

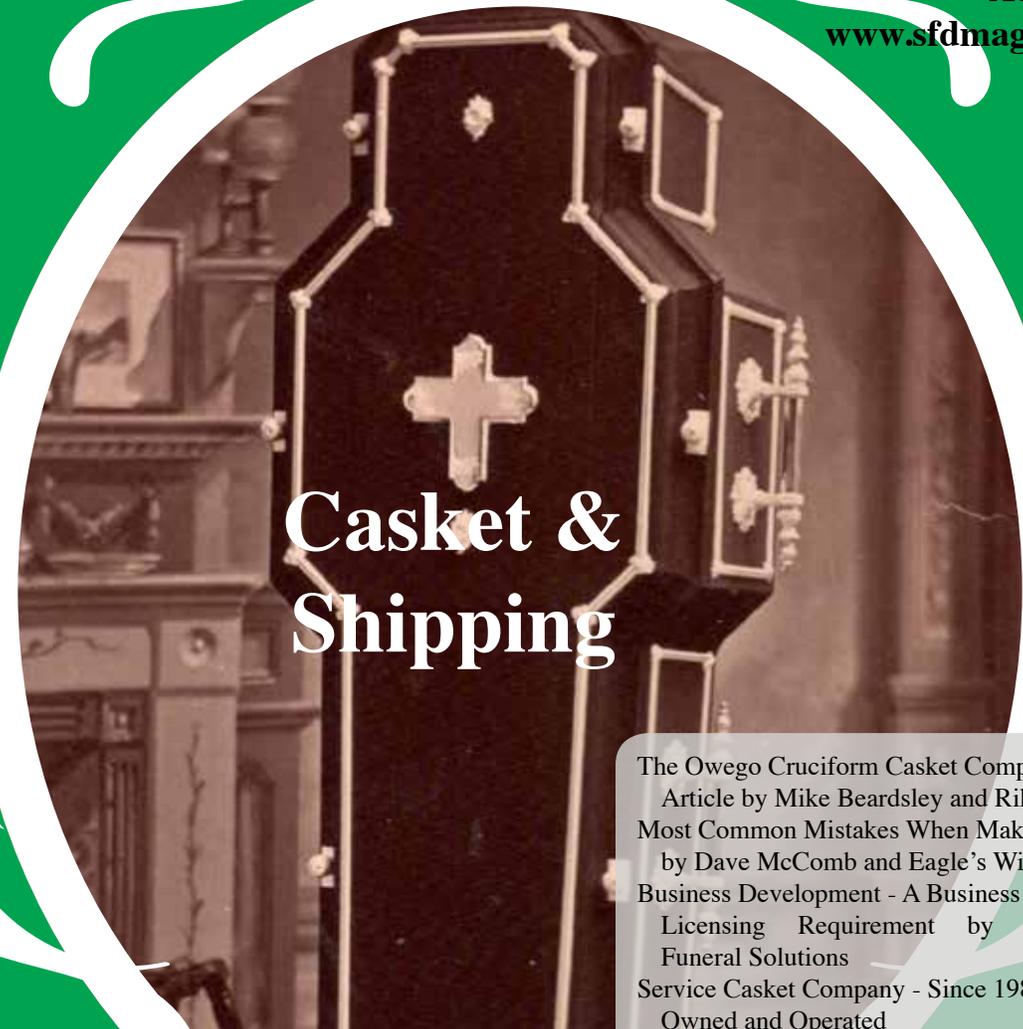
SouthernTM

◆ FUNERAL DIRECTOR ◆

MAGAZINE

August 2018

www.sfdmagazine.com



Casket & Shipping

The Owego Cruciform Casket Company - Vintage Article by Mike Beardsley and Rikki Springstead
Most Common Mistakes When Making Air Transfers by Dave McComb and Eagle's Wings Air Team
Business Development - A Business Strategy or Licensing Requirement by Matthews-Aurora Funeral Solutions
Service Casket Company - Since 1981 Still Family Owned and Operated
Thacker Casket Company Profile - Largest Family Owned & Operated Casket Company Founded 1939
Passages International - Growing Your Business Naturally
"Keys to Service = Respect" by Todd Van Beck
National Museum Funeral History Raises Over \$600K at Annual Golf Classic - Summary & Photos
Tennessee FDA Holds 115th Annual Convention, Elects Justin Jeffers, President - Summary & Photos

PUTTING DOWN *Roots*

In celebration of our 1-year anniversary

It's been a year since Precoa and Physicians Mutual joined forces to bring the power of preplanning to more families, and we couldn't be happier about our partnership. We invite you to celebrate with us as we plant 365 trees.

Through the Arbor Day Foundation's Trees in Celebration, we'd like to plant a tree in your honor in the Mississippi River Valley, a seven-state area that's lost 20 million acres of forestland.

Join us ... and grow something lasting.

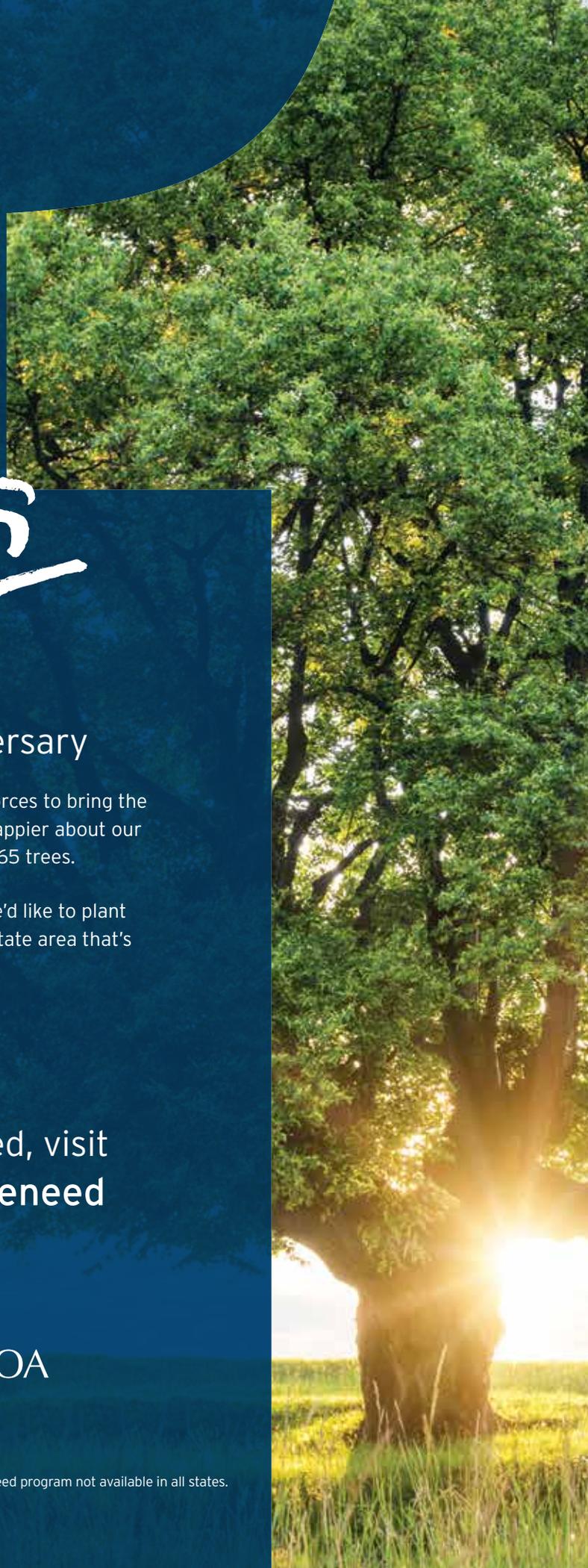
To have your free tree planted, visit
PhysiciansMutual.com/preneed



Physicians
Mutual®



PRECOA



SouthernTM

FUNERAL DIRECTOR

MAGAZINE

FEATURES

- 4 Notes from the Editor by John Yopp
- 6 The Owego Cruciform Casket Company - Vintage by Mike Beardsley and Rikki Springsteed
- 14 Most Common Mistakes When Making Air Transfers by Dave McComb and Eagle's Wings Air Team
- 18 Business Development - A Business Strategy or Licensing Requirement by Matthews-Aurora Funeral Solutions
- 22 Service Casket Company - Since 1981 Still Family Owned and Operated
- 24 Thacker Casket Company Profile - Largest Family Owned & Operated Casket Company Founded 1939
- 30 "Keys to Service = Respect" by Todd Van Beck
- 35 Passages International - Growing Your Business Naturally
- 41 Tennessee FDA Holds 115th Annual Convention, Elects Justin Jeffers, President - Summary & Photos

INDUSTRY NEWS

- 28 Wisconsin Supreme Court upholds ban on funeral home-cemetery ownership
- 34 Aftercare.com Announces Expansion into Canada
- 36 National Museum of Funeral History 24th Annual Charity Golf Classic Raises \$600,000

August 2018

Southern Funeral Director Magazine®
Vol. 173 No. 7

The National Funeral Service Journal
with a Southern Accent Since 1919

Celebrating 99 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



John W. Yopp
Publisher/Editor
404-312-6640
johnyopp3@aol.com



Kathy A. Guillory
Graphics/Art Director
kathyakopov@gmail.com



Diane Bashuk
Associate Editor
diane.atl@gmail.com

FuneralCall

On The Go

Simplicity at your fingertips.



"We absolutely love the FuneralCall App. We can access our messages at anytime, and it's so easy to use!"

- Ellen McBrayer
Jones Wynn
Funeral Homes
& Crematory

888-239-0351 | www.funeralcall.com

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





notes from the editor

Imports vs Exports - Pro's and Con's by John Yopp

Imported caskets vs Domestic caskets have been a major subject of discussion within the funeral profession for the last 15-20 years. Many contend the statement "how dare to take U.S. manufacturing jobs and sub them out to foreign countries to help increase profitability and lower labor and production costs... Our unemployment rate is skyrocketing and we are providing manufacturing jobs for other countries rather than our own!" Truth of the matter is, many things we use in our everyday life is imported, but since we only scrutinize more of our own profession, we overlook the computer and electronic products that account for \$401 billion in 2017. Including much of the gas we put in our hearses to facilitate a funeral.

According to the 2016 tariff and trade data from the U.S. Department of Commerce and the U.S. International Trade Commission, the following countries contribute the bulk of all imported caskets. This includes: Mexico 178,352; China 67,751; Canada 6,048; Taiwan 787; Dominican Republic 622; Italy 582; Czech Republic 136 and Oman 58.

During SFD's attendance at the recent ICCFA in Las Vegas back in April 2018 and the NFDA Expo in Boston, October 2017, it was interesting to note that a significant number of independent casket distributors worked and visited the SICH booth. SICH has made a big splash with its products and competitive pricing in the U.S., not to mention the other import casket and urn distributors that displayed, as well.

President Donald Trump has called for a reduction in the trade deficit and has consistently pushed for an 'America First' trade policy. His administration's move to impose tariffs on Chinese imports and the subsequent retaliation by the Asian economy has stock market investors on edge. The trade deficit with China was at \$33.2 billion as of May 31, 2018, up from \$28.0 billion on April 30, 2018. At the end of June, the trade deficit with China for the year stood at \$185.7 billion.

President Trump's administration revealed tariffs of 25% on up to \$50 billion worth of Chinese products on June 15, 2018. The Trump Administration is reportedly looking to add an additional tariff of 10% on up to \$200 billion worth of Chinese goods.

On August 8, 2018, the Chinese Ministry of Commerce announced that it will retaliate against the most recent round of U.S. tariffs on Chinese imports. The 25% charge on \$16 billion worth of U.S. goods will target 333 goods, including vehicles, fuels and fiber optical cables. At the current rate of casket imports, approximately 250,000 total caskets will be imported from the countries of China, Mexico and Canada.

Most units will be from Batesville and Matthews. That's 30%+/- of all metal and hardwood caskets sold. In the event these products get caught up in a trade war, we no longer have the USA casket manufacturing capacity to re-shore this type of production volume.

Does this mean more jobs for manufacturers to keep up with the potentially renewed need for "supply and demand" for casket parts in the U.S. Yes it does on the demand side, no it doesn't for the supply side, as the manufacturers would have the daunting task of gearing up production 24/7 to produce the casket components needed to manufacture the metal and hardwood caskets and meet the needs for the funeral directors and end users. According to the 2016 tariff and trade data from the U.S. Department of Commerce and the U.S. International Trade Commission, the following countries contribute the bulk of all 250,000 imported caskets. This includes: Mexico 178,352; China 67,751; Canada 6,048; Taiwan 787; Dominican Republic 622; Italy 582; Czech Republic 136 and Oman 58.

The rise in Cremation already eliminates 30,000+ caskets per year even with the growth of the death rate due to baby boomers. And the Cremation will only continue to rise.

In closing, it has been touted by import suppliers that their units have the same quality as the domestic caskets made by the bigger U.S. suppliers. The only difference is that the import supplier passes the savings on the the funeral home up front, so that \$1,000 casket can be purchased for \$700 and the funeral owner does not have to worry about paying his bill within 30 days to keep his 30% discount and/or rebate paid at the end of the year. Take the discount up front and move on.

The negative side for the import supplier is on the quality control side. If the container load of caskets they receive has a blemish on the unit, they are stuck with that unit and cannot return in a day or so for a credit or replacement. The import supplier will either have to fix the blemish himself, or if too severe, sell for less. Many of the exporters will try and work out a settlement to insure future business. Also, if the buyers of imports sell alot of the same unit and the distributor runs out, he is at the liberty of the next container load that may be another 4-8 weeks out. That is why many distributors have alliances with other U.S. manufacturers to have quick access to replenish a particular style and not depend solely on overseas shipments and freight delays.

Either way, the most important thing is to supply the end user, the families we serve, with the highest quality of products and services they deserve and domestic and imports both serve the product end to the highest degree. It's the American way!



Good vehicles start with an idea.
Great vehicles start with passion.

*The Kellerman family of vehicles: Platinum, MK Coach, and K2 Vehicles
Made from tradition, perfected with passion.*



MK Lincoln Limousine

MK300

MK Lincoln Town Car

MK Lincoln Legacy

 **SHIELDS**
PROFESSIONAL VEHICLES



MYHEARSE.COM
1-800-334-2697

a proud Master Dealer of
Platinum, MK Coach, and K2 Vehicles

The Owego Cruciform Casket Company

(Caskets shaped like crosses...a stairway to heaven...what could go wrong?)

By Mike Bearsdley, Funeral and Casket Historian

I want to give a much deserved “shout out” to Tioga area researcher and historian extraordinaire, Rikki Springstead, who continues to curate this rare casket, and who supplied me with several historical clippings that were of great help in the preparation of this article.

The waters of the mighty Susquehanna run cold and dark in March of the year. It's not a place where you'd want to linger. And yet, a number of hardy men in small boats were navigating the dangerous currents undertaking the grim task of dragging the icy river. They were looking for something or someone that they hoped that they wouldn't find. Sadly, their mission was successful.

By all accounts, John Van Kleeck was a tower of the Owego, New York community. Located among the rolling hills of Upstate New York's lovely Southern Tier region Owego was then a bustling Victorian era community bisected by the Susquehanna River. Van Kleeck was a respected businessman; a “prominent Democrat”; and a former 3-term Tioga County Clerk. John was also the Secretary of and a principal stockholder in the new Owego Cruciform Casket Company, and therein lay the problem

With its 2 impressive buildings over on Delphine Street, an electrified factory, a “can't miss” patented product, and an air-tight marketing strategy the Owego Cruciform Casket Company had been launched with much local excitement and fanfare. They offered a diverse product line including building materials, lumber, shingles, and, of course, their signature product...caskets made in the shape of crosses.

But now...John was missing. Rumors had been circulating among the employees about troubles at the casket company. Business was lagging. Finances were strained. The year before, in 1889, Van Kleeck had been forced to make a personal assignment to keep the company operational. Instead of improving, things only got worse. The night before his disappearance Van Kleeck was seen wandering the streets of Owego in a “dazed condition”. Around 8pm someone notified the police about hearing a loud splash coming from the river. At 3PM the next day, March 18, 1890, John Van Kleeck's body was pulled from the river. The Owego

Daily Record newspaper speculated that Van Kleeck's business reversals caused John's mental derangement, and led to his eventual suicide.

The truism that John discovered back in 1890 continued to resonate across the succeeding 130 plus years...destroying more lives, and dashing countless business aspirations. You see, John learned the hard way that there is NO “easy money” to be made in the casket industry...not then, not now.

Our story begins not in Owego but in Moravia, New York, a small village nestled at the foot of Owasco Lake in Central New York State's stunning Finger Lakes region. On April 11, 1882 local resident George Ferguson was granted US design patent #12880 for a casket. But, not just any casket. George's improved burial receptacle was made in the shape of a cross with two “side projections” about where the shoulders of the deceased should fall. These side projections were meant to be “arm recesses”. It seems that George was none to happy with the body hugging coffins of the day. He designed his cross shaped casket to provide more space at the body's widest part. George's goal was a more natural and less cramped presentation of the deceased. Nowhere in George's patent description is there any reference to a religious connotation regarding his creative design.

George founded the Cruciform Casket Company of Moravia, New York. Several prototypes were manufactured and high quality promotional cabinet card photos taken. These were then mounted on heavy cardboard with the name of his company stamped on the reverse. George then set about to locate distributors for his patented Cruciform Caskets. An early admirer was John Marsellus, founder of the fledgling Marsellus Casket Company in Syracuse, New York. Indeed, the only 2 existing cabinet cards advertising The Cruciform Casket Company of Moravia, New York were found in the personal business files kept by John “Whiskers”

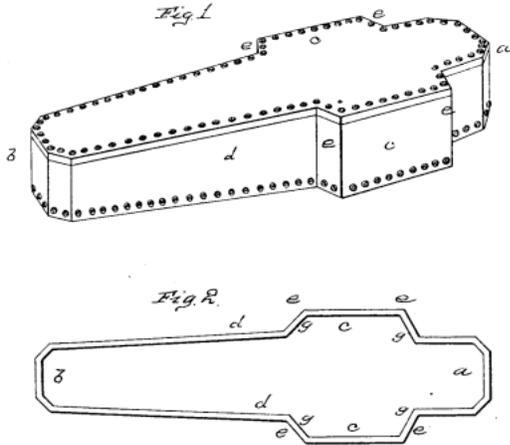
DESIGN.

G. FERGUSON.

CASKET OR BURIAL CASE.

No. 12,880.

Patented Apr. 11, 1882.



Cruciform casket patent – George Ferguson

UNITED STATES PATENT OFFICE.

GEORGE FERGUSON, OF MORAVIA, NEW YORK.

DESIGN FOR A CASKET OR BURIAL-CASE.

SPECIFICATION forming part of Design No. 12,880, dated April 11, 1882.
Application filed March 2, 1882. Term of patent 14 years.

To all whom it may concern:

Be it known that I, GEORGE FERGUSON, a citizen of the United States, and resident of Moravia, in the county of Cayuga and State of New York, have invented a new and valuable Design for Caskets, Burial Cases, &c., and I do hereby declare that the following is a full, clear, and exact description of the construction and operation of the same, reference being had to the annexed drawings, making a part of this specification, and to the letters and figures of reference marked thereon.

Figure 1 of the drawings is a representation of a perspective view of the burial case, showing the design; and Fig. 2 is a plan view of the same.

This design relates to the form or configuration of caskets or burial-cases; and it consists in shaping the case with side projections, forming the walls of the arm-recesses, and re-entrant angles at each end of said projections. The general design in plan is that of a cross, the head portion being represented at *a*, the foot at *b*, and the side projections or arms at *c* & *d*. The side projections, *e*, *c*, are connected to the head and foot portions by the side walls, *d*, which form re-entrant angles, as indicated at *e*, exteriorly, while within the case corresponding projections of angular form, *g*, appear. The side projections, *e*, *c*, form recesses, 30 within which the arms are designed to rest. Their length is usually about sixteen inches and the distance between their outer walls about twenty inches. The head and foot portions are about twelve inches across near their ends, and 35 are usually finished with beveled corners, the entire design being that represented in the drawings.

Coffins have been shaped to conform nearly to the shape of the human form; but such a configuration is not broadly claimed herein.

What I claim and desire to secure is—

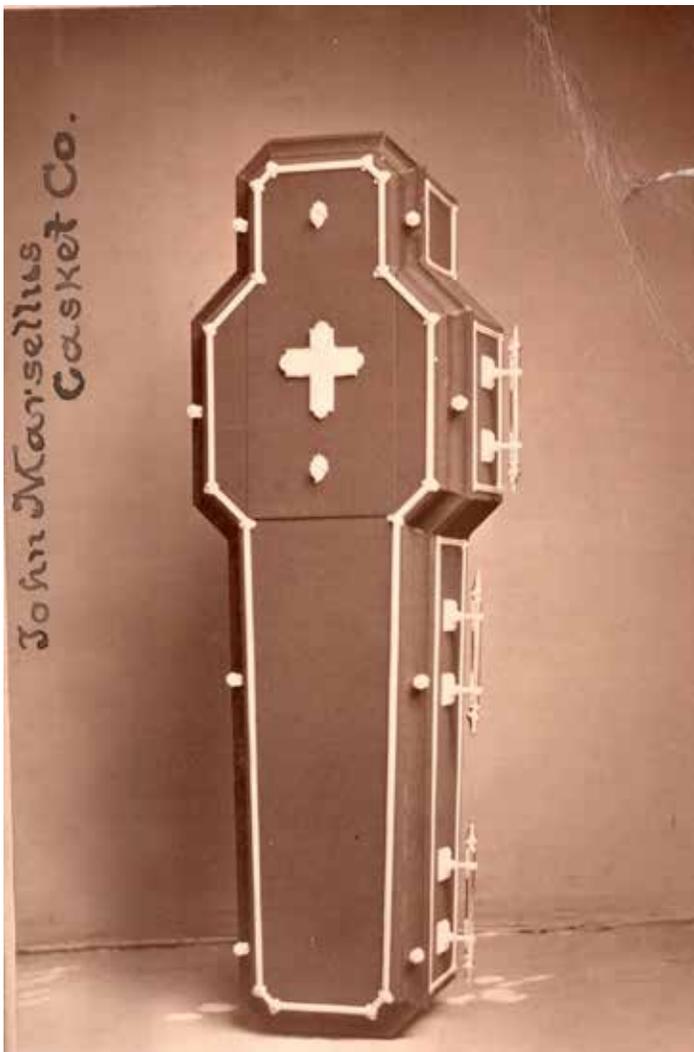
The design for caskets or burial-cases, the same consisting of a cross-shaped case leaving the arm-projections *e* *c* at the sides and the 45 re-entrant angles *e* *c* at the ends of said arm-projections where they join the walls of the head and foot portions, as shown.

In testimony that I claim the above I have hereunto subscribed my name in the presence of two witnesses.

GEORGE FERGUSON.

Witnesses:
GEORGE A. EDMOND,
BION S. WHITMAN.

Cruciform casket patent text



Marsellus Cruciform Moravia, NY



Owego CCCC casket panel



Cruciform casket cabinet card, John Marsellus, reverse

Marsellus.

Other than the 2 photos there is no additional mention of The Cruciform Casket Company in any Marsellus records. One can assume that the Marsellus relationship with George Ferguson and his cross shaped caskets was extremely brief.

ENTER THE MARKETEERS!

While details of the transition are scant, sometime in 1883 George Ferguson sold or transferred his cruciform casket patent to a large lumber and building materials company down in Owego, New York. Known widely as producers of shingles, doors, lath, sashes, blinds, etc the owners envisioned a “can’t miss” opportunity to score big in the emerging factory-made hardwood casket business.

Driven by the belief that consumers would just die for the chance to select a casket that not only offered more room for their loved one, but also basically guaranteed the deceased a golden glide through the Pearly Gates courtesy of a casket shaped like a cross the lumbermen jumped in with both feet.

Enthusiasm ran high. The lumber yard owners changed their business name to the Owego Cruciform Casket Company. The February 8, 1884 issue of The Moravia Valley Register announced that the Owego Cruciform Casket Company had constructed 50 caskets, and was sending out agents on the road. The Company began to promote their new product. One large ad from the 1886 Official Minutes Year Book of the Methodist Episcopal Church, Wyoming Conference pulled no punches. The ad copy stated that “All religious denominations

pronounce it the most appropriate form of casket yet made, and concede that it will become THE popular casket”.

The Owego Cruciform Casket Company became an agent for Utopia, the “triumph” embalming fluid of the age out of Westport, Connecticut and Brooklyn, New York. They also added a complete line of undertaker’s supplies, robes, linings, etc. Realizing that cross shaped caskets may not be everyone’s cup of tea they also offered a line of more traditional shaped caskets with cloth covers, velvet covers, or natural wood finishes.

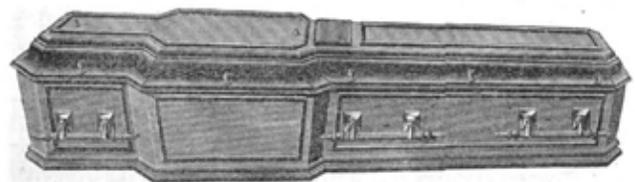
The Owego Cruciform Casket Company letterhead shows several impressive buildings, lumber storage sheds, and a train siding. A daily tradition at the Company was the flying of weather signal flags from the top of the main factory building announcing the local weather for the day...a very early version of the Weather Channel. Cleverly, the company printed promotional business cards with the Owego Cruciform Casket Company’s advertising on one side, and the key to the meaning of the varied weather signal flags on the reverse. Interestingly, only a single original OCCC business card has survived. It resides in the archives of the Tioga Historical Society.

The Tioga County Record of May 6, 1887 announced that the Owego Cruciform Casket Company was purchasing an electric light system for their factory with 50 electric arc lights. Installation was expected by September 1st of that year. At its height the company employed 33 males...2 of whom were under the age of 18.

The Owego Cruciform Casket Co.
PATENT CRUCIFORM AND STRAIGHT LINE CLOTH CASKETS
AS WELL AS THEIR
Fine Finished Wood Coffins and Burial Cases,
PATENT CRUCIFORM CASKET



—MANUFACTURED BY THE—
Patent CRUCIFORM Casket,



—MANUFACTURED BY THE—
OWEGO CRUCIFORM CASKET COMPANY,
OWEGO, TIoga COUNTY, N. Y.—
The very latest style of casket made. The patent being on the design in shape of a Cross. Covered with Black or White, Broadcloth, Velvet, Siles or Plushes, and with White, Purple, Navy Blue or any other colored Brocade Velvets or Plushes. All Religious denominations pronounce it the most appropriate form of casket yet made, and concede that it will become the popular casket. Undertakers say there need be no more crowding of the shoulders. ELEGANTLY APPROPRIATE. Ask your undertaker to show you a CRUCIFORM Casket. Address Communications to THE OWEGO CRUCIFORM CASKET CO., Owego, N. Y.

Owego Cruciform Casket Company advertisement, 1886



United Midwest
Savings Bank

Funeral Home Acquisitions | Funeral Home Debt Consolidations | Funeral Home Renovations

SIMPLIFYING FUNERAL HOME LENDING



Chad Fondriest

614-205-7600

Senior VP - Commercial Lender
cfondriest@umwsb.com

INVESTING IN THE FUTURE OF YOUR FIRM

United Midwest is a national direct lender that specializes in lending to the funeral home industry. We understand the value of the business and the goodwill associated with a funeral home. We will lend against both fixed assets as well as the business and goodwill.

Call today and learn more.

LOAN PROGRAMS

Goodwill/Business
Real Estate Loans
Funeral Home Acquisitions
Funeral Home Refinancing

LOAN TERMS

Up to 90% Financing
Up to 25 Year Terms
Seller Carry Permitted



877-751-4622
www.umwsb.com
6460 Busch Blvd, Suite 201, Columbus, OH 43229



COMPLIMENTS OF
Owego Cruciform Casket Company,

WEATHER SIGNALS adopted for general use
 by Signal Service after March 1st, 1887.

No. 1. White Flag.	No. 2. Blue Flag.	No. 3. Black Triangular Flag.	No. 4. White Flag, black square in center.
-----------------------	----------------------	----------------------------------	---


 CLEAR OR FAIR WEATHER.


 RAIN OR SNOW.

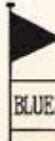

 TEMPERATURE SIGNAL.

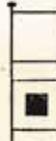

 COLD WAVE.

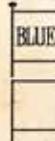
No. 1, white flag, 6 feet square, clear or fair weather, no rain. No. 2, blue flag, 6 feet square, rain or snow. No. 3, black triangular flag, 6 feet at the base & 6 feet in length, refers to temperature. When placed above numbers 1 or 2, warmer weather; when placed below numbers 1 or 2 colder weather; if not displayed, temperature stationary, or that the change in temperature will not vary 5 degrees of the same hour of the preceding day. Number 4, cold-wave flag, 6 feet square, the approach of a sudden & decided fall of temperature. This signal is usually ordered twenty-four hours in advance & not displayed unless a fall of 45 degrees is expected, nor is flag number 3 displayed with it.

EXAMPLES -- Displayed from POLES.


 Fair Weather, COLDER.


 Warmer, RAIN.


 Fair Weather, Cold-wave.


 Rain or Snow, FOLLOWED BY FAIR WEATHER.

OVER

67.65.5

THE Owego Cruciform Casket Co.
 MANUFACTURERS OF THE
 POPULAR PATENT
CRUCIFORM CASKETS
 AN ASSORTMENT OF ALL OTHER STYLES OF
BURIAL CASKETS
 ROBES LININGS, &c.
 DEALERS IN ALL KINDS OF UNDERTAKERS SUPPLIES



Telephone Orders promptly filled
 When Ordering by Telegraph always state Name of Funeral
 FACTORY & MAIN OFFICE: 42-44-46 DELPHINE ST. **OWEGO, N.Y.**

Owego Cruciform Casket Company business card

Owego Cruciform Casket Company.

Manufacturers of and dealers in all kinds of Lumber and Building Material. Planing and Matching, Re-sawing, Scroll Sawing, Bracket Sawing, Shaping and Turning of every description.

Doors, Sash and Blinds on hand and extra and odd sizes furnished at short notice.

French Glass of all sizes kept in stock, and Sash Doors and Windows glazed.

Flooring, Ceiling, Siding and Mouldings furnished in any quantity, large or small.

SHINGLES AND LATH.

All kinds of lumber in the rough or dressed kept constantly on hand. Bee-hive and Honey-box material furnished to order.

Lumber taken in exchange for work.

Manufacturers of Hall's Celebrated Combined Sheathing and Lath, send for circulars and sample. Also manufacturers of all kinds of fine Cloth Covered Caskets, and dealers in fine finished wood Caskets and Coffins, and all kinds of

UNDERTAKER'S SUPPLIES.

Agents for Utopia, the "Triumph" Embalming Fluid of the age, and all kinds of Embalmer's Supplies.

All orders filled with accuracy and dispatch.

Send for illustrated album of styles and price list, and give us a trial.

OWEGO CRUCIFORM CASKET CO.,

OWEGO, TIOGA CO., N. Y.

Factory and Office, 42, 44 and 46 Delphine St.

Owego CCC 1887 Tioga Directory

Company's Ever Seal cast iron mummiforms based on the Fisk metallic patent. Incredibly, by the mid-1880s the American casket industry was already grossly overproduced. Noting the early success of Crane and Breed every entrepreneur with a hammer and a saw decided to make his fortune in the casket business. Soon, even small towns often had 2 or more firms banging out caskets. Production far exceeded demand. The owners of the Owego Cruciform Casket Company walked into a competitive buzz saw. They encountered a terribly congested playing field in which to try to grow their new company...even with religion on their side.

- Radical new ideas in traditional industries rarely

Owego Cruciform Casket Company business card (reverse) with a key to weather signal flags

They say that timing in life is everything. That may go double for business. In spite of their seemingly "heaven sent" marketing strategy and Management's continued personal investments in the factory the business was on a downward spiral. While we may never know exactly why the Owego Cruciform Casket Company succumbed we can speculate that these issues didn't help:

- The great commercial panic or depression of 1882-1885 was still fresh in the minds of consumers and lenders. During this traumatic period business activity in the United States fell by 32.8%.
- The factory-made American casket industry arguably got its start about 1853 with the introduction of Crane & Breed Manufacturing

gain quick acceptance. This may be doubly true in the casket industry. One need only recall the incredibly creative Elder-Wilbert “space capsule” designed caskets of the 1970s; the numerous attempts to introduce Fiberglass/Composite/Plastic caskets starting way back with the National Mineralite and then the National CompuDor caskets; caskets made from glass by American Glass Casket, and by DeCamp Consolidated; Springfield Metallic’s Eternalloy Seamless Cast Iron caskets; etc. All seemed like wonderful ideas yet all had the same ultimate fate...market rejection.

The suicide of Secretary Van Kleeck was followed shortly by the company’s receivership filed in January of 1891. J. A. Bassett, the appointed receiver, claimed that the Owego Cruciform Casket Company had \$24,000 in assets versus \$53,000 in liabilities. The company was eventually purchased at an assignee’s sale by the Owego National Bank for \$3,300 as reported in The Tioga County Record, December 17, 1891. This sale closed the lid on one of the most creative caskets ever produced by the American casket industry. Sadly, creativity didn’t equal success.

And, what became of our inventor friend George Ferguson? George wasn’t done with the funeral industry yet. On February 18, 1890 George was granted patent #421,393 for an improvement in portable embalming tables. George’s vision was basically to offer an embalming table that could be adjusted to various lengths as needed by building 2 tongue-in-groove boxes that could be closed with one part sliding inside the other. George felt that the traveling embalmer could put their “implements and apparatus” inside the table and slide the ends together making a tidy little package to carry everything you need. Based on the patent diagram it appears that George’s “portable” table had to weigh a ton especially loaded with tools. Since no one has seen or heard of a Ferguson Sliding Embalming Table today we can only assume that George’s second foray into Funeral Service was even less successful than his first.

Now, this should be the end of our tale but...it isn’t. A while back I received a call from a woman in Owego who had seen an ad online for the 2013 Casket & Funeral Supply Association of America’s 100th Anniversary commemorative book which contains



THE FUNERAL PROFESSION IS EVER CHANGING.

Now more than ever, you need to adapt to keep up. Are you looking for change that will help your funeral home run smarter not harder?

- **FAST FUNDING®** – most claims paid in 1 to 2 days with paperwork
- **NO RISK** – Non-Recourse Funding to your firm
- **SIMPLE & EASY** – many assignments only require 1 signed document
- **Revolutionary Online Assignment Funding Management System™**

Let us show you why so many of your colleagues trust C&J Financial

The Leading Provider of Assignment Funding in North America
 Serving 2500+ funeral home clients \$300+ million funded each year
 45,000+ assignments processed annually

Stop Waiting
WEEKS
 Or Even
MONTHS

to receive payment
 on your
INSURANCE CLAIMS

CHOOSE
C&J FINANCIAL
 and get paid today!



www.CJF.com | 800.785.0003

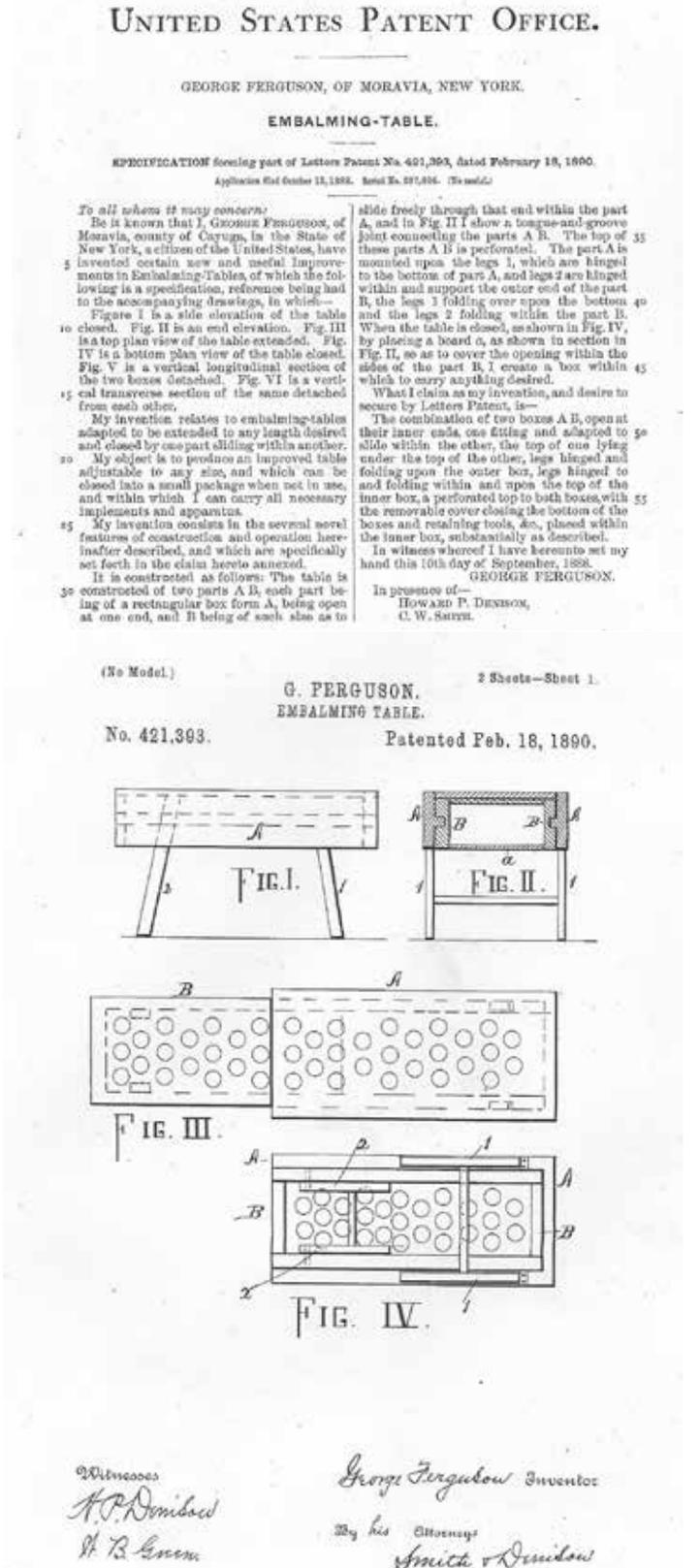
an article that I wrote entitled “A Brief History of the Funeral Supply Industry in the United States”. She tracked me down and told me that she had an original Owego Cruciform Casket stretched out across her dining room table and would I like to see it? I’ll say! She had recently “unearthed” the casket at a local antique shop and understanding its rarity she snatched it. Her objective was to eventually present this treasure to the local Historical Society. (I want to give a much deserved “shout out” to Tioga area researcher and historian extraordinaire, Rikki Springstead, who continues to curate this rare casket, and who supplied me with several historical clippings that were of great help in the preparation of this article).

A day or two later I was standing awestruck and shaking my head in front of one of the most strangely wonderful caskets that I’d ever encountered. Covered in a rich burgundy Matelasse (French for quilted velvet) fabric my impression was that this 5 foot, 6 inch casket seemed to be going several directions all at once. There was a LOT going on versus a traditional rectangular casket design. It struck me that there was NOTHING subtle about a Cruciform Casket! In addition, with all of the chamfers, sloping angles, and odd miter cuts constructing one of these caskets had to be a cabinetmaker’s worst nightmare. I lost count of the many different shaped component parts and moldings needed to complete the design. The flat top panel featured a “slip cap” that lifted off for viewing.

I took out my tape measure and was pretty surprised to find that the cavity for the deceased’s head was only 13.5” wide inside. The overall inside width at the “cross” was a scant 21”. At the foot end the inside width was only 13”. Now, granted this was one of their 5’6” models but, that said, a body laid out in one of these Cruciform caskets would have looked very untraditional indeed. And, herein just might lay the primary reason for the Cruciform casket’s failure to “catch on” with the public. In a Cruciform casket the deceased had to look anything but “natural”. While the concept of a religious casket certainly had appeal the fact that the casket gave the deceased a decidedly unappealing, compartmentalized appearance during viewing had to make families think twice before making their selection.

The Owego Cruciform Casket Company...proof once again that a great idea on paper doesn’t always translate

to a successful real-life application. Still, who among us can’t help but smile as we consider and perhaps admire the dream, the creativity, and the courage that it took to give us caskets shaped like crosses...if only for a little while.



George Ferguson’s “sliding adjustable” embalming table.



OCTOBER 14, 2018
 MOUNTAIN DELL GOLF COURSE
 9:30 AM SHOTGUN START
 SCRAMBLE FORMAT

**BOW TIE
 BENEFACTORS**

 **Dodge**



PLEASE JOIN US!

Gather a foursome of friends and clients for the Bow Tie Classic in memory of Bob Biggins, Foundation trustee and NFDA past president.

REGISTRATION FEE: \$250

Your fee includes transportation; greens fees and cart; breakfast, lunch and drinks; and on-course games and contests. Golf clubs are also available.

**NO FOURSOME?
 NO PROBLEM!**

We'll team you up with fellow funeral service professionals to golf, network and "take shots" out on the links.

NEW THIS YEAR...

We're offering a limited number of complimentary single-player registrations to licensed funeral directors, subject to availability.

Since its 2001 inception, our lively and welcoming golf outing has raised more than \$1 million to advance our mission to support funeral service in building meaningful relationships with the families and communities it serves.

LEARN MORE ONLINE
FuneralServiceFoundation.org/Golf

**SPONSORSHIP &
 UNDERWRITING
 OPPORTUNITIES
 AVAILABLE**

#BobBigginsStrong

What are the most common mistakes you see funeral directors making when conducting air transfers, and how should they be doing it?

By Dave McComb and the Team at Eagle's Wings Air

Eagle's Wings Air has been managing the air transportation of human remains for the last 10 years, working with funeral home professionals across the country for domestic and international ship outs. We have high level relationships with executives from the cargo division of all major airlines. In our vast experience of managing over 125,000 flights, and we know a thing or two about a thing or two. Here are some of the most common easily avoidable mistakes:

1. Scheduling funeral services before the “guest of honor” has arrived.

We at EWA always ask if services are scheduled at destination. If the flight is international, we suggest not scheduling services at least until you have a confirmed flight itinerary. However, flights change. Delays happen. Documents go missing. Mistakes are made. Having experienced these situations firsthand, we always encourage you to suggest to the family to wait until their loved one has arrived to schedule services. Put yourself in this situation and imagine the estimated arrival day is Friday in Lusaka, Africa and services are scheduled on Saturday. Then a mix-up in paperwork happens at the origin or the domestic airline fails to transfer to the international carrier in time to make the flight. Flight has to be rebooked resulting in a 48 hour delay. Now what? Please educate your families on the complexities of international flights. You will save yourself the stress of having to tell them their father will miss his own funeral.

2. Not having the proper paperwork/documents and not verifying with the consulate to get the most current shipping requirements.

You think you have everything you need to ship a body internationally. After all, you've done this before. You get to the airport, and the remains are refused because you do not have a certified original copy of the death certificate. You didn't need one last year when you shipped to the same country, but because you did not check with the country's consulate, you didn't know the requirements had changed. You have to get the proper paperwork and get the flight rebooked. Now the



estimated arrival is one week later, and the family has to reschedule services and figure out how to pay for additional expenses for the family who traveled to that country. Call the consulate. Every time.

3. Not weighing a shipment when the estimated weight is close to 500 pounds.

A shipment weighing more than 500 pounds certainly complicates things. The price of the flight increases dramatically, and the routing choices are decreased dramatically. If your flight is booked for under 500 pounds (including decedent and shipping container), and it actually weighs more than 500 pounds, when you get to the airport cargo station to drop off, your shipment will be refused. There are several reasons: the airport doesn't have planes large enough to accommodate an over-sized or overweight shipment, the cargo station simply doesn't have the manpower to lift and load into the aircraft, or the connecting and/or destination airports or airplanes cannot accommodate your shipment. This will result in a rebooking and a delay, causing further heartache to your client family. Weigh your shipments to get the most accurate weight.

4. Not communicating certain pertinent information when booking the flight.

There is information that needs to be shared at the time of booking that may not seem important to you, but things like disinterred remains, over-sized container dimensions, overweight shipment, high-profile case (celebrity, politician, etc.), military remains (active duty or retired), airline employee or relative of airline employee, any requests by the family, can make a difference in the reservation and/or cost of the flight. Share all information at the time of booking.

Tampa	8:20A	A1	DELAYED
Chicago	8:23A	B10	DELAYED
Dallas	8:27A	C2J	CANCELED
Denver	8:34A	C11	DELAYED
New York	8:39A	A3	DELAYED
Chicago	8:40A	B7	DELAYED
Mexico City	8:44A	B9	DELAYED
Atlanta	8:49A	C2H	DELAYED
Tampa	8:54A	C2	CANCELED
Detroit	8:58A	D15	DELAYED
Seattle			

165 people missed their flight, but 1 missed his funeral.

If you've traveled even a little, then you know that whatever can go wrong, usually does. But if something happens to the person whose funeral you're directing, it can affect your business and your reputation.

Eagle's Wings Air is the **only** company that schedules and monitors the air transportation of the deceased from funeral home to funeral home. We're always monitoring your ship-out. That means checking, confirming, and reporting so you can stop worrying. Our thorough understanding of the deathcare industry, coupled with unparalleled access within the airline industry, helps ensure that all your funeral processions can depart right on time.

Call or visit our website to learn more.



©2018 MKJ Marketing

866-550-1392 • www.EWAcares.com



5. Not setting the family's expectations about how long international confirmation can take and sharing a flight itinerary that has not yet been confirmed.

If you are not involved in the air transportation shipping industry, it certainly seems unreasonable that you can't simply pick up the phone and reserve a flight. Unlike passenger travel, where there is an inventory of seats available, cargo is booked by space (dimensions and weight). There is also limited space for human remains. An airline must confirm that space is available and there are not already human remains on board. The max number is two. That's the delay in reservations for ALL flights, but if you are requesting a flight for an international destination where the domestic airline has to transfer to an international carrier (called an interline shipment), the confirmation will take up to three business days or longer, not including weekends and holidays. The best thing to do in these cases is to set the family's expectations on how long this process will take. You will not get an instant reservation. Do not share estimated flights with the family. Wait until you have the confirmed flight reservation.

6. Shipping personal items with the decedent.

Airline requirements and security measures prohibit shipping anything other than the decedent and burial clothing. Do not include personal items, like jewelry, pictures, keepsakes, memorabilia, etc. When discovered, your shipment will most likely be refused. Save yourself time and hassle. Ship these things via a courier or send with a family member if the item has significant monetary value.

7. Having escorts on an interline flight.

International flights are difficult enough without adding the complexity of having family members requesting to escort their loved one home. What may not be realized is that an international interline cargo shipment will have multi-legged flights and non-traditional layover times. With so many moving components to a flight like this, it leaves opportunity for delays and errors. I would always suggest not putting your client family through the risk of additional anxiety and the potential for heartache when things don't go perfectly. If the family insists on traveling to the destination, encourage them to pick the most comfortable flights and routing to get to their international destination around the same day as their loved one is scheduled to arrive.

8. Not checking the flight status before driving to the airport to pick up.

Checking a flight status is a very easy thing to do. If you were picking up a friend at the airport, you would probably go online to check to see they are arriving on time, especially if you have to drive two hours to the airport. Human remains fly on passenger planes (or cargo only carriers). Delays happen. Just because the weather is perfect where you are doesn't mean terrible snow storms aren't happening at the origin or connecting airport cities. Check the flight status.

9. Always calling the same airline because it's easier.

It takes time to check routes and pricing on multiple airlines, so I can understand why you might always "just call Delta". This is not necessarily in the best interest of your client family. By looking at multiple airlines you have choices in price and routing, thereby finding the best logistics solution. Either call every airline, or just call EWA.

10. Sending an infant or youth in an adult-sized shipping container.

The average current cost for an adult shipment (under 500 pounds) going from Cleveland to Las Vegas, as an example, is \$687. Cost for a shipment at 70 pounds averages \$270. If you are using an adult-size shipping container to send an infant or youth, you are wasting your client family's money. Use the proper sized shipping containers.

David McComb, Chairman and Owner, offers Eagle's Wings Air experience in the death care industry since 1986. He was the President and 4th generation to operate D.O. McComb and Sons Funeral Homes which is the 2nd largest funeral home in Indiana. David is a licensed Funeral Director in Indiana and Ohio, COC and has a Bachelor of Arts degree in Business from Indiana University as well as an Associates of Arts degree in Mortuary Science from Mid America College of funeral Service. Mr. McComb is a successful entrepreneur purchasing and creating several businesses including Birkmeier Monument Company, Terra Services, Premier Preneed, Estate Security, Eagles Wings Air and Fort Wayne Financial. David has been very active in representing death care professionals as a member of Indiana State Board of Funeral and Cemetery Service and acts as Liaison to the Attorney General for 14 years. He is also a Board member and contributor to the Funeral Service Foundation.



DIGITAL SOLUTIONS FOR ENHANCED PRODUCT MERCHANDISING



**NOW AVAILABLE FOR
WINDOWS® PC!**

The Matthews Aurora™ Funeral Solutions' Catalog App allows you to digitally present our product catalog to your families. Browse the entire catalog or merchandise your favorite selections and add your retail prices to create a custom selection room. Simply configure once and deploy on multiple devices.

Help your families move from grieving to remembrance. Download the **FREE** Catalog App at the iTunes® or Google Play® store or contact your Matthews Aurora™ Funeral Service Consultant to learn more.

Available for Windows®*, iOS, or Android® operating systems.



MARKETING SOLUTIONS • TRAINING SOLUTIONS • BURIAL PRODUCTS • CREMATION PRODUCTS • TECHNOLOGY SOLUTIONS • MEMORIAL STATIONERY

*PC is required to have Windows® 7, 8, or 10 operating system to run Catalog App for Windows®.

© 2018 Matthews International Corporation, all rights reserved. MATTHEWS® and MATTHEWS INTERNATIONAL® are registered trademarks of Matthews International Corporation.

Professional Development

A Business Strategy or Licensing Requirement?



How many hours does your funeral home invest in staff development?

Do licensed staff merely meet continuing education licensing requirements, or do you regularly seek opportunities for improvement throughout the year?

And what about un-licensed employees that may regularly engage with families and support your business?

For many funeral homes, the “check-the-box” CEU requirements are often the extent of training opportunities offered to staff. But progressive firms across the country are taking a more strategic view of professional development by creating a curriculum of development that matches the goals for the business.

“Professional development is a process, not an event,” said Mary Andres Russell, Professional Development Manager at Matthews Aurora Funeral Solutions. “But we find that many successful funeral service operators are using staff development and training as a core strategy for improving or evolving their business.”



“Professional development is a process, not an event...”

The landscape of funeral service is continually evolving. Now, more than ever, it is imperative to understand the implications of new trends that impact funeral service and families.

Consider the amount of time that professional athletes or professional musicians spend practicing and developing their craft. Funeral professionals generally don't have a “practice field” or regular rehearsals to hone or develop their skills. But making time to intentionally



2018 Professional Development Courses:

Thriving in Today's Changing Marketplace

Lifetimes: Making the Emotional Connection

Decoding the Generations

Navigating Through Conflict

No Religion Please

The Opioid Epidemic

The Art of Cremation Phone Inquiries

Meeting the Needs of Cremation Families

Engaging Your Employees

Creating a Culture of Trust

Building Teamwork

Be Audacious in Business

Developing Leaders in Funeral Service

Setting and Reaching Goals

Time Management

learn, refresh, and develop skills will elevate our collective ability to serve families and help them navigate the end of life experience.

Opportunities are plentiful to find important and effective training courses. State and national associations provide training courses to members, as do trade media and industry suppliers. And these opportunities are available in a variety of forms, from in-person training to online webinars, e-learning courses and seminars at industry events.

Popular topics today include helping families create more meaningful and personalized funeral events, effectively dealing with cremation phone inquiries, educating families about their choices with cremation, and managing different generations in the funeral home.

And while the courses are important, professional development starts to create real value when there is an intentional effort to implement learnings in day-to-day activity after the training.

"We design all of our courses to include actionable tools that funeral professionals can take back to their business, share with their team, and actually apply what we discuss in the course," added Angelique Simpson, Professional Development Manager at Matthews Aurora.

If you are a funeral home owner or manager, consider identifying the current goals of your business and identifying the skills development that will help you achieve these goals. And if you are a funeral professional, identify the skills that you want to develop to enhance the experience that you provide families.



Funeral Service
FOUNDATION

—Est. 1945—



FuneralServiceFoundation.org

YOUTH & FUNERALS

*Understanding the important role
funerals and memorialization
play in the lives of youth*

E-BOOK | CUSTOMIZED BOOKLET | VIDEO

NOW AVAILABLE ONLINE TO SHARE WITH THE FAMILIES YOU SERVE

Unlike other products, all Vantage burial products are engineered of state-of-the-art materials that effectively resist the forces of nature and man.



Graveliner

Ultima

Standard

Vantage offers a complete line of burial vaults in many choices of styles and colors, all well conceived to suit any interment situation. From our exceptionally strong Graveliner to the seamless construction of our Air Seal vaults, all Vantage products are ruggedly designed, light in weight, yet heavy on tradition. The premier Ultima vault is molded and reinforced and comes with our superior V-lock sealing system seals out the elements providing you peace of mind.



Standard Urn Vault

VANTAGE[®]
Products Corporation

960 Almon Road Covington GA 30014 1.800.481.3303 www.vantageproducts.com

VANTAGE STANDARD VAULTS & GRAVELINERS

The Vantage Standard & Graveliner offers simplicity and protection that is unrivaled in their value.

Innovative design and space age materials combine to create burial vaults & graveliners with protection and quality at an affordable price, giving you lasting peace of mind.



960 Almon Road Covington, GA 30014 800.481.3303 770.788.0136 Fax 770.788.0361 www.vantageproducts.com

VANTAGE[®]
Products Corporation

Service Casket Company - Our Family Serving Yours

About Us

The idea for Service Casket Company was conceived about 38 years ago when I was working for a company called Twin City Casket Company. Twin City had caskets, but they did not have service. A distributor that I knew in Thomasville, Ga named O.R. Raburn warehoused and sold Loretta Caskets that were manufactured in Tennessee. Mr. Raburn told me that he would be getting off the road soon and that I could take over his line. So that is pretty much where it all started. I was selling Loretta caskets out of his warehouse in Thomasville, Ga and I had a warehouse in an old Chrysler dealership building in Columbus. My office was in a room in our house that would later become my daughter's bedroom. Because I wanted service to be a big part of my business I decided to name it Service Casket Company.

Ownership:

Scott Sr.: I have owned and operated of Service Casket Company since it started in May of 1981. In January Of 2008 my son Scott came to work full time and he and I operate the company today.

Locations:

The original location in Columbus was the old Chrysler dealership building located at 1014 13th Street and then in 1986 we built a warehouse exactly one block over at 1014 14th street.

Cremation

Scott Jr.: As a small distributor, we have a certain level of flexibility with regards to making changes (adding things and taking things away). Back in May of 1996 my dad decided to add a retort to our warehouse to help



**FLAWLESS
QUALITY.
RIDICULOUS
AFFORDABILITY.**

Quality, detail and manufacturer support equal to the top US brands at half their price or better.

Every Sich casket comes with \$5 million liability protection.

Benefits your company as well as the families you are serving.

**ONLY YOUR ACCOUNTANT
CAN TELL THE DIFFERENCE.**



- We carry a full line of metal, hardwood, and cloth-covered-wood caskets.
- Cremation, oversize and youth lines as well.
- High quality, competitively priced products, with the finest customer service.



CALL TODAY FOR A PRICE & SERVICE COMPARISON / TOLL FREE 1.800.226.1245
PO BOX 5664, COLUMBUS, GA 31906 / servicecasketcompany.com

service local funeral homes and some other funeral homes in surrounding cities. At that point in time the Columbus funeral homes had to take their cremations to crematories outside of Columbus. Today we have two retorts for human cremation and a third retort for Pet Cremation Services located in the building behind us . We have also expanded our inventory to offer more cremation caskets and cremation products such as urns and keepsakes.

CFSA

Scott Jr.: My dad served on the board of directors from 2001 – 2004 and served as president in 2009. I am currently serving on the board of directors. CFSA has been a benefit to us on many levels. Through the association we have made numerous networking connections and friends. The association is a valuable tool for learning about new products and challenges to our industry and finding solutions to those challenges. I’m sure that everyone in the funeral business has had someone from the outside tell them “you don’t ever have to worry about running out of business”. People

outside of our industry don’t understand how untrue of an assumption that is. CFSA is our place to meet and talk shop about those challenges and changes in our industry with people within our industry.

10 years from now

It is hard to say where the funeral profession will be in 10 years, but I think we all have an idea of what it will look like. The cremation rate will continue to rise to levels that we knew were coming, but are still somehow shocked to see actually happening. Funeral homes will buy less of the expensive higher-end caskets and more of economical 20 gauges and cremation units. I also feel like we will see more of an increase in Chinese imports just as other industries have seen over the past decades. The cremation part of that is fact and the rest is speculation. The truth is that we have no idea what the industry will look like in 10 years, but we are going to keep on trying our hardest to be a part of it.



**FLAWLESS QUALITY.
RIDICULOUS AFFORDABILITY.**

Quality, detail and manufacturer support equal to the top US brands at half their price or better.

Every Sich casket comes with \$5 million liability protection.

Benefits your company as well as the families you are serving.

ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.



- We carry a full line of metal, hardwood, and cloth-covered-wood caskets.
- Cremation, oversize and youth lines as well.
- High quality, competitively priced products, with the finest customer service.



CALL TODAY FOR A PRICE & SERVICE COMPARISON / TOLL FREE 1.800.226.1245
PO BOX 5664, COLUMBUS, GA 31906 / servicecasketcompany.com

Thacker Casket Company Profile



Let's take a minute and travel back in time. We are traveling to a place where every family had a visitation, funeral service and maybe even a graveside service as well. Every family saw the value in gathering for the funeral of a loved one. A casket was a staple-piece of the overall funeral. Obituaries were long and gave a story of the deceased's life. A time when if a family even mentioned cremation, the funeral director had to do some research to figure out where he could get this request fulfilled.

No, we didn't just time travel to the state of Mississippi. I am talking about a time 30, 40 or 50 years ago across the entire United States. While I am only 33 and was never able to experience this time for myself, I rely on stories from my father, grandmother and older funeral directors about this time.

Fast forward to today (the funeral industry reality I have grown up in). We are lucky if we can get a family to opt for an hour visitation prior to funeral service – and that is if we even get a funeral service at all. Many of the younger funeral consumers do not even see a value in having a service for a loved one and opt for direct disposing. "A casket? Why would we want to spend any money on that? All we want is a cremation and please return the ashes in a temporary container that we will purchase an urn online." The family goes on to add, "Oh, and by the way, would you mind filling the urn we purchase on Amazon with Mom's ashes when we get it in two days via our Amazon Prime delivery?"

Who would have ever imagined that this business would be what it is today? So as an industry, how do we collectively not only weather the storm, but survive the hurricane force that is today's consumer?

It's simple. Offer what they want, and how they want it.

If the consumer does not get the answer they want, they will simply move onto the next product and service provider. This means that all that all products and services you offer need to be as relevant as possible to the average family you serve.

Now let's take this conversation to the next degree. Would any casket company love to be selling only stainless steel, upper end 18-gauge, oak and maple caskets all day long like what was done many years ago? Of course we would, but that's simply not today's reality. A good casket company does not look to the funeral director, but it looks to the consumer for guidance into the future. At the end of the day, what a family asks a funeral director for will just eventually become what a funeral director asks of his/her casket company.

If a family does not care about 18-gauge v. 20-gauge caskets, why continue to push the concept of "thickness of steel" to the family? Families never come in requesting a casket with a thicker grade steel, just like they don't come in requesting a round end or a square end casket. Expensive value features like these unnecessarily drive up the wholesale cost of the casket.

So what value features do families care about? It's simple – price, color, theme. They want something in their price range that is in a color scheme and a theme that is representative of the life lived. Of the three factors, price usually finds itself as the primary factor in determining a casket selection.

Thacker recognized this a long time ago and came out with the Classic, one of the first 20 gauge brushed caskets marketed in the industry. It then led to the Carnation & Cobalt which was a 20-gauge redesign of the 18-gauge, round end caskets commonly named in the industry, the Primrose and Neopolitan. The Carnation and Cobalt came out over 10 years ago! Thacker continues its push towards low-priced, Value Line caskets as it has rolled out the Essex, Stanton and Hayward within the last 9 months – and has plans for two more caskets before the end of the year.

Thacker introduces the
Stanton Collection™

...a popular design at an even more popular price

\$739 plain
\$836 with theme



Dark Blue & Light Blue | In God's Care



Orchid & Silver | Mother's Rose
 ALSO AVAILABLE IN PRAYING HANDS



Gunmetal & Silver | Praying Hands



- | American made 18 gauge steel with matching crepe interior
- | Delivered by Funeral Service Insider's 2017 top-ranked customer service team
- | Accepts interchangeable interiors with Tailored Designs™ by Thacker



THACKER
 CASKETS
 THACKERCASKETS.COM | 800.637.8891

Cremation has put quite a pressure on the funeral industry. The average cremation service yields only half the revenue of a burial service. Less money coming in the door has driven up the overhead per call. This is coupled with the fact that many funeral directors are still pricing their Direct Cremation less than that of their cost. In the end, funeral directors are seeing the pinching of their bottom lines. As a result, they must look to ways to trim and cut their business to still be profitable and also provide the same level of service.

When you can purchase a Carnation for \$829, why purchase its 18-gauge round end counterpart from a big company for \$1,600? And to take it one step further, why purchase the 18-gauge round end version from a Chinese distributor at \$960? Every dollar counts!

The moral of the story is that with some casket companies like Thacker, you can still buy American made product cheaper than its foreign counterpart. So, give the families what they want, something that looks

nice at a good price. If you do this, they will earn your trust and you will earn your business. Trust us, that is how we continue to grow and earn the business of more and more funeral homes across the United States.

About Us

Founded in 1939 by Carl C. Thacker on North Capitol Street in Washington, DC, Thacker Caskets, Inc. began as a relatively small and local funeral supply jobber serving customers in greater Washington, DC market. Originally called Old Dominion Casket Company, the name was changed to Thacker Caskets in the early 1970s.

Thacker ingenuity was evident from the start as Carl pioneered a number of advertising and promotional strategies – he was the first to photograph his product line and transfer the photos to slides. In this way, he was able to display his caskets via projector in a vibrant slide show format.



Thacker Casket Company exhibit booth at recent NFDA Expo in Boston 2017

Amb&Coach Sales

Service Since 1964

888-336-8421
ambulanceandcoach.com

1212 Jo Johnston Avenue
Nashville, TN 37203

**Commercial Glass
Hearse is BACK...**



Masterpiece



Crown Sovereign



Olympian



Authorized Dealer



Wisconsin Supreme Court upholds ban on funeral home-cemetery ownership

The Wisconsin Supreme Court on Wednesday upheld a pair of state laws that make it illegal for the same business to operate both a funeral home and a cemetery.

Writing for the majority in the 5-2 decision, Justice Shirley Abrahamson said the laws “are rationally related to the legitimate government interests of protecting the welfare of particularly vulnerable consumers and limiting or minimizing the manipulation of funds required to be held in trust by funeral directors and cemetery operators.”

In a 34-page dissent, Justices Rebecca Bradley and Daniel Kelly decried the ruling as an infringement of individual economic liberty by the government and cited thoughts on liberty by various founding fathers and others they influenced.

“It is not a trifling thing when our laws prevent some of Wisconsin’s citizens, but not others, from engaging in lawful economic activity,” the dissenters wrote. They call the challenged statutes “trade protectionism, plain and simple.”

E. Glenn Porter owns Highland Memorial Park, a cemetery in New Berlin, and wants to add a funeral home. With the help of the Wisconsin Institute for Law & Liberty, a conservative nonprofit law firm, he challenged the state’s so-called anti-combination law prohibiting such arrangements.

Porter’s suit claimed the laws are arbitrary, anti-competitive and irrational, impinge on his right to earn a living and serve no legitimate government interest. The state says the laws actually preserve competition, avoid higher prices and prevent misuse of money held in trust for burial plots, caskets and other funeral-related expenses often paid in advance.

An expert for Porter pointed out that companies owning both cemeteries and funeral homes operate in many other states and have not created the negative consequences Wisconsin claims to avoid by enforcing its anti-combination laws.

A Waukesha County judge had granted summary



The Wisconsin Supreme Court chambers.

judgment to the state, and the Court of Appeals affirmed that decision last August.

***Education
with Purpose***



OGEECHEE

TECHNICAL COLLEGE

Funeral Service Education

Funeral Service Education Associate of Applied Science
 Certified Crematory Operator Certificate
 Certified Funeral Celebrant Certificate
 Funeral Preplanning and Insurance Counselor Certificate

*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

Equal Opportunity Institution | A Unit of the Technical College System of Georgia

Remembering Little Angels



"Every Little Angel has a Story that Deserves to be Told"



www.cherokeechildcaskets.com • 800-535-8667 • Griffin, Ga

Beautiful Cloth Covered Caskets for Burial or Cremation

- Made of Ponderosa Pine
- Covered with Crepe, Lambskin, Velvet, or Plush Fabrics
- Personalization Options to Make it Unique for Each Child



Style 2XL - Lilac Exterior / Lilac Trim



Style 64X - White Crepe Exterior



Style 50P - Blue Plush Exterior
Shown with Sunburst Ray & Sweet Prince Panel



Style 50L - Pink Lambskin Exterior
Shown with Sunburst Ray & Butterflies Panel



Style 8G - Pink Gingham - *Ribbon is on Size 1/9 Only
Shown with Personalization Option
Premium Pink Bow with Name Embroidered Panel



Style 10 - White Velvet Exterior
Blue Crepe Interior Side Pictured



Style 90 - Blue Crepe Exterior
Shown with Angel Footprints Panel & Embroidered Blanket

www.cherokeechildcaskets.com • 800-535-8667 • Griffin, Ga



Working with the Media

Keys to Service = Respect

By: Todd Van Beck, Director of Continuing Education, John A. Gupton College, Nashville, TN

Has anyone noticed that it seems that culturally in 2015 the notion of respect for other human beings has changed? And not in a good way?

Not to sound negative, but it seems evident that culturally anyway our ability to be respectful to others is changing and has changed – and just possibly not for the good. Ever seen an elderly person who just can't seem to find anyone to hold a door open for them? Ever tried to make a lane change on the interstate and experienced numerous unmistakable non-verbal signals from other people using their finger digits? I suspect every reader knows precisely what is being addressed in this writing. I would like to suggest that one essential – there are hundreds of essentials in the funeral interview and funeral experience – but a major one, a vital one – is basic human respect.

Interestingly I have concluded that having basic human respect is not a character trait that you can just magically develop by reading a book, or listening to a motivational tape, or even reading this article. Respect is a core character trait, and some people will never develop it and in these cynical times some people seem to have as a source of pride that they don't respect anyone. You know, the “take no prisoner's attitude.” I would humbly like to suggest that having no respect for our bereaved client families is not just dangerous, in a caring profession like funeral service it is cruel, thoughtless and ridiculous!

Respect for the client family and their world involves a sincere interest both in them and in their world. We show this interest by the manner in which we attend to them, you know “fuss” over them. We show respect by carefully excluding outside interference as much as possible while we are there with them and exclusively for them, and by demonstrating that what is important to them is important to us. This last sentence sounds

good, in fact it sounds terribly attractive. However concerning respect there is a glaring truth: Showing respect to the human race is not easy at times; many times it is simply near impossible.

The insight concerning mutual respect is that we don't have to like all our client families – but we are expected to respect them, and that is most times the most difficult helping task of all, for respect means unconditional forgiving, unconditional patience, unconditional kindness, unconditional understanding and unconditional support – or at the very least the magnanimous attempt at giving this task our best possible effort at being “unconditional”. This approach to respect is the diametrical opposite of judging a client family as being “weird” a “kook” or “impossible” or “high maintenance.” We don't have to like them, we have to respect them.

Some thoughtful steps in respect:

1. Accepting the Client Family

All of us in this honored and beloved profession have thought about the important concept of acceptance and the role it plays in the funeral interview and funeral experience. As helping people funeral professionals cannot NOT think about acceptance. It is one of the core values that is inherent in our profession and has been a hallmark of our great profession for hundreds of years. Most funeral professionals are accepting people, but not all.

Basically, to me acceptance of others means treating the client family as an equal and regarding their thoughts and feelings with sincere respect, equal with my own thoughts and feelings. BUT. It does not mean agreeing with them; it does not mean thinking or feeling the way they do; it does not mean valuing what

they value. It is, rather, the attitude that the client family has as much right to their ideas, feelings, and values as I have to mine, and that as a funeral professional, I want to do my utmost to understand their life in terms of their ideas, feelings, and values rather than in terms of my own. In reality this is not in the least a simple and task assignment, but it is an extremely valuable attitude to strive for.

As mentioned such an attitude is often difficult to maintain and even more difficult to communicate when confronted with the “difficult/dysfunctional” client family, which seems to be growing in numbers year by year. The naïve concept that all bereaved client families are like the “Walton’s” on television is simply a myth. The “Walton’s” was a television program, complete with make-up, costumes, memorized lines, props, and predetermined life situations. The “Walton’s” have ended up on celluloid which can be repeated time after time, year after year. There was nothing real about that program in the least. It is the rare 2015 American family that would mirror the ideal of the “Walton’s” – they are out there, many of us wish for this type of life, but it and they are rare.

I have encountered many different family situations over the years. Some have inspired me as to the limitless possibilities of the human spirit to prevail against the greatest of odds and obstacles, and some have been so complicated, so dramatic, so dysfunctional, that I would just leave the funeral home shaking my head, and hoping that I was good enough to “get through this.”

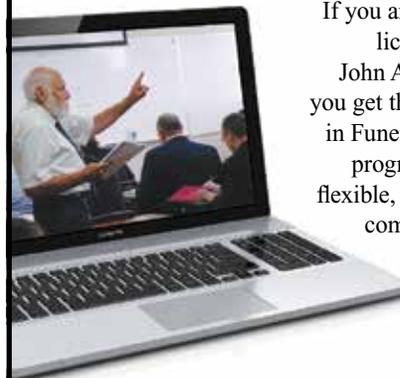
Client families may be highly emotional or highly intellectual, or the stellar opposite; they may be crystal clear to me or not; they may seem “good” to me or “bad – or even ridiculous and incomprehensible. However as a professional I try (fail many times) to report to myself what I have received from the client family, and no matter what, I attempt to treat whatever they say with respect and the client family as of equal worth with myself. I don’t always succeed, but I make the attempt and many times the attempt is exhausting and just flops.

Another very important aspect of acceptance is the ability to treat as a respected equal someone of another culture, race, color, or faith. This funeral professional attribute and attitude of our hearts is all the more

important and magnified as we watch the globe literally shrink before our own eyes. Acceptance does not require strong liking, but acceptance is undoubtedly impossible when strong dislike is present. We cannot truly help a person we cannot accept and/or strongly dislike, in my opinion, and there appears little of anything anyone can do to change the perverted world view of a bigot.

The inability to accept someone may occur even when cultural differences are absent. An honest, authentic, true incompatibility of personalities may exist – I know this has happened to me, and it still happens to me. In short, in the funeral experience we should strive to be able to first and foremost accept ourselves – our ideas and feelings as well – and to act accordingly (if we accept ourselves usually accepting others becomes much easier). Our range of acceptance may or may not broaden with time and maturity, we might well be stuck, but in the end the truth is we can help only when we can accept – there is no way around or a detour to this helping truth in respectfully accepting another person and their feelings.

ON-LINE ASSOCIATE DEGREE IN FUNERAL SERVICE



If you are interested in becoming a licensed funeral professional, John A. Gupton College can help you get there. The Associate Degree in Funeral Service is an accredited program. Our online program is flexible, career-focused and may be completed in 12 or 16 months. Financial Aid is available.

For information concerning cost and program call 615-327-3927, go to our website at guptoncollege.edu or email admissions@guptoncollege.edu.



JOHN A. GUPTON
COLLEGE

1616 Church Street | Nashville, TN 37203
615-327-3927 | www.guptoncollege.edu

2. Genuine Liking – A Key in Creating Respectful Rapport

A genuine liking for people is a gift from heaven. We are either born with it or we are not – it is terribly difficult to fake. Those upon whom the gift was not bestowed are neither better nor worse than other people but they do lack a trait highly valued in a helping profession such as funeral service. If our personal preferences lead us to great interest in say machines, plants, animals, abstractions, or whatever, but not to people, we should indulge and foster such preferences – but probably steer clear of funeral service. Some professions do not demand and some even exclude a genuine liking for people. However, for those of us in funeral service a genuine liking of people is essential and it is a real asset in establishing respect.

The funeral professional who genuinely likes people tends to be optimistic about humankind. They feel involved with those about them whether this is person to person or, indirectly, through service to the wider community. The genuinely liking funeral professional tends to be tolerant of people's weaknesses and foibles but they are also convinced that people have it within them to act heroically and selflessly. The funeral professional who feels genuine warmth toward people likes to learn about them and their behavior, their motives and reflect upon their inner life.

The “people liking” funeral professional tends to delight in professional literature and human psychology. This type of respectful funeral professional stays clear of pettiness, gossip, and acrimony. If this funeral professionals liking for the human race is indeed genuine, he/she usually does not have a particularly strong insecurity to be liked in return, in other words this respectful professional has learned and accepted the wisdom lesson that you cannot be all things to all people – never under any circumstances, but we can try.

CASE STUDY:

Throughout my career I have encountered some of the finest, most outstanding human beings imaginable. From this single aspect of a lifelong career I have been most blessed. One personality, one human being emerges as a true contender for the winner of Todd Van Beck's most respectful human being award, and that person was the late Mr. Ralph S. Turner, who

owned A.S. Turner & Sons Funeral Home in Decatur, Georgia. Ralph and I were good buddies and he and I spent many hours together discussing the philosophies of the world.

Ralph Turner was a wonderful man and he genuinely liked but most importantly he respected all people. Here is an example – nothing earth shattering, nothing overly dramatic, but abundantly human.



Ralph and I were traveling together, going somewhere, and Ralph was driving. We were on a terribly busy street in Atlanta, and the traffic was horrendous. Down the street from where we were was a huge city transit bus that was trying to dodge traffic, trying to pick up passengers, trying to drop them off, and then trying in vain mostly to get back into traffic easily. The other drivers were shaking their fists at the bus driver, honking their horns, coming dangerously close to hitting the bus itself, cutting off the bus – it was just a mess, until Ralph Turner pulled up behind the bus.

Ralph flashed his headlights, and took his hand and waved the bus to pull out in front of us saying as if he was talking to the bus driver one on one; “Go ahead my friend, you’ve had enough trouble today”. I sat in the passenger’s seat and was witness to a great example of simple, authentic, and free human respect take place. I looked at Ralph and said, and I quote, “Ralph, I will never be as kind and nice a person as you are.” Ralph said nothing in return, and we just continued on our journey letting the bus go in front of us for the rest of our trip.

When is the last time you have had someone be that respectful to you? Here is a challenge. Go purchase small note pads, hand them out to your work associate with a small pencil, and ask the group and yourself for one week to write down every respectful gesture or action that they do with another human being. In a week have everyone read their list, and see what is the outcome? Hopefully everyone will have pages

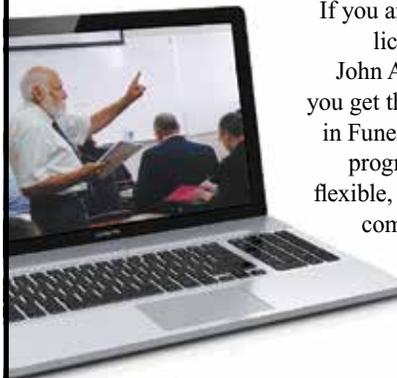
of things they did to show respect to another human being. Hopefully that is.

We live in a very cold universe at times. We live in seemingly very cynical times. We live in a world that appears to be addicted to the negative and in proclaiming the negative in every which way possible.

Basic human respect in such a complicated impersonal climate, in these particular times in history is definitely a difficult task. However it is my firm conviction that our beloved profession has indeed encountered difficult times in our long and rich history of service to humanity, and in the end our beloved profession has always prevailed. To be sure we have prevailed with the scars and wounds, with some warts, and blemishes, but we have prevailed.

The prevalence of our beloved profession, in the end I believe firmly, is always, and has always been attributable to the basic respectful decency of the average, typical, funeral professional who holds tight to the worthy mission of being one and at the same time the caretaker of the dead and the caregiver to the living. It is indeed an honorable calling.

ON-LINE ASSOCIATE DEGREE IN FUNERAL SERVICE



If you are interested in becoming a licensed funeral professional, John A. Gupton College can help you get there. The Associate Degree in Funeral Service is an accredited program. Our online program is flexible, career-focused and may be completed in 12 or 16 months. Financial Aid is available.

For information concerning cost and program call 615-327-3927, go to our website at guptoncollege.edu or email admissions@guptoncollege.edu.



JOHN A. GUPTON
COLLEGE

1616 Church Street | Nashville, TN 37203
615-327-3927 | www.guptoncollege.edu

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

Aftercare.com Announces Expansion into Canada

CLINTON, NC - August 13, 2018 - Aftercare.com, the automated follow up program for funeral homes and cemeteries, today announced they are expanding into Canada. Aftercare.com has grown to serve firms in all 50 states and adding the ability to serve Canada further demonstrates their commitment to giving funeral professionals an effortless way to stay in touch with the families they serve, resulting in higher customer loyalty.

“The decision to extend our services into Canada was a logical step. Canadian firms face the same challenges as their US counterparts when it comes to following up with families. Despite good intentions, they don’t have time to do it consistently,” said Ellery Bowker, CEO and founder of Aftercare.com. “We’ve had a lot of interest from funeral homes and cemeteries in Canada and today we’re happy to announce that we can now serve them,” he continued.

The popular Aftercare Card program which sends four cards plus a survey to families during the first year following their loss is also available in French to accommodate firms in Canada that serve families who speak French.

The funeral business is getting more competitive each day with new providers and options for consumers. Having loyal families is the cornerstone of a successful funeral home or cemetery and there is no better way to build that loyalty than following up with the family after the service is over.

Canadian funeral homes and cemeteries can visit Aftercare.com to sign up for the service or to learn more.

About Us

At Aftercare.com, we come to work to solve a big problem in funeral service today. Funeral professionals want to follow up with their families after the services are over but just don’t have time, or have tried and just couldn’t keep up. It’s more difficult than it seems to focus on at-need families and still show previous families you are thinking about them.

In years past, funeral directors have tried sending out cards during the holidays or on the anniversary of the loss but, despite the best intentions, we unable to keep up.

At Aftercare.com, we understand this problem and what’s at stake for any company that doesn’t serve the customer after the sale. In short, we know that if you “Remember your families, they’ll remember you!”

Today, we provide the Aftercare Card Program as a welcome answer to this continual problem. This automated solution sends four cards plus a survey during the first year, at a cost that has been called a “no-brainer.” We love hearing that!

Since launching in 2015, thousands of funeral professionals are following up and letting families know they are thinking of them on those difficult days in the first year, all automatically. Many are even generating preneed leads just by following up.

If you’d like to talk, we’re easy to find. For more information, visit www.aftercare.com

Contact

Ellery Bowker
1-800-721-7097
ellery@aftercare.com



Grow Your Business Naturally



Willow Carrier with Shroud
Carriers \$295, Shrouds from \$149



6-Point Bamboo Coffin
\$495 Flat-Packed



Seagrass Casket
\$799

Suitable for Burial or Cremation

Caskets and Coffins
include Standard Ground Shipping

Nested Sets and Volume
Discounts Available



Booth #1307

PASSAGES®

Embracing Change

Since 1999



(888) 480-6400 • www.PassagesInternational.com

Passages International, Inc. was founded in 1999, as the now rapidly growing trend for greener funerals was at its earliest stage. While many companies now offer some green funeral merchandise, Passages is dedicated to providing sustainable choices. We design and produce many of our own products, and stand behind them. Our quality and service are unsurpassed. The breadth of our offerings is unavailable anywhere else.

Passages is a family owned and operated business, and we have over 75 years of combined service to the funeral industry. Our family has been serving the funeral needs of communities in Northern New Mexico and Southern Colorado for almost 50 years.

We are proud to be approved by Green America as a socially and environmentally responsible business. You can read more about Passages' business practices in our Green Statement below. We are also a member of the Green Burial Council, an organization working to make burial more meaningful, simple, and sustainable, and have been a member since their inception. We offer by far the greatest variety of funeral products that have been approved by the Green Burial Council.

A growing number of people are looking for greener funeral options. Passages offers the most complete selection of sustainably produced and biodegradable urns, caskets, and memorial products. We are dedicated to offering personalized options to families who desire environmentally-friendly choices for their end-of-life rituals.

We began the company by providing affordable and environmentally-friendly options for families who chose to have a more eco-conscious ritual for their loved ones. Our urns offered an alternative to the cardboard and plastic box containing a loved one's cremated remains that was typically given to grieving families who did not select an urn.

Now, in addition to our biodegradable Earthurn Collection, we offer biodegradable water burial urns, scattering tubes, eco-friendly caskets, keepsakes and remembrances, and pet loss products. All of our products are produced using sustainable processes and materials.

National Museum of Funeral History 24th Annual Charity Golf Classic Raises \$600,000

The National Museum of Funeral History recently held their “24th Annual Charity Golf Classic” at the Kingswood Country Club as 94 sponsors, 375 players and 40 volunteers all collectively helped to raise over \$600,000 for the event. The continued support each and every year helps the museum to continue its mission in “educating and informing” the general public on the funeral service profession and its history.

The event began Sunday evening with a “Welcome Reception” hosted at the Museum located on the campus of Commonwealth College, Houston, Texas. Colleagues, guests and sponsors enjoyed the fellowship and networking opportunity as well as viewing all of the highly educational exhibits provided by the Museum. The highlight of the evening was the “History of Cremation” exhibit as well as the “Tribute to Roy Rogers” artifacts display and 1963 Pontiac Bonneville. Monday morning began with a lite breakfast and check-in as the rain clouds hovered all around, however, the morning gave way to moderate sunshine and a fun day of golf on all 3 of the Kingswood’s championship courses eventually prevailed. Everyone managed the altered accommodations very well, as the entire country club was undergoing renovations, thanks to hurricane Harvey from 2017. Making it a unique experience for all who attended.

We look forward to seeing everyone again and hope to see new faces in the crowd at our 25th Annual Charity Golf Classic on May 20th 2019. Save the Date! For more information visit www.nmfh.org or Contact Genevieve Keeney at 281-876-3063



National Museum of Funeral History’s “Cremation Exhibit” which features a replica of the first Crematory in the U.S. which was the LeMoyne Crematory from 1876 in Washington, PA.



The interior of Roy’s Bonneville is lined with hand-tooled leather. The top of the dash is encrusted with 150 silver dollars. To accommodate an extra front-seat rider, a silver saddle is placed between the bucket seats, decorated with rhinestones and 150 silver dollars on the black leather around the saddle seat. On the back of the front seats are two pistols and holsters and belts with bullets in case rustlers show up unexpectedly. That’s a lot of bling!

“A Tribute to Roy Rogers” is a special exhibit presented by NMFH.... Shown here is the 1963 Pontiac Bonneville convertible, the ultimate statement of cowboy chic, once owned by Roy Rogers.





NMFH President, Genevieve Keeney with Naomi Brown and Erika Holley touring the exhibits



Playing the Charity Tournament "Patriotic Style!" Red, White and Blue was the "Star Spangled Banner" theme for this colorful group!



A record number of Golfers played the "Charity Golf Classic" throughout Kingswood Country Club's 3 championship courses....Enjoying the tournament: (L-R) Steve Gackenbeck, Tim Ryan, Thomas Pontone, Michael Eddy and Len Webber



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



Imperial 2.0 Cemetery model
 (3-IMP5502SK2.0)



Master Cemetery model
 (3-MAS49015K)

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.





Tennessee FDA Holds Successful 115th Annual Convention Elects Justin Jeffers, President

The Tennessee Funeral Directors Association and the Tennessee Funeral Supply Sales Club collectively held their 115 Annual Convention at the Embassy Suites in Murfreesboro, TN. The convention featured a number of top industry speakers, professional exhibits, memorial service, ice cream social, silent and real fund raising auction, golf tournament and the annual closing banquet. The convention also gave the attendees the opportunity to earn up to 10 continuing education hours.

The TFDA Business Meeting was held Monday morning and elected the new slate of officers for the 2018-2019 year. The new officers include: TFDA President Justin Jeffers, Greeneville, TN; Vice President, Randy Nash, Gallatin, TN; Secretary- Treasurer, Marc Sims, Dyer, TN; Past President, Brad Ridgeway, Paris, TN; TFDA Director West, Patrick Williams, Newbern, TN; Director East, Mitchell Kyker, Harriman, TN and Laura Farrar Cantrell, Dandridge, TN; Director Middle, Mandi Marlin, Franklin, TN and NFDA Policy Board Representative, Chris Christian, Rogersville, TN.

Upon the conclusion of the TFDA Business meeting, the association presented the well deserving “50-Years of Service” pins to Todd Van Beck, John A. Gupton College, Nashville, TN; John McNeil, Sneedville, TN; Kathy Hunter, Hunter Funeral Home, Watertown, TN and Mike Hunter, Hunter Funeral Home, Watertown, TN.



The convention had several informative speakers which included Mr. Jack Lechner, CFSP, CT President & CEO Cincinnati College of Mortuary Science, with his impressive presentation on “Arlington National Cemetery, Restoring the Honor.” Immediately following Mr. Lechner was an interesting seminar from Kenneth

Howe, “The Professional Car Society & the Preservation of Funeral Service Transportation: The Golden Age of the Funeral Home Fleet- From the Horse to the Automobile.” The final presenter was Mary Russell, Professional Management Developer with Matthews-Aurora Funeral Solutions who highlighted “2018 – A New Year Identifies New Leadership.”

The Closing Banquet featured the Esteemed Wall of Fame recipient which was given to Jerry E. Smith of Athens, TN.

*“He is a man of integrity, a man of respect, a man that is held in high esteem not only by his community but by his peers, those who he has rubbed shoulders with for nearly sixty years.”
Tonight we honor a native of Athens, Tennessee: Mr. Jerry Smith*



Also during the Closing Banquet, Bob Cortner presented to Justin Jeffers, on behalf of the Independent Funeral Group, a check in the amount of \$10,000 in appreciation to TFDA and its members and staff.



The Tennessee Funeral Supply Sales Club held their annual membership meeting during the convention and elected for the 2018-2019 year their new officers and directors. Dan Garner was elected President succeeding Immediate Past President Tripp Byrd. Other officers and directors included: Phillip Anglin, 1st vice-president; Mike Smalley, 2nd vice-president; Danny Hurt, secretary-treasurer; David Akard, 1-year director; Jackie Purcell, 2-year director and Tommy Spears, 3-year director.



Upon conclusion of the convention it was announced that the 116th Annual Convention will be held June 2-3, 2019, at the "Wilderness at the Smokies Resort Family Lodge" in Sevierville, TN with the display exhibits adjacent from the Resort at the Sevierville Convention Center. Wilderness at the Smokies includes a themed Indoor and Outdoor Water Park as well as a 36-hole championship golf course. The theme for the 2019 convention will be "Putting Families First." Please Save the Date!



A special thanks to Debra and Terry Cain for their efforts to host and sponsor the annual TFDA Memorial Service



Many thanks to Investors Heritage Life and Garth Waterfield for hosting the "Joint Luncheon" inside the exhibit hall this year



Atlantic Coast Life once again, sponsored the always popular "Ice Cream Social" following the opening night of the exhibits. (L-R) Don Lucas, Bill Scarborough, Charles Sanders and Whitney Feagin



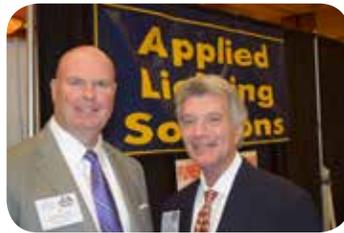
Past president, Tripp Byrd (left) passing the gavel to Dan Garner as incoming president of the Tennessee Funeral Supply Sales Club for 2018-2019...Do I hear an audit coming!



The 2018-2019 officers and directors for TFSSC - (L-R) Danny Hurt, David Akard, Dan Garner, Tripp Byrd, Michael Smalley, Jackie Purcell and Tommy Spears



Golf and Luncheon Sponsor Wilbert Vault (L-R) Michael Smalley, Jackie Purcell, Thomas Phillips, Randy Milliken and Danny Hurt



ASD Mobile 3



"Our family owned business protects your reputation for excellence in the communities you serve. Like our funeral director clients, we are committed to fostering a business culture of absolute integrity and transparency."

The Czacher Family



The Answering Service in a Class of its Own

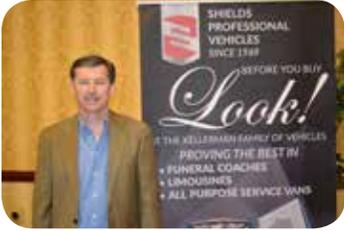


THINKING OUTSIDE THE BOX... BY PUTTING IT ALL IN THE BOX.

- Customized Marketing Tools That Take Your Funeral Home To The Next Level
- Tailor Made "Events In A Box" That Are Specifically Designed To Simplify Your Funeral Home's Outreach Programs
- Funeral Home Staging Made Easy With Our Holiday & Seasonal Boxes
- Magnify Your Vision with Rich Print Marketing Designs

www.TrouvailleLLC.com
TrouvailleDesignTeam@gmail.com
(814) 460-9170

TRUUVAILLE
CREATIVE CONCEPTS & DESIGNS, LLC



Wanted: Used Motorcycle Hearse and Motorcycle or Motorcycle Trike.
 Destination, Funeral Home in Louisiana. Call 404-312-6640

2011 S & S White 6 Door Limo. 20969 Miles. Life New inside and out.

Call 843-332-8122.



"Quality Supplies Where the Price is Always Right"

912-309-9295

www.wardstransportservice.com

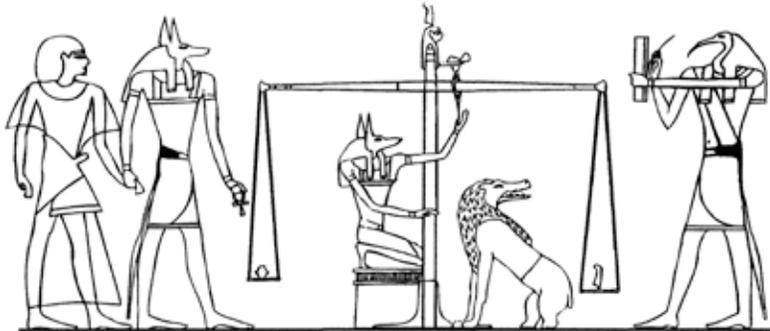
**1958 DESOTO
 HEARSE/AMBULANCE COMBINATION**



Siren - Lights - Heater, Everything Works
 Never Restored, Always Adored. \$29,950.00



**2017
 CHRYSLER
 PACIFICA
 REMOVAL READY**
 Leather with
 Automatic Doors
 6k Miles
 Why BUY New?
 Save \$5000.00
 \$34,950.00



When you weigh the options

**YARBROUGH MORTUARY
 SERVICES**



The right choice
 1-877-664-2802
 Jackson, TN



REMOVAL, EMBALMING, OVERLAND TRANSPORTATION
 Linda Yarbrough, Office Manager
 Brandon Yarbrough, Licensed Funeral Director & Embalmer

August 2018 Ad Index

Ambulance & Coach Sales	27	www.amb-coach.com
Answering Service for Directors	43	www.myasd.com
Cherokee Child Caskets	29	www.cherokeechildcaskets.com
C&J Financial	11	www.cjf.com
Columbian Financial Group	33	www.cfglife.com
Custom Air Trays	48	www.customairtrays.com
Dallas Institute/Pierce Colleges	47	www.dallasinstitute.edu
Eagle's Wings Air	15	www.ewacares.com
Frigid Fluids	37	www.frigidfluid.com
FuneralCall	3	www.funeralcall.com
Funeral Service Foundation	13	www.funeralservicefoundation.org
John A. Gupton	31, 33	www.guptoncollege.edu
Matthews-Aurora Funeral Solutions	17	www.matw.com
Ogeechee Technical College	36	www.ogeecheetech.edu
Passages International	25	www.passagesinternational.com
Physicians Mutual/Precoa	2	www.physiciansmutual.com
Service Casket/SICH	22, 23	www.sichcasket.com
Shields Southeast Sales	5	www.myhearse.com
Thacker Casket Company	25	www.thackercaskets.com
Trouvaille Creative Concepts	43	www.trouvailleLLC.com
United Midwest Savings Bank	9	www.umwsb.com
Vantage Products	21	www.vantageproducts.com
Ward's Funeral Services	45	www.wardstransportservice.com
Yarbrough Mortuary Services	45	www.yarboroughmortuary.com
Youth & Funerals	20	www.funeralservicefoundation.org

Online and On Target

Associate of Applied Science Degree

Get your Career on Target! Earn your Associate of Applied Science degree entirely online at Dallas Institute of Funeral Service.

- ⦿ Identical to the on-campus program, taught simultaneously
- ⦿ Affordable & Convenient
- ⦿ Approved in 49 states



dallasinstitute.edu

DALLAS
INSTITUTE
OF FUNERAL SERVICE
The Wilbert Group

Graduating Professionals of Distinction

Visit www.dallasinstitute.edu to apply online or learn more
214.388.5466

Him Jardy:
He's really, really,
really ridiculously
good looking.

Custom Air Trays:
A model air tray supplier.



1-800-992-1925 | CustomAirTrays.com

© Custom Air Trays



Him Jardy:
*The ultimate
wingman.*

Custom Air Trays:
Your victorious air tray supplier.



1-800-992-1925 | CustomAirTrays.com

© Custom Air Trays

