

# THE BULLETIN

APR | MAY | JUN | 2016



## CONVENTION ISSUE



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NORFOLK WATERFRONT HOTEL  
*June 19-22, 2016*



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# C O N T E N T S

## MESSAGES & FEATURES

- 4 President's Message:**  
Where Do We (I) Go From Here?
- 5 Executive Director's Message:**  
Continuing to Work for the Funeral Service Profession
- 7 Why I Chose to Be a Funeral Director**

## MEMBER NEWS

- 8** 128th Annual VFDA Convention Time!
- 9** Schedule of Events
- 10** Social Activities
- 11** Spouse's Luncheon
- 12** Hotel Info & Things to Do in Portsmouth
- 13** Tuesday Night Entertainment
- 14** Mega Monday Education Blitz
- 15** Mega Monday Presenters
- 16** Registration Form
- 17** Keynote Speaker
- 18** Special Guests
- 19** Application for Exhibit Space
- 20** Exhibit Floor Plan and Vehicle Spaces
- 21** VFSSA Golf Tournament
- 22** Sponsorship Opportunities
- 24** VFDA Awards Program

## ASSOCIATION NEWS

- 26** VFDA Leadership Nominations Ballot
- 27** VFDA Bylaws Ballot
- 29** Calendar of Events
- 30** In Remembrance and New VFDA Members
- 32** Scholarship Application

## LEGISLATIVE CORNER

- 34** Happy Post-2016 Legislative Session!
- 37** Professional Futures Fund Contribution Form
- 38** Advertiser Index

**back cover** Women in Funeral Service Networking Event



7



8



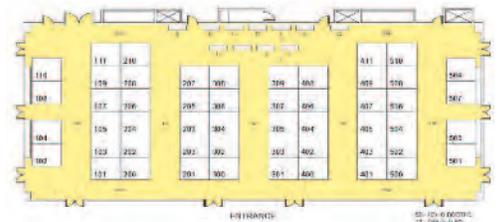
12



17



20



34



back  
cover

# Where Do We (I) Go From Here?



In our business, where we never know what is around the next corner, what family we will be serving, or what means of a cause of death that someone did not survive...it is an uncertain life. We plan on doing things, be it meeting the spouse for lunch, or taking your grandchild out on a movie date. But death always is on our minds... hence the question and the title of my last President's Message Report, "Where Do We (I) Go From Here?"

## THANKSGIVING ROAD

As with our RV road trips there are many avenues that I need to take in the course of this message. First of all, "THANKSGIVING ROAD," a big heartfelt Thank You to my Wife and First Lady, Bobbi, who has been by my side throughout this year and supported not only me, but the VFDA as well. Also to Karen, my right arm, without whom this year would not have been possible at all. And to our staff, who have helped us so much during the year in filling in during our absence and being understanding when they have been called on to do what needs to be done.

## FRIENDSHIP STREET

I thank all of our friends and colleagues that we have met during this year, and to the Johnson, Fairfax Memorial, Frost, Colonial, and Andrews Funeral Homes that we have parked our RV in (even those with Pecan Trees that reach out and grab you). To all of the interesting people that we have met during Hotel Roanoke Convention of 2015, the National FDA Convention in Indianapolis, the seven Districts that make up our Association, the Michigan Funeral Directors Convention in Detroit, and the Study Trip to Alaska. It has been a joy (albeit tiring) to have the opportunity to have such friends and to be involved in such a worthy cause to promote our Association and our profession.

## MEMORY LANE

There have been a lot of tears and laughter. Colleagues and their family members that have passed on, meals and receptions that have made their mark, and people who have praised us or disagreed with us. It is those memories that make up our being. And all of those memories I will cherish.

## INSPIRATION ALLEY

Many people have influenced my character. The calls that we received from the last article in *The Bulletin* has inspired me to be all that I can be for others. We take away thoughts and comments from many people throughout our lives. Some stick on us like glue while some slide off like



water. To be all you can be to be of service to others is very stressful life. I believe that is why I watched "Downton Abbey" with such amazement. Giving of yourself in the service for those who need it the most.

## VISION BOULEVARD

I wish I had a crystal ball to foresee where our Association is going. Members stepping up to fill the chairs and committees are becoming scarce. Our time is very valuable for our families at home, at work, and also our Association. I look forward to keeping involved as Past President but also the incoming Secretary/Treasurer of the Blue Ridge FDA. My Vision is to keep on serving in whatever capacity needed as long as I am able. I hope and trust that others around me feel the same.

## CONVENTION HIGHWAY

So many events in the three day period of our 128th Annual VFDA Convention at the Renaissance Portsmouth-Norfolk Waterfront Hotel is somewhat overwhelming but we wanted everyone to have something to do. During Sunday, June 19, 2016, we will have our Board of Directors meeting, the VFSSA Golf Outing at Bide-a-Wee in Portsmouth, VFDA Choir Practice, and Bobbi and I's Welcome Reception. On Monday, June 20, we'll start off with a CE Blitz, Exhibitor set-up, Spouse's Outing, our Service of Remembrance, and the Grand Opening and Ribbon Cutting of the Exhibits followed by the Cocktail Reception. I trust you will join us in dressing up for the "Roaring '20s," it should be a sight to see. Tuesday, June 21 will start off with Breakfast, the Annual VFDA Business Meeting, the Exhibit Hall, Past Presidents Luncheon and Scholarship Presentation, the VFSSA Business Meeting, Doug Gober's presentation of the "Unsteady March of Time," a cocktail reception, and the Banquet where I pass the gavel on to Larry Joines, ending with play about



# Continuing to Work for the Funeral Service Profession...

It is a beautiful day as I write this message, it is hard to believe Spring is right around the corner. The VFDA office is busy planning our upcoming 128th Annual VFDA Convention and preparing all of the marketing pieces and events to make this a special event. We hope you have the convention on your calendars and are planning to attend this year. I would like to take a moment to thank Ray and Bobbi Sloan for a great year. They both work very hard not only for the families they serve, but also in their community, I have truly enjoyed seeing all that they do and have enjoyed having them part of this great Association. I look forward to having Larry Joines move into the seat of President and know he will lead the Association well and with great thought. We have started sending nominations ballots, bylaws ballots and will send additional items as we enter summer, please make sure you

vote and respond to those correspondences. Your voice matters and we need to all participate in this association. Over the summer, the legislative committee, committee chair and lobbyist will hold a series of meetings to prepare our strategy, legislative giving and prepare for next year's session. Although we were not as successful as we had hoped this session, we are continuing to work hard on your legislative agenda and communicating with legislators. We will be calling on you to help in this process and continuing our legislative efforts. I truly hope you all had a blessed Easter and enjoy this Spring weather. We look forward to seeing you in Portsmouth this summer.

*Stacy Whitaker*

*continued from previous page*

funeral directors by Dr. Edith Churchman. On top of all of this, everyone is invited to our Hospitality Suite Sunday Night and Monday Night at the Hotel. Whew! There will be a lot to do.

## Where Do We (I) Go From Here?

The road map is clear from the way I see it. We all need to stay involved assisting others that take our places in leadership. I see the Presidency of the Association really as a three year period. As President Elect, President, Immediate Past President may be different titles but if the three people that are in those positions get along and have an attitude of like mind service towards the Association then the three become one serving its members. Where do I go from here?, hopefully being of the same mindset I have tried to be all along, to be a strong and clear voice of the Associations members, being honest in our actions, and taking the heat if something goes wrong. Where do we go from here? Hopefully the same course but change is coming in how we deal with issues. Sometimes change is good but we have to be slow and precise about how much we change and how we go about it. I trust that you will go down that road with me.

*Ray Sloan*

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EXCLUSIVE  
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by Federal Coach**

**Phil's Coaches c/o Funeral Car Store  
(301) 649-1113 (703) 906-4576**

*www.philscoaches.com coaches2727@gmail.com*



# Why I Chose to Be a Funeral Director

by Karen Hall, Licensed Funeral Director, Botetourt Funeral Home

I started working at Botetourt Funeral Home January 1997 to be the OFFICE MANAGER. I kept the case files, answered the phone, made appointments, helped with day to day operations and such. That was when we were working out of the remodeled Ford building in town while we were building the building we use today. Soon I began assisting on funerals, visitations, and removals. Slowly I began helping getting folks dressed and helping with hair and make up. Ray told me I may as well get my license and I was like, yeah, might as well. I signed up for my apprenticeship and classes at John Tyler. My first case as an apprentice was a victim who was struck by a car while walking in the road. He was a total facial reconstruction and autopsy. We worked on him for two days to have the family close the casket. None of that bothered me except closing the casket. We worked hard, he looked good considering... anyway, not my decisions but I wanted to better myself so caskets would stay open. I finished school with honors, thanks to my family, my professors, and my lab partner Jake Smith. I have taken several seminars and learned many things to turn out better bodies. I love my work beyond the hard schedules, but what we do here at Botetourt Funeral Home is life changing for me. I didn't grow up thinking I would be a funeral director. Turns out, I feel confident in what I do, never would have thought that. But like Ray always says, its not just a job, its our way of life. Yeah, we miss a lot of things or have to leave functions and sometimes I get mad, but I quickly get over it because I answered the call of life that God laid out for me.



We are a tight family firm who takes care of our community and we work well as a team. Not everybody could work along side their family day in and day out, but we make it work. Yes

I have to step up more when my parents are gone for business or travel and I miss them and their contribution, but Ray taught me what to do and how to handle myself. I've taken those tools and made them my own.

## Our History

Botetourt Funeral Home began as a dream. Having worked for someone else for sixteen years, it was a major decision to step out on our own and become the "owners." Ever since we made that step, we haven't regretted it for a minute.

Botetourt Funeral Home started to exist in May 1996 when I resigned as manager of a local funeral home. We remodeled the old Buchanan Motor Company on Main Street and was licensed to accept calls on July 7, 1996. On Labor Day of 1996 we began construction of our new facility at 14920 Lee Highway, Buchanan. It sat on the outskirts of town, and some people said it wouldn't work but we had faith in the fact that a new larger building and more parking would be comforting to our client families.

In May of 1997, we held our Open House and many people came to see us and the "New Funeral Home." Karen Hall came into my life as a step-daughter but has become my "right-arm" in many aspects after getting her funeral service license. My wife, Bobbi has been retired from owning her own hairdressing business in 2005 and became our third full-time employee along with being the Vice-president of the company.

Over the past twelve years it has been quite a experience to be able to serve families one on one and be able to provide the high level of service with a reasonable pricing structure. Our Motto "Serving with Compassion" is practiced everyday. We try to keep the business end in the background and service in the forefront.

# IT'S CONVENTION TIME

*Join us at the*  
RENAISSANCE  
PORTSMOUTH-  
NORFOLK  
WATERFRONT HOTEL  
*June 19-22, 2016*



# 2016 VFDA CONVENTION

# SCHEDULE OF EVENTS

## SUNDAY, JUNE 19

8:00 am - 10:00 am	VFDA Board of Directors Meeting
11:00 am - 2:00 pm	Registration
10:00 am - 5:00 pm	Virginia Funeral Suppliers Sales Association Golf Outing, BIDE-A-Wee Golf Club
1:00 pm - 5:00 pm	Exhibitor Set-Up (light snacks and beverages provided, no lunch)
5:30 pm - 6:00 pm	Service of Remembrance Choir Practice (all are welcome)
7:00 pm - 8:00 pm	Welcome Reception with VFDA President Ray Sloan and First Lady Bobbi Sloan

## MONDAY, JUNE 20

7:00 am - 2:00 pm	Registration
8:00 am - 1:00 pm	<b>Mega Monday Continuing Education Blitz</b> (continental breakfast & lunch provided) (5.0)
9:00 am - 2:00 pm	Exhibitor Set-Up (lunch provided)
11:00 am - 1:00 pm	Spouses Outing, (jewelry making and lunch)
2:30 pm - 3:30 pm	Service of Remembrance
3:30 pm - 4:30 pm	Service of Remembrance Reception
6:00 pm - 7:30 pm	"The Roaring '20s" Exhibit Hall Grand Opening/Ribbon Cutting and Cocktail Reception
7:30 pm	Dinner on your own

## TUESDAY, JUNE 21

8:00 am - 8:30 am	Continental Breakfast
8:00 am - Noon	Registration
8:30 am - 10:30 am	Annual Business Meeting (1.0)
11:00 am - 2:00 pm	Exhibit Hall Is Open (lunch provided for exhibitors & attendees)
12:15 pm - 1:15 pm	Past President's Luncheon & Scholarship Presentation
2:00 pm - 3:00 pm	VFSSA Business Meeting (on the exhibit floor)
2:00 pm - 4:00 pm	<b>"The Unsteady March of Time-The Funeral Profession Past, Present and Future"</b> Douglas R. Gober (2.0)
3:00 pm	Exhibit Hall Closes (exhibitors are to begin breaking down booths)
6:00 pm - 6:30 pm	Cocktail Reception
6:30 pm - 9:00 pm	Farewell Banquet & Installation of Officers, Entertainment by Dr. Edith Churchman, "Laid Out, the Business of Funerals"

# CONVENTION SOCIAL ACTIVITIES

## President's Welcome Reception

Join President, Ray Sloan and First Lady, Bobbi Sloan as they kick off the 128th Annual VFDA Convention on **Sunday, June 19 from 7:00 - 8:00 p.m.** Hors d'oeuvre and cocktails will be served. This event is business casual and is planned to be held outdoors weather permitted. Sponsored by the Blue Ridge Funeral Directors Association.

## Exhibit Hall Grand Opening and Cocktail Social

The Grand Ballroom at the Renaissance Portsmouth-Norfolk Waterfront Hotel will transform into a grand "Roaring '20s" exhibit hall with rows of exhibitors all in one location. Spend time with exhibitors while enjoying heavy hors d'oeuvres and an open bar. The exhibit hall will open with a ribbon cutting ceremony at **6:00 p.m. on Monday, June 20.**

## Farewell Banquet and Installation of Officers

Say farewell to the 128th Annual Convention on **Tuesday, June 21** as we honor President Ray Sloan and welcome incoming President Larry Joines. Enjoy a buffet dinner with friends and family, welcome officers of our board, salute our profession's award winners and enjoy "Laid Out: The Business of Funerals" a musically dramatic reading by four amazing women from **6:00 - 9:00 p.m.** Attire for the evening is semi-formal; we ask that men wear suits (jackets and tie) or tuxedos, ladies cocktail or formal dresses.

ENJOY COCKTAILS WITH THE PRESIDENT

# HOSPITALITY SUITE

PLEASE JOIN RAY AND BOBBI SLOAN FOR COCKTAILS DURING THE CONVENTION. COCKTAILS WILL BE SERVED IN THE PRESIDENTIAL SUITE ON SUNDAY, JUNE 19TH FROM 9:00 P.M.—UNTIL AND MONDAY, JUNE 20TH FROM 9:30 P.M.—UNTIL.

ROOM NUMBER WILL BE ANNOUNCED DURING THE SOCIAL EVENTS EACH EVENING. COME RELAX,

SOCIALIZE AND ENJOY A COCKTAIL WITH FRIENDS!

QUESTIONS? CONTACT LACY WHITTAKER  
(804) 264-0505 OR INFO@VFDA.NET.



SUNDAY, JUNE 19TH AND  
MONDAY, JUNE 20TH

## What to Wear Guide

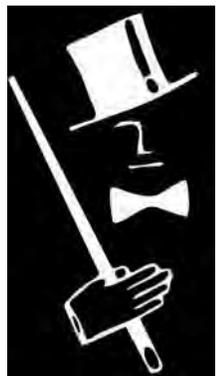
*All classes/board/annual business meetings are business casual.*

### SUNDAY, JUNE 19

- Welcome Reception with VFDA President is business casual

### MONDAY, JUNE 20

- Spouses Gathering and Jewelry Making Class is casual
- Service of Remembrance is business attire
- Exhibit Hall Grand Opening is your best "Roaring '20s" attire



### TUESDAY, JUNE 21

- Farewell Banquet is semi-formal/cocktail attire

# LET'S LUNCH!

## VFDA's Spouses Luncheon & Jewelry Making Class

**Monday, June 20, 2016, 11:00 a.m. - 1:00 p.m.**

Renaissance Portsmouth-Norfolk Waterfront Hotel during the 128th Annual Convention

**Hosted by Bobbi Sloan**

You must register on the VFDA convention registration form to attend.

**\$15 per person (VFDA members)**

**\$30 per person (non-VFDA members)**

We will only have materials for those who have registered in advance.

**Lunch will be taco salad, fruit and dessert.**

*(Please let the VFDA office know if you have any special dietary needs)*

(804) 264-0505 or info@vfda.net



## Shenandoah Valley Funeral Director's Association

### President:

**Daniel Chapman**

Johnson Funeral Service, Bridgewater  
dchapmanp@gmail.com

### Vice President:

**Mark Fridley**

Arritt Funeral Home, Inc.  
arrittfuneralhome@arrittfuneralhome.com

### Secretary/Treasurer:

**Vacant**



*Buena Vista*

*Meetings are held on the third Thursday in January, March, May, September and November.*

*Installations third Thursday in May.*

## HOTEL INFO

Make your reservations for the Renaissance Portsmouth-Norfolk Waterfront Hotel today by calling directly at (757) 673-3000 or with Marriott reservations at (888) 839-1775. Individuals must identify themselves as being with VFDA at the time the reservation is made in order to receive the special group rate. **Cut-off date to reserve your sleeping room is May 18, 2016.**

### Check-In/Check-Out

Check-in time is 4:00 p.m. While the hotel will make every reasonable effort to accommodate guests who arrive before the check-in time, guest rooms may not be immediately available. Baggage storage will be available for a small handling fee. Check-out time is 12:00 p.m. Late check-out requests will be reviewed based on hotel demand. A late departure fee of \$50 per room will apply. Standard parking rate will apply. (\$10 for self-parking and \$18 for valet)



## THINGS TO DO IN PORTSMOUTH

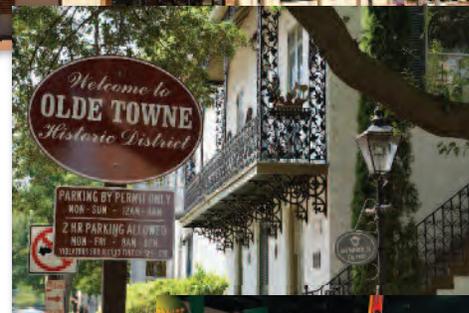
The hotel is located in the heart of Olde Towne Historic District that includes:

- Virginia Sports Hall of Fame & Museum [vshfm.com](http://vshfm.com)
- Children's Museum of Virginia [childrensmuseumva.com](http://childrensmuseumva.com)
- Portsmouth Naval Shipyard Museum [portsnaval museums.com](http://portsnaval museums.com)
- Portsmouth Art & Cultural Center [portsmouthartcenter.com](http://portsmouthartcenter.com)
- nTelos Wireless Pavilion [pavilionconcerts.com](http://pavilionconcerts.com)
- Day Cruise on Elizabeth River [spiritcruises.com/norfolk](http://spiritcruises.com/norfolk)
- Carrie B Harbor Tours [carrieb.com](http://carrieb.com)
- Hoffler Creek Wildlife Preserve [hofflercreek.org](http://hofflercreek.org)
- Willet Hall [willetthall.com](http://willetthall.com)
- Shopping in Portsmouth [portsvacation.com/shop](http://portsvacation.com/shop)
- Norfolk Tides Baseball [milb.com/index.jsp?sid=t568](http://milb.com/index.jsp?sid=t568)
- Commodore Theatre [commodoretheatre.com](http://commodoretheatre.com)
- Jewish Museum and Cultural Center [jewishmuseumportsmouth.org](http://jewishmuseumportsmouth.org)



Within walking distance you can enjoy the following restaurants:

- Cafe Europa (.3 mile) [thecafeeuropa.com](http://thecafeeuropa.com)
- Home Grown (.3 mile) [yelp.com/biz/homegrown-portsmouth](http://yelp.com/biz/homegrown-portsmouth)
- Lobscouser (.3 mile) [lobscouser.com](http://lobscouser.com)
- Roger Brown's Restaurant & Sports Bar (.3 mile) [rogerbrowns.com/home](http://rogerbrowns.com/home)
- Still Worldly Eclectic Tapas (.3 mile) [stilleats.com](http://stilleats.com)
- Bier Garden (.4 mile) [biergarten.com](http://biergarten.com)
- Cancun Fiesta (.4 mile) [cancunfiestarestaurant.com](http://cancunfiestarestaurant.com)
- Baron's Pub and Restaurant (.5 mile) [yelp.com/biz/barons-pub-and-restaurant-portsmouth](http://yelp.com/biz/barons-pub-and-restaurant-portsmouth)
- Mannino's Italian Bistro (.5 mile) [manninositalianbistro.com](http://manninositalianbistro.com)
- Gosport Tavern (.6 mile) [gosporteats.com](http://gosporteats.com)



# TUESDAY NIGHT ENTERTAINMENT

## LAID OUT: THE BUSINESS OF FUNERALS

This is a work of fiction, with the exception of Scene II which is based on actual funeral service history. Many characters are a blend of women and men in funeral service I have met and words that I have heard them speak in various combinations. Many of the written words are true depictions of what I have seen at funerals. Any characters or dialogue that has similarities to people living or dead is purely coincidental and not intended. – E.C.



chapter of her life, Joyce has broadened her passion for the arts by designing custom jewelry for company, REJOYCE. She is excited to be part of the Laid Out ensemble, where she shares her acting chops and pulls from her family roots which include the

Mimms Family Funeral Home in Richmond, VA. Her first appearance in Laid Out was at the inaugural Atlanta Black Theatre Festival in 2012.

**The Time:** *Now*

**The Location:** *Any Funeral Home USA*

### **The Cast:**

**Edith Churchman** (Playwright) was born and raised in Newark, NJ. She has a BS from Heidelberg College, Triffin, OH, MS from Emerson College, Boston, MA, and a Ph.D from Bowling Green State University, OH. She has been a licensed funeral service professional for over 35 years. Throughout her career she has and continues to lead and facilitate various workshops and seminars nationwide. She thanks God and her family for the opportunities she has had.

**Joyce Lightfoot** was born in Richmond, VA and raised in New Jersey. She resides in Atlanta, GA where she had a career in the financial services field. Now living the next

**Sonserae Wilson** was born in Newark, NJ and raised in Hillside, NJ. She is a devoted member of Smith Memorial Church where she is the President of the Adult Choir, a Praise Team leader, and one of the play writers for the Smith Memorial Drama Team. Sonserae is a lover of the arts, especially plays. She is excited about and grateful for the positions in which God has allowed her to stand.

**Gloria Davis** is a New Jersey native. She was born and raised in Atlantic City, lived in North Jersey for 35 years and now resides in Somerset/Central Jersey. Gloria, with a professional business background, retired as a corporate manager from Verizon Communications after a 33 year career. She specialized in creating and conducting seminars, lectures, and workshops focused on “Corporate Diversity.” A lover of the arts, “performing this play is energizing,” says Gloria. She subscribes to the much repeated mantra, “Life is about the journey, not necessarily the destination.”

---

*3 Years. 20+ Shows. Over 1,500 audience members including Organist Rhoda Scott and NJ Speaker of the House Sheila Oliver. Acceptance into the Atlanta Black Theater Festival. And now here with YOU! We sincerely thank you for being part of this journey (that has just begun) and witnessing the manifestation of a dream.*

*Laid Out is available for bookings and fundraisers! Contact us at:*

*[laidouttheplay@gmail.com](mailto:laidouttheplay@gmail.com) or 973-202-5026.*

# MEGA MONDAY EDUCATION BLITZ

Monday, June 20, 2016

## Schedule

- 9:00 a.m.....Restorative Art (hands on program)
- 10:00 a.m.....Virginia Laws & Regulations
- 11:00 a.m.....Effective Funeral Home Leadership
- Noon .....Preserving Your American Dream
- 1:00 p.m.....Preneed

## Presenters

- Ted Castle, Castle Mortuary Transport Service, Inc.
- Lynne Helmick, Virginia Board of Funeral Directors and Embalmers
- Steven Hughes, Batesville Casket Company
- Abe Zysman, The Zysman Law Firm, P.C./ Federated Insurance
- Regulatory Support Services



Renaissance Portsmouth-Norfolk Waterfront Hotel  
425 Water St, Portsmouth, VA 23704

**\$165 for VFDA members who are only attending one day of VFDA Convention**

**\$330 for non-VFDA members who are only attending one day for the VFDA Convention**

Must Register on the VFDA Convention Registration Form.  
Visit [vfda.net](http://vfda.net) for more information.

Receive all  
required  
continuing  
education credits  
in one day  
(5 CEUs).

## Virginia Funeral Directors Association Foundation RAFFLE during the VFDA 128<sup>th</sup> Annual Convention!

Step right up and get your raffle tickets!

You aren't going to want to miss out on these great prizes!

**First Place Winner gets \$1,000**

Second Place Winner gets \$500

Third Place Winner gets a grilling basket (\$250 value)!

It's only \$10 a ticket and all worth it for the win!

Name \_\_\_\_\_

Funeral Home/Company \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Number of tickets: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

Card# \_\_\_\_\_

Expires \_\_\_\_\_ 3 - 4 digit code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Use PayPal to purchase tickets! Go to [www.vfda.net/convention/2016-convention/](http://www.vfda.net/convention/2016-convention/) and click the link! If you would like to turn in your Raffle flier prior to Convention, send it to VFDA, P.O. Box 395, Hanover, VA 23069, or fax: 804-264-3260, or email: [info@vfda.net](mailto:info@vfda.net). If you send it via mail/email/fax, we will have your ticket ready when you arrive at the registration table.

# MEGA MONDAY PRESENTERS



## **Ted Castle** *Restorative Art*

**T**ed Castle, owner and operator of Castle Mortuary Transport, is a 1996 graduate of Gupton-Jones College of Funeral Service in Atlanta. Ted is licensed in Tennessee and Virginia as a Funeral Director and Embalmer. He has been in the mortuary transport business since 2003 and his previous experience included managing Castle Funeral Home in Bristol, VA, which was established by his father. He is past President of Southwest Virginia Funeral Directors.



## **Lynne Helmick** *Virginia Laws & Regulations*

**L**ynne Helmick works for the Department of Health Professions. She was appointed as the Deputy Executive Director for three health professional boards, including the Board of Funeral Directors and Embalmers in 2010. As Deputy Executive Director, she has responsibility for the licensure, disciplinary, and inspection processes of the boards. Prior to that, she was a Senior Inspector for the Department of Health Professions for eleven years. The duties of the job included conducting investigations for all the health professional boards under DHP and conducting inspections for the boards of Veterinary Medicine, Funeral Directors and Embalmers, and Pharmacy. Previously she worked for the Virginia Department of Behavioral Health and Developmental Services for six years; first as a Licensure Specialist and then as a Regional Manager in the Licensure Office. Before she moved to Virginia in 1992, she worked in the state and local mental health systems in Ohio for twenty years. Lynne has a Bachelor of Science in Social Work from West Virginia University and a Master of Public Administration from Kent State University.



## **Steven Hughes** *Effective Funeral Home Leadership*

**S**teven Hughes has served as a Business Consultant and now as a Regional Sales Director for Batesville Casket Company, Inc. In this capacity, he assists Funeral Directors throughout North Carolina, Virginia and South Carolina plan, implement and monitor burial and cremation solutions within their funeral homes. In 2009 Steven was awarded "The East Division Sales Representative of the Year." In 2010 Steven was awarded "Batesville's Council of Excellence Award," recognizing outstanding achievement in working with his customers to achieve their merchan-

dising, and profit goals. Steven is an Adjunct Instructor and a Business Advisory Board Member at Alamance Community College. Steven holds a Bachelors Degree in Business Management and Statistics from Virginia Tech University as well as a Master's Degree in Business Administration from Elon University in North Carolina. Prior to joining Batesville, Mr. Hughes had over twenty years leadership experience in The United States Military serving as an Officer. Mr. Hughes retired as a decorated combat veteran as he was awarded one of the highest military awards, "The Bronze Star with Combat Valor" for his actions in Iraq in 2004.



## **Abe Zysman, J.D., LL.M** *Preserving your American Dream*

**A**vram H. (Abe) Zysman, a passionate and dedicated advocate for his clients, has been helping families with their planning needs for over 15 years. After graduation from the New York Law School in 1997, Abe joined the Epstein, Becker & Green law firm in New York City, and worked with attorney Peter J. Strauss, a pioneer in elder law and one of the foremost estate planning attorneys in the country. After working in New York City for five years, Abe moved back home to Virginia, where he worked as an Associate for Ferris & Associates, P.C. a law firm specializing in estate, trust and business planning. Five years later, Abe and his family relocated to the Tidewater Virginia area, where he opened his own practice, The Zysman Law Firm, P.C. Abe received his J.D. from The New York Law School and a Master of Laws (LL.M.) in Estate Planning from the University of Miami School of Law.



## **Paul Harris** *Preneed*

**P**aul Harris is President and Compliance Director of Regulatory Support Services, Inc., a company founded in 1994 specializing in regulatory compliance consultation to the death care profession. He holds a North Carolina Funeral Service license and prior to joining the company, was the Executive Director of the North Carolina Board of Funeral Service from 2004 until early 2012. He was also active with the International Conference of Funeral Service Examining Boards and the Association of Executives of Funeral Service Boards. From 1998 until 2003 Paul was a member of the North Carolina Board of Funeral Service. Additionally, he served as the OSHA compliance coordinator for a North Carolina funeral home. Paul and his family live in Durham, NC.



# 128<sup>th</sup> Annual VFDA Convention

*June 19-22, 2016*

## Renaissance Portsmouth-Norfolk Waterfront Hotel

• • • • •



## FIRM MEMBER REGISTRATION FORM

All participants (including spouses, children & guests) must wear name badges to all continuing education courses and optional events. All registrants attending Tuesday night's Farewell banquet must present a ticket at the door before entry.

	Number Attending	Cost Per Person	Attendees / Spouses / Guests Name	Total cost
Firm Member (1st person from firm)	1	\$350		\$350
Each additional person from firm		\$200		\$
Spouse/Guest/Children (No CE Credits)		Free		Free
VFDA Associate/Individual Member		\$350		\$
VFDA Student Member		\$35		\$
One Day Registration Fee <b>Circle day attending: Sun Mon Tue</b>		\$165		\$
I will attend the Mega Monday Blitz (Free if you're paying the full convention fee)		\$165		\$
Exhibit Hall Pass (Tuesday Only) No CE Credits, No Lunch Option		\$25		\$
<b>ADDITIONAL EVENTS FOR MEMBERS</b>				
Spouses Luncheon & Jewelry Making - <b>Monday</b>		\$15		\$
Past Presidents Luncheon - <b>Monday</b> (Past VFDA Presidents Only)		Free		Free
Farewell Banquet - <b>Tuesday</b>		\$75		\$
VFDA Foundation Raffle Tickets		\$10 each	x _____ tickets	\$
<b>GRAND TOTAL</b>				\$

**ONLY MEMBERS WITH THEIR 2016 DUES PAID ARE ELIGIBLE FOR THE VFDA MEMBER RATE**

Firm Name: _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover            Expires: _____
Address: _____	Card #: _____ 3 or 4 digit code: _____
P: _____	Name on Card: _____
Email: _____	Signature: _____
Emergency Contact Name: _____	Emergency Contact Number: _____
Registration must accompany payment. Fax or mail this form and send payment to: VFDA, PO Box 395, Hanover, VA 23069 • Phone: (804) 264-0505 • Fax: (804) 264-3260 • E-mail: info@vfda.net • www.vfda.net	

Cancellation Policy: Full registration refunds will be given provided cancellation is received in writing via e-mail or mail by May 25, 2016. After that date, 50% registration refunds will be given providing cancellation is received in writing via e-mail or mail before June 1, 2016. No refunds will be given after June 1, 2016.

## KEYNOTE SPEAKER DOUG GOBER

Doug Gober began his funeral service career thirty-six years ago as a sales rep in the casket industry. He has earned numerous national awards from various organizations within the death care industry. Doug also served as a consultant on various marketing and merchandising projects conducted on an international scale.

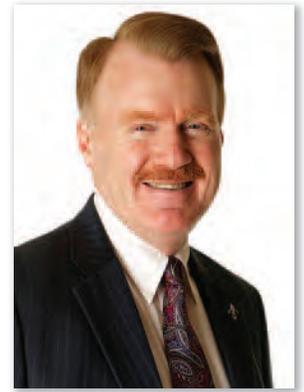
In 1995, Doug joined The Doody Group as Executive Vice President. Working in the United Kingdom and France, Doug successfully directed the company's European operations. He has been instrumental in planning and implementing a number of innovative merchandising concepts and products created by The Doody Group, Matthews International and other leading manufacturers. Doug was a pioneer in developing the York Merchandising Systems™, which is now being offered in more than 6,000 funeral homes in the United States, Canada, and Mexico. He has also presented marketing and merchandising seminars to industry professionals worldwide.

In 2011, Doug joined Carriage Services, Inc. as the Director of Development and Marketing. He identified, developed and led the execution of Carriage's strategic planning initiatives. Doug and his staff developed internal and external training programs to improve the service and merchandise offerings of Carriage.

In 2012, Doug joined Live Oak Bank based in Wilmington, North Carolina. Live Oak Bank lends money to small businesses in select industries, one of which is death care management. As a result of his extensive experience in funeral service, accounting and finance, Doug served as an industry liaison and senior loan officer, connecting those in death care management with the opportunity of financing.

In September 2014, Doug formed Gober Strategic Capital as a way to broaden the range of counsel and resources he could bring to death care businesses. In addition to helping arrange financing through Live Oak Bank, he can help business owners make the most of their strategic and market opportunities.

A native of Birmingham, Alabama, Doug graduated from the University of Alabama in 1977, where he earned a Business Degree in Accounting. Subsequently, he became a CPA specializing in industrial audits and corporate taxes. Doug is married to Victoria Amato and lives in New Orleans. He is the father of four children and has four grandchildren.



## Southside Funeral Director's Association

### President:

**Kevin Brown**

Finch & Finch, Inc.

Altavista

kbrown51885@gmail.com

### Vice President:

**Jon Wood**

Swicegood Funeral Home, Inc.

Danville

jonwood@afpfuneral.com

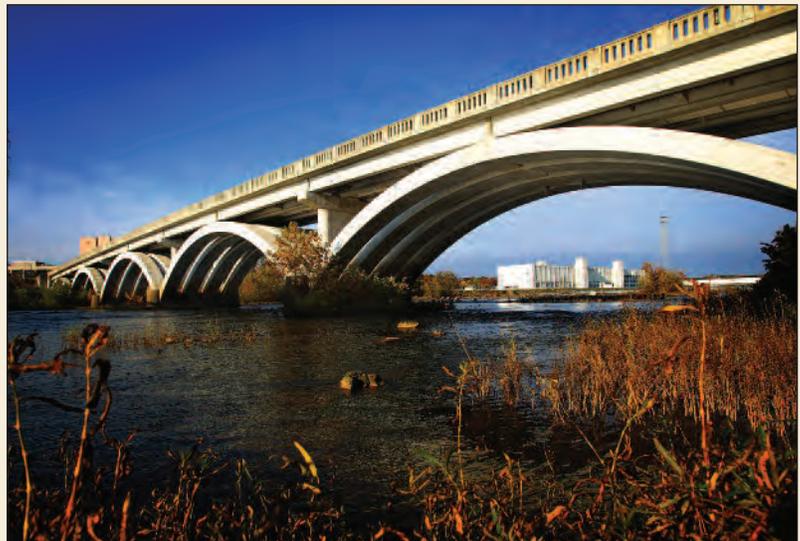
### Secretary/Treasurer:

**Les Powell, III**

Powell Funeral Home,

South Boston

lespowell111@gcronline.com



Danville

*Installations second Tuesday in May.*

*Meetings are quarterly and determined by district*

## SPECIAL GUESTS



**Alec S. Anderson**

**A**lec S. Anderson, CFSP, CCO is an at-large representative (2014-16) to the National Funeral Directors Association (NFDA) Board of Directors. Anderson is a fifth-generation funeral director and is co-owner and manager of Anderson & Sons Mortuary in American Fork and Highland, Utah. Anderson has been an active leader with the Utah Funeral Directors Association, serving on numerous committees and on its board of directors; his board service included a term as president.

Anderson previously served as Utah's representative to the NFDA Policy Board. In addition, his national service includes service on the NFDA Professional Development, Governance, and Federated Insurance Safety & Risk Management Committees. Anderson & Sons Mortuary is a six-time recipient of the NFDA Pursuit of Excellence Award. Anderson is an active NFDA PAC fundraiser and contributor.



**Lesley Witter**

**S**enior Vice President of Advocacy, Lesley Witter's background encompasses over seventeen years of legislative, regulatory and political experience. Since joining the NFDA over nine years ago, Lesley has worked to advance the Association's legislative initiatives on Capitol Hill and with federal agencies. She is responsible for the association's legislative and political activity, and for increasing NFDA's visibility on Capitol Hill and with federal agencies. Lesley serves as chief lobbyist for legislative and regulatory issues.

Before joining NFDA, Lesley served as a lobbyist for the American Chiropractic Association and successfully worked with members for the passage of two specific chiropractic bills into law over the four years she worked there. Lesley also worked in the Washington, DC office of Coors Brewing Company. Lesley has a Bachelors in Government and International Relations and a Master's in Public Administration from George Mason University, and is a Certified Association Executive (CAE).

## Tidewater Funeral Directors Association *Est. 1945*

**President: James Quinn**

H.D. Oliver  
hdofh@aol.com

**1st Vice President: Danielle Fitchett-Mann**

Fitchett Funeral Home, Chesapeake  
dani23320@aol.com

**2nd Vice President: Patricia Louis Sterling**

Sterling Brook Funeral Home, Windsor  
eplouishorizon@msn.com

**Secretary: Jamie Karpa**

R. Hayden Smith Funeral Home, Hampton  
jamiekarpa@gmail.com

**Treasurer: Bryan Graves**

H.D. Oliver  
hdofh@aol.com



*Norfolk Botanical Gardens*

**1st Year Director: Steven Felton**

Community Funeral Home  
Stevenfelton30@yahoo.com

**2nd Year Director: Robie Gardner**

Sturtevant Funeral Home, Suffolk  
sturtevant@sfhva.com

*Meetings are held on the third Monday of the month except June, July, August & November*

# 128<sup>th</sup> Annual VFDA Convention

June 19-22, 2016

Renaissance Portsmouth-Norfolk Waterfront Hotel



## APPLICATION FOR EXHIBIT SPACE

Return to: VFDA, P.O. Box 395, Hanover, VA 23069

**Kindly** indicate your three (3) booth choices as selected from the official floor plan submitted by the VFDA. Each booth comes with signage and draping. Exhibit hall is carpeted. The member fee for exhibit space is:

**\$850 for an 10'x10' booth space**

**\$500 for a table top 6'x2' table**

**\$1,000 each vehicle space (outside)**

**\*Full payment is due by June 1, 2016**

*Exhibitors who are not members of the VFDA are required to pay an additional 10% of total booth space.*

1st Booth Preference \_\_\_\_\_ at \$ \_\_\_\_\_

2nd Booth Preference \_\_\_\_\_ at \$ \_\_\_\_\_

3rd Booth Preference \_\_\_\_\_ at \$ \_\_\_\_\_

Will you need electricity in your booth?  Yes  No

**\*Order forms will be sent prior to convention**

In case your first three choices are not available, state preference, if any about locating your exhibit near or removed from those of similar interest: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicate type of merchandise to be displayed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Exhibitor(s) Name (as appear on name badges): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I agree to pay 50% of the total rental charge either by check (made payable to the VFDA) or credit card to reserve my booth space. It is hereby agreed that the undersigned agrees to and will abide by the Rules and Regulations listed in the Exhibitor Packet on vfda.net and that those Rules and Regulations are a part of this agreement. It is understood that deposits will not be refunded after **May 14, 2016** and that acceptance of our application by VFDA shall constitute a contract.

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Name to Appear on Booth Sign: \_\_\_\_\_  
\_\_\_\_\_

Check One:  MasterCard  Visa  AmEx  Discover

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_

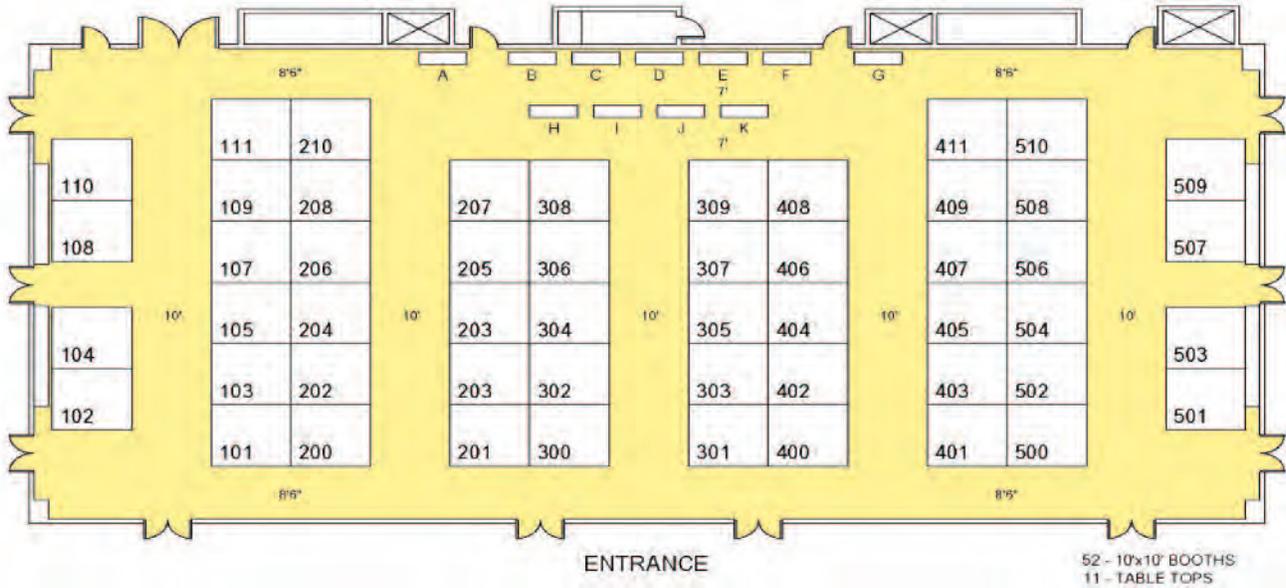
Name on card: \_\_\_\_\_

Card holder's billing address/zip code: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

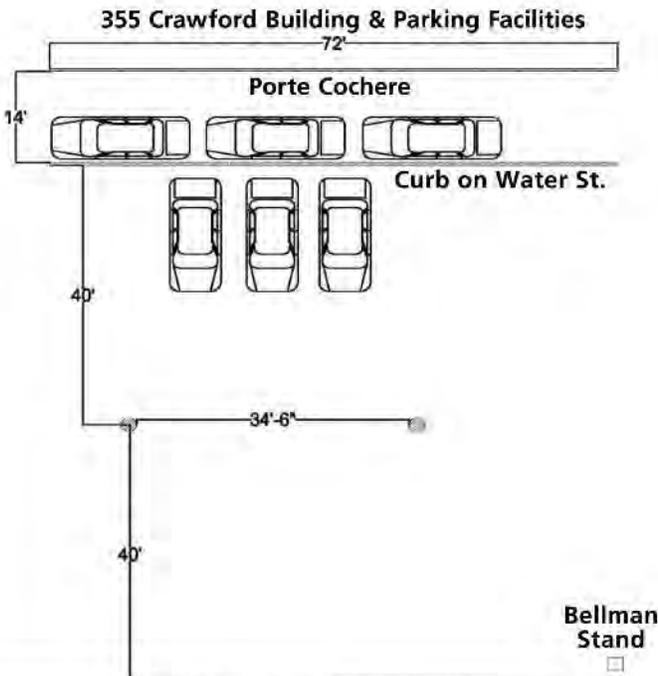
Signature: \_\_\_\_\_

**Visit VFDA.net for Exhibitor Rules**

# EXHIBITOR FLOOR PLAN



## FRONT HOTEL ENTRANCE VEHICLES



## EXHIBITOR SET-UP & FLOOR HOURS

### SUNDAY, JUNE 19

1:00 - 5:00 p.m.

(light snacks and beverages provided, no lunch)

### MONDAY, JUNE 20

9:00 a.m. - 2:00 p.m.

Exhibitor Set-up (lunch provided)

6:00 - 7:00 p.m.

"The Roaring '20s" Exhibit Hall Grand Opening/Ribbon Cutting and Cocktail Reception

### TUESDAY, JUNE 21

11:00 a.m. - 2:00 p.m.

Exhibit Hall is open  
(lunch provided for exhibitors and attendees)

3:00 p.m. Exhibit Hall closes  
(exhibitors are to begin breaking down booths)

Parking Garage

Hotel - Walkway & Entrance

# VFSSA GOLF TOURNAMENT

**Sunday, June 19, 2016**

**10:00 am Shotgun Start**

*Bide-A-Wee Golf Course*

1 Bide-A-Wee Lane, Portsmouth, VA 23701

**GOLF PACKAGE:**

\$75 per person includes greens fees, cart and range balls.

**MULLIGAN PACKAGE: \$20 per golfer. You get:**

2 mulligans per golfer

1 "Sand Wedge Toss" per golfer

2 "Short Shots" per golfer – shot from forward tees, one in front 9, one back 9, any hole

**SPONSORSHIP OPPORTUNITIES:**

*Payable to VFSSA and mail to address at top right.*

- Prize Money for top 3 teams \$100
- Beverage Cart Sponsor \$500
- Closest to the pin \$100       Closest to the pin \$100
- Longest Drive \$100       Longest Drive \$100

Payment must be received by **Friday, June 10, 2016**

*Make check payable to: VFSSA, mail to Todd Dean  
907 Richmond Rd., Staunton, VA 24401*

Questions? Contact Todd Dean: 540-761-5717 or  
Richie Boudreau: 703-727-8759

Name(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of golfers \_\_\_\_\_

Number of Mulligan Packages \_\_\_\_\_

Sponsorship Name \_\_\_\_\_

**Total amount of check \$** \_\_\_\_\_

*All proceeds from the mulligan packages will benefit  
the Comfort Zone Camp.*

7201 Glen Forest Drive Suite 301, Richmond, VA  
23226 Phone: (804) 377-3430

## Southwest Funeral Directors Association

**President:**

**Jamie Broadwater**

Gate City Funeral Home,  
Gate City

jamie@gatecityfuneral.com

**Vice President:**

**Adam Light**

Matthews Caskets  
alight@matw.com

**Secretary/Treasurer:**

**P. Martin Hagy**

Hagy & Fawbush Funeral  
Home, Inc., Norton

info@hagyfawbush.com



*Powell Valley Overlook in Norton, VA*

*Meetings are held on the third Thursday in March, June,  
September and December. Installations in June*

# SPONSORSHIP OPPORTUNITIES

All Sponsors Receive: signage, website recognition, *Bulletin* recognition, acknowledgement in convention program

**Sunday, June 19** Welcome Reception with VFDA President, Ray Sloan & First Lady, Bobbi Sloan  
**Sponsored by the Blue Ridge Funeral Directors Association** . . . . . SOLD

**Monday, June 20** Educational Sessions – Continuing Education Blitz . . . . . \$5,000  
 Spouses Outing (jewelry making and lunch) . . . . . \$1,000  
 Service of Remembrance . . . . . \$1,000  
 Service of Remembrance Reception  
**Sponsored by Service Corporation International – SCI** . . . . . SOLD  
 “The Roaring ‘20s” Exhibit Hall Grand Opening/Cocktail Reception  
**Sponsored by Wilberts of Virginia** . . . . . \$6,000

**Tuesday, June 21** Continental Breakfast **Sponsored by Metropolitan Funeral Service & Southside Cremation Service** . . . . . SOLD  
 Educational Sessions – Annual Business meeting with motivational speaker. . . . . \$2,000  
 Past Presidents Luncheon & Scholarship Presentation  
**Sponsored by Federated Insurance** . . . . . SOLD  
 Cocktail Reception **Sponsored by Batesville Sales Team** . . . . . \$4,000  
 Farewell Banquet **Sponsored by NFDA** . . . . . \$4,000  
 Keycard Sponsor **Sponsored by ASD-Answering Service for Directors** . . . . . SOLD  
 Lanyards and Convention Packet  
**Sponsored by Funeral Source One & American Mortuary Coolers** . . . . . SOLD  
 Exhibit Floor Lunch **Sponsored by Batesville** . . . . . \$4,000

**Convention Supporters** DIAMOND Sponsorship. . . . . \$10,000  
 PLATINUM Sponsorship . . . . . \$5,000 - \$9,999  
 GOLD Sponsorship . . . . . \$1,000 - \$4,999  
 SILVER Sponsorship **Regulatory Support Services** . . . . . \$100 - \$999

**Other Contributions as of 4/4/16:** Bass-Mollet Publishers – Bags & Service of Remembrance Candles

Yes, I will support the 128<sup>th</sup> Annual VFDA Convention with a sponsorship of \$ \_\_\_\_\_

What type of sponsorship: \_\_\_\_\_

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PAYMENT:**     VISA     MC     AMEX     Discover

Card #: \_\_\_\_\_ Expires: \_\_\_\_\_ 3 or 4 digit code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

*Please return by mailing or faxing your form to: VFDA P.O. Box 395 Hanover, Virginia 23069 OR Fax: (804) 264-3260*

# Value-Added Benefits

## with Optima Health Association Plans

If you are a dues-paying member of the **Virginia Funeral Directors Association** and have between 51 and 99 employees - you are eligible to receive Optima Health value-added\* benefits for your employees and their families.

### What are the value-added benefits?

Groups\*\* receive these value-added benefits at no additional cost to the member when received from an in-network provider:

- \$5 reduction for Primary Care Provider (PCP) and behavioral health Copayments (unlimited), offered on all Copayment Association plans
- \$5 reduction for Specialist visit Copayments (unlimited), offered on specific Association plans
- \$50 reduction for Outpatient Surgery copays (unlimited), offered on specific Association plans
- Three (3) Additional Employee Assistance Program (EAP) Sessions, offered on all Association plans

### What is the cost?

There are no additional premiums for these value-added benefits. Once your company is insured by Optima Health at the determined premium level, indicate you are a member of the **Virginia Funeral Directors Association** and these value-added benefits will be included in your plan at no additional premium cost.

### What if we already offer Optima Health plans?

If you already offer an Optima Health plan, you can add these benefits to your plan at renewal at no additional cost. Contact your local agent for more information.

### What if I don't have two or more employees and still need coverage?

Optima Health can also meet your unique needs with Optima Individual health plans. To get a free quote, apply online or to get more information, please see the contact information below.

### How do I get more information?

Contact your current agent or

Robert Kelly, 804-931-6646

[robert.kelly@hbwinc.com](mailto:robert.kelly@hbwinc.com)

For additional information, please contact Suzanne Stewart with Optima Health at (757) 552-8363 or visit [www.optimahealth.com/associations](http://www.optimahealth.com/associations)

\* Value-added refers to an enhanced benefit design compared to non-Association group plans.

\*\* Groups in the Association program are individually underwritten.

Optima Health is the trade name of Optima Health plan and Optima Health Insurance Company. All Optima Health plans have benefit exclusions and limitations and terms under which policy may be continued in force or discontinued. For cost and complete details of coverage, please contact Optima Health or visit [optimahealth.com](http://optimahealth.com)



# 2016 VFDA AWARDS PROGRAM

The purpose of the VFDA Awards Program is to recognize those who perform above and beyond the call of professional duty.

The VFDA wants to identify these individuals, to honor them publicly and to express appreciation and gratitude for their exemplary efforts. Please read each nomination form to determine if you or someone in your firm or district may qualify for an award.

Award recipients and their guests must be registered for the Farewell Banquet installation of officers and awards ceremony on Tuesday, June 21, 2016 at the Renaissance Portsmouth-Norfolk Waterfront Hotel.

**Deadline to receive nominations is May 31, 2016.**

## 2016 AWARDS PROGRAM

# GOLDEN LICENSEE AWARD

## NOMINATION FORM

The Virginia Funeral Directors Association, Inc. will honor those individuals who have contributed fifty, fifty-five, sixty, sixty-five, seventy or more years of service to the funeral service profession. These individuals have actively participated in charting the course for our future, and have contributed greatly to our history and tradition. These individuals are association members in good standing. If you, or someone you know is eligible for this award, please complete and return a copy of this form to VFDA.

*I hereby certify that the person listed below to the best of my knowledge is eligible to receive the Virginia Funeral Directors Association, Inc. – Golden Licensee Award:*

**Please check one:**

50 years     55 years     60 years     65 years     70 years     75 or more

Name of Golden Licensee: \_\_\_\_\_

Date of Licensure: \_\_\_\_\_ School Attended: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Nominated by (Name): \_\_\_\_\_

**Number of Guest(s) Attending Awards Ceremony:** \_\_\_\_\_

*Award recipients and their guests must be registered for the Farewell Banquet Installation of Officers and Awards ceremony on Tuesday, June 21, 2016 at the Renaissance Portsmouth-Norfolk Waterfront Hotel.*

**Return form to: VFDA, P.O. Box 395, Hanover, VA 23069 • info@vfda.net • Fax (804) 264-3260**

**Deadline to receive the Golden Licensee names is May 31, 2016**

# FUNERAL DIRECTOR OF THE YEAR

## NOMINATION FORM

A special award bestowed upon a VFDA member, recognizing his/her professional skills and talents displayed through involvement at the local, state and national level. This award is an honor, above all others, presented to the funeral licensee by his/her peers, citing expert leadership and professional integrity displayed within the funeral service profession. Our nominee should be a funeral licensee who has served within the Virginia Funeral Directors Association, in various capacities. This individual should have displayed a

dedicated spirit in the name of funeral service, for the collective good of our VFDA Membership and possess forethought for our future advancement. The nominee should be an association member in good standing and has not received the award in the past 10 years. **Award recipients and their guests must be registered for the Farewell Banquet Installation of Officers and Awards ceremony on Tuesday, June 21, 2016 at the Renaissance Portsmouth-Norfolk Waterfront Hotel.**

**Name of Nominee:** \_\_\_\_\_  
 Firm: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**Number of Guest(s) Attending Awards Ceremony:** \_\_\_\_\_

### Achievements and Contributions:

**A. Spirit of Service: (20%)** Faithfulness to principles of service, funeral law and regulations and the Code of Ethics. Efforts to encourage good practice among other funeral directors, other members of the profession, time spent with the press and the general public, explaining all aspects of the Funeral Service Profession. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**B. Activity in Civic Affairs: (25%)** Local, state and national participation in civic, community service, religious, charitable, volunteer, fraternal, or political groups. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**C. Activity in District Associations: (20%)** Membership, offices held, seminar activity, special assignments, etc. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**D. Activity in VFDA: (30%)** Membership, offices held, committee work, seminar activity, special assignments, legislative affairs, convention participation. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**E. Activity in NFDA: (5%)** Membership, offices held, committee work, seminar activity, special assignments, legislative affairs, convention participation. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Present Business Affiliation:

Firm: \_\_\_\_\_  
 When Firm Founded: \_\_\_\_\_  
 How Long Affiliated With Firm: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Date of Licensure: \_\_\_\_\_

**Other Comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Nominated by (Name):** \_\_\_\_\_  
 Firm: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Return form to: VFDA, P.O. Box 395, Hanover, VA 23069 • **Deadline to receive nominations is May 31, 2016**

# 2016 - 2017 Leadership Nominations Ballot

Please check or write in one candidate for **Second Vice President**

- Jerry Andrews**, Andrews Funeral Home, Inc.  
 \_\_\_\_\_

Please check **two** candidates for the **2 Year At-Large Directors**

- Bobby Gardner, Jr.**, Gardner Funeral Home (2 year at-large)  
 **Paul Hazelgrove**, SCI (2 year at-large)  
 \_\_\_\_\_

Please check **two** candidates for the **1 Year At-Large Directors**

- Wayne Loveless**, Lotz Funeral Home (1 year at-large)  
 **Paul Spiggle**, Robinson Funeral Home, Inc. (1 year at-large)  
 \_\_\_\_\_

Person completing the ballot: \_\_\_\_\_

Funeral home name: \_\_\_\_\_

Please return  
to the VFDA  
office before  
**Tuesday, May  
31, 2016.**  
P.O. Box 395,  
Hanover, VA  
23069

## Central Virginia Funeral Directors Association

### President:

**Doni Kashinejad**

Nelsen Funeral Home & Crematory  
various locations  
doni.kashinejad@sci-us.com

### Vice President:

**Krystina Diman**

Morrisett Funeral and Cremation Service  
N. Chesterfield  
krys@morrisett.com

### Secretary/Treasurer:

**Jim Dickerson**

Bliley's Funeral Homes & Cremation  
Services, Richmond  
annjim70@netzero.net



Maymont Gardens, Richmond

*Installations in November.*

*Meetings are held on the 2nd Tuesday in January,  
March, May, July, September and November.*

# VFDA BYLAWS BALLOT

Please check YES or NO for each proposed bylaw.

Firm Name: \_\_\_\_\_

YES  NO

**Article II Membership Section 3 (c)** Affiliate membership shall consist of the membership held by a business organization whether individual, partnership or corporation, providing any merchandise, supplies or services to members of the Association. An affiliate member may attend any open meetings of the Association, including conventions and education sessions, but shall not be entitled to vote or hold office, except the Sales Supplier Representative serving on the VFDA Board of Directors.

YES  NO

**Article V Directors Section 1: Section 1. The Board of Directors:**

The regulations, management and government of the affairs and business of the Association shall be vested in the Board of Directors which shall consist of nineteen (19) members including in such number, the President, President-Elect, Immediate Past President, First Vice President, Second Vice President, Secretary-Treasurer, and each director shall be a full-time employee of a firm member of the Association. The sales association representative shall be a full-time employee of an affiliate company. A full-time employee is defined as a payroll employee working 30 plus hours per week for the firm. The association has the right to confirm employment and request proof of payroll from the firm. Such director shall be the owner, major stockholder, partner or managing director of the firm they represent or an Associate member of the Association and shall also be a duly licensed funeral director in the Commonwealth of Virginia and actively engaged in the profession of funeral directing in Virginia. The employment termination of a director from his or her member firm shall terminate the tenure.

YES  NO

**Section 2. Nomination and Election of Board of Directors:** The members of the Board of Directors other than those corporate officers specified in Section 1 of this Article V shall be elected by a majority of the representatives of firm and associate members of the Association, present at the annual meeting of the members of the Association, in person or by proxy. For that purpose, the Nominating Committee shall nominate only one representative of a member firm for the offices of President, President-Elect, First Vice President, Second Vice President, Secretary-Treasurer, and seven (7) such representatives for offices of Director, one (1) to be chosen from the geographical districts of the Southwest Virginia Funeral Directors Association, Shenandoah Valley Funeral Directors Association, Southside Virginia Funeral Directors Association, Tidewater Funeral Directors Association, Northern Virginia Funeral Directors Association, Inc., Central District Funeral Directors Association and Blue Ridge Funeral Directors Association. One (1) representative for the office of Sales Supplier Representative shall be elected by the Virginia Funeral Supply Sales Association (VFSSA) Board of Directors. The VFDA Board of Directors may establish policies regarding the application and nomination process of the election of the Policy Board Representative.

YES  NO

The two (2) At-large directors receiving the greatest number of votes will be given two (2) year terms and the two (2) At-large directors with the next greatest number of votes will be given one (1) year terms. In case of a tie vote the At-large director(s) with the earliest letter of intent on file at the association office shall be awarded the seat. After the 2016 election of the at-large directors; remove the rotation of the at-large director as written above.

YES  NO

**Section 3. Term of Office:** The term of office of each director shall be for a period of three (3) years or until the next annual meeting of the members of the Association, and thereafter until his successor is duly elected and qualified. No firm shall be represented on the Board of Directors for more than three (3) consecutive years provided, however, that the tenure of office as Director by a representative while he also holds office as President, President-Elect, a Vice President, or Secretary-Treasurer of the Association, shall not be counted in this limitation, or if he/she is fulfilling an unexpired term of office. The Sales Supplier Representative shall serve one (1) year term.

YES  NO

**Article VI Officers. Section 3. Election of Officers:** The officers shall be elected by majority vote of the representatives of firm members, associate members or affiliate members qualified to vote and present in person or proxy at the annual meeting of the Association, and the election of each such officer may be held separately. Additional officers established between annual meetings shall be filled by the Board of Directors until the next succeeding annual meeting of the Association and thereafter such officers shall be filled at the annual meeting of the Association in the manner described above so long as such officers remain in existence. This provision shall apply only to corporate offices and shall not be construed to apply in the case of the Executive Director, servants, agents or employees of the Association.

YES  NO

**Article VIII COMMITTEES Section 1. Nominating Committee:** No later than ninety (90) days prior to each annual meeting of the Association, the President shall appoint a chairman and a committee to be composed of the seven (7) Presidents of the Districts of the Association to include Southwest Virginia Funeral Directors Association, Shenandoah Valley Funeral Directors Association, Southside Virginia Funeral Directors Association, Tidewater Funeral Directors Association, Northern Virginia Funeral Directors Association, Central District Funeral Directors Association, Blue Ridge Funeral Directors Association. This committee shall meet, select and place in nomination one representative of a firm member for each other respective offices created, including President, President-Elect, First Vice President, Second Vice President, Secretary-Treasurer and shall put forth nominations for the Policy Council Representative. Nominees for Directors of the Association shall be reported by the district to the Nominating Committee and Board of Directors for recommendation to membership for election.

\_\_\_YES \_\_\_ NO

**Section 2. Bylaws and Ethics Committee:** The Bylaws and Ethics Committee shall review the Association's bylaws and rules, draft amendments as needed and makes recommendations to the Association's Board of Directors. This committee is charged with investigating ethical complaints and reports finding to the Board of Directors.

\_\_\_YES \_\_\_ NO

**Article IX Other Officers Section 4. National Funeral Directors Association Policy Council Representative:** It shall be the responsibility of the Board of Directors to elect by majority vote the Virginia Representative to this committee. Those interested in being considered must be a Past President of the Association. The Policy Council Representative shall serve a three (3) year term. Unless completing an unexpired term, the Policy Council Representative may not succeed himself or herself. During his or her term on the Policy Council, the Representative shall be an NFDA member and shall be on the VFDA Board of Directors as a voting member during the entire tenure as a Policy Council Representative. The Policy Council Representative may be removed at any time, with or without cause, by the two-thirds vote of the Board of Directors. A vacancy resulting from removal, death, incapacity, or any other cause shall be filled by the majority vote of the Board of Directors.

\_\_\_YES \_\_\_ NO

**Section 5. Sales Supplier Representative.** The Sales Supplier Representative must be an associate or affiliate member in good standing of the Association. The Representative shall be appointed by the Virginia Funeral Supply Sales Association (VFSSA) Board of Directors each year. The Sales Supplier Representative shall only serve a one (1) year term and be a voting member of the Board.

Please return to  
the VFDA office by  
Friday, June 3, 2016 to  
info@vfda.net or fax (804)  
264-3260. Mail: VFDA, P.O.  
Box 395, Hanover,  
Virginia 23069

## Blue Ridge Funeral Directors Association

**President:**

**Tony Mullins**

Vaughn-Guynn-McGrady Funeral  
Home, Hillsville  
ttbn@embarqmail.com

**Vice President:**

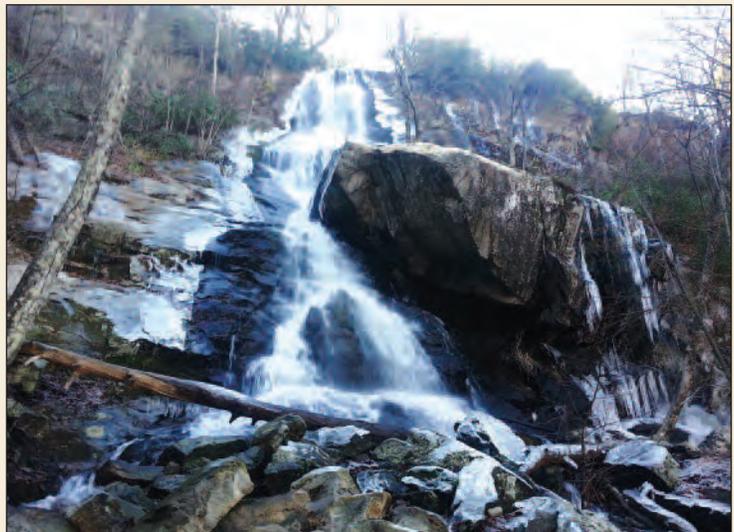
**Megan Conner**

Lotz Funeral Home, Salem  
megan.conner@carriageservices.com

**Secretary/Treasurer:**

**Karen Conner Hall**

Botetourt Funeral Home  
karynfaith@hotmail.com  
botetourtfuneralhome@gmail.com



Botetourt County

*Meetings are held on the third Tuesday in January,  
March, May, July, and September*

*Installations in July*



# Calendar of Events *(Visit [www.vfda.net](http://www.vfda.net) for latest schedule.)*

- April 14, 2016** . . . . . Women’s Outing at the Simpson Funeral Museum
- April 19, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- May 14-21, 2016** . . . Presidential Study Trip-Alaskan Cruise Adventure
- May 31, 2016** . . . . . VFDA Nominations Ballots due to the VFDA office
- June 3, 2016** . . . . . Bylaws Ballot due to the VFDA office
- June 19-22, 2016** . . . 128th Annual VFDA Convention, Renaissance Portsmouth-Norfolk Waterfront Hotel
- July 12, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- October 18, 2016** . . . Virginia Board of Funeral Directors and Embalmers Meeting
- June 25-28, 2017** . . . 129th Annual Convention, Williamsburg Lodge, Williamsburg
- June 9-12, 2018** . . . . 130th Annual Convention, Boar’s Head, Charlottesville
- June 16-18, 2019** . . . Wyndham Virginia Beach Oceanfront, 5th Street & Atlantic Avenue

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## In Remembrance

February - March 2016

### Scott Brian Spangler

February 17, 2016  
Southwest District

### George Bernard "Bernie" Gerring

February 18, 2016  
Southside District

### Samuel Whitelock Purviance

February 20, 2016  
Tidewater District

### Arthur Raymon Thacker

Mayor Emeritus and 32nd Degree Mason  
February 21, 2016  
Shenandoah District

Mr. Nelson Edward Hayes  
Member of the VFSSA  
Friend of the VFDA

### Donald David Depew

March 10, 2016  
Southwest District

### Ruth Elkins Phipps

March 13, 2016  
Southwest District

### Irene Preston Brown

March 17, 2016  
Southwest District

## New VFDA Members

### Firm Members:

Tharp Funeral Home & Crematory  
McMullen Funeral Home

### Affiliate Members:

United Heritage Life Insurance Co.  
*Rick Braun*

### Promotional Considerations

*Roger Owen*

### Thacker Caskets

*Bucky Stevens*

### The Braun Agency, Nationwide Insurance

*Kelley Carter*

## Northern Virginia Funeral Directors Association

### President:

#### Robyn Short

Fairfax Memorial Funeral Home  
Fairfax  
rshort@fmfh.com

### Vice President:

#### Valarie Armstrong

Advent Funeral Home, Falls Church  
varmstrong@adventfuneral.com

### Secretary/Treasurer:

#### Jordan Wince

Fairfax Memorial Funeral Home  
Fairfax  
jwince@fmfh.com



Historic Fairfax County Courthouse

*Meetings are held on the first Wednesday in March, June, September and December. Installations first Wednesday in June*



2016  
Women in  
Funeral Service  
**Networking  
Event**



**W**omen in Funeral Service Network is a social and professional women's network of fully engaged funeral service professionals who enjoy surrounding themselves with other like-minded individuals. Networking meetings, professional development seminars, luncheons, social events and friendly get-togethers unite the women of WIFSN not just for business, but for friendship – so important to our gender. We welcome Virginia Funeral Directors Association's women funeral directors, wives/significant others of funeral service professionals associated with the Association and female student members/interns.

**SIMPSON  
FUNERAL  
—♦MUSEUM♦—**

**C**ome join us for a tour of the Simpson Funeral Museum and see the amazing history of the Funeral Service Industry! There will be light refreshments available. Admission is FREE!

April 14, 2016  
11:00 am  
Simpson Funeral Museum  
16 South Main Street  
Chatham, VA 24531

Name: \_\_\_\_\_

Firm/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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VFDA, P.O. Box 395, Hanover, VA 23069, P: 804-264-0505 F: 804-264-3260, E-mail: [info@vfda.net](mailto:info@vfda.net)

# 2016 Past Presidents Council Scholarship Application



**VFDA** is offering college scholarships to future funeral directors and those in the funeral profession. Scholarship(s) will be awarded each year based on the amount previously approved by the Past Presidents Council. Applicants will receive consideration without discrimination of race, creed, color, sex, age, marital status, national origin or handicap. Tell your friends! Apply today!

## Qualifications for the Scholarship:

1. Virginia resident.
2. Employed and endorsed by a VFDA member firm in good standing.
3. Explanation of financial need and supporting documents.
4. 2.0 grade point average (on 4.0 scale)

5. Written essay with the theme: "Why I Chose Funeral Service as My Profession." No less than 1,000 words and not to exceed 2,500 words. Essays must be typewritten, double spaced, with one-inch margins. Essays containing excessive spelling, punctuation or grammatical errors will be subject to automatic disqualification.
6. All applications/essays must be postmarked by **May 25, 2016**. Late or incomplete applications will not be considered.
7. Scholarships will be awarded at the sole discretion of the Scholarship Committee of the Board of Trustees of the Virginia Funeral Directors Association Foundation based on the evaluation of the above named items. All scholarships awards will be paid directly to the college where enrolled.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Endorsement Signature \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

## Employment:

Name of Employing Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Duties Performed \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## College(s) Attended:

(1) Name of Institution \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Semester/Quarter Hours Completed \_\_\_\_\_  
 Degree \_\_\_\_\_ Year \_\_\_\_\_

(2) Name of Institution \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Semester/Quarter Hours Completed \_\_\_\_\_  
 Degree \_\_\_\_\_ Year \_\_\_\_\_

## Current Extracurricular Activities:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Special Skills and/or Hobbies:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Current College Matriculation:

Name of Institution \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Semester/Quarter Hours Completed \_\_\_\_\_  
 Cumulative Grade Point Average \_\_\_\_\_

*I certify that to the best of my knowledge the information contained in this application is correct and complete. It is my intention to continue my Mortuary College Education and to enter the field of Funeral Service upon successful completion of professional education, examination and licensure.*

Signed \_\_\_\_\_  
 Dated \_\_\_\_\_  
 Witnessed (Employer) \_\_\_\_\_

Mail or email this form, explanation of financial need, and required essay to: VFDA, P.O. Box 395, Hanover, Virginia 23069  
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# VFDA Foundation Donations

Your donations to the Virginia Funeral Directors Association Foundation ensure the future of the funeral service profession. Your generosity enables students to pursue their educational studies in the funeral service profession. Donations also support current licensees across Virginia as they continue their leadership development and grow their business through leadership education programs.

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To donate to the VFDA Foundation, visit [www.vfda.net/the-foundation](http://www.vfda.net/the-foundation)

## Virginia Funeral Supply Sales Association

### President:

**Richie Boudreau**

Warfield-Rohr Casket Co., Inc.

rs2b1@msn.com

### 1st Vice President:

**Cliff Blasius, Jr.**

SinoSource

ccblasius@verizon.net

### 2nd Vice President:

**Todd Dean**

Richards-Wilbert, Inc.

todd@richardswilbert.com

### Secretary/Treasurer:

**Lori A. Eanes**

C&L Containers

lorianneanes@yahoo.com



*Meeting and Installations held in June during annual convention.*

# Happy Post-2016 Legislative Session!

**V**FDA went into this General Assembly session with patrons (Senator Kenny Alexander and Delegate Ron Villanueva) for Mandatory Electronic Death Registry (EDRS). Senator Alexander was also asked to patron legislation clarifying and denoting what data can be changed on death certificates via affidavit vs. court order, and language that allows death certificates to be filed at any district office. Additionally, VFDA agreed to support legislation that Senator Alexander patroned regarding the storage of dead human bodies.

On January 19, Senator Alexander convened a stakeholder meeting to discuss the legislation pertaining to funeral directors. Those in attendance included VFDA (Lacy, Larry, Julia and Angie), Vital Records (Janet Rainey and Debbie Condrey), MSV (Ann Hughes), Emergency Room Physicians (Aimee Siebert), Independent Funeral Homes (Bruce and Bo Keeney), VMA (Fred Carter), VHHA (Brent Rawlings) and SCI (Scott Johnson).



*See box below the original pieces of introduced legislation and their current status.*

There is some good news on the mandatory EDRS front, however. Scott Johnson and Ann Hughes did not argue that they didn't support the mandate, only that the flaws in the system prevent physicians for using the system well. Angie confirmed with Scott Johnson that they support the mandatory EDRS, and would partner with

<b>SB 592 Vital records; amending death certificates.....</b>	<b>Signed into law by Governor March 25, 2016</b>
<b>SB 594 Certificates of death; electronic registration.....</b>	<b>STRICKEN</b>
<b>SB 595 Dead human bodies; storage.....</b>	<b>Signed into law by Governor March 11, 2016</b>
<b>SB 596 Death certificates; extends time for filing medical certification of death. ....</b>	<b>STRICKEN</b>
<b>HB 1086 Certificates of death; electronic registration.....</b>	<b>STRICKEN</b>

Unfortunately, due to the continuing problems and inefficiencies with current EDRS, specifically the fact that it was not fully functioning, Senator Alexander decided that now was not the time to move forward with mandating its usage. As indicated in a previous update, Senator Alexander rejected Angie's request for a delayed enactment clause that would allow Vital Records time to cure the issues. Julia, Larry and Angie pointed out that Vital Records has had ample notification of the ongoing issues and more than enough time to correct the situation. Debbie Condrey stated that she had not received any notice of concerns. Julia stated that she had confirmed with Secretary Hazel, with whom VFDA met late last year to discuss all of the EDRS issues, that he forwarded the follow up letter detailing issues and concerns to Vital Records. Angie also reminded Senator Alexander and Janet Rainey that Janet Rainey participated in a conference call on September 22, 2015, in which all these issues and more were discussed in detail with her directly again.

Ultimately, Senator Alexander decided he would not pursue mandating the use of the electronic death registry. Additionally, he stated he would not support Delegate Villanueva's version of the legislation if it came to the Senate.

VFDA post session to work on getting the system working properly so that all users have an efficient, simple experience. Efforts are currently underway to set up a first meeting and plan strategically with stakeholders to lay the groundwork for a successful 2017. Additionally, Julia has secured commitment from Delegate Bobby Orrock (Chairman of HWI Committee), Senator Alexander and Senator Hanger to send a letter to Secretary Hazel to reemphasize the need to get issues with EDRS, filing of death certificates in any district and other concerns straightened out by October 1, 2016.

The issue of filing a death certificate at any district office was raised during the stakeholder meeting and the idea of amending SB592 – Amending Death Certificates was posed. Janet Rainey balked at the idea, stating that it would be cost prohibitive for Vital Records, ultimately providing a cost of over \$4 million. Thanks to efforts with the House and Senate money committees, language was included in the budget that will require Vital Records to report to the Chairmen of the money on efforts to correct issues with EDRS and "other improvements." The language is as follows:

*continued on page 36*

2016

FUNERAL DIRECTORS

# CONVENTION & EXPO

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continued from page 34

*“B. The Department of Health shall report on efforts to address changes to the Electronic Death Registry System that would improve the system to make it easier for filing death certificates, address interoperability concerns by users and provide technical assistance to system users, and other improvements. The department shall report to the Chairmen of the House Appropriations and Senate Finance Committees by October 1, 2016.”*

Finally, VFDA requested and Senator Alexander agreed to include three other data points in SB592 – Amending Death Certificates. Those are race, marital status, and date of death.

On January 28, Bryan Small, Larry Spiaggi and Angie met with Delegate Kirk Cox (Bryan’s representative.) We detailed for him the ongoing issues VFDA and others have with getting Vital Records to take the actions needed for EDRS to be successful and to respond to the other issues that are so important to the funeral industry and the families they serve. We told Delegate Cox that VFDA has for years attended meetings hosted by Vital Records, DHP,

OCME and others, and have hosted Janet Rainey and Debbie Condrey at many VFDA conferences and events, in addition to countless phone calls, conference calls, emails and US Post.

Delegate Cox has asked for a bulleted information piece that he could take to appropriations, which resulted in the budget language above. Senator Emmett Hanger was also approached and the “contingent language” concept was shared. Language that was provided for in Senate Budget amendments ultimately failed to be included in the final budget; however, Senator Hanger is likely to continue to be a good ally.

IMPORTANT NOTE: Scott Johnson of MSV and SCI, Julia and Angie are currently working on both a joint letter to Secretary Hazel and meeting dates to work with VFDA to strategically plan how to make 2017 the year EDRS becomes a mandated program.

**Strategic Planning for 2016 & Beyond**

Julia and Angie would like to work closely with Lacy to discuss strategic planning for PAC giving, outreach, to General Assembly members and other stakeholder organizations.

– Julia Hammond & Angie Bezik, VFDA Lobbyist

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Recognition in VFDA *Bulletin*

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Hanover, VA 23069

## ***Accessory Swap Party Benefits Many***

**O**n February 25, attendees to the Women in Funeral Service Networking Event were treated to lunch and a presentation from the "Women Giving Back" group. They were also asked to bring articles of clothing and/or jewelry to do an accessory swap. Accessories that were not swapped were donated to the women's group. Thanks to Fairfax Memorial for hosting this networking event!

