L-R): Outgoing President Brad Speaks with wife, Mary Kay; Outgoing Secretary-Treasurer, Jim Busch and wife, Becky.

Remembering Our Colleagues

Welcome Reception and Dinner
Selected's jazz funeral in the streets of New Orleans

Past Officers in attendance

Incoming Board Members
Chip Billow and Lisa Baue

Nicole Mothe Lawson was recognized for being voted favorite capstone presenter by her Selected Leadership Academy peers.

(L-R): Incoming Secretary-Treasurer J Mitchell and Incoming President Mark Higgins are installed by Past President Lance Larkin.

Best Practices Competition presenters (L-R): Helen Loring Dear, Marty Mitchell, Kevin Schoedinger, and winner Lindsey Jonkhoff Rogers.

New Zealander Craig Little invited members to visit the Pacific Group.

Join us for a magical experience at the 98th Annual Meeting in Walt Disney World, Orlando, FL!

Past Officers in attendance

Past Officers’ Spouses in attendance

Keynote speaker Simon T. Bailey
Selected Study Groups Day takes place each year prior to Selected’s Annual Meeting. This year, participants met in New Orleans to exchange ideas, work on the challenges facing their firms, and build lasting friendship.

Meet and Greet Reception Builds Professional Networks. On Tuesday, September 15, Selected Study Groups participants turned out in force for the Meet and Greet Reception. Participants enjoyed the opportunity to reunite with old friends, meet the program’s newest participants, and enjoy each other’s company before heading out to experience the Crescent City.

Group Meetings Yield Business Solutions. A large portion of the day was devoted to each Group’s Fall Meeting. Groups got together to discuss the most pressing issues at their respective firms and work together toward solutions that will provide the families of their communities with the best in funeral service for years to come. Goal setting is a core element of the program, and members devoted time in their Fall Meetings to checking in on the goals they have set for the year. Participants also planned their Spring Meetings and prepared for a detailed analysis of their finances and operations at the start of next year.

Luncheon and Best Practices Exchange. One of the day’s highlights was a luncheon that brought all attending Selected Study Groups participants together to enjoy camaraderie, a special guest speaker and a Best Practices Exchange. An audience of 66 heard featured speaker Jodi Walker who brought a message of Entrepreneurial Thinking for Leaders. Walker challenged members to ask not only what their coworkers can do for them, but what they can do as individuals to foster an atmosphere of creativity and innovation at the firm.

The Best Practices exchange yielded a variety of great ideas that saw participants eagerly taking notes for implementation back at their firms. Each Group compiles what may be lesser-known ideas that bring great results for their respective firms, and a spokesperson presents that information for all participants. With the goal of making the very

Concludes on next page
Membership Milestones Honored at Annual Meeting

Throughout the 97th Annual Meeting in New Orleans, funeral homes reaching milestone membership anniversaries in Selected were recognized. The association also paid tribute to firms reaching 50 and 75 years of continuous membership in 2015. Those firms attending the meeting were awarded special plaques during the Association Update session on September 18, and brief videos honoring the history and heritage of each firm were shown. This year's honorees are listed at the right. Selected congratulates these member firms for their longstanding dedication to the ideals of this association!

Selected Study Groups, from page 6

Selected Study Groups are back! Best care available to the families in each firm’s community, this event captures the collaborative spirit of Selected Study Groups.

Looking Forward to Next Year. Selected appreciates all its Selected Study Groups participants who made this year such a success. The 2016 Selected Study Groups Day will be held September 14 at Walt Disney World. With such a strong foundation and exciting host site, it’s sure to be one to remember.

Welcome, Trendsetters.

Selected is pleased to welcome its newest Study Group, The Trendsetters. They had a full day of orientation and meetings at the Selected Study Groups Day in New Orleans. They came away excited for the year ahead and ready to pilot their firms to the next level.

Open enrollment for Selected Study Groups will begin in March of 2016. Learn more about Selected Study Groups and how to take part by contacting Denise Zoephel, Assistant Executive Director, or Dan Beavers, Member Programs Coordinator at 800-323-4219.

75 YEARS OF CONTINUOUS MEMBERSHIP SINCE 1940
- Langham Funeral Home, Auburn, NY
- Rabenhorst Funeral Home, Baton Rouge, LA
- Schoedinger & Company, Columbus, OH
- Weed-Corley-Fish Funeral Home, Austin, TX

50 YEARS CONTINUOUS MEMBERSHIP SINCE 1965
- Myers Funeral Service and Crematory, Porterville, CA
- Vincent Funeral Services, Burnie, Tasmania, Australia

Honorees in attendance at Annual Meeting (L-R): David, Kevin and Jeanne Schoedinger, Karen Rabenhorst Kerr, Scott and Phil Rabenhorst, Richard Mendivil and Laurens Fish III.

NextGen Heads to St. Croix in January

With a balance of both valuable educational sessions and ample leisure time to develop personal relationships, the 2016 NextGen Seminar promises to be a perfect mix for anyone seeking best practices for your firm as well as personal growth opportunities. Selected NextGen members voted to hold the meeting on the gorgeous island of St. Croix at the Renaissance St. Croix Carambola Beach Resort & Spa, January 24-28. Make hotel reservations as soon as possible for best rates and availability.

The dynamic educational sessions will kick off with a special presentation focused on how “connection” is the new marketing, featuring award winning speaker and consultant Jodi Walker. [An interview with Ms. Walker begins on the next page.]

The meeting also features a session on what funeral celebrants can do for funeral homes, led by respected and practicing celebrant Glenda Stansbury of the InSight Institute who will be joined by Selected member Chris Butler. [An interview with Ms. Stansbury begins on page 10.]

The meeting will conclude with the engaging Best Practices Exchange session facilitated by Selected NextGen Advisory Group Co-Chairs Blake Baker and Erin Ryan. The ever-popular Early Bird members-only discussion session rounds out the week's meeting sessions. Blended into both meeting and free time is the ever-present opportunity to connect with peers and develop the relationships that the NextGen Seminar has become known for offering.

Visit selectedfuneralhomes.org/nextgen-seminar for the latest information on the 2016 NextGen Seminar, including hotel reservation information and full meeting details, and/or contact Amy Hunt or Stefanie Favia at 1-800-323-4219 with any questions.
Being a Game Changer in Funeral Service

Jodi Walker is an award-winning speaker and consultant known for her high-energy presentations. As the founder and chief creative catalyst of Success Alliances, Jodi brings more than 20 years of successful business experience to the platform. She will at the NexGen Seminar in St. Croix in January and recently shared with The Bulletin information about her upcoming presentation.

Can you summarize what you will be covering in your presentation?

“It’s called Connect, Collaborate and Create Differentiation, and it will help NextGen participants leverage their connections, find creative ways to differentiate their company, and use their business story as a strategy. It’s a very interactive program designed to get participants thinking differently about the future of their profession. We’ll talk about how leveraging connections is an integral part of building relationships which, in turn, builds the funeral home’s brand.”

What do you find is the most overlooked aspect of all this?

“Having a consistent, authentic voice—this key factor often is overlooked. It means having everyone in the organization on the same page, regardless of their role. It’s imperative to think of your connections as being more than your client families. They include the people who work for you—who can be brand ambassadors who spread the word about your business. You also have connections in your community, partners you can collaborate with, as well as online and social media opportunities where your brand message will be integrated. A very important task is to maximize your one, authentic voice so it’s a consistent message aligned with your mission, vision and values and is something that people can actually articulate.

“When people set out to differentiate, they must first determine their competitive advantage. As Jack Welch Jr., CEO of General Electric, said, ‘If you do not have a competitive advantage, don’t compete.’ ”

“In coming up with a strategy to differentiate, you have to understand your competitive advantage, and this means knowing the needs of your client families and potential customers very well. For example, what market segment prefers cremation, and how is your company creatively addressing that segment? It’s a matter of being able to look at things differently from a creative perspective and meet the needs of your client.”

What must be done to determine the competitive advantage?

“If a lot of businesses claim they offer superior service, that’s obviously not going to be enough to help you in your market differentiation. You need to dig deeper, and a good place to start is learning how your client families describe their experience with your funeral home. It’s not so much about how well you performed but rather how they describe their experience with you. What words do they use? You can use this information to help define your competitive advantage.

“One of the biggest mistakes I see businesses making is being too consumed with what their competitors are doing. It’s easy to fall into this trap, and I see it happening in all the industries I work with. You certainly want to look at trends, but if that’s solely what you’re focused on, you’re probably too late to make a difference. You definitely should do your research, but use your creativity to stay out in front of the trends by being the innovative leader in your profession.”

How does technology factor in?

“Technology has totally changed the mindset for businesses in terms of how they compete, and I suggest that people look outside their own profession to find additional connections and spot

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Glenda Stansbury is the marketing and development director for InSight Books. She is a licensed funeral director/embalmer, a practicing celebrant and adjunct professor at the University of Central Oklahoma’s Department of Funeral Service. During a session at the upcoming NextGen Seminar focused on funeral celebrants, she will share her insight on the need for personalized ceremonies. She recently spoke to The Bulletin about the role of celebrants.

What do you feel is most misunderstood about the funeral celebrant concept?

“Some funeral directors feel that independent celebrants will take families away from them—that clients will go straight to the celebrant for services and do an end run around the funeral home. Nothing could be further from the truth, because celebrants see themselves as working in partnership with the funeral home. And they have to work hard to make sure funeral directors understand this role.

“Another misconception is that a celebrant can be used only for families that are self-proclaimed atheist or agnostic. In fact, celebrants can do services for anyone. Granted, the majority of referrals are to families who don’t go to church, don’t have a minister or don’t have a denominational preference. However, a very high percentage of those—75% to 85% in fact—actually want some sort of religious aspect in their service. They may want scriptural readings and prayers or may even talk about their loved one going to heaven. They just don’t want the traditional, preachy kind of service.

“So the funeral director who views celebrants as solely secular or waits until an atheist family walks in before they consider a referral is missing out on many opportunities to serve the real needs of families.”

What advice do you have for overcoming these issues?

“The most successful funeral directors are the ones who begin talking with a family as early as the first call. When you ask if they have someone who can officiate the funeral service, and you get blank stares or negative reactions to a religious service, you can assure them that you have a celebrant on staff or available. You can ease their minds by saying that when they come in to make arrangements, we’ll have the conversation, connect you with a celebrant and put together a service that is right for you.

“This approach makes it easier for the family to relax and have a productive arrangement conversation later on. It avoids the time gap between removal and the conference when heads start spinning, options seem confusing and the family may feel forced to go a certain direction. But if you can’t start the dialogue during the first call, then I suggest beginning the arrangement conference by asking, What kind of service are you looking for? and Do you have someone in mind to officiate? This is much better than Do you have a minister?, because many families feel that is judgmental.”

And celebrants, too, must have the right kind of conversations with families.

“Absolutely. During our InSight celebrant training, we spend a lot of time with trainees in family meeting scenarios, teaching them how to make families comfortable so they begin sharing stories. This can be challenging—walking in cold on a family, getting them to trust you and tell their story in just a few hours. But instead of seeing it as a list of questions to get through or collecting enough material to write a service, our celebrants learn that the family meeting really is part of the healing process.

“Another factor is learning how to listen and allowing the stories to speak to you. Creative writing is an essential celebrant skill, because you have to take the family’s stories and weave them into something that is engaging. We’re not using a formula to create cookie-cutter services. Every funeral should be written...
emerging trends. This is what I refer to as ‘connecting the dots.’ For example, 3D printing is revolutionizing the toy industry, with children being able to create their own toys, it’s already making inroads in memorialization. Some amazing custom urns are now being created. What can we learn from this? What other innovations are poised to change how funeral services and merchandise are delivered?

“Technology is offering businesses more opportunities than ever before. It’s enabling them to stay better connected and anticipate new trends in order to be better prepared to respond to changing markets. So, for the funeral home owner, it becomes a matter of being willing to move out of the status quo and assess these new and different avenues as part of their plan.

“Today’s business leaders need to recognize that technology has and will continue to change how they market to their clients. It opens new opportunities for both the funeral professional and the client family. The funeral professional can use technology to provide many new, creative offerings and signature services that contribute to the client experience. Clients, on the other hand, are demanding transparency; and many will do their research online first before making decisions. Since client education is a key factor, funeral professionals will need to maximize technology to educate and reach their clients in diverse ways with a consistent message.”

What do you hope members take away from your NextGen presentation?

“I hope they come away knowing that they can be true game changers. I want to introduce them to the tools needed to be more creative and innovative, as they find new ways to stand out in a crowded market and provide continuity in their marketing message.

“We are told that every child is born with innate creativity. But as we grow up, our creativity can sometimes get stifled. However, everyone has the ability to access their creative talent if they are willing to do it. In fact, a study on creativity by Adobe Systems found that only one in four people believe they are living up to their own creative potential.

“I spoke to Selected Study Groups participants during a luncheon prior to last month’s Annual Meeting in New Orleans and met many members. I love that there is such an openness and sharing in this organization, and especially the willingness to learn new things. They recognize that the profession is changing at a rapid pace, and that being a game changer is not an option but a necessity. What it takes is first being willing to look at things from a fresh perspective and find creative ways to differentiate while enhancing the client experience. That’s how you stay ahead of the curve.”

What kind of mindset helps a person become a good celebrant?

“First of all, they have to be comfortable with themselves, because they’ll be walking into a lot of pain—the family that lost their baby at birth or a suicide or drug overdose. Frankly, celebrants get a lot of these tough cases. So you have to get comfortable being around people who are in pain to be able to listen and respond in a compassionate and healthy way.

“As I mentioned, you must have an ability as a writer and, obviously, as a public speaker in front of hundreds of people. But I tell trainees that the best trait of a good celebrant is curiosity—not just being able to ask the right questions but having a genuine interest in the family and their deceased loved one.

There must be a sense of gratefulness that you have been called on to honor this family.

“And you actually get to learn many new and interesting things as you work with families. There have been many times when a new idea or fact comes out during a family discussion, and I later Google it to learn more. It can be quite fascinating.

“But the process also is not without its challenges. A good celebrant must be laser-focused on the family and their service. It’s all about what you can do for them, and sometimes you have to work hard to keep yourself going. I think that’s part of the problem we have today with some ministers doing funerals. There is little emphasis in seminary about grief, bereavement and how to conduct funerals that actually help people. In some cases, ministers are simply given a handbook to read on the subject. As a result, it is very easy for

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**FAMIC Study Shows Americans Recognize the Role of Memorialization in Healthy Healing**

A majority of Americans believe funerals and memorial services are a valuable and important part of healing after the death of a loved one and that funeral professionals can help them meaningfully honor a life. This is according to a nationwide online survey conducted by Nielsen on behalf of the Funeral and Memorial Information Council (FAMIC) in April 2015 among 1,238 US adults age 40+ and 305 US adults age 20-39.

“An executive summary of the study was sent to all Selected member firms just prior to the Annual Meeting in September,” said Executive Director & CEO of Selected Rob Paterkiewicz. “The 2015 edition is the sixth study conducted since its initial launch in 1990. The study covers an extensive array of topics and categories, and I strongly encourage members to set aside time to read through their copy. There are some trends identified and traits found within certain groups of consumers that you’ll want to take note of for marketing and outreach.”

Among the older group, 82% said a service was helpful in paying tribute to or commemorating the life of a friend or family member, 80% felt services they attended had meaning and value and reflected the life of the deceased, and 72% believed services they attended were an important part of the healing process.

**Consumers Rely on Funeral Professionals.** Funeral homes and funeral directors remain the top source of information for both making arrangements and selecting merchandise. [See chart at right.]

The majority of consumers would not change anything about their experiences with funeral homes. In fact, 87% of adults over the age of 40 who had previously been involved in selecting a funeral provider would choose the same one for a future need, and 92% would make similar arrangements in the future.

For the 15% who would change something about their experiences with funeral homes, cost remains the main concern (36%).

**Interest in Discussing Wishes with Loved Ones Remains High.** Forty-six percent of adults over the age of 40 have had conversations with family or friends about how they want to be remembered during their funeral or memorial service. [See “How Do You Want to Be Remembered?” above.] In this age group, 69% indicated they would prefer to pre-arrange their own service. However, only 17% have done so, but 55% indicated they were likely to do so within the next five years.

**Interest in Cremation Continues to Rise.** Only 34% of older respondents own cemetery property, down from 50% in 2010. They are highly interested in cremation both for themselves (68%) and as an option they would choose for a friend or family member (65%). Saving money (22%) was stated as the prime reason for choosing cremation.

While more adults may be choosing cremation, they also want to honor the lives of their friends and family through a ceremony. Only 14% would choose to not have a funeral or memorial service. Twenty-seven percent would want a memorial service with their loved
their funeral services to become rote and not do as much good as is assumed.

“That’s why I’m so passionate about providing services that are right for the family, giving them a healthy first step in the grief experience. I never do the same thing in every service, because every family is different. I truly feel we are going to lose funerals all together if we don’t start reaching out to families and providing services that meet their needs.

“I believe that the rising rate of cremation has more to do with a family’s sense of control than anything else. It has a bit to do with the footprint on the earth and a bit to do with price—simply because we’ve chosen to price cremation lower than burial—but cremation really has more to do with the control that families want. They are rejecting funerals in which they feel boxed-in and where everything is dictated to them. If they can have their loved one cremated and then choose to go to a hotel, country club, yacht club, garden or mountain to have a personalized service, that is appealing to them.

“So celebrants, in their purest form, are here to bring people back to the funeral and to show that they can have the kind of funeral that fits their needs right here at the funeral home. We’re actually trying to help funeral directors keep their families!”

Do you feel progress is being made?

“Yes, but change is hard. When my father, Doug Manning, and I started training celebrants in 1999, there were times when we felt we were bashing our heads against a wall. Traditions hang on, and we’ve certainly come up against a lot of challenges.

“But over the years, as funeral homes looked at their numbers and saw people choosing cremation—walking out the door with an urn in their hand, without the opportunity for greater service—they began to realize that something needed to change.

“Look at companies like Blockbuster that believed they had a unique product that everyone wanted. Times changed, and they’re now out of business.

“Our goal for funeral celebrants, which we instill in our training, is that we want families coming back and working with their funeral directors to have services that fit them, because we believe this is the approach that is going to help them with their grief. We’re not trying to take anything away from anyone. If a family prefers to have their clergy perform services, we’re happy with that. But there is a growing number of people, currently 25-38% in the United States, who identify themselves as not religious. This represents a real opportunity for the funeral home willing to serve this group.

“Many funeral firms that have embraced celebrants, who have celebrants on staff or use independent contractors, are seeing incredible changes in their call volume. Families are coming back and telling others about their great experiences.”

What do you hope NextGen participants take away from your presentation?

“I hope they come away curious about how funeral celebrants can help them serve their families in different and creative ways. I want people to understand that celebrants are enhancements and partners who can help funeral directors do great things for their families.”

FAMIC Study, from page 12

one’s cremated remains present in an urn at the service; and 25% would want the body present in a casket prior to cremation.

Young Adults Have a Different Approach. Younger adults (ages 20-39) have distinctly different expectations when making funeral arrangements and interacting with funeral professionals than those who are older. They are more likely to:

- Create or attend online/virtual memorialization sites (create a virtual memorial: 5% versus 2% of those age 40 and older; attend a virtual memorial: 39% versus 26% of the older respondents).
- Hear about funeral service information through social networking in addition to more traditional sources like obituaries (51% versus 23% of adults age 40 and older).
- Allow their friends and relatives to pre-arrange funeral/memorial options for them (42% versus 31% of the older group).
- Use the internet to “crowdsource” funds for funeral/memorial costs (17% versus 4% of older respondents).

More information is available at famic.org. Selected Independent Funeral Homes and ten other funeral service and deathcare professional association comprise FAMIC.
Family Follow-Up Survey Program Provides Vital Feedback

Sign-Up Begins in Late October

Selected firms do their very best to ensure that each client family is treated with the utmost care. Are client families receiving that message? Was their experience everything they had hoped for? Was there something more that could have been done for them?

“Families may not say it to your face, but if they have the opportunity to write it down, they usually will. Those are things I want to know.” — Rick Snider, Baker-Hazel & Snider Funeral Home, Dayton, OH

Selected’s Family Follow-Up Survey Program is a convenient way to get valuable, actionable feedback from client families. This program is only available to Selected members, and provides the tools you need to learn what families thought of your firm, your staff, and your services.

Sign-up packets for 2016 will be mailed in late October, so be on the lookout for your enrollment materials. Visit selectedfuneralhomes/ffusp for more information, and to see how fellow Selected Members use the program.

What do we get when we participate? For no charge, Selected will provide a complete set of 100 surveys, cover letters and return envelopes to member firms that sign up each year. Extra sets can be purchased to ensure that all families are surveyed. Families can either fill out a printed form or complete the survey online.

Each month, completed surveys are compiled into a report that can be accessed through a secure web portal. This private site can be used to view not only monthly reports for the past year, but also scans of the actual, completed survey forms for the most recent three months. The designated contact person at each firm receives an email alert when a new monthly report is posted. If you choose the paper-only option, you will not receive this alert, instead reports and survey forms will be mailed back to you. You also will receive an annual report detailing your annual activity and how it compares to your peers.

“I show all the surveys to our staff including the owners, directors, receptionists, transfer team, crematory staff, everyone. When we got our annual report, I liked being able to show that to our team, because that’s what we’re about here. It’s a team effort.” — Jim Fernald, Brookings-Smith Funeral Home, Bangor, ME

Can we customize the program to meet our unique needs? Multiple options are available to meet your particular needs. Many firms like to purchase additional accounts so that each of their locations can be tracked separately.

“We have arranged with Selected to have two accounts—one for Rockford and one for our three DeKalb County locations.”
— Jennifer Muraski, Olson Funeral & Cremation Services, Rockford, IL

Save time by getting help with mailing the surveys. Independent survey distribution is available to make it easy to get the survey out to each family.

“We make use of the program’s convenient distribution system. We log into a private web portal and enter the names and addresses to which Industry Insights sends out our surveys.”
— Erica Bramlett, Radney Funeral Home, Alexander City, AL

Another popular option is to include customized questions. Firms use this to measure the metrics most

Concludes on next page
important to your team. Did the family remember their director by name? Are they interested in aftercare support? Would they like to have a preneed conference for other family members?

“We customized some questions that allow families to request information for any of these departments. We have an aftercare coordinator call each family and let them know they’ll be receiving a survey. That additional contact is always appreciated and often opens doors for preneed or monument sales.” — Jill Lazar, Hoffman-Roth Funeral Home & Crematory, Carlisle, PA

I use another source to survey families. Can I try Selected’s program? Yes. If your firm is not currently participating, there is no risk to try the program. As a Selected member, your firm can test drive the program and receive 100 free survey sets as well as the private portal area to review your firm’s responses.

Stay connected, maintain your hard-earned reputation. Each year, the compiled results of the Family Follow-Up Survey Program reveal that a firm’s reputation is the number one factor when families choose a death care provider. Know where your firm stands by connecting with every client family and ensuring they received the best care possible.

Contact Donna Anderson, danderson@selectedfuneralhomes.org, or Denise Zoephel, denisez@selectedfuneralhomes.org, at 800-323-4219 to discuss the program. ▲

Why Should I Participate?

• A no-cost benefit for Selected members.
• Easy for the family to complete the survey online or via printed copy.
• Simple for you to use with monthly and annual reports on your private, online portal.
• Managed by Selected and facilitated by a third-party research firm so families will respond candidly.
• Allows you to meet Selected’s requirement to survey your families.

The conversation has started. Are you ready?

FAMIC’s consumer education campaign, Have the Talk of a Lifetime®, has started conversation among families and friends – people in your community – about their lives and how they want to be remembered after they die.

Visit FAMIC.org to learn more about the program and access a variety of tools you can easily incorporate into your business today.
The Educational Trust Still Needs Your Help

By Buz Buzogany
Educational Trust Director
buzb@selectedtrust.org

This year’s Educational Trust Annual Gala during the 97th Annual Meeting was the single most successful fundraising event in our six-year Gala history, with the combination of ticket sales, silent auction purchases, sponsorships and contributions onsite. We also were able to hold the line on expenses so that the net proceeds exceeded all previous monies from the Gala experience. But we are still considerably short of our annual goal.

Our mission is to support and sustain Lifelong Learning for the independent funeral professional, to help those who aspire to join the profession achieve their dream through scholarship and financial support, and to help underwrite research and outreach campaigns that benefit the entire funeral profession. From the Selected Leadership Academy, Spring Management Summit and Second-Career Scholarships we provide to helping support FAMIC research and Have the Talk of a Lifetime®, to our new webinar series being introduced this November, we are working on your behalf.

These endeavors take significant funds and effort, and the Gala alone cannot support nor sustain those efforts. The Trust must receive ongoing support from our membership through donations (direct donation, in-memoriam, legacy giving or trust funds) and sponsorship money from partners and vendors who service the funeral profession.

We are asking that every Selected member consider participating in our effort to raise funds so that the Trust can ensure its mission will be met, both now and in the future.

The Trust is a 501c3 corporation, which means that we are a non-profit organization and donations (in whatever form they take) can be considered for deduction on your taxes, within the limitations of the law. We have been fortunate to receive four figure donations this year from multiple individuals and outside companies, but as of this writing, the Trust is still $14,000+ short of our targeted budget for the year. Can you help?

As I have written previously, the Trust does not expect to be your only, or even your primary, non-profit organization that you contribute to in 2015 or 2016, but we are the only organization whose specific goal is to serve the interests of the independent funeral professional and the industry you serve. We have made the process of participating much easier with a dedicated online gifting area on the Trust website, selectedtrust.org, and you can contribute in a lump sum or spread your contribution throughout the year.

We also have tried to be diligent in officially thanking and recognizing our contributors within 48-hours of making a contribution to the Trust.

Before the 2015 tax year fades away and a new year begins, please consider a donation of $50, $100, $1,000 or any amount that you feel comfortable making, to the Selected Educational Trust. It will benefit not only the individuals trying to grow within his/her career but improve the independent funeral profession as a whole. Thank you!

The Trust is proud to announce the first of three interactive webinars on monetary issues to help Selected members be more successful professionally and personally. On November 10th, along with Live Oak Bank, the Selected Educational Trust will present a one-hour, interactive webinar on one of the most important topics all businesses face—cash flow.

Learn how you can improve your bottom line from the comfort of your desk in the first of our three-part series. Watch for details on how to participate, or visit selectedtrust.org to get more information or to register.
Relationships take work. Sometimes things go smoothly, sometimes not so much. But a winning relationship—like the one between Federated and your association—is worth the effort. The result? A solid partnership built on a foundation of mutual respect. That partnership has one primary goal: helping you build the business you imagined.

Visit www.federatedinsurance.com to find a representative near you.

*A Perfect Fit

Are you receiving our weekly email publication? It arrives every Wednesday and is packed with valuable information to help build your business. If you are not receiving this, please contact Patty Neuswanger at pattyn@selectedfuneralhomes.org. And, if you have suggestions or ideas, please share.

Also, Selected Resources is distributed monthly in an email and includes valuable information on literature and resources you can use to educate your families, brand your firm and explore the benefits of our Preferred Partner Program.

Are You on Social Media? If so, join us! Our platforms are growing, and we want to engage with you and share your stories with the Selected membership. See our links at the right.

The Forum at Selected. Rated the #1 benefit of membership, this conversation platform provides the opportunity to post questions and get answers from your peers. With more than 700 users, you’re sure to find some valuable information simply reading the flow of conversation. Get access to The Forum from the Selected website. Please contact Stefanie Favia at stefanief@selectedfuneralhomes.org if you need assistance with access or log in.

Selectedfuneralhomes.org. Selected’s website is packed with valuable information and resources and continues to grow. When is the last time you checked out the Tools and Support section? If you missed any meeting, you also can find materials and recordings from many of the sessions. Stay tuned for the future Roundtable Roundup and Selected Solutions Toolbox with more resources to help your firm flourish.

Let’s Stay Connected: Four Great Ways to Keep in Touch

The Link. Are you receiving our weekly email publication? It arrives every Wednesday and is packed with valuable information to help build your business. If you are not receiving this, please contact Patty Neuswanger at pattyn@selectedfuneralhomes.org. And, if you have suggestions or ideas, please share.

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Southland Medical Corporation (SMC) is a California-based, family owned and operated supplier of exposure control products, mortuary supplies and equipment. Its mission is to provide excellent customer service and a superior selection of high-quality products at competitive prices with same-day delivery on stocked items. The Bulletin recently spoke with president and co-founder Jennifer Hall to learn more about this Selected Preferred Partner.

**Can you describe the line of products and services you offer?**

“SMC is a mortuary supply company that offers a complete selection of products for embalming such as from protective apparel and instruments; first call items from body bags to stretchers, church and chapel items such display boards, seating signs, vehicle flags and religious service items; mortuary equipment like transfer boards, storage boards, racks, tray and lifts; as well as cremation products such as ID discs, mailers, rollers and urns. We strive to be a one-stop shop for all of the areas within a funeral home. We basically have everything except chemicals.”

**What do you feel is your greatest advantage for customers?**

“We are a family-owned business that has been in the funeral industry for 25 years. We work very hard to provide quality products at competitive pricing. We offer good, better and best options as well as the ability to buy product by the full case or box, depending on what the customer needs. We offer a ‘hands on’ approach to every client, and we have a knowledgeable staff ready to answer any questions, process orders and provide quotes.”

**Are there any misconceptions you find customers have about your offerings?**

“I think customers are pleasantly surprised at just how many products we carry and how much money they can save by simply switching to our SMC private label products.”

**What do you want customers to think of first when they think of you?**

“Our clients know they can trust us to handle their orders, returns and any requests. We work hard on relationships with them to take care of their needs.”

**Do you offer any discounts or incentives to Selected members?**

“Yes, we are offering a 10% discount on all of our SMC private label products which include embalming gloves, gowns, shoe covers, boots covers, ID bands, Styrofoam™ headrests, arm positioners, red and yellow biohazard bags, mortuary plastics, pall bearer gloves and body bags. We offer 5% off all other personal protective equipment and 22% off Ferno Mortuary equipment.”

**How do customers go about setting up an account?**

“Simply call us at 800-959-9160 or register on our website, southlandmed.com—whichever method is easiest for the customer.”

---

Jennifer Hall

Southland Medical is a One-Stop Shop for Mortuary Needs
From the Southland Medical Technical Bulletin, October 2015

The OSHA brief below describes the new mandate federal regulators have imposed for all facilities that manufacture, distribute or use chemicals.

Due to the recently implemented Globally Harmonized System of Classifications and Labeling of Chemicals (GHS), the Occupational Safety and Health Administration (OSHA) requires chemical manufacturers, distributors, importers or employers to provide Safety Data Sheets (SDS), formerly known as Material Safety Data Sheets (MSDS), to communicate the hazards of chemical products. The information contained in the SDS is largely the same as the MSDS, except now the SDS is presented in a 16-section format, as opposed to the 8-section format of the MSDS.

While this bulletin may sound new, it was implemented a few years ago—as early as 2012. The new standard became effective June 1, 2015.

Southland Medical has updated most of the old MSDSs to the new SDS forms. They can be downloaded at southlandmed.com/sds. If you don’t find a particular SDS on this page, go directly to the product page in our catalog, southlandmed.com/catalog, and it should be listed in the description for download. Be aware there are a few that we are still waiting for from the manufacturers.

To assist in keeping all your new forms together, we offer an SDS Binder for purchase here: southlandmed.com/category.php?c=SDSBinder.

Aurora Casket Company to Merge with Matthews International

Aurora Casket Company received Federal Trade Commission approval in August to complete its planned sale to and merger with Matthews International. Aurora is expected to be integrated into the Matthews Memorialization Group. The combined funeral home operations will be branded Matthews Aurora Funeral Solutions, bringing together the best products, marketing programs and services from both companies. auroraadvantage.com

Live Oak Bank Announces New Trust Division

Live Oak Bank has announced a new division, Live Oak Trust, offering funeral and cemetery trust services. Through this service, Live Oak Bank continues its dedication to the death care industry and expands its services to funeral home owners and cemetery owners nationwide. With a singular focus on funeral and cemetery clients, Live Oak Trust is committed to the administration of preneed funeral, cemetery merchandise and services, and perpetual care cemetery trust funds. Live Oak Trust is comprised of a team of professionals with more than 200 years combined trust experience who understand the funeral and cemetery industry. liveoaktrust.com

SRS Computing Launches Next Generation of Management Software

After many years of continuous enhancement to its Procession software, SRS Computing unveiled its strongest, most innovative update ever with version 9 on October 1. The SRS team’s strong knowledge of today’s technology demands, along with valuable feedback from clients, has positioned SRS as the industry leader for funeral home, cemetery and crematory software. The latest version of Procession is now available for preorder. srscomputing.com.
Don’t Let Your Business Go Up in Smoke

By Federated Insurance, a Premier Preferred Partner

According to the National Fire Protection Association, U.S. municipal fire departments responded to an estimated 1,240,000 fires in 2013, which resulted in more than $11.5 billion in financial loss, injured more than 16,000 people and killed more than 3,000.

We at Federated Insurance have seen the results of this kind of devastation firsthand. And, what we find most alarming is that the vast majority of fires are avoidable. An in-depth study of Federated clients’ fire-related losses shows the leading causes to be:

- Spontaneous combustion of improperly stored, oil-soaked rags and other combustible materials
- Over-loaded electrical circuits and improper use of electrical cords and surge protection
- Careless smoking
- Improper storage of flammable liquids

Each of these fire risks can be avoided by following proper prevention steps.

National Fire Prevention Week was October 4-10, but we continue to encourage all business owners to think about this risk and create a fire prevention plan that includes inspecting their facilities for major fire hazards. In early October, all Federated clients received an updated Fire Safety Checklist which is intended to help evaluate their fire risk. This updated checklist, and many additional fire prevention resources, including an employee training video, are available from your Federated marketing representative, Federated's Shield Network® and our Risk Management Resource Center.

For more information on this and Federated Insurance’s other risk management programs, or to locate your local representative, visit federatedinsurance.com or call 1-800-533-0472.
Jason Goldstein is a fourth-generation funeral director and vice president of Roth-Goldsteins’ Memorial Chapel in Atlantic City, NJ. He also is the 2015 recipient of the NextGen Professional of the Year Award.

What is your guiding business principle?
“The Golden Rule.”

What is the best way to stay competitive?
“Staying on top of current trends and the latest technology.”

What is the best way to network with people in your community?
“Getting involved in community organizations, activities and events. My favorite is enriching the lives of the elderly at Seashore Gardens Living Center.”

What is the best way to spot new trends?
“Discussions with colleagues.”

Whom in funeral service do you most admire and why?
“My great-grandfather and grandfather. They built our business and created our family’s legacy.”

What is your view of the future of funeral service?
“We will need to reinvent the profession for the changing times.”

How is technology changing your firm?
“In all aspects, from the arrangement conference to families communicating with us via text, email and cell phone.”

What is your next major project?
“Finalizing the web design on our new arrangement and filing computer program.”

Of what aspect of your firm are you most appreciative?
“Our staff gave me an education in funeral service that has shaped me to be the director I am.”

What honors have you received?
“Receiving the 2015 NextGen Professional of the Year was one of my proudest professional achievements. I also received the 2013 Chabad at the Shore’s Young Leadership Award with my wife, Jessica, and the 2012 AC Weekly and Greater Jaycees Top 40 Under 40 Award.”

What jobs did you have prior to your career in funeral service?
“My favorite job in college was being an intern at World Wrestling Entertainment.”

Why did you seek a career in funeral service?
“I wanted to guide and nurture people at their most difficult time.”

What is your biggest professional pet peeve?
“When documentation is messy, illegible or late. I am a very diligent and organized person. I like meeting deadlines ahead of schedule.”

What would be your second career choice, if you were not in funeral service?
“Advertising and marketing.”

What famous people would you like to have conversations with?
“Walt Disney and Vince McMahon.”

What is your favorite way to relax?
“Being with my wife, Jessica, and our sons, Samuel and Luke.”

What is something you would like to do if you had the time?
“Play more golf so my game could improve.”

What is your favorite Selected program, benefit or service?
“The NextGen program, the numerous resources Selected offers, and being able to be a part of this elite organization.”

What did you gain from your last Selected meeting or activity?
“Great ideas for our firms and new colleagues to brainstorm with.”

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Martha J. Adair, co-founder of Adair Funeral Homes, Inc., Tucson, AZ, has received the 2015 Lifetime Achievement Award from the Arizona Funeral, Cemetery, and Crematory Association. The award was presented at the association’s annual convention in June by Martha’s granddaughter, Hillary Adair, vice president of the association. Martha and her late husband, Arthur, opened their first funeral home in Tucson in 1956, and Martha was the first woman president of the Arizona Funeral Directors Association. In 1977 she was presented the Jefferson Award for public service.

After Arthur’s death, Martha and her sons, Ron and Hank, added three more locations in Tucson and one in Nogales. Her two daughters, Carol and Susan (1961-2004), were both active in pre-arrangements. Her grandchildren, Hillary and Taylor Adair, represent the third generation.

Christopher H. Hoffman, owner of Hoffman Funeral Home & Crematory, Carlisle, PA, and third-generation funeral director, was recently featured in the Central Penn Business Journal in an article by Roger DuPuis titled Family-Run Funeral Home Expands to Meet Changing Times. Excerpts appear below.

“On October 5, Hoffman held its first service in a new 11,900-square-foot facility. Growing up, Christopher never questioned whether he would follow in his father’s and his grandfather’s footsteps. The question was when.

“In fourth grade, I remember saying I was going to run the family business,’ he recalled. He became owner in 2009. But the real watershed for him and the century-old funeral business was October 5 when the firm’s new, 11,900-square-foot North Middleton Township facility held its first service—three days after the funeral home bade farewell to the historic Frederick mansion in Carlisle which had been its home since 1936.

“Building anew didn’t just give Hoffman more space, it gave him the opportunity to take advantage of technology and social trends. Monitors and a closed-circuit television system allow for audio-visual presentations and live-streaming of funerals. And with a new crematory incorporated into the facility, Hoffman opted for another amenity which he believes is the only one in the area—a room where families may witness the area in which cremations are performed and say farewell to their loved ones.”
REMEMBERING OUR COLLEAGUES

Visit selectedfuneralhomes.org/obituaries for more information and to see the Remembering Our Colleagues video memorial from the 2015 Annual Meeting.

Ellen Hewitt, Bibber Memorial Chapel, Kennebunk, ME, died September 12. bibbermemorial.com

Patricia Anne C. Striffler, Hunter-Edmundson-Striffler Company, Inc./Striffler Family Funeral Homes McKeesport, PA, died August 30. strifflers.com

Serena J. Stevens, wife of Past President Joseph “Joe” Stevens, Stevens Mortuary, Inc., Altoona, PA, died August 29. stevensfamilyfuneralhomes.com

Charles E. Wiseman, grandfather of Sarah Pojanowski, General Counsel for Selected, died August 21. hallfh.com

A.W. “Bill” Bailey Jr., Wilkison-Hatch-Bailey Funeral Home, Waco, TX, died August 19. wilkisonhatchbailey.com

Susan Hoaglund, Messenger LLC, Selected Preferred Partner Program, died August 5. mccombandsons.com

Betty P. Miller, wife of former Executive Director Dr. Frank Miller, died August 1. jowettfamilyfuneralhome.com

WELCOME NEW MEMBERS

Visit selectedfuneralhomes.org/new-members for the latest list of invited members.

Christy-Smith Funeral Homes, Sioux City, IA, christysmith.com

Denning’s Funeral Home, Strathroy, Ailsa Craig, Rodney, Forest, West Lorne and Watford, ON, Canada, denningfuneralhome.com

Serenity Funeral Home, Theodore, AL, serenityfuneralhome.com

Schepp Family Funeral Homes, Fayetteville, Manlius and Minoa, NY, scheppfamily.com

Slininger-Rossow Funeral Home, Jefferson and Boone, IA, sliningerrossowfuneralhome.com

EDUCATIONAL TRUST CONTRIBUTIONS

The Selected Educational Trust thanks the following contributors for their generous support.

IN-MEMORIAM CONTRIBUTORS

Jack and Sue Bauer, Bauer Funeral Homes & Cremation Services, Inc., Kittanning, PA, in memory of Serena Stevens

James H. and J. Mark Busch, Busch Funeral and Crematory Services, Cleveland, OH, in memory of A.W. Bailey Jr., Shirley Gunderson and Serena Stevens

Ann Ciccarelli and Family, Bisbee-Porcella Funeral Service, Inc., Saugus, MA, in memory of Barbara Smith and Charles Wiseman

Glenn Funeral Home, Owensboro, KY, memory of A.W. Bailey Jr.


Joe C. Kernke Jr., Smith & Kernke Funeral Directors, Oklahoma City, OK, in memory of A.W. Bailey Jr.

C. J. Mowell Jr., Carl J. Mowell & Son Funeral Home, Fayetteville, GA, in memory of James McMullen Sr.

Speaks Family Legacy Chapels, Independence, MO, in memory of Serena Stevens

Selected Group 3, in memory of James McMullen Sr.

Past Officers’ Spouses Council, in memory of Serena Stevens

GOLD PATRON CONTRIBUTOR

Pugh Funeral Home, Asheboro, NC

SILVER PATRON CONTRIBUTORS

L.A. Muhleisen & Son, Kenner, LA

Neil O’Connor, O’Connor Mortuary, Laguna Hills, CA

Adam and Anne Robinson, Ralph Robinson & Son, Pine Bluff, AR

Selected Game Changers Study Group

SUSTAINING PATRON CONTRIBUTORS

Buz Buzogany

Madison Wealth Management

Nixon Consulting
Who’s more in the dark, you or your accounting service?

Let us shed some light on your firm.

These firms are not in the dark. They chose Johnson Consulting Group to shed some light on their accounting services.

Speers Funeral & Cremation Services
Regina, Saskatchewan, Canada

Starks Family Funeral Homes & Cremation Service
St. Joseph, MI

Schoedinger Funeral & Cremation Service
Columbus, OH

Call or email Brandi Cunningham to get started...
b cunningham@johnsonconsulting.com
888.250.7747

Johnson Consulting Group

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**What’s in your Literature Rack?**

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Practical Information for Survivors

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