What It Means to Be a CFSP

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What’s all the Buzz about the APFSP Legacy Foundation?

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Where Funeral Service Meets at the Boardwalk

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Who Am I?

“Right now, I’m having amnesia and déjà vu at the same time. I think I’ve forgotten this before.”

We have all heard the tragic stories about amnesia, described by Webster as “loss of memory due especially to brain injury, shock, fatigue, repression, or illness; a gap in one’s memory; the selective overlooking or ignoring of events or acts that are not favorable or useful to one’s purpose or position.” Victims of this condition, while living a normal life, are suddenly found with little or no memory of who they are, where they are or how they got there. Details of their lives regarding family, friends, occupation, financial or community status seem to have disappeared just as suddenly as the darkness flees when the lights are switched on. For some, a period of rest and relaxation returns their memory to normalcy. For others, months of rehabilitation, both psychological and physical, are required to help the victim relive his or her life experiences. In a few situations, memory never returns and is lost forever.

Contemporary funeral service, dealing with changing paradigms and marked cultural shifts, at times has no resemblance to what we expected when entering this noble profession. The marked increase in cremation, personalization, direct disposition in all its forms, and even the current discussions of alkaline hydrolysis and green burial face practitioners with service options that may seem overwhelming to those of us trained in what we once knew as traditional funeral service. The advent during the past few decades of “death care professionals,” which serves as a catch-all phrase to include not only funeral directors but everyone from advance planning counselors to gravediggers, has given a carte-blanche “they’re all the same” outlook to the consuming public and has even infiltrated the thinking of many funeral professionals.

We have seen “undertakers” become “morticians,” “morticians” become “funeral directors,” “funeral directors” become “funeral service practitioners” and “funeral service practitioners” become “death care professionals.” Even many of our former colleges of “mortuary science” now call themselves “schools of funeral service.” Resounding through this ever-changing jargon is a primary question: Does changing our title change the rudiments of our professional responsibilities? Whether “undertaker” (a title that I still personally favor), “mortician” (now a somewhat archaic word, born from the Industrial Revolution and reinforced by an increased interest in all things scientific) or “funeral service practitioner,” our obligations to families have never changed.

The duty to care for the dead, serve the living and give dignity to man, as expressed many years ago by Howard Raether, perhaps the most stalwart proponent of funeral service in our history, is as important in the new millennium as it was 50 years ago. These three objectives, like the legs of a stool, are interdependent. If we fail in one, nothing can stand. In our shifting society, it is more important than ever to stay abreast of change while holding fast to our heritage. Educating ourselves to our history as well as in service models that we may face in the future is a process that should never end. All the while, we must never forget who we are. Noted apparel designer Ralph Lauren may have said it best: “I am not looking like Armani today and somebody else tomorrow. I look like Ralph Lauren. And my goal is to constantly move in fashion and move in style without giving up who I am.”

It was my intent in this column to introduce a contemporary title for up-to-date undertakers. One that would catch the public’s eye and make us seemingly more ready for the task of modern funeral service. One that would heighten the status of our profession and would catch the public’s eye and make us seemingly more ready for the task of modern funeral service. That would be to use an archaic word, born from the Industrial Revolution and reinforced by an increased interest in all things scientific. That word is our former title of “undertaker” (a title that I still personally favor), “mortician” (now a somewhat archaic word, born from the Industrial Revolution and reinforced by an increased interest in all things scientific) or “funeral service practitioner.”

I don’t remember what it was.
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KEYNOTE SPEAKER

What’s Your EQ?
Dr. J.P. Pawliw-Fry

BREAKOUT SESSIONS ON
MARKETING TO BABY BOOMERS,
PRESENTING THE CREMATION
VALUE PROPOSITION AND
LEADERSHIP THROUGH CHANGE

GOVERNMENT & LEGAL AFFAIRS
BREAKFAST

FALL MANAGEMENT GOLF
TOURNAMENT

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Congratulations to the New CFSPs!

Congratulations to the following APFSP members who achieved the designation of Certified Funeral Service Practitioner since our Spring 2011 issue. Please help us congratulate these members for their hard work!

Tracy Hamm Allen, CFSP (Tracy)
John A. Gupton College
1616 Church Street
Nashville, TN 37203

Christia Lynnette Bobb, CFSP (Christia)
Paradise Funeral Home
10401 W Montgomery Road
Houston, TX 77088

William I. Bowen Jr., CFSP (William)
Bowen-Donaldson Home for Funerals
PO Box 45
Tifton, GA 31793

Shelly Ann Brown, CFSP (Shelly)
David C. Brown Funeral Home
460 E Huron River Drive
Belleville, MI 48111-2764

Anthony S. Capri, CFSP (Anthony)
42 Mill Pond Lane
East Moriches, NY 11940

Andrew WM Earle, CFSP (Andrew)
Chapel Lawn Funeral Home
4000 Portage Avenue
Winnipeg, MB R3K 1W3, Canada

Mark Edward Fisher, CFSP (Mark)
2117 Madison Avenue
Newport News, VA 23607

Harris Benjamin High, CFSP (Harris)
PO Box 203
Indian Trail, NC 28079

Ronald L. Karelse, CFSP (Ron)
1686 Oakleigh Woods
Grand Rapids, MI 49504

Ronald V. Kelly, CFSP (Ron)
1175 Lake Glen Circle
Rockwall, TX 75087

Laura Allison Kendrick-Godwin, CFSP (Laura)
Pollock-Randall Funeral Home, Inc.
912 Lapeer Avenue
Port Huron, MI 48060

Sue Lasher, CFSP (Sue)
Foster's Garden Chapel
3220 4 Street NW
Calgary, Alberta T2M 3A5, Canada

Sheri S. Lewman, CFSP (Sheri)
Hubbard Funeral Home, Inc.
216-A East Jackson Street
Weimor, TX 78962

Laurie May Liddell, CFSP (Laurie)
Myers Mortuary
205 South 100 East
Brigham City, UT 84302

Carol Dawn Little, CFSP (Dawn)
Ralph F. Scott Funeral Home, Inc.
1422 Lincoln Street
Portsmouth, OH 45662

David Eugene Lockaby, CFSP (Gene)
Thomas McCae Funeral Home
PO Box 14068
Greenville, SC 29610

Mark W. MacDonald, CFSP (Mark)
MacDonald Funeral Home, Inc.
PO Box 84
Marshfield, MA 02050

Scott A. MacLeod, CFSP (Scott)
York Funeral Home
302 Brookside Drive
Fredericton, NB E3A 5K2, Canada

James Lee Moffatt, CFSP (Jim)
Springfield Mortuary Service
520 South Patterson Avenue
Springfield, MO 65802

Kevin Paul Opsahl, CFSP (Kevin)
Opsahl-Kostel Funeral Home & Crematory
601 West 21 Street
Yankton, SD 57078

Theodore J. Ricci, CFSP (Ted)
Spotswood Funeral Home
475 Main Street
Spotswood, NJ 08884

Brad Scott, CFSP (Brad)
R.S. Kane Funeral Home
6150 Yonge Street
Toronto, ON M2M 3W9, Canada

Codi R. Shewan, CFSP (Codi)
Arbor Memorial Services, Inc.
2 Jane Street
Toronto, ON M6S 4W8, Canada

James A. Tilton, CFSP (Jim)
1705 North 25th Street
New Castle, IN 47362-4045

Brett Michael Watson, CFSP (Brett)
South Calgary Funeral Centre
12700 MacLeod Drive South
Calgary, AB T2J 7E5, Canada

Donald E. Weaver, CFSP (Donald)
Professional Funeral Director Services, Inc.
6808 West Florissant Avenue
St. Louis, MO 63136

Jeffrey D. Wilson, CFSP (Jeff)
68 Knollwood Avenue
Cranston, RI 02910

Make it your goal to be in the list of new CFSPs in the next issue!
Here’s how:
• Check out the continuing education programs on our website
• Complete your Career Review if you haven’t already done so
• Tell us about any activities you have completed that do not appear on your transcript
What It Means to Be A CFSP

Show Your Devotion to Your Profession – and Let Them Know You’re the Best That You Can Be

The **CFSP** designation reveals to funeral families and your profession that you are driven to be even smarter, more resourceful and more adaptable than you already are. Its presence next to your name creates instant respect, credibility and, ultimately, a business advantage.

Better still, many funeral directors are already doing what it takes to become certified. If you have a colleague who is a state-licensed funeral service practitioner, he or she is eligible to earn the **CFSP** designation.

Hear it straight from your peers about how the distinction guides them and potentially you in being the best.

Learn.

“When considering education in funeral service, I forgo the term ‘graduation’ from a school or university, as it implies a completion of knowledge. Rather, I believe in embracing the idea of a ‘commencement’ that celebrates current achievement and continues into a lifelong adventure of greater learning that benefits ourselves, our peers and especially the families we serve.”

“Becoming a CFSP raises the standards of funeral directors by compelling us to continue learning in our profession. We can easily become complacent at our funeral homes and not try to improve ourselves as diligently as we could. The initial requirements for becoming a CFSP call on us to reach even further with our professional goals.”

“The Academy of Professional Funeral Service Practice creates the path for those who are ready to lead through knowledge, success and a desire to be the best of the best. Academy certification represents the highest ambition for service to the profession.”

“I was pleased to learn that the NFDA has placed becoming a CFSP as a requirement for its Pursuit of Excellence Award. This mandate is the most important. It inspires funeral directors to keep themselves at the top of their trade.”

*Nelson E. Hayes, CFSP*
Licensed Funeral Director/Trade Embalmer
Secretary, British Institute of Embalmers
Matthews, North Carolina

*Russell S. Walker, CFSP*
Funeral Director/Embalmers
Affiliated Family Funeral Homes, LLC
Menominee, Wisconsin
“Being a CFSP means I understand the value of education that causes us to reflect at the end of a learning experience. Those reflections should then lead us into action when we return to our funeral homes. The concept of voluntary continuing education has motivated me to seek learning much more for its value than for simply completing required credits.

“Being a CFSP has taught me the value of comradeship as well. Knowing others are CFSPs tells me they feel as I do: that continuing education makes us even more valuable to the families we serve. CFSPs stand at the leading edge of funeral service. Why not join us?”

Edith A. Churchman, CFSP
APFSP Past President
James E. Churchman Jr. Funeral Home
Newark, New Jersey

“The designation of CFSP means you are fully committed to being the best you can be in funeral service.

“As a voluntary program, it allows me to search for programs and seminars that will enhance my service. It also invites me to become even more active in community and funeral service activities.

“Most important, the CFSP program taught me that continuing education, specifically after formal schooling, is the only way for me to move forward personally and professionally. I have learned more in the past 10 years of funeral service than I did in the first 10. This has made me both a better funeral director and a better person.”

Michael P. Ferrell, CFSP
Funeral Director/Embalmer
Valerian F. Szal Funeral Home, Inc.
McKees Rocks, Pennsylvania

“Becoming a CFSP has made me part of an elite professional group. It shows that I have taken funeral service to a higher level through continuing education and community involvement. Families now know that when they approach me, they will be served by a funeral director who has exceeded all of the profession’s expectations.

“I realized that my daily duties were already leading me toward the highly regarded distinction. You, too, can attain this professional goal if you’re willing to take the first step. I encourage all who haven’t yet applied to the Academy of Professional Funeral Service Practice to do so now.”

Melodie Boyd Reeves, CFSP
Funeral Director/Embalmer
Jernigan-Warren Funeral Home
Fayetteville, North Carolina

“In today’s highly competitive and constantly changing environment, success often depends on one’s ability and determination to adapt and improve. The CFSP designation recognizes funeral service professionals for their achievements. More important, it is a catalyst for continual personal growth and development.

“CFSP recipients represent those who want to be at the top of their profession and meet the unique challenges of funeral service in the 21st century.

“It is truly an honor to attain the CFSP designation, and it is likewise a privilege to belong to such an outstanding group of professional men and women!”

W. Ashley Cozine, CFSP
President
Cozine Memorial Group
Wichita, Kansas

Pursue your path to even greater excellence in funeral service, and encourage others to do so also. If you are a member but not yet certified, let us help you finish documenting your activities to meet the requirements. Call (866) 431-CFSP (2377), or visit www.apfsp.com today to learn more and get started.
There has been a lot of talk recently about winning phone shoppers who are looking for prices for funerals and cremation. But one thing that I haven’t heard a lot about is how to win these price shoppers who communicate online. I don’t have to explain to you the statistics of people using the Internet nowadays, but it seems like a lot of these training programs miss the boat on how to communicate with people who are searching for funeral prices and costs from an online environment and not over the phone. I wanted to give you the five key elements to win price shoppers online.

The first, which is different from winning shoppers over the phone, is actually knowing keyword research. We need to know how people actually search for funeral information, so the effort of winning a price shopper actually starts before the phone rings or before the e-mail comes into your inbox. People have to know how to find you and how to find your information.

People are going to search for terms such as “funeral home” and your city and state and then prices and/or cost. Actually, from research that I have found, two times as many people search for the phrase “funeral cost” over “funeral prices.” Keyword research is specific for various locations.

The next important thing to focus on is your website and having information about how people can find out about funeral cost on your website. I am not saying, “Just throw up your general price list on your website.” If you are going to do that, you need to have lots of explanation. A better way to do that is to break up your price list into service packages. You might be saying, “The FTC rules say that we need to give our general price list.” Well, with the funeral rule, it doesn’t state anything about websites. If it is an in-person request for your price list, yes, you need to give them your complete price list, but in an online environment, you don’t need to do that until they change the rule. I would suggest that you break it up into packages and also provide a detailed explanation of those packages. It just does not have to be in text. You could actually provide an audio explanation, just like you would if you were doing it over the phone, or even provide a video explanation. So, that same audio would be put together with slides or with your face as a talking-head video explaining the various packages. I would have a separate page for funeral prices and a separate page for cremation prices. For those who are really proactive, you might even consider a complete new site specifically for funeral costs in your area.

The next area to focus on is online video. Just as I explained previously, having a video explaining your prices doesn’t necessarily only have to be on your website. It can go on other websites—more popular ones, such as YouTube, which is one of the most popular websites in the world but also the number-two search engine next to Google. When people start searching for funeral costs in your town, if you have a video with those words in the title and in the description of the video, Google is going to find that information on YouTube before it is going to find it on your website.

These videos don’t need to be big Hollywood productions; they can just be short little videos—maybe three or four slides, each just explaining very similarly how you would explain your prices online. The difference with video is that you don’t have to worry about being interrupted by the person on the other end of the phone, so you can just assume that the viewer has said, “Please tell me all the information that you can about your funeral service prices.”

You don’t have to stop at YouTube. There are other video-sharing websites as well, such as Revver, Daily Motion, Vimeo and many others.

Probably the most important way to communicate and win with price shoppers in an online environment is through e-mail, and we sometimes forget this. You are probably thinking, “That is right—people ask for my price lists all the time through e-mail.” If you are just hitting “Reply” and attaching your GPL without much explanation, you are not doing the family or yourself any service.

The secrets with winning e-mail price shoppers is much like you want to do over the phone, but it is a conversation. You want to be able to build rapport with them; you can also give them other information as well if they have asked for your price list, such as a helpful tool to comparison-shop between other funeral homes. You don’t need to fill in all the information, but how you create these templates or worksheets is going to instruct them how you would want them to shop you and the other funeral homes. You can rest assured that the other funeral home is probably just hitting “Reply” and adding its GPL.

You also, in your e-mail, can start to build rapport, which is a very important factor when handling a phone shopper. Two quick little hints of doing this would be to include your cellphone number in the e-mail and also have a photograph of yourself in your signature. With your cellphone number, just say, “I understand that there could be other questions that you have when you are getting together with the family, so feel free to contact me at my personal cellphone number at any time.” Most people are going to respect that, and they are not going to phone you at 3 in the morning unless it is urgent. The thing that we have to remember is that winning a call is on the line. If you lose too many calls, you are not going to be
in business. If the phone rings late at night or in the middle of the night, it is still very important. Including the cellphone number is a way of conveying trust and rapport with that person.

The other thing with e-mail is that it never hurts to follow up with them. It may be identifying some helpful information on your website that they may or may not have seen or even identifying one of the videos that you have created to help them. The benefit is that you want to engage them, share other resources with them and, again, build rapport with them in that e-mail communication.

The last thing that I would like to talk about is pay-per-click ads. With pay-per-click ads, the great thing is that you can target them to specific keywords so that, if people are searching for “funeral home cost” in your town, you can have a specific ad that only shows up for people that use the phrase “funeral cost” for your area, and then you know that that person is a shopper. People that are looking for other information about funeral homes are never going to see that ad.

You could start this conversation with them, and the thing with pay-per-click is that, the more congruent the ad is — meaning how much it relates to their search, how the ad is written and how it relates to the landing page they click on — you are actually going to have a lower cost per click from Google, because the ad is more congruent with what the search is.

The other thing that you can do with pay-per-click is track your stats, so even if these ads cost $2, $3, $4 or maybe more, if they are really specific for those search terms, such as “funeral cost” or “funeral prices,” then they are not going to show up when someone is just searching for “funeral homes” — it is a more detailed search. The better you do with your ad and your landing page, the better you are going to be able to convert people to winning that call than your competitors will.

Robin Heppell, CFSP, combines his expertise in technology and pre-need, his formal business knowledge and his deep-rooted legacy in the funeral profession so that he can help funeral homes and cemeteries be more competitive, be more profitable, and provide the best possible service for the families they serve. For more information on Funeral Futurist Websites, visit http://www.FuneralFuturistWebsites.com.

John T. McQueen Honored as APFSP Legacy Fellow

John T. McQueen, CFSP, of St. Petersburg, Florida, has recently been honored as a Legacy Fellow in the Academy of Professional Funeral Service Practice Legacy Endowment Fund for his generosity and commitment to continuing education and lifelong learning.

John is a Lifetime member and a Certified Funeral Service Practitioner, and he currently serves on the Board of Trustees of the Academy of Professional Funeral Service Practice. He is president/CEO of Anderson McQueen Family Tribute Centers with offices in St. Petersburg, Florida, and the surrounding communities. He also serves as the president of Sunnyside Cemetery and an affiliated firm, Affordable Memorials. In addition to his duties at the funeral home and cemetery, John is an adjunct instructor for the Funeral Services Program at St. Petersburg College.

For more information about the Legacy Endowment fund or the Certified Funeral Service Practitioner (CFSP) designation, please contact Kimberly A. Gehlert, executive director, at (614) 899-6200.

Have You Seen Someone Using the CFSP Designation Who Shouldn’t?
The Academy Board of Trustees considers the unauthorized use of the CFSP designation by non-members and non-CFSPs a serious matter. The current list of CFSPs is published each week on Monday mornings. If you discover someone has used the CFSP designation, but he or she does not appear on the published list, would you please let us know so we can address the situation immediately?

In order to continue to use the CFSP designation, a member must either be a Lifetime member of the Academy or pay his or her renewal each year and meet the required continuing education requirements.

Renew Quickly Online
For your convenience in paying your renewal, we accept MasterCard, Visa, Discover and American Express or transfers directly from your bank account using PayPal. Call us at (866) 431-CFSP, or visit apfsp.com/renew.htm to pay online.

Has Your Address Changed?
Don’t forget to notify us of any changes in your address, phone number, fax number or e-mail address. For your convenience, please call or e-mail your changes to our office at kgehlert@apfsp.com.
The Academy of Professional Funeral Service Practice Board of Trustees established the Legacy Endowment Fund to accept donations from all eligible sources for the purpose of promoting education in funeral service and mortuary science in November of last year.

Any donor who gives $1,000 or more to the Legacy Endowment Fund, either in a lump sum or through installment payments, is recognized as a Legacy Fellow and has received a Legacy Fellow pin that signifies the donor’s generosity and commitment to continuing education and lifelong learning.

In the very short period of time since the establishment of this fund, many members have contributed, and six individuals have stepped up to become Legacy Fellows. They are Daniel H. Becker, CFSP, of Struthers, Ohio; Kathleen M. Berry, CFSP, of Cleveland, Ohio; Jay W. Boulanger, CFSP, of Cleveland, Ohio; Edward J. Fitzgerald, CFSP, of Elephant Butte, New Mexico; Henry M. Gutterman, CFSP, of New York, New York; and John T. McQueen, CFSP, of St. Petersburg, Florida.

Some of the Legacy Fellows have shared why they decided to become a Fellow so you could consider this goal for yourself. Here are their comments:

**Daniel K. Becker, CFSP**
I became part of the Legacy Endowment program for that very reason — legacy. A legacy is to leave something behind for others. As much as we treasure the value of being certified by the Academy, we need to ensure worthy applicants who may not be able to afford to attend educational programming in the future have an opportunity to do so and eventually qualify to earn their CFSP designation. Not having the Legacy Endowment Fund may deny a future leader of our profession a chance to lead.

**Kathleen M. Berry, CFSP**
While I was serving as your president, the Board of Trustees began working to define and develop the Legacy Endowment because we felt so strongly about the importance of education in funeral service. I personally feel this program is important because, when funded, it will provide educational scholarships for a broad spectrum of funeral programs. Whether it be programs or scholarships for mortuary schools or Funeral Service Association opportunities, assistance in the development of funeral-related education or some other important vehicle that can help the funeral professional — regardless, we need to be the leaders.

I ask each Academy member to reach into your heart to identify what your true passion is in funeral service, to reflect on what the hot button is that ignites the fire to promote the funeral service profession and, finally, ask yourself how you can best put that to good use to help grow the educational opportunities in funeral service. I hope that you come to the same conclusion many of your fellow Academy members have by helping to grow the Legacy Endowment Fund.

**Jay W. Boulanger, CFSP**
As a member since 1976, a Lifetime Member, an APFSP past president and ambassador, I have always had a commitment to education. There is no better way to promote funeral service education than through the Academy. An endowed fund, with strong membership, will allow the accomplishment of the long-term goals of the Academy with the knowledge that funding is in place for the fulfillment of those goals.

The availability of knowledge is the only way to make others want to become Legacy Fellows. An individual’s personal financial situation will determine his or her ability to become a Fellow; however, the Academy provides several alternatives to reach the Legacy Fellow goal. I would encourage everyone to lead our profession in providing a path to sustaining the Academy mission of promoting continuing education.

**Edward J. Fitzgerald, CFSP**
Simply put, I was motivated to become a Legacy Fellow by pride in my career, my profession and the Academy. By establishing the Legacy Endowment Fund, the Academy can develop a firm foundation for continuing its mission of promoting lifelong learning in funeral service. This endowment sustains the future of funeral service that we began back in the mid-‘70s when the Academy’s program was initially developed.

**Henry M. Gutterman, CFSP**
When I first heard about this program, I knew that I wanted to be a part of it. For 10 years, I was chairman of the New Jersey State Funeral Directors Association’s annual golf outing in which the proceeds benefit the Scholarship and Community Outreach programs of the New Jersey Funeral Service Education Corporation. We raised approximately $150,000, which enabled the Education Corporation to raise its annual scholarship distribution from a few hundred dollars to quite a few thousand dollars. When the program ended, I contributed a sizable donation to help the endowment of the Education Corporation. I have also served on the committee for the annual golf outing of the Funeral Service Foundation.

Our profession needs to be able to assist those who are thinking of choosing funeral service as a livelihood, especially now that we
have many “second career” people becoming students. We also need to be proactive in having input into the Mortuary Schools Association curriculum decisions so that students will be well prepared to seek gainful employment upon completion of their educational courses. I hope that every Life Member, as well as all other members of the Academy, will contribute to the Legacy Endowment Fund so that it will become an ongoing and viable program of the Academy.

John T. McQueen, CFSP

I chose to become a Legacy Fellow because I believe in the mission of the Academy and recognize all the efforts put forth by the Academy to further strengthen our profession. The Academy is the pre-eminent organization within funeral service that encourages funeral service personnel to truly be professionals through lifelong learning and certification. The Academy’s foresight to create an endowment fund that will be used to assist individuals within our profession, through scholarships and training programs, speaks volumes to the commitment the Academy has to seeing our profession excel today, tomorrow and for years to come, and that excites me.

Let’s be honest — our industry is changing rapidly, and in order for our profession to remain relevant to the consumer in the years ahead, we all must commit to improving our knowledge and honing our skills. Knowing that the Academy, through the generous support of funeral service professionals, has established a fund to ensure its members remain the “best of the best” speaks volumes about the organization and its support of our profession.

It is my desire to see the Legacy Endowment Fund continue to grow through the support of funeral service licensees, industry suppliers and others who want to see our profession not merely survive but thrive. I would like to see the endowment fund reach the $1 million mark before my term with the Academy expires in 2016. If so, this would allow the fund to be large enough that the income can be used to bring comprehensive training to everyone within our industry. I am also hopeful that the Academy, as an independent entity, can use some of these funds to also educate the consumer, as well as the funeral professional, on the value of the funeral/ceremony.

Our actions today will determine our futures tomorrow. Whether you can make a $100,000 gift or a $25 gift, every dollar counts. If you are new to the profession, sign up to be an Academy member, and start a routine payment schedule now toward reaching the Legacy Fellow status. If you’re a seasoned professional, give as generously as you can, or even consider a multi-year pledge. But, regardless of your financial situation, simply give today!

In summary, the Board of Trustees of the Academy will grant scholarships and make bequests from the income, appreciation and any other earnings generated by the Legacy Endowment Fund for the purpose of funding mortuary science and funeral service education for mortuary science students and funeral service practitioners.

Visit apfsp.com/legacy.htm for online donations, or call (866) 431-CFSP (2377) to learn more about the APFSP Legacy Endowment Fund.
**WELCOME THE NEW APFSP MEMBERS!**

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<tr>
<th>Name</th>
<th>City and Province</th>
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<td>Andrea Kaye Armintrout (Andee)</td>
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<td>Robin L. Barron-McGrath</td>
<td>Matthews, North Carolina</td>
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<td>Loyal David Beggs</td>
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<td>Christine Elizabeth Bushby (Chrissy)</td>
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<td>William Scott Fowler (Scott)</td>
<td>Spartanburg, South Carolina</td>
</tr>
<tr>
<td>Mark P. Gomes</td>
<td>Manchester, New Hampshire</td>
</tr>
<tr>
<td>Rodrigo Gomez (Rod)</td>
<td>Costa Mesa, California</td>
</tr>
<tr>
<td>Roger Leo Gosselin</td>
<td>Manchester, New Hampshire</td>
</tr>
<tr>
<td>Joshua Douglas Hendrix (Josh)</td>
<td>Tifton, Georgia</td>
</tr>
<tr>
<td>Wendy Lynn Hoffman</td>
<td>Mt. Healthy, Ohio</td>
</tr>
<tr>
<td>John Francis Holmes</td>
<td>Harwood, Maryland</td>
</tr>
<tr>
<td>Chere D. Hughes</td>
<td>Las Vegas, Nevada</td>
</tr>
<tr>
<td>Mark J. Janik</td>
<td>Hamburg, New York</td>
</tr>
<tr>
<td>Mark S. Jones</td>
<td>Augusta, Georgia</td>
</tr>
<tr>
<td>Teelisha Durham Jones</td>
<td>Augusta, Georgia</td>
</tr>
<tr>
<td>Barbara Ann Kazmierczak</td>
<td>Worcester, Massachusetts</td>
</tr>
<tr>
<td>John Gay Kelly</td>
<td>Indiana, Pennsylvania</td>
</tr>
<tr>
<td>Laura Allison Kendrick-Godwin, CFSP</td>
<td>Port Huron, Michigan</td>
</tr>
<tr>
<td>Trokon Wayne Kofa</td>
<td>Philadelphia, Pennsylvania</td>
</tr>
<tr>
<td>Christopher Shawn MacLean (Shawn)</td>
<td>Charlottetown, Prince Edward Island, Canada</td>
</tr>
<tr>
<td>Alenka Manners</td>
<td>Toronto, Ontario, Canada</td>
</tr>
</tbody>
</table>
In the last issue of The Compass, we listed the Academy Lifetime members. We apologize to some of our Lifetime members, because we inadvertently used an old list. The memberships listed below did not receive the appropriate recognition.

Matthew R. Baskerville
John E. Beckwith, CFSP
David John Benke, CFSP
Brian K. Burton, CFSP
Jeffrey C. Callahan, CFSP
Steven Eric Carpenter
W. Ashley Cozine, CFSP
Terry Eccles
Charlie Brad Evans, CFSP
James Fletcher
Jeffrey L. Gair Sr., CFSP
Donita M. Greene, CFSP
Troy R. Hambly, CFSP
Patrick Allan Hendry II
Douglas Henry Hunter, CFSP
Donald E. Kalec Jr.
Holly Ellen Kingston-Pocino, CFSP
Craig William Kramer, CFSP
Col. Jack E. Lechner Jr., CFSP
Alenka Manners
Ellen Wynn McBrayer, CPC, CFSP
W. David McEachnie
Thomas Preston McKee II, CFSP
Kevin Paul Opsahl, CFSP
Holly McComas Pennington, CFSP
Arthur O. Phaneuf, CFSP
Theodore J. Ricci, CFSP
Bruce B. Roberts Sr., CFSP
Bruce B. Roberts Jr.
Francine Ross-Roden, CFSP
George Ronald Sabb
Kimberly M. Saul-Bowne, CFSP
Codi R. Shewan, CFSP
Michael R. St. Pierre, CFSP
Chalmer S. Swain, CFSP
Glen Talbot
John W. Thomas
David Halstead Twiford Sr., CFSP
Tonja Lachelle Walls-Davis, CFSP
Russell Charles Weeks, CFSP
Thomas L. Welch, CFSP
Erin Christie Whitaker, CFSP
Timothy J. Williamson, CFSP
Joseph B. Yates, CFSP
Gregory William Zabka

Lifetime membership can be achieved by paying a one-time fee of $600 to cover their membership renewals for life. The Board of Trustees thanks all of the Lifetime members for their commitment to lifelong learning and to the Academy.

W. David McEachnie (David)
Toronto, Ontario, Canada

Glen Philip Novack
Fridley, Minnesota

David John Nowicki
 Traverse City, Michigan

Kevin Paul Opsahl, CFSP
Yankton, South Dakota

Shivon V. Ozinga
Los Angeles, California

Kim L. Perry
Fall River, Massachusetts

Michele M. Phaneuf-Plaz
Manchester, New Hampshire

Joseph Ladd Pulliam (Ladd)
Richton, Mississippi

Jay B. Rasmussen
Fruit Heights, Utah

Jerri Jevon Reed
Broadview, Illinois

Randy James Rogalsky
Mississauga, Ontario, Canada

Codi R. Shewan
Toronto, Ontario, Canada

Jamie Eric Smith
Tacoma, Washington

Frank Eric Smith (Eric)
Lancaster, Ohio

Glen Talbot
Toronto, Ontario, Canada

John Lyman Turner
Hillsboro, Ohio

Brian Michael Van Heck
Grand Rapids, Michigan

Marie Linda Vandersyde
Merrimack, New Hampshire

Nancy Maria Wallace (Sweetie)
Baltimore, Maryland

Brett Michael Watson, CFSP
Calgary, Alberta, Canada
14    APFSP   The Compass

2011 NFDA INTERNATIONAL CONVENTION & EXPO
FREE VIP EXPO ONLY ONE DAY
REGISTRATION FORM
FREE OFFER VALID UNTIL 9/1/11
After 9/1/11 Expo Only One Day Registration is $105 (Additional days $105.)

Firm Name

Address

City__________________________ State________ ZIP____________ Country________

Telephone____________________ Fax________________

Registrant Name________________ Nickname________________

Member ID # (if applicable)________ Email________________

Circle One: NFDA CANA Email needed for your confirmation

EXPO ONLY FREE OFFER VALID 4/1/11—9/1/11 — ONE DAY ONLY (circle day)*
Monday, 10/24/11 Noon — 5 p.m.
Tuesday, 10/25/11 Noon — 5 p.m.
Wednesday, 10/26/11 10 a.m. — Noon

*One pass per person; additional days for the same person must be paid registrations.

<table>
<thead>
<tr>
<th>NFDA Member</th>
<th>By 9/1/11</th>
<th>After 9/1/11</th>
<th>One Day Only (Circle Day)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>One registrant</td>
<td>$515</td>
<td>$615</td>
<td>$235/Day</td>
<td>$</td>
</tr>
<tr>
<td>from firm</td>
<td></td>
<td></td>
<td>S M T W</td>
<td></td>
</tr>
<tr>
<td>Additional registrant(s)</td>
<td>$415</td>
<td>$515</td>
<td>$235/Day</td>
<td>$</td>
</tr>
<tr>
<td>from firm</td>
<td></td>
<td></td>
<td>S M T W</td>
<td></td>
</tr>
<tr>
<td>Non-licensed</td>
<td>$105</td>
<td>$105</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Guest/Spouse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student/Apprentice</td>
<td>$55</td>
<td>$55</td>
<td></td>
<td>$</td>
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<table>
<thead>
<tr>
<th>Non-member</th>
<th>By 9/1/11</th>
<th>After 9/1/11</th>
<th>One Day Only (Circle Day)</th>
<th>Total</th>
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<tbody>
<tr>
<td>One registrant</td>
<td>$815</td>
<td>$915</td>
<td>$315/Day</td>
<td>$</td>
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<tr>
<td>from firm</td>
<td></td>
<td></td>
<td>S M T W</td>
<td></td>
</tr>
<tr>
<td>Additional registrant(s)</td>
<td>$415</td>
<td>$515</td>
<td>$315/Day</td>
<td>$</td>
</tr>
<tr>
<td>from firm</td>
<td></td>
<td></td>
<td>S M T W</td>
<td></td>
</tr>
<tr>
<td>Student/Apprentice</td>
<td>$75</td>
<td>$75</td>
<td></td>
<td>$</td>
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<table>
<thead>
<tr>
<th>Expo Only—Additional Day(s)*</th>
<th>One Day Only (Circle Day)</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>After 9/1/11</td>
<td>$105/Day</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>M T W</td>
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</tbody>
</table>

Optional Events

By 9/1/11 | After 9/1/11 | Total |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Saturday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFDA CPC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To apply, call 800-228-6332 or visit <a href="http://www.nfda.org/cpc">www.nfda.org/cpc</a> to download an application form. You must meet requirements to enroll.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Embalming Seminar</td>
<td>$99</td>
<td>$125</td>
</tr>
<tr>
<td>CANA Crematory Operators Certification</td>
<td>Members: $495 Nonmembers: $595</td>
<td></td>
</tr>
<tr>
<td>CANA Crematory Operators Certification</td>
<td>Members: $495 Nonmembers: $595</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>President-elector's Party</td>
<td>FREE</td>
<td>FREE</td>
</tr>
<tr>
<td>Monday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition Ceremony and Reception</td>
<td>FREE</td>
<td>FREE</td>
</tr>
<tr>
<td>Funeral Directors Under 40</td>
<td>$31</td>
<td>$42</td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closing Celebration</td>
<td>$125</td>
<td>$150</td>
</tr>
<tr>
<td>Subtotal:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PAYMENT

Check ☐ (Must be U.S. dollars drawn on a U.S. bank.) Make payable to: NFDA, 13625 Bishop’s Dr., Brookfield, WI 53005-6607. Or FAX to NFDA at 262-789-6977. Please charge my: ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Card Number________________________ Expiration Date _______ / _______ / _______

Name on card (Please print)________________________ Signature________________________

PLEASE TELL US

1. My position at company:
   ☐ Owner ☐ Manager ☐ Staff ☐ Licensed FD/Embalmer
   ☐ Preneed/Preplanning ☐ Spouse/Guest

2. Check all that your firm offers:
   ☐ Green Funerals ☐ Cemetery ☐ Cremation
   ☐ Flower shop ☐ Monuments ☐ Insurance
   ☐ Pet Services

3. What is your role in the purchase of funeral-related products and services?
   ☐ Final Decision ☐ Recommend ☐ None

4. How soon do you (or your firm) intend to purchase funeral-related products and services?
   ☐ 0-3 Months ☐ 3-6 Months ☐ 6-9 Months ☐ 9-12 Months
   ☐ More than a year

NFDA Registration and Optional Events Cancellation Policy: Cancellations received in writing and faxed, postmarked or emailed to NFDA at registration@nfda.org before Sept. 1, 2011, entitle the registrant to a full refund minus a $25 cancellation fee per registrant. Cancellations received Sept. 1 through Oct. 14, 2011 are subject to a $50 cancellation fee per registrant. No refund requests received after Oct. 14 will be honored.

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Approved for CEU’s
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Feb 18-20 San Diego, California
Apr 8-10 Oklahoma City, Oklahoma
May 13-15 Niagara Falls, Ontario
Jun 23-25 Des Moines, Iowa
Jul 22-27 Memphis, Tennessee
Aug 12-14 Indianapolis, Indiana
Sep 30-Oct 2 New York

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• Handles the airline reservation
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