



Inside This Issue

05

EDRS News

Legislation introduced to fast-forward EDRS Implementation.

10

Murphy Strong

Doctors never thought this Upstate-NY funeral director would walk again after he was hit by an SUV while riding his motorcycle.

26

Preneed Strategy

Earlier this year, a funeral home in Wisconsin received national attention after they held a "Pizza and Preplanning" seminar.

NYSFDA Officers

Wesley A. "Andy" Powell, CFSP
 President
 Amityville | 631-691-0172

Jeffrey A. Jennings, CFSP
 President-Elect
 Penfield | 585-381-3900

Richard J. Sullivan
 Secretary / Treasurer
 Cornwall-On-Hudson | 845-534-9424

Walter J. Kent
 Immediate Past President
 Elmira | 607-734-5368

Douglas R. Brueggemann
 Continuing Past President
 East Northport | 631-368-1235

Michael A. Lanotte
 Executive Director
 800-291-2629

Randy L. McCullough, CAE
 Deputy Executive Director
 800-291-2629

Bureau of Funeral Directing
 518-402-0785

DIRECTIONS is published by
 the New York State Funeral
 Directors Association, Inc.

© 2018 all rights reserved

1 South Family Drive
 Albany, New York 12205
 p: 800-291-2629
 f: 518-452-8667
 www.nysfda.org
 email: info@nysfda.org

Please send all contributing articles,
 photos and story ideas to
 rana@nysfda.org.

DIRECTIONS Magazine Schedule:
 The May 2018 print publication dead-
 line is April 16th. If copy is not received
 by that date it will be saved for an
 upcoming *DIRECTIONS* issue.

Follow NYSFDA on



Member Directions



HONOR GUARD TRAINING

Recently, the **Gilpatric-VanVliet Funeral Home**, in Ulster Park, hosted a training session for 45 honor guard members from 12 law enforcement agencies in Albany; Delaware; Greene; Putnam; Rensselaer; Rockland; Ulster; and Washington counties. The event was planned by **Ulster County Sheriff's Honor Guard** leader **George Hill** and funeral director, **Harry VanVliet IV**, who retired as Captain of the Ulster County Sheriff's Criminal Division and a former Sheriff's honor guard member. Following a discussion of funeral director/honor guard operations, attendees reviewed unit protocol and procedures and honed their skills using funeral home equipment, including a casket and funeral coach provided by VanVliet. Following their training at the funeral home, attendees met at a local church where training continued.



A GOLDEN MILESTONE

Congratulations to **John Flynn** of **Cassidy-Flynn Funeral Home** in Mt. Kisco who is celebrating 50 years as a NYS licensed funeral director this month!



In Remembrance

Ambrose Charles Babella, 91, of Spring Hill, FL, passed away on December 30, 2017. Ambrose was the father of NYSFDA staff member, Linda Babella.

Janice W. Bowen, of Newtonville, passed away on February 11, 2018. Janice was the wife of 54 years to Arthur E. Bowen of Bowen Funeral Home. She served as office manager and chief obituary writer for their funeral home, retiring in 2007.

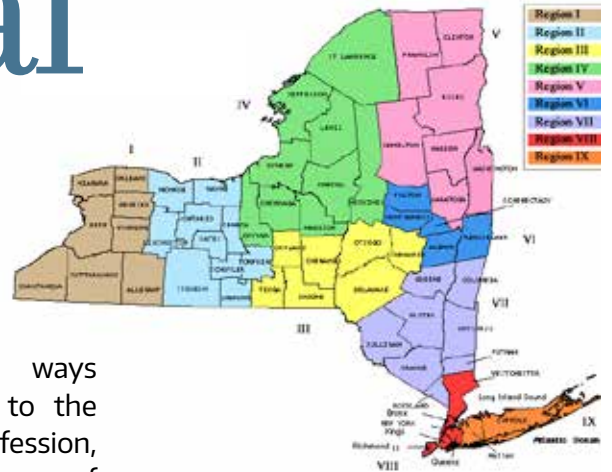
Lewis "Lew" G. Putnam, 85, of Palm Bay, FL, formerly of Scotia, passed away on January 7, 2018. Lew was the father of Richard Putnam of Mereness-Putnam Funeral Home in Cobleskill.

Franklin O.L. Steinberg, 83, passed away on January 12, 2018. Franklin was president and owner of Sunset Chapels in Manhasset and was a past State Director for NYSFDA and a board member of the Metropolitan Funeral Directors Association.

Donald Frederick Virkler, 87, died on January 7, 2018. Donald worked for the Virkler Funeral Home in Lowville until 1977 when he and his wife, Sylvia, opened the Donald F. Virkler Funeral Home in Lowville. They continued the business until selling it in 1988.

Emma Stiles Walkup, 102, passed away on January 25, 2018. Emma was the mother of Sally W. Baxter, wife of NYSFDA past president, Wayne C. Baxter of Fox Funeral Home in Forest Hills.

Presidential Directions



Of the many ways to give back to the funeral profession, volunteering is one of the most profound.

Volunteers are the fuel that powers NYSFDA both at the committee and Board level.

Our Board of Directors craft and execute the vision of NYSFDA. They are funeral professionals, like you, who believe in this Association and provide their knowledge and skills to further our mission.

Volunteering for NYSFDA over the last 11 years has been a wonderful and rewarding experience for me. I have also met many great people along the way, some of which have become life-long friends.

Perhaps you've been considering getting more involved too. Now is the time!

The purpose of my message this month is to notify you of and request your nomination for several regional director positions to be filled at the 2018 Annual Meeting:

- **Region 2** (light blue on the map above)
- **Region 5** (pink)
- **Region 9** (orange)

In addition, the following officer positions will be filled at the 2018 Annual Meeting as well:

- **President-Elect**
- **Secretary-Treasurer**
- **Immediate Past President**
- **Continuing Past President**

If you would like to submit your application online or download the form, please visit my.nysfda.org/SpecialBulletins [your member password is required].

All nominations must be received by the Association by **March 16, 2018**.

If you have any questions regarding the above, please contact **Kelly Deitz**, Director of Foundation and Core Programs. Kelly can be reached at **800-291-2629** or via email at kelly@nysfda.org.

See you around the state.

Wesley A. "Andy" Powell, CFSP



Did You Complete Our SURVEY?

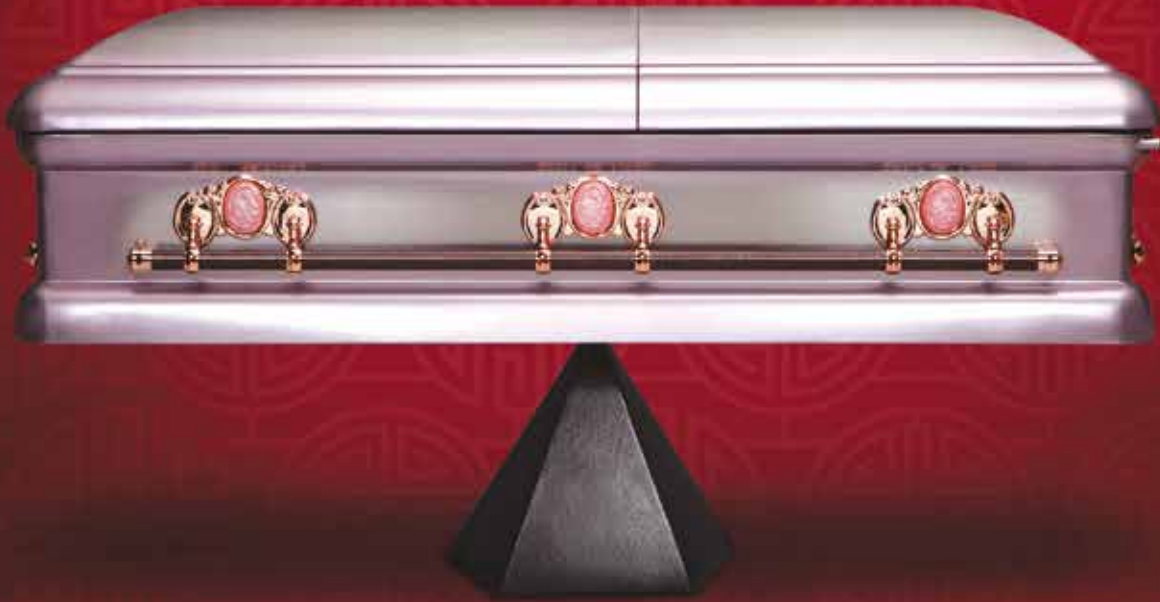
On February 1, firm owners and managers were emailed a link to the **2018 NYSFDA Survey**. The results will teach us all about funeral service trends in NYS and will be reported in August during NYSFDA's 2018 Convention. The survey should take approximately 30-minutes to complete, and by participating, you can be entered to win a **\$500, \$250** or **\$100** Amazon gift card. Questions? Contact Rana at **800-291-2629** or rana@nysfda.org.

Every casket you sell affects not just the family you're serving but also the family you're supporting. That means having to balance retail value with your own profitability, a difficult act...until Sich. In every respect, our caskets are equal to the best-known U.S. brands except



in price, which is half (or better) the cost of the domestics. So you can offer your families superior quality wood and metal caskets at prices they can more easily afford, while enjoying margins that will remind you of days long past. That's why so many funeral homes are putting Sich on a pedestal.

ACHIEVING PERFECT BALANCE BETWEEN YOUR FAMILIES' NEEDS AND YOUR FAMILY'S NEEDS.



ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.

Ask your distributor about Sich caskets, or call 888-317-1929 or visit www.sichcasket.com

Executive Directions



As reported last month, we are facing a new challenge as part of the multi-year national board exam issue involving AAMI and The Conference.

It is an issue that has garnered national attention, but for us, the impact can be boiled down to this - through an investigation and a now settled lawsuit between AAMI and The Conference, approximately 90 New York State licensed funeral directors who took the NBE between 2007-2013 have had their test score invalidated. This invalidation has resulted in the Bureau of Funeral Directing

issuing notices to these funeral directors advising them that will not be able to renew their license until they prove to the Bureau that they have a valid, passing grade on their NBE.

As a result of this mandate, I want to emphasize a very important point - this issue is bigger than those directly or indirectly impacted by the Bureau's action. It's an issue that impacts every single one of you! Here's why. Through this notice, the Bureau has effectively said to funeral directors: we, acting alone, and through nothing more than a registered letter, can take your license away. While in this instance it is based on invalidation of the NBE score, it sets a precedent for them to take this same approach in the future based on a different set of circumstances. This flies in the face of one of the most basic, long standing and fundamental rights we are all afforded . . . **the right to due process.**


Simply stated: we cannot let the Bureau proceed unfettered. Since I joined the team, our leadership has constantly reinforced the notion that one, if not the most important, priority for NYSFDA, is protecting your license. To us,

and me personally, this means ensuring each and every funeral director has certain protections when it comes to your license. No one should be able to deprive you of your license without first providing you with ample notice of any adverse action, copies of any evidence being used against you and the right to defend yourself from any alleged misconduct.

Therefore, whether you've been licensed for five weeks or 50 years, we believe the right to maintain the license you've earned and have practiced under is threatened by the Bureau's action. I urge you to keep this in mind and . . . if the time comes when we reach out and ask for you to lend your voice to the fight . . . to rise up and help protect what is yours.

Michael A. Lanotte

SAVE THE DATE!
NYSFDA Annual Convention
 Turning Stone Resort & Casino | Verona, NY | August 12 - 15, 2018



New Facebook Newsfeed Rules Announced

Why the quality of your Facebook content and your overall marketing mix matter more now than ever.

Ready for the good news? If you are a Funeral Innovations or Growth Engine customer we are always optimizing your high-quality and engaging content for the latest Facebook rules. If you are not a client yet – let's get started! We make it easy by providing software and content to reach the right people in your community with the right messages at the exact right time.

ABOUT FUNERAL INNOVATIONS

Since 2007, Funeral Innovations is proud to work with the best, most progressive firms in the death-care industry; providing affordable, end-to-end digital marketing services. Funeral Innovations creates high-quality content for death-care firms and uses their proprietary, cloud-based software to custom brand and distribute the content via Facebook posts, Facebook ads as well as through email and newsletter marketing and after-care content that continues to serve your community. Additionally, Funeral Innovations specializes in creating death-care related websites that offer services such as online arranging, e-signature technology, online obituaries, tributes and a healing registry.



Funeral Innovations can provide 15 customized, automated posts per month, each branded with your funeral home logo. **NYSFDA**

members receive 25% off - an annual savings of \$600. Promotional offer ends **March 31, 2018**. Visit my.nysfda.org/advantage to learn more.



By Amanda Jones, Funeral Innovations

Facebook made a huge announcement recently about the way it chooses what is shown in users' newsfeeds. Facebook's VP of Newsfeed, **Adam Mosseri**, boils it down in an interview with **Wired Magazine**: "The new algorithm will favor content that draws a lot of comments over posts that are popular, but don't elicit comments ... it's really about creating more good-helping newsfeed become a place where there's a vibrant, healthy amount of interaction and discussion."

So, what does this mean for your funeral home or cemetery? Content that drives meaningful social interaction is more important than ever. Companies that pay to show ads on Facebook will not be affected; although they do expect people to spend less time on Facebook overall and for the cost to promote ads to rise over time – meaning effective and targeted ads will become more important than ever.

What this means to you is organic posts that drive engagement (comments and discussions) and create an overall sense of well-being will be favored.

The implication is that funeral and cemetery companies should not rely only on Facebook ads – but balance their efforts between Facebook (both ads and posts), website, email marketing and nurturing with quality content. Content that is likely to generate discussions deeper in meaning, with open-ended questions and spur conversations.

So, in short – it's important to make your marketing efforts count! You can deliver meaningful content that builds community with creative and thoughtful content in a variety of ways – and keep your company top of mind when it matters.

Government Directions

Legislation introduced to fast-forward EDRS Implementation



By Randy L. McCullough, CAE,
Deputy Executive Director

At the request of NYSFDA, legislation aimed at expediting the implementation of the New York State Electronic Death Registration System (EDRS) has been introduced in both the State Senate and Assembly. The bills (S.7630 and A.9837) are sponsored by **Senator Cathy Young** (R-Olean) and **Assemblyman Phil Steck** (D-Colonie).

NYSFDA drafted and initiated this legislation – our #1 priority for 2018 – as a result of understandably increasing frustration among members who have seen little, if any, effort on the part of some health care facilities and/or their physician staff to convert from the current antiquated paper-based death registration system to an electronic one. The 2013 law required the system to be up and running by January 1, 2015.

As we know all too well, the process of filing death

certificates requires the active collaboration of many parties, and, without the commitment and participation of all these important stakeholders, EDRS simply cannot fully be implemented and serve as intended. This is especially frustrating to many of our members, who continue to finance EDRS through a mandated \$20 fee for each burial permit issued to them – even though the system is not yet close to being fully implemented.

While we recognize that progress has been made in certain areas of the State – with 50% of death certificates now being filed electronically – broad-based, deep implementation is not yet close to being fully realized.

NYSFDA'S BILL WOULD:

- **Set a firm date of 60 days following enactment for “full implementation” of NYS EDRS.**
- **Ensure the assessment of penalties by the NYS Department of Health (DOH) on any party that does not comply with EDRS usage requirements.**
- **Eliminate the \$20 burial permit fee assessed on funeral firms as of that same date.**

Birth certificates have been filed electronically in NYS for several years. It is well past time to ensure EDRS is fully implemented.

If you haven't heard from us already, NYSFDA staff will be reaching out to ask that you contact your State legislators to request their support for including our proposal in the final 2018-2019 State Budget, which will be adopted by April 1, 2018. We appreciate your help as part of our Government Affairs Action Team (GAAT)!



Welcome to the Family

Please join us in welcoming the newest addition to the staff at NYSFDA -

Scott Henderson!

Scott serves as our **Government Affairs Assistant**, working directly with Randy McCullough. A native of Malone, Scott studied Political Science at the College of St. Rose and has been involved in government relations and government affairs work since 2013.

National News



Groups increase effort to require posting of GPLs on funeral home websites.

Two national groups are advocating that the U.S. Federal Trade Commission's (FTC) "Funeral Rule" be amended to require funeral homes to post their **General Price Lists** (GPLs) on their websites.

The **Funeral Consumers' Alliance** and the **Consumer Federation of America** have taken the position that the FTC should extend the requirement for paper itemized price lists to the Internet so as to encourage comparison shopping.

They are basing this in part on the results of a joint study they conducted and released in January 2018: 16% of funeral homes with websites in 25 small- and medium-sized state capitals (not including Albany) posted price information on their websites.

It is noteworthy that no other business or profession is required by

Federal law to post prices on their website. Of the 50 states, only California has passed a law requiring funeral homes to post their GPLs on their websites.

Arguments against mandating price posting online include that it should be up to an individual funeral director to voluntarily decide whether to do so based on his or her competition, and that consumers should not choose a funeral home or make goods/services selections based solely on price.

The FTC is expected to initiate another of its periodic (every 10 years or so) reviews of the "Funeral Rule" either later this year or early in 2019. It is at that time that comments will be solicited on this and possibly other proposed changes to the regulation first promulgated in 1984. Unless, of course, action at the state level takes place first.

WHEN YOU SELL A FUNERAL HOME TO A FAMILY MEMBER . . .

. . . you can be proud that a family tradition will continue and that you've set your loved one up for success. This type of sale can also be ideal for those who want to continue to be involved in the business, without the demands of ownership. For many owners, selling to a family member can help them achieve their goals as they transition to the next phase of their life or career.

AFC has the resources and expertise to assist you both through this process by negotiating an affordable sale price at mutually agreeable terms, securing a lender, and ultimately facilitating a transaction that rewards your hard work, while ensuring the success of your firm and continuation of the legacy you've built.

How can AFC serve YOU?

- Business Appraisals
- Sales & Acquisitions
- Business Plans
- Minority Stock Assessments
- **Plus**, many more services to suit your business goals!



Melissa A. Drake
CEO/President

Kathy D. Williams
CIO/Secretary
Treasurer



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

When was the Last Time you “Celebrated” your Firm’s Success with Your Staff?

By Melissa A. Drake & Kathy D. Williams

Your work as a funeral service professional is demanding, both physically and emotionally. To avoid professional “burn-out,” it is important for you and your staff to recognize and acknowledge the difficulties of your work and to mutually and regularly share your thoughts and emotions.

How did each of you personally handle a tragic death of a young child? A suicide? An overdose? It is vital to discuss how these types of deaths affect you all as individuals and as professionals.

Recognize that certain situations can adversely affect your mental wellbeing and that of your staff – so, take a few moments to discuss your thoughts and emotions – talk about what you and your staff may have done that was effective in dealing with the families served. And, beyond what you did for the family – did you and your staff provide support to each other?

Remember to set aside some time to talk about the things you and your staff have done well. Showing appreciation and celebrating small achievements is the key. Don’t wait for some momentous occasion to offer praise or commendations. Take some time to reward yourselves after serving a particularly difficult family or handling a traumatic death.

Perhaps there was a quick-thinking employee whose prompt action averted an undesirable outcome. Fresh coffee and bagels on a quiet morning or a pizza brought in for lunch, along with a pat on the back or a “hey, you handled that difficult family really well!” can go a long way in letting your staff know that you’re aware of their action and that they have performed well. Such recognition helps to build camaraderie and morale and it supports your staff in their efforts. In addition, the positive feedback helps to keep them motivated and makes them feel that they have a vested interest in the reputation of the business and the services you provide.

Of course, it is equally important to discuss the things that went wrong. It is admittedly difficult to tackle these issues, especially if you never have



anything positive to say to your staff. When balanced with recognition of the “good stuff” they have done, it is easier and more productive to broach topics such as “what went wrong” and “what could have been done differently?”

You can’t learn from mistakes if they aren’t appropriately addressed. So use these mishaps to develop new and better ways to handle similar situations in the future. Open and non-threatening communications can yield great results.

So make yours a work environment in which you all learn from your experiences – successes, mistakes and failures – by addressing them all in an open and non-judgmental environment. This will result in a strong “team” approach and ultimately will yield better service to your families in the future.

EDITOR’S NOTE: Melissa A. Drake is COO and president and Kathy D. Williams CFO and secretary/treasurer of American Funeral Consultants (AFC). AFC and NYSFDA are now working together toward our common goal of improving funeral service and helping guide funeral professionals down the path to a higher level of success. **NYSFDA members receive a 10% discount** for AFC services! Learn more: my.nysfda.org/advantage.

By Edward Munger Jr.

Murphy Strong

Doctors never thought this Upstate-NY funeral director would walk again after he was hit by an SUV while riding his motorcycle. Five years after the crash, **David Murphy** is doing the impossible!



David Murphy wasn't expected to live after suffering life-changing injuries in a 2013 motorcycle accident.

Murphy was riding along a country road when an SUV ran a stop sign and hit him broadside.

The second-generation, Upstate-NY funeral director was airlifted to **Strong Memorial Hospital** in Rochester.

He survived.

A severed spinal column, multiple organ injuries, smashed ribs and a crushed leg, among other injuries, left him with a one-percent chance of ever walking again.

A few years later, he walked the course of a 5K benefit event to raise money for charity.

He's the type of person who hates it when people say he can't do something.

Murphy, 50, just keeps telling himself 'I'm going to do it.'

"That's how I've gotten through this whole thing," said Murphy, who served as a firefighter for the **Newark Fire Department** and as a member of the **Newark Rotary**.

Since the crash, the avid outdoorsman, who ran a fishing charter service called "**Fishin' Mortician**," has made it back to the water for fishing.

He's been hunting for turkey and deer and he's tagged both since the crash.

Murphy has drawn hundreds of people to blood drives and, by sharing his story, he's helped raise money for healthcare concerns.

Now, he wants to climb the staircase at the Empire State Building to raise money for a needy charity.

SUPPORT

That near-fateful day – and an entire summer lost – is hard to forget, said Murphy's wife, Tracy.

"I think about it almost every day," Tracy said.

She stayed by her husband's bedside for days fearing he'd awake from the coma and find himself alone.

She heard "less than once-percent chance of walking" several times, and kept it to herself.

"I never said it out loud . . . if you say it out loud that makes it true," she said.

Despite hearing the word "paraplegic" numerous times, she encouraged him to try to move – even just a toe.

"I said you don't know my husband. If you tell him he's not going to walk again, he's going to walk," Tracy said.

She'd speak to him softly in his hospital bed – urging him to just move a toe. Then one day, he did move his toe.

Then he could bend it. After nine weeks, he was moving his right foot back and forth, Tracy said.

The family renovated their home to ensure handicapped access, and Tracy said she can't help but follow her husband cautiously when he's up and about – she wants to be there to catch him if he falls.

She went from being cared for to the one taking care of things. It isn't easy going from not worrying about things to worrying about everything, Tracy said.

"He's always been the one to take care of everything. If there's a problem, he takes care of it. It's been a huge role reversal," she said. "It's just a new way to live, I guess."





David & Tracy

The toll of a devastating injury in the family is exhausting, costly and life-changing. But Murphy has been surrounded by family.

Early on, the house was full of relatives and friends wishing well and trying to help. The number dwindled to 15, then to 10 and then to the “handful of people we can count on,” Tracy said.

Still fresh are memories of the crash’s aftermath: A teenager at fault with no excuses, no apologies and a low-cost traffic citation issued as justice. It was all a major letdown.

“I’m still very angry,” Tracy said.

REMEMBERED FOR BEING THERE

Murphy heard ‘thank you’ and many other expressions of gratitude in more than two decades as a funeral director.

But he realized after the devastating crash that simple acts such as holding an umbrella for someone entering a funeral home really do matter.

“I had no idea how many people cared about me,” he said.

Due to profuse bleeding from his lung, he needed more than 50 units of blood in the first 48 hours after the crash.

He was in a coma when a blood drive in his

name drew hundreds of people. So many showed up they had to turn folks away.

He was in a wheelchair for another blood drive where, once again, the turnout exceeded the collection’s capacity. That day, he recalls holding the hand of one of the donors who was nervous about giving blood.

“I am a walking example of a life saved by donated blood,” Murphy said.

He believes support from his wife, along with prayers and help from friends, were essential for his recovery.

“The whole town was praying for me.” These were the townsfolk he’d been serving for years as a funeral director.

“We are there for people at all hours and it does have a huge impact on people,” Murphy said.

RECOVERY CONTINUES

One of the locals who knew of Murphy, **Leland Powers**, was an acquaintance and reached out to help with his recovery.

“Now, we’re like brothers,” Powers said.

Powers started stopping by once a week to help Murphy stretch out.

“Before you know it, he was standing then he was walking. A couple weeks ago he went up eight flights of stairs three times. There’s nothing keeping him down, it’s just unbelievable. It’s a miracle,” Powers said.

“Life is taken for granted, we all take it for granted,” said Powers, a machinist in Palmyra.

“Sitting up, sitting on the bathroom, getting up from the bathroom, all these things we take for granted. That makes me more grateful, I believe. It’s turned my perspective around on how I view things,” Powers said.

Murphy said the fact that his friend Lee Powers is a Marine and a body builder worked out in his favor.

“He’s the best. I want to make shirts that say ‘we should all be more like Lee,’” Murphy said.

Since the crash, Murphy said he's become a "torch carrier" to compare problems of others.

When people hear his tale, they often mention some lesser ailment they'd been complaining about.

Over the course of his recovery, he's endured great pain. He describes an excruciating sensation of electricity he figures is due to his nervous system trying to bring itself back.

Nerve pain shot through his body. He said it felt like he was being electrocuted, or like fish hooks were piercing his skin.

"I'd wake up screaming," he recalled.

Exercises are critical for recovery, he said. But he believes thinking about recovering – imagining himself taking these steps to recover – is an essential element of progress, too.

He doesn't feel heat at all, and for a while didn't have feeling in his legs.

Not far from memory were the occasions when "everything hurts all the time."

"It's management. My whole life is like managing to make the most of any time."

PLANS FOR THE FUTURE

Murphy said he's been helping out at his father's **Paul L. Murphy & Sons Funeral Home** and at funeral homes of friends when he can; but he's unsure if he'll go back to being a funeral director full time.

He has many options. He earned degrees in Wildlife and Fisheries Biology/Environmental

Chemistry and Biology at **SUNY-ESF** and studied Ecology and Environmental Technology at **Paul Smith's College**; so going back to school for a Master's degree is one option.

"I don't know what I'm going to end up doing," he said.

His achievements since the crash are many.

They include the 26-pound king salmon he caught on the one-year anniversary of the crash; and the nine-point buck he tagged during the 2017 deer season.

He used to take elevators when available, now he never skips a stair.

Issues persist following all the surgery. But using crutches is a step up from using a walker, he said. He's got a blood clot filter inside him that he expects will never be removed.

"I'm not worried about it," he said.

Murphy expects whatever he does in the future will entail helping others – something he's done his whole life.

Ultimately, he said whatever he does will be worth it "if I can go to bed at night knowing I helped somebody else.

"I'm excited for my next thing. I have no idea what it's going to be."

Do you have a story you'd like to share?
Tell us about it! Please call us at
800-291-2629 or email
socialmedia@nysfda.org.

Greetings


FROM FLORIDA

From the panhandle to the Keys, we're the experts for shipping and cremation services. Nobody knows Florida better than we do. Plus, because some deliveries are *priceless, every body, every time*, receives:

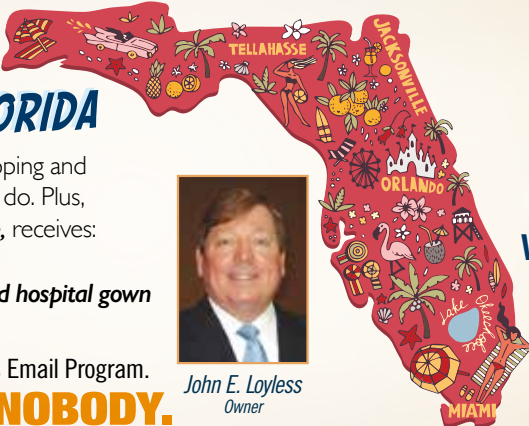
- expert embalming with written embalming report
- respectful covering of the body in a custom embroidered hospital gown
- delivery in a custom shipping container.


AND, we'll keep you informed with our 4-Step Critical Updates Email Program.

Nobody knows Florida better than we do. NOBODY.



John E. Loyless
Owner





Florida
MORTUARY SERVICES

When you need Florida,
call the experts.
1-800-327-7385
FloridaShipping.com

like us on facebook

All New –

Get the Abigal App for your iPad!

Download our catalog today!

Go to the App Store, search for Abigal, download for Free.



Abigal
Abigal Press Inc.

Category: Catalogs
Version: 1.1
Rated: 4+

Free App ▾

*Call 800-442-3060
with any questions*



Tell Us About Yourself . . .

STUDENT MEMBER: Erin Salie



- **Hometown:** Amsterdam, NY
- **Education:** Bachelor's Degree in Funeral Services Administration from SUNY Canton, 2016
- **Employment Status:** Serving my residency at Betz, Rossi, Bellinger & Stewart Family Funeral Homes in Amsterdam since December of 2017

Why do you want to be a funeral director?

Mary Anne Evans wrote "What do we live for, if it is not to make life less difficult for each other"

Do you have a celebrity, idol, role model in the funeral industry that you look up to?

I've always looked up to my instructors at Canton, Dr. David Penepent and Mr. Barry Walch, as well as all my colleagues at Betz, Rossi, Bellinger & Stewart; I have admiration for every funeral director who goes the extra mile for a family and I especially commend directors who are pushing the boundaries in terms of the future of the funeral industry. I look up to our forefathers, and actually keep a photograph on my desk of the Todds, the original owners of one of our locations to remind myself of how far this industry has come and how far we can still go.

Why do funerals matter? Why are funerals important?

Of course death and loss are incredibly painful experiences, but I believe difficult times can encourage tremendous growth when confronted in a healthy way. When families take the time to confront their loss and engage in the planning of their loved one's funeral they are dedicating themselves to walk through that grief and to come out the other side stronger and more united than ever.

If you could travel anywhere in the world, where would you go and why?

India is on my "bucket list," it's such an interesting country and I love the culture shock I experience when traveling to other countries because it really forces me to gain perspective.

What is your life's theme song?

It's hard to say what I'll be listening to from one day to the next because I love everything from Paul Simon to the Beastie Boys but lately I start all my workouts with Top of the World by Kimbra, it's such an empowering song that really gets me ready for the day.

What did you want to be when you were growing up?

From a young age I loved reading and grew up wanting to become a librarian, believing that I would enjoy spending my days secluded with stacks of literature. After pursuing a degree in Library Sciences for some time I realized that what I actually loved was working the front desk where I was constantly interacting with patrons, helping them to solve problems and making recommendations for them.



NYSFDA STAFF MEMBER: Ivan Antonyuk



- **Position:** Director of Information Technology
- **Hometown:** Kiev, Ukraine and now Shenectady, NY
- **Education:** Bachelor's Degree in Computer Science from SUNY Albany
- **Joined NYSFDA:** February 2012
- **Before NYSFDA:** Information Technology at Ascension Health - St Mary's Healthcare in Amsterdam, NY

Best part of NYSFDA:

- Team work
- Professionalism
- Purpose and mission

Three things you (probably) didn't know about me:

I'm an open book. I believe people who know me well ... know everything about me. I like anything that has to do with cars and bikes. I also like to hunt and clay sport.

New Service For Your Families: Credit Union Loan Program



During times of grief, no one should have to deal with money worries. Rather than relying on credit cards to pay for a funeral, NYSFDA has created a library of affordable financing options in New York State that provide funeral loans quickly and easily... giving families more time to remember and honor their loved one. For a listing of participating Credit Union's in your area, visit my.nysfda.org/FLP or call Marianne or Dannielle at **800-291-2629**.

Dodge

[HTTPS://SHOP.DODGECO.COM](https://shop.dodgeco.com)

[WWW.DODGECO.COM](http://www.dodgeco.com)

GREG SHEPARDSON

315-437-1760

GSHEPARDSON@DODGECO.COM

TOM FUSCO

516-568-9142

TFUSCO@DODGECO.COM

KRIS HILTON

508-769-1098

KHILTON@DODGECO.COM



HELPING YOU MAKE ALL THE DIFFERENCE



Tips for Responding to a Bad Online Review

Good or bad, in the digital world today, customers often take their experience straight to the web. Is your funeral home ready?

By Rana Huber

Like most small businesses, funeral homes rely on online reviews to attract customers.

Don't be too hard on yourself for getting a negative review if it's a rare experience. However, this doesn't mean that you don't need to do anything.

It's important to respond to complaints in a timely and professional manner. If your firm has been rightfully accused, admit to any mistakes and sincerely say you're sorry. An impolite response to an angry reviewer will only make things worse.

But what happens if your funeral home receives an online review that is fake, incorrect or written by a third-party? Each company provides guidelines for responding to online reviews, and it is important to follow their dispute progression.

But no matter the company, be patient. It can take several days for a disputed online review to be assessed.

FACEBOOK

Facebook currently has over 2 billion users worldwide. Due to that fact, they have become one of the most popular business review sites. Facebook allows business pages to turnoff, hide or delete negative comments. You can also report reviews that don't follow the FACEBOOK COMMUNITY STANDARDS. They'll review your report and may remove reviews that don't follow their guidelines. To report a review:

1. Go to the review and click in the top right and click REPORT POST
2. Follow the on-screen instructions
3. Keep in mind that you can only report star ratings that include reviews.

GOOGLE

Like Facebook, your business must verify its information to complete the GOOGLE MY BUSINESS registration before managing an account. If you find content that you believe violates their content policy, you can flag it for removal. The review will be assessed and possibly removed from your listing.

1. Sign in to GOOGLE MY BUSINESS. If you have two or more listings, click MANAGE LOCATION for the location you'd like to manage.
2. Click REVIEWS from the menu. Find the review you'd like to flag, click the three dot menu, then click FLAG AS INAPPROPRIATE.

YELP

Yelp allows businesses to respond publicly and privately to user reviews. They have a web page to answer questions and address concerns: biz.yelp.com/support/responding_to_reviews. If you see a questionable review, report it and include any information that Yelp moderators can independently verify. Please note: they don't typically take sides in factual disputes and generally allow Yelpers to stand behind their reviews.

A poor online review can be a productive learning experience



- | | |
|--------------------|-------------------------|
| • Respond | • Ignore |
| • Be brief | • Offer lengthy excuses |
| • Apologize | • Place blame |
| • Report a Dispute | • Threaten publicly |

Member Spotlight ...

Marika McMeans

2017/2018 Leadership Academy Participant from
Miller Funeral Home and Cremation, Rochester, NY

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR RESUME?

I thrive off of art, travel and new experiences. I have worked as a fairy, taught anti-bullying classes and have eaten crickets

WHICH DO YOU PREFER ... TEXT OR EMAIL?

Text

IF YOU COULD BE ANY ANIMAL IN THE WORLD, WHAT ANIMAL WOULD YOU BE?

I would be a black panther. They are exotic and at the top of the food chain, they were given places in history at the side of rulers and they are essentially cats, so there will be lots of lying in the sun

COMMUNITY INVOLVEMENT

Continuing Education Coordinator at the Rochester-Genesee Valley Funeral Directors Association

WHAT I DO WHEN I'M NOT AT WORK

I explore; I enjoy classic buildings filled with history and art, old towns and villages, restaurants with unusual foods, vintage theaters showing foreign films, meeting new people, conversing on interesting topics, dancing to local and popular music, attending fairs and festivals and spending hours reading in coffee shops

BEST CONTINUING EDUCATION PROGRAM I'VE EVER ATTENDED

Larry Cleveland,
NYS Funeral Law

LICENSED SINCE

I have been NYS licensed since October 2016; however, I started work in 2012, as a funeral director then funeral home manager in Colorado





We recently had the opportunity to sit down with NYSFDA Leadership Academy participant **MARIKA McMEANS** and asked her a few questions:

Most significant challenges for the future of funeral service:

1. The funeral industry seems to constantly be ten years behind the times.
2. A lack of understanding of the benefits of ceremony and what funeral directors do for our clients.
3. Our country is in a state of death denial.

Most significant personal accomplishment:

When I lived in Colorado I was the only female funeral home and cemetery manager in Northern Colorado. For two years, I was the youngest female funeral home manager in the state. I worked very hard to get to that position as young as I was, however part of that was luck and the unfortunate state of the industry in Colorado. It is a very challenging place to become a female funeral director. Nearly all of the women that I graduated with have left the industry, the others who still work in it moved out of Colorado because they could not find a job. It is an accomplishment that I found an excellent job position as a young female funeral director in such a traditional and conservative area.

Why I chose to be a funeral director . . .

I chose to be a funeral director because when I was in middle school, I saw a woman interviewed on television who was a Medical Examiner. I was impressed

with her intelligence, strength and ability to be a woman in a “male-driven field.” I spent the next few years exploring the many job possibilities in similar fields. In high school, a funeral director allowed me to shadow him for a day. I returned the next day and many after that until he eventually hired me. I fell in love with the profession immediately, realizing it was my passion and purpose.

Favorite Leadership Quote . . .

“Leadership is not about a title or a designation. It’s about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and you have to inspire teammates.”

Robin S. Sharma

How I feel about being selected for the NYSFDA Leadership Academy?

Honored. I am excited to be included in such an innovative and progressive program. I look forward to continuing my education, meeting driven and passionate leaders and expanding my horizons. I am hopeful that this program will give these leaders the tools to create positive change in the funeral industry and our communities.



NYS Paid Family Leave - Employer Compliance

New York’s new Paid Family Leave law took effect on January 1, 2018 for businesses with one or more employees.

Firm owners and managers - have you:

- Confirmed with your insurance carrier that coverage is in place?
- Confirmed that employee payroll deductions have started?
- Updated your employee handbooks and written policies?
- Posted the required notice?

For more information about the law and sample documents, visit www.ny.gov/programs/new-york-state-paid-family-leave.

We recently had the opportunity to sit down with NYSFDA Leadership Academy participant **BRANDI REED** and asked her a few questions:

Most significant challenges for the future of funeral service:

1. Changing the public's idea of what a funeral is, should be and why it's necessary.
2. Finding funeral directors who enter this field because they want to help people instead of those who are interested because they watched Six Feet Under or My Girl.
3. Developing intimate relationships with the families we work with to ensure they are supported before, during and after they need our services.

Most significant personal accomplishment:

While it may not necessarily seem measurable, I finally feel as though I deserve the title of funeral director. I have worked at other firms (and even when I started at the firm I am at now) where I did not feel as though I was educated enough to be considered a funeral director. Being a funeral director has been my dream job since the age of 12. I shadowed at a funeral home throughout middle and high school, went through mortuary school, and achieved all of my residency and licensing requirements and still felt lost and terrified that someone might ask me a question. Over the last year, I have learned so much about how to talk to families, offer things

they may need or want without being pushy or not pushy enough. I feel comfortable when families come into our doors and have about a thousand questions. I have realized that making people laugh and cry during the arrangements can be a huge step in their healing process. Keeping the business' doors open and meeting the actual needs of families should be everyone's goal and I feel as though I'm finally doing just that.

Why I chose to be a funeral director . . .

When I was 12 I asked my father who was responsible for making the dead look nice. I then learned more about what a funeral director was and was drawn to the idea of helping people on their worst days. I just thought "I can do that!" And now I am!

Favorite leadership quote . . .

"People ask the difference between a leader and a boss. The leader leads, and the boss drives."

Theodore Roosevelt

How I feel about being selected for the NYSFDA Leadership Academy?

Excited and proud! I am always looking for ways to be a better me.



Introducing NYSFDA's Traveling Backpack: Lunch and Learn

Let's set a lunch date to visit your funeral home. We'll chat about NYSFDA programs and services, new Member Advantage (aka member discounts) and more! "RSVP" by inviting us to your funeral home by **March 15, 2018**. Email us at outreach@nysfda.org.

Member Spotlight ...

Brandi Reed

2017/2018 Leadership Academy Participant from
Lakeside Memorial Funeral Home, Inc.,
Hamburg, NY

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR RESUME?

I enjoy lifting. I've been known to deadlift up to 255 lbs. and bench press 150 lbs. It's a great way to blow off steam!

WHAT I DO WHEN I'M NOT AT WORK

1. Read
2. Participate in Rotary (Current President-Elect)
3. Workout
4. Work on training Teddy, hopefully to Therapy dog status
5. Sleep

WHICH DO YOU PREFER ... TEXT OR EMAIL?

Text

COMMUNITY INVOLVEMENT

- Hamburg Rotary Club

IF YOU COULD BE ANY ANIMAL IN THE WORLD, WHAT ANIMAL WOULD YOU BE?

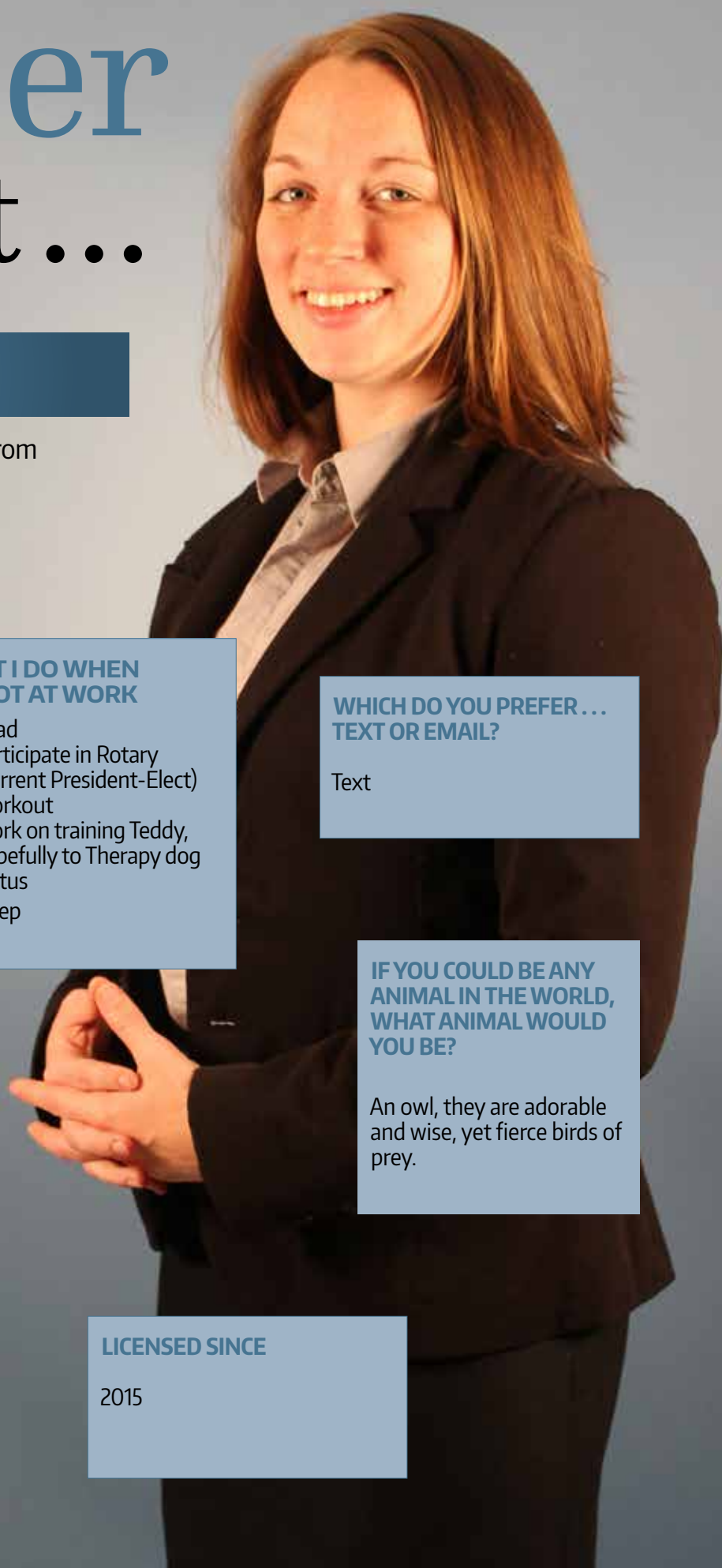
An owl, they are adorable and wise, yet fierce birds of prey.

BEST CONTINUING EDUCATION PROGRAM I'VE EVER ATTENDED

Unleashing Your Inner Super Hero with Ann Grady

LICENSED SINCE

2015



Classifieds

Visit my.nysfda.org/classifieds for daily updated listings

If you have a listing, please email edward@nysfda.org, or call **800-291-2629** and an ad will be placed in *Directions* and on www.nysfda.org. Please contact the office immediately when the posting is no longer needed. Ads will be listed as space permits or for a maximum of three months unless otherwise notified. We cannot guarantee the accuracy of any listing; it is the responsibility of the candidate, potential buyer or seller to verify authenticity of the other party. We reserve the right to censor, revise, edit or reject any advertisement.

Staff Wanted

Position for Funeral Director or Resident In Buffalo, NY Area Seeking Licensed Funeral Director or Resident to work for a national award-winning funeral home (OGR Gold Exemplary Service Award and multiple winner of the NFDA Pursuit of Excellence Award). We pride ourselves on training our team to be exceptional. Our two locations in the Buffalo, NY suburbs offer competitive salary, health insurance reimbursement, pension plan and bonus program as part of your package. Please contact Charles@lakesidefuneralhome.com or call 716-627-2919.

Funeral Director or Resident Wanted in Western NY An independently and privately-owned funeral home is looking for a licensed funeral director or resident to work between our two locations serving the Western New York area. The position is full time. Please email wsdavisinc@aol.com or call at 585-492-2890 for more information.

Funeral Director Sought Upstate Independent, woman-owned business seeks compassionate and professional individual to work as a licensed funeral director full-time. The funeral director will: manage, prepare and direct funeral services; conduct and coordinate delivery of remains; prepare/embalm remains for services and/or interment and cremation; perform community outreach; and provide the highest quality of services in a caring and compassionate manner. Must be able to work with people from all walks of life. We are a smoke-free office. Fully licensed in NYS (will consider a competent resident who is interested in a long-term commitment). Proficiency in computer skills, including Word and Publisher; clean driving record; and capable of heavy lifting. We offer a competitive salary package and one week of PTO after one year of employment, increasing to two weeks after three years' employment. Contact: upstatefuneraldirector@gmail.com.

Long Island Trade Service Seeks Funeral Directors in Varying Capacities There are openings for full-time work, part-time work, removals only, embalming only, etc. Directors possessing their own equipment (vehicle and stretcher) are preferred, but those without should not be dissuaded. Those who are newly licensed and/or unfamiliar with trade work are also encouraged to contact us. Interested directors should email their resume to: longislandtrade@gmail.com. ALL inquires and correspondence will be kept strictly confidential.

Licensed Funeral Director or Resident - Buffalo Area A family-owned business since 1907, we serve families in three locations in the Buffalo area. We offer full-time hours and benefits. Tasks would include but are not limited to meeting with families to make funeral arrangements, conducting personalized funeral services, overseeing funeral calling hours and directing funerals. We are looking for an individual with people skills, compassion, professionalism, and the ability to work with others as we uphold the wishes of all families that walk through our doors. Interested candidates please contact us at 716-681-7078 or send an e-mail to: pacerfuneralhome@aol.com.

Resident of Funeral Director Position Independent and established Manhattan funeral home, with two locations (Downtown and Midtown), seeks a licensed NYS funeral director in a full time capacity. Medical, dental, bonuses and profit sharing provided. Inquire directly to Greenwich Village Funeral Home: grvfh@aol.com.

Licensed Funeral Director Sought in Central NY Long established independent funeral firm is looking for a NYS licensed funeral director to assist in all phases in operation of the funeral home. Must possess a valid funeral directors and driver's licenses, be willing to take night and weekend call when scheduled, be competent and presentable and possess excellent character. Health insurance, group life insurance, payment of professional and civic organization fees, clothing allowance, use of automobile and adequate scheduled time off are provided. Send resume with character references to cnyfuneral@yahoo.com.

Resident or Licensed Funeral Director: Western Catskills Funeral home in the western Catskills looking for a licensed or Resident Funeral Director. The successful candidate will participate in all aspects of the business. Liberal time off and benefit package awaits the successful candidate. Interested candidates please contact us via e-mail at: snalls@frontiernet.net.

Resident Wanted - Queens A Resident position is open at San Jose Funeral Home. Please forward resumes to: senecachapels@gmail.com or call us at 718-366-1900.

Funeral Director Sought, Suffolk County Moloney Funeral Homes has an excellent career opportunity for a licensed funeral director. We are looking for an individual that excels in customer service and is a team player. We offer a highly competitive salary with incentive compensation along with a complete benefit package. We are looking for a longterm fit with someone with the attitude and commitment to provide families the highest levels of service. Interested directors should email their resume and salary requirements to Dan@moloneyfh.com.

Licensed Funeral Director Sought - Rockland County We are currently seeking a Licensed Funeral Director for the Hellman Memorial Chapels in Spring Valley. Benefits options: health; 401K; vacation and sick time; and tuition reimbursement. Requirements: excellent interpersonal and communication skills to interact with families during time of need and create and maintain a premier level of client family satisfaction; proficient with computers and technology with knowledge of MS Office Tools; ability to manage a caseload while creating an exceptional customer experience; excellent driving skills and record; and ability to lift 50 lbs or more. Interested candidates please reply to: Gregg.Brunwasser@DignityMemorial.com with "For Funeral Director Position" in the subject line.

Opening for Anatomical Lab Manager The Seton Hall-Hackensack Meridian School of Medicine in Northern New Jersey is seeking a licensed funeral director to serve as our Anatomical Lab Manager. The Lab Manager will oversee operations in the anatomical lab facilities for the SOM and SHMS at The Interprofessional Health Sciences Campus. The Lab Manager will be responsible for lab scheduling and maintenance, cadaver embalming and pathology specimen maintenance, health and safety compliance, set up and break down of the lab for teaching activities and assistance with lab technology. The lab manager will also assist the Director of the Anatomical Gift Program (AGP), liaising directly with anatomical donors and their families. The full job ad can be found at: jobs.shu.edu/cw/en-us/job/493238/anatomical-lab-manager.

Seeking Employment

Funeral Director Available in Syracuse Area NYS licensed funeral director seeking employment at a funeral home in the Syracuse area. Very dedicated and compassionate. Contact: janelleekraus@gmail.com.

NYS Licensed Director Seeking Manager Position I'm currently a location manager for a multi-location firm. I have vast experience and am willing to relocate. Email: nysfuneraldirector@aol.com.

For Sale

Funeral Home for Sale, Delaware County Established funeral home has a tradition of excellent service and has no competition. The facility is a well-maintained Victorian-style home with living quarters on second floor. Average annual call volume is approximately 105 with net revenues (gross revenues less cash advances) of approximately \$500,000. For more information contact American Funeral Consultants: Kathy@teamafc.com or 800-832-6232.



FACILITATING GRIEF SUPPORT GROUPS After Substance-Use Death

New York State Funeral Directors Association Headquarters
April 4 – 5, 2018 OR June 13 – 14, 2018

This two-day training provides a foundation for facilitating mutual-help grief support groups for those who have lost a loved one to substance-use death.

The training program will discuss characteristics of this unique type of loss, basic support-group facilitation and instruction to develop the skills helpful in addressing the needs of the bereaved in a support group.

The training will use group discussion, interactive presentation and skill-building practice groups that employ role-playing to prepare the facilitators.

Training is limited to 25 participants. Registration fee includes lunch and dinner on day 1, continental breakfast and lunch on day 2.

Scholarships are available through the NYS Tribute Foundation to help allay financial difficulties for those wishing to attend.

Contact Kelly Deitz at kelly@nysfda.org or 518-452-8230 for more information.

LEARN MORE:
my.nysfda.org/TributeGriefSupport

WHO SHOULD ATTEND?

- Funeral directors, clergy, mental health professionals and those who have been impacted by substance-use death who want to start a support group.
- Current group facilitators who want to strengthen their skills, stay up to date on the latest practices and explore issues they have encountered while facilitating.
- People who have endured this type of loss of a loved one at least two years prior are also welcome to attend.
- Non-clinicians who have prior experience participating in a support group.

YOUR TRAINERS

Franklin Cook, MA, CPC | Joanne L. Harpel, MPhil, JD | John (Jack) Jordan, PhD

NYSFDA Members: \$50 | Non-Members: \$100

This training is offered at a substantial discount thanks to the generous support of the NYS Tribute Foundation. It has been submitted to the NYS Department of Health, Bureau of Funeral Directing for 6 CEUs and is currently pending approval.

NYS TRIBUTE FOUNDATION

charity • knowledge • education

Donations and Tributes Recap

Thank you to our contributors who have made donations to the Tribute Foundation in 2017. The levels at which they are listed are “cumulative” from the Foundation’s beginning. Gifts of Remembrance and Gifts in Honor and Memory of are also cumulative and count toward the levels of giving.

TRIBUTE LEGACY SOCIETY \$10,000 OR MORE

- **Wayne and Sally Baxter** (Fox Funeral Home, Forest Hills)
- **Douglas and Lillian Brueggemann** (Brueggemann Funeral Home of E. Northport, Inc., East Northport)
- **James P. Dean** (Campbell-Dean Funeral Home, Inc., Oneida)
- **Timothy P. Doyle, CFSP** (Timothy P. Doyle Funeral Home, Poughkeepsie)
- **Dutchess Putnam Ulster Funeral Directors Association**
- **William F. Flooks Jr.** (Beecher Flooks Funeral Home, Inc., Pleasantville)
- **Jeffrey A. and Robin Jennings** (Jennings, Nulton & Mattle Funeral Home, Inc., Penfield)
- **Peter J. Nolan, Mark Nolan and James P. Nolan Jr.** (Nolan & Taylor-Howe Funeral Home, Inc., Northport)
- **Ontario-Wayne-Yates County Funeral Directors Association**
- **Richard J. and JoAnne Sullivan** (Quigley Bros. Funeral Home, Cornwall-on-Hudson)

CORNERSTONE BENEFACTOR \$5,000 – \$9,999

- **Scott B. Anthony, CFSP** (Anthony Funeral & Cremation Chapels, Webster)
- **Erie-Niagara Funeral Directors Association**
- **John Fraser** (Holy Rosary Church, Hawthorne)
- **Henry Gutterman** (New York)
- **Leatherstocking Funeral Directors Association**
- **Scott and Eben Miller** (Miller Printing & Litho, Inc., Amsterdam)
- **Joseph B. Papavero** (Papavero Funeral Home, Maspeth)
- **Sal Stratis** (Abigal Press)
- **Carl W. Trainor** (Trainor Funeral Home, Inc., Boonville)

MEDALLION CIRCLE \$2,500 – \$4,999

- **Nancy Eannace** (Eannace Funeral Home Inc., Utica)
- **John and Susan Kelly** (Edward L. Kelly Funeral Home, Schroon Lake)
- **Leslie J. Morris** (East Otis, MA)
- **G. Robert Sweet** (Sweet’s Funeral Home, Inc., Hyde Park)
- **Gordon and Joan Terry** (Edmeston)

KEYSTONE CONTRIBUTOR \$1,000 – \$2,499

- **American Funeral Consultants** (New Paltz)
- **Fred Bryant** (Bryant Funeral Home, Inc., East Setauket)
- **Peter C. DeLuca and Gregory Zannitto** (Greenwich Village Funeral Home, Inc, New York)
- **Jeff and Peggy Gaines** (Glen Rock, NJ)
- **Dick and Donna Hazzard** (Patterson)
- **Wesley A. and Wesley C. Powell** (Powell Funeral Home, Inc., Amityville)
- **Melissa A. Sorce-DeNicola** (Joseph W. Sorce Funeral Home, Inc.)

TRIBUTE PIONEER \$500 – \$999

- **Beth Burlingame** (Altamont)
- **Billings Memorial, Inc.** (Pine Bush)
- **Donna DeMarse** (Fitzgerald Funeral Home, Ltd., Cohoes)
- **Lester R. Grummons** (Lester R. Grummons Funeral Home, Oneonta)
- **Bruce Ironside** (Ironside Funeral Home, Inc., Oneida)
- **The McVeigh and Parente Families** (McVeigh Funeral Home, Inc., Albany)
- **Patriot Guard Riders**
- **John C. Patterson** (Edward C. Finn Funeral Home, Inc., Stony Point)

FOUNDATION FELLOW \$100 – \$249

- **Jean B. Davis** (Theresa)
- **Mark LaRobardiere** (LaRobardiere Funeral Home, Inc., Camden)
- **Dorothy C. Pacimeo-Comodore** (McManus-Lorey Funeral Home, Medford)
- **Bruce and Eleanor Troy** (Burnett & White Funeral Homes, Red Hook)

FRIEND OF THE FOUNDATION \$100 – \$249

- **Peter Cassidy** (McHoul Funeral Home, Hopwell Junction)
- **Shawn A. Fahey** (Estey, Munroe & Fahey Funeral Home, Owego)
- **Don E. Falardeau** (Falardeau Funeral Home, Inc., Baldwinsville)
- **Michael Kelly** (Doran Funeral Home, Seneca Falls)
- **Richard Lalli** (William M. Gagan Funeral Home Inc., Pine Bush)
- **Douglas G. Tappan** (Allanson-Glanville-Tappan Funeral Homes, Inc., Phoenix)
- **William L. Trudden** (McCourt & Trudden Funeral Home Inc., Farmingdale)
- **Harry VanVliet** (Gilpatric-VanVliet Funeral Home, Ulster Park)



VA Publishes Updated Forms

The **Department of Veterans Affairs (VA)** recently published revised **VA Form 40-1330, Claim for Standard Government Headstone or Marker** and **VA Form 40-1330M, Claim for a Government Medallion for Placement in a Private Cemetery**. All other versions of these forms are obsolete. Please ensure the most current version dated December 2017 is submitted. The VA has included a direct link to both claim forms on their site: www.va.gov/vaforms/va/pdf/VA40-1330.pdf and www.va.gov/vaforms/va/pdf/VA40-1330M.pdf.

Tributes in Honor/Memory of

Please consider a contribution to the Tribute Foundation.

IN MEMORY

In Memory of Ambrose Babella

- Henry Gutterman
- Gordon and Joan Terry
- Richard and JoAnne Sullivan

In Memory of Mark R. Burlingame

- Beth Burlingame

In Memory of Steven R. Davis

- Jean Davis

In Memory of Warren Fitzgerald Sr.

- Donna DeMarse

In Memory of John Friedel Jr.

- Nancy Eannace

In Memory of Sharon Grummons

- Lester Grummons

In Memory of Edward Mahar

- Richard and JoAnne Sullivan

In Memory of Sylvia R. Mauriello

- Mark LaRobadiere

In Memory of Joel F. Morris

- Leslie Morris

In Memory of J. Gerard Quigley

- Richard and JoAnne Sullivan
- G. Robert Sweet

In Memory of Frederick H. Stahl

- Dorothy Pacimeo-Comdore

In Memory of Franklin L. Steinberg

- Henry Gutterman
- Dick and Donna Hazzard
- Richard and JoAnne Sullivan
- Gordon and Joan Terry

In Memory of Arthur T. Sullivan

- Doug and Martha Brueggemann
- Robert Enos
- Dick and Donna Hazzard
- Joe and Rana Huber
- Richard and JoAnne Sullivan
- G. Robert Sweet
- Gordon and Joan Terry

**In Memory of Raymond J. Sullivan
(13th Year Anniversary)**

- Richard and JoAnne Sullivan

In Memory of Emma Stiles Walkup

- The McVeigh and Parente Families

In Memory of Elizabeth Westcott

- Leatherstocking FDA

For the most recent listings visit:
my.nysfda.org/donors



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.



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

What's Your Preneed Strategy?



Adam B. Schrom, CAE,
Director, Preneed Trust Services

Earlier this year, a funeral home in Wisconsin received a lot of media attention after they held a “Pizza and Preplanning” seminar. The story was even picked up by national news and was featured on The Today Show. Who would have ever thought that a preplanning seminar would gain so much media attention?

While your funeral home’s preneed outreach event may not attract national attention, this story serves as a great reminder that trying something new and different can lead to exceptional results.

Have you held a preneed seminar only to be disappointed with the results? Why not shake things up a bit. There are two distinct takeaways from what this Wisconsin funeral home has done.

First, talking about funeral preplanning is uncomfortable. Let’s face it - that’s why many people find it difficult to discuss end of life issues with their families. They feel that avoiding the topic all together is easier. But, finding the “hook” to attract people to the event can break down some of those comfort barriers. Maybe for your funeral home it won’t be pizza, but find a unique icebreaker to bring people into your funeral home.

Secondly, this funeral home created a low-pressure environment where the community was encouraged to learn about what the funeral home –

and funeral director – can do for them. This opportunity was at a “non-emotional” time, which helped to remove the negative or uncomfortable feelings associated with planning for a funeral.

It’s human nature to fear the unknown, but by being a visible and accessible resource in your community, you can help to remove some of that fear.

Hosting a community or educational event is a great way to showcase your professionalism and knowledge about end-of-life planning while removing some of the stigma of all sadness all the time. Consider hosting a community Q&A session to showcase your funeral home and to educate people about the options available to them in the services you offer.

Are you interested in trying something new this year? We can help! NYSFDA and PrePlan have many resources to share with you to help you plan a community event. Give us a call at **800-577-3752**. We’re here for you!

PREPLAN
a service you can trust

30 YEARS

2018 marks 30 years of PrePlan offering preneed trust services to NYSFDA member funeral homes!

Time is Running Out . . .

Take Advantage of Our Clean Slate Loan



www.DirectorsChoiceCU.Com

Kim Young, Director, Credit Union Services

Minimum payments on credit cards are now between 1% to 4% of the balance due. If you can afford higher payments each month, you'll benefit over the long haul. If you can't afford to pay this percentage of your balance, chances are you're in over your head. Ask someone at **Directors Choice** to help you get a handle on your finances.

FOR EXAMPLE: A \$2,000 balance at 18% interest. If your minimum payment is 2% of the balance due each month, it will take you about 19 years to pay it off and you'll pay \$3,862 in interest. (A 2% minimum payment would start at \$40 and taper to \$20. Maintain the \$40 and you'll pay off the debt faster.)

If you're paying 4% of the balance due, you'll pay off the balance in seven years and four months and cut your interest costs to \$1,031. (A 4% minimum payment starts at \$80 and tapers to \$20.)

By paying 8% of the balance due, much more than minimum, it will take you three years and nine months to pay off, and you'll pay about \$433 in interest. (An 8% minimum payment starts at \$160 and tapers to \$20.) Remember, these calculations assume you add no more charges to the card.

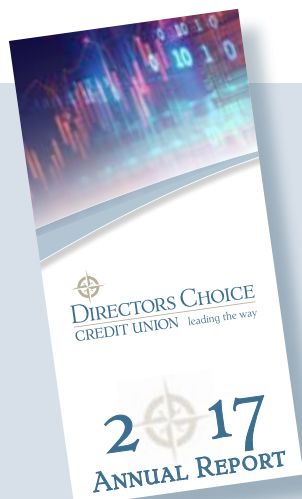
Always pay at least the minimum amount due so you don't incur a late fee, and if possible, charge only as much as you can pay in full each month or within a few months.



Let Directors Choice help!

To really trim those interest payments, consider refinancing your high-interest credit cards with our **Holiday Clean Up Loan**. Rates can be as low as 7.75% annual percentage rate. This means you can pay off \$10,000 of credit card debt in three years for only \$312.20 a month. And the interest? \$1,233.85 total; compare that to the over \$3,000 on interest just on the \$2000 balance in the example above.

Give **Directors Choice** a call at **800-593-5920** . . . you'll be glad you did.



REPORT TO MEMBERSHIP

Directors Choice Credit Union's (DCCU) Annual Meeting of Shareholders was held on February 20, 2018. If you would like a copy of the **2017 Annual Report**, please contact Kim at **800-593-5920**.

The following officers were re-elected to the DCCU Board of Directors:

- **Eugene M. Guarino**, Graham Funeral Home, Rye
- **Walter J. Kent**, Walter J. Kent Funeral Home, Elmira
- **Warren H. Riles, CFSP**, Riles & Woolley Funeral Home, Forestville

Upcoming Events

March 2018

Visit my.nysfda.org/calendar
for more details and events



- 07 **NYSFDA Webinar: What You Need to Know to Avoid Labor & Employment Law Liability**
Earn 1 NYS Law CEU | See below for more details.
- 09 **Living the Final Chapter: A Symposium for Compassionate Care for Persons at the End of Life**
Genesee Grande Hotel, Syracuse | 8:00 a.m. - 4:00 p.m.
Learn more: franchishouse.ny.org/living-the-final-chapter-symposium-2018/
- 13 **FDSS Board Meeting**
NYSFDA Headquarters | Contact cherie@nysfda.org for more information
- 14 **Board & Government Affairs Advocacy Day**
Albany | Contact randy@nysfda.org for more information
- 15 **NYSFDA/FDSS Workgroup & Board Meeting**
NYSFDA Headquarters | Contact cherie@nysfda.org for more information
- 20 **Directors Choice Credit Union Board Meeting**
Conference Call | 12:30 p.m.
- 27 **NSFDA Symposium & Networking Event**
Garden City Hotel, Garden City | Learn more: <http://nsfda.org/>
- 30 **NYSFDA Offices Close at 1 p.m.**
Good Friday Observed

WEBINAR



What You Need to Know To Avoid Labor & Employment Law Liability

Wednesday, March 7, 2018 | 1:00 p.m. – 2:00 p.m.

PRESENTED BY:

John M. Bagyi, Esq., SPHR, SHRM-SCP

Business owners, supervisors and managers play a critical role in ensuring your organization complies with labor and employment laws, but are you prepared to do so? This webinar will discuss the critical role you play in maintaining legal compliance, how to prepare yourself to fulfill this role, and the topics on which you should be educated, including hiring, social media, wage and hour issues, performance management, discrimination and much more. One of 200 attorneys nationwide to be recognized by Human Resource Executive magazine as the nation's most powerful employment attorneys, Mr. Bagyi counsels and represents employers on labor and employment issues helping them achieve and maintain legal compliance, while improving employee engagement and workplace productivity.

NYSFDA Members: FREE | Non-Members: \$199
This webinar has been approved for 1 NYS LAW CEU.

Registration is required.
Visit my.nysfda.org/webinars or call
800-291-2629 to register .