

Directions

November 2020 A members-only publication of the New York State Funeral Directors Association, Inc.



NYS
FUNERAL
DIRECTORS
ASSOCIATION, INC.

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Please send all contributing
articles, photos and story ideas
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Directions Magazine Schedule:
The January 2021 print publication
deadline is **December 15th**. If copy
is not received by that date it will be
saved for
an upcoming **Directions** issue.

Follow NYSFDA on



Happy Thanksgiving

There is no time more fitting to say **Thank You** and offer our sincere appreciation for your confidence and loyalty. We extend to you wishes for a bountiful Thanksgiving, a Happy Holiday Season, and a healthy, prosperous New Year.

*"When I started counting my blessings,
my whole life turned around."*

~ Willie Nelson



From all of us at NYSFDA, *Thank You!*

Your unwavering commitment is inspiring. Your steadfast
dedication is encouraging.

We look forward to serving you throughout 2021 and beyond.

Presidential Directions



Dear NYSFDA Members,

Our plans to host multiple in-person Regional Town Hall Meetings in the beginning of the year were cancelled due to the pandemic. In response to these restrictions and to continue our dialogue throughout the State, we scheduled Virtual Meetings for all 9 Regions during the last two weeks of October.

The discussion topics were: Paraprofessional Concepts and Alcohol in the Funeral Home.

The paraprofessional concept was born out of the Education Task Force that began back in 2015. Since then many of our colleagues invested countless hours identifying opportunities to protect and enhance our license and our profession. I am proud that we are now able to have these discussions because of their hard work. Thank you for everyone who participated on the Task Force and Committees. Your effort and commitment to our Association is invaluable.

Having alcohol in the funeral home is a natural progression to our existing Food & Beverage Legislation. Countless families throughout our State had the ability to enjoy food at participating funeral homes. What we also know is that many of those families asked if they could have a glass of wine and some even asked for a *Champagne Toast* to celebrate the lives of their loved ones. One of our colleagues called it Food & Beverage 2.0. Whatever it is called, I am confident it can enhance the existing legislation and customer experience.

These two topics were discussed during each of the Regional Meetings. I am glad to report that the meetings were well attended, and we had solid participation. We were excited to see that even after the meetings concluded many members continued to share their views with our Executive Board, professional staff, and one another. It is through collaboration and understanding the needs of our profession throughout our State that will allow us to continue to be responsive and support all our colleagues.

On behalf of the Executive Board I wish all of you and your families a Happy and Healthy Thanksgiving!

#NYSFDAstrong is not just a hashtag, it is who we are.

Respectfully I remain,

A handwritten signature in black ink, appearing to read 'W. Villanova'. The signature is stylized and fluid.

William J. Villanova

Congratulations
to our 2020 Tribute
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\$10,000 - Ayris Granby

\$2,500 - John Patterson

\$1,000 - Josh Miller



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Executive Directions



I find it hard to believe it's already November. Although, I'm sure many of you would agree that in some ways the year has flown by while in others it has felt never-ending. And with this being an election year, we are constantly reminded of the many challenges we continue to face from the pandemic. Thankfully, we have not seen a resurgence in deaths since the Spring, but we are starting to see the rate of positive cases rise and some concentrated spikes resulting in hot spots. While we all hope and pray that the infected fully recover, pragmatically we must remain vigilant and be ready for another surge.

Please know, we, on your behalf, continue to monitor the situation on a daily basis. We remain in constant communication with the key players and fully committed to providing you with reliable information and resources as we head into the Fall and Winter seasons. For now, be sure you continue to follow the statewide guidelines when it comes to your business. Require patrons wear masks, practice, and enforce social distancing and stay within the maximum capacity limits (as a reminder, that is up to 33% of a designated area's maximum occupancy so long as you can also maintain social distancing).

It is also important to familiarize yourself with the State's new approach for dealing with an increase in COVID-19 positive test results. That approach is called the Micro-Cluster Strategy. This strategy is the slightly revised and previously dubbed Cluster Action Initiative from early October. Using New York State's approach to track cases by address, the State will identify outbreaks and implement mitigation measures tailored to the precise areas where outbreaks occur. The State will implement rules and restrictions directly targeted to areas with the highest concentration of COVID cases, known as red zones, and put in place less severe restrictions in surrounding communities, known as orange and yellow zones that serve as a buffer to ensure the virus does not spread beyond the central focus area. After 14 days, data will be reviewed to determine whether a focus area has successfully reduced viral spread to the level where restrictions can be eased. For purposes of complying with the Micro-Cluster Strategy in the event your funeral home falls within a cluster, we confirmed with the Governor's office that funeral homes should follow the same restrictions as those set for houses of worship. The Governor's office also recommends that funeral homes do not exceed the 33% maximum capacity limit regardless of any higher limit for houses of worship stated in the strategy.

For the most up to date information please visit the [NY Forward website](#) and/or the [NYSFDA Resource page](#) which can link you to the information.

A handwritten signature in black ink that reads "Mike". The signature is fluid and cursive, with a long, sweeping underline.

Michael A. Lanotte

Before we built them to help your funeral home, we built them to help ours.

Isn't it great when everybody wins?



Bruce Buchanan CEO/Owner

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COVID Update: Micro-Cluster Strategy



The Cluster Action Initiative announced earlier this month to tackle COVID-19 hot spots that arose in five counties will now, with slight revisions and a new name, be the strategy used to manage COVID-19 hot spots that emerge through the Fall and Winter. The new Micro-Cluster Strategy is based on three principles: refined detection, specific and calibrated mitigation, and focused enforcement. Detailed Micro-Cluster Strategy measures were also recently announced and can be found here. Using New York State's approach to track cases by address, the State will identify outbreaks and implement mitigation measures tailored to the precise areas where outbreaks occur. The State will implement

rules and restrictions directly targeted to areas with the highest concentration of COVID cases, known as red zones, and put in place less severe restrictions in surrounding communities, known as orange and yellow zones that serve as a buffer to ensure the virus does not spread beyond the central focus area. After 14 days, data will be reviewed to determine whether a focus area has successfully reduced viral spread to the level where restrictions can be eased.

Regarding the five original clusters, after 14 days of data monitoring, the Governor outlined modifications to some current focus zones. He also established new ones in Steuben and Chemung counties where there were recent upticks in cases. For the latest information we encourage you to visit the NY Forward website: <https://forward.ny.gov/>. Of specific relevance are the:

- [Check Your Address feature](#)
- [Maps of Cluster Hot Spots](#)
- [Cluster Action Initiative](#)
- [Full details on Initiative](#)

Reminder: for purposes of complying with the Initiative, we confirmed with the Governor's office that funeral homes should follow the same restrictions as those set for houses of worship. The Governor's office also recommends that funeral homes do not exceed the 33% maximum capacity limit regardless of any higher limit for houses of worship stated in the Initiative. With enforcement ramping up across the state, NYSFDA reminds you of the Funeral Service Guidelines still in effect ([click here to view the Guidelines for Religious and Funeral Services](#)):

Emergency Rules on Masks

Additionally, effective July 9, 2020 the NYS Department of Health (DOH) issued an emergency rule that addresses the enforcement of several "social distancing" measures ([click here for details](#)). Perhaps most significant, the rule (Section 66-3.2) imposes an explicit, enforceable requirement on all building owners and operators:

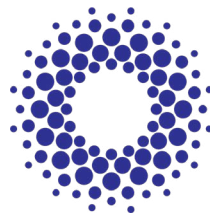
Business operators and building owners, and those authorized on their behalf shall deny admittance to any person who fails to comply with this section [requiring face-coverings] and shall require or compel such persons' removal. Provided, however, that this regulation shall be applied in a manner consistent with the federal American with Disabilities Act, New York State or New York City Human Rights Law, and any other applicable provision of law.

The rule does specify that any individual violating any provision of this rule is subject to civil penalty up to \$1,000 per violation, while businesses are subject to civil penalties specified in statute, up to \$2,000 per day of violation. Similarly per this emergency rule, funeral homes MUST require patrons to wear face coverings before being allowed to enter the building. Again, as the enforcement of these guidelines increases, please be sure you're complying with all of the current requirements. If you have any questions or need additional clarification, please visit our [COVID-19 Resource page](#) or contact NYSFDA headquarters at 800.291.2629 or info@nysfda.org.

We will continue to share important information and updates with you.

2020 NEFSP Survey Results Released

Earlier this year, nearly 500 funeral directors for the states representing the Northeast Funeral Service Partnership (CFDA, MFDA, NYSFDA, NJSFDA, PFDA) participated in the **2020 Funeral Director Survey**. The goal was to better understand the state of the funeral profession and the various topics impacting the industry. *Please note, the survey closed prior to the COVID-19 pandemic.*



NORTHEAST FUNERAL SERVICE
Partnership

Recognizing the untapped strength of collaboration

Topics surveyed include firm and staff profile, resident preparation, salary and benefits information, continuing education needs and preferences, business trends and pricing, cremation and disposition. Following you'll find key highlights from the survey. The full survey results are available to members of the Partnership associations and can be found on of their websites, including NYSFDA. **Click here to view the results** (NYSFDA member log-in required).

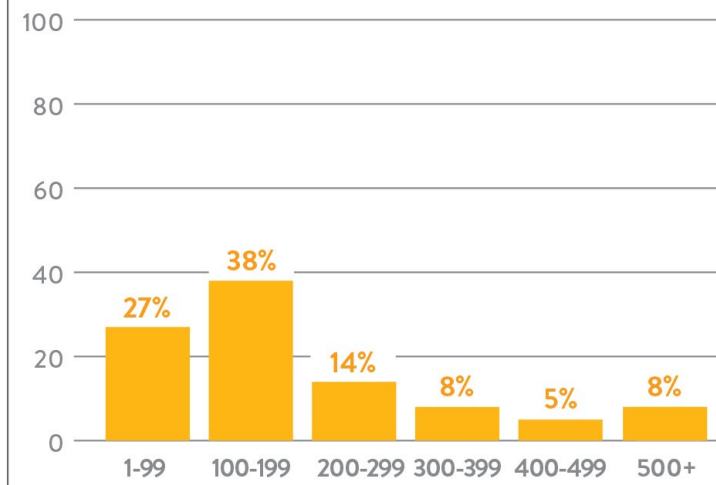
Many thanks to those of you who participated in the survey; New York again came in the with most respondents!



85% OF FUNERAL FIRMS

DESCRIBE THEIR OWNERSHIP STRUCTURE AS INDEPENDENTLY OWNED.

AVERAGE NUMBER OF CALLS PER YEAR



THE AVERAGE FUNERAL FIRM EMPLOYS:

2-4 FULL-TIME LICENSED FUNERAL DIRECTORS

0 PART-TIME LICENSED FUNERAL DIRECTORS

0 FULL-TIME NON-LICENSED STAFF

2-4 PART-TIME NON-LICENSED STAFF

OF THE FULL-TIME LICENSED FUNERAL DIRECTORS



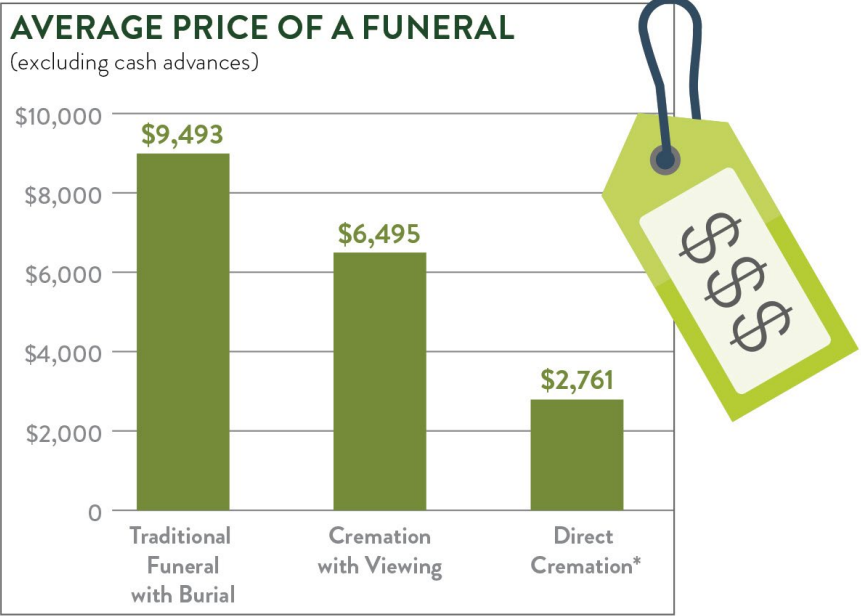
55%
ARE MALE



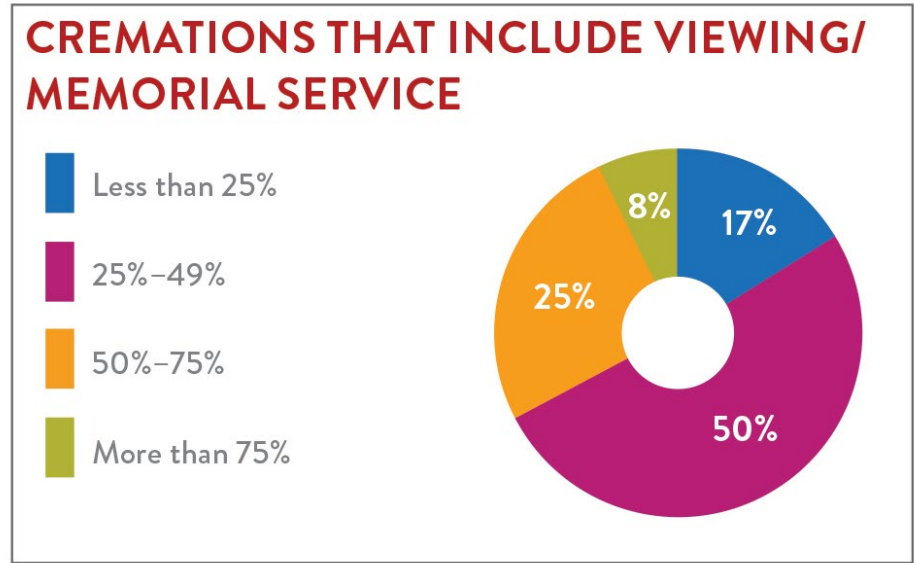
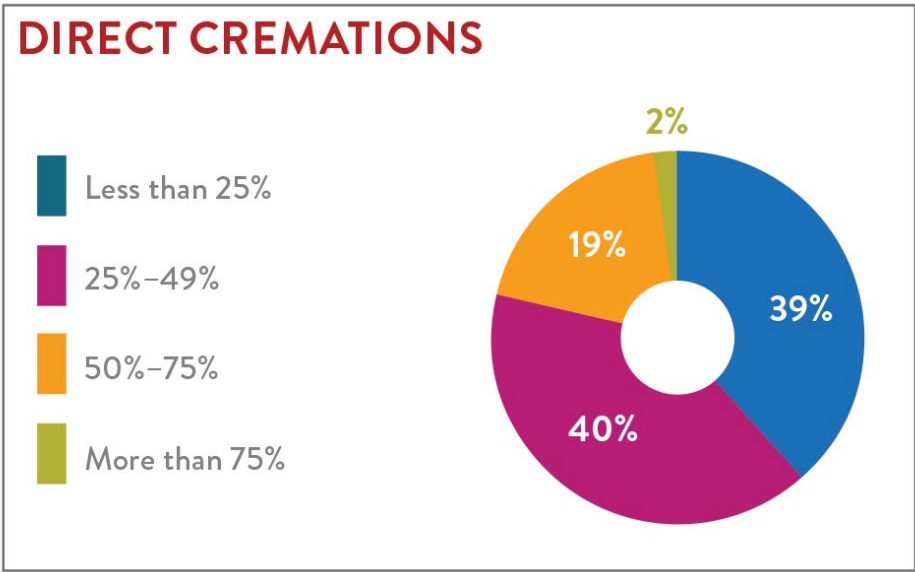
45%
ARE FEMALE

TOP THREE ISSUES RATED AS EXTREMELY IMPORTANT

- 82%** PROFITABILITY/ CASH FLOW
- 70%** CHANGING CUSTOMS/ NON-TRADITIONAL FUNERALS
- 69%** CREMATION/ DIRECT DISPOSITION



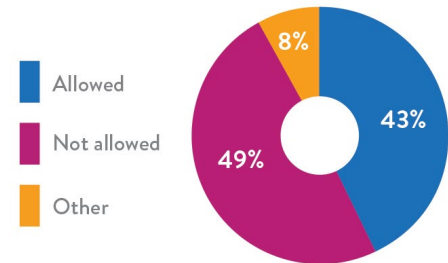
* excluding crematory fee



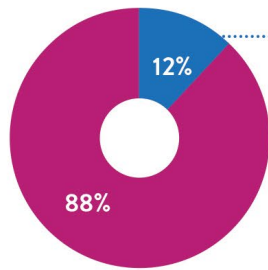
New York State Survey Findings

As part of the NEFSP Survey, NYSFDA asked our members specific questions designed to understand how we can best serve you now and in the future. These results, combined with our Virtual Town Hall meetings from last month, will help us support and advocate for our members. Following are key findings from our state-specific survey.

CONSUMPTION OF FOOD AND BEVERAGE IN THE FUNERAL HOME



FIRMS THAT HAVE HANDLED A CALL FROM HERITAGE CREMATION PROVIDERS OR SIMILAR THIRD-PARTY "BROKER"



90% OF RESPONDENTS

who have handled a call from a "broker" had a negative experience.

NYSFDA 2020 COVID Response

From the very beginning of the pandemic through today, NYSFDA staff worked as your advocates. We remain committed to being your source for accurate news and critical information. Our mission continues to be to serve as a resource to our members. As we head toward the winter months, know that whatever comes next, we are ready to work for you in 2021 and beyond.

- Shared **8 video messages** for the most critical news
- Hosted **12 live update webinars** designed to answer members' questions
- Created a COVID-19 Resource webpage that has **received 67,292** views to-date
- Responded to the lack of PPE by purchasing **over \$200,000 of PPE** for member funeral firms
- Committed to keeping members informed, we sent **125 pandemic-specific emails in 120 days**
- PrePlan processed **nearly 60% more death claims** compared to the same time last year, without delay
- PrePlan disbursed **over \$50 million in funds** from April through June, up 51% from 2019

Thank you for your membership!

NYSFDA Conducts Virtual Town Hall Meetings



2020 has been an unprecedented year, causing NYSFDA to cancel or postpone in-person events. Yet we still wanted to bring our members together and hear from you on specific issues impacting funeral service in NYS. To accomplish this, we held Virtual Town Hall Meetings in each of our nine regions to discuss paraprofessionals and alcohol in the funeral home. Many thanks to those of you who participated. We very much appreciate your input and feedback on these issues.

Missed the live discussion? We've archived each meeting on our website. [Click here to access the recordings](#) (NYSFDA member log-in required). If you have additional feedback you'd like to share, please email Executive Director Mike Lanotte at mike@nysfda.org.

Next steps. As we mentioned, these meetings were the next step in gathering information and better understanding members' overall feelings on these two topics. In their December meeting, the Board of Directors will take your feedback and decide how to best move forward. From there, a summary of discussion points and action items will be made available to NYSFDA members.

Mark Your Calendar: Virtual Meeting | Chapter Model Discussion

The entire membership is invited to join us **Tuesday, November 10 from 1-2pm** for an open discussion on the Chapter Model concept. Specific log-in details for each of these sessions will be distributed prior to each session. Watch your email, and we look forward to connecting with you soon!

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Silver Linings

By Elizabeth Botti, Funeral Services Assistant,
Cusimano & Ruso Funeral Home, Brooklyn



In 2020, Funeral Homes within the five Boroughs encountered a multitude of challenges nobody in the industry had ever experienced. The pandemic shook New York City to its core, and funeral homes and directors quickly sprang into action as they were faced with the reality of a pandemic that crippled the Big Apple. Funeral homes and dedicated staff quickly learned of the gravity and nature of the pandemic and its impact. They were quickly dealing with the reality which was this: How do funeral homes prepare for loss on this level? In a field where it is our job to help those in need, how do we manage to do that at this magnitude?

COVID-19 shook New York City to its core. One funeral home in particular, where I have the pleasure of working and is located in the Gravesend section of Brooklyn, encountered just that. There was no preparation nor handbook for what we encountered at Cusimano & Ruso Funeral Home. As Director Michael Rizzotto began to understand the gravity, he immediately focused on ensuring all the families' needs were met, no matter how great of a challenge.

During this time, Cusimano & Ruso Funeral Home received calls from desperate families pleading for help. Mr. Rizzotto and his team of dedicated staff worked hard to do just that. Provide dignity to the deceased, while bestowing comfort to the living, and those who are trying to make sense of losing a loved one due to COVID-19.

Due to limited staffing, we were grateful to receive help from a fellow dedicated funeral director from South Carolina. Mr. Phredrick "PH" Dold graciously came to the rescue and claimed temporary residency in Brooklyn for several weeks. He and Mr. Rizzotto worked tirelessly to accommodate the needs of every family they served, all the while trying to adapt, and make sense of their current reality.

Inspiration comes in many forms, and from many people. For someone like myself who has just begun my journey of one day becoming a funeral director, I was truly inspired to see the hard work and dedication from Mr. Rizzotto, someone I consider my mentor. I have learned so much from him during this time, and his dedication to his craft and throughout this year was nothing short of incredible.

Throughout this hardship, there was in fact, a silver lining. The takeaway was this: we witnessed cohesion within our community. We witnessed a community of human beings coming together during a time of extreme uncertainty. There was a beautiful outpouring of gratitude from neighbors, where many occasionally brought food and supplies. We received shipments from funeral homes expressing their gratitude for all that we have done. It was simply beautiful to witness.

Although there was so much loss, pain and fear, we also witnessed people from all over come together to help one another, and that was truly a beautiful thing to be a part of, and something that we will never be forgotten.

Do you have a positive story to share? Email megan@nysfda.org and tell us how you've made the best of COVID-19.

An Unlikely Soft-Cost Saver: Insurance

By Rick Leonelli & Rina Corigliano-Hart,
OneGroup



How to use risk management tactics and insurance plan design to cut costs while keeping your business and employees safe and covered

Over 80% of NYSFDA survey respondents reported they were concerned about cash flow this year. That means that now through the end of the fiscal year is the time to consider every possible option to decrease your soft costs. One unlikely place you may find savings is your insurance.

Here are five ways to use risk management and insurance tactics to lower your soft costs and tackle rising premiums.

- 1. Earn Auto Insurance Discounts for Safe Driving:** An employee and listed driver on a commercial auto can be eligible for a defensive driving discount on a small commercial non-fleet policy. This discount is provided after completion of a DMV-approved defensive driving course, now offered either online or in-person. Completing one of these courses could make the driver eligible for the discount on both their personal auto and commercial auto policies for three years. That's a nice savings for 6 hours of online training.
- 2. Claim-Free? Claim Your Discount:** New York State Workers' Compensation Rating Board offers a merit rating program with a maximum credit of -8% for a claim-free period of three years. Check to make sure you are receiving any merit rating credit if you have had no claims.
- 3. Increase Deductibles to Decrease Premiums:** This solution may not be right for everyone's risk appetite, but it is a potential method of saving costs. Consider increasing your property, liability, auto and/or health insurance deductibles to decrease your premium costs. A higher deductible over years can deliver sizeable savings. One important thing to remember when increasing medical plan deductibles is that every time you increase your plan deductible and/or copayments to decrease premiums, you increase the out-of-pocket costs for your employees. This is a careful balancing act that you will want to discuss with your benefits advisor. If you choose to pursue this option, your advisor can help you find a happy medium that satisfies both parties.
- 4. Opt-in, Group Plans for Specialty Coverage:** Consider offering voluntary group plans as part of your employee benefit strategy. For example, you may not currently offer dental or vision coverage, but you have staff members who need these benefits. When you offer a voluntary group dental or vision plan, your employees can take advantage of your employer group pricing, and you don't have to contribute to the insurance premium. It's a win-win for everyone!
- 5. High-Deductible Health Plans:** If you don't already offer an HDHP, consider offering one. There are tax advantages to you as the employer and to your employees when they use an HSA bank account in conjunction with your qualified HDHP. Employer and employee contributions into a health savings account are tax free, interest earned on the account is tax free, and funds taken out to pay for eligible medical expenses are tax free. Additionally, when HSA account holders become Medicare eligible, they can use those funds to pay Medicare Part B premiums.

Most funeral directors' insurance policies renew January 1, which means now is the time to start preparing. Make sure that you're aware of all your options for cost savings ahead of time and be sure to discuss them with your insurance advisor. Taking a few simple steps now can make a big difference to your bottom line in 2021.

Questions? Give Rina a call at 315.413.4492
or Rick at 518.952.7985.



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OneGroup continues to be a part of the NYSFDA's Member Advantage Program, serving as resource to all members.

Get to Know our Student Members



Student Member:
Juliet Levine

Hometown:
Manhattan; currently
residing in Astoria, Queens

Mortuary School Attended:
American Academy
McAllister Institute

Graduated:
April 2020

What prompted you to choose a career in funeral service?

When I was little, I was obsessed with ancient Egypt and the mummification process. As I became aware of different jobs, I realized I could do something like that! The idea of becoming a funeral director continuously made its way into my mind over the years. I kept pushing it aside, thinking it was too weird or morbid, and eventually harbored a deep anxiety about death. I remained this way until about 5 years ago, when I realized that my last remaining grandparent, and the one I was closest to, was nearing the end of her life. I wanted to be able to take care of her, and my Mom. I also wanted know what was happening, because none of us really realized we were watching the death process. Almost immediately after she died, I found myself wishing I could have understood more, been more aware and prepared, and helped more. I started looking into a career in funeral service, hoping I would find some way to provide other families what I feel my family didn't get, which was mostly knowledge. While I researched becoming a funeral director, I had the epiphany that everything I had done in my life culminated into this career and my calling could no longer be denied.

I have a bachelor's degree in psychology with a minor in studio art and social work and have always wanted to help people. I worked in theatre running productions and an event entertainment company planning large scale events for special occasions. I've always loved playing with hair and makeup, and worked at a hair salon, and refined my "dealing with people" skills with years of working in customer service. All these jobs provided me with a fantastic framework to be a funeral director, and four months after Grandma's death, I attended my first class at McAllister. I love feeling like I'm making a difference for people and helping them through what is likely one of the most difficult times of their life. I am fascinated with the science of embalming and being able to use fluids and makeup to give families one last look at their loved one. Learning about the mourning practices of different cultures and religions has been another area of interest I hadn't expected. I feel like I'm doing the work that I'm meant to be doing.

What Do you hope to accomplish as a licensed funeral director?

I hope to be an integral part of ushering in the future of industry, helping to bridge the gap between tradition and whatever is next for generations who are less religious, more spiritual, or want to create different death rites for their family. I want to encourage families to be involved in caring for their dying loved ones. I not only hope to demystify what we do but also help families understand the signs of end of life so they can make the most of their time. Death is the only constant in life, and I would like to see it become a commonplace topic. Speaking as someone who used to fear death, I now know that fearing the inevitable is a waste of precious time. With planning and discussions about the end of life, one can focus on celebrating the life of those we've lost instead of having to make lots of impactful social and financial decisions at the time of need.

What do want people outside of this profession to understand about funeral service?

I want laymen to understand the time, knowledge, and skill it takes to prepare a body for viewing, the laws and regulations we must follow, and the people skills we employ to offer guidance and information to families when they're in an emotionally and perhaps mentally compromised state. We're not people trying to benefit from your sadness. We're people with a passion for helping and who have trained and continue to train tirelessly to be the best part of your worst experience.

What advice would you give someone preparing for their licensing exams?

If you're preparing for your licensing exams, STUDY. There's no way around the fact that you absolutely must make time to study and go over every single thing. Once you're sitting for the exam, read everything very carefully and trust your gut. If you don't know it immediately, come back to it, but definitely go with your first choice.

How do you like to spend your free time?

I like to read, specifically about the history of the medical field. Social activism is important to me, so some of my free time is spent supporting different causes I believe in. I also enjoy making chocolates, and have been very into growing my home garden and my taxidermy and animal bone collection. Otherwise, you'll find me on the couch watching scary movies with my partner and two sphinx cats.

Let's be friends on Instagram!
@undertakingcareofbusiness



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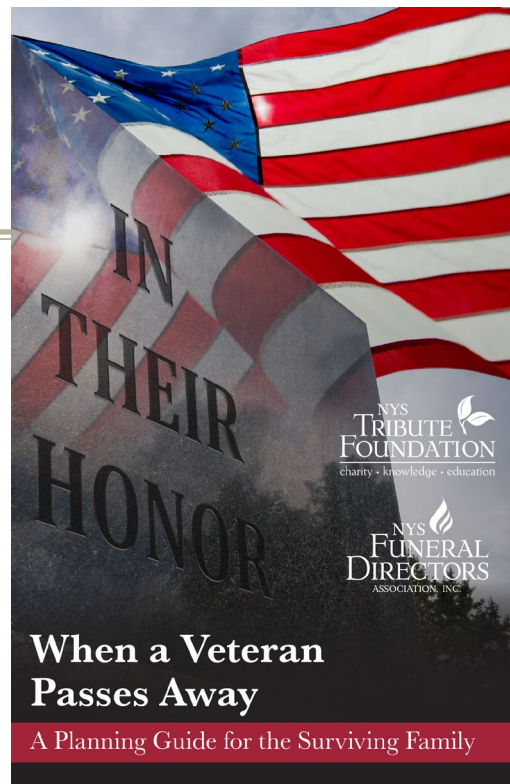
Honoring our Veterans

Next week we will pause to honor all those who have served our nation; we will celebrate Veterans Day. Please join NYSFDA in thanking our veterans for their bravery and sacrifices.

As funeral services professionals, we know that one of the more difficult tasks a surviving family may face after the death of a beloved Veteran is identifying, locating, and completing the various claim forms required to obtain survivors' benefits from the U.S. Department of Veterans Affairs (VA). To avoid such a situation, and to ensure those who have proudly served our nation receive all the benefits to which they are entitled, Veterans and their families are encouraged to organize their personal and military records as part of their regular estate planning.

This spring NYSFDA updated our resource guide *When a Veteran Passes: A Planning Guide for the Surviving Family*. We encourage members to request a supply of this helpful publication and share it within your local community.

To place an order, [download our Publications Order Form](#) and fax it to 518.452.8667. This is a **FREE** member publication, so order yours today.



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Upcoming Events

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November 2020

- 10** **NYSFDA Virtual Town Hall Meeting | Full Membership**
Tuesday, November 10 | 1-2pm
- 11** **NYSFDA Offices Closed**
In observance of Veteran's Day
- 26** **NYSFDA Offices Closed**
In observance of Thanksgiving
- 27** **NYSFDA Offices Closed**
In observance of Thanksgiving

December 2020

- 24** **NYSFDA Offices Closing at 1pm**
In observance of Christmas Eve
- 25** **NYSFDA Offices Closed**
In Observance of Christmas
- 31** **NYSFDA Offices Closing at 3pm**
In observance of New Years Eve

January 2021

- 1** **NYSFDA Offices Closed**
In observance of New Years Day





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Thank you to our contributors who have made donations to the Tribute Foundation in 2019-2020. 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. For the most recent listings visit: my.nysfda.org/donors.



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Tribute Legacy Society \$10,000 or more

- **Wayne and Sally Baxter** | Fox Funeral Home, Forest Hills
- **Douglas, Martha 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. Flocks, Jr.** | Beecher Flocks Funeral Home, Inc., Pleasantville
- **Jeffrey A. and Robin Jennings** | Jennings, Nulton & Mattle Funeral Home, Inc., Penfield
- **Leatherstocking Funeral Directors Association**
- **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-Sullivan Funeral Home, Inc., Cornwall-On-Hudson

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- **Scott B. Anthony, CFSP** | Anthony Funeral & Cremation Chapels, Webster
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- **Erie-Niagara Funeral Directors Association**
- **John Fraser** | Holy Rosary Church, Hawthorne
- **Henry Gutterman** | New York
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- **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

- **Joseph Dietrich** | Dietrich Funeral Home, Inc., Amherst
- **Nancy Eannace** | Eannace Funeral Home Inc., Utica
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- **Jeff and Peggy Gaines** | Glen Rock, NJ
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- **Doug and Sharon Wilson** | Norwich

Keystone Contributor \$1,000 – \$2,499

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Tribute Pioneer \$500 – \$999

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Long Island, NY

Send Resume to longislandtrade@gmail.com

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Director/Embalmer

Mount Kisco, NY

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Resident/Licensed Funeral Director

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Send Resume to martinezmorsefcs@gmail.com

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Send Resume to marklisa@sheafuneralhomes.com

Licensed Funeral Directors

NYS, Westchester & Rockland Counties

Send Resume to

thomas.murphy@dignitymemorial.com

NYS Resident Funeral Director

Finger Lakes Region, NY

Send Resume to mpdougherty27@gmail.com

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Spotlight on Compliancy: Annual Statements

By Melissa Sargalis,
Director of Preneed Trust Services

You will find PrePlan in full compliance with General Business Law 453. Annually we send a Grantor's Trust Tax Statement to each accountholder as required by law. The statement identifies the location of the funds and the annual interest earned on the account. The annual interest earned is reported on behalf of the consumer, never by using the funeral home's Tax ID.

Within a matter of months, our printers will be overflowing with tax statements. This January, PrePlan will print and mail over 115,000 tax statements. We need your help to ensure each consumer receives their statement in a timely manner. If you would review your monthly statements especially accounts with an "invalid" address and provide any necessary updates to us. An "invalid" address indicates that undeliverable mail has been returned by the United States Postal Service previously and through our extensive research a valid address has not been found. The likelihood of this consumer receiving their tax statement is greatly reduced until their address is updated.

Please take a minute (or two) to provide any address changes on behalf of your consumers. It's important to note, the address listed on the account as of December 31 will be used for the annual tax mailing. Time spent now will assist both PrePlan and your firm by eliminating extra consumer phone calls in January when a tax statement is not received.

Have any consumers updated their address on file? Did they inform you that an apartment number should be added? Is there an alternate that should receive mailings? If so, there are several ways to modify or change an address. You may mail or fax a General Administration form, email us with the account number, beneficiary name, and mailing information (preplan@preplan.org), or use our website, www.preplan.org.

From PrePlan.org:

- Select "Funeral Home" or "Corporate" tab on the top right to log in
- Once logged in, select the "Contract" tab
- Use the "Update Existing" tab
- Search for the account
- Select/choose the contract number
- Update the information
- Select "Next" on the bottom of screen
- Choose "Submit" on the bottom of the screen



**Please note, all address changes done via the website will be reviewed and approved. The changes will not show immediately.*

Thank you in advance for your assistance. The staff at PrePlan would like to wish you all the best as this year comes to a close. We look forward to assisting you in 2021.

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