

SouthernTM

◆ FUNERAL DIRECTOR ◆

MAGAZINE

January 2016
www.sfdmagazine.com

The Magic of Education



Build A Better Funeral Director by Lee Gohmann
Funeral Service Education: What Hasn't Been Said
by Todd Van Beck

John A. Gupton Students Speak Out by Jeremy Clinard,
AJ Gordon, Mariana Poisal and Joshua Kidd
CHANGE - "Feared, Loathed and Misunderstood"
by Rob Hubbard

Pierce Mortuary Colleges Profile
John A. Gupton Alumni Reunion Summary and Photos
Kentucky School of Mortuary Science Alumni Reunion
Pittsburgh Institute Spring Con-Ed Announced
Mortuary Colleges Listing
Cincinnati College Announces Jack Lechner President

PRSR STD
U.S. POSTAGE
PAID
BIRMINGHAM, AL
PERMIT NO. 1776



2016 FEDERAL COACH LINE UP

800-537-2963 • www.federalcoach.com



2016 Federal XTS RENAISSANCE
is going to revitalize the professional vehicle industry with its sophisticated styling and world-class quality. The new LED lighting and skylight features show the elegant that the Renaissance offers.



2016 Federal XTS HERITAGE
The 2016 XTS Heritage has made minor changes for the transition into 2016. The Heritage now includes not only standard rear view back-up camera but now has 4G wireless capabilities.



2016 Federal MKT STRATFORD
The 2016 MKT Stratford continues the same sleek design that discerning funeral directors have come to appreciate, as well as standard features that are beyond compare in the funeral industry.



2016 Federal 44" MKT LIMOUSINE
The 2016 44" MKT has the same sleek body image that it contained in 2015 and offers all of the same great features.



2016 Federal 48" Raised Roof XTS LIMOUSINE
The 2016 48" XTS Raised Roof has made minor changes for the transition into 2016. New this year is 4G WiFi capability, plus as in years past, standard rear-view back up camera on all Federal Limousines.



2016 Federal 70" Raised Roof XTS LIMOUSINE
The 2016 70" XTS Raised Roof is the largest Cadillac Limousine in the funeral industry. Providing additional space and comfort that you demand for your families.

SouthernTM

◆ FUNERAL DIRECTOR ◆

MAGAZINE

FEATURES

- 4 Notes from the Editor: Education....Or the Lack Thereof
by: John Yopp
- 6 Build a Better Funeral Director by: Lee Gohmann, Instructor,
Mid-America College of Funeral Service
- 10 Mortuary Colleges
- 11 PIMS to present Spring Con-Ed Seminar: 2016-PIMS Best
Practices 101
- 12 Pierce Mortuary Colleges Profile
- 14 Funeral Service Education: What Hasn't Been Said? by:
Todd W. Van Beck, Director of Continuing Education - John
A. Gupton College
- 20 John A. Gupton College Holds 2015 Annual Alumni
Reunion
- 24 Change. Feared, Loathed, and Misunderstood
by: Rob Hubbard
- 28 Kentucky School of Mortuary Science Holds 1st Annual
Reunion
- 32 Student Articles - John A. Gupton College

INDUSTRY NEWS

- 29 Cincinnati College of Mortuary Science Welcomes President
Jack E. Lechner, Jr., CFSP, CT
- 30 ASD Names Will Chicola as Technical Support Analyst
- 31 Ambulance & Coach, Nashville, TN., Makes Recent Deliveries



January 2016

Southern Funeral Director Magazine®
Vol. 171 No.1

The National Funeral Service Journal
with a Southern Accent Since 1919

Celebrating 97 Years of Service to the Industry

Southern Funeral Director Magazine, LLC is a ® and
registered with the United States Patent and Trade
Office and assigned serial number 'USPTO 85831455'

Any other claims from third parties to the name
"Southern Funeral Director" are without validity and
justification. Southern Funeral Director Magazine,
LLC., is in good standing and in compliance with the
Office of the Secretary State of Georgia, and
John W. Yopp is the
Publisher and Editor

POSTMASTER:
Notify us of address changes by form 3579 to:
Southern Funeral Director Magazine®
P.O. Box 768152
Roswell, GA 30076

Southern Funeral Director Magazine
P.O. Box 768152
Roswell, GA 30076
404-312-6640 phone
404-565-1436 fax
johnyopp3@aol.com
www.sfdmagazine.com

FuneralCall
The Funeral Home Answering Service

**Compassion For
Your Families,
Efficiency For
Your Directors.**

Be confident in your
answering service.

888.239.0351
www.funeralcall.com





notes from the editor

Education....Or the Lack Thereof by: John Yopp

Has "Education" in funeral service lost its' sense of urgency and importance for the future of the Death Care Industry? The lack of urgency and importance is not derived from the mortuary schools themselves, but possibly in the work place of the funeral home, crematoriums and cemeteries.

There are mixed opinions on the options of curriculum that the mortuary colleges provide or should provide, as some believe that there is not near enough business, finance or other business related courses to better prepare the student for the next level in the job world. Contrarily, the mortuary colleges have always done an excellent job with the curriculum including the quality of the classes and instructors in preparing the students for embalming techniques, restorative art and other anatomy details.

However, embalming, casketing and displaying the deceased is only part of the service that a funeral home provides. How can the schools teach profitability management, merchandising, marketing and advertising, facility maintenance, cost of labor and benefits, vehicle and rolling stock needs and upkeep, proper bookkeeping and reporting, quarterly taxes, etc....., within their core curriculum and still teach the necessary techniques for embalming and other body preparations? If the business side of the Death Care Industry is barely touched on during class time and apprenticeship, where in their near future can they expect to begin the learning process on the business side of the funeral home operation?

An area that NFDA has been effective in doing is their "Meet the Mentors" program. This allows those new to the employment world of the industry to meet and learn first hand other aspects of the business from a personal standpoint. Unfortunately, this program is only offered over a couple of days, so the individual has to take that knowledge back to his or her workplace and no follow up program is provided.

What an owner and/or manager of each business needs to carve out time is to "mentor" these young and rising stars on how a successful business is operated. From the days of washing cars, to running death certificates to making 2:00am removals, somewhere in these responsibilities needs to be the understanding of successful merchandising, cremation options to families, budgeting, etc...

This training and mentoring helps round out the expertise of each and every employee, young and old, which ultimately gives the families of the community the highest quality of service and understanding for the care of their loved one, that they richly deserve. The industry owners and managers needs to be more conscious and diligent in providing better training and take the time for each and every employee to understand ALL aspects of running a successful operation, so "teamwork" and quality of service and profitability is a universal word for all concern.



SERVICE CASKET
C O M P A N Y

Distributors of:

Fairway Hickory

Solid Hickory
Satin Finish
Forest Green Interior

- Full line of metal caskets
- Full line of hardwood caskets
- Full line of cloth covered woods
 - Cremation caskets
 - Oversize caskets
 - Youth caskets



Call us today for price and service comparison.
TOLL Free 1-800-226-1245
1014 14th Street
Columbus, Georgia 31901

www.servicecasketcompany.com



Southern Funeral Service Expo



March 6-9, 2016
Macon Marriott Hotel and Centreplex
Center

Southern Funeral Service Expo + CANA Certification Program

3rd Annual Southern Expo
Macon Marriott and Centreplex Convention Center
Macon, Georgia

March 6-8, 2016 - SFSE Expo
March 9, 2016 - CANA "Crematory Operators
Certification Program"

The 3rd Annual SFSE Convention and Expo is a trade show dedicated solely to those in the funeral, cremation and cemetery profession. SFSE is not an association or organization, and is dedicated to providing the highest level of educational programs as well as the latest products and services from the "Death Care" industry.

Cremation Association of North America (CANA) will also hold its "Crematory Operators Certification Program" the following day. This is a separate event. Both events offer discounts to attend both programs.

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



Nationally renown speakers from our profession includes:

Thomas Lynch and Dr. Thomas Long - "The Good Funeral: Death, Grief and the Community of Care"

Bill McQueen & Alan Creedy - "Seven Step Process to Funeral Business Succession and Exit Succession"

Live Oak Bank Pre convention Lunch and Presentation - Mark Milton - "Banking, Financing and Lending Update"

Panel of Experts

Moderator Quinn Eagan
Bill McQueen - Panel
Bill Hudson - Panel
Greg Rollings - Panel
Jim Rudolph - Panel



Build a Better Funeral Director

Lee Gohmann, Instructor, Mid-America College of Funeral Service



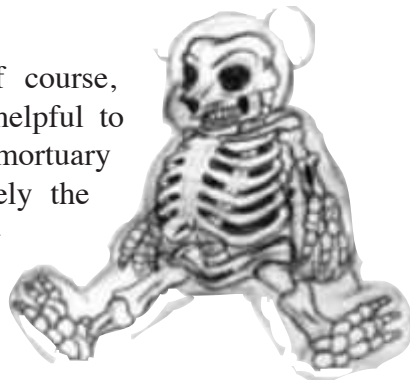
Those of you with children or grandchildren have no doubt heard of Build-A-Bear®. For the uninitiated, at a Build-A-Bear Workshop store you buy a plain, unstuffed teddy bear which you then “build” into whatever you want. The idea is to give your bear a personality and dress it in the style of a character, hobby, or even a career. Nurse Bear, Golfer Bear and everything-you-can-imagine”bear... you name it, you can build it.

I would like to introduce you to Funeral Director Bear and what goes into building one. I speak from the perspective of a teacher at Mid-America College of Funeral Service, where our goal is to educate students on the basic information needed to be successful funeral professionals and help them develop the skills and knowledge that will allow them to be responsible, contributing members of their community.

So how do we build our Funeral Director Bear? *We start the construction with the framework - the skeleton, if you will.* It is on this framework that we add the necessary ingredients and training so that at the end of the internship you will have a fully functioning funeral director.

You remember from your Anatomy I class that the skeleton is the framework for the rest of the body. Without a skeleton, it doesn’t matter how much you try to dress it up, all you going to end up with is a pile of junk.

Our framework is, of course, the student. And it’s helpful to appreciate that today’s mortuary college student is rarely the traditional college-age person. In fact, the 2014 American Board of Funeral



Service Education (ABFSE) demographic report found only six percent of graduates fell into that age group. Thirty-four percent were age 21-25; twenty-one percent were 25-30 years old; *and thirty-nine percent were over 30, and up to 70 years of age.*

It’s clear in looking at these figures that many are second or even third-career people. They come to us, and to you, having years of business and life experience, yet many funeral directors still have a tendency to treat all interns the same way. So the first thing we need to put on our bear is a thick skin.

Whether we admit it or not, interns are far down the funeral home food chain. It takes a lot of patience to teach and sometimes despite our intentions the intern receives the brunt of our frustrations. In the movie “A League of Their Own” Tom Hanks exclaims “There’s no crying in baseball!” Well, we all know that there is a whole lot of crying in the funeral business, but it’s important to remember that the intern has feelings, and those feelings can be hurt by brusque or degrading behavior from the boss. So a thick skin can help and it will even help the future funeral professional deal with other natural challenges that arise when working with people.

However, I would like to take a moment to challenge the funeral profession with this: what if instead of treating the intern as indentured help, we become their mentors? Interns are begging for mentors! Dr. Alan Wolfelt in his book *Interpersonal Skills Training* writes that historically, people within funeral service





have been slow to change. Too many owners and managers have treated the development of employee skills with aloofness, if not outright indifference. Employee training, particularly in the area of interpersonal skills and service objectives, has often been fragmented or nonexistent.

I've asked funeral service interns what they would like funeral directors to know about "raising" an intern. The overwhelming response is "appreciate my strengths and eagerness to learn." On that note, they also would like more hands-on training. One young man said "put down the tools so we can pick them up." I think he really nailed it. For example, allow interns to learn how to cosmetize by putting the brushes in their hands. Yes, their early attempts may look less than perfect, but weren't yours too? I recall the first few times I cosmetized bodies the women all ended up looking like streetwalkers, even the grandmas! But the nice thing about cosmetics is that it wipes off and you can start over.

When it comes to embalming, interns come to you having learned basic embalming techniques and passed a proficiency test, but many graduates have limited outside prep room experience. They will need a patient, guiding hand. Yeah, they're going to break veins and make a mess, but guess who's going to be the one mopping up the prep room after an embalming? There's nothing like having to scrub down a prep room to make them neater embalmers!

The arrangement conference is another critical area and one that is particularly hard for some funeral directors to involve the intern. However, it is important for interns to observe how it's done and learn how to speak to families and gather all the information without appearing to run down a checklist. Additionally, there are things that we do that may not occur to us someone else may not have been taught. I have been astonished more than once to find out many young people have never been taught how to shake hands or introduce themselves. In a recent survey of funeral directors commissioned by Pierce Mortuary Colleges, only 48% of respondents felt it was valuable to allow an intern to assist in the funeral arrangement process. Let your intern in the conference room! In my experience, I would explain to a family that an intern was learning and ask if they would allow him or her to sit in on the



arrangement conference. Not one family ever objected and many times they opened up to the student about their loved one that they might not have shared with me.

As we all know, there's a lot more to arranging a funeral than the general public is aware of, and the more you can get your intern hands-on experience, the better. Let them call the VFW or military contact to arrange an honor guard, or call the minister or musician. Let them write obituaries, order flowers, call for signatures on death certificates.

One more finding from the afore-mentioned survey was that 92% said of greatest importance was an intern's ability to transfer a deceased from place of death. While removals are still very much a part of our profession and the process does offer an excellent opportunity for apprentices to see multiple life and family circumstances, when they aren't allowed to pair their removal experience with arranging, it loses some of its meaning.

So a big step in building the best Funeral Director Bear is to provide a stimulating, challenging and comprehensive internship.

Don't just allow your interns to do grunt work. If they merely wash cars, deliver flowers, clean restrooms and mow lawns, the result is a burned-out intern who is in no way prepared to take on the duties of a funeral director.



A caring heart is a required component of Funeral Director Bear. People trust us with the earthly remains of their husbands and wives, parents and children. They trust that we will always treat that body with respect and dignity. Each family must be treated fairly and compassionately. Ours is a business, but we won't have a very successful business if the funeral director is cold or perceived as not having compassion. Of course, we all know that compassion needs to be balanced with reality or "compassion fatigue" can also be detrimental.

The next piece to instill into our Funeral Director



Bear is professionalism.

Professionalism is something that is hard to quantify and harder to teach in the educational environment. The best learning is done, once again, by observing funeral professionals in action. Be cognizant that how you act, both at work and in the community, is the first-impression model upon which your intern begins his or her development as a funeral professional.

The finishing touch on our Funeral Director Bear is innovation and creativity.

In the survey, an unbelievable 99% of respondents said they valued the innovation and creativity that a new employee brings to the firm. While this is definitely valuable, I must admit that my use of the word “unbelievable” revealed a bit of skepticism on my part. I think this question may be colored by the “Hawthorne Effect” - that is, respondents may have provided the answer they thought the survey was looking for, but not something they would actually put into play without a lot of foot-dragging. If you really value creativity in your intern (or any employee for that matter), you need to nurture that and allow it to be implemented, even in some small way. You would not only be helping people learn and grow, but you would also be making a tremendous mark.

I read a story recently about a pro football player who was nearing retirement age (he was 36!) There was a young player who was slated to take his place. The young guy wanted the more experienced quarterback to coach him and help him be a better player so when the time came there could be a good transition that wouldn't affect the team. The older guy just couldn't accept it, and continually put the other guy down, refused to help him, and was generally obnoxious to the younger player. It wasn't until he began to work with him and show him how to be a better player that he came to realize that passing the torch doesn't mean extinguishing your own light. In the same respect, teaching an intern your “tricks of the trade” doesn't spell the end of your career, it means your legacy of compassionate service and exceptional embalming skills will continue on.

So there you have it: Funeral Director Bear. A funeral director that has been thoroughly taught and carefully molded into a fully-trained funeral director capable of meeting any family and a true asset to your funeral home.



If you're like most, you hope to be able to retire some day and enjoy the fruits of your years of labor. You take pride in what you've built in your funeral service business and you will undoubtedly take pride in the continuation of its reputation. And one sure way to accomplish that is to build a better funeral director.

Louise “Lee” Gohmann has been a funeral service professional for over 15 years. She began her career in funeral service as a community service sales person, moved into family service and aftercare, and was finally called to mortuary school. She is a licensed funeral director and embalmer, and worked as a director in both Indiana and Florida. She now teaches at Mid-America College of Funeral Service, Jeffersonville, Indiana, training tomorrow's funeral directors today.



PIERCE MORTUARY COLLEGES

Graduating Professionals of Distinction



Our promise is simple. Enrolling in a Pierce College will be your first step into a career that values people, service and respect. Our reputation as the leading mortuary college system in the U.S. is earned by curriculum excellence, faculty achievement and the professional success of our graduates.



TALK TO A STUDENT COUNSELOR TODAY:
888.547.9600 | www.pierce.edu

PIERCE
COLLEGES
The Wilbert Group

Gupton-Jones College
of Funeral Service
Decatur, Georgia

Dallas Institute
of Funeral Service
Dallas, Texas

Mid-America College
of Funeral Service
Jeffersonville, Indiana

Mortuary Colleges

ALABAMA

Bishop State Community College, Funeral Services Program, (251) 405-4435

Jefferson State Community College, Funeral Service Education Birmingham, (205) 856-7844

ARIZONA

Mesa Community College, Mortuary Science Classes - Mesa, (480) 472-0800

ARKANSAS

Arkansas St. University Mountain Home, Mortuary Science - Mountain Home, (870) 508-6100

University of Arkansas Community College at Hope, Funeral Service Education - Hope, 870-722-8206

CALIFORNIA

American River College, Funeral Service Education - Sacramento, (916) 484-8432

Cypress College Mortuary Science Department, Mortuary Science Program - Cypress, (714) 484-7270

COLORADO

Arapahoe Community College, Mortuary Science Department - Littleton, (303) 797-5954

CONNECTICUT

Briarwood College, Mortuary Science - Southington, (800) 952-2444

DISTRICT OF COLUMBIA

University of District of Columbia, Mortuary Science Program - Washington (202) 274-5220

FLORIDA

Florida Community College, Funeral Services Program - Jacksonville, (904) 766-6622

Miami Dade Community College, W.L. Philbrick School of Funeral Sciences - Miami, (305) 237-1244

GEORGIA

Gupton Jones School of Funeral Services - Decatur, (800)-848-5352
Ogeechee Technical College, Funeral

Service Education - Statesboro, (800) 646-1316

ILLINOIS

Carl Sandburg College, Mortuary Science - Associate in Applied Science - Galesburg, (309) 344-2518

Malcolm X College, Dept of Mortuary Science - Chicago, (312) 850-7214

Southern Illinois University, Mortuary Science & Funeral Service Program - Carbondale, (618) 453-7214 Bachelor of Science, Baccalaureate Degree

Worsham College of Mortuary, Science - Wheeling, (847) 808-8444, Associate in Applied Science, Diploma in Mortuary Science

INDIANA

Mid-America College of Funeral Service - Jeffersonville, (800) 221-6158 or (812) 288-8878 Associate in Applied Science and Bachelor of Science in Funeral

Vincennes University, Funeral Service Education Program - Vincennes, (812) 888-5469, Associate in Science or Associate of Applied Science

KANSAS

Kansas Community College, Mortuary Science Department, Kansas City, (913) 288-7607 Associate in Applied Science

LOUISIANA

Delgado Community College, Department of Funeral Service Education - New Orleans, (504) 483-4014, Associate in Science

MARYLAND

Community College of Baltimore County, Mortuary Science Program - Catonsville, (410) 455-6950, Associate in Applied Science

MASSACHUSETTS

New England Institute at Mount Ida College, Funeral Service, Funeral Home Management and Bereavement Studies - Newton Centre, (617) 928-4714 Associate of Science in Funeral

Service, Bachelor of Science in Bereavement Studies, Bachelor of Science in Funeral Home Management
FINE Mortuary College, Norwood (781) 762-1211, Associate in Applied Science in Funeral Service

MICHIGAN

Wayne State University, Department of Fundamental and Applied Sciences, Mortuary Science - Detroit, (313) 365-9600, Bachelor of Science, Baccalaureate Degree MortuarySchools.com

MINNESOTA

University of Minnesota, Program of Mortuary Science - Minneapolis, (612) 624-6464, Bachelor of Science, Baccalaureate Degree

MISSISSIPPI

East Mississippi Community College, Funeral Service Technology - Scooba (662) 476-5100, Associate in Applied Science

Holmes Community College, Funeral Services Technology - Ridgeland, (601) 605-3323, Associate in Applied Science

Mississippi Gulf Coast Community College, Funeral Service Technology - Perkinston I (601) 528-8909, Associate in Applied Science

Northwest Mississippi Community College Funeral Service Technology Program - Southaven I (662) 280-6137 Associate in Applied Science

MISSOURI

St. Louis Community College at Forest Park, Department of Funeral Service Education - St. Louis (314) 644-9327, Associate in Applied Science

NEW JERSEY

Mercer County Community College, Funeral Service Curriculum Trenton, (609) 586-4800, Ext. 3472 Associate of Applied Science & Certificat

NEW YORK

American Academy McAllister Institute of Funeral Service, Inc.



New York | (212) 757-1190, Diploma in Funeral Service, Associate in Occupational Studies

Hudson Valley Community College, Mortuary Science Department, Troy - (518) 629-7113, Associate in Applied Science

Nassau Community College, Mortuary Science Department - Garden City (516) 572-7277, Associate in Applied Science

Simmons Institute of Funeral Service, Syracuse, (315) 475-5142, Associate in Occupational Studies

State University of New York College of Technology at Canton, Mortuary Science Program Canton, (315) 386-7110, Associate in Applied Science

NORTH CAROLINA

Fayetteville Technical Community College, Funeral Service Education Department -Fayetteville, (910) 678-8301, Associate in Applied Science

OHIO

Cincinnati College of Mortuary Science - Cincinnati, (513) 761-2020

OKLAHOMA

University of Central Oklahoma, Department of Funeral Service Education Edmond, (405) 974-5193, Bachelor of Science, Certificate

OREGON

Mt. Hood Community College, Department of Funeral Service Education - Gresham, (503) 491-6941, Associate in Applied Science

PENNSYLVANIA

Northampton Community College, Funeral Service Education Bethlehem (610) 861-5388 Associate in Applied Science, Pittsburgh Institute of Mortuary, Science - Pittsburgh, (412) 362-8500

SOUTH CAROLINA

Piedmont Technical College Greenwood, (864) 941-8690 Associate in Business/Major in Funeral Service

TENNESSEE

John A. Gupton College, Funeral Arts & Sciences - Nashville | (615) 327-3927, Associates of Arts Degree

TEXAS

Amarillo College, Mortuary Science Program - Amarillo, (806) 856-3631, Commonwealth Institute of Funeral Service - Houston, (281) 873-0262, Dallas Institute of Funeral Service, Dallas, (800) 235-5444, San Antonio - (210) 733-2905, Funeral Directing (Cert.), Mortuary Science (AAS)

VIRGINIA

John Tyler Community College, Funeral Service Program, Chester (804) 706-5113, Associate in Applied Science
Norfolk State University, Virginia Beach Higher Education Center, Funeral Service Certificate Program Virginia Beach, (757) 368-4150

WISCONSIN

Milwaukee Area Technical College (West Campus), Funeral Service Department - West Allis, (414) 456-5320

PIMS to present Spring Con-Ed Seminar: 2016-PIMS Best Practices 101

Gene Ogrodnik, President & CEO of Pittsburgh Institute of Mortuary Science is pleased to announce its Spring Continuing Education Event entitled 2016-PIMS Best Practices 101. This all day seminar sponsored by PIMS will feature Jeffrey Chancellor, Director of Education, Training and Research for Eckels Company and Sam Lonich- Professor Emeritus of California University of Pennsylvania. This multidimensional program will feature the following topics:

- Embalming 2.0 - The Art of Clinical Care - Jeffrey Chancellor.
- Facilitating Post-Traumatic Growth: Supporting Survivors of Suicide Loss - Sam Lonich.

This 6 hour day-long program will not disappoint the embalmers and directors with discussions on both clinical and psychological/counseling issues and solutions!



Mark your calendars!

Where: PIMS Special Events Center

When: Friday, March 18, 2016

8:45 A.M. to 4:15 P.M.

Cost: \$120 (received before March 4)

\$135 (received March 5 - March 17)

\$150 onsite registration

Program: 6 Continuing Education Hours

Application for approval for 6 continuing education units has been made to Pennsylvania, West Virginia, Ohio, Maryland, New York and the Academy of Professional Funeral Service Practice. Breakfast, Lunch, and all course materials will be included for attendees.



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

Toll-Free: (800) 235-5444

www.dallasinstitute.edu

Gupton-Jones College of Funeral Service

Local: (770) 593-2257

Toll-Free: (800) 848-5352

www.gupton-jones.edu

Mid-America College of Funeral Service

Local: (812) 288-8878

Toll-Free: (800) 221-6158

www.midamerica.edu

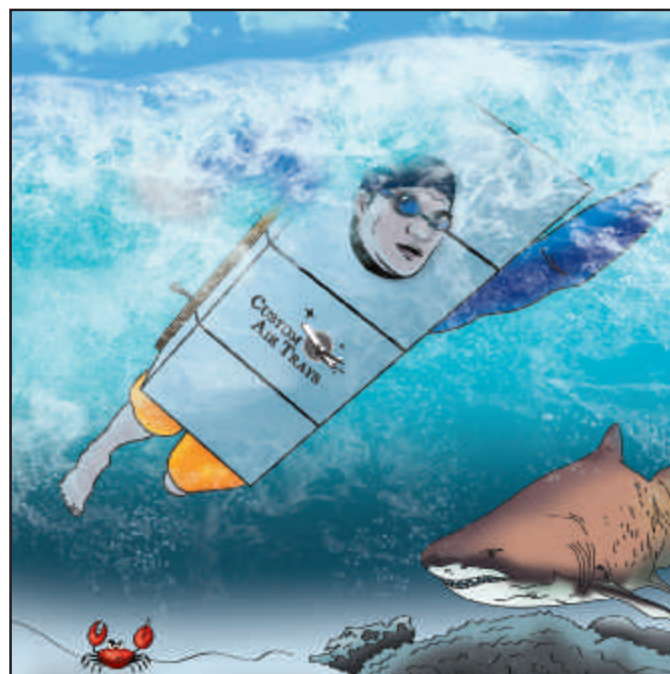
***“What do I need to know
to market the business
I just acquired?”***

For answers to questions like this, ask about Market Research from MKJ Marketing.

MKJ MARKETING

www.mkjmarketing.com | 1-888-655-1566

THE AMAZING ADVENTURES
of Air Tray Guy



***He swam across the Atlantic
Ocean...in one breath.***

***He's Him Jardy: The coolest mascot
in the world.***

***Custom Air Trays:
Tough. Water-Resistant.
Totally Awesome.***

**CUSTOM
AIR TRAYS**

1-800-992-1925

CustomAirTrays.com

© adfinity



Funeral Service Education: What Hasn't Been Said?

Todd W. Van Beck
Director of Continuing Education -
John A. Gupton College

What does a person say concerning the subject of funeral service education that has not been said already? I know in my own career countless articles, meetings, conferences, and efforts have been made in a big way to describe, to analyze, to assess, to argue, to praise, to criticize, and to evaluate this intensely important subject.

In fact I have concluded that funeral service education has been hashed over, then re-hashed, and then hashed over again about the re-hashing. So what should we center on in this article?

Possibly a commentary should be made concerning the ever increasing number of mortuary science programs in the United States. However, I remember very well that way back in the early 1980's David FitzSimmons, who at the time was the President of the Cincinnati College of Mortuary Science, published a great article entitled "The Proliferation of Mortuary Programs in the United States." His conclusion way back then was that there were too many mortuary science programs – when he wrote this article there were less than 25 programs, today there are over 55 programs. I personally still agree with David's observation 30 plus years later; there are too many programs.

Everybody appears to know that there are too many schools, but as with many aspects of mortuary education, a solution concerning this particular issue seems out of our grasp. However on the plus side, all schools must pass a rigorous accreditation process so who am I to question the validity of that process which results in having so many mortuary science programs? I will leave that one alone.

Possibly I ought to address the interesting topic of the mortuary science curriculum. Many people have harsh things to say about the seemingly lopsided subject matter, the relevancy of certain courses to the reality of 2016 funeral service demands, and the myriad of licensing requirements that are in place in every state except Colorado

Ah, the sensitive subject of the mortuary science curriculum! Since time began I believe that mortuary science students have chanted over and over the same phrase, "Why do we have to know this stuff?" I know I asked this exact question when I was a mortuary science student back in the Middle Ages. Looking back the truth was I most often was asking this immature question about a course that I was having big trouble in, such as chemistry. In the courses I was doing great in, I never asked the "What do we have to know this stuff for?" never, not once!

Looking back at this, after more than four decades in funeral service I have concluded that it was easy and terribly immature on my part to ask the "why" relevance question when failure in a particular course is looming on my horizon. Asking that pesky "why" question and then getting immature reinforcements from my other college friends just made me feel a little more in control of an academic situation that was in truth spinning out of control. It was a pretty pale type of psychology, and it still happens to this very day. I passed chemistry but just by the hair on my chinny chin chin – more on this in a minute.

Now on second thought reading what I just wrote I think I will leave the mortuary science curriculum



alone also. Not because I don't have opinions about it, but really because I like mortuary science professors, no matter what subjects they teach, and I don't want to unduly upset anybody in this article. The juice just doesn't seem worth the squeeze.

OK here is an educational topic possibility to write on. I will write on the benefits of requiring a bachelor's degree in all states as a minimum academic requirement for licensing. I will write on the benefits of creating a uniform licensing system that would eliminate reciprocity, endorsements and the hoops that are too often in place and have to be jumped through simply because a person wants to improve their stock in life and by chance the golden opportunity requires them to relocate to another state. No, I will leave this subject alone also. I am too old and too worn out to expect that anybody could accomplish the uniform licensing task, so I will let sleeping dogs lie.

Possibly the reader would be interested in reading some thoughts on the state of the world in funeral service apprenticeships? Would it be helpful to relay the challenges of young entry level people in funeral service who just might be confronted with a not too friendly work environment where the "boss" expects the new person to know way too much, know it way too fast, and then when the apprentice does not meet that ridiculous watermark, (that the "boss" could not have done either when they were 20 years old) becomes the object of scorn and ridicule. No, best leave that alone also, I have good friends who are sponsoring apprentices and they are trying their level best at doing a great job.

I have as you can see, for variety of good solid political reasons decided not to address the following educational topics in this article. 1. The number of mortuary science programs, 2. The mortuary science curriculum, 3. Enhanced academic requirements for licensure, 4. Uniform license, and 5. Apprenticeships/internships. I don't want to offend anyone and the harsh truth is I have written on these topics in the past and have gotten into trouble.

So what's left? I won't talk about having too many schools, I won't talk about the lopsided curriculum, and I won't talk about the state of the apprenticeships, so what's left?

I will leave the criticisms, opinions, and judgements of these avoided subjects to other individuals who are smarter, more insightful, more talented, and more articulate than I am.

I think, however, that I will write about a philosophy of education. Not immediate gratification education, not quick education, not vocational-technical education, not "will I actually use this stuff?" education, and not let's get out of here as fast as we can education, but I take the risk will write about a great honorable and noble subject: The Philosophy of Education.

There is a sentence from Dr. Samuel Johnson (1709 – 1784, Dr. Johnson was an English author who made lasting contributions to literatures as a poet, essayist, moralist, biographer, editor and literary critic) that points to a persistently important subject in all professional educational endeavors and one that I feel is particularly important for our beloved profession, funeral service: "Integrity without knowledge is weak and useless, knowledge without integrity is dangerous and dreadful."

In contemporary funeral service education I often



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

1616 Church Street / Nashville, TN 37203
(615) 327-3927 / www.guptoncollege.edu



hear students speak of education as if it were an end in and of itself. I read and hear people debating in our contemporary times the question as to whether funeral service is a profession, a trade, a ministry, or a business?

A philosophy of education is in the end not concerned with proving or disproving anything concerning the sand traps of evidence that people get caught up in and addicted to concerning academic elitism, intellectual snobbery, or a general attitude of affectation of the self.

A philosophy of education instead is a process of living life and searchingly asking one specific question: "What is the aim of education."

I believe very much that if those important people who are charged with and who have earned authentic funeral service influence would center their vision solely on the high level moral and non-political ideal of education simply for the sake of education, we would see some impressive and much needed changes and improvements. However, this sounds easier than it is. Education to what end, for what purpose, are always compelling questions and are very difficult to answer. These are difficult questions to answer to be sure, but they are not impossible to answer.

Here is how one arrives at an answer about the philosophy of education as reflecting the worthy ideal of education simply for the sake of education. I mentioned before that I did not like chemistry in Mortuary College. I didn't like anything about it and I really didn't like the chemistry professor in a big way! He was obnoxious, ego driven, rude, unreasonable, and he made me work like hell. The first day of class he looked at our entire class and announced in a loud aggressive voice that "When I finish with this class we will hold commencement in a telephone booth." Do you know many people can you get in a telephone booth?

I hated him.

Add to this annoying situation was the fact that all the student's sat back and complained and complained that nobody uses chemistry to embalm a body - nobody! The mortuary students in my class were devoted to the idea that the embalming chemical companies mixed the fluids and all we had to do was add water.

This was NOT a philosophy of education.

This was just a bunch of young funeral professional wannabes who were immature, insecure, who were just possibly going into the wrong profession, and who certainly had horrible attitudes toward the very purpose of their even being in the Mortuary College program in the first place!

And still against all these wacky student protests and odds our dedicated but annoying chemistry professor kept pounding away at us week after week, and the more he pounded the more I hated him.

Of course the glaring problem was that TVB was too young and too stupid to even remotely understand what a philosophy of education even was! I missed totally what the chemistry professor was trying to do.

However, when I earned my highest mark on the National Board in chemistry a miraculous thing happened to me, I had a sudden and utterly fickle change of heart, I now was in love with the chemistry professor – it was psycho I know but that is what happened. After doing really well on the National Board I felt great appreciation to my chemistry professor, I even had a fleeting mature moment where I actually went up to him and thanked him, and I began to have the sneaky suspicion that he just might have known what he was doing.

Looking back, my old chemistry professor at the New England Institute of Anatomy, Sanitary Science, Embalming and Funeral Directing truly possessed a very effective philosophy of education. He had it, I didn't! He lived by example the power and truth of education simply for the sake of education – period! No argument, no debate, just educational action!

The marvelous consequences of any human being implementing future academic decisions based first and foremost on a true, solid, and authentic philosophy of education is that it works!

Here is how it works, it is simple.

OK I admit it, I don't use chemistry theory to embalm with, per se. I don't actually use anatomy theory to raise vessels. The truth is I have forgotten all the linear and anatomical guide's in embalming theory decades





ago. However, just because I have forgotten the written theory is not synonymous with being embalming or chemistry illiterate. Far from it!

Here is an example. When I watch a program with my father on the Discovery Channel and the program is about finding a cure for some dreaded disease because I was educated in chemistry theory at Mortuary College I can follow the contents of the program much better than my father can. My father would not know the atomic chart from a pipe organ.

Now my father is extremely bright, but he was never college educated in chemistry, not a day in his 90 years of life. Sure I don't use chemistry to actually embalm, per se, but I still calculate the HCHO demand, and overall I do use chemistry every day of my life. Because of my education in Mortuary College in chemistry I do know something, I have some level of knowledge, about what is going on in a great big world that is made up of chemicals all over the place.

So my friends in funeral service the ideal end of the philosophy of education for just the unblemished sake of education is, of course, to increase knowledge and skill over a lifetime, to increase competence and understanding over a lifetime, and to increase character and integrity over a life time. These ideals about life are not things we are born with, they are developed, and if a philosophy of education is anything it revolves around human development, and the experience at Mortuary College, mirrors this reality.

Education is a powerful tool for good and for bad. I have worked with students whose life experiences, their life education, taught them to deceive and take the easiest way out. I have seen students in my career who had great talent and intelligence, but their life education taught them the lessons of deviousness and destructiveness even unto themselves.

Education is surely not a substitute for morality, but in teaching and attempting to communicate with students, I have found that moral, ethical and – yes – even spiritual elements must be added to give philosophical character and balance to their lives. These are elements that go immediately to the bottom line in their abilities to function in the “real” world (whatever that is these days) as caring, concerned and compassionate funeral professionals. This is not easy, particularly in the

cynical and complicated period in which we live, but it is a worthy ideal which is worth discussion and holding onto as a vision of the future.

“The end of education,” said President Nathan Pusey of Harvard University, “is to see men and women made whole, both in competence and in conscience. For to create the power of competence without creating a corresponding direction to guide the use of that power is bad education. Furthermore, competence will finally disintegrate apart from conscience.” I personally believe that mortuary science education truly accomplishes this, even though the frenzied focus, temporarily for most students, is on performance on a major life changing examination.

The examination is vital, but it is a learner's permit. The license is vital, but it is a learner's permit. What I learned from my obnoxious chemistry professor in Boston forty-seven years ago has been a part of my life ever since; I am way beyond the learner's permit stage.

In the end my annoying and weird chemistry professor was right and I was wrong. His philosophy of



JOHN A. GUPTON
C O L L E G E
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

1616 Church Street / Nashville, TN 37203
(615) 327-3927 / www.guptoncollege.edu



education and his dedication to his philosophical ideal of education for the sake of education helped create in little old immature and dysfunctional me a career that is now well on its way to the half-century mark. I was smart enough to thank him, he is now dead, but I am still beholding to him – always will be. Beholding is a humble feeling that feels good and helps people grow up.

So my friends in funeral service let's return to our beginning questions I asked a moment ago that at that time I didn't have the guts to confront. I will try now to be a little more courageous.

Based on all this educational idealism, what then could be some answers to the questions I posed in the beginning? Well, being grounded in the philosophy of education for the sake of education the potential answers become simple, evident and relevant for 2016. Let's give it a try to arrive at our answers through the filter of the philosophy of education as was presented in this humble attempt at writing. Ready? Let's go!

- Too many mortuary schools? You bet there are, so select the best, not the closest.
- Too much science in the curriculum? Nay, not true. Any science is good; learn it for the life-long enhancement of your brain.
- The bachelor's degree in funeral service? – It is ideally a good idea, it could be a great idea, a few states already can attest to this truth, so let's do it.
- The apprenticeship/intern experience? Choose your mentors very carefully, and don't pick the one who promises you that you will own the funeral home someday. (That is supposed to be a joke, but possibly there is nothing funny about this statement in the least?)
- Is funeral service a profession? Of course it is. But then that is my personal opinion of which I believe strongly I can back up.

Even with education idealism, not all will be the way it could, should or would be. That is impossible. However, in 2016 the simple fact of life is that when funeral service or any other profession stagnates in the stale pool of education paralysis, then the world, our families, our consumers, and our communities quickly and permanently pass us by. I see this happening right now.

Let us, then as a true professional calling ground our educational decisions around the philosophy of education which centers its visionary decision on the philosophy of education simply for the sake of education. Let us abandon territories, egos, and personal agendas and educate simply for the sake of education. Let us continue to include, as difficult and as controversial as it can be, a moral and ethical content way beyond just what is needed to pass a board.

The long and rich history of our beloved profession has been a consistent effort waged by diligent and dedicated people to raise the level of funeral service to humanity in our work of ministry, of teaching and of learning. This is indeed a worthy ideal.



Tennessee Funeral Directors Annual Convention, Murfreesboro, TN



Funeral Directors Association of Kentucky Convention and Expo, Louisville, KY





Frigid

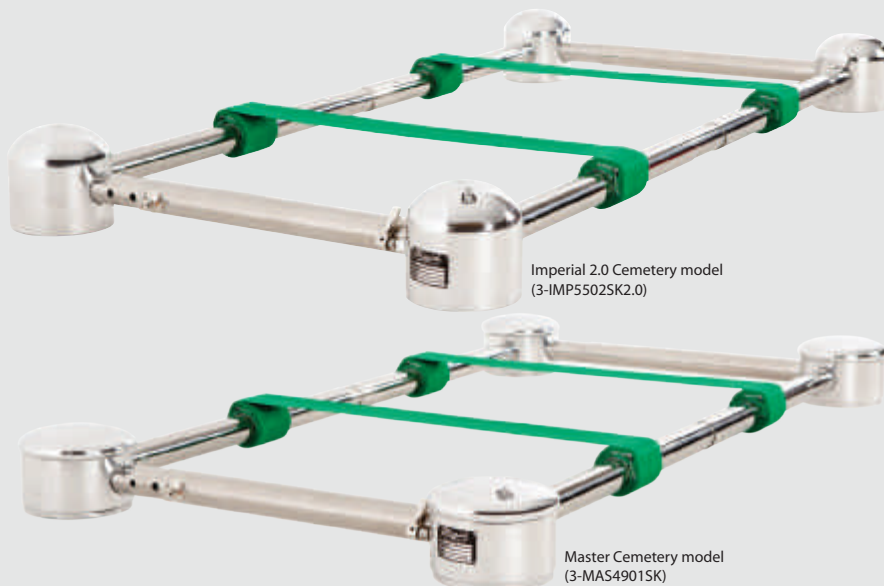
Frigid Fluid Company

Family owned and operated since 1892

Frigid Casket Lowering Devices

- Careful Construction
- Beautiful Design
- It works every time

www.frigidfluid.com
1-800-621-4719
sales@frigidfluidco.com



Each casket lowering device is manufactured in Frigid Fluid Company's 50,000 sq. ft. facility in the suburbs of Chicago, IL. The highest quality materials are used and the utmost care is taken in hand-assembling each model. Careful construction, beautiful design, it works every time. To order, call Frigid direct at 1-800-621-4719 or contact your local participating Frigid reseller.

HOW DO YOU WANT TO BE REMEMBERED?



- Connect with your community like never before
- Help families celebrate stories for generations
- Grow your market share



BeRemembered.comTM

Your Life. Your Story. In Your Own Words.

Aurora[®]
Because you care.

John A. Gupton College Holds 2015 Annual Alumni Reunion

John A. Gupton College held its annual Alumni Reunion and elected Jeff Duffer, Nashville, President succeeding Greg Greene, Immediate Past President. Other officers elected included: Ronnie Gandy, Murfreesboro, 1st V.P.; Andi Tibbs Poiner, Martin, 2nd V.P.; Tim Bond, Lebanon, Secretary and Bill Hudson, Cincinnati, OH, Treasurer.

The Reunion featured an opening night reception and the business meeting followed the next morning at the College. Approximately 80 were attendance and allowed for reminiscing and fellowship and everyone is looking forward to the school's 70th year in existence for the next Reunion in August of 2016.



Enjoying the Reception (L-R) Bill Hudson, Wayne Justice, Meryl Spann, Gillian Hudson, Madison Spann and Randy Garner



Steve Spann presenting 25 year pins to Dale Layne and Carol Ann Manley- class of 1990



Steve presenting 50 year pins to Gary Walker and Robert Thurman- class of 1965



(L-R) 2015-2016 John A. Gupton Alumni Officers... Greg Greene, past alumni President, Jeff Duffer, current alumni President, Bill Hudson, current Treasurer, Tim Bond, current Secretary, and Steve Spann.



Why should you place your Preneed business with Columbian?

- ★ *Your business is making planning easier for families, our business is making Preneed easier for you!*

From our simple application to our speedy policy issue to our easy claims process, we do everything we can to let you spend less time on paperwork and more time on your families.

- ★ *We excel at service!*

Our Customer Service Team is beyond compare. You will be able to talk to an actual person to get your questions answered quickly for both you and your clients. We are **leaders in the Preneed market** partly because we are able to get business issued and commissions paid in a timely manner.

- ★ *We recognize that your reputation is critical to your business.*

When your clients purchase one of Columbian's Preneed Life or Preneed Annuity plans, you and your clients will get the individualized personal service and attention that you both deserve.



Columbian Life Insurance Company Home Office: Chicago, IL, Administrative Service Office: Binghamton, NY

CALL TODAY - or visit www.cfglife.com



Troy Matthews
Regional Sales Director
North Carolina
Office: 877-598-0967
Cell: 252-532-4629



Ralph Owen
Regional Sales Director
Kentucky, Tennessee,
Louisiana & Florida
Office: 888-779-6333
Office: 615-893-7007



Tony Spell
Regional Sales Director
Georgia & South Carolina
Office: 877-535-8092
Cell: 843-412-6433









CHANGE

Feared, Loathed, and Misunderstood

By: Rob Hubbard

In October '15 attended the NFDA conference in Indianapolis, IN. While there, I was fortunate enough to engage in many conversations with funeral directors and industry leaders. Many of those conversations inevitably turned topic of “change”; how our industry has changed over the past 5-10 years and how it continues to change. The one common factor of most of those conversations was the fear and uncertainty that quite often comes with change.

Approximately a decade ago if you analyzed the companies in the Dow Index you would find it took companies an average of 20 years to reach a \$1 billion valuation after becoming part of the index. If you do that analysis currently, you will discover that happens in an average of 5 years. The sobering related statistic is 80% of companies in the Dow Index today are 35 years or younger. We build companies that grow faster than ever but they do not stand the test of time due to the inabilities of adapting to an ever changing business climate. So what's my point...? It's not just our industry that is changing... change is happening everywhere, in every business, at an ever increasing rate and we can no longer ignore it.

With humans, the fear of change ranks at the top of the chart amongst our greatest fears and a significant portion of the population resist it vehemently. To understand how to deal effectively with change, we first have to understand two important things about it:

1. The nature of change
2. The process of change

In the leadership development courses I teach, we use

two management texts to accomplish this and I highly recommend both. Both of these books have been around for a while but their “lessons” are as relevant as ever. The first text is “Who Moved My Cheese” by Spencer Johnson. We use this text to discuss the nature of change and help people understand why they fear change and how to deal with those fears. The second text is “Harvard Business Review on Change” written by the President and Fellows of Harvard Business College. This book deals with the process of change. Yes, change is a process, with distinct steps! If you are starting a transformation process (either business or personal) then there are certain steps to follow to ensure success. I will touch on those later.

The Nature of Change

If you read or have read “Who Moved My Cheese” you will find a tremendous amount of lessons about change and different people's reactions to it. For the purposes of this discussion I'm going to focus on a few that I think are pertinent to my discussions at the recent NFDA conference.

1. Change is inevitable – The world changes, it does not get our permission, sometimes it doesn't even warn us, and it's not forgiving about it! Resisting it or letting it anger us is a poor use of emotional energy. Don't let yourself fall into the belief that you are entitled to things to stay a certain way.

2. Change generates uncertainty and uncertainty generates fear – In most cases people will choose unhappiness over uncertainty time and time again. Our minds generate fear to protect us from unknown



situations, but as we find from facing our fears, the fear generated in our minds is often worse than the reality. Facing those fears is when we truly start to feel free.

3. If you ignore the changing world around you, you may become extinct – If change is inevitable, then we must learn to recognize the early signs and adapt. Change tends to happen slowly but we tend to recognize it all at once. Example: we have been slowly gaining 1 pound of week. We don't really notice it until, one day our favorite pair of jeans no longer button! Now our denial comes crashing down around us. Learn to spot the early signs of change and embrace what's coming, not resist it.

The Process of Change

As I stated earlier, effective transformation or change is a process and unless approached that way, change initiatives will often fail. Using the text "Harvard Business Review on Change" as the content basis they list the following steps of the transformation process. Understand, I could write a whole column on each of the steps listed below and the importance of each and every one of them; but for space purposes, I will give only a brief summary.

The Change Process

1. Sense of Urgency; Discontent with the Status Quo – Often we don't start change until there is some crisis or we get so fed up with the current situation that we cannot take it anymore. Using my earlier example of our favorite jeans. We knew we should have been working out and eating right but it becomes priority when we cannot button our favorite jeans. Now it's urgent!! Get a sense of urgency and get going, one small movement in the right direction leads to another.

2. Form a Powerful Guiding Coalition – It takes a coalition to create change, typically one person cannot go it alone. This coalition has to be completely bought in and they have to be leaders, not managers (topic for a different column). They have to be able to foster trust with their peers.

3. Create the vision – You have to know where you are going in order to get there. The vision has to be clear and concise. It cannot be ambiguous,

you have to be able to communicate it to others. Which takes us to the next step...

4. Communicate the Vision – To get others to understand and follow our coalition, we have to be able to communicate to others what that vision is. Aggressively, and over and over, not one and done! The vision may be easy for you to see but it will take much work to get others to see it as clearly as you and your guiding coalition.

5. Empower Others to Act on the Vision – People have to be empowered remove obstacles or enforce the change initiative. Example: if the company decides that all expense reports should now be submitted electronically, no more paper. Then "Sally" in A/P has to be empowered to refuse or not pay the ones submitted on paper without getting permission from someone else, or made to make an exception for old

**Education
with Purpose**

OGEECHEE
TECHNICAL COLLEGE
Funeral Service Education

**Find your purpose at
Ogeechee Technical College**

OTC's Funeral Service Education AAS Degree is accredited by
the American Board of Funeral Service Education (ABFSE).

One Joseph E. Kennedy Blvd. | Statesboro, Ga 30458 | 912.681.5500
www.ogeecheetech.edu

Find us in more places than just campus.
Equal Opportunity Institution | A Unit of the Technical College System of Georgia



“Harry” because he refuses to embrace the PC world.

6. Plan for Short Term Wins – You have to have short term wins along the way. The only victory cannot be just accomplishing the final vision. These wins have to be planned for systematically, you cannot just assume they will happen naturally. Example: let’s use the concept of deciding to lose 20 pounds. Your only celebration cannot be at the point you accomplished the total loss. You have to plan for shorter term wins such as, the first week may be getting to the gym at least twice. Then, maybe the next win is getting to the gym and staying on your eating plan... and so on. Change initiatives are hard and quite often long, you have to give people some small victories along the way.

7. Consolidate Improvements to Produce More Change – As the wins start to accumulate people gain more trust and excitement for the change initiative. This motivates them create other new projects and trust that the coalition will follow through with what they say. i.e. “walking the talk”. This will produce a “culture of embracing change”.

8. Institutionalize New Approaches – Now, the connection between the change and the improvement are evident. The “new ways” are second nature, i.e. using one of my earlier examples, no one even considers submitting an expense report any other way except electronically, we almost forget we used to do it any other way.

In Summary

This all may sound great, but as stated early, the uncertainty that change creates, generates tremendous resistance and fear even when we are eager for things to change. I use the analogy of a suspension bridge stretched across a deep scary ravine. We stand on one end of it in a place we no longer want to be or we know we must get away from. On the other side, is a place we know we need to get to that is better. The problem is, as we step out on the bridge it starts to sway. The more steps we take on our “suspension bridge” the more it sways. And as with, change initiatives, at the half-way point across the “bridge” - where we are equal distance from where we have come from and where we are going – is where the sway and movement is the worst! During this part of the “change” journey is where a significant portion of us retreat back across the “bridge” to our proverbial comfort zone. Even though,

we don’t necessarily like that place, it is comfortable to us and we know it. As I read somewhere, and stated earlier, people will choose unhappiness over uncertainty time and time again. This is why having a trusted powerful guiding coalition, is an important step of the transformation process. They will help keep us taking those small steps across the “bridge”. Then a wonderful thing starts to happen; as we get more than halfway across that bridge, with each continuing step the movement and swaying starts to decrease. Now we are reminded one of the lessons from “Who Moved My Cheese”; the fear created in our minds of crossing that “suspension bridge” was much worse than the reality of it. Good luck on your journey.

Cited Books

All rights and information from “Who Moved My Cheese” and “Harvard Business Review on Change” belong to the authors and publishers respectively, Hub Management Group claims no rights to said material and is used here strictly for educational purposes.

1. Johnson, Spencer. “Who Moved My Cheese”. New York, NY: G. P. Putnam’s Sons, 1998
2. The President and Fellows of Harvard Business School. “Harvard Business Review on Change”. Boston, MA: Harvard Business School Publishing, 1991, 1993, 1995, 1996, 1997, 1998

In addition to his current role as Chairman of the Board for S&S and Superior Coach Company, Rob runs a professional services firm that specializes in corporate renewal and leadership development training. His 25+ years of experience include executive roles such as CEO, President, COO, CIO as well as numerous middle management and project management experience. Experienced in both manufacturing and consumer retail, his areas of expertise include, automotive, footwear, apparel, petroleum services, and numerous niche and specialty businesses. He has spent the last 10+ years leading corporate turnarounds and renewal projects for troubled businesses and their financial stakeholders. Rob is formally trained in the concepts of “change management” and is a master at developing and merging corporate culture. In regards to his team at HMG, Rob says, “In terms of management experience and depth of technical skill set, this team is the strongest and most unique I have ever led. We have been together for over 20 years, this what sets us apart from other teams.”



Hub Management Group

Management & Leadership
Development Training

Performance Changing Training & Leadership



Is Your Team Ready for 2016 and what's Beyond?

Today's business environment is changing at an exponential rate. The workforce is more diverse in culture, skill, and age than ever before. It will take stronger leaders to be successful in the "knowledge worker" age. Old practices will no longer work. As a result, Hub Management Group has developed training programs that create "leaders" with the skills to face the unique challenges of leading in the new millennium.

Training for Results

We train for results! Our programs are not just based on management theory, they are crafted from years of "hands on" leading, coaching, and executing. The concepts we teach are what we believe in and use daily in our consulting work at HMG.

Training that Inspires

Training is important, but it has to be more than "one and done". Our approach will inspire participants to use new skills immediately and create the motivation for individual follow-up and growth beyond the time spent in the "classroom".

The HMG Difference

Knowledge & experience. Our team has over a 100 combined years of experience in leadership roles and training. Additionally, HMG has extensive experience servicing distressed businesses and their management teams.

Training Services

- Leadership Development
- Change Management
- Step Selling
- Management Workshops
- Custom Programs

Assessments & Introductory Sessions

We put our money where our mouth is... We offer the first session free at no obligation so you can see the HMG difference for yourself!! Contact us today to get a free demonstration session and/or training assessment.

Don't Wait, Contact Us Today!

Phone: (615) 618-5217 | Email: rhubbard@hubmanagementgroup.com

www.hmgperformancecenter.com



Kentucky School of Mortuary Science Holds First Annual Reunion

The Kentucky School of Mortuary Science, which was located in Louisville, KY, held their 1st Annual Alumni Reunion in Moultrie, Georgia, and was hosted by Bobby and Gayla Cobb, Cobb Funeral Chapel, Moultrie, GA.

The event brought alumni together from several states to break bread and enjoy the fellowship time and talk of old and new times since their graduations. The event was also highlighted by a “Fabulous Fish Fry” along with several speeches from those attending.

The reunion was such a success that Bobby Cobb already has plans in the work for another reunion for the summer of 2016. More information will be forthcoming in April. For any additional information, please contact Bobby at (229) 985-3704.



Row 1 (L-R) Mike Adams, Tampa, FL; Warren Putnam, Moultrie, GA; Jo Chapman, Brunswick, GA and Bobby Cobb, Moultrie, GA. Row 2 (L-R) Larry Whitfield, Cornelia, GA; Terry Daviston, Newnan, GA; Jerry Richardson, Marion SC and Cullis Taylor, Camilla, GA. Row 3 (L-R) Martin Owens, Jacksonville, FL; Jerry Bridges, Gray, GA; Danny DeLoach, Palatka, FL; Ben Hatcher, Thomasville, GA; Johnny McClurd, Ocilla, GA and Bill Harvey, Dawson, GA



Cincinnati College of Mortuary Science Welcomes President Jack E. Lechner, Jr., CFSP, CT

Cincinnati, Ohio – A new President has been selected and welcomed to the Cincinnati College of Mortuary Science. Jack E. Lechner, Jr., Colonel (Retired), United States Army, earned a Mortuary Science Certificate of Proficiency, Mercer County Community College and then began his long history with CCMS in 1990 when he earned the Bachelor of Mortuary Science degree, graduating Summa Cum Laude. Mr. Lechner went on to earn a Master of Science degree in Logistics Management, Florida Tech and a Master of Science degree in National Resource Strategy, National Defense University.

Mr. Lechner most recently served at Headquarters, Department of the Army, Pentagon.

Prior to his service at the Pentagon, Col Lechner was assigned as part of the new leadership team given the mission to restore the trust of the American public in the face of the major 2010 scandal at Arlington National Cemetery. He served as the Executive Officer, Cemetery Administrator, Deputy Superintendent, and culminated his five year tenure by serving as Superintendent, Arlington National Cemetery until August 2015. Mr. Lechner retired from the United States Army in 2011 after serving 29 years on active duty.

Mr. Lechner earned licensure as a funeral director and embalmer in Ohio, Virginia, and New Jersey. He is a Certified Funeral Service Practitioner (CFSP) from the Academy of Professional Funeral Service Practice and Certified in Thanatology; Death, Dying, and Bereavement from the Association for Death Education and Counseling. Mr. Lechner has maintained a welcomed connection with CCMS over the years, as both a guest speaker in the classroom and providing the commencement address at the fall 2015 graduation ceremony.

His history of strong leadership and passionate dedication to the death care profession is an asset to CCMS. Mr. Lechner has been well received by the students, faculty, staff, and Board of Trustees.

John Gay, Board Chairperson, states “We as the Board of Trustees could not be happier to have Mr. Lechner serve

as CCMS President.

It was imperative that we select someone who would lead CCMS to the next level of funeral service education excellence. This was vital for the good of our students and the very dedicated faculty and staff at the college, as well as for the general good of

our profession. After a very robust vetting process it became clear that Jack was the person to assume this important leadership role.”

We are privileged to have Mr. Lechner join CCMS and are excited to see what the future brings under his leadership. To contact Mr. Lechner, please email president@ccms.edu.



	<h1>TIES FOR YOU</h1> <div> <p>Matching ties for your funeral staff</p> <p>AS LOW AS \$15.00</p> <p><i>Quality ties from four generations of professionals</i></p> <p>www.tiesforyou.com 877-770-TIES (8437)</p> </div>
	
	
	
	



ASD Names Will Chicola as Technical Support Analyst

Media, PA—ASD – Answering Service for Directors, the only funeral home exclusive answering service, is pleased to announce the recent promotion of dedicated employee, Will Chicola, to Technical Support Analyst. Will has been a vital asset to our Operations team since he joined ASD in 2008.

In his new role as Technical Support Analyst, Will's responsibilities will include providing technology support to ASD clients, assisting other ASD departments in specialized tasks and troubleshooting any specific technical issues to find a quick resolution.

Will brings a wealth of knowledge and customer service skills to our Technology team. While working in ASD's Operations Department, Will demonstrated sharp communication skills and a strong understanding of ASD's advanced systems. His seven years working as a Call Specialist, Training Specialist and Supervisor help him to identify with the daily needs of funeral directors.

Will's vast experience providing support and technical assistance to ASD's clients have prepared him for this new role within the company. When the ASD Mobile app was first introduced, he was instrumental in beta testing the app and helping ASD clients become familiarized with all of the new features and options available within the app.

"I enjoy being able to help our clients and their families. Whether that is through account optimization, developing new technologies, or improving upon our current capabilities," Will says. "Every funeral home is unique, so it is critical that our technology covers a wide array of needs so that our clients can customize our technology to fit their individual requirements. ASD's technology is designed for the funeral industry so our clients can perform their role with a higher degree of efficiency both in the office and out in the field."

About ASD

ASD – Answering Service for Directors has created a new class of answering service for the funeral profession. Family owned and operated since 1972, ASD blends state-of-the-art technology with an extensive, 6-month



training program focusing on compassionate care. The company's custom-built communication systems and sophisticated mobile tools were designed solely to meet the needs of funeral homes. By offering funeral directors unmatched protection for their calls, ASD has redefined the role of an answering service for funeral homes. For more information, visit www.myASD.com or call 1-800-868-9950.

The Answering Service in a Class of its Own

Funeral Solutions

- Award-Winning App
- Highly Trained Staff
- Tools For Growth
- 30-day Free Trial

ASD

1-800-868-9950 **myASD.com**





Ambulance & Coach, Nashville, TN., Makes Recent Deliveries



Hal Singletary (left) makes delivery to Wes Southerland, Stokes-Southerland Funeral Home, Eastman, GA

New S&S Cadillac Coach delivered to Woodbine Funeral Home, Nashville, TN, to Wendell Byrd and Billy Appleton



2016 XTS Medalist Hearse



2016 Lincoln Stratford Hearse



www.amb-coach.com

2016 XTS Renaissance Hearse



FEDERAL
Coach • Limo

2016 XTS 70" Raised Roof Limousine



888-336-8421 • 1212 Jo Johnston Avenue, Nashville, TN 37203





Student Articles - John A. Gupton College

Mortuary science education is one of many science programs out there, but beyond the science there are values and high respect that are instrumental to the services offered at the funeral home. Science has never been my forte and while attending a four year college I made sure to stay away from science. Before attending Mortuary College I knew there would be science courses to take, but I never understood how much science would be entailed in my career choice. While in my first semester of Mortuary College, I learned fast that it is not a show up to class and make a passing grade. John A. Gupton College, where I am currently enrolled, hold all their students to a high standard. After just one semester, I held myself to this high standard that I did not do previously in college. In return, I have consistently worked hard studying and made grades I thought I could have never made. Being successful in my academics, gives me the push I need to reach the high standards that Gupton intends for its students in and out of the classroom. I have learned from Gupton I needed this extra push to want to give 110% every time and in return I would retain the information.

In the state of Tennessee after one receives their license after two years you must continue your education in order to continue to hold your licenses. Personally, I feel this is great to have because in a career that is changing so fast, it is important to stay up to date in order to appropriately care for families and deceased individuals alike. Mortuary science education, it is not easy but the knowledge you learn and the education that continues after will enable Funeral Homes to run a top notch operation.

Jeremy Clinard has worked at a local funeral in my home town, Clarksville, TN for the past three years. From a young age, he has always wanted to own a funeral home one day.



In 2012, he began working at McReynolds-Nave & Larson and saw firsthand it was more than wearing suits and driving Cadillacs! Since working at the funeral home he experienced the directing and embalming process while serving his apprenticeship. Jeremy says that the hours are not the best, as many can attest to, but the long hours mean nothing when you are able to be there for a grieving family when they need you the most. After graduating with a marketing degree, Jeremy went straight to Mortuary College as planned. Still not realizing what the funeral service entailed from an education stand point, he was ready and excited to begin a new journey in my life.

***“Business is down
and
I don’t know why?”***

For answers to questions like this, ask about Market Research from MKJ Marketing.

MKJ MARKETING

www.mkjmarketing.com | 1-888-655-1566

Easy, Fast, Affordable Small Business Loans

What would your business do with
\$25,000 - \$500,000?

Affordable business loans for
the millions of American small
businesses that banks have
left behind.

Credit Criteria

\$25,000 - \$500,000

+ 1 to 5 year terms

- ◆ Be in business 2 years or more
- ◆ Show a profit of \$1.00 or more in
one of the last 2 years tax return
- ◆ Credit score of 620 or higher
- ◆ Last 6 months bank statements
- ◆ Loans processed, approved and
funded within 7 days
- ◆ No upfront fees - Free Consultation

*10 Minute Application, and
more information contact:*

John Yopp
(404) 312-6640
johnyopp3@aol.com

**“Let Aspire Funding Solutions Solve
Your Business Financial Needs.”**



- ◆ Acquisition - Expansion
- ◆ Working Capital -
Refinancing
- ◆ Equipment -
Machinery Purchase

We Fund the Deals the Banks Won't!



Business Suits, in neutral colors only

Reading those words in my acceptance letter to John A. Gupton College seemed daunting. Scanning through the rules and guidelines, I had pictured school to be a fortress of austerity; a solemn and stern environment. Not one to be easily deterred, I remained resolute and decided to do whatever necessary to earn my degree and achieve my dreams.

With steely reserve and building anxiety, I braced myself for my first week of classes and prepared for what may come. My fears and misconstrued notions quickly subsided and feelings of acceptance and respect had taken over. I had found myself encompassed in a place whose main focus was to imbue benevolence and compassion to all who attend. All around there were mentors and educators who encouraged growth and curiosity. That in itself is more enlivening than I had ever imagined. No one said it would be easy. The scholastic portion, for one, is rigorous and aggressive. To excel, dedication and drive are compulsory. My schedule soon filled with hours of studying, broken up by multiple coffee breaks. The material learned in one class flows fluidly with that in another, to create a thorough understanding of necessary material. In addition to the classes, John A. Gupton provides ample opportunities for hands-on experience. This establishment has found a perfect harmony between academia and real world experience to offer all graduates a secure confidence for their future.

Though there are a copious amount of things I could sing praises for about this institution, yet one element stands out the most. The atmosphere of the school is that of a family; a feeling of togetherness that is more



empowering than any class can teach. This newfound family at John Gupton has taught me that even when I graduate, learning is never over. Each day presents a new lesson, each family a new approach. In every step of what we do, there is a chance to reach

someone in a way no other profession can. There is a unique beauty in Funeral Directing and I give thanks every day to be part of it.

AJ Gordon is a 26 year old from Taft, Tn. For the last several years, she has happily worked as a cosmetologist in Alabama. She is currently enrolled at John A. Gupton College in Nashville, Tn and is set to graduate in December 2016.

It's not what you think, but it's what it should be

It's amazing to me how just in the past few years the funeral industry has changed. It seems as though with each new year comes a new trend or a new aspect of the profession that you have to be educated on. For example, being raised in the funeral home, I've seen how that cremation has almost risen to the fore front of our profession. With this change, education on the subject is absolutely necessary.

Now before enrolling in mortuary school, I felt as though the knowledge I had obtained working in the funeral home, as far as the hands on experience, would suffice me in this profession. So, I was skeptical of just how much more knowledge I needed. I expected Mortuary College to be easy because to me I thought I already had an understanding and knowledge of everything I needed to know.

Once I actually began classes at John A. Gupton, within the first week, I had already learned more than I envisioned I would. It wasn't but another week or so later that I learned this program would be more difficult than any type of education I had received thus far. This wasn't due to the lack of difficulty of my other studies, but rather it was a testament to the extent of knowledge one needs to be an acceptable funeral director and embalmer. To say the least, my expectations were shattered. I was being taught things I only thought I had knew from working in the funeral home.

You see, the funeral profession is constantly evolving and because of that, it is imperative that we who are in this profession be continually educated, even after we have graduated from our Mortuary College. That's one thing I admire about the staff of John A. Gupton, they are current. In today's age, we don't embalm or direct





funerals the way embalmers or funeral directors did 40 years ago, and as a student, I've found that we get the best of both worlds. There is a good mixture of "old school" and "new school" at John A. Gupton,

who I believe do their best to provide us a thorough education that will enable us to be the best we can be in our respective areas of work in the funeral profession. So, it goes without saying that Mortuary Education isn't always what we think it should be, but at John A. Gupton, it certainly is what it should be.

Joshua Lawrence Kidd is currently a student at the John A. Gupton College of Mortuary Science. He graduated Valedictorian from Wartburg Central High School in 2009 and continued his education at Roane State Community College, obtaining an associate's degree in Elementary Education. Naturally, being raised in the area he was, his Faith and his church was an integral part of his life. At the age of 18, on August 30, 2009, he announced his call to preach. His family has their own funeral home that they operate in two different locations. Since the funeral profession is the family business, he has seen firsthand not only the care his grandfather, step dad, and uncle gave to the families they served, but he also has seen the sacrifices they have made to serve the people of his community. Naturally, witnessing this, and the call God placed on his life, influenced him, to want to dedicate his life to the service of other people. At first he thought his calling was to become a teacher, hence the associate's degree in Elementary Education, but after much thought and prayer, his direction shifted into the funeral service. As of 2016, he has been working at his family owned and operated funeral home, Davis Funeral Home, for 6 years now, and once he graduates John A. Gupton, he will be a third generation funeral director and embalmer.

My expectations coming into this program were that it was going to be a little different than most colleges

from the fact that our dress code is professional attire. It also caught my eye that the Course Outline looked clear - cut to the program immediately. My expectations have definitely expanded. I did not know that the Psychology and Science part of the program would be as extensive as they are. I am glad that they are because both of the subject's, in my opinion, play a big key factor in this profession. I also did not expect that we, as the students, would be hands on as quickly as we were. I am very fortunate for that because being given that opportunity helps determine mentally if this profession is truly what you want to pursue. It also helps you have a better understanding of what you are being taught in school. Especially if you were like me at the beginning and had never been into a prep room before coming here.

What I really like about this program is how helpful the professors are. They want you to succeed and if you don't understand something they work with you to help you understand. I love how hands on the labs are. I'm a visual learner and that helps me comprehend the science part of the program a little quicker when I can picture it in my mind. I also appreciate that the projects that we get assigned help prepare you for the duties that you will be doing in the future and it helps you venture out of your comfort zone, which aids in building your confidence in your career. I feel that the program is reasonably up to date and professional. I would not change a thing about it.

Dana "Marina" Poisal, 21, is from the small town of Henning, TN and is currently enrolled at John A. Gupton College in Nashville, TN. She is currently in the process of getting her Associate of Arts Degree. She feels that Gupton College is the stage of advancement to starting her new future pursuing her passion for Mortuary Science. She is looking forward to what the future holds for her journey in life ahead.





Double Your Impact!

We're happy to announce that all online gifts made throughout December will be matched up to \$50,000 by our friends at Legacy.com!



This year marks the 70th year for the Funeral Service Foundation. As we look back, we are so grateful for the thousands of individuals, who, like yourself, have helped build the Foundation's legacy to make us an integral part of our profession.

Since our inception in 1945, over 6,000 funeral service professionals have benefited from our involvement in continuing education programs. As our mission has shifted to address the changing needs of funeral service, we have grown to become the primary philanthropic voice of the profession.

Will you consider a gift to continue to build our legacy? Your gift will ensure that the Foundation can continue to respond to the needs of our profession in real and meaningful ways.

In fact, in 2015 alone we saw a 200% increase in academic and professional development scholarship applications. Thanks to your support, the Foundation was able to double the number of scholarships awarded to deserving funeral service professionals. Your generosity also helped us support the profession-wide Have the Talk of a Lifetime® consumer education campaign.

You are central to our mission to fund the projects and programs that support you and all of funeral service in building meaningful relationships in your communities.

Double Your Impact.

We're happy to announce that all online gifts made throughout December will be matched up to \$50,000 by our friends at Legacy.com! Thank you for your thoughtful consideration and for the difference you make in the lives of all those we serve.

With gratitude,
Danelle O'Neill
www.funeralservicefoundation.org



SELLING your FUNERAL HOME or CEMETERY?

We provide the service you expect!

TOTALLY DISCREET MARKETING
-or listing on Our Web Site -
Receiving over 23,000 hits monthly.

We maintain a large data base
of *qualified* buyers.

We also can simplify loan processing for:

- Purchase
- Expansion • Working Capital
- Inventory • Equipment

CONVENTIONAL or SBA LOANS



"As a family owned
and operated
business, you have
my guarantee of
personal service."

DICK MATISE

HOYT MATISE
CORPORATION

1-800-341-0100

www.matisse.com

ANDOVER LOT MARKERS

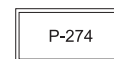
WHY IS ANDOVER NO.1?
HIGHEST QUALITY, LOWEST PRICE... GUARANTEED!
ALL MARKERS ARE CUSTOM MADE TO CUSTOMERS
SPECIFICATIONS



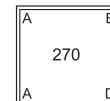
4" Round



3" Round



2 1/2" x 5"



5" x 5"

ALSO AVAILABLE IN:

OUR MOST POPULAR MARKER
SOLID CAST ALUMINUM
3" ROUND W/ 7" SPLINE
Starting At **\$3.10** EACH

4" ROUND W/ 8" SPIKE
4" ROUND W/ 11" SPLINE
2 1/2" X 5" W/ 8" SPIKE
5" X 5" SPIKE

SEE OUR COMPLETE PRODUCT LINE & PHOTO
GALLERY AT

www.andovermarker.com

CALL, WRITE, OR E-MAIL FOR A FREE BROCHURE!

ANDOVER MARKER COMPANY

634 BERKLEY STREET • BERKLEY, MA 02779

ANDOVERMARKER@COMCAST.NET

TEL.: 508-822-3127

FAX: 508-824-5895

Ward's Transport Services, LLC

—One call covers all your Georgia Transportation Needs—

We also serve the surrounding states, including Florida, Alabama, Tennessee, North & South Carolina.



It's all about
FAMILY
Our family serving your families

912.309.9295

WARD'S TRANSPORT SERVICES

30 Years
in the Death Care Industry

VISA • MC
AmEx • Discover
Accepted

24 Hours a Day
7 Days a Week

Visit our updated website to see our new line of Cot Covers!

www.wardstransportservice.com

\$225 each





January 2016 Ad Index

Ambulance and Coach Sales	31	www.amb-coach.com
Andover Marker Company	37	www.andovermarker.com
Answering Service Directors (ASD)	30	www.myASD.com
Aspire Funding Solutions	33	404-312-6640
Aurora Casket Company	19	www.auroraadvantage.com
Columbian Financial	21	www.cfglife.com
Custom Air Trays	13	www.customairtrays.com
Federal Coach Company	2	www.federalcoach.com
Frigid Fluid Company	19	www.frigidfluid.com
Funeral Call	3	www.funeralcall.com
Funeral Service Foundation	36	www.funeralservicefoundation.org
Hoyt Matisse	37	www.matisse.com
Hub Management Group	27	www.hubmanagementgroup.com
John A. Gupton College	15, 17	www.guptoncollege.edu
Midwest Business Capital	40	www.midwestbusinesscapital.com
MKJ Marketing	12, 32	www.mkjmarketing.com
Ogeechee Technical College	25	www.ogeecheetech.edu
Pierce Mortuary Colleges	9	www.pierce.edu
Physicians Mutual	37	www.physiciansmutual.com
Service Casket Company	4	www.servicecasketcompany.com
Southern Funeral Expo	5	www.southernfuneralexpo.com
Ties For You	29	www.tiesforyou.com
Ward's Transport Services	37	(912) 309-9295





Break through ... to an **all-new** way to **earn more growth.**

Introducing **Cornerstone Index Advantage**, a game changer in pre-need funding solutions from the creators of Cornerstone I, II and Inflation Guard.

This unequaled equity-indexed product gives you the **opportunity for more growth**. Starting day one.* With an equity-driven growth rate – and protection from market losses.

Cornerstone Index Advantage leverages our nearly 20 years of index annuity expertise to give you a **breakthrough option** for your pre-need business. Again.

Available only through Physicians Mutual® and The Outlook Group.

Call The Outlook Group
to break new ground
with your pre-need business.
877.932.3239

AdvancedFundingSolutions.com



Two innovators. One exclusive pre-need program.

PM2823A Underwritten by Physicians Life Insurance Company. Not available in all states. *If under age 91.



MIDWEST

BUSINESS CAPITAL

A Division of United Midwest Savings Bank



Investing In The Future of Your Firm

- *Funeral Home Acquisitions*
- *Goodwill Financing*
- *Construction*
- *Real Estate Acquisitions*
- *Debt Consolidation*
- *Up To 25 Year Loans*

Call us today: 877-751-4622

Midwest Business Capital is a national, direct lender that specializes in lending to the funeral home industry. Our customized lending approach allows us to provide loan structures that maximize cash flow and include not only the fixed assets, but also the goodwill. Call today to learn more about how we can help you grow your firm.



www.midwestbusinesscapital.com

Member
FDIC