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MAGAZINE

January 2015

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Education & Mortuary Colleges

NFDA International Expo Recap and Photos
Special Re-Run of *"Digging Up the Past" - The History of Gupton-Jones and John A. Gupton Colleges* by James "Opie" Padgett, CFSP
Education in Funeral Service by Kay Campbell
Mortuary College School Listing
Gupton-Jones Mortuary Colleges Profile
John A. Gupton College Profile
Ogeechee Technical College Profile
Pittsburgh Institute - Commencement Summary



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January 2015

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notes from the editor

by John Yopp

In the 2008 May issue of Southern Funeral Director Magazine, James “Opie” Padgett, CFSP, a past graduate of John A. Gupton College in Nashville, Tennessee did an extensive research, study and article on the history of John A. Gupton and Gupton-Jones Mortuary College in Atlanta, Georgia. It was entitled: “Digging up the Past – The History of Gupton-Jones and John A. Gupton Colleges”

Mr. Padgett did an exceptional job on the timeline and detailed important facts for both schools. In fact, the 2008 May issue continues to be the most requested back issue of SFD that I continue to receive today. With so many alumni that have attended and graduated from both schools, I felt it best to re-run the article in its entirety for those that may have missed the article back in 2008 and for those that would like to re-visit the history once again.

“Education” continues to be the driving force for the future of our industry, not only for future owners, managers, funeral directors and embalmers, but for the older generation to continue to be informed on the changes occurring daily in our businesses and how to “best” adapt to the changes and how it is effecting our industry both service oriented and financially.

A special thanks to Pierce Mortuary Colleges, John A. Gupton College, Ogeechee Tech and Pittsburgh Institute for contributing school profiles to this special “Education” issue.

We are pleased to run our NFDA Expo Summary and Photo gallery. The 2014 convention in Nashville attracted almost 6,300 attendees and 383 exhibitors making it the 2nd best attended convention in the last 15 years (only Chicago in 2011) had higher attendance.

A couple of the highlights of the convention included the “Opening President’s Reception” at the 3-story Wild Horse Saloon, Keynote speaker Daniel Clark and especially the “Service of Remembrance” as Vince Gill sang “Go Rest High on That Mountain.”

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Education in Funeral Service

*by: Kay Campbell of Gupton-Jones
College of Funeral Service*

“Readin’, ritin’, and ‘rithmetic” used to be sufficient in the good ole’ days of schools. If it was good enough then, why isn’t it good enough now? Few of us like to admit that being adequately prepared in the past doesn’t translate to being really prepared for today. More importantly, being prepared for today isn’t being proactive for tomorrow. Why is this dilemma truer than ever for funeral service education? What can be done to create better educational practices?

First of all, the pace at which life moves is faster with each generation. In the past, people “rested on the Sabbath,” visited family and friends, worked on hobbies, and funerals were social occasions as well as times of remembrances. Today all of that has changed drastically. People rush around trying to do too much in the same twenty-four hour time span. Traffic is worse, social visits are shorter, multi-tasking has become a “buzz” word in the working world as well as at home. Multi-tasking may mean that an individual is only partially listening while checking e-mails. It may mean that students pay scant attention to the classroom lessons because they are so busy being plugged into various devices. Granted, students will do more fact checking via Google than they ever did with encyclopedias, but much of that is superficial without gaining depth of knowledge.

Secondly, being proactive involves forward thinking. New ideas in funeral service emanate from the “out of the box” thinking of the Baby Boomers, so funeral homes need to be educated about the new business modes. Baby Boomers now require less religious ceremony and more celebrations. Thus, funeral homes need to reconfigure their spaces to make them more multi-functional for the possibilities required by Boomers. Many students attend funeral colleges stating that they have a passion for serving their families, but when asked to give examples, they are at a loss as to how that translates to reality. Maybe they need to know much more rational subject matter to match the emotional passion they feel.

In addition, the areas of cremation and pet burial practices need to be fully embraced in order to move forward with the education of funeral directors. Cremation figures are on the rise in all states so funeral directors need to make the grieving experience meaningful for the non-traditional families. Frequently, the new millennials don’t want the rituals of the past, so they look to the funeral directors for guidance about the possibilities.

Another area of forward thinking is the plethora of female funeral directors and the many advantages of hiring women. Families perceive that women may be more empathetic and handle the grieving process in a new and caring way. In many cultures, women have been the chief mourning directors in funerals.

As one can see, much of this revolves around the process of personalization. While this has become more important over the years, all too many funeral homes don't actually practice this. Thus, funeral directors need to be taught in mortuary schools about the intricacies of personalizing different parts of the process for various people and cultures. If a family's tradition is to sit with the body all night, then the funeral home needs to accommodate that ritual.

Lastly, most of this revolves around knowledge. Funeral colleges must expand the horizons and possibilities for students to be prepared for the future. Ignorance is no excuse! While the sciences are very important and necessary, so are the arts, as well as the openness to embrace the future traditions. Creating an open mind at mortuary school enables a student to value his/her education and embrace learning of all kinds. Too often students want only the basics, but that limits their futures. Perhaps greater practicum will allow students to be more serious about their academics as mortuary schools expand their curricula.

"The more they know, the more they will want to know" is an old-fashioned academic edict that might work in this interconnected world. More community interaction may be necessary so students will be comfortable embracing different ideas. It's difficult to dislike a group of people if one knows just one person from that "different" group. As I teach in my History classes, different just means different; it doesn't mean better than or lesser than. Then I make the students check this fact in their dictionaries so the lesson will be imprinted on their minds as they move into their communities and find ways to cross pollinate ideas and grieving practices.

In summary, what do all of these new avenues mean for education? As I teach I say, "Open your eyes!" All of us need to open our eyes to be on the lookout for new ideas and new people to assist us in our funeral careers. Frequently young people will have some of the best ideas, so let's share with them. We educators give students the knowledge, and then the students think up new ways to incorporate that knowledge into the everyday world of funeral service. Together, all of us can create a better education for funeral service leaders!



About Kay Campbell

Kay Campbell has been an instructor at Gupton-Jones College of Funeral Service, Decatur, Georgia, for twenty-one years. She teaches English Grammar and Composition, English Literature, and American History. In addition, Kay founded the academic support group Mars and Returning Students (MARS) for the returning college students at Gupton-Jones.

Kay has been extensively involved in civic endeavors in Atlanta including the Atlanta City Council as Chairman of the Neighborhood Planning Unit A. In addition, she has been involved as a board member of the national Faith at Work/Lumunos Organization in Washington, D.C.



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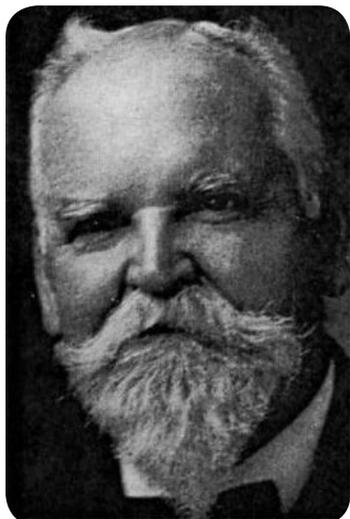
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Digging up the Past : The History of Gupton-Jones & John A. Gupton Colleges

by James R. "Opiz" Padgett, CFSP

In the heart of the south, we turn back the pages of time to unveil a history of funeral service that has been lost but not forgotten. We turn to the Country Music Capital of the World in Nashville, Tennessee. This city was originally known as the "Athens of the South", dubbed so because of its institutions of higher learning. The story begins here, looking at the south's two oldest funeral service institutions with surname similarities. Gupton-Jones and John A. Gupton College, both have weathered the test of time and each share a unique history.

Gupton-Jones Founding Fathers:



Lawrence Alexander Gupton was born to Alexander and Florence McNeal Gupton on August 10, 1862 in Bowling Green, Kentucky Alexander. Lawrence was the eldest of seven children. He was educated in the public schools of Bowling Green, KY and Nashville, TN. In 1880, after his public education, he matriculated in the Dental Department of

Vanderbilt University Medical College, attending only two years without graduating. Mr. Gupton, married Miss Maggie Martin in 1882, and to them was born seven children: John A. Sr., Lawrence E., Mary, Florence, Sally, Maggie and Lillie. He embarked as an entrepreneur in the grocery business, partnered with J.W. Reese, until the early part of the 20th century.

In 1907, L.A. Gupton became employed with M.S. Combs and Company and served with the firm for about two years. In 1910, Mr. Gupton attended the Eckels College of Mortuary Science in Philadelphia, PA. Upon



graduation in the same year, in conjunction with his brother, William Gupton and Edwin T. Sweeney opened Gupton-Sweeney Funeral Home. It was located on 7th Avenue North in Downtown Nashville. Mr. Gupton was a member of the Nashville Funeral Directors Association and was selected as the delegate to the National Funeral Directors Association (a position he held for 25 years). In 1912 L.A. was appointed to the Tennessee State Board of Embalmers, serving as Secretary for 16 years and one year as President. In the same year his wife Maggie passed away. He remarried in October 1913 to Miss Lydia Catherine "Kate" (Burba) Pippen. Mrs. Gupton traveled with Mr. Gupton everywhere he went. Mr. Gupton experienced the loss of his second wife in 1936.

In 1915, at the meeting of the Conference of Undertakers and Embalmers Examining Boards (presently the International Conference of Funeral Service Examining Boards) Mr. Gupton was elected to the position of Secretary-Treasurer, a position which he held for eight years, he became the first man in the south to hold a national position. L. A. Gupton became a leader in the progress of the funeral profession we know and respect today. He strived and maintained a perfect attendance in all the organizations he served, and never missed a meeting. He was a strong supporter of the National Association of Embalming Schools and Colleges (presently American Board of Funeral Service Education), while serving the position of vice-president. In 1919, Mr. Sweeney sold his interest in the business and in January of 1920 the company reorganized as the Gupton Undertaking Company. Stockholders were: L.A., (Secretary-Treasurer), his wife, Lydia Kate, son, Lawrence E., brother, William, (President), and nephew, Henry A. Gupton. The firm was housed at the former Gupton-Sweeney location.

William Gath Jones was born in Oxford, Ohio on May 14, 1881 and was the son of William and



Elizabeth (Gath) Jones. He was educated in the public schools of Ohio and afterwards attended Miami University while briefly pursuing a preparatory course. Mr. Jones attended embalming school by enrolling at the Chicago Embalming College, becoming a graduate of the class of 1900. He then returned to Oxford,

in the employ of Mrs. Sam Gath, for a period of two years. Around the year 1902, Mr. Jones moved to Memphis, to take a position with the firm of Taylor and Norris. He married Miss Mary Jane Kennedy of Nashville, in Memphis, TN. Mr. & Mrs. Jones had two children: Sarah Elizabeth and William Kennedy Jones. Mr. Jones was stricken with malarial fever and moved to Nashville in 1904. In 1905 he joined the firm of Dorris-Karsch Company to be in charge of embalming (a position he held for over 27 years until 1932).



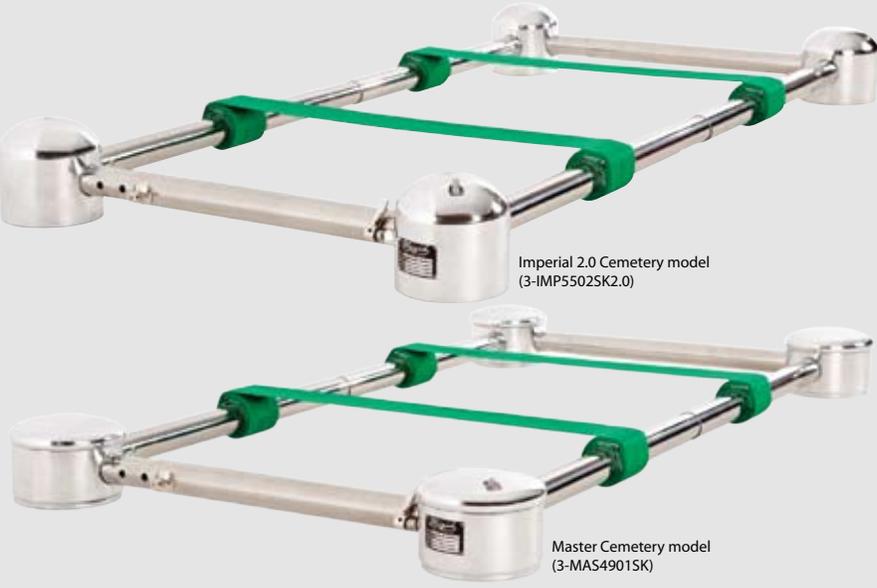
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In 1922 Mr. Jones began experimenting with embalming chemicals and later established the Jones Chemical Company. In the 1920's he was joined with chemist William R. White, Ph.D. of Chemistry, and instructor of Chemistry and Bacteriology at Gupton-Jones School of Embalming. In 1932, Jones Chemical Company, joined with B. Frank Hendricks, a former Salesman with Undertaker's Supply Company. Together they formed the Jones-Hendricks's Chemical Company. In 1946, Mr. Jones sold his interest in the college to Dean Gupton. Mr. Jones served as president of the school until 1953. Mr. Jones retired as president of the college and little is known about his retirement life. He died in January 1962. His former employer Finley-Dorris & Charlton handled the service. He was interred at Calvary Cemetery in Nashville, TN.

Progression of Service: Gupton - Jones

On June 8, 1920 L. A. Gupton along with W. G. Jones,



founded the Gupton-Jones School of Embalming, in Nashville, TN. It was at the time the only school of its kind south of the Ohio River. Course work was offered in an 8 week, three month, or a six month time period. Mr. Jones was to serve as President, and Mr. Gupton was to serve as Dean.

The school operated with the Gupton Undertaking Company. Each business moved from 135 7th Ave. N., to 215 8th Ave. S. in 1925. The school became a leader in turning out some of the finest embalmers and funeral directors in the south. In 1931, John A. Gupton, Jr., grandson of Dean Gupton, became the vice-president of Gupton Undertaking Company. He also served as the embalming instructor for the school. Joining the school was W. Kennedy Jones, son of W.G. Jones, as bookkeeper of the College. The growth of the school was eminent and there was a demand for larger facilities.



In March of 1936, Dean Gupton purchased the property of the Knights of Columbus Club. It was a gothic style stone building located at 1800 West End Avenue, and moved from downtown in June of that same year. A name change also occurred in 1936: Gupton-Jones College of Embalming and in 1938 to Gupton-

Jones College of Mortuary Science. The new building consisted of four floors and provided the best facilities, classrooms, and equipment. The school had its own ball team and fraternity. Mr. Gupton remained an active member of the faculty until his retirement in 1946. Dr. F.M. Tiller succeeded Mr. Gupton as Dean, serving in that capacity until 1951. In 1949 the college began

offering a two-year college program in connection with the University of Tennessee Extension in Nashville. The curriculum offered had a few unique courses that are not offered today: First Aid, Plastic Surgery, Advertising, Public Relations, American Government, Histology, Economics, Fingerprinting and Public Health.

A family dispute in 1946 led John A. Gupton, Jr. and his wife Bernadean to establish John A. Gupton Mortuary College. L.A. Gupton died February, 1948, leaving Martin's Funeral Home in charge of the arrangements. Dean Gupton left specific instructions regarding his service. He was later interred between both his wives at Nashville City Cemetery. It is to the understanding of this writer the Gupton heirs and the alumni decided in 1954 to merge and/or sell the school to the Dallas Institute of Mortuary Science, Dallas, TX. Some of the faculty and students who choose to do so were then transported to the new Dallas campus. Gupton-Jones served as a great institution of funeral education during its years in Nashville, with graduate totals exceeding 3,000 in over 34 years.

The term "Phoenix City", refers to Atlanta, GA. It was given this nickname after Civil War reconstruction. The city seal reflected a phoenix and the motto Resurgens (Latin for "rising again"). Atlanta has risen from the ashes of the past, to the second largest city in the south and the ninth largest city in the United States.

The Pierce Company decided a move back into the southeast was feasible. In June 1969, the company re-established the Gupton-Jones College of Mortuary Science, as an independent and accredited school in Atlanta, GA. The enrollment for the summer and fall semesters exceeded the projected growth. In 1971, the college expanded into a larger facility renovated for the purpose of Funeral Service Education. It was located at 1330 West Peachtree Street, on the fifth floor, in the heart of Midtown Atlanta.

The board of trustees had underestimated the progress of the college. In 1974, the board purchased property in southern Atlanta at 280 Mt. Zion Rd. This was to be the future of Gupton-Jones. In our profession we know that history repeats itself and that hindsight is twenty-twenty.

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The curriculum became more academic, thus creating a name change in 1980 to Gupton- Jones College of Funeral Service. In 1982, the Georgia Department of Education granted Gupton-Jones to offer an Associate of Science Degree in Funeral Service. Gupton-Jones became another leader in providing funeral service education. In 1984, it was inevitable that remodeling was needed. A new library, additional classroom and office spaces were added. The boards of trustees were beginning to understand their success. They were not going to be, “caught with their pants down”, again.

In the early nineties they purchased a 3.4 acre property in the Snapfinger Woods Park of DeKalb County off Interstate 20. A professional funeral service architect was hired and ground breaking began on November 14, 1991. The formal dedication of the new facility was held on October 4, 1992.

Gupton-Jones is like the city of Atlanta, it has fought battles that brought its demise, but has risen from the ashes of time, to conquer defeat. The college has re-established itself as a leader in funeral service education.

A New Generation: John A. Gupton College and its Founders John Alexander Gupton, Jr. was born on August 31, 1907 in Davidson County, TN to John Alexander and Laura (Duggin) Gupton. He attended the public schools in Davidson County and graduated from Central High School in 1925. In 1929, he graduated the Gupton Jones School of Embalming. He began employment at Gupton Undertaking Company in 1930. In 1931, Mr. Gupton was promoted to Vice-President of the Gupton Undertaking Company and the position of embalming instructor at Gupton-Jones Embalming School. In 1937, Mr. Gupton was made manager of Gupton Undertaking Company. John Jr. was considered one of the finest embalmers and restorative artists in the south. His abilities of facial reconstruction keep him in high demand.

His first marriage was to Donna Lue Stephenson and to them was born five children: Treasure, Laura Lynn, Donna Joyce, John Lawrence, and David

Alexander Gupton. On July 28th 1943, they divorced to irreconcilable differences. In 1944, after a family dispute, he opened Gupton Funeral Home on 2118 8th Ave. S. On May 22, 1944, he married Capitola Bernadean McGee and had two Children: John A. III and Bernadean Michaela Gupton. Capitola Bernadean McGee was born on November 21, 1917 in Nashville, TN to Roy and Annie L. (Wills) McGee. She was educated in the public schools of Davidson County and graduated from East High School in 1935. In 1936, Bernadean went to school at Tennessee College for Women in Murfreesboro, TN then transferring to St. Thomas School of Nursing in Nashville. She took a job at St. Thomas Hospital and later became Chief Surgical Nurse. In 1942, Bernadean graduated from Peabody College for Teachers with a Bachelor of Science in Nursing. She became a member of the faculty of St.

Thomas School of Nursing and Nashville General Hospital School of Nursing. In May of 1944, she married a childhood friend and neighbor, John A. Gupton, Jr. In 1947, she graduated from Peabody College with a Masters Degree in Nursing Education.

Starting From Scratch: John A. Gupton College of Mortuary Science. In March of 1946, John Jr. and his wife Bernadean purchased the former Gov.

Hill McAlister Mansion located at 2507 West End Avenue, in Nashville, TN. John A. Gupton College of Mortuary Science was founded and opened on September 25, 1946. John A. Gupton was President and Bernadean Gupton was Educational Director. The college was located in the McAlister Mansion. Renovation of the mansion for the college consisted of: 1st floor for offices and a preparation room; 2nd floor were laboratories, a casket display room, library and student lounge; the 3rd floor included a lecture hall, lockers and private living quarters. Dormitories were also available to students on a first come basis. The first class began on September 27, 1946, with an enrollment of twenty-six students. The course work was nine months in length with matriculation held in March and September. In 1952 additions were needed, a large two story classroom building, Paul L. Williams



Hall (In honor of the colleges 1st Law instructor), was erected. The new building was 3,700 square feet with the floor plan as follows: the 1st floor included two offices, storage rooms, utility rooms, lockers, lecture room and preparation rooms; the 2nd floor included a large lecture room and a new installed modern well-equipped science laboratory.

The growth of the college began to increase after 1954, with Gupton-Jones merging with the Dallas Institute of Mortuary Science. John A. Gupton College became the only mortuary college in the southeast. In the next few years more additions were made: Alumni Hall was erected adjacent to Williams Hall, and housed the Administrative offices and a large conference room; Kensington Place Hall, a large two story building was erected behind Williams Hall and housed Memorial Library, faculty offices and two lecture rooms and Puryear Mims Hall was located two blocks from the main campus at 2810 Vanderbilt Place and was used for Fine Arts instruction. In addition, the college maintained affiliations with five area hospitals, including Vanderbilt University Hospital, St. Thomas Hospital, Baptist Hospital, Metropolitan Nashville General Hospital, and the Miller Hospital.

Through this affiliation the students had the opportunity to practice the principles and theory of embalming. Embalming was performed at the hospital or the college preparation room, which was supervised by Mr. Gupton. In October of 1964, the college was incorporated under the laws of the State of Tennessee as a school of mortuary science. The school was incorporated as a non-profit educational institution in 1965, and has since been known as John A. Gupton College. In keeping with standards set by the American Board of Funeral Service Education in the fall of 1966, a program of study leading to an Associate Degree in Mortuary Science was offered. The college received correspondence from the Southern Association of Colleges and Schools on January 14, 1970 and official accreditation at the Association's annual meeting in December 1971. This accreditation made John A. Gupton College the 1st college accredited by both the American Board of Funeral Service Education and a regional accrediting agency with scholastic transferability, pioneering efforts of better educational standards.

In 1988, Mr. Gupton's health diminished and he

passed away on December 15, 1988. John A. Gupton, III assumed the position of president of the college. Mrs. Gupton remained on the faculty for several years until her death on August 15, 1994. They both are interred at Calvary Cemetery in Nashville, TN. The board of directors and the Gupton heirs decided to sell the campus to Vanderbilt University in the fall of 1991. The college relocated to a new, modern, fully-equipped 20,000 sq. ft. facility located in mid-town Nashville at 1616 Church Street in fall of 1992. The school purchased a fourteen unit apartment building adjacent to the new campus in April of 1998. The new addition gave students an opportunity to be housed on campus.

In July 2006, the college purchased an adjacent one-half acre lot for additional parking space. The college now comprises of one and half acres in downtown Nashville. The college currently offers two programs: a twelve month diploma and an Associates of Arts Degree in Mortuary Science. In June of 1947, the John A. Gupton Alumni Association was founded. The alumni association has established an endowment fund to show support of the college and its future. Mr. & Mrs. Gupton prevailed against the odds of success and rose to become leaders of professional standards. The legacy they left, are instilled in the minds of its graduates and the college that remains today. John A. Gupton College has graduated over 1,750 graduates and remains vital as a funeral service education institution.



James R. "Opie" Padgett, CFSP, is a native of Livingston, TN. He is a 2001 graduate of John A. Gupton College. He is currently a Licensed Funeral Director and Embalmer in the State of Tennessee. Opie is an active member of the Alumni Association at John A. Gupton College. He is employed with Woodlawn Funeral Home in Nashville, TN. His spare time consists of genealogical research and local history.

Ogeechee Tech Funeral Service program strong after 12 years

The Funeral Service Education (FSE) program at Ogeechee Technical College isn't quite the 'new kid on the block' that it once was. Entering its fifteenth year, the program has become a mainstay in the funeral service industry in Georgia. As a part of the Technical College System of Georgia, Ogeechee Tech offers benefits in regard to financial aid, affordable tuition, flexible schedules, and transferability of credit, which give students a wider array of options when considering their funeral service education.

Any funeral service program accredited by the American Board of Funeral Service Education (ABFSE) must adhere to the same curriculum standards, therefore Ogeechee Tech's program has a curriculum reflective of the ABFSE requirements. Instructors with extensive experience within the industry deliver that curriculum via classroom lectures, online classes, on-campus lab experiences, and off-site clinical work. The intent is for the culmination of all these elements to result in a well-rounded education, according to FSE Program Director, Michele Rugar. "We are mindful of covering all the required components of the ABFSE curriculum, while also exposing students to some real-world experiences to reinforce the academic coursework," said Rugar. "Of course, apprenticeship requirements within each state are still an important part of the overall education process." Ogeechee Tech's location, in Statesboro, Georgia, also provides some advantages to students who attend the program. As the only FSE program in Georgia outside the metro Atlanta area, geography alone can be an advantage to some students. "For those who live in the southeastern part of the state, the distance they are required to travel for school is reduced considerably, even though we have students from all over the state and beyond," said Rugar. Statesboro, home to Georgia Southern University and East Georgia State College, in addition to Ogeechee Technical College, has a great college-town atmosphere which caters to students. "For students who wish to move to Statesboro to attend Ogeechee Tech's FSE program, there are many affordable housing, dining, shopping, and entertainment options. Students really can have a true college experience without getting lost in the hustle and bustle of a major metropolitan area," said Davida Harris, FSE instructor.

Students may choose a schedule option that combines online work with periodic visits to campus. Luke Teague, a graduate of Ogeechee Tech's FSE program, said, "By attending Ogeechee Tech for my funeral service education, I was able to continue working full-time in Augusta with Thomas Poteet and Son. Only having to travel to campus one day per week allowed me to continue working while earning my degree." Teague, who is now a licensed funeral

director and embalmer, was Ogeechee Tech's 2014 Georgia Occupational Award of Leadership (GOAL) winner, and went on to win that title at the state level. As state GOAL winner, Teague won a new car, and is the Technical College System of Georgia's ambassador for a year. "The flexibility of scheduling and the affordable tuition meant that I could complete my education without going into great debt or having to leave my employer without my help for a year or longer," said Teague.

Even though Ogeechee Tech's Funeral Service Education program is one of many programs of study at the College, the program has dedicated facilities which are utilized by FSE students. Classroom and lab facilities are state-of-the-art, and designed to provide FSE students with an atmosphere conducive to learning. "We want our students to have every advantage when it comes to their education," said Rugar. "From the latest technology utilized in distance education classes, to classrooms and labs which provide equipment and supplies that students will find in the work place, our program is designed to help them be successful." Ogeechee Tech's campus provides a variety of student activities, such as the GOAL program in which Teague participated, a large library, bookstore, food service, and other amenities that are common to a college campus. As Teague mentioned, tuition was a major factor in his decision to attend Ogeechee Technical College. According to the College's 2014/2015 Catalog, tuition/fees and books for the FSE program total just over \$9500. For students who enroll with transferable credit for some or all of the core curriculum classes, the tuition drops because they are not taking as many classes. "Ogeechee Tech's FSE program is a great value," said Teague.

With Ogeechee Technical College's accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), students may be able to transfer some or all of their credit to a four-year degree at a University System institution. Likewise, students may complete required core level classes at another SACSCOC accredited technical college, state college, or university, before transferring to Ogeechee Tech for major program courses. "Even with the likelihood of credits transferring, students should always consult an advisor and/or admissions counselor to determine eligibility of potential transfer credit," stated Harris. Prospective students who want more information on Ogeechee Technical College's Funeral Service Education program are encouraged to schedule an appointment to visit campus to learn more about the program. They may also go to the College's website at www.ogeecheetech.edu.

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Pierce Mortuary Colleges Profile

Who are Pierce Mortuary Colleges and what curricula are offered?

Pierce Mortuary Colleges is a group of private colleges teaching funeral service education. These colleges include:

- Dallas Institute of Funeral Service, Dallas, TX
- Gupton-Jones College of Funeral Service, Decatur, GA (Atlanta area)
- Mid-America College of Funeral Service, Jeffersonville, IN (Louisville, KY area)

Under one management team, they offer a student an outstanding educational background to enter the funeral service profession. The curriculum offered at Pierce Mortuary Colleges addresses the changing needs and expectations associated with funeral services and inclusive to the high accreditation standards of the American Board of Funeral Service Education. The Mortuary Science Program prepares students for a career as a funeral service professional. The curriculum's strong theoretic basis is complemented with practical training, resulting in a well-rounded curriculum.

What is the history of Pierce Mortuary Colleges?

Dallas Institute traces its roots to 1900 with one of the first schools of embalming in the United States, the Barnes School of Anatomy, Sanitary Science and Embalming later called The Dallas School of Embalming. In 1945, the school was succeeded by Dallas Institute of Mortuary Science founded by W.H. Pierce and L.G. Frederick. Dallas Institute of Funeral Service is the longest continuous operation under the same general management of any funeral service educational institution in the United States.

The Gupton School of Embalming was founded in 1920 by Mr. L. A. Gupton in Nashville, Tennessee, for the purpose of teaching the art and science of embalming and funeral directing. It began with a faculty of two, teaching from the chapel of a Nashville funeral home. In 1922, Mr. Gupton was joined by Mr. W. G. Jones and the college was named Gupton-Jones College of Embalming. In 1954, Gupton-Jones College was merged with Dallas Institute of Mortuary Science becoming the Dallas Institute-Gupton Jones College of Mortuary Science in Dallas. By 1969, growth demands led to re-establishing Gupton-Jones as a separate school in Nashville.

Mid-America College began as two separate mortuary colleges - the Kentucky School of Mortuary Science founded in Louisville in 1895, and the Indiana College of Mortuary Science, founded in Indianapolis in 1905. In 1972, the Kentucky School of Mortuary Science became part of Dallas Institute, followed in 1978 by the Indiana College of Mortuary Science, which changed its name to Mid-America College of Funeral Service in 1979. At this time the non-profit corporation was changed from Dallas Institute of Mortuary Science to Pierce Mortuary Colleges, Inc., and each of the satellite schools assumed its individual identity.

What makes Pierce Mortuary Colleges unique?

Pierce Mortuary Colleges promote excellence in the 21st century practice of mortuary arts and sciences. When students enter a Pierce Mortuary College classroom, they are enrolled with other students seeking an education in funeral service. We provide a full program which includes all required general education and mortuary science courses in an environment that nurtures the profession of funeral service. The students are taught by licensed professionals who have undergone the same requirements that the students will undergo.

What are the benefits of an education from Pierce Mortuary Colleges?

The three Pierce Mortuary Colleges have a rich history in tradition and their success can be measured by the number of outstanding funeral directors who are alumni. Students are given a funeral service education taught by professionals who have worked in funeral service and have the opportunity to learn to embalm under professionals

with many years of experience. Their funeral service associate's degree offers superior, hands-on training that helps graduates stand out in the job market—and in the mortuary science profession. In addition to standard courses required for licensure as a funeral director and embalmer, their degree also provides students with two certifications: Cremation Arranger Certification and the Crematory Operations Certification. Their Associate's degree and Bachelor's degree in Funeral Service is accredited by the American Board of Funeral Service Education.

What value does a Pierce Mortuary College graduate bring to a funeral home?

Each college is recognized nationwide for producing knowledgeable funeral service practitioners. Individuals who have graduated from a Pierce Mortuary College have learned at a school where the sole focus is funeral service education. Graduates have also studied under funeral professionals who not only teach theory and principles but also impart their practical perspective that better positions graduates for the real world.

How would potential students contact Pierce Mortuary Colleges for more information?

A central website through which students can access each of the colleges is www.pierce.edu.

Individual college contact information:

Dallas Institute of Funeral Service

Local: (214) 388-5466 or Toll-Free (800) 235-5444 or visit their website at www.dallasinstitute.edu

Gupton-Jones College of Funeral Service

Local: (770) 593-2257 or Toll-Free (800)848-5352 or visit their website at www.gupton-jones.edu

Mid-America College of Funeral Service

Local: (812) 288-8878 or Toll-Free (800)221.6158 or visit their website at www.midamerica.edu

Dallas Institute of Funeral Service - President James Shoemake, CFSP



Why do students come to Dallas Institute?

Your choice in a college for your funeral service education will be one of the most important decisions you will make. Dallas Institute of Funeral Service has an outstanding tradition in funeral service education. Educating men and women for a future in the funeral service profession has been its sole purpose for almost seventy years.

What makes Dallas Institute more unique than any other mortuary college?

Our state of the art facilities, excellent faculty and the location in the heart of the Southwest give the student every opportunity to succeed, as well as to have the amenities of a forward-thinking cosmopolitan city like Dallas. Preparing students to be successful in our profession is our primary purpose.

Where do I believe our profession will be in 5 years?

I anticipate many new challenges in the next few years as the attitudes toward death and memorialization change to reflect a younger generation arranging funerals for their elders. Changes in economic circumstances for those whose end-of-life decisions are imminent will cause many choices to be based on finances. Our profession will need to be prepared to offer viable alternatives to the way things have “always been done”. I expect cremation to be the choice for final disposition in many more services. Memorialization will still be vital as we seek to personalize each service to the life remembered.

Why do I love my job?

I was fortunate to have the opportunity to teach when I came to Dallas Institute of Funeral Service. I always loved human anatomy and to have the opportunity to help others to learn the mysteries of our bodies as well as how the process of embalming works using the body to distribute embalming fluid is exciting. Having the opportunity to

share our knowledge and life experiences with others is stimulating. Watching students who are learning has been motivating me for over thirty years.

Gupton-Jones College of Funeral Service - President Walter L. Crox, Jr., CFSP

Why do students come to Gupton-Jones College?



Students come to Gupton-Jones College for a variety of reasons, leading with our reputation for excellence and dedicated educational focus on funeral service. Unlike community or general studies colleges, nearly every course is taught with the perspective of funeral service – for example, our chemistry courses are all about embalming whereas at a community college you’ll be in a chemistry course that barely touches on that specialization. In addition to the focused curriculum, many students come to Gupton-Jones as referrals from funeral professionals who had graduated from Gupton-Jones, or because they come from families where one or more previously graduated from Gupton-Jones.

What makes Gupton-Jones College more unique than any other mortuary college?

Gupton-Jones College is one of the largest mortuary schools in the country with a proud heritage of producing top-notch funeral professionals. In fact, nearly all of our instructors are themselves graduates of Gupton-Jones and bring a diversity of knowledge and experience back to the college to pass along to students.

Where do I believe our profession will be in 5 years?

The steady increase in the cremation rate will drive tremendous change and necessitate different business models in the funeral service profession. Cremation does not generate the same revenue per service compared to traditional burial and yet many businesses have fixed overhead in facilities and other operational components. However, we as an industry are not doing our jobs educating cremation families on the value of services and even viewing of the body. Dr. Alan Wolfelt says that in order to say goodbye, you first have to say hello – that’s the value of viewing the body. It is extremely important from a psychological perspective and we must impart that to our students so that they can better serve families’ needs.

Why do I love my job?

I get to help change people’s lives, have an impact on students, and hopefully instill in them the passion to serve and help families during very difficult times.

Mid-America College of Funeral Service - President Lauren M. Budrow, CFSP



Why do students come to Mid-America College?

In addition to our high National Board Exam scores, students are attracted to Mid-America College because of our reputation for excellent instruction, faculty who are passionate about funeral service, and the knowledge that they will graduate with all the tools to help them succeed as funeral professionals.

What makes Mid-America College more unique than any other mortuary college?

While all mortuary colleges offer similar curriculum as accredited by the American Board of Funeral Service Education, the educational and social experience can vary widely. As the name implies, Mid-America College is conveniently located in the heartland of America, providing a well-rounded schedule of extracurricular activities balanced with a pragmatic approach to education. We have an extremely diverse student body and foster a collaborative working environment among students and faculty.

Where do I believe our profession will be in 5 years?

We are already seeing an increase in the use of funeral celebrants as families desire unique experiences to celebrate

their loved ones. Funeral service professionals must recognize and be responsive to these expectations. We will be doing more event planning and will be challenged with coming up with ways to personalize funerals and memorials. Creativity will be the key to our success. I also expect that continuing education requirements will increase for state licensure.

Why do I love my job?

I love my job because I love the funeral service profession. I have a vision for what I want funeral service to be, and I was not able to make the same kind of impact meeting one family at a time in an at-need situation as I was in educating many future funeral directors to spread new ideas and enthusiasm for what we do.

Pierce Mortuary Colleges - Dr. Jill Karn, Chief Operating Officer



Why do students choose a Pierce Mortuary College?

Each of the Pierce Mortuary Colleges provides students with a solid core of quantitative analytic skills coupled with practical knowledge. Our instructors impart real-world expertise along with the methodical curriculum, delivering an experiential learning environment for students. Our goal is to graduate funeral professionals who will succeed with diverse technical and business skills, grounded in integrity.

How are the Pierce Mortuary Colleges responding to emerging challenges in the industry?

We are always looking at what more we can do to better position our students to gain a competitive edge in the changing market. One example is recognizing the rising cremation rates, all Pierce College graduates will have both a Cremation Arranger certification and a Crematory Operator certification which we offer in partnership with the International Cemetery, Cremation & Funeral Association.

We also are emphasizing to students that this is an industry that deals with a lot of abstracts where there may not be textbook solutions – this is why we give students an abundance of practical guidance and teach them how to identify problems and find solutions. This will not only serve them well professionally but also for their employers, and ultimately the families they serve.

Why do I love my job?

It is so gratifying to see people's lives change as a result of their learning experience in any of our colleges. I also see the positive impact that they in turn make on other people, and this is most rewarding for me. Finally, I have the pleasure to work day in and day out with a group of educators who are so committed to mentoring individuals for rewarding careers.

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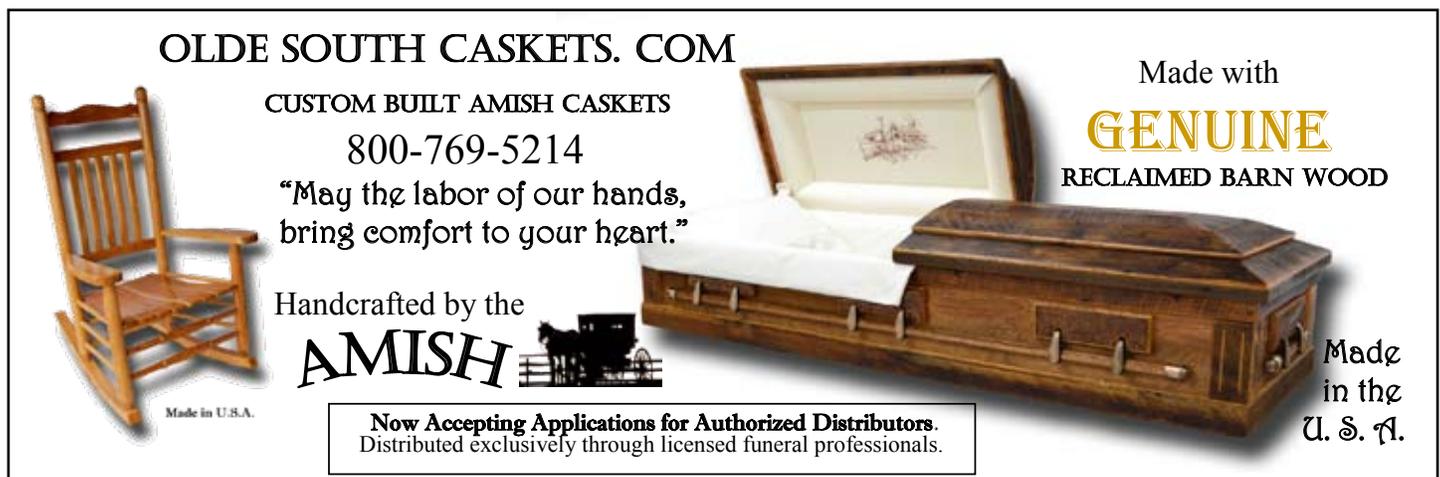
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Since 1946, John A. Gupton Continues to Provide Excellence in Funeral Arts & Science and Funeral Service Careers

John A. Gupton College was founded by John A. and Bernadean Gupton in 1946. The program of study began as a lead to a diploma in the field of Mortuary Science. In 1965, the college was incorporated as a nonprofit organization. John A. Gupton College has been accredited by the American Board of Funeral Serviced Education since 1946.



John A. Gupton College has been accredited by the Southern Association of Colleges and Schools Commission on Colleges since 1971. John A. Gupton College was the first independent institution of Funeral Service Education to earn regional accreditation. The pursuit of this regional accreditation indicates its role as a pioneer in the educational community in which it serves. The curriculum is designed with the dual purpose of fulfilling the needs both of students who wish to eventually pursue other degrees and of those going directly into Funeral Service. John A. Gupton continues to offer an opportunity for a liberal arts education and the continued commitment toward providing students a way to pursue advanced degrees.

The college currently offers an Associate of Arts Degree and a Funeral Directors Certificate. The Funeral Directors Certificate program is offered to meet the needs of the State of Tennessee educational requirements for a single license Funeral Director.

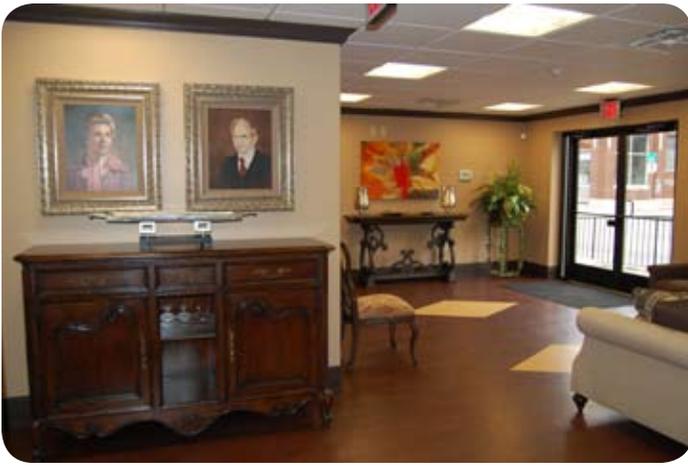


(L-R) Tracy Hamm Allen, CFSP, CCO; Donna Collard, CFSP, CCO and Steve Spann, CFSP during 2014 NFDA Expo

John A. Gupton College was the first single purpose Funeral Service Education institution to earn regional accreditation and currently the only one in the nation.

John A. Gupton College provides an excellent facility that is effective for learning. The facility holds administrative offices, a large library, a small classroom, a large lecture hall, science laboratory, marketing center and a student lounge.

John A. Gupton College is located in the middle of downtown Nashville and provides easy access to students for local activities and social events. The campus is only minutes from Bridgestone Arena, home of the Nashville Predators Hockey Team, the Nashville Coliseum, home of the Tennessee Titans, and Greer Stadium, home of the minor league baseball team, the Nashville Sounds.



JOHN A. GUPTON COLLEGE

Founded in 1946

*The only private Funeral Service College
accredited by both the Southern Association of
Colleges and Schools Commission on Colleges and
the American Board of Funeral Service Education.*

Associate of Arts Degree

- Located in the heart of 'Music City'- Nashville, TN.
- Offering a flexible program for part-time and full-time students
- Offering on-campus housing for students
- Offering a basic liberal arts education as well as a professional curriculum in funeral arts and sciences.
- Program completion in 12 or 16 months

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Nearly 6,300 Attend the 2014 NFDA International Convention & Expo, Nashville, TN

The National Funeral Directors Association (NFDA) 2014 International Convention & Expo, held October 12-15 in Nashville, Tenn., drew 6,296 total attendees and 383 exhibiting companies to an event that continues to open new doors to opportunity for the funeral service community. This is the association's second highest total attendance in the last 15 years, topped only by the 2011 NFDA Convention held in Chicago, Ill.

"This convention is one that I and our attendees will never forget," said NFDA CEO Christine Pepper, CAE. "Topping the list of memories I will always treasure was our Service of Remembrance when Vince Gill sang his moving song 'Go Rest High on that Mountain,'" a song that he wrote more than 20 years ago following the death of his brother. Many families – in the South, particularly – choose to play that song during a loved one's funeral.

During the Service of Remembrance, Gill autographed a guitar that was auctioned off during the Closing General Session on Wednesday afternoon. The \$9,000 winning bid in the live auction was placed by I. Leslie "Les" Bale of Christian Funeral Home in Chicago, Ill. Proceeds from the auction benefitted Room In The Inn, a Nashville charity supported by Gill that assists the city's homeless, and the American Cancer Society, which NFDA has supported for many years.

NFDA Releases Cremation and Burial Report

According to a new report announced by Pepper during the Opening General Session of the NFDA Convention, the rate of cremation is projected to surpass that of burial in 2015. The 2014 NFDA Cremation and Burial Report: Research, Statistics and Projections features statistics and in-depth analysis of consumer attitudes toward cremation.

According to the report, the rate of cremation was estimated to be 45.1 percent in 2013; that year, the rate of burial was estimated to be 48.9 percent. By the end of 2015, the rates of cremation and burial are projected to be 48.2 percent and 45.8 percent, respectively.

Think Pink!

October is Breast Cancer Awareness month. Attendees observed Breast Cancer Awareness Day on Tuesday, October 14, and participated in other activities during the Convention:

- **Hope Ambulance:** West Tennessee's Women's Center and Medical Center EMS, along with local businesses, have teamed up to spread awareness in Nashville about breast cancer through the "Hope" ambulance. NFDA was honored to host the Hope Ambulance in its Expo Hall.
- **Attire:** Attendees were encouraged to wear pink on Tuesday, October 14 in honor and memory of all who have battled breast cancer.
- **Badge Ribbons:** Attendees showed their support for those battling breast cancer by adding a "Think Pink" ribbon to their Convention badge.
- **Tribute Wall:** Attendees wrote messages of support to people who have had or are battling have breast cancer on a special Tribute Wall located near the Registration Desk.
- **Items for Sale in NFDA Central:** NFDA had pink wraps, ties, wrist bands, bandanas and ribbon pins for sale in NFDA Central. Proceeds from the sale of these items will be donated to the American Cancer Society.
- **Donations:** Attendees made monetary contribution to the American Cancer Society in a donation box located in NFDA Central.

2015 NFDA Expo - Indianapolis, IN

Anticipation for next year's NFDA International Convention & Expo is already building. The 2015 NFDA International Convention & Expo will take place October 18-21 In Indianapolis, Ind. This year, the city was named one of the New York Times' "52 Places to Go in 2014" and topped the list of USA Today's top convention cities in the United States.



Major contributors during the opening session to Funeral Service Foundation include: (L-R) Steve Lang, Homesteaders Life-\$150,000; Steve Gackenbach, Matthews Int.,-\$200,000; Steve Schaffer, FSF Trustee; Steve Phelps, NGL-\$150,000 and FSF Executive Director, Kathy Wisniewski with a “big thank you” for the generous donations and year round support of the Foundation. That was a lot of “Steve’s up on stage!



South Carolinian’s outside the opening party at the Wild Horse Saloon (L-R) Jay Dover, CFSP, CCO; Glenn Miller, CFSP and Erin Whitaker, CFSP, CPC



(L-R) Jason Barrott, Aurora Casket; Quinn Eagan, Preneed Funeral Program and Mike Blair, Aurora Casket, during the exhibit hours on the opening day



Let the Expo begin! Ribbon cutting ceremony for CEO Christine Pepper, 2014 President Robby Bates & the rest of the NFDA officers & directors



The Service of Remembrance also featured a choir composed of members of the Tennessee Funeral Directors Association as well as members of the Tennessee Supply Sales Club, who were inspirational during the emotional service



An undeniable highlight of the 2014 NFDA Convention was the Service of Remembrance, which featured Vince Gill singing “Go Rest High On That Mountain,” a song that he wrote more than 20 years ago following the death of his brother

2014 NFDA International Convention & Expo Attendance		
2014 – Nashville	2013 – Austin	2011 – Chicago
Attendee Registration		
4,148 Preregistered attendees: 3,331 Non-licensee, spouse, guests: 551 International registrants: 359 Mortuary science student: 85 Expo-only: 1,651	3,506 Preregistered attendees: 2,913 Non-licensee, spouse, guests: 427 International registrants: 372 Mortuary science student: 101 Expo-only: 1,320	4,608 Preregistered attendees: 3,763 Non-licensee, spouse, guests: 660 International registrants: 487 Mortuary science student: 237 Expo-only: 1,749
Exhibitor Representatives		
2,148 383 exhibiting companies 892 10’x10’ booth spaces	2,137 371 exhibiting companies 930 10’x10’ booth spaces	2,341 417 exhibiting companies 899 10’x10’ booth spaces
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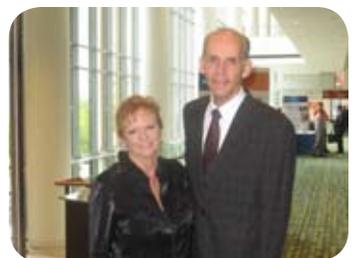


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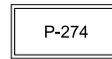
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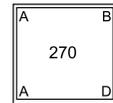
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Shiva Shade announces that The Dodge Companies will be distributing their Eco-Friendly Prep Room Products

Shiva Shade New York is proud to announce that The Dodge Company in Billerica, Massachusetts, will now be distributing our Eco-Friendly Prep Room Products. In 2007 when my brother Craig and I entered the Funeral Industry our vision was to make the Jewish period of Shiva easier for families to observe the tradition of covering mirrors during Shiva. Hence the Shivashade was born. As we traveled the country meeting Funeral Directors, they told us the need for new products.

Our Organic sprays Very Berry, Very Lavender and Our Eco-Friendly Absorb-It powder were born. When you have First Responder's tell you he was given a bottle of Very Berry from a Funeral Director and this is the best stuff he has ever used in 30 years. It neutralized a Decomposition at a crime scene. David Patterson of Global Mortuary Affairs, Messquite, Texas Stated "I was asked to enter a house to retrieve some personal effects for the family. The man had been dead a for a week. After using Very Berry in a spray machine, we were able to enter with no smell and the family even came into help since the odor was gone! Thanks again for a great product."

Absorb-It our Eco-Friendly absorbing powder that Gels never Swells. It absorbs 120 it's own weight, will not blacken the skin or harden. You will never have a leaker again. Glyn Tallon from Tallon Mortuary Specialist, Meath, Ireland writes, "The key things I can say about Absorb-It are : the absorbency of this product is second to None, it produces no residual dust, and most importantly, Absorb-It does not swell the incision points when applied leaving a nice, even surface. Also, there is a nice, fresh scent when the materials is activated which is not overbearing."

Blood BeGone Soap, our Vegetable based Green Soap was born from a request to remove dried blood from a week old body. "I use it and am impressed with Blood BeGone Soap. It breaks down blood products and makes and cleaning much easier. It should be in every embalming room." Vernie R. Fountain, Fountain Embalming Academy, Springfield Missouri.

Suture BeGone Adhesive was created when Irwin



Maltz, President and Co-Founder of ShivaShade, spent many hours reading about industry trends and issues. Reading an article about needlestick injuries being the leading health risk to embalmers, Mr. Maltz wondered if there was a product he could bring to the embalmers so they could avoid the risks they were facing. David Bashline, Vice President of Regulatory Support Services Inc, Manakin-Sabot, Virginia has tested and used the product. He states: "As a veteran of funeral service and the embalming room, I find Suture BeGone Adhesive one of the best products I have ever used. From normal incision closure to autopsy closure it works great. As a Funeral Profession Regulatory Consultant, I find it an innovation way to adhere to the Needlestick Safety Prevention Act and reducing the opportunity for a sticking injury while suturing." It dries clear does not crystalize and makeup can be applied over it. It works great on cranium and bone to bone.

Dodge is happy to be now offering the full line of ShivaShade preparation room products. Their unique and effective products are a fine addition to the current selection of Dodge preparation room solutions." Timothy Collison, Vice President, The Dodge Company, Billerica Massachusetts. For more information contact ShivaShade at sales@shivashade.com or (516) 665-8323 or The Dodge Company at www.dodgeco.com or 800-443-6343.



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Pittsburgh Institute of Mortuary Science Hold 150th Commencement Exercise

Pittsburgh Institute of Mortuary Science (PIMS) held its One Hundred Fiftieth Commencement exercise on Friday, January 23, 2015 at the Calvary Episcopal Church. The graduates, their families and friends were welcomed to the formal cap and gown ceremony by PIMS president Eugene C. Ogrodnik. The commencement address was delivered by Mr. Robert G. Mayer who delivered an inspirational address entitled "Helping Sally Cry." Mr. Mayer, a PIMS alumnus and local trade embalmer, is author of the textbook, "Embalming – History, Theory, and Practice."

The Funeral Service Oath was administered by Dr. Barry T. Lease, and the graduating class was presented by Dr. Joseph A. Marsaglia, Dean of Faculty and Students.

Special Awards were also presented at the commencement. **The MEMORIAL AWARD** was presented to Nicholas Ricci who was chosen by his classmates as the student who, through qualities of leadership, professional conduct and good citizenship, best typifies the ideals of the student body. The **JOHN REBOL AWARD** was presented to Rebecca Rossi who had maintained the highest scholastic average for the school year 2014-2015. On behalf of PIMS Board of Directors, Rebecca received a scholarship award in the amount of \$500.00.

The WILLIAM J. MUSMANNO MEMORIAL AWARD was presented to Alexander Hamilton in recognition of his outstanding ability, attitude, commitment and achievement in the clinical setting. Alexander was presented a \$500.00 scholarship award approved by PIMS Board of Directors. As well, Alexander received an embalming kit from PIMS alumnus Wayne Urbine. Mr. Urbine, who has funeral homes in Jersey Shore and Loganton, PA received the same award when he graduated PIMS and he will be providing the embalming kit for all future recipients of The William J. Musmanno Memorial Award.

The PIERCE CHEMICAL RESTORATIVE ART AWARD was presented to Nicholas Ricci in recognition of his outstanding ability, commitment,



Dave Miller (left), Bob Mayer (right)

attitude and achievement in the areas of restorative art and cosmetology. Mr. Michael Kuruc, representative from the Pierce Chemical Company and PIMS alumnus, made this award available and was on hand to present Nicholas with a plaque. **The DODGE AWARD** was presented to Nicholas Quagliani.

The **DODGE AWARD** was established to recognize a student who demonstrated both exceptional and theoretical expertise throughout the embalming curricula practicum. Mr. Matt Black, Dodge representative and PIMS alumnus, was on hand to present Nicholas with a complete Dodge Embalming Kit. At PIMS 75th Anniversary in September, PIMS Board of Directors approved an award to recognize PIMS President and CEO, Eugene C. Ogrodnik.

The EUGENE C. OGRODNIK ENTREPRENEURIAL AWARD is a criteria-based award of merit. This award is presented to the student who demonstrated the qualities of stewardship, scholarship, and leadership. These qualities are indicated of the man who bears the namesake of the award; through his passion for education, visionary prowess, and keen business acumen, he established the legacy of the Pittsburgh Institute of Mortuary Science while shaping the future of the funeral profession. In honor of his namesake, this award is presented to the student who, as recognized by the core business faculty of the

Pittsburgh Institute of Mortuary Science, is deemed to have the entrepreneurial spirit and greatest potential to impact the funeral service industry at large. **The EUGENE C. OGDRODNIK ENTREPRENEURIAL AWARD** was resented to Thomas J. Stone. Mr. Stone received a \$1000.00 check of which PIMS Board of Directors approved \$500.00; Mr. Ogdronik and his wife Karen graciously matched the award.

Ten percent of the graduates received the **MU SIGMA ALPHA AWARD** which is the honorary society established by the National Association of Colleges of Mortuary Science and gives recognition to those students who have displayed outstanding merit in scholarship and who have conducted themselves as good citizens of the schools they attended. The recipients of the Mu Sigma Alpha Award are: Sarah Filson, Lindsay Heilman, Adam Koch, LaQuanna McCray, Nicholas Ricci and Steven Kirkegard. At the conclusion of the ceremony, Student Senate President Casey Rose gave his closing farewell remarks and presented PIMS president, faculty, and staff with bricks from PIMS old building that was occupied at 3337 Forbes Avenue since 1939 prior to recently being



Mu Sigma Alpha Award: (L to R, Nick Ricci, Adam Koch, LaQuanna McCray, Lindsay Heilman and Sarah Filson - not pictured; Steven Kirkegard)

razed. The bricks were engraved with plaques noting the schools name, location of the original building, and date. Classmate Laquanna McCray led the congregation in the traditional singing of America the Beautiful which concluded the commencement exercise. Best of wishes to all the graduates as they begin their funeral service careers. For more information please call: 412-362-8500 ext. 108.

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Batesville Offers Free Educational Webinars for Funeral Professionals – February, 24 - 27

BATESVILLE, IN. – Batesville, the leading provider of comprehensive solutions to the death care industry, announces its upcoming Education Week: 4 Ways in 4 Days, February 24 – 27, 2015, reinforcing the company's commitment to learning. Introduced in November 2014, Education Week is a series of free 30-minute educational webinars for today's busy funeral professionals, covering on a range of topics that are most impactful to their business. With a different webinar topic each day, participants can select a single session or maximize their learning by signing up for all four.

“We had a tremendous response to our first Education Week event in November,” said Troy Turner, chief marketing officer for Batesville. “Participants asked a lot of great questions, and more importantly, reported a significant increase in their knowledge following the event. It's exciting to see this level of enthusiasm for learning, and we'll continue to look for opportunities to share our knowledge through webinars and other forums.” Education Week webinars are led by Batesville experts, who will present insights and information from the company's research and practical experience. Each session will include a half-hour interactive presentation followed by questions.

The following sessions are available:

Day 1: How to Use Consumer Insights to Create Positive Funeral Experiences – Tues., Feb. 24 at 2 p.m. EST

Too many consumers are overwhelmed by the funeral planning process and lack the information they need to make informed decisions. This presentation will deliver key consumer insights and useful recommendations on how to serve your families better. Presented by Gayle Lloyd, Market Research Manager, Batesville

Day 2: How to Convey Your Value Proposition to Phone Callers – Wed., Feb. 25 at 2 p.m. EST

In this competitive market, more consumers are doing price comparisons before they choose a funeral provider. This session will provide recommendations on how to effectively convey your value proposition to cremation consumers who call for pricing and other

burial or cremation information. Presented by Anthony Minshew, Cremation Options Consultant, Batesville

Day 3: How to Leverage the Power of Search Engine Optimization – Thurs., Feb. 26 at 2 p.m. EST

Why should you care about search engine optimization (SEO)? It's simple. Today's consumers are increasingly searching for funeral homes online. If you're not showing up in the top listings on Google and other major search engines, your business is becoming invisible. Learn the key to getting great SEO results and easy action steps to get started. Presented by Bob Sheridan, Product Manager, Batesville

Day 4: How to Connect with Families Using Meaningful Selections – Fri., Feb. 27 at 2 p.m. EST

Are you tired of using tools that make product selection a chore for your preneed and at-need staff? Looking for ways to simplify decision-making for families? Batesville's new Meaningful Selections digital merchandising system helps you guide families through the product selection process seamlessly. You'll learn how to take advantage of this free digital merchandising tool from one of its architects. Presented by Sean Townsley, Customer Value Manager, Batesville

All Education Week sessions will start at 2 p.m. EST. To register, go to www.Batesville.com/4Ways4Days.

ABOUT BATESVILLE

Batesville (www.Batesville.com), a wholly owned subsidiary of Hillenbrand, Inc. (NYSE:HI), is the leader in the North American death care industry, offering a comprehensive portfolio of Burial Solutions, Cremation Options, Memorial Solutions and Technology Solutions. For more than 125 years, Batesville has been dedicated to helping families honor the lives of those they love.® Batesville's innovation has changed the face of funeral service, from advancements in manufacturing and quality to patented features and memorialization offerings, technology and web-based solutions, and profit-enhancing merchandising systems. Our history of manufacturing excellence, product innovation, superior customer service, and reliable delivery has helped Batesville become – and remain – a market leader.

Astral Industries Teams up With Sauder Funeral Products



(L-R) Tom Warner, Sauder Operations & Logistics; David Hazelett, Astral President; Myrl Sauder, Sauder Chairman of the Board; Charlie Shaw, Astral Owner & CEO; Dan Sauder, Sauder Vice President of Engineering and New Markets.

Astral Industries, Inc., a Lynn, Indiana based manufacturer of 18 gauge, 20 gauge and stainless steel burial caskets, is keenly aware that difficult economic challenges have driven families to seek out affordable options when choosing a casket. In response to the market's evolving demand, Astral is proud to announce its business relationship with Sauder Funeral Products. The two companies are a natural fit. Both have their roots in the Midwest, and both are family-owned and operated. Astral recognizes the importance of offering American-made products to funeral homes and the families they serve, and continues this mission by working with Ohio-based Sauder to provide a line of high definition, laminated wood burial and cremation caskets. These

units will join the existing Astral product line available at all Astral business and express centers. "We know the marketplace is changing and with cremation on the rise, we knew that offering affordable cremation products was something that we had to do," said Charlie Shaw, owner and CEO of Astral Industries. "We talk to funeral directors all over the country who share their stories of families looking for good-looking, cost-effective products to honor their loved ones. We work hard to make that happen, and we're excited to have Sauder on our team, letting us offer funeral directors affordable choices for their families." To learn more about Astral and its product line, contact your local sales representative or call 1-800-278-7252. You can also visit the website at www.astralindustries.com.

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For more information on Exhibiting and Registration, please visit our website at www.southernfuneralexpo.com or call 404-312-6640.

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