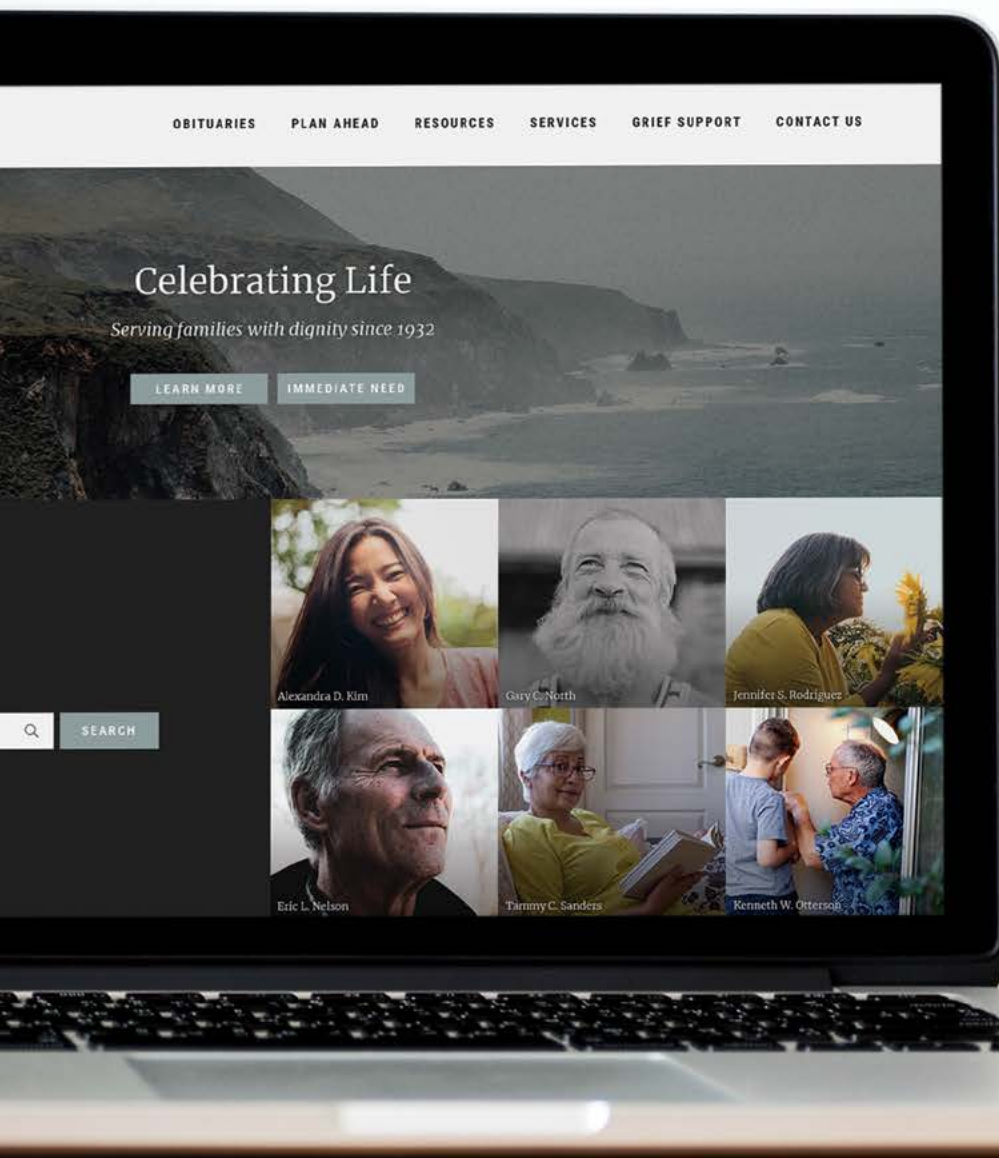


# FUNERAL

---

## BUSINESS ADVISOR MAGAZINE™

FMM Media | 8913 Stone Green Way, Suite 200 | Louisville, KY 40220



**Frazer-Powered  
Websites Are  
More Customizable  
Than Ever**

*Read about their latest update.*

**PAGE 42**



Grow Your Preneed Program with our

# Select Producer Program SM

## With Funeral Directors Life,

funeral homes across the nation have discovered the untapped potential in their market through an active and thriving preneed program...and now you can too!

In the first three years, our Select Producer grew preneed sales by

# 275%



FUNERAL  
DIRECTORS  
LIFE

www.funeraldirectorslife.com | 800-692-9515

*"Our Select Producer with Funeral Directors Life equaled in his first six months what we did in preneed sales in the previous three years combined. He has brought consistency to our program and has helped us lock in future business. We now have a quality block of business on file. If you are looking to grow your preneed business, take a look at this program."*



**STEVE KISH**  
FUNERAL DIRECTOR / OWNER  
*Schumacher-Kish Funeral Home & Cremation Services*

Onalaska & La Crosse, Wisconsin  
La Crescent, Minnesota

# WHY PASSARE?

*"I speak for myself as well as my leadership team that, in this day and age, things don't always live up to the hype or how they are billed. You really don't know what you are getting until you get into a system and start working with it. And yet, Passare has just been a shining star for us. We were very impressed with the platform from the first time we saw it, and now that we've been using it for a few months, we just could not be more pleased."*



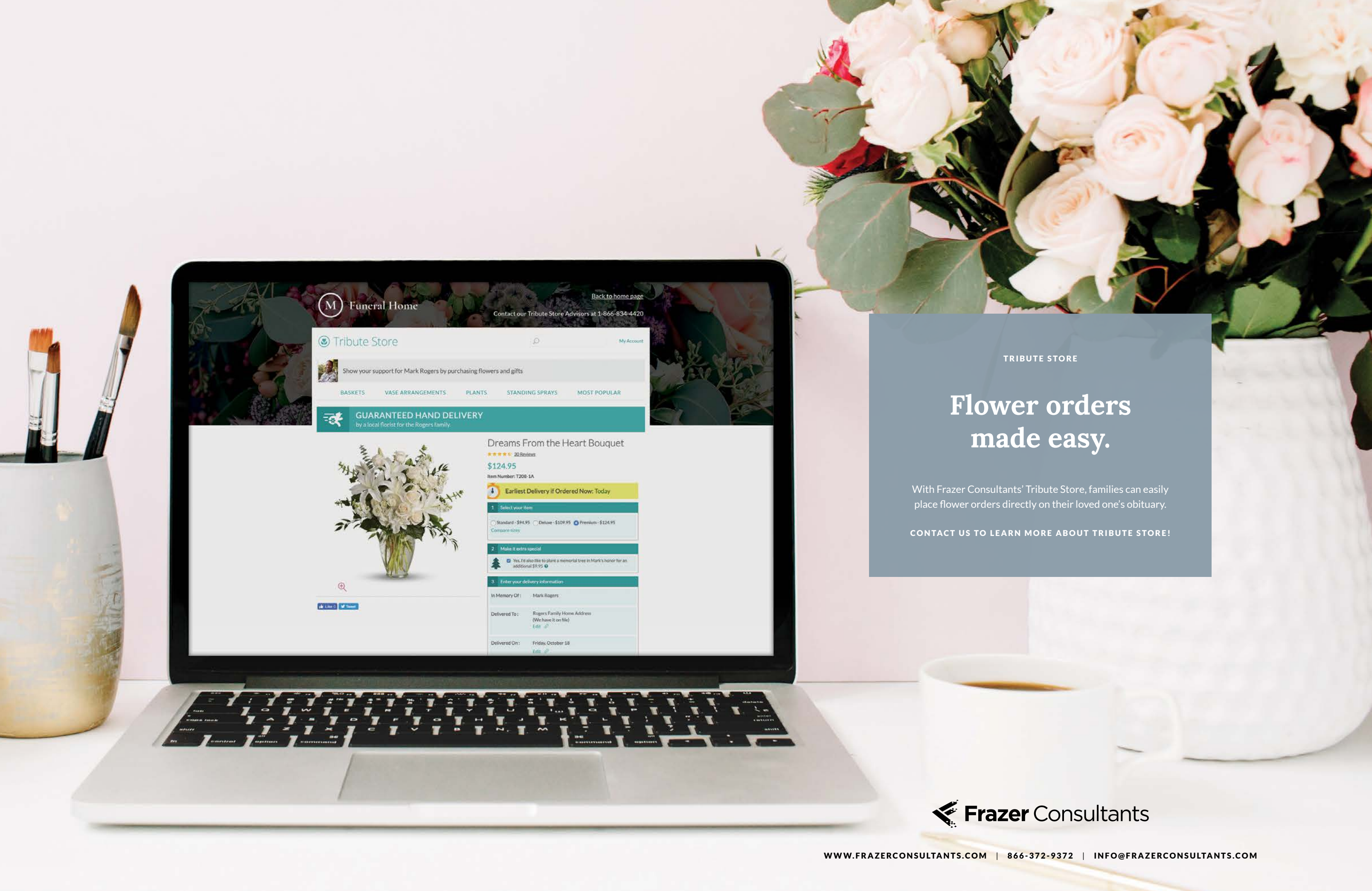
Cameron Smock  
President & CEO  
**BONNEY WATSON**  
Funeral Homes  
Seattle, WA

Life is better  
with Passare.



info@passare.com  
800-692-6162  
Visit [www.passare.com](http://www.passare.com)





Funeral Home

[Back to home page](#)

Contact our Tribute Store Advisors at 1-866-834-4420



Tribute Store

[My Account](#)



Show your support for Mark Rogers by purchasing flowers and gifts

[BASKETS](#)

[VASE ARRANGEMENTS](#)

[PLANTS](#)

[STANDING SPRAYS](#)

[MOST POPULAR](#)



**GUARANTEED HAND DELIVERY**

by a local florist for the Rogers family.



[Like](#) [Share](#)

Dreams From the Heart Bouquet

★★★★★ 20 Reviews

**\$124.95**

Item Number: T208-1A

**Earliest Delivery if Ordered Now: Today**

1. Select your item

☐ Standard - \$94.95 ☐ Deluxe - \$109.95 ☒ Premium - \$124.95

[Compare sizes](#)

2. Make it extra special

☒ Yes, I'd also like to plant a memorial tree in Mark's honor for an additional \$9.95

3. Enter your delivery information

In Memory Of: Mark Rogers

Delivered To: Rogers Family Home Address  
(We have it on file)  
[Edit](#)

Delivered On: Friday, October 18

[Edit](#)

TRIBUTE STORE

## Flower orders made easy.

With Frazer Consultants' Tribute Store, families can easily place flower orders directly on their loved one's obituary.

**CONTACT US TO LEARN MORE ABOUT TRIBUTE STORE!**

 **Frazer Consultants**

[WWW.FRAZERCONSULTANTS.COM](http://WWW.FRAZERCONSULTANTS.COM) | 866-372-9372 | [INFO@FRAZERCONSULTANTS.COM](mailto:INFO@FRAZERCONSULTANTS.COM)



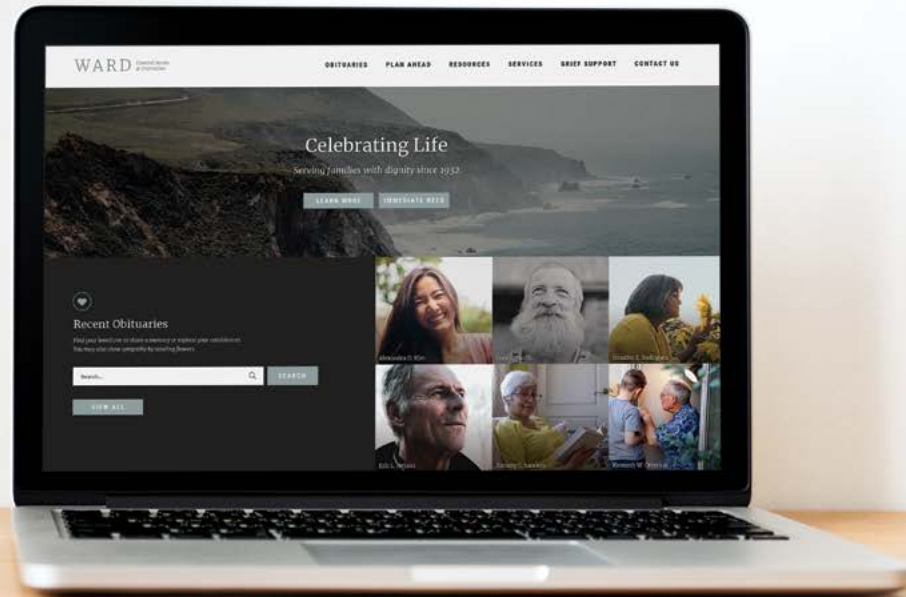
# FEATURES

NOVEMBER/DECEMBER  
VOLUME XIII, NO.6 2019

42

## Frazer-Powered Websites Are More Customizable Than Ever

Read about their latest update.  
PAGE 42



26

## FUNERAL HOME SUCCESS STORY

Gregory B. Levett & Sons  
Funeral Homes & Crematory  
Atlanta, GA



30

## FEATURE EDITORIAL

The Importance of Aftercare  
& Grief Services

46

## FUNERAL DIRECTOR SPOTLIGHT

Nora Pavone, Marine Park Funeral Home  
Brooklyn, NY



54

## PROFESSIONAL SPOTLIGHT

ASD Funeral Communications  
Media, PA

# Join in the Celebration

American Enterprise Group, Inc. and Great Western Insurance Company are pleased to announce the hiring of Kenn Peterson and Jennifer Kaset.

With a combined experience of 47 years, these two leading professionals are committed to the Preneed industry. Kenn and Jennifer will use their strong leadership skills to build important relationships with our Preneed distribution partners. Contact us today to learn more about our excellent commissions and how you can partner with Great Western Insurance Company.



**Kenn Peterson**

Vice President, National Sales – Preneed



**Jennifer Kaset**

National Account Manager

## Preneed Perfected

Contact us: [www.gwic.com](http://www.gwic.com) 866-689-1401



**FOR AGENT USE ONLY; NOT FOR CONSUMER SOLICITATION** | Our A- (Excellent) rating (April 2019) is the fourth highest of 15 possible ratings given by AM Best Company. As an independent non-government company, AM Best does not recommend products or services but does provide independent opinions of a company's overall financial strength. Plans may not be available in all states. GWIC® is a registered trademark owned and licensed by Great Western Insurance Company. © 2019 Great Western Insurance Company

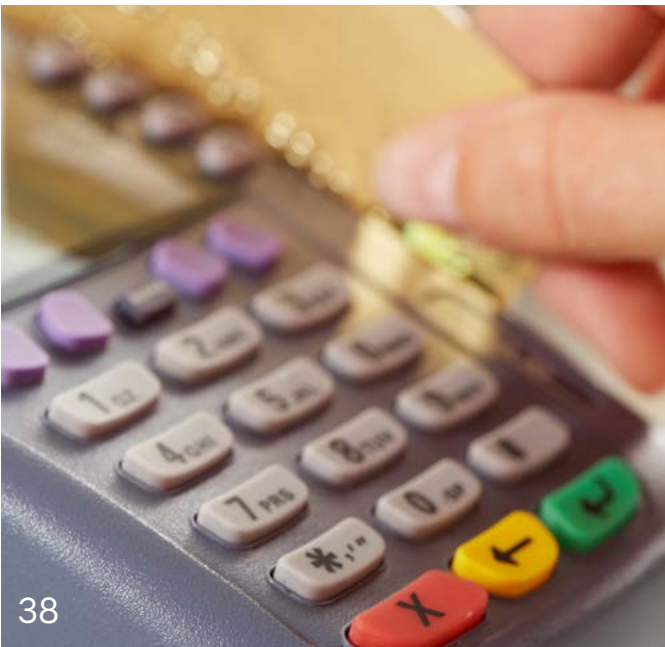
43 114 5090 0819 US



# CONTENTS

38

What Exactly Does Your Credit Card Processor Do?  
BY JIM LUFF



50

Reducing the Risk of a Data Hack: Lessons Learned from the Equifax Breach  
BY BILL WILLIAMS



60

Communicating the Value of Ceremony  
BY JEFF STEWART



64

Marketing to the Four Impact Groups  
BY KEITH CHARLES



68

Community Grief in the Aftermath...  
BY LINDA FINDLAY



72

We Are Honored, With Deepest Sympathies, & Thoughts and Prayers: Stuff No One Wants To Hear  
BY PETRA LINA ORLOFF



## A full line of Cremation Products

from Thacker to help you serve every family

**A** Ceremonial Rental Caskets - 7 Designs to Choose From  
\$1,550 each

\$395 rent-the rental® (in-network only)

Inserts from \$149 each

FREE DELIVERY | sold nationwide

**B** AltaView

\$69 each quantity of 10+

\$89 each quantity of 6-8

\$109 each quantity of 2-4

FREE NEXT DAY DELIVERY (in-network)

FREE SHIPPING NATIONWIDE (10 unit minimum)

**C**

Economy Cremation Boxes

\$6.50 Economy Box

\$1.50 Economy Top

plus shipping | sold in lots of 150  
sold nationwide

optional wood boards \$3.00 each



Cremation Rollers

1.5" Diameter \$.54 per roller  
plus shipping | case of 140

2.0" Diameter \$.60 per roller  
plus shipping | case of 75



Temporary Urns & Mailers

Urn - \$2 per urn  
plus shipping | case of 36

Mailers \$1.33 per mailer  
plus shipping | case of 36



**THACKER**  
CREMATION  
THACKERCASKETS.COM | 800.637.8891



COMPANY SPOTLIGHT

40 GARFIELD REFINING

North America's Premier Recycler for Post-Cremation Metals.

COMPANY SPOTLIGHT

44 KEEPER

Keeper (previously named Qeepr) offers a full suite of digital memorialization tools that connect funeral professionals and cemeterians with their families.

EXTRAS

18 INDUSTRY ALERTS

See what's happening with Vendors, Distributors, and Manufacturers.

76 SPECIALTY VEHICLES

See New and Used Vehicles.

78 INDUSTRY EVENTS CALENDAR

Upcoming Events in the Funeral Industry.


80 AD INDEX

Manufacturers and Suppliers that make it possible to bring you Funeral Business Advisor Magazine.

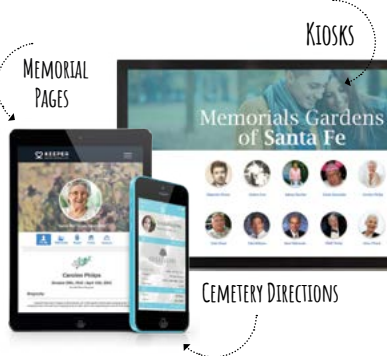


**Garfield Refining**  
Precious metals since 1892.

40



**KEEPER**  
KEEPING MEMORIES ALIVE



MEMORIAL PAGES

KIOSKS

Memorials Gardens of Santa Fe

CEMETERY DIRECTIONS

44

**INDUSTRY ALERTS**




18

**SPECIALTY VEHICLES**



76

**INDUSTRY EVENTS CALENDAR**



78



Stop by  
NFDA  
BOOTH #924  
★★★

**YOUR FINANCING EXPERTS**

Our funeral home and cemetery lending specialists are ready to guide you through financing your legacy.

ACQUISITION | EXPANSION | INVENTORY CONSTRUCTION | REFINANCE | WORKING CAPITAL

Explore your options at:  
[liveoakbank.com/financing](http://liveoakbank.com/financing)

 **LIVE OAK BANK®**

©2019 Live Oak Banking Company. All rights reserved. Member FDIC. Equal Housing Lender





To continue to receive *Funeral Business Advisor Magazine* free-of-charge, visit our website at **WWW.FUNERALBUSINESSADVISOR.COM** and subscribe under the 'Magazine' tab.

**SUBSCRIBE**  
TO OUR NEWSLETTERS

NAME

EMAIL

**SUBMIT**

*FBA's E-Newsletter is the perfect educational supplement between issues! We feature articles, new or noteworthy designs, and industry news in another clean and easy to read format. SUBSCRIBE NOW to make sure you always have the most up-to-date information available!*

*Subscribe at [www.FuneralBusinessAdvisor.com](http://www.FuneralBusinessAdvisor.com).*

FIND  
FBA  
ON  
SOCIAL  
MEDIA



## FUNERAL BUSINESS ADVISOR MAGAZINE

[www.funeralbusinessadvisor.com](http://www.funeralbusinessadvisor.com)

### A FMM MEDIA PUBLICATION

8913 Stone Green Way, #200  
Louisville, KY 40220  
Phone 502.653.8568  
Facsimile 877.737.3936  
[www.fmm-media.com](http://www.fmm-media.com)

### Michael Manley, Publisher

[michael@funeralbusinessadvisor.com](mailto:michael@funeralbusinessadvisor.com)  
502.653.8568

### Lisa Angus, Advertising Director

[lisa@funeralbusinessadvisor.com](mailto:lisa@funeralbusinessadvisor.com)  
502.653.8569

### Meghan Kelly, Creative Director

[meghan@funeralbusinessadvisor.com](mailto:meghan@funeralbusinessadvisor.com)  
502.653.8568

### Matthew Ball, Digital Director

[matt@funeralbusinessadvisor.com](mailto:matt@funeralbusinessadvisor.com)  
502.653.8568

Funeral Business Advisor Magazine is published bi-monthly (6 Issues a year) by FMM Media, LLC. 8913 Stone Green Way # 200, Louisville, KY, 40220. Subscriptions are free to qualified U.S. subscribers. Single copies and back issues are \$7.99 each (United States) and \$10.99 each (International). United States Subscriptions are \$54.00 annually. International Subscriptions are \$75.00 annually.

Visit [www.funeralbusinessadvisor.com](http://www.funeralbusinessadvisor.com) for content and updated frequently and to access articles on a range of funeral industry topics. FMM Media provides its contributing writers latitude in expressing opinions, advice, and solutions. The views expressed are not necessarily those of FMM Media and by no means reflect any guarantees that material facts are accurate or true. FMM Media accepts no liability in respect of the content of any third party material appearing in this magazine. Copyright 2019. All rights reserved. Funeral Business Advisor Magazine content may not be photocopied or reproduced or redistributed without the consent of publisher. For questions regarding magazine or for subscriptions, call 502.749.0992 or email [info@fmm-media.com](mailto:info@fmm-media.com).

### ARTICLE REPRINTS

For high quality reprints of articles, call 502.749.0992 or via email at [info@funeralbusinessadvisor.com](mailto:info@funeralbusinessadvisor.com).

# simpliFi®

## SIMPLE REVENUE BOOST

Wilbert's simpliFi burial vault presentation program has helped increase sales of lined burial vaults over unlined grave boxes.

More burial vault sales can also lead to more graveside services.

It's as simple as that.

Call your Wilbert provider or attend a webinar to see a demo.

[wilbert.com/simplifi/webinars](http://wilbert.com/simplifi/webinars)

*Wilbert*

*Commemorating Life with Respect®*



Caring for every need, every day.

**NMS**

NATIONAL MORTUARY  
SHIPPING & CREMATION



800-321-0185

We Are Available to Take Your Call 24/7

**Experts In:**

Domestic & International Shipping • Cremation • Flight Booking  
Embalming • Livery • Airline Transfers • Graveside Services  
Airline & Shipping Requirements • Consulate Paperwork & Translation

Download Our Free App

Download for iPhone      Download for Android

Our app makes it easier than ever to give new death calls, setup pre-arranged shipping and cremation calls, request price quotes, and more.

[natlmortuaryshipping.com](http://natlmortuaryshipping.com)

**THINKING ABOUT SELLING TO AN EMPLOYEE?**

**AFC Can Help:**

- Set a Reasonable Price
- Negotiate Mutually Agreeable Terms
- Ensure a Seamless Transition
- Preserve Your Family Legacy

AFC can assist you and your employee through this process by negotiating a reasonable price at mutually agreeable terms. We can help secure a lender and facilitate a transaction that ensures the success of your firm and the continuation of the legacy you've worked so hard to build.

**We Specialize In**

- Business Appraisals • Sales & Acquisitions • Business Plans

Plus many more services to meet your business needs.

**Call Us Today at (800) 832-6232**



teamafc.com  
16 Plattekill Avenue  
New Paltz, NY 12561  
800-TEAM-AFC  
afc@teamafc.com



Melissa A. Drake  
COO/President

Kathy D. Williams  
CFO/Secretary  
Treasurer

# CONTRIBUTORS



Keith E. Charles the National Trainer for Premier Specialty Markets. He is a licensed funeral arranger with over 30 years of nationwide sales experience. Adept at creating and implementing training programs, Keith conducts hands-on field training, teleconferences, video training, classroom sessions, and in-home presentations. Contact Keith at 562-688-2365, or email [keith.charles@premiersmi.com](mailto:keith.charles@premiersmi.com).



Linda Findlay is the founder of Mourning Discoveries, Grief Support Services. She is a 28-year career "Aftercare Coordinator", a published author, an advocate for bereaved families and the founder and co-creator of Journeys of Hope Grief Support Outreach Programs. Linda can be reached at 315-725-6132, or can visit [www.mourningdiscoveries.com](http://www.mourningdiscoveries.com) and [www.j3hhh.com](http://www.j3hhh.com), or email at [Lf6643@yahoo.com](mailto:Lf6643@yahoo.com).



Bill Williams is president and CEO of Funeral Services Inc. and serves on the FSI Board of Directors as vice chairman. Bill has experience in every aspect of the funeral service profession, including ownership and management of funeral homes and cemeteries. He began his career in the deathcare industry when he became a licensed funeral director in 1980. To connect with Bill, call him at 800-749-1340 or by email at [bill.williams@fsitrust.com](mailto:bill.williams@fsitrust.com).



Jim Luff is a Marketing Manager with Chosen Payments, a national credit card processor serving the funeral care industry. Jim has firsthand industry knowledge and 25 years of experience working with Central California funeral homes. Jim can be reached by phone at 805-427-9180 or you may email Jim at [jim.luff@chosenpayments.com](mailto:jim.luff@chosenpayments.com).



Jeff Stewart is the Executive Vice President and Chief Marketing Officer for Funeral Directors Life (FDLIC). Jeff oversees all aspects of FDLIC's full-service marketing department and takes great pride in helping clients create and implement successful marketing programs. Jeff has served in the Marketing Department of FDLIC for over 18 years. To connect with Jeff, email him at [jeff.stewart@funeraldirectorslife.com](mailto:jeff.stewart@funeraldirectorslife.com).



Petra Lina Orloff is president and CEO of Beloved, which produces custom, personalized, handcrafted obituaries and eulogies. She has been a professional writer for over 20 years and also completed the PhD program in English at Wayne State University. contact her at [petra@beloved-press.com](mailto:petra@beloved-press.com), or at (248) 894-7076, or visit [www.beloved-press.com](http://www.beloved-press.com).



## A Lending Partner to Meet the Unique Needs of the Funeral Business

United Midwest Savings Bank is not your average bank – we're here to serve as a partner to accelerate your ability to grow.

- » United Midwest is a national direct lender that focuses on financing for the funeral home industry. We understand the value associated with a funeral home and lend against both fixed assets and the goodwill of the business.
- » SBA/USDA loans are great options for a funeral home acquisition, partner buy-out, debt consolidation, renovations or refinancing.
- » As SBA/USDA lending specialists, we understand the intricacies associated with this type of lending and can navigate through the process with no hassles or surprises.
- » United Midwest has quietly grown into one of the top 20 SBA lenders in the country, and our USDA lending team is in the top 10 largest dollar volume lenders in the USDA Business & Industry program. We continue to grow by focusing on one customer at a time.



**CONTACT US TODAY TO LEARN MORE ABOUT FINANCING OPTIONS FOR YOUR FUNERAL HOME BUSINESS::**

Chad Fondriest    614-205-7600    [cfondriest@umwsb.com](mailto:cfondriest@umwsb.com)

 [www.umwsb.com](http://www.umwsb.com)

Rates, terms and conditions subject to change. All loans subject to SBA lending guidelines, credit review, underwriting guidelines, verification of identity, and approval.





WE'RE ALL ABOUT MAKING DEALS,  
BUT SOME THINGS AREN'T NEGOTIABLE—  
LIKE GIVING ANYTHING LESS THAN OUR BEST.



WE'RE PROUD TO HAVE NEGOTIATED **MORE THAN 1,000 CONTRACTS**  
**AND OVER \$2 BILLION IN CLOSED TRANSACTIONS.**

When you have Johnson Consulting Group in your corner, it's not just about the offer. It's about what you keep, no matter which side of the table you're on.

Whether you're buying or selling, our confidential, streamlined process gets everyone to the table quicker. We actively connect well prepared sellers with pre-approved buyers. And with the industry's largest database of qualified prospects, we guarantee maximum results because this is what we do every day.

If you're in the market to buy or sell your business, or have succession planning on your radar, we're here for you.

JohnsonConsulting.com Created for Partnership. Designed for Business Success.

**REACH OUT TO  
THE JCG EXPERTS  
TO LEARN MORE.**

✉ [info@johnsonconsulting.com](mailto:info@johnsonconsulting.com)  
📞 480-556-8500



## OFFER THE VAULT FAMILIES NEED.

As industry experts, we understand the increasing challenge of keeping families invested in ceremony. Our Healing Tree vault and urn vault committal service includes a textured plate or carapace and special Memory Rings® for friends and family to take as a special poem\* is read.

**It's just what families need to help properly remember  
their loved one — only available with Trigard.**

\*The poem is also available in Spanish.

**Trigard**  
800.637.1992  
[www.trigard.com](http://www.trigard.com)



CALL TODAY TO ADD THE HEALING TREE TO YOUR PRODUCT LINE.

Copyright © 2017 Greenwood Inc.



# INDUSTRY ALERTS



## EVERDAYS & HOMESTEADERS COLLABORATE TO LAUNCH THE ONLY MOBILE FUNERAL PRENEED SALES SOLUTION

*Everdays Mobile App Now Empowers Funeral Homes Nationwide to Generate New Preneed Business Around Every At-need Case at the Moment Consumers are Most Likely to Pre-plan*

**Chicago, IL** — Everdays, a mobile platform that helps funeral homes build large and engaged communities of support around every at-need case, has collaborated with Homesteaders Life Company, a national leader in preneed funeral funding, to launch the first complete mobile solution for preneed funeral sales.

Only Everdays can put a funeral home's preneed opportunities in front of a highly engaged community when they are most receptive to pre-planning. Homesteaders' policy owner studies show that the #1 reason consumers buy preneed services is because they've recently experienced the loss of a friend or family member. By creating a network of people who have all just experienced a loss, Everdays gives homes a unique opportunity to engage this coveted and hard-to-reach audience. And with this new release, Everdays now puts the ability to take action, to plan and fund a prearranged funeral, directly in front of this captive audience at the time and place when they are most likely to purchase. "Our data shows there's a tremendous preneed opportunity within the communities Everdays creates around every at-need case, which goes almost entirely untapped by most funeral homes," said Steve Shaffer, CEO of Homesteaders. "We believe this collaboration will help our funeral home customers reach and engage consumers in a new way and stay relevant with the families they serve. This combined offering has the potential to reach far more consumers by expanding on the current model."

Everdays is the first and only mobile platform designed to cultivate actionable prospects from every at-need case, and drive them into a funeral home's preneed sales funnel. The complete turnkey solution includes an Everdays page for every at-need client, which allows homes to build a community of relatives and friends that extends well beyond



their current outreach methods. Everdays puts the funeral home at the center of these communities, guiding them in supporting the family in their time of loss through automated messages and reminders.

This allows homes to market their brand and services and build a relationship with this captive audience. Everdays then closes the loop with a digital pre-planning experience where these new prospects can use their mobile device to customize, purchase and fund funeral arrangements at their convenience. This eliminates the need for an appointment with a sales agent, offering a modern, preneed buying experience that satisfies consumers' growing demands for self-service, direct-to-consumer convenience. "In our view, Homesteaders is a leader in technology adoption, and this national rollout wouldn't have been possible without this collaboration," said Mark Alhermizi, founder and CEO of Everdays. "Our platform enables funeral homes to exponentially grow the sphere of engagement around a death and provides an entire ecosystem for engaging new prospects, building a relationship and educating them on end-of-life decisions like pre-planning and funding at a time when they are most likely to commit."

Homes can implement Everdays and still keep their existing preneed programs and providers. The Everdays mobile preneed sales solution operates completely independently and is additive to a home's current preneed marketing programs, creating an entirely new sales pipeline with virtually no additional effort or cost. It delivers a proven, desirable digital brand experience that's more effective than direct mail or other conventional options and instead puts a modern, self-service preneed buying experience right in the palm of consumers' hands.

To learn more about Everdays, visit [www.everdays.com](http://www.everdays.com).



ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.



Sich Carved Top Princeton - H1402

## EXPIRATION MEETS ASPIRATION.

Like many things one aspires to possess in life, there are some things worthy of desire afterwards. Such as the hand-crafted, richly detailed solid mahogany Carved Top Princeton by Sich. Quietly elegant, it speaks volumes about the



one whom it encases. And it speaks with equal eloquence about attaining the perfect balance between ultimate quality and greatest affordability. That is, at the end of the day, something both you and your families should aspire to.

For your nearest Sich distributor, call (888) 317-1929 or visit [www.sichcasket.com](http://www.sichcasket.com)



## JOHNSON CONSULTING GROUP'S PERFORMANCE TRACKER LAUNCHES CEMETERY MONTHLY REPORTING

**Scottsdale, AZ** — Johnson Consulting Group is excited to announce new features through Performance Tracker that will help cemetery businesses evaluate their numbers each month.

Performance Tracker will now send cemetery clients two automated monthly updates including a sales and survey summary. Cemetery businesses will be able to view and compare their monthly and Year to Date (YTD) statistics, including their total versus budgeted calls, as well as sales and sales averages through the sales summary report. They will also be able to view their average sales per case type by budgeted and actual amounts. The sales summary report will also detail YTD statistics of burial, cremation, calls, overall sales and averages. Businesses will be able to view their top arrangers by name, sales average and number of cases.

Cemetery businesses will also be automatically alerted of their survey summary statistics. The survey summary details the YTD number of surveys received versus the number of surveys sent. Businesses will be notified upon receiving negative scores, perfect scores, personal stories or a new lead. Leads will be broken out into headstones and markers, bereavement, community events, prearranged funeral or cremation services, additional cemetery spaces and other variations.

Get your monthly tracking, as well as a YTD overview with Performance Tracker's summaries!

*"We are pleased to provide our cemetery clients with two monthly summary email reports. The survey summary highlights the prior month and YTD performance with key statistics about the customer's experience. The contract*



*analysis summary provides a recap of the prior month and YTD contract count by type (burial: graves, mausoleum, estates; cremation: graves, niches, scattering) including a stack ranking of the top arrangers' performance. These summary reports provide an overview of the performance of the cemetery, and it is recommended that additional reports are reviewed in the Performance Tracker software to understand all the details. Please reach out to our Performance Tracker team as we are happy to assist with accessing and reviewing the robust reporting available."*

— Lawrence W. Michael, Sr. Business Consultant

**About Performance Tracker** – Performance Tracker is the complete customer experience management tool that evaluates staff and financial performance, streamlines success plans and improves your bottom line.

**About Johnson Consulting Group** – Johnson Consulting Group is committed to providing intelligent business solutions that address succession, operational, financial, and customer service needs within funeral homes and cemeteries. JCG has been creating personalized partnerships and growing revenue with funeral and cemetery business owners, managers, and staff for over two decades with solutions including succession planning services, financial management & accounting services, professional funeral & cemetery consulting, Performance Tracker technology, and much more. For more information, visit [www.johnsonconsulting.com](http://www.johnsonconsulting.com) to learn more.



Don't forget about your furnishings. A.C. Furniture offers custom furniture such as wing back chairs, sofas, benches, stacking chairs and occasional tables in a wide range of fabrics and finishes.

PO BOX 200 • Axton, VA 24054 • P 276-650-3356 • F 800-404-9590 • [www.acfurniture.com](http://www.acfurniture.com)

# C&J is number one in Service, & Resources, & Speed, & Results, & Funding, & Confidence, & Word-of-Mouth, & Clients.

In the world of insurance assignment funding, we proudly hold a very special place. At the top. Not just in the number of funeral home & cemetery clients served (twice as many as our next nearest competitor), but also in the dollars we pay out every year, in the ease & speed of delivery, in the level of personal service provided every single client, & in the high regard held by leaders in the profession. All that said, the real Number One for us is...you! You're the reason we're here & we aim to prove that to you day in & day out.

**CJ** C&J Financial, LLC  
The Leader in Insurance Assignment Funding™  
**& You**

CJF.com | 800.785.0003



Hand-Crafted Oak Tower Urns Exclusively by Bogati®



**\$49<sup>00</sup>**

**Dimensions:** 10" H x 6" W x 6" D  
**Capacity:** up to 275 cu. in.

A variety of designs are available!

Call (941) 751-3382 to order

[www.BogatiUrns.com](http://www.BogatiUrns.com)

## TRIBUCAST™ WAIVES FEES FOR VETERAN SERVICES DURING THE MONTH OF NOVEMBER



**Wilton, CT** — TribuCast™ today announced that in honor of Veterans Day, it will waive its fees for any graveside service that includes military honors throughout the entire month of November. TribuCast is a private and personalized live streaming service that allows families and friends to attend a funeral or memorial service when they can't be there in person.

TribuCast president, Bruce Likly, wants to emphasize the importance of honoring all people involved with the military. "It is extremely important to recognize the dedication and sacrifices made by all members of the military as well as their families," said Likly. "Graveside services with full military honors are incredibly moving and meaningful, and we hope to give many families a way to share these powerful tributes."

TribuCast brings people together through a personal website that includes the service as well as images and information that reflect a loved one's passions, providing priceless interactive touchpoints for those who cannot attend in person.

Any funeral director in the U.S. can provide this service to military families during the month of November. Likly hopes that many funeral directors will offer families this option, not only during the month of November, but throughout the year. "Connecting family members and loved ones in difficult times is our goal," said Likly. "We hope to partner with funeral directors who share this passion for honoring our veterans and continue to see services with full military honors being tribucasted so that all loved ones can be included."

Any funeral directors with questions can visit their website at [www.tribucast.com](http://www.tribucast.com), or call (800) 782-0104.

About TribuCast™: TribuCast™, a division of LIVECLOUDTV™, delivers an easy-to-use, patent-pending, state-of-the-art remote attendance solution to bring the full impact of a funeral home's bereavement services to those who can't be there in person. TribuCast is accessed through a personal website where a funeral or memorial service can be viewed in real time, or at a later date, along with highly personalized content that puts the life that was lost into greater context. TribuCast helps reduce a family's heartache and stress by enabling family and friends to honor, celebrate and grieve for their loved one, regardless of their location or life circumstances. For more information, please visit their website [www.tribucast.com](http://www.tribucast.com).

## SICH CASKET INTRODUCES THREE NEW CREMATION CASKETS AT THE NFDA

Each Model Features a New and Different Exterior Material in Its Construction



SICH Casket, a leading provider of caskets to funeral homes throughout North America, is proud to introduce three new cremation caskets to the funeral profession. These three models debuted at

the National Funeral Director Association's annual convention in Chicago next week. The company featured several of their popular burial caskets at the show.



The Classic Walnut Veneer features raised decorative moldings and trims on all four side panels and top. It offers a walnut paper veneer and has a knockdown design.

The three caskets are offered in half couch and each features a different exterior material. The Serenity Banana Leaf offers a hand-woven exterior made of banana leaves around a wooden frame with rope handles and wood grips. The Purity Willow also has a hand-woven exterior that is made of willow canes

around a wooden frame with rope handles. The Classic Walnut Veneer offers raised panel trims and moldings on all four side panels and cap of the casket; decorative features typically not found on inexpensive caskets. This casket also features a walnut paper veneer with a special coating to protect it from scratching. The banana and willow caskets come with a natural, non-bleached cotton fabric interior and the walnut veneer casket has a crepe interior. Each of these caskets also offers an ultra-absorbent laminate sheet that retains fluids in the event liquids ever become present inside the casket and in addition, provides odor protection.



The Serenity Banana Leaf is designed with a hand-woven banana leaf outer shell along with a strong solid wood frame for rigidity and strength for lifting.



The Purity Willow offers an outer shell made of willow canes. The casket features a wooden frame for rigidity and rope handles for lifting.

For more information about SICH Casket, visit their website [www.sichcasket.com](http://www.sichcasket.com).

## Let's Get Visual.

Modern Digital Innovations made for the Funeral Industry.

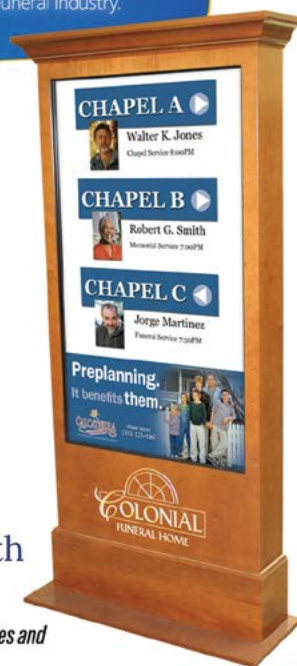
See the full line of  
**Signature  
Digital Directories**  
[funeralscreen.com](http://funeralscreen.com)

Innovate  
Your Funeral Home with  
Digital Signage Today!

It's easy with interactive screens, digital directories and cloud based software to fit any room or budget.

**FUNERALSCREEN™**  
FuneralScreen.com

800-270-1237  
[info@funeralscreen.com](mailto:info@funeralscreen.com)



# NOBLE METAL SOLUTIONS

**WATCH VIDEO OF POST-CREMATION  
METAL BEING REFINED**  
GO TO [WWW.NOBLEMETALSOLUTIONS.COM](http://WWW.NOBLEMETALSOLUTIONS.COM)

Noble provides **FREE** crematorium equipment, on-site training and the highest returns for your post-cremation metals. We believe that cremation recycling should be handled with the same dignity and respect that funeral homes already demonstrate to decedents and their families. Noble provides chain-of-custody and insurance on all post-cremation metal shipments.

[info@noblemetalsolutions.com](mailto:info@noblemetalsolutions.com)  
4028 Park 65 Dr. Indianapolis, IN 46254  
Ph: 888.764.3105



## PASSAGES INTERNATIONAL AND CANA: FIRST-EVER GREEN FUNERAL CONFERENCE A SUCCESS!

**Wheeling, IL** — 70 participants representing a range of backgrounds, industry experience, and professional expertise gathered in Albuquerque, New Mexico, for the first-ever Green Funeral Conference. Hosted by CANA and Passages International, attendees, presenters, and sponsors arrived with questions and gaps in knowledge that they hoped to fill and apply to their businesses. No one left disappointed.

The event commenced with an opening reception hosted by Garfield Refining. This informal gathering set the tone for the rest of the Conference, opening the door to productive networking and information sharing. "CANA and Passages created a space for professionals to share best practices, solutions, and successes," said Glenda Stansbury of InSight Institutue, who served as the event emcee.

In summing up the high level of engagement with the topics at hand, CANA Executive Director Barbara Kemmis said, "It was a challenge to interrupt the energy and great conversations in the room to start the next session. That is a great problem to have."

"We are really pleased with participant response to this first-ever Green Conference," added Darren Crouch. "We



look forward to helping formulate the next steps in this ongoing adventure."

*Those unable to attend the conference will be happy to note that recordings of each session will be available for purchase in future. Watch the online education section of the CANA website for details: <https://www.cremationassociation.org/page/eduonline>.*

*Passages International, Inc. has been leading the green sector of the funeral industry for 20 years, with the largest selection of innovative, environmentally-friendly urns, caskets, and memorial products. For more information on green funerals and their benefits visit [www.aGreenerFuneral.org](http://www.aGreenerFuneral.org). For more information on Passages products visit [www.PassagesInternational.com](http://www.PassagesInternational.com).*

*Founded in 1913, the Cremation Association of North America (CANA) is an international organization of over 3,300 members, composed of funeral homes, cemeteries, crematories, industry suppliers, and consultants. CANA members believe that cremation is preparation for memorialization. For more information about CANA, visit [www.CremationAssociation.org](http://www.CremationAssociation.org).*

## HALCYON ANNOUNCES EMPATHY FUNDING™ AND WEB PAYMENT PORTAL



**Peachtree City, GA** — Halcyon is excited to announce two new features, Empathy Funding and the Web Payment Portal. Both are companion features to Halcyon's Deathcare Management Solution. Empathy Funding gives family and friends the ability to make contributions to a loved one's end of life arrangements. The Web Payment Portal allows for online payments. Payments/donations made via Empathy Funding and the Web Payment Portal are applied directly to the outstanding account balance. Halcyon customers benefit from Empathy Funding and Web Payment Portal at no additional charge.

"At Halcyon we listen to the needs of our customers and continually strive to provide the features that lessen the time and stress required to run a funeral home or crematory. One of the areas that takes time away from serving families is invoicing and payment management; so we turned our attention to research what we could do to make this part of Halcyon even better. Our customers tell us that there is an increase in interest for community funding but they have concerns about the extra fees, fraud potential, transparency, and management required if using a third-party funding site. We are pleased to offer Empathy Funding and the Web Payment Portal to address those needs." Said Sara Gard, President of Halcyon.

**Empathy Funding:** Empathy Funding generates a custom link for the loved one which can be passed along in any number of ways, such as in the obituary on your website, included in a Facebook post, or emailed to specific friends and family. The funding page is fully customizable to each family's desires. Donations are applied directly to the open account and may not exceed the total balance of the account. When a donation is made automatic notifications are sent out: the donor receives a receipt, the funeral home or crematory is notified and the family may optionally receive a notification which can include a private message from the donor. Truly "set it and forget it".

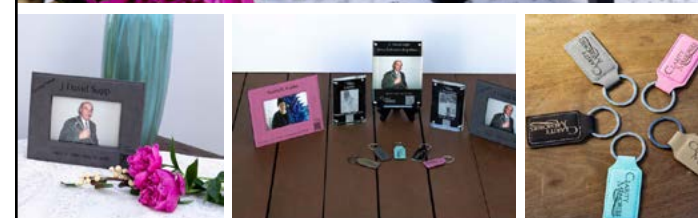
**Web Payment Portal:** The payment portal is also accessed via customized web-links so it can be used anywhere you can include the link. You can put the link to the Web Payment Portal on your website or include it in your invoices and statements that are either emailed directly from Halcyon or printed then paper mailed. Like Empathy Funding, when a payment is made it is applied directly to the balance on the account but may not exceed the current balance. A receipt is emailed to the payor and the funeral home or crematory is notified that a payment was made.

Halcyon is an independently-owned and operated company and a leading provider of comprehensive web-based deathcare management solutions for funeral homes and crematories. Want to learn more about Halcyon Platinum? Request a demo via [demo@halcyondcms.com](mailto:demo@halcyondcms.com) or visit [www.halcyondcms.com](http://www.halcyondcms.com).

## Preserve your digital media with Clarity Memories Memorial Keepsakes

We keep memories alive with our memorial keepsakes.

- Options for everyone: keychains, frames & more!
- Custom Requests
- User Friendly
- Fast Turnaround
- Up to 50% Commission



800.697.0725 | [info@claritymemories.com](mailto:info@claritymemories.com) | [www.claritymemories.com](http://www.claritymemories.com)

# MEMORY GLASS

FINGERPRINTS EARTH CREMATED REMAINS

*Cremated Remains Suspended in Handblown Glass Keepsakes and Jewelry*

memoryglass.com 866-488-4554

## Save Your Back

### MORTUARY LIFT™ COMPANY

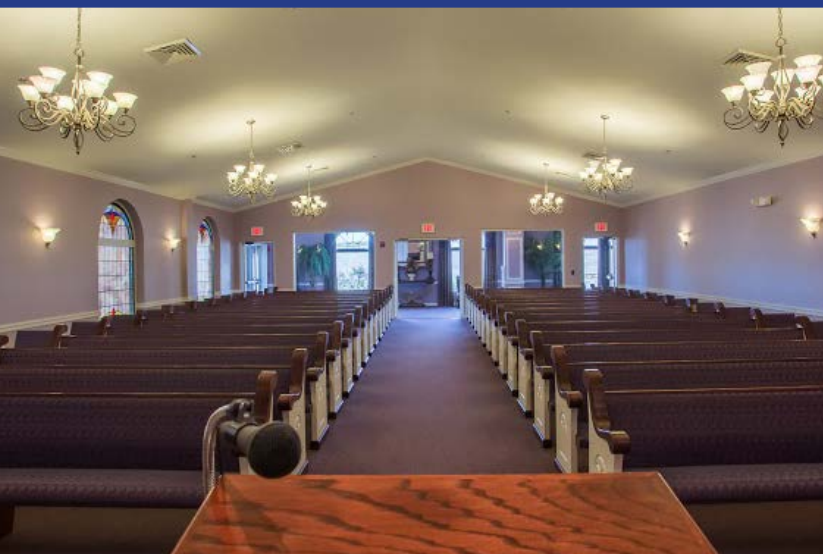
A Lifting Experience™

**THE ULTIMATE 1000 LIFT™ ALL-IN-ONE LIFT SYSTEM**  
Solo transfer in the prep room

**the stepper** NEW!  
Solo transfer in homes with an **ELECTRIC Stepper**

**1-800-628-8809**  
[www.MORTUARYLIFT.COM](http://www.MORTUARYLIFT.COM)





# GREGORY B. LEVETT & SONS FUNERAL HOMES & CREMATORY

Gregory B. Levett & Sons Funeral Homes & Crematory is a family owned and operated funeral and cremation service provider that was established in 1980 by Dr. Gregory B. Levett, Sr. and his wife Betty. Mr. Levett entered the funeral service at a young age after being introduced to the industry by his father, the late Mr. George W. Levett, Sr. Dr. Levett has continued the family tradition and has passed on his knowledge and love of caring for others to his children, Gregory Bernard Jr., T. Lanier, and Deana, who all hold executive roles within the operations of the business. The company now includes four locations in metropolitan Atlanta that employs over 125 staff members and 22 licensed funeral directors to serve families of all nationalities and religions.

The Levett family also owns a cremation center called Cremation Care of Georgia. The crematory also serves other funeral homes as a cremation service provider.

"I was born and raised in the funeral industry," begins Dr. Gregory B. Levett, Sr. "My father owned the funeral home, but I had absolutely no desire to be in the funeral business and it was the last job I wanted to have. My father came to me and told me that I should always be prepared to own my own business and so I ultimately decided to get my funeral director's license just in case I changed my mind and this also allowed me to help my family part time," he continues.

In 1979, a friend of Gregory and his wife Betty had triplets and two of them died shortly after being born. They didn't have the funds to handle a proper funeral or burial and called Gregory to see what his family charged. Since the start of the Levett legacy, the funeral home has never charged families for newborn services.

"My wife and I did the graveside service for those two precious newborns. Over 200 people showed up at the gravesite and after that I knew this was something I had to pursue full-time," recalls Gregory. "My wife and I opened our first funeral home in 1980 and we were doing one call a week. Today we do over 1600 calls a year," he adds.

The Levett name has a reputation that spans over four generations and is defined by excellence and dignified funeral service. Gregory attributes his success to providing each family he serves with the best customer service, dignity and professionalism.

"Service. Service. Service. That's what makes us who we are. I have instilled my values and compassion for grieving families into my staff and believe it is our mission to serve every family with reliable and dignified services," Gregory states.

The Levett family has made it their mission to serve their community in any way they can. They do so day in and day out with the funeral business, but also by giving back in other ways as well.

"Giving back to our community is the cornerstone of what we do. We give back to our churches, students, hospitals, and partnered with many non-profit organizations," says Deana Levett, Chief Marketing Officer with Gregory B. Levett & Sons Funeral Homes & Crematory. "We have always made helping out our community a priority. We donate our time, resources, and money in any way we can. Each year we donate 5-10% back to the community. We want to take care of the community who has supported us for nearly 40 years," Deana states passionately.

Everything the Levett family gives comes straight from the heart and this has not gone unnoticed by their community. The family has also started the Gregory B. Levett Sr. Family Foundation in 2016. Giving back is something each member of the family is passionate about and this passion has grown stronger with each generation.



"Our focus with the foundation is giving scholarships to minority students. At this time, we have an endowment with Clayton State University and we have just solidified plans with Allen University to have the School of Education named after our family and we have donated \$500,000 to helping students there," Gregory says proudly. "We firmly believe in the importance of education and so investing in students has always been something we are very passionate about. The endowment is only available to students that make between 2.00 and 2.99 GPA. This investment is for students who are like me. I never made the honor roll and it was hard for me to get money to go to school, I was an average kid and scholarships didn't exist for me - I want to help change that. I was able to find my success and I want to help others so the same," Gregory humbly continues.

Success in the funeral industry takes the right kind of person or in this case the right kind of family. The Levett family has passion for the families they serve and they set a high standard in their community. They are grateful for the opportunity to help others and to spread love and kindness into the world.

"Meeting people is the best part of this business. We've never met a stranger," says Gregory.

"Being able to serve families is something I am grateful to have the opportunity to do each day," says Lanier Levett, Chief Operations Officer with Gregory B. Levett & Sons Funeral Homes & Crematory. "Helping someone through a difficult time isn't easy, but the thank you notes and cards we receive after we've served a family and they express to us that they couldn't have done it without us and the love and attention to detail we provided - that's when it is all worth it," Lanier further emphasizes.

For Deana, her role as the Chief Marketing Officer has allowed her to change the perception of the funeral industry as a whole - which is something she is very grateful to have the opportunity to do.

"There has been bad publicity about the death care industry, but we hope to change that narrative by continuing to provide excellent service by licensed professionals to the families we serve, grassroots efforts in our community, our commitment to our foundation and strong marketing campaigns. We are changing the perception of what we do and we have been very successful in that. This career is truly a ministry and you have to love what you do. At the core of what we do it is about taking care of people and providing excellent and professional service," expresses Deana.

Education has always been a core value of the Levett family and that is why the family values their bonds with the community so deeply, it pushes them to make their business better and to serve their families more efficiently than ever before.

"The way we are able to connect and be involved with our community is one of my favorite parts about working in this industry. My siblings and I, as well as our parents all sit on various boards within our church and civic organizations, and for me it's a really, beautiful feeling. I am grateful for all the networks we have been able to establish. The relationships and connections we've made in the community make us stronger and inspire us to be better," explains Bernard Levett, Chief Business Officer with Gregory B. Levett & Sons Funeral Homes & Crematory.

It comes as no surprise that the Levett family has been throughout the years. The strong foundation built by Gregory and Betty Levett many years ago based upon giving back, family values, honesty, integrity, and a passion for helping the community paved the way for the next generations' hard work to strengthen the Levett legacy. Backed by passionate people who care deeply for the families they serve as well as their staff, the family owned funeral home will surely continue to be successful for years to come.

"One of the biggest things I am looking forward to is the legacy that we have been able to create and the legacy we can leave for our children and our children's children and so on. For me that is the best part about our success. And not just in the funeral industry, but in our community in general. The Levett name means something and we are all really proud of that," Lanier states emotionally.

The Levett recipe for success is simple at its core.

"If you want to start a business or improve the business you have, it has to be built on honesty and integrity. Whatever you say you are going to do, you must follow through," advises Gregory. "We would also be lost without our team. With over 125 members on our team, we can't imagine not having each and every one of them. For that reason, we make sure that our full-time employees get full health benefits and our management staff gets full health coverage for their families as well. We also assist them in setting up a 401k and we match their contributions. We also have a profit sharing and bonus program in place for full time and part time employees so we can pass along earnings and show our appreciation for all they do. We take care of each other so we can take care of our community," he concludes. **FBA**

*"In memory of a lifelong fan"*  
 Infinityurns presents unique Trophy Urns & Team Sphere that capture the excitement and spirit of the game. When the passion is larger than life, the memories deserve an extraordinary homage.

All NFL and MLB team spheres available  
 Selected NCAA Teams

**955 236th St NE #3, North Liberty, IA 52317 U.S.A.**  
**Toll Free: 1- 866-511-4443**

**E-mail: [support@infinityurns.com](mailto:support@infinityurns.com)**  
**[www.infinityurns.com](http://www.infinityurns.com)**

ICCFA

# COME TOGETHER WITH THE ICCFA

Come together with all segments of our profession by joining the ICCFA. When deathcare professionals come together, we create better solutions to problems, learn how to better serve our families and create life-long connections with our peers.

Membership with the ICCFA gives you access to member networking events, money-saving member-only offers, discounted educational events and so much more. Join today at [iccfa.com](http://iccfa.com).

**[iccfa.com](http://iccfa.com)**

**Membership That Matters.**



## The Importance of Aftercare & Grief Services

In deathcare, as in all industries, time moves at a lightning speed and major changes have taken place in the industry over the last few years. As this decade draws to a close, there is one thing in funeral service that will be resistant to change – compassionate care. New technology is paving the way for bigger and better things and it seems like every week there is a newer and more efficient way to operate a funeral home. You hurry to find ways to make life a little easier for your families and finding the best way to do so can be time consuming and downright exhausting. But for the families being served, time has just stopped. They've lost a loved one, their world is different, and after the service they can feel lost or stuck and in need of some direction.

“Surprisingly, very few funeral homes actually provide grief support of any kind. Grief support is usually a referred resource and the funeral home just maintains a list of places the family can get support. Providing support for grieving families is important for two reasons. The first is the obvious need and the second is the ability for the funeral home to position themselves as the holistic provider of services when someone passes away. If the funeral home is the hub where the family finds not just a place to have their service and disposition completed, but a resource that can help them with the other challenges surrounding their loss, the funeral home is seen as more relevant and a value provider,” explains Ellery Bowker, Founder & CEO of Aftercare.com.

It is more important today than ever that businesses form unique connections in order to secure customer affections – and ensure economic vitality. This means that delivering goods and services is simply not enough. Just like every other industry, funeral homes need to deliver an experience.

“For 13 million people in the United States every year, the loss of a loved one causes them to grieve. Funeral homes are uniquely positioned to deliver the support they need at exactly the time they need it, creating a more complete and positive experience for the family and more loyal funeral home customers. Funeral homes today need to become obsessed with how to deliver that positive experience and a great aftercare program and follow-up after the service should be the norm for progressive, customer-focused funeral homes,” states Jon Lefrandt, CEO of The Domani Group.

Providing grief resources gives funeral homes more customer touch points that can ultimately strengthen relationships. Families value their relationship with funeral directors when selecting a funeral home – aftercare does just that.

“Reaching out to special groups in the community and taking part in remembrances or candle vigils or walks are always a good way to build visibility. Is the firm taking part in national observances such as stillbirth and miscarriage, suicide, Alzheimer's, cancer observations? Do they participate with the community's children's' grief group? Are they partnering with victim's groups to hold candle vigils? Rather than seeming

like they are 'chasing business', they are seen as being caring and engaged members of the community,” suggests Glenda Stansbury, Vice President of InSight Books, Inc.

Time management will always be a top concern for funeral home employees. There's the behind the scenes planning and time spent face to face with grieving families. But above all, the right person with the right skills needs to be in place.

“From the hospice perspective time management is the top concern as well. For this reason, they are seeking out partnerships in the community and continue to expand their volunteer recruiting efforts. Having the extra assistance helps to fulfill their requirements and increase their contact with the community tremendously. Hospice providers usually start with a written plan that involves following up with a phone call, sending an invitation in the mail to a support group meeting or other event and of course they will offer one on one counseling services. All that takes time and the responsibilities add up with the more families they serve. Strategic partners can help to divide those responsibilities while continuing to serve the community,” describes Greg Grabowski, Partner, with Hospice Advisors.

“In addition to time constraints, sometimes budgetary constraints can seem like they hinder a funeral home's ability to provide the proper aftercare and grief services. But in reality, no matter the size of your funeral business, there is something out there that will work for you and your families, you just have to do the research,” Greg adds.

“I truly believe that there is an aftercare solution for any size firm and for any budget. My most important suggestion is to really research what you are considering. Ask yourself this question: Does my aftercare program provide grief support, understanding and resources that will be received as a valuable continuation of service provided by my funeral home?” advises Linda Findlay, Owner of Mourning Discoveries.

As we move into 2020, it's clear that families are beginning to expect more from every business with which they interact. As they attend services at various funeral homes, families are seeing that many are going above and beyond in terms of service and often including aftercare and grief support. Therefore, as consumer expectations evolve, families are beginning to expect grief support and aftercare as part of the offerings by the funeral home.

“Perhaps the most difficult challenge is being consistent with providing events, resources, and information. We often get excited about new programs and new resources, but we quickly go back to our old patterns. This is completely understandable given how busy funeral professionals are. Furthermore, grief support and aftercare are never as important as providing exceptional service for at-need families. But the challenge is to provide helpful resources and events that you can build into your schedule and maintain them consistently,” relates Jason Troyer PhD, Founder of Mt Hope Grief Services & GriefPlan.com.

It's time to make aftercare and grief services a priority as we move into 2020. Let's make a resolution that sticks for generations to come. (Learn more about aftercare and grief services from top industry professionals by turning to the following pages; 32,34,36) **FBA**

 **LoveUrns®**



Brass Cremation Urns  
Silver 925 Ashes Jewelry

[www.LoveUrns.com](http://www.LoveUrns.com)



## Aftercare.com

"Aftercare is an interesting word because in our world it means providing care for someone who has lost a loved one but, in any other business, this would just be called customer service, post-sale follow-up, etc. It would be categorized as customer retention. That said, funeral homes are facing a declining loyalty problem, and many are recognizing the need to invest in customer retention. Nearly everything we hear about growing a funeral home is on the acquisition side, but funeral home owners should also be looking at building a customer retention strategy. We're seeing innovative products and services being developed to help funeral directors follow up and build those relationships after the service is over in an effort to create more loyal families, so the help is there if they want it," explains Ellery Bowker, Founder & CEO of Aftercare.com.

"We have built the only outreach platform that provides aftercare and grief support for both modern and traditional families. Every funeral home sees a clear division of families that are receptive to traditional outreach like cards and others more likely to appreciate newer outreach methods like text messaging. In addition to personalized touches after the service, we help funeral homes generate positive online reviews which helps them win more at-need calls by showing up higher and more trustworthy on Google," continues Ellery.

Funeral homes are naturally concerned about the cost of any program, Aftercare.com offers simple pricing and allows funeral directors to decide who they enroll. As a customer, you are in complete control of how much you spend and can stop using the service at any time.

"We've built an outreach platform from the ground up that is simple on the surface but very powerful under the hood. Our system can serve the nuances of funeral homes, cemeteries, preneed counselors, and other funeral professionals with automated outreach that looks and feels as if the director himself or herself delivered it, and we can do it at scale. This allows us to serve more funeral homes because we can keep the cost very low," explains Ellery. "We also get asked about how families respond to the cards and text messages and we're happy to share how much families say they appreciate being remembered," Ellery says proudly.

[WWW.AFTERCARE.COM](http://WWW.AFTERCARE.COM)



"The growing need of aftercare and grief services have presented a unique set of challenges for funeral homes who are ready and willing to expand upon their services. The biggest challenge for funeral homes is knowing what to offer. The resources available to provide grieving families can be overwhelming. Simply Google grief help and take a close look at what is available. If it's overwhelming for a funeral director to navigate every grief support offering available imagine what it feels like for someone who is hurting and is in desperate need of help," begins Greg Grabowski, Partner, with Hospice Advisors.

Hospice faces the very same challenge. It's important for both the funeral home and hospice organization to identify accurate demographics and emotional needs of the community in order to streamline the most effective aftercare resources and services.

"It's important to know that grief has been redefined in the digital age. For that reason, many people prefer to use digital tools in order to cope and receive support. Digital tools for those grieving include online communities and forums, grief therapy apps, virtual therapy sessions and digital journaling. Over the last 15 years people have been turning to these online grief tools to receive emotional support and remember their loved one's life. Digital tools are accessible, convenient, affordable and often times at no cost to the user. It's time for funeral homes to recommend these types of resources to families," stresses Greg.

While hospice organizations are often referred to the bereavement experts in their cities where they service there is still room for improvement to better serve families. Digital care is something hospice organizations need to look at in order to survive and thrive the next 15 plus years.

"In September 2020 I'll be hosting 'The Ultimate Bourbon Experience with Hospice Advisors' in Louisville, Kentucky. This will be an 8-hour boot camp designed for funeral home owners and managers, funeral directors and community outreach directors who wish to create a mutually benefit like relationship with their local hospice providers. Every attendee will walk away with an in-depth knowledge of how hospice works and what makes them different from traditional healthcare segments. I will also share how to leverage bi-directional and multi-level conversation for each hospice professions. There will be a deep exploration of current best practices and exceptional experiences that have work for funeral directors and hospices across the country. Together, we will work together to prioritize the plan, size accordingly and discuss how to best implement a successful strategy," Greg mentions.

[WWW.HOSPICEADVISORS.COM](http://WWW.HOSPICEADVISORS.COM)

**50% OFF**

WHILE SUPPLY LASTS

~~\$49.99~~  
**\$24.99**

YOUR VIDEO HERE  
**4" HD SCREEN**



# Funeral VIDEO ALBUMS

MediaBük®

YOUR VIDEO HERE  
**7" HD IPS SCREEN**

## KEEPING MEMORIES ALIVE.

What better way to remember your loved ones than a video. You are able to customize this MediaBük with an 8x10 image on the front of your option of the black or white MediaBük. Each MediaBük has either a 4 inch or 7 inch HD screen that you can upload up to a 60 minute video. The battery will last up to 2 hours, but no worries you are able to charge it.

Memories can be watched anytime you want. A perfect way to keep memories alive. **Order Yours Today and get 50% off.**



~~\$69.99~~  
**\$34.99**



"When we first published the Continuing Care Series thirty years ago, most funeral directors didn't understand or didn't want to use it. The common response was 'I'm not a grief counselor' or 'Hospice does this, so I don't need to.' Or aftercare was a euphemism for pre-need follow-up, so the pre-need staff was sent out with a pamphlet on grief in order to have a meeting to try to create the next sale. We've definitely seen a shift in attitude and business approach for the value and benefit of providing quality, healthy grieving resources to families," explains Glenda Stansbury, Vice President of InSight Books, Inc.

InSight Books has over 40 products. Below are the ones that are most used in aftercare and grief support by funeral homes:

- **Continuing Care Series**—four 24-page books that are written to be sent the 3rd week, the 3rd month, the 6th month and the 11th month following a death. The books touch on the issues that most families are facing around those crucial time periods in the grief journey. Available in Spanish. InSight Books offers a mailing service and we will send out the books at the proscribed times with a cover letter with the firm's name on it and hand-signed by the author.

- **Comfort Cards**—Thank You Card to be sent after the service. Anniversary card to be sent at the anniversary. Holiday card to be sent during the holidays. Birthday card to be sent on the deceased's birthday. We also have a wide variety of cards for specific losses or general condolences. InSight Books offers a mailing service for the Comfort Cards and can print personalized cards with the firm's logo and/or signatures.

- **Grief's Second Mile**—a 24-page book written to be given to families facing grief beyond the first year. It could also be used as a guide for a grief group.

- **Grief Notes**—tri-fold brochures that can be used with families facing specific losses such as suicide, infant loss, long-term illness, child loss, sudden death, etc.

- **Don't Take My Grief Away From Me**—Doug Manning's original book on grief is still a best seller. It is a 48-page book that speaks to a wide variety of grieving experiences.

- **Thoughts for the Holidays**—24-page book that focuses on the difficult journey of grieving during the holidays.

- **The Journey of Grief DVD**—the DVD is divided into 7 tracks that covers all the aspects of grieving. It can be used as an informational presentation at a church, retirement center, community group or could be used in a grief support group to help begin the conversation at each session.

- InSight also has several books that are written for specific losses or age groups.

WWW.INSIGHTBOOKS.COM

"If funeral homes do provide aftercare, often times, it is not useful or helpful as it could be. Funeral directors have to be very selective in what they 'sign up' for. If what they are doing does not provide grief support that actually addresses grief, then I am not so sure that their efforts will be seen as anything more than a thoughtful gesture. I am certain when I say that it is of the utmost importance for funeral homes to provide quality aftercare. If they don't, someone else in the community might and the quality of services will be greatly compromised. What will be lost is an opportunity for the funeral director to build and nurture relationships in their communities that will set them apart from the competition," emphatically states Linda Findlay, Owner of Mourning Discoveries

Mourning Discoveries offers a wide range of products and levels of services that can meet the needs of any size funeral home.

"I offer solutions that range in price from no cost to hundreds of dollars, including: free printable material to share, mailing programs that include valuable grief support resources or books, gaining in popularity and easy to provide for families—virtual support groups, customized online grief support web portal, complete templates and turnkey programs to hold community outreach events during the holiday and at any time during the year, options to host an event and have the entire event custom managed, all the funeral home does is secure the venue and invite their families and community, and last but not the least, option to earn accredited certification and designation as a Certified Aftercare Specialist," describes Linda.

Mourning Discoveries also offers additional training.

"We provide an Accredited Certified Aftercare Specialist Training program. Developed exclusively for funeral professionals, participants who complete the program will earn the CAS designation which is recognized as the highest level of education in the area of grief support provided by a funeral director. There is no other aftercare training that is accredited and credentialed in the industry. The certification will set the firms qualifications above and beyond the competitor," she adds.

Mourning Discoveries has stood the test of time and has continuously provided proven valuable aftercare resources, products and services. Since 1994 Mourning Discoveries has partnered with funeral homes to provide quality aftercare services to grieving families. To date they have supported over 250,000 grieving people on behalf of over 200 funeral homes in 25 states and Canada.

"We do offer the widest variety of aftercare options, solutions, products and services—all developed based on what we have learned from grieving families and by listening to and learning from the funeral directors that we have been blessed to work with," Linda passionately concludes.

WWW.MOURNINGDISCOVERIES.COM

## TRAVELER QUEST

### ALL-INCLUSIVE BATTERY OPERATED PORTABLE PA SYSTEMS

"Being heard at services and gravesites has never been easier or more affordable."

- Pastor James

#### TQ6

- Easy to Transport
- 30 Watt Amplifier
- XLR/1/4" Combo & 1/8" AUX Inputs
- Runs up to 15+ Hours

Price  
\$99.99

Rechargeable  
Built-in MP3 Player  
Built-in Handle  
Speaker Pole Mount

Built-In  
Bluetooth®

#### TQ8

- 150 Watt Amplifier
- 2 XLR/Line Inputs
- Up to 2 Wireless Mics
- Runs up to 24+ Hours

Price  
with 1 Transmitter  
\$299.99

Price  
with 2 Transmitters  
\$349.99

Handheld, Headset,  
or Lavalier Mic  
Systems Available



Scan for more info

Portable Lightweight  
PAs For:  
Projecting Voice  
Across Large Rooms,  
Overfill Rooms, Grave Sites,  
and Many Other  
Applications.

House of Worship • Gravesite • Presenters • Live Stage • Schools • Theatre



Speaker stand not included



FAMILY OWNED  
SINCE 1977

Got questions? Call us.  
800-369-7768  
GalaxyAudio.com  
\*See website for warranty details

NFDA

NATIONAL  
FUNERAL  
DIRECTORS  
ASSOCIATION

Your Friends at NFDA  
An Extension of Your Staff!

Your membership in the world's largest funeral service association empowers you to achieve more in your business, community and life! You, your staff and your firm work smarter when your NFDA membership works for you.



Your membership works for you!

We're always working hard to improve your benefits and best serve:



Your Business



Your Staff



Your Community





“Funeral professionals may not realize how various services can help them provide aftercare and grief support without taking a lot of their time. They also may not realize how much families appreciate the services offered -- even if they don't take advantage of them. For example, I provide funeral homes with grief support booklets and I've had bereaved individuals tell me that they haven't read my booklet, but they feel better knowing it is on their nightstand. I never would have thought that it would be comforting simply to have it in their house,” begins Jason Troyer PhD, Founder of Mt Hope Grief Services & GriefPlan.com.

As a former grief therapist, grief researcher, and psychology professor, Jason provides three products and services to help funeral homes.

“First, I have a Facebook service where I post daily uplifting and helpful content on a funeral home's Facebook page for them. This content includes grief support and inspiration, gentle reminders of the benefits of preplanning, the value of funeral rituals, happy Baby Boomer nostalgia, and other content. Second, I have 12 different grief booklets that I provide to funeral homes regarding the loss of a spouse, parent, child, animal companion, as well as grief during the holidays and how to help grieving children. Third, I present community presentations on grief for funeral homes as well as CE/CEU training sessions for local hospice and mental health professionals,” Jason explains.

“My prospective clients often ask about the price (\$2/day) because it is so much lower than other Facebook services. I view my service as the Charles Schwab of Facebook. Other companies are more like a full-service brokerage and provide a broader range of services, but at a much higher price point. If all you need is high quality content posted for you on your Facebook page, then my service fits that perfectly. Clients of mine often also ask about exclusivity to ensure their competitors won't receive the same services; I provide exclusivity for my Facebook services,” states Jason. “My \$2 per day price point is what sets me apart as well as the simplicity of my service. There are several great companies that provide a broader range of social media services and more customization -- but often at a price that is x10 as expensive as my services. And to my knowledge, I'm the only PhD-level grief expert who provides Facebook services exclusively for funeral homes and cemeteries,” Jason proudly concludes.

Prospective clients can try it before they buy it with a free full month of the service (without a credit card) to make sure they know exactly what they are receiving.

[WWW.GRIEFPLAN.COM/FUNERAL](http://WWW.GRIEFPLAN.COM/FUNERAL)

“Our aftercare program is unique because we use text messages to follow up with families after the funeral service. Because of the high level of engagement (98% read rate and over 50% response rate) we see with our messages, we receive a lot of qualitative feedback from families across the country on what they need or are looking for after the loss of a loved one,” states Jon Lefrandt, CEO of The Domani Group. “We took that feedback and partnered with a nationwide network of grief therapists and created an online grief support platform called Domani for Grief, which allows families to access free grief support courses and resources online from the comfort of their own homes. This tool is provided for free to the family on behalf of the funeral home. Allowing the funeral home to deliver that value and support,” Jon continues.

A question that we get asked a lot is about the personalization of our program. In today's fast-paced digital world it seems like speed and convenience are often prioritized over personalization. We don't believe that should be the case when it comes to aftercare. Every Domanicare message is sent and received by a real person who is highly-trained and compassionate. They act as an extension of the funeral home staff and provide the same level of service to the families.

“I think the thing that funeral home owners and directors need to realize about an effective aftercare program is what it can mean for the bottom line and growth of their business. The enhanced consumer experience leads to more satisfied families and referral business. In today's increasingly digital world, those satisfied customers and families will go online and leave positive reviews which provide great brand awareness and at-need volume for funeral homes. 97% of today's consumers say they trust online reviews as much as recommendations from friends and family,” he adds.

The program offers training and provides materials to help families get set up with Domani for Grief, the free online grief support platform. As far as the actual aftercare program is concerned, Domanicare provides full reports and transcripts of the conversations with families and anything that needs additional attention is escalated right away.

[WWW.THEDOMANIGROUP.COM](http://WWW.THEDOMANIGROUP.COM)

## Intuitively Designed for ID Viewings & Small Gatherings



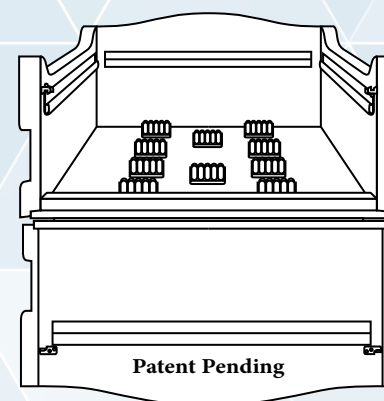
**Chaise Bed Viewer™**  
Chaise Bed \$329\* Each + Freight

Shown in Red Mahogany Finish



Shown in Canyon Brown Finish

Chaise Bed Viewer Insert  
With Crepe Blankets & Pillow  
Cost per use as low as  
\$57\* Each + Freight



Patent Pending

Watch the video!



[starmarkcp.com/videos/chaise-bed-viewer](http://starmarkcp.com/videos/chaise-bed-viewer)

**STARMARK®**  
cremation products

Copyright © 2019 Starmark Cremation Products. All rights reserved.

\*Mix & Match 4 Unit Minimum



Specific portions of Starmark products may be covered by one or more of the following US Patents: D859,777; 10,398,616; 10,098,801; 9,872,809; 9,649,241; 9,649,240; 9,597,248; 9,539,161; 9,427,369; 9,248,069; 9,089,467; 9,050,234; 8,959,732; 8,607,423; 8,595,908; 8,418,329; 8,375,535; 8,104,151; 7,213,311; 7,204,003; 7,249,402; 7,249,403; 7,234,211; 7,263,751. Additional US Patents Pending

CHAISE-FBA-NOV2019



# WHAT EXACTLY DOES YOUR CREDIT CARD PROCESSOR DO?

BY JIM LUFF

Whether you pay your credit card processor one lump sum at the end of the month or have a little amount deducted from each daily batch of transactions, you are paying for a service. But, what services are you paying for? Your credit card processor is merely one component of completing transactions with your families as they pay for a case. There is a vast and complex network of companies that are involved in every single transaction and your credit card processor manages the process between all of the companies that are involved. In a nutshell, your processor represents your business with each of the card brands you accept for payment such as Visa, MasterCard and American Express.

## The Behind the Scenes Magic

When you accept a credit card for payment, there are a number of steps that take place before money actually lands in your bank account. While the steps vary slightly based upon the type of card you accept, the steps involved all begin with capturing the card information. This can be done manually, through a funeral home website with a shopping cart or with a terminal that has a chip or stripe reader. The card data, along with your business information

and the information about the specific transaction is sent to an Acquiring Bank such as First Data. The Acquiring Bank sends the information to the card brand (Visa, MasterCard etc.) who then checks with the specific Card Issuing Bank (Wells Fargo, Capital One, Bank of America, etc.) to see if there is enough available credit on the cardholder's account. Assuming the funds are available, the Card Issuing Bank holds the funds required for your business. The Card Issuer sends back a status of approved, declined or error to the Acquirer (First Data), who then reports back to your business, all within a few seconds. At this point, the transaction might be considered complete. But, it is far from complete. At the end of each business day you close your transactions for the day by sending a "batch submission". This likely happens automatically each day. The Acquiring Bank then deposits the total batch amount as a "batch settlement" into your bank account. The Acquiring Bank then sends a request to the card brand for reimbursement of the funds they advanced to you. The card brand sends a request to the Card Issuing Banks for all of your transactions. This could be many, many banks such as Chase, Capital One, Bank of America etc. The Card Issuing Banks then pay the money back to the Acquiring Bank and adds the amount due to the cardholder's monthly statement. During this process, the fees that a business pays to process that credit card are collected by all the parties involved.

The Card Issuer receives the majority of the fees, called an Interchange Rate, and the Acquirer gets the remaining amount after the Interchange fee is paid. This remaining amount is split between the Acquirer and your credit card processor. Acquirers also charge fees. Some are mandated by the Card Brands that make up the remainder of your total processing fees. Your processor makes sure that all of this gets handled.

## Where Your Processor Fits In

A credit card processor serves as a link between your business and the Acquirer and is registered with the Card Brands to legally provide merchant services. Your processor has access to specific card and transaction information to assist you in managing your merchant account. As you can imagine, this requires a great deal of security and trust from Visa, MasterCard and others. The registration process is a very thorough, rigid and expensive endeavor and many companies are turned down by the Card Brands. Your processor should provide a dedicated account manager that understands your funeral related business and your unique operations such as what type of funeral home or cemetery management software you use. These are the services you are paying for each month through the fees you are charged. **FBA**

*Jim Luff is a Marketing Manager with Chosen Payments, a national credit card processor serving the funeral care industry. He is an active member of the California Funeral Directors Association serving on the Legislative, Public Relations and Expo committees with firsthand industry knowledge and 25 years of experience working with Central California funeral homes. Jim can be reached by phone at 805-427-9180 or by email [jim.luff@chosenpayments.com](mailto:jim.luff@chosenpayments.com).*

## NEW & ONLINE!

- Associate of Applied Science
- Funeral Director's Program



The many aspects of Funeral Service require multi-faceted professionals – and that is precisely the foundation provided by an education at Dallas Institute of Funeral Service.

Position for success – online!

- Associate of Applied Science degree
- Funeral Director's Program

DALLAS  
INSTITUTE  
OF FUNERAL SERVICE  
*The Wilbert Group*

*Graduating Professionals of Distinction*

Visit [www.dallasinstitute.edu](http://www.dallasinstitute.edu) to apply online or learn more  
**214.388.5466**



## NORTH AMERICA'S PREMIER RECYCLER FOR POST-CREMATATION METALS



### What is something that many crematories don't know about metal recycling?

Dental metals are the most valuable component of post-cremation metals. In fact, up to 99% of the value generated from recycling comes from the precious metals used in dental applications. Precious metals are highly valuable and include gold, silver, platinum, and palladium. These small pieces of "dental scrap" are substantially more valuable than other post-cremation metals, such as cobalt joints or titanium rods. While larger pieces like joints and rods make up the majority of your recycled material, it's the dental metals that drive the overall value.

**"... UP TO 99% OF THE VALUE GENERATED FROM RECYCLING COMES FROM THE PRECIOUS METALS USED IN DENTAL APPLICATIONS."**

### What makes Garfield Refining unique?

We've been recycling precious metals in various industries for over 127 years, so we have experience capturing value from all types of recyclable materials. In particular, we are North America's #1 dental refiner, which makes us the perfect partner for maximizing the value of dental material in post-cremation metals. As a result of this know-how, we've been voted the "Best Dental Scrap Refiner in North America" for the last 8 years in a row.

### How can crematories use funds generated from recycling?

Our clients do lots of things with recycling funds. Most chose to reinvest the funds in local charities, buy new equipment with preferred vendors, or reinvest it into their operations. No matter your preference, we make it easy.



**DREW OSBERG**  
Business Development

**MELISSA POLIS**  
Director of Sales

### What is Garfield's approach to customer service?

As a multi-generational, family-owned business, our customer-first approach means we care about our customers' satisfaction. You'll always be able to connect to a real person at our refinery, and our dedicated crematory team is available by phone or email to answer your questions anytime. Regardless of whether your crematory does 100, or 10,000 cremations per year, our experts are here to help throughout the recycling process.

### How does Garfield make it easier for crematories to recycle?

We streamline the recycling process while maximizing efficiencies for your crematory operators. Upon request, our experts will visit your facility and provide useful tips and tools that will aid in the metal capture process. When you start recycling with us, we'll send a complimentary steel-lined drum you can use to store and ship your post-cremation metals. When you're ready to recycle, all you need to do is call and schedule a pickup with us. We'll automatically send you a replacement drum, so you never miss a beat.

### Why is cremation recycling so important?

CANA and the ICCFA strongly recommend adopting the environmentally sound practice of recycling prosthetic implants. Mining for precious metals takes a toll on the environment, and we should always strive to recycle gold, silver, platinum, and palladium whenever possible. Additionally, materials used in dental applications may seep into waterways or contaminate other natural ecosystems. Recycling these metals helps crematories comply with state and local environmental laws, while proving a better financial option than storing them.

### How does Garfield value post-cremation metal?

All material that comes through our doors is hand sorted, assayed, and scientifically analyzed. Rather than providing a conservative estimate based on case load or gross weight, we'll always determine the exact composition of your metal and pay you accordingly. Our payments are based on current precious-metal prices, and we follow the same process used to satisfy our dental clients, which is why our crematory customers consistently tell us that we return more value than any other metal refiner.

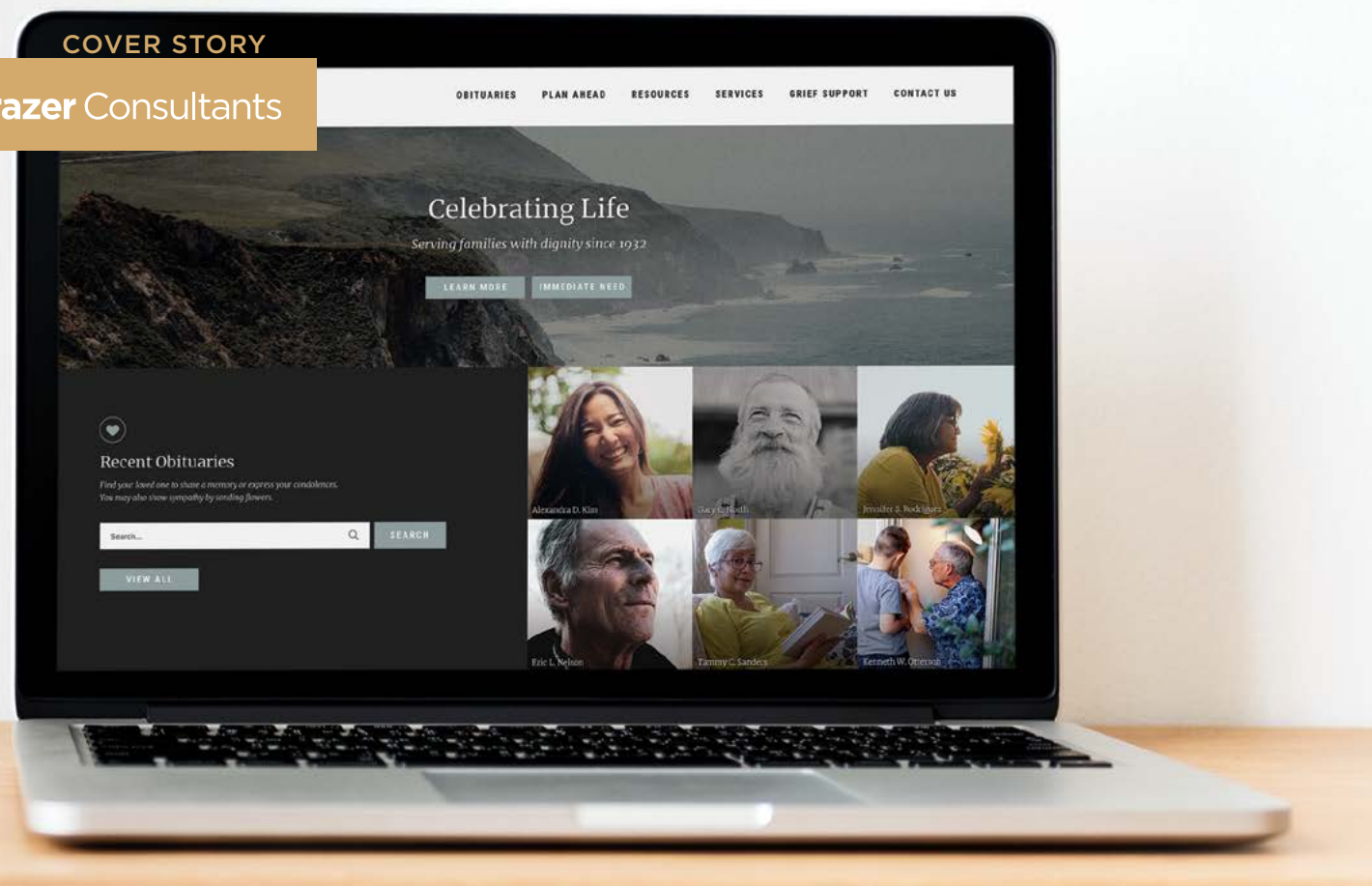
**"Garfield's representatives have always been very responsive to our needs and provided us with very good technical assistance as we developed our metal recovery program. With their help, we have been able to provide significant funding to a number of non-profit organizations. THANK YOU Garfield for all that you do for us!"**

**- Paul E., Crematory Owner  
Pennsylvania**

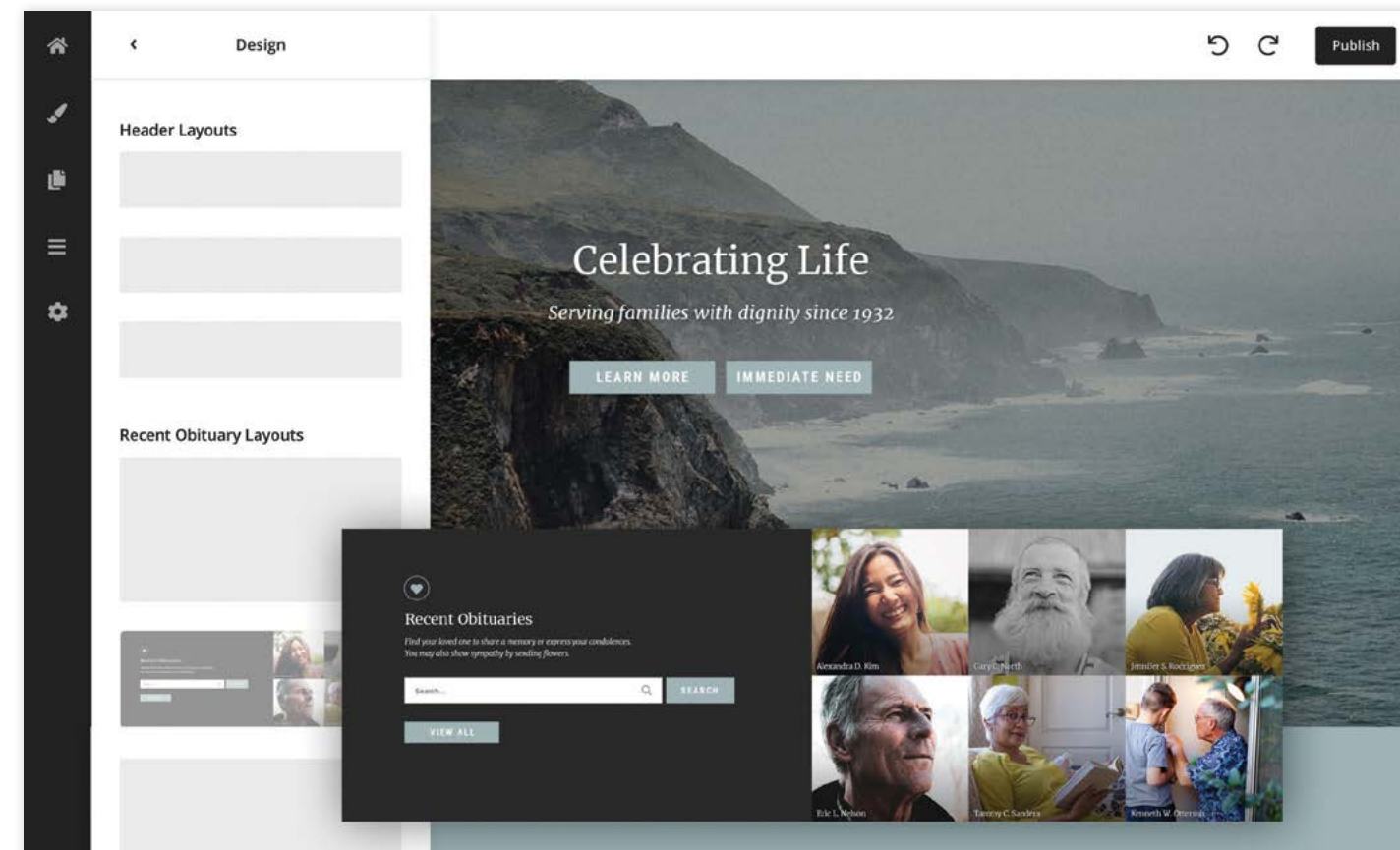
## GET STARTED TODAY!

Call 800-523-0968 to speak to one of our experts,  
or visit [GarfieldRefining.com/crematory](http://GarfieldRefining.com/crematory).





Our new drag-and-drop website builder makes custom sites easier than ever.



# Frazer-Powered Websites Are More Customizable Than Ever

Are you looking for a website that makes your funeral home stand out from the rest? A website that's uniquely your firm's, and not one you've seen a dozen times? If so, a Frazer-powered website is exactly what you need.

We're excited to announce that we've developed a drag-and-drop website builder our designers can utilize to make your website as unique as possible. Gone are the days where you choose a template. Now, a designer can take individual elements that you like — such as different obituary, header, or menu styles — and drop them into a unique website just for your firm.

This drag-and-drop way of designing your site gives your funeral home more control over the look and feel of your site, and lets you show off your brand in a unique way.

## Responsive Design to Cater to Families

According to Statista, in 2018, 52.2% of all website traffic was generated through mobile phones. If you don't have a mobile-friendly website, you're going to be left behind. That's why along with more customizable website designs, we are continuing to design responsive websites.

If a website isn't responsive, users need to pinch and drag to navigate it on their mobile device. This may cause them to become frustrated and leave your website. However, with a Frazer-powered website, they'll never have this issue — all our websites adjust to fit any device.

## Designed with SEO and Security in Mind

Every Frazer-powered website is designed with search engine optimization (SEO) in mind. For instance, when

your website is responsive, this improves your SEO. We also include an SSL — Secure Sockets Layer — certificate, which also helps your website rank higher on search engine results pages.

Along with improving your SEO, an SSL certificate also improves your website's security. It encrypts the data sent between your web server and browser, ensuring both your funeral home's and client families' information is safe and secure.

So, whether families enter their credit card information in Tribute Store or use Tribute Pay, they can rest assured their personal information is safe. As hackers continue to think of new ways to steal information, an SSL certificate is a necessity for your website.

In addition to these SEO-improving features, we also offer additional SEO services. No matter which package you choose, our specialists implement the best practices that will help your funeral home's website be found by more families online.

## Additional Website Features

All of our websites come with Tribute Pay, an all-in-one payment platform. Families can choose the payment

option that works best for them, whether that be: Tribute Insurance Assignments, Tribute Loans, Tribute Crowdfunding, credit card processing, or eChecks. These payment options give families the flexibility they need and ensure your funeral home gets paid.

In addition, our websites come with our 365 Days of Healing grief email subscription. Families can sign up to receive daily emails during the first year of their loved one's passing. It's just another way to show your families you care.

Along with helping families, our websites help funeral directors too! By integrating with innovative software, your funeral home will run more smoothly. Double data entry is a thing of the past, since the information you enter carries over to other software you use. This decreases the chances of errors and saves you time. With this extra time, you can focus on improving other aspects of your business.

At Frazer, we are continuously developing technologies that help you better serve your client families. To learn about even more features that come with your Frazer-powered website, give us a call at **866-372-9372** or email **info@frazerconsultants.com**.

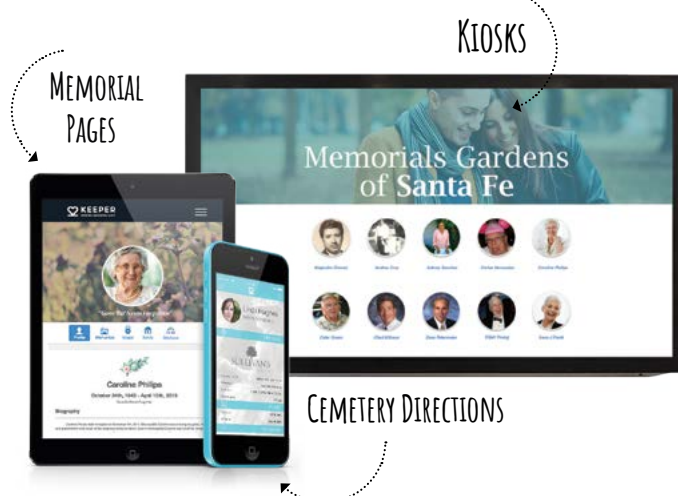




COMPANY SPOTLIGHT  
Keeper  
www.mykeeper.com  
844-970-7900

#### Who is Keeper and what product and services do you provide?

Keeper (previously named Qeepr) offers a full suite of digital memorialization tools that connect funeral professionals and cemeterians with their families. Our goal is to build new and engaging experiences for families by allowing them to build a legacy for themselves, or for a loved one, with interactive features including unlimited image and video uploads, tributes, digital guestbook, full genealogy, and more. We capture family emails with every site interaction, enabling funeral homes to easily send custom email communications and marketing. Keeper also offers kiosk and mobile app solutions for quick access to online memorial pages, walk-to-grave directions, daily service schedules, and more.



#### What makes Keeper unique?

Keeper is unique because our services are offered to families throughout their entire experience with a funeral home or cemetery. We firstly have a program that allows families to start building out their own legacies during the pre-need process, empowering them to store their most cherished memories, mark their life milestones and tell their own story. For at-need families, our online memorials allow their community to reach out and add their own memories, while giving the family administrative privileges to their loved one's memorial to build a true celebration of life. Keeper also has built-in aftercare where messages are automatically sent to families at key moments, including anniversaries.

Keeper then continues to serve families at cemeteries. Our tool makes entire cemeteries discoverable with integrated interment records, cemetery maps, walk-to-grave directions

and interactive mobile technology that scans a monument to discover a life story.

#### How does Keeper provide a solution for funeral homes and cemeteries?

Cemeteries and funeral home-cemetery combinations, benefit from Keeper's platform because it can merge all the different systems and technology they may use – including their funeral home database, interment records, cemetery mapping, tribute videos and marketing – into one simple tool for families. It enables all of the information from the different systems that may be in use, to be viewed and utilized on one simple application. All of this information is then easily accessible by families, improving customer service while reducing the amount of inquiries to office staff.

#### What are the benefits to funeral homes and cemeteries using Keeper?

Keeper was built with modern social media design and principles, encouraging user engagement at every stage. With every memorial page contribution, customer emails are captured and are added to our email marketing platform, allowing funeral homes and cemeteries to send direct email campaigns to families, generate pre-need sales, as well as sell products and additional services.

Keeper customers see an increase in customer satisfaction, engagement, and family retention by improving communication and adding desirable services that allow them to stand out from the competition.

#### What are some notable projects Keeper has worked on?

In addition to the funeral homes and cemeteries we serve across North America, Keeper is proud to have been selected as the product of choice for the United States Department of Veterans Affairs, National Cemetery Administration's latest project, Veterans Legacy Memorial (VLM). VLM is an interactive online memorialization website designed to honor the service and sacrifice of American Veterans. Using Keeper's application, VLM enables visitors to pay tribute and share the life stories of Veterans, ensuring Veteran life stories will never be forgotten. Keeper has memorialized nearly 4 Million Veterans in 136 National Cemeteries.

#### How would a funeral home contact Keeper for more information on your products?

We can be reached at info@mykeeper.com or by calling 1-844-970-7900.



## SERVE THE MODERN FAMILY with Keeper's Suite of Digital Memorialization Tools

- Online Memorials
- Walk-to-Grave App
- Kiosks, and More!



www.myKeeper.com  
1-844-970-7900

PROUDLY MEMORIALIZING MILLIONS OF VETERANS  
For the U.S. Department of Veterans Affairs



U.S. Department  
of Veterans Affairs  
National Cemetery  
Administration



## FUNERAL DIRECTOR SPOTLIGHT NORA PAVONE

**Funeral Business Advisor sat down with Nora Pavone, funeral director with Marine Park Funeral Home in Brooklyn, New York to learn more about her career, experience in the funeral industry, and adorable sidekick Fiona the Funeral Dog.**



### What brought you into the industry? Was this a profession you were interested in from a young age?

My family has been serving our community for 40 years and I am a fourth-generation funeral director myself. My parents never forced me into the family business, but I have always felt like it was a calling. I went to St. John's University and enrolled in a program they offer, where you can get your funeral directors license at the same time you get a four-year degree. I graduated in 2014 and started right away.

### What is your favorite part about working in this industry?

Seeing the positive impact we can have on a family in such a difficult time in their lives. It is a very hard job to have every day and I go above and beyond for our families because I care about them so much. Getting that recognition that we've helped make a dark time a little bit brighter for our families makes all the hard work totally worth it. This isn't an easy profession, but I can't imagine doing anything else.

### What makes your funeral home stand out from others?

Our family has been serving the community for 40 years and it was something that my grandfather had a vision for from the start. Following his lead, we all poured our blood, sweat, and tears into making our funeral home what it is today. We are very passionate when it comes to serving our families and I think that is something that really shines through.



### Are you a member of any community group or organization?

In addition to groups such as the New York State Funeral Directors Association and similar organizations, we recently started to branch out and get involved in other community programs. This year we held a 9/11 community event with a local 9/11 survivor group that organized a tribute to those who had passed. We are also about to join the New York Therapy Animal Group and are in the process of joining them now with our grief therapy dog Fiona. We are really excited to be able to give even more back to the community and have her going into different locations and contribute more to community service with her along for the ride.

### When did Fiona join the funeral home? What is it like having a grief support animal onsite?

Fiona is a Bernese Mountain Dog. We got her when she was nine weeks old and she has been with us for almost 2 years. We started bringing her into the office right away when she was a puppy just to get her acclimated to the environment and the team and she fit in so perfectly. She has definitely been a highlight of my time here, she makes it a little bit easier every day for our families, and team moral. We love having her be part of our funeral home team.

If she's not lounging somewhere or sleeping under a desk, she's meeting with a family and having a big impact on those she sees. She is the first Berner I have ever owned and prior to that the largest dog I had ever owned was a Cocker Spaniel, so I was kind of nervous to take on such a big dog, but the more research I did, the more I realized how perfect the breed was for our funeral home. I did almost 2 years of research before deciding on a Bernese Mountain Dog, and I am so glad we did. She's big, she's cuddly, she's adorable, she's got a soft gorgeous coat, and she's got a calm temperament that doesn't take anyone by surprise. We found a great breeder in

Colorado and when I told her we looking to have Fiona come to the funeral home every day, she told us about how when she lost her husband to cancer her dogs helped her so much - so that reassured us a Berner would be a perfect fit.

### Fiona was recently recognized by the AKC as the one millionth Canine Good Citizen. What does this program entail?

When we decided to take on the task of having her be a part of the funeral home, there were not any guidelines for how to do so in terms of what is required in terms of the state. I didn't know much about training dogs and I felt a little overwhelmed when I began reading training books. All my research began to point me in the direction of the AKC Good Citizen Program.

It's a program that trains your dog to be a well-behaved citizen of your community and to always behave very politely. Which is exactly what we needed if we were going to have a dog in the funeral home. I found a trainer that helped me get Fiona to the point where she would be able to pass the exam and then we followed the program through and got her certified as a Canine Good Citizen. All together it probably took about a year of training. The process started with puppy classes and then moved on to basic obedience. With her being a 100lb dog we needed her to be very well behaved and not pulling us around the funeral home or jumping on anyone. When we took the test, I was so nervous even though Fiona had no idea what was even going on, but we passed on the first try and I was so proud of her and our work together.

Then we found out she was the one millionth dog to pass this exam and receive that certification so that was pretty cool. I would highly recommend the program to anyone because it made me so confident to have her as a part of our team and our bond became so much stronger.

### Looking forward to the future, what are you most excited about?

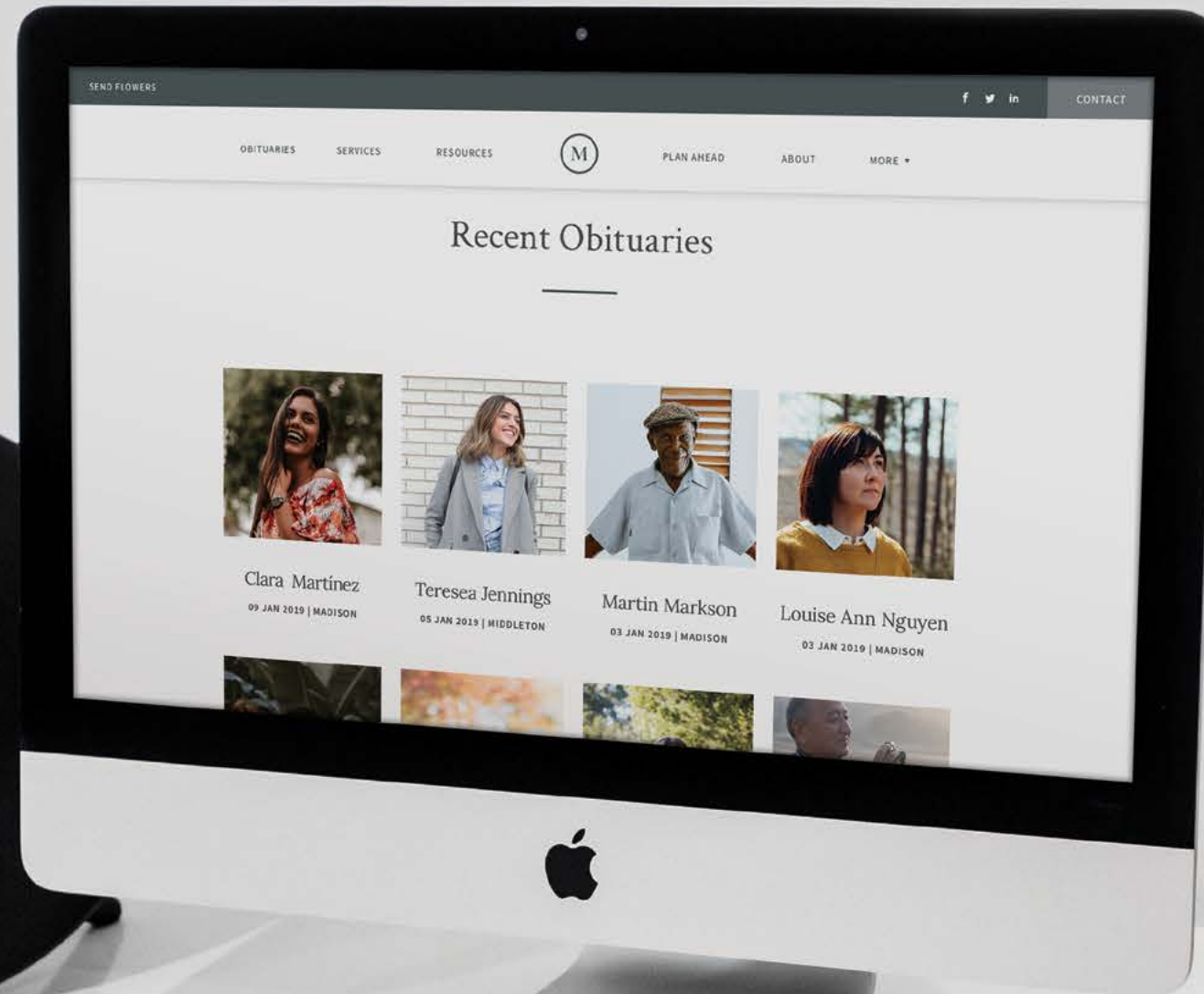
I really look forward to having Fiona more involved with our funeral home. Her presence has been received so well and I want her to be more involved with the services going forward. She eases tension and helps our families take their mind off the difficult time they are going through. Having a dog has really helped our families feel more comfortable in the funeral home and has really helped change the image of what a funeral home is expected to be like. It's called a funeral home and it should represent that completely. We want our families to feel at ease when they walk through our doors and I am excited to continue to work on ways we can do that.

### Do you have any advice for other funeral directors, especially those just now entering the profession?

Don't get discouraged and stay genuine. A lot of times when I have conversations with other people in the industry, they seem very caught up on how the industry is changing and how it's not like it used to be. Don't get me wrong, change can be intimidating, but it is all about your mindset. You can't stop the industry from modernizing. We are here to witness the industry blossom into something new and I think that is something we need to embrace. The changes don't mean the funeral business won't have a place in our communities, our profession is a necessity and our compassion will always be needed. **FBA**







FRAZER-POWERED WEBSITES

## Websites that are both beautiful and functional.

Not only are our websites functional and beautifully designed, they have many innovative features, such as integrations with funeral software, revenue-generating Tribute Store for flower orders, Tribute Pay, social Tribute Walls, and much more! Plus, when we come up with new features, we add them to your Frazer-powered website at no additional cost to your funeral home.

**CONTACT US TO REQUEST A FREE  
WEBSITE DEMONSTRATION!**

 **Frazer Consultants**

[WWW.FRAZERCONSULTANTS.COM](http://WWW.FRAZERCONSULTANTS.COM) | 866-372-9372 | [INFO@FRAZERCONSULTANTS.COM](mailto:INFO@FRAZERCONSULTANTS.COM)



# REDUCING THE RISK OF A DATA HACK: LESSONS LEARNED FROM THE EQUIFAX BREACH

BY BILL WILLIAMS

Data breaches are becoming less avoidable than ever before in today's society. Although media coverage is focused on large corporations falling victim to breaches, hackers often target smaller entities because they may have fewer measures in place to protect their data.

Deathcare firms can serve as an ideal target for hackers due to the amount of sensitive information that lies within a firm's files and the potential lack of data protection. While many believe it is a question of when, not if, you are a victim of a data hack, every deathcare professional can take steps to significantly minimize the likelihood of a breach.

One of the best ways to understand how you can protect your sensitive data is reviewing the "lessons learned" from a previous data hack. Recently, our team examined the Privacy Commissioner of Canada's report on the infamous Equifax Inc. breach, which impacted more than 143 million people. The goal

was to learn how some of Equifax's security shortfalls before the breach could apply to the deathcare industry, and what practices deathcare firms could implement to avoid the same mistakes.

Before sharing the "lessons learned," I would like to emphasize that similar to Equifax, almost all deathcare firms hold extremely personal client information within their files – which is a gold mine for hackers. If a hacker obtained just one or two of your clients' records, it can be extremely harmful to you and your client's financial health, sustainability and reputation. No matter the level of your security measures, I highly recommend reviewing these findings and considering how you can apply them to your business.

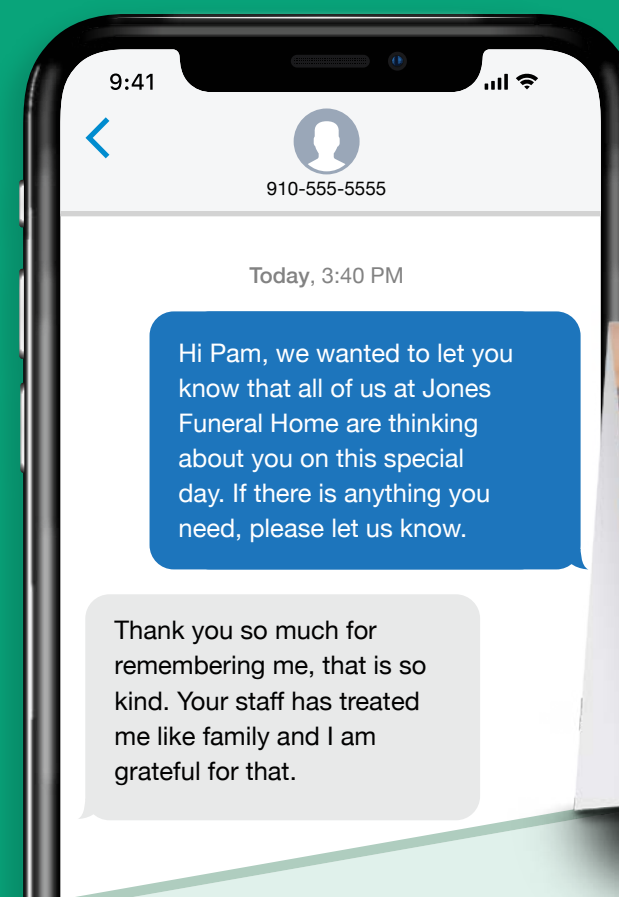
## Maintaining Security Certificates

Equifax initially detected the attack once it updated an expired security certificate. In short, security certificates are used to verify the identity of the individual trying to access data. For example, every website you visit must present a security certificate to your browser, which confirms the safety of the website. If the certificate is expired, you will likely receive an automatic warning from your browser.

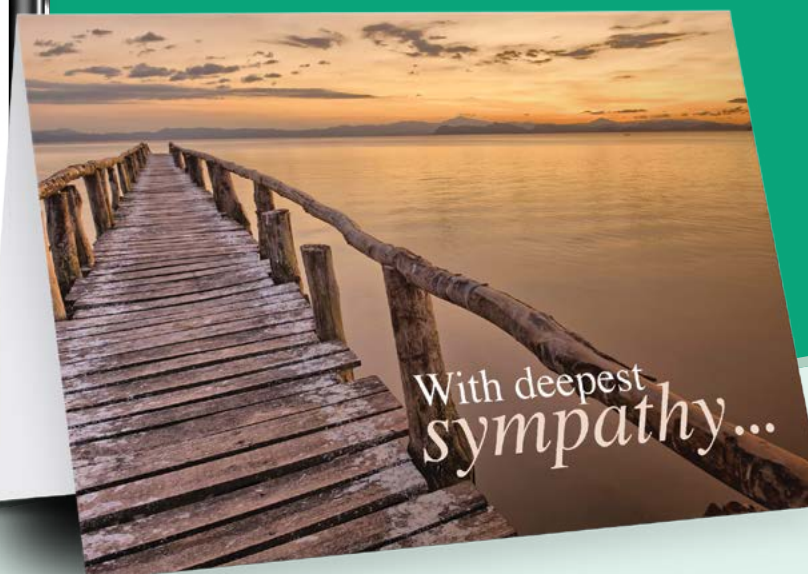
The Privacy Commissioner's report found that Equifax's expired certificate left it open to a breach and once the update was made, hackers were finally noticed. In fact, Equifax contained the attack the very next day. As it relates to deathcare firms, professionals must ensure security certificates for platforms that hold digital files are up-to-date, especially for their public and client websites.

# Aftercare for Modern & Traditional Families

## Aftercare-By-Text



## Aftercare Card Program



Automatically stay in touch and support families after the service is over

Get a free sample at [Aftercare.com/sample](https://Aftercare.com/sample) or call 1-800-721-7097

[Aftercare.com](https://Aftercare.com)

**SALE on NEW Premium Memorial Cards**



View online or call us for our latest catalog.  
Order online today:  
**lamcraft.com**  
Call **1-800-821-1333**

Serving Funeral Directors since 1974





Stronger Data Governance

The report also found that Equifax had “poor implementation of basic methods of protection” regarding its data maintenance. It also noted a “clear disconnect between policies and practices” that demonstrated “critical gaps.”

For the internal governance of client data, every deathcare firm should have sound practices in place to understand who is saving, modifying and maintaining files – and where – and that usernames and passwords of staff and clients are stored in a secure location. In addition, your firm would benefit from investing time for a professional to train your staff on the appropriate handling of personal information.

If your firm has third parties who manage your client information, ensure that the third party is regularly maintaining the data appropriately and fulfilling its obligations to you. Whether it is your internal staff or a third party, just one mistake or breakdown in communication could lead to a massive breach.

Record Retention and Disposal

Following the breach, Equifax confirmed that while it had a record retention policy in place, it did not have a process to delete certain personal data. Equifax had not deleted any personal information in its systems since 2010. By storing outdated or duplicate files that should have been deleted, you are allowing hackers access to even more information – such as data from previous clients from several years ago.

If you have paperwork or records that are no longer relevant to your business operations, it is highly recommended to properly discard these outdated files so they are no longer vulnerable to a breach. For records that remain relevant, consolidate them into one central, secure location to avoid loose or misplaced documents that might end up in the wrong hands.

Written Agreements for Data Sharing

Within its report, the Commissioner mentioned a lack of formal written arrangements with certain third parties that managed Equifax’s personal information.

Specific to deathcare firms, who may often leverage the expertise of trustees, investment advisors or record keepers, it is critical to establish clear parameters, in writing, for how personal client information should be handled. For example, as noted above, the arrangement should clearly state how long the third party can retain personal information until it must be discarded.

Best Data Security Practices for Every Deathcare Firm

In addition to the lessons learned from the Equifax breach, other simple security measures exist that will help deathcare firms reduce the risk of a data hack. Below is a list of some best practices that we encourage you to follow both at home and in the workplace.

Replace outdated software or technology systems-

Hackers often prey on weak and unprotected systems. When you replace your outdated systems and invest in high-quality technology, such as The Cloud, your records are protected at off-site data centers, which offer some of the highest levels of data encryption.

Utilize a variety of complex passwords across all accounts and change them often -

Creating long and complicated passwords for each account can often be tedious; however, this practice can make it much more difficult for hackers to access your accounts. Even if you suffered a hack to one of your accounts, another breach is far less likely if you have a variety of passwords set elsewhere. Many experts suggest changing your passwords as frequently as 30 days. At minimum, we recommend changing your passwords at least every six months. Two-factor authentication may be used as well if you have the capacity to do so.

Be wary of suspicious emails -

Hackers are becoming more sophisticated in their phishing attempts. In a world that is so heavily driven by digital communications, hackers will try to fool you and your employees with fake emails from known associates. Before you open an attachment or click on a link in an email that seems suspicious, read the email address closely to ensure the sender is legitimate. If you identify an email as a phishing attempt, notify your IT office or professional immediately – it is likely that other colleagues have or will receive similar emails.

Limit your “Bring your Own Device” (BYOD) Policy

Allowing employees to bring their own devices to work poses many risks. These risks include, but are not limited to, outside devices lacking firewall protection or anti-virus software, employees leaving your facility with sensitive data on their personal devices and employees using unsecured Wi-Fi with company information on file.

Your company might already provide employees their own computers for business operations only. If your business allows employees to use their own devices for work, then you are putting your company in a vulnerable position. While it is unnecessary to forbid all outside devices, you should consider what type of devices you permit inside your offices.

Take Action Today

It is better to be overprepared and overprotected. In our profession, we place significant emphasis on relationships with our clients and their trust in our services. To maintain and further build our clients’ trust, we can take advantage of existing practices to ensure their sensitive data is as secure as possible. As we head into a new decade, which will be even more driven by technology, consider consulting an IT professional or a record keeper to learn the data security resources available to you. **FBA**

Bill Williams is president and CEO of Funeral Services Inc. and serves on the FSI Board of Directors as vice chairman. He joined FSI in 2001 as vice president. He was named president in 2003. Under his leadership, FSI has expanded to offer services in more than two dozen states across the country. Williams has experience in every aspect of the funeral service profession, including ownership and management of funeral homes and cemeteries. He began his career in the deathcare industry when he became a licensed funeral director in 1980. He is a graduate of Gupton-Jones College of Mortuary Science in Atlanta, Georgia. To connect with Bill, call him by phone at 800-749-1340 or by email at bill.williams@fsitrust.com.

MC-100A and OS

Mortuary Cots



MC-100A

MC-100A-OS



**888-458-6546**  
3121 Millers Lane • Louisville, KY 40216  
Tel: 502-775-8303 • Fax: 502-772-0548

Built of sturdy anodized aluminum tubing that will not oxidize and will keep looking like new for years.

**Features**

- Legs lock automatically when unloading
- Legs reinforced for oversize capacity, MC-100A-OS
- One person can load and unload
- Multiple level adjustment for bed to cot transfer
- Two locking swivel wheels
- Comes with heat sealed mattress and two restraint straps
- Also available with side rails

**Specifications**

	MC-100A	MC-100A-OS
Dimensions:	78" L x 21" W	78" L x 25" W
Minimum Height:	10"	10"
Maximum Height:	32 1/2"	32 1/2"
Weight:	58 lbs.	80 lbs.
Load Capacity:	650 lbs.	900 lbs.



Ready to sell?  
Ready to buy?  
Need cash?

**Simple, hassle-free financing with little or no money down for:**

acquisitions	refinances	expansions
renovations	new construction	working capital

introducing real buyers and sellers on a daily basis!

**We offer:**

- Solid support throughout every buy-sell process, including cash-flow analysis
- Expert legal support
- Necessary stock agreements
- Clear and concise communication every step of the way.

When you need a buyer, a property, or cash, call us.



**Vantage Point**  
PRENEED INC.  
Innovative Solutions for the Next Generation  
Toll-Free (888) 285-4599 ext 1  
VantagePointPreneed.com

52 WWW.FUNERALBUSINESSADVISOR.COM | NOVEMBER/DECEMBER 2019

NOVEMBER/DECEMBER 2019 | WWW.FUNERALBUSINESSADVISOR.COM

53



Today the ASD family has grown to more than 200 employees, while still keeping that special feeling of a family owned and operated business. Learn more from Kevin Czachor, Marty Czachor, and Kathy Kelley about how ASD got started, where they've been, and where they are going in this professional spotlight feature.

### How did ASD get started? Where does the story begin?

**Kevin:** In 1972, our parents, Martin and Barbara Czachor, decided to start a telephone answering business for local companies in their area. My mother is a perfectionist and is all about mutual respect. She has always made it a priority to make our staff and callers feel respected. She found very quickly that funeral directors fit that criteria perfectly. They looked for quality, they were always respectful to our staff, and they sold value.

With the technology that was available to them, they were only able to serve their local community and hometown of Glenolden, Pennsylvania. There weren't enough funeral directors nearby to sustain an answering service exclusively for the funeral profession. Then in the mid-1990s, toll free service became available and that changed up the world. It allowed us to reach more people and as a family we decided that we were going to exclusively reach out to the funeral profession. At that point, we were working with about 300 funeral homes locally and now we serve nearly half of the funeral homes in the United States.

### What makes ASD unique?

**Kathy:** It is our employees and our technology. Without the people that make up who we are, the technology would mean nothing to our funeral directors. The people in our organization are truly what make the company so special. We have an opportunity to bring in many people each year at the entry level and pretty quickly we can target who is going to be a great asset to our company. We work really hard and do a lot to make sure we keep the employees we see the most potential in. Our success as a whole comes largely from the time we put into finding the perfect people - we would be nothing without them.

### What are ASD's goals right now?

**Marty:** World domination - just kidding. Our goal has always been and continues to be on the funeral profession. We are always looking for ways to improve what we do. We continue to meet with our clients and listen to the problems that they are running into and even if it doesn't seem like it is directly an ASD related issue, we still help them search for resolutions. This allows us to grow and potentially develop new services and new solutions that don't even exist today.

### What makes ASD's technology stand out from competition?

**Marty:** Our systems are all developed and designed in house. Nothing that we run is commercial software and this

allows us to completely customize our service specifically for the funeral profession. Since our clients are so focused and driven, we are quickly able to come up with solutions to their needs and make changes as our clients need them. This is a luxury that no one else can offer. I've lost track of how many patents we have on our technology, but I do believe it's close to 10 at this point.

### What do you love most about ASD?

**Marty:** I love that each day we truly get to help people. We get to help families get through a difficult time and help free up time for funeral directors so they can live their life and not spend every minute tied to their phones or physically at the funeral home.

**Kathy:** For me it's our team and being able to work in an industry that is home to so many caring people. It's an amazing feeling to go to work each day and feel like we are making a difference. We get to help make our funeral directors' lives a little easier and we also get to help families across the United States and Canada - I wouldn't trade it for anything.

**Kevin:** These days funeral directors are pulled in a thousand different directions each day, so any tool we can provide to them that gives them a few seconds here or a few minutes there can save them hours of headaches.

### What are some habits that you have that has helped make ASD successful?

**Kathy:** We are constantly looking for ways to enhance our service. We never sit still. We implement new ideas that sometimes work great and other times we find ourselves going back to the way we used to do things - but we never stop trying to make our service the best it can be. As a company we allow ourselves to be under constant evolution and invest a lot of time communicating with our customers and employees to make sure there isn't a better or more efficient way of doing things.

**Marty:** What Kathy just mentioned is the key to our success. We look at our problems, our mistakes, and missteps each week and pinpoint what we did wrong and how we can fix it. Having a weekly review of our performance is how we never make the same mistake twice. Whether that is training or a system change, we have the luxury to do both very quickly. We are always making improvements and the growth has followed.

## PERSONAL SPOTLIGHT



Kathy Kelley - Treasurer

### What is the best business advice you have ever received?

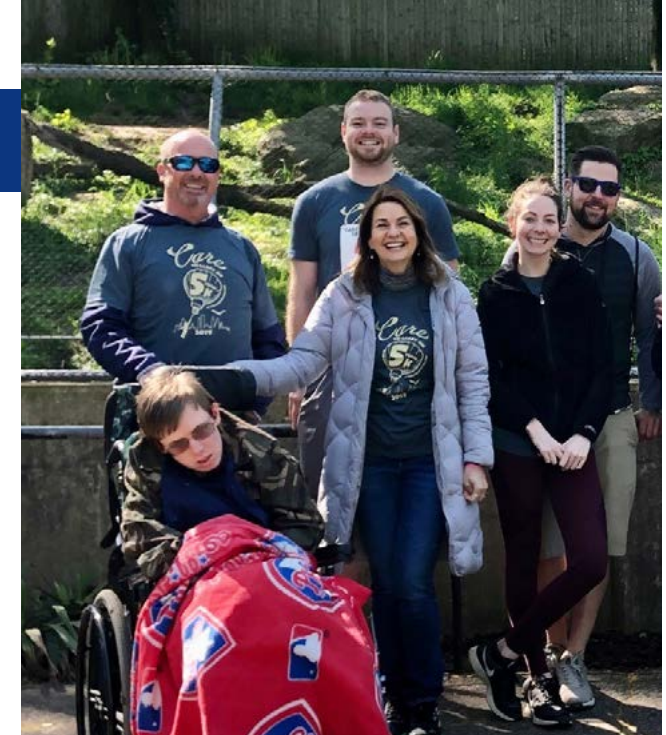
We are sometimes faced with very difficult decisions in this business, but at the end of the day we always ask ourselves, "what is the right thing to do?" even if that's not the easiest path.

### What are some of your favorite ways to unwind and spend your free time?

I love to be outside as well. I like to ski, scuba dive, and just be outside. Summer is my favorite time of year, so in the winter I try to get to Florida or somewhere warm as much as I can. I can handle snow for a day or two, but then I'm just done with it.

### Looking forward to the future, what are you most excited about?

I am excited to see the growth within our company and with our current employees and how they will advance in their careers. My son and daughter both work for ASD now and they see things from a different perspective than I do, I love getting new ideas from them and other employees. We have been at this for so long, ASD is like one big family to us. We have 81 employees who have been with our company for 5 years or more - it's very humbling and pretty remarkable.





PERSONAL SPOTLIGHT



Marty Czachor - Vice President

What is the best business advice you have ever received?

Do what is right. Making money is the last thing we think about - it's not our focus. We are more about problem solving and making the service we offer the best it can be, when you do that - the money will follow.

What are some of your favorite ways to unwind and spend your free time?

I love snowboarding in Vail. I am looking forward to getting back there twice this year. In the winter, it can be dark and dreary outside and you can feel like you have to stay locked inside, but I love to get out and experience fresh air and be active outside.

Looking forward to the future, what are you most excited about?

I love thinking about the future and what the world can be like. I am excited to create new solutions to problems we don't even have yet. ASD allows us to find creative solutions every single day, and I look forward to continuing that. Right now, we are always looking for redundancy and single points of failure, so that one mistake can't take the whole company down. When callers pick the phone up, they expect us to be there - and when they do, we want to offer them the best possible service. I look forward to making that happen.



A Garage Full of Savings...  
Buy like a distributor, sell like a Funeral Home



**Meadow™**  
Solid Wood  
Walnut Finish  
Realtree® Camo Interior  
**\$519** +S&H

**Meadow™**  
Solid Wood  
Canyon Brown Finish  
Rosetan Crepe Interior  
**\$419** +S&H

Your garage may become the most valuable space at your funeral home. One Source Prime allows customers to purchase manageable volumes of USA made Cremation Containers, supplies, Metal and Hardwood Caskets mixed on one load delivered to one location with one call. Visit our website or call to find out how 100's of funeral homes are discovering the incredible savings through One Source Prime.



**OneSourcePrime.us**  
**(833) 871-4677**





## PERSONAL SPOTLIGHT



Kevin Czachor - Vice President

### What is the best business advice you have ever received?

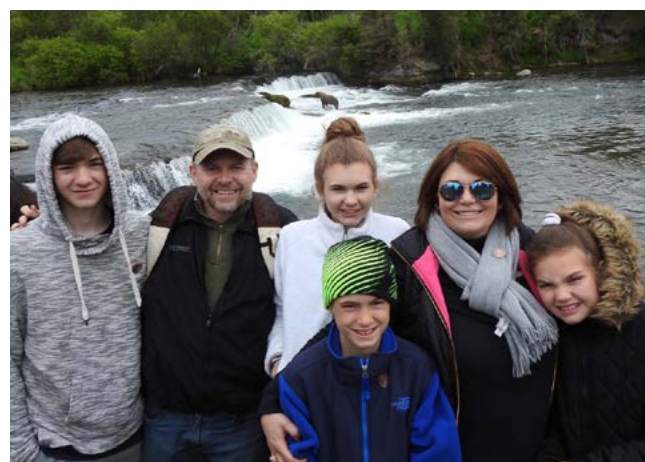
Never make excuses. With our business, we offer something that most people can't - we are 100% transparent. With everything we do, our clients - the funeral directors - can go in, listen, and scrutinize our process. There is no point in trying to make excuses. We are in a business that is operated by human beings, there will be mistakes. Nobody is perfect. Integrity for us is number one. We own up to issues that may need to be improved and then quickly take steps to make sure that particular issue does not reoccur.

### What are some of your favorite ways to unwind and spend your free time?

I love things found in nature. Pretty much anything that can get me outside, I absolutely love. My wife and I have four kids so they have that instilled in them as well. The whole family is certified in scuba diving and we can all ski. You'll see some overlap with Marty, Kathy, myself, and our families - we all have similar interests and it's fun when we can get our families together for trips. We are also all incredibly active in our community and spend time volunteering at local events and our church as well.

### Looking forward to the future, what are you most excited about?

I am excited to continue to eliminate headaches that funeral directors experience. I am excited to continue to give them the tools that will allow them to grow their business. Many people don't understand how exactly an answering service can provide so much, but we have found many ways to make significant improvements to the lives of our clients and I look forward to continuing to do so. **FBA**



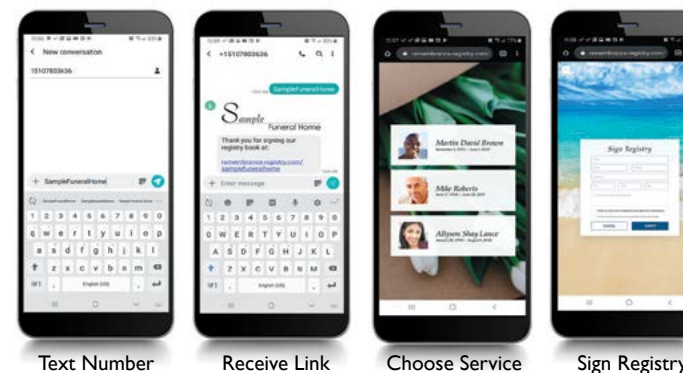
# Keeping traditions alive in a digital era



## FEATURES

- 100% cloud-based solution
- Works with any device
- Use to generate leads for your pre-need program
- Fully-integrated into Director's Print Suite
- Built-in dashboard
  - Control guest access dates
  - Review signed guests
  - Control sign-in field options

Prints guest's information inside register book and generates condolence labels



## INDUSTRY'S FIRST TEXTING SIGN-IN OPTION

- We provide you with a mobile number for guests to text.
- Family and friends simply text the provided number with Funeral Home name in the body of the message.
- Guests will receive a link to follow to the digital Remembrance Registry System.
- Guest fills in all the information.



PH: 855-277-0436 24/7/365 tech support  
www.directorsprintsuite.com



# COMMUNICATING THE VALUE OF CEREMONY

BY JEFF STEWART

Today, it seems that fewer and fewer families are informed about the value of the funeral, and in some cases, they are choosing to skip it altogether. You and I know that funerals are an important rite of passage and an essential step in the grieving process, but it is getting much harder to talk to families at the time of loss about a funeral service because oftentimes, their minds may already be made up.

It has become clear that we in the funeral profession need to do a better job of educating families about the value of a funeral long before they ever step into the arrangement conference.

## The Problem? A Lack of Good Information

A few years ago, our CEO asked me if I had ever Googled the words "How to plan a funeral." I told him that I hadn't, and he challenged me to go and see what I could find. After looking into it, I found that there really wasn't a lot of good information out there on the subject, and what was available, wasn't positive or especially helpful. I reported my findings to him, and he said, "That's my point. I think there needs to be better resources out there, and I want us to do something about it."

## Confusing Efficiency with Effectiveness

As I said, our profession hasn't done a very good job of communicating why we do what we do. For a long time, we really didn't have to explain why it was important to have a funeral. Families just knew.

But today, people are living longer, and there seems to be less of an understanding of what to do when a loved one dies. People know they don't want what their grandparents did, but they don't know what to do instead. So, they are often choosing options that seem to be the most expedient to them. Essentially, as grief counselor and author, Dr. Alan Wolfelt, often says, "they are confusing efficiency with effectiveness."

We know that when essential elements of the funeral are missed, families often have a harder road ahead of them. As funeral professionals, it's now part of our job description to educate families about how a funeral can help them process through their emotions of loss, activate their support network, and find comfort in remembering and honoring the life of a loved one through music, symbols, eulogies, and actions.

## So, How Can We Educate Families Before the Time of Loss?

After our little exercise with Google, it became clear that we needed to take some big steps in creating quality content and training that would benefit the entire funeral profession. To this end, we partnered with Dr. Wolfelt to create a training program that would equip funeral professionals to explain the "WHY" behind a funeral. We wanted to help funeral professionals dive

KIM HARRIS

HERITAGE MEMORIAL  
FUNERAL HOME & CREMATORY

"CARRYING ON  
DAD'S LEGACY  
WAS MY PASSION.  
FINDING THE  
RIGHT PARTNER  
TO HELP DO THAT  
WAS A PRIORITY."

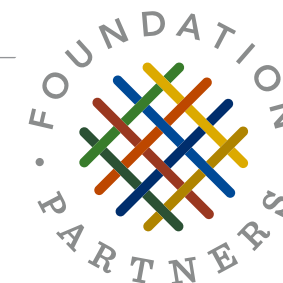


My dad worked his entire life to build a funeral home that loved and served our community. I wanted to honor his life's work and keep his dream alive. To do that, I knew I needed help growing the business and staying ahead of our competitors. When I started to consider retirement, I knew putting the right succession plan in place would be key. After meeting

Foundation Partners, I immediately knew they were family-focused, understood what a successful succession plan looked like, and desired to keep our current team in place. If my dad were here today, I'm confident he'd be proud to see his legacy carried on by a company invested in his life's work and the families we continue to support in our community.

Foundation Partners Group  
4901 Vineland Road, Suite 300  
Orlando, FL 32811

Get in Touch  
1-888-788-7526  
FoundationPartners.com







**L&G**  
FUNERAL SUPPLIES LLC

OUR FOCUS IS YOUR SUCCESS!



**Great Quality & Great Prices**

**No Minimums, No Year End Rebates**  
**Our Best Price EVERYDAY**

973-832-7879 | toll free: 1-800-565-3320  
www.landgsupplies.com | landgsupplies@outlook.com

into the importance of a funeral and give them practical tips for sharing with families why it's so important to create a healing and meaningful funeral experience. In tandem with these training materials, we also launched a consumer-oriented website, [www.funeralbasics.org](http://www.funeralbasics.org), in October of 2016 that would educate families about the value of planning a healing funeral.

### Three Years Later...Is It Working?

Over the last three years, Funeral Basics has been developed into a resource for both families and funeral professionals, covering topics related to planning a healing and meaningful funeral, the benefits of planning ahead, various methods of disposition, coping with grief and loss, as well as tips for living well now and leaving a legacy. It's a purely informational website; the WebMD of the funeral profession, if you will. Three years later, the site has approximately 40,000 visitors per month, nearly 200 published articles, and over 1 million article views, and the topics covered are relevant, current, and helpful.

Not only does Funeral Basics offer helpful planning tools for families and break down the WHY of the funeral, it also includes many grief and aftercare articles that you can use to supplement your own programs. We provide this site as a service to funeral homes and encourage every funeral home to link to it online and refer to it as a resource for families.

Currently, we have articles about coping with grief, whether that is suicide loss, survivor's guilt, helping a friend who is grieving, or how to use your own creativity to help you deal with loss. We have seasonal articles, like 10 remembrance activities for the holiday season or 12 tips for loving the grieving during the Christmas season. There are also practical articles, like how to write an obituary, how to talk to a child about death, and simple tips for writing a condolence letter. From pet loss to funeral etiquette and planning options, the website covers a wide range of topics, with more added weekly.

I invite you to take advantage of this incredible resource – a website that fits hand in glove with your preneed, at-need, and aftercare programs. And if you ever have any questions or would like to see a topic considered, just let me know. We're all in this together, serving one family at a time with kindness and compassion. **FBA**

Jeff Stewart is the Executive Vice President and Chief Marketing Officer for Funeral Directors Life (FDLIC). Jeff oversees all aspects of FDLIC's full-service marketing department and takes great pride in helping clients create and implement successful marketing programs. Jeff has served in the Marketing Department of FDLIC for over 18 years. Prior to joining the company, he was active in the advertising agency and telecommunications fields. All totaled, he has accumulated over 30 years of sales and marketing experience. Jeff received a bachelor's degree in Mass Communications and Marketing from Hardin-Simmons University. To connect with Jeff, email him at [jeff.stewart@funeraldirectorslife.com](mailto:jeff.stewart@funeraldirectorslife.com).



**FIRST IMPRESSIONS COUNT!**

Revolutionary first call pouch technology that standard pouches miss!



- Reversible Design
- Outer Pockets
- Full Length Mattress Sleeve
- 6 Additional Inches in Depth
- Dual Pillow Sleeve & Dual Inside Pockets
- Custom Fabrics
- Dual Zippers

**• WE ALSO MANUFACTURE COT COVERS •**

800.645.8966 | [info@kanga-woo.com](mailto:info@kanga-woo.com) | [www.kanga-woo.com](http://www.kanga-woo.com)

US Patent #9693325

# VersoTable

Patent-Pending Folding Table Display System



**2018 NFDA Innovation Award Finalist!**

**New Carlisle Fabrics Available!**

**Just 8 lbs!**




### NEW FABRIC & COLORS FOR HONORING SERVICE TABLES!

**Our exciting new Performance fabric is wrinkle-resistant and perfect for church, cemetery, or in-house services.**

**While four military patches are included (Army, Navy, Air Force, Marines) additional service patches, devotional patches, and civic patches are available.**



**final EMBRACE™**

toll-free 800-896-0598

[www.finalembrace.com](http://www.finalembrace.com)



To see all our products or additional fabrics, please visit our website or call for a catalog.



# MARKETING TO THE FOUR IMPACT GROUPS

BY KEITH CHARLES



First, let us discuss what we mean by “market share” in reference to opportunities through our atneed families. Market share is essentially the percentage of preneed’s your firm does relative to those firms around you that you compete with.

To illustrate this more simply, if your business handles 100 cases in a year, and the total number of cases in that service area is 1500, then you have an atneed market share of 6.67%. To affect your preneed market share, you will need to have a marketing strategy that matches your atneed ratio.

Let’s talk about our relationships with the families we serve. It is our honor and privilege to assist families at the time of need or before the need arises.

Many of the families we serve have never been in our firms, nor have they been put in the position of having to handle the final arrangements for a loved one.

This is a very difficult time for our families, and it has impacted them deeply.

Let’s define the word IMPACT. It means having a strong effect on someone or something. Both the family and our firms are impact by this event. Whether we are discussing current atneed cases or our future advance funeral plans, this situation has left an impact on them at every level.

We want to be visible in our communities. Consider the 4 impact groups that every funeral home should be utilizing. Let’s take a good look at them to make sure you have a strong, visible presence when your company is needed most.

For example, the 1st impact group is the Arrangement Conference. If we make sure to take down the information for those in attendance, we can build our connection with them and stay top of mind by sending them a condolence card signed by both the funeral director and your advance planning counselors. The goodwill, good press, and good feelings generated by this act far outweigh any associated costs. This can also be done through email marketing, posting on your website, and sharing condolences on your social media page. If you serve 100 atneed families and are able to collect an average of 3 leads per family, then by the end of the year you will have generated 300 very warm leads since they have been exposed to your firm and the service you provide. We all remember companies that go out of their way to show they care. From a family’s standpoint, these acts of kindness elevate your position in the community. They also advance your company’s reputation as a trusted partner and a caring, reliable resource.

Studies show that consumers prefer to do business with socially responsible companies. When your firm engenders trust, people are more likely to do business with you in the future.

## Action Steps: 1st impact group

1. First call, intake introduce the concept of preneed
2. Next of kin & attendee’s information in the arrangement conference
3. Condolence/sympathy card
4. Pre-burial/cremation phone call
5. Thank you card to clergy/celebrant
6. 24 hr. email
7. Clergy letter

The 2nd impact group is the Visitation, Viewing, Wake and online community if the family chooses direct cremation. Using a digital platform to communicate about the service is a great way to serve our families.

Digital Guest Registry provides an easy and efficient means of capturing guest registrations digitally and results in professional-looking registration products that can be printed at the funeral home. Families benefit by receiving clean, legible registration products and a more efficient way to address and send acknowledgment cards to those who came to show their respect. If all we did was collect 20 leads per 100 families served, this would give your firm an additional 2000 warm leads since these people visited their loved one in your funeral home or at their place of worship.

## Action Steps: 2nd Impact Group

1. Kiosk/registry book
2. Email marketing
3. Facebook opportunities
4. Funeral home website
5. Text to Registry



## FUNERAL DATA MANAGER + PRIVATE CLOUD

**Everything in one place**  
On-premises or in our private cloud.

Funeral Data Manager provides a complete database solution for managing your pre-need and at-need funeral home cases. Our software is well-known for being simple to learn.

From a few computers, to multiple locations, or cloud connecting all your devices, Funeral Data Manager can be configured to meet the unique needs of your funeral home.



**Funeral Data Manager**  
Family Owned & Independent

888-478-9775  
funeraldatamanager.com



The 3rd impact group is the actual **Service or Ceremony**—whether at your firm's chapel or at another location, we can use the digital platform Text to Registry's, QR code technology to secure warm leads for our firm.

Many of the guests who attend services have little to zero contact with our firm especially our advance planning program. On average if we only perform 40 services with a minimum of 35 attendees in a year, we have the potential to tie 1400 families to our website, our Facebook page, and invite them to our Necessary Conversation Seminars (Lunch & Learn).

Using the digital platform and having your advance planning counselor be the kiosk greeter provides a very personal touch to the guests who are coming to our firms for the first time.

**Action Steps :3rd Impact Group**

- 1. Kiosk/registry book, supporting the family
- 2. Assisting Funeral Director, Email marketing
- 3. Facebook opportunities
- 4. Funeral home website, meeting the clergy
- 5. Rearview mirror hanger
- 6. Direct mail
- 7. Text to Registry, Floral App

The 4th impact group is what we call the **"Death Block."** This refers to the street that the honoree lived on before they passed away. This lead source allows us to reach out to our community with direct mail, door hangers, onsite marketing (clover leafing). The concept is simple: after we serve a family in our community, we go to the homes to the left and right of

the service call, the three homes directly across the street, and the three homes directly behind (making a cloverleaf pattern) to drop off a leave-behind advertisement such as a door hanger, business card, magnet, etc., with your firm's contact information. By taking these simple steps to introduce your firm to potential families, you can have a long-term impact and help grow your business and exposure exponentially.

The numbers are as follows: If your firm does 100 atneed cases, you will touch an additional 800 families with this approach.

**Action Steps: 4th Impact Group**

- 1. Neighbor's letter approach
- 2. Truepeoplesearch.com
- 3. Community letter
- 4. Onsite marketing (door to door) door hanger
- 5. Business Card
- 6. Magnet

Although Funeral Directors help families with funerals, burials, and cremation services at the time of death: it's very important that we introduce the opportunity for each quest to be able to make their own arrangements in advance (well their emotions are at rest). Which leads to a greater sense of peace and security for themselves and their loved ones when they do.

When we help families with these sensitive end of life matters, he or she is positively impacting by our firm and their future experiences with us.

We have an opportunity to get a minimum of 66 leads per family that use our services through the atneed process.

The goal of these four impact groups to help market the funeral home to their community in a proactive way.

Funeral homes that are using the older methods of advertising are in a passive mode. They are putting ads in static areas and hoping that people either go to the medium (i.e. Yellow Pages) or remember their name (newspaper and billboards, church bulletins) With these advertising avenues, "it's sit and wait" type approach.

In conclusion, doing impossible things does not work out because you tried, they work out because you kept trying and never gave up until they did. Anything is possible if you put your mind to it and take action. Today is a great day to reach out to our families. **FBA**

Keith E. Charles the National Trainer for Premier Specialty Markets. He is a licensed funeral arranger with over 30 years of nationwide sales experience. Adept at creating and implementing training programs, Keith conducts hands-on field training, teleconferences, video training, classroom sessions, and in-home presentations. He sets performance metrics, evaluates productivity, and helps counselors create long-term career objectives within the death care profession. He has earned many funeral, cemetery sales awards and continues to help shape our profession with new technology such as digital registry, text messaging, Facebook lead generation to name a few. He can be reached by phone at 562-688-2365, or by email at [keith.charles@premiersmi.com](mailto:keith.charles@premiersmi.com).

# Ready Capital

## Small Business Specialty Finance

We can help you with your funeral home financing needs

Ready Capital, through its subsidiary ReadyCap Lending, LLC, is a nationwide direct lender that specializes in financing uniquely successful businesses that require specialized industry knowledge. Our Small Business Specialty Finance Team are industry specialists that have 10-20 years of experience lending to the Death Care Industry. Our loan programs are designed to maximize business cash flow and the creation of wealth for our clients.

Funeral homes have substantial value that is intangible. We understand the value of your firm, and we will lend against the goodwill value where many lenders will not. Our creative loan structures promote cash flow, growth, and liquidity for our clients.

### Loans can be structured to include:

- Up to 100% Financing
- Up to 25 Year Terms and Amortization
- Construction & Renovation Financing
- Equipment Financing
- Working capital
- Acquisitions & Partner Buyouts
- Debt Consolidations



Please call or email one of our specialists **TODAY** to learn more about how we can help you with your funeral home financing opportunities!

John Tonjes / Ready Capital / SVP, Small Business Specialty Finance / 614-981-4376 / [john.tonjes@readycapital.com](mailto:john.tonjes@readycapital.com)  
Dan Bywater / Ready Capital / VP, Small Business Specialty Finance / 801-477-7798 / [dan.bywater@readycapital.com](mailto:dan.bywater@readycapital.com)  
Marie Shelton / Funeral Financing Associates / Owner, Managing Director / 812-475-9711 / [mshelton@funeral-financing.com](mailto:mshelton@funeral-financing.com)  
Jody Myers / Funeral Home Financing Associates / VP Loan Operations / 309-258-3708 / [jmyers@funeral-financing.com](mailto:jmyers@funeral-financing.com)

For media inquires please contact Jennifer Graziano | [info@readycapital.com](mailto:info@readycapital.com) | 866-379-0967

Creative Solutions. Reliable Results.  
[www.readycapital.com](http://www.readycapital.com)



### THE ECO-FRIENDLY ALTERNATIVE TO FLAME CREMATION.

HT-500 Human System

PET-400 Pet System

*Bio-Response Solutions builds systems specifically for funeral homes and small businesses. Our systems let our customers run their business, serve their community, and experience the joy of having simple and reliable equipment.*

Scan Here

**Learn more:**  
[www.aquamationinfo.com](http://www.aquamationinfo.com)  
(317) 386-3500  
200 Colin Ct. Danville, IN 46122



# COMMUNITY GRIEF IN THE AFTERMATH...

BY LINDA FINDLAY

There are times when people grieve as a community. I believe the same support provided to individual families is also needed by communities. Whether the loss was one of a well-known, respected and loved member of a community to loss of life as a result of a mass casualty incident—support is greatly needed by many people whose lives have been touched by the loss. Although grief is felt the greatest and the deepest by those who are the closest to the person who died, there is a whole community left with feelings of grief. From Columbine to the recent tragedies in El Paso and Dayton, we have all been a witness to the collateral damage to a community after a critical incident and I believe that aftercare, provided by a funeral home during these times is becoming increasingly important, if not necessary!

*How do we, as funeral professionals support our communities in similar ways that we support our individual families?*

As an aftercare coordinator for almost thirty years, my role is serving people who are grieving. My work is more of a ministry.

A ministry born out of my own personal loss and heartache and a desire to help make a small difference in the lives of others who travel the same road as I have. I have listened, met with, talked to, written, emailed, cried with and sat with more people than I can count. I have listened to stories of lives that have passed, about relationships with many twists and turns, many versions of a life story—told differently among family members, stories of love, stories of hurt, stories of an individual's experience of grief over the course of time.

I knew, from day one, the importance of providing helpful information about grief and how it effects people and their lives following a significant loss. I knew from day one, how important it is to provide an opportunity for grieving families to share their experience of grief—on an ongoing basis. I have long recognized that support groups, although underused, were a valuable option for families to consider. Sitting with others who have experienced the loss of a loved one to death, helps people to know they are not alone. Ultimately, what I learned was the value of this extension of service, called **AFTERCARE**, provided to families on behalf of the funeral homes that I have been blessed to work with and how it touches people's lives—when people have nowhere else to turn.

In the aftermath of loss, Individual and community support becomes more necessary and helpful as time goes by. Our society does not know how to respond to grieving families. The perception is that as time goes on, people will get better and life will return to normal. This perception is the furthest from what grief is about. Additionally, there is a community of leaders, places of worship, business owners and others who need guidance in how best to support the bereaved. Where do they turn to? When the shock and initial outpouring of support dissipates and soon discontinues, the collateral damage will set in. Families and communities will be left with the raw reality that life as they once knew it has changed forever! This is when support will be needed the most.

I want to share two examples of community outreach events that I have been a part of and that I feel have been a great benefit to all who attended.

VISIT BOOTH #1334 AT NFDA CONVENTION



**KEEPSAKE PENDANTS**

**NEW ADDITIONS**

*Madelyn Keepsake Pendants are hand made using jewelry-grade metals.*



*Antique Filigree Pewter Cross    Antique Pewter Rose w/ Pearl*



*Sterling Silver Feather    Sterling Silver Fish Hook*

800-788-0807 Fax 608-752-3683  
www.madelynpendants.com  
e-mail orders@madelynco.com

# A New Angle on Simple Cremation

**You can do better than cardboard.  
Families and your bottom-line will thank you.**

Our new bamboo containers are competitively priced and designed to leave families more satisfied while increasing your profits. Delivered flat-packed and easily assembled, these caskets require only minimal storage space.



4-Point  
Bamboo Casket  
(assembly available)

Bamboo  
Cremation Container  
\*MOQ 10



Priced for Volume  
Free Ground Shipping\*



PASSAGES®

*Embracing Change*



The Natural Choice® · (888)480-6400 · PassagesInternational.com

a Greener  
Funeral.org



In addition to regular holiday programs, I have coordinated and facilitated special outreach events for a specific family who's loved one's life had touched a community. Family and friends turned out to honor and remember together. Not only is this helpful for the family, it is helpful for the community as well! Many of my funeral homes have allowed me to do these special events. They recognize that grief continues long past the funeral and effects more people than anyone would expect. Anyone who commented on attending one of these special events, always commended the funeral home for their hospitality and support.

Three months following the Parkland school shooting on February 14, 2018, I was invited to participate in a community outreach event that was coordinated to provide support to a grieving community. This event was planned, intentionally, to take place three months after the shooting. A team of people from across the country were called to service by a dear friend and colleague, Mitch Carmody, and informally and unofficially named, "The Emergency Grief Response Team". Mitch called upon his many colleagues, that he has worked with, to join him in Parkland to provide a day of healing! The event was beyond amazing! I have never seen so many grief professionals, healing practitioners, workshops, activities, resources and volunteers, including a family of comfort dogs, come together in one place for a whole day, to support a community of grievers. Why are we not doing this in communities across the country? There are communities of people grieving all around us. I believe

that this is an opportunity for funeral service to embrace. It is not a matter of "if" the next community loss event occurs, it is a matter of "when"! It is not a matter of if a well-known community member is lost, it's a matter of when. Are you prepared for the "when"? Can your funeral home be the message of hope for a community who grieves—a place for people to turn to? You are the experts in death care—you are the experts in "Aftercare". These are two valuable services that are provided by a funeral home and should be seen as such by your community!

I suggest that you contact grief professionals with any questions or comments about community outreach and how you can add these types of events to the services that you provide. There are many fine grief support professionals who are the experts in creating opportunities for people to receive the support that they need. Most of them work humbly and effortlessly to help make a small difference in people's lives! Get connected and experience for yourself the benefits of providing this level of service. **FBA**

*Linda Findlay is the founder of Mourning Discoveries, Grief Support Services. She is a 28-year career "Aftercare Coordinator", a published author, an advocate for bereaved families and the founder and co-creator of Journeys of Hope Grief Support Outreach Programs. Linda can be reached at 315-725-6132, or can visit [www.mourningdiscoveries.com](http://www.mourningdiscoveries.com) and [www.j3hhh.com](http://www.j3hhh.com), or email at [Lf6643@yahoo.com](mailto:Lf6643@yahoo.com).*



# Funeral Communications for 2019

## THIS IS YOUR YEAR

Enhance Family Experience  
Instant Access Messaging  
Gain Peace of Mind

**ASD**  
[myASD.com](http://myASD.com) 1-800-868-9950



# TURN A LIFE'S PASSION INTO A FOREVER TRIBUTE

Rose was a loving wife, mother, grandmother and avid gardener who cared for her plants as she did her family. Her children wanted a way to truly represent Rose's life story and favorite hobby. Their Funeral Director helped them select a Personal Expressions™ My Life Urn, which they designed to include photos of Rose and her rainbow-hued garden. The family's memories of Rose and her beloved flowers will live on in her one-of-a-kind tribute.



Personal Expressions™ My Life Urns tell a loved one's story using photos, interests or meaningful words. Choose from a variety of themes including sports, hobbies, military and more.

Contact your Matthews Aurora™ Funeral Service Consultant to learn more or visit [matthewsaurora.com](http://matthewsaurora.com).

MAFS-6799-2019 © 2019 Matthews International Corporation, all rights reserved.  
MATTHEWS® and MATTHEWS INTERNATIONAL® are registered trademarks of Matthews International Corporation.



# WE ARE HONORED, WITH DEEPEST SYMPATHIES, & THOUGHTS AND PRAYERS: STUFF NO ONE WANTS TO HEAR

BY PETRA LINA ORLOFF



We are skeptical. We are hesitant. And, we are very quick to judge. This is the cultural climate in which we live. A climate in which every message we take in is evaluated for its truthfulness and trustworthiness. A climate in which seemingly everyone is a critic, an expert, and an authority. Authenticity is rare, and therefore, highly valued.

The timing of your messaging, your messaging medium, even your messages themselves, are not that important. It's true. Because, it's the sincerity of your messages that your audience is measuring. You can have the most comprehensive, beautiful, and lavish aftercare program that exists, but you will not effectively communicate with your audience unless you communicate authentically.

You must be real. You must be genuine. And, you must impart your sincerity in your messaging, not just at your home. It makes no difference if you e-mail your families, phone them, or send them a card, authenticity will allow you to not just reach your families, but connect with them meaningfully.

For instance, what makes more of an impact: a holiday card stamped by your financial planning firm or a handwritten greeting from a friend? Most would indicate that the handwritten card, with a sentiment created especially for you, is more substantial and emotionally poignant than a stamped signature. But yes, you are correct, handwriting cards is a near-impossible task. So, instead, think about effectively tailoring honest and frank messages for your audience, because that's where you're really going to have an impact in aftercare.

Your clients can sniff out inauthenticity very quickly. The

last thing anyone wants to grapple with when they are grieving during the holidays, marking the anniversary of a death, or enduring a lost loved one's birthday is a generic card with the same old generic scenes -- waves crashing against a sandy shore, a field of wheat swaying in the wind, a pool of water dimpled by a gentle rain, the sun rising over a horizon of trees -- and the same old generic sentiments. You all know the ones of which I speak: "with deepest sympathy," "remembering you during this time," "honoring this day," or "thinking about you." What is deepest sympathy exactly? Is it the vague nostalgia that some of your clients feel, or is it the gut-wrenching depression which plagues others? They know you aren't stoically honoring them, or your other clients, on any particular day. They know you aren't focused only upon them. Your families understand that you run a business, they just don't want to feel like a part of that business. Like most people in this world, they simply want to be acknowledged.

If you construct a message which honestly reflects your home, your business, and which also acknowledges your clientele and their loss, you will create a lasting connection with your families. Although, you must communicate something which rings true. You must create something which isn't canned, overused, or stereotypical. Start interacting like a human, not like a preprogrammed automaton. You are open and approachable when speaking with your families, so be just as open and approachable in your messaging. To begin, get rid of the stuff everyone offers, but no one wants to hear. Stop sending out thoughts and prayers. Everyone sends thoughts and prayers and some send thoughts and prayers several times a day, several times a week. This is a tired and worn phrase

# Limitless Personalization Unlimited Potential

Funeral Home Gifts  
is proud to introduce custom photo urns.

Our new rectangular enamel baked urn creates a lifelong connection between the family and your funeral home.



Enamel Baked

Cast Aluminum

Fully Customizable Design

Delivered Next Day

Finished Hardwood Ends

Vertical & Horizontal  
Styles Available

**FUNERAL  
HOME GIFTS**  
THE FINAL TOUCH  
funeralhomegifts.com

Want to Learn More? Call Today

**800-233-0439**

NEW CUSTOMERS mention code FBA1219  
for a FREE Tribute Blanket or custom  
cap panel to try at your next service.



which, because it is used by millions so often, is completely meaningless. Thoughts and prayers are empty. Instead, speak from the heart. Be straightforward. Be true. Yes, it's a bit more difficult, but it's impressive and it's moving, and it's extremely effective.

A typical sympathy message follows:

With deepest sympathies...thinking of you during this difficult time.

An authentic and truly endearing sympathy message follows:

We don't know how this loss is affecting you, but we want you to know we are here for you. Please let us know if there is anything we can do.

The typical message offers nothing but words, while the second message, honest and sincere, because you don't actually know how your client is feeling, positions you as a trustworthy, sympathetic, and effectual friend.

A typical holiday message follows:

Remembering you during the holiday season...wishing you and your family peace and solace.

An authentic holiday message follows:

We hope your friends and family are healthy and well. Take good care and best wishes for the New Year and beyond.

Wishing somebody peace and solace by definition is wonderful, but it reads as though they are being entombed. It's so stark and so grim. However, the authentic phrasing sounds like a friend writing a little message to another friend. It's casual, it's upbeat, and it's just really nice.

Remove the formality. Take away the veneer. Say what you mean. Avoid coming across as a motivational poster or meme. And please, no matter how honored you are, just as I am every time a family uses my services, don't tell people you are honored. It's superficial. It's just as hollow as thoughts and prayers. Sometimes, a simple thank you is not only sufficient, but welcome. Sometimes, you don't even need to say "thank you" or "we're honored" because it's implicit. Instead of "With deepest sympathy...We are honored to serve your family during this truly difficult time," write, "We are sorry for your loss and we wish you weren't hurting. Please know that now, and in the days to come, you can let us know if we can help you in any way. We will be here for you." Again, you are positioning yourself as a generous, understanding entity during a time of tumult. You are happy to help and you are encouraging contact because you are pleased to be of assistance. The humble "thank you," as well as the profoundly impotent "we are honored," is absolutely implied. Formulating an open and welcoming gesture in words is a message which connects

you with your families, instead of one which distances you behind a wall of formal and flowery language.

None of the sentiments I have offered are fancy. They certainly aren't poetic. But they are forthright and authentic. They are believable. They are simple, but true. And this is what people want to hear. No one wants ambiguous and nebulous deepest sympathies. They want love, compassion, truth, strength, kindness, and a gentle hand. People want to feel special and unique, and generic, formal messaging, no matter the form it takes, only distances people from you, instead of creating the kind of authentic trust you work so hard to create when you meet your families face to face. **FBA**

*Petra Lina Orloff is president and CEO of Beloved, which produces custom, personalized, handcrafted obituaries and eulogies. She has been a professional writer for over 20 years and also completed the PhD program in English at Wayne State University in Detroit, where she taught literature and cultural studies. Her academic area of specialty is storytelling. You may contact her at [petra@beloved-press.com](mailto:petra@beloved-press.com) or at (248) 894-7076, or visit [www.beloved-press.com](http://www.beloved-press.com).*

# CRÄKN®

**EFFICIENCY TOOLS  
THAT SAVE YOU  
3+ HOURS PER CASE**

- DIGITAL WHITEBOARD
- SINGLE ENTRY
- VOICE TO TEXT OBIT
- MOBILE USE
- UNLIMITED USERS
- NOTIFICATIONS

**Use CRÄKN anywhere, anytime,  
on any device**

Start your risk-free, 30-day free trial  
[www.crakn.net](http://www.crakn.net) or 844-382-7256

## Own Your Funeral Home's Online Reputation

**15** **65** **99**

**Or Someone Else Will**

**Get Your Free Instant  
Reputation Report Now**

[www.FuneralHomeReputationNow.com](http://www.FuneralHomeReputationNow.com)



## Memorial Tribute Candles



### Large Tribute Candle

3.5" diameter x 7.5" tall

Wood Base

Sold in Cases of 12

Includes candle paper for  
printing & use of software

ALSO AVAILABLE AS A FLAMELESS LED CANDLE



### Premier Tribute Candle

3.5" diameter x 7.5" tall

Hand Wrapped with selected theme

Sold in Cases of 12

Includes personalization  
labels & use of software



### Square Tribute Candle

4" x 4" x 6" tall

Wood Base

Sold In Cases Of 12

Includes candle paper for  
printing & use of software

ALSO AVAILABLE AS A FLAMELESS LED CANDLE



### Small Tribute Candle

3" diameter x 8" tall

Sold in Cases of 12

Includes candle paper for  
printing & use of software



**WE HAVE THE FINEST  
USED VEHICLES IN THE  
COUNTRY!**

# CONAWAY'S

SERVING THE FUNERAL  
INDUSTRY FOR 53 YEARS

P.O. BOX 1132, UNIONTOWN, PA 15401  
TOLL FREE 800.333.2533  
TEL 724.439.8800 / FAX 724.439.6404

NO REASON TO LOOK ANYWHERE  
ELSE, WE HAVE IT ALL!



2015 CADILLAC S&S VICTORIA COACH  
WITH 36,000 MILES. SILVER EXTERIOR  
WITH BLACK INTERIOR.



2015 CADILLAC VICTORIA COACH WITH  
49,678 MILES. SILVER EXTERIOR AND  
NEUTRAL INTERIOR.



2011 CADILLAC S&S MEDALIST COACH  
WITH 34,000 MILES.  
BLACK EXTERIOR AND BLUE REAR  
INTERIOR.



2011 CADILLAC S&S MEDALIST COACH.  
BLACK TOP, SILVER BODY, TITANIUM  
INTERIOR WITH 51,000 MILES.



2013 MERCEDES SPRINTER WITH  
17,900 MILES.  
SILVER EXTERIOR AND BLACK  
INTERIOR.



2019 CHEVY TRAVERSE WITH  
5,500 MILES.  
BLACK EXTERIOR WITH BLACK AND  
GRAY INTERIOR.



2019 MKT LINCOLN MK LEGACY COACH  
WITH 34 MILES.  
SILVER EXTERIOR AND BLACK INTERIOR.



2016 MKT LINCOLN S&S MAJESTIC  
COACH WITH 10,500 MILES.  
WHITE EXTERIOR WITH BLACK AND  
GRAY INTERIOR.



2011 CADILLAC S&S MASTERPIECE  
WITH 29,387 MILES.  
BLACK EXTERIOR AND NEUTRAL  
INTERIOR.



2011 CADILLAC S&S MEDALIST  
HEARSE. WHITE EXTERIOR AND NEUTRAL  
INTERIOR WITH 37,000 MILES.

WORLDWIDE SUPPLIERS SINCE 1971

REASONABLE RATES

WE SHIP EVERYWHERE IN THE COUNTRY, AS WELL  
AS OVERSEAS

LET US HELP YOU WITH YOUR LETTER OF CREDIT  
AND FREIGHT FORWARDING NEEDS

CALL FOR INFORMATION ON VEHICLES SHOWN OR FOR ADDITIONAL LIST OF LOW MILEAGE VEHICLES



**800.333.2533**



VISIT OUR WEBSITE AT [WWW.CONAWAYSALES.COM](http://WWW.CONAWAYSALES.COM)

**UNITED COACH SALES**

## GREAT LEASE PRICES

*\*Ask about our Military Discounts Today!*

Call Scott Berger  
for more information:

**859-240-6850**

Available:

KT Vehicles CT Coach  
and more!



**\$\$\$\$ SAVE TODAY \$\$\$\$**

[www.unitedcoachsales.com](http://www.unitedcoachsales.com)

VETERAN OWNED

VETERAN OPERATED



**INFINITE  
INNOVATIONS**

SPECIALTY AUTOMOTIVE PARTS

## Need Parts?

**Funeral Car Repair Parts and Accessories**

Interior Trim · Exterior Moldings · Window Glass

Specialty Windshields and More!

**NEW! Bier Pin and Roller Kit**



Bier Pin  
Parts



Mounting  
Brackets are  
Model  
Specific



Flag Staff  
Kits



800-362-6224 / [www.infparts.com](http://www.infparts.com)

[sales.infparts.com](http://sales.infparts.com)



# Funeral Industry CALENDAR OF EVENTS

JAN

**SELECTED'S NEXTGEN SEMINAR**  
**January 26, 2020**  
www.selectedfuneralhomes.org

**2020 ICCFA DEAD TALKS**  
**January 15-17, 2020**  
Luxor Las Vegas | Las Vegas, NV  
www.iccfasales.com

FEB

**NEW! NAPA WINE TRAIN BUCKET LIST ADVENTURE**  
**February 5-7, 2020**  
River Terrace Inn | Napa Valley, CA  
events.nfda.org

**2020 FUNERAL TECHNOLOGY & MARKETING WORKSHOP CRUISE**  
**February 16, 2020**  
Port Canaveral | Orlando, FL  
cruise.frontrunner360.com

**SELECTED GROUP & ROUNDTABLE MEETING**  
**February 20, 2020**  
Cypress Lawn | Colma, CA  
www.selectedfuneralhomes.org

**CREMATION CONFERENCE**  
**February 21-23, 2020**  
Tradewinds Island Grand Resort  
St. Pete Beach, FL  
events.nfda.org

**CANA'S 2020 CREMATION SYMPOSIUM & ART  
OF SELLING CREMATION PRENEED SUMMIT 3**  
**February 26-28, 2020**  
Paris Las Vegas | Las Vegas, NV  
www.cremationassociation.org

MAR

**SELECTED LEADERSHIP ACADEMY 2020-22  
CLASS ENROLLMENT CLOSES**  
**March 1, 2020**  
Selected Leadership Academy  
www.selectedfuneralhomes.org

**SELECTED EDUCATIONAL TRUST ONSITE JOB FAIR  
PITTSBURGH INSTITUTE OF MORTUARY SCIENCE**  
**March 5, 2020**  
Pittsburgh Institute of Mortuary Science  
Pittsburgh, PA  
www.selectedtrust.org

**MEET THE MENTORS**  
**March 8-10, 2020**  
Emory Conference Center Hotel | Atlanta, GA  
events.nfda.org

APR

**SELECTED EUROPEAN SPRING MEETING 2020**  
**March 27-29, 2020**  
Bologna Funeral Exhibition  
Bologna, Italy  
www.selectedfuneralhomes.org

**2020 ICCFA ANNUAL CONVENTION & EXPOSITION**  
**March 30-April 2, 2020**  
Henry B. González Convention Center | San Antonio, TX  
www.iccfaconvention.com

**THE BEREAVEMENT CRUISE**  
**April 19, 2020**  
Royal Caribbean  
funeralbusinessadvisor.com/event

**PROFESSIONAL WOMEN'S CONFERENCE**  
**April 24-26, 2020**  
Confidante Hyatt Hotel |  
Miami, FL  
Events.nfda.org

**SELECTED 2020 SPRING MANAGEMENT SUMMIT**  
**April 29-May 1, 2020**  
Le Méridien Tampa | Tampa, FL  
www.selectedfuneralhomes.org

**ADVOCACY SUMMIT**  
**April 29-May 1, 2020**  
The Mayflower Hotel | Washington, DC  
events.nfda.org

MAY

**INDIANA FUNERAL DIRECTORS ASSOCIATION  
ANNUAL CONVENTION AND TRADE SHOW**  
**May 11, 2020**  
Embassy Suites Conference Center | Noblesville, IN  
www.infda.org

**EMBALMING AND RESTORATIVE ART SEMINAR**  
**May 14-15, 2020**  
Pittsburgh Institute of Mortuary Science | Pittsburgh, PA  
events.nfda.org

JUN

**NEW! YANKEE STADIUM BUCKET LIST ADVENTURE**  
**June 5, 2020**  
Yankee Stadium  
The Bronx, NY  
events.nfda.org

**SELECTED EUROPEAN CONFERENCE 2020**  
**June 10-14, 2020**  
The Grand Hotel | York, England  
www.selectedfuneralhomes.org

AUG

**LEADERSHIP CONFERENCE**  
**August 2-5, 2020**  
Belmond Charleston Place | Charleston, SC  
events.nfda.org

SEP

**NEW! RYDER CUP BUCKET LIST ADVENTURE**  
**September 21-23, 2020**  
Whistling Straits | Sheboygan, WI  
events.nfda.org

OCT

**SELECTED'S 2020 ANNUAL MEETING**  
**September 30-October 3, 2020**  
Le Westin Montreal  
Montreal, QB, Canada  
www.selectedfuneralhomes.org

**NFDA INTERNATIONAL CONVENTION & EXPO**  
**October 18-21, 2020**  
New Orleans, LA  
www.nfda.org

No matter where your families gather.

Every life has moments to treasure and remember. And, no matter where families gather to celebrate and remember their loved one's life, personalized stationery and keepsakes should be there too.



Remembering With Love®

A new revenue stream for direct dispositions.

Contact your local sales consultant or *Messenger* at 800-827-5151 to become a Remembering With Love partner today!

rememberingwithlove.com

Promo Code: 9083



Aftercare.com 800.721.7097   aftercare.com	51
AC Furniture 276.650.3356   acfurniture.com	20
American Funeral Consultants 800.832.6232   teamafc.com	14
ASD – Answering Service for Directors 800.868.9950   myasd.com	70
Bass-Mollett 800.851.4046   bass-mollett.com	59
Bio-Response Solutions 317.386.3503   bioresponsesolutions.com	66
Bogati Urn Company 941.751.3382   bogatiurns.com	22
BSF 913.890.3966   4bsf.com	83
C & J Financial 800.785.0003   cjf.com	21
Clarity Memories 800.697.0725   claritymemories.com	25
Conaway Sales 800.333.2533   conawaysales.com	76
Crakn 844.382.7256   crakn.net	74
Doric Vaults 888.55.DORIC   doric-vaults.com	81
FDLIC 800.692.9515   funeraldirectorslife.com	IFC
Final Embrace 800.896.0598   finalembrace.com	63
Foundation Partners Group 888.788.7526   foundationpartners.com	61
Frazer Consultants 866.372.9372   frazerconsultants.com	FC, 4-5, 42-43, 48-49
Funeral Data Manager 888.478.9775   funeraldatamanager.com/FBA	65
Funeral Home Gifts 800.233.0439   funeralhomegifts.com	73
FuneralScreen 800.270.1237   funeralscreen.com	22
Galaxy Audio 800.369.7768   galaxyaudio.com	35
Garfield Refining 800.523.0968   garfieldrefining.com/crematory	40-41
Great Western Insurance Co. 866.689.1401   gwic.com	7
ICCFA 800.645.7700   iccfaconvention.com	29, 82
Infinite Innovations 800.362.6224   infparts.com	77
Infinity Urns 866.511.4443   infinityurns.com	29
Johnson Consulting 888.250.7747   johnsonconsulting.com	16
Junkin Safety 888.458.6546   junkinsafety.com	53
Kanga-Woo 800.645.8966   kanga-woo.com	62
Keeper Memorials 844.970.7900   mykeeper.com	44-45

# FUNERAL

BUSINESS ADVISOR MAGAZINE™

L&G Funeral Supplies 800.497.7310   landgsupplies.com	62
Lamcraft 800.821.1333   lamcraft.com	50
Lifelong Memories 888.454.3356   lifelongmemories.net	75
Live Oak Bank liveoakbank.com/financing	11
Love Urns 888.910.7860   loveurns.com	31
Madelyn Company 800.788.0887   madelynpendants.com	68
Matthews International matthewsaurora.com	71
MediaBuk 385.630.4664   MediaBuk.com/NFDA2018	33
Memory Glass 866.488.4554   memoryglass.com	24
Messenger 800.827.5151   messengerstationery.com	79
Mortuary Lift 800.628.8809   mortuarylift.com	25
NFDA 800.228.6332   nfda.org	35
National Mortuary Shipping 800.321.0185   natlmortuaryshipping.com	14
Noble Metal Solutions 888.764.3105   noblemetalsolutions.com	23
One Source Prime 833.871.4677   onesourceprime.us	57
Passages International 888.480.6400   passagesinternational.com	69
Passare 800.371.4485   passare.com	3
Pierce Colleges 812.288.8878   gupton-jones.edu	39
Ready Capital 800.453.3548   readycapital.com	67
Ring Ring Marketing 888.383.2848   atneedsprofits.com	74
Sich Caskets 888.794.1744   sichcasket.com	19
Starmark 888.366.7335   starmarkcp.com	37
Thacker Casket 800.637.8891   thackercaskets.com	9
Trigard 800.637.1992   trigard.com	17
Tukios tukios.com/infinite	BC
United Coach Sales 859.240.6850   unitedcoachsales.com	77
United Midwest Savings Bank 877.751.4622   umwsb.com	15
Vantage Point Preneed 888.285.4599   vantagepointpreneed.com	53
Wilbert Funeral Services wilbert.com	13

## Beauty may be skin deep...



### ...Strength comes from within.

For added protection, "Rebar" is added to the cover of a Doric Lined Burial Vault to help withstand the forces of cemetery equipment and soil pressure.

1.888.55.doric



doric-vaults.com



ICCFA®

01 F 01  
15 O C 15  
- U S O -  
17 N S U C 17  
20 C E S S I 20  
20 N 2 0 2 0 . 20  
**DEADTalks**

## START OFF 2020 WITH A HEALTHY SALES VISION

Attend the ICCFA's DEAD Talks on January 15-17 at the Luxor in Las Vegas, NV!

Learn more about DEAD Talks at [www.iccfasales.com](http://www.iccfasales.com)

## SMALL BUSINESS LOANS

Funeral Home Lending Specialist Serving the Industry Since 2004



**Matt Manske**  
Managing Member  
(P) 913.890.3966  
(F) 866.665.2768  
(E) [matt@4bsf.com](mailto:matt@4bsf.com)



Call today to have your loan reviewed by one of the most experienced funeral home bankers currently serving the industry.

We have an efficient process to get your loan submitted, approved and closed so you can get back to taking care of the families you serve.





*Funeral Directors*

*Other video software*

**It's not cheating,**  
but Tukios is so easy to use it might feel like it.



Any time. Any device.

**tukios**

Automated Tribute Video Software

[www.tukios.com](http://www.tukios.com)

{ FREE TRIAL  
**15 DAYS**  
WITH CODE  
FBAM19 }