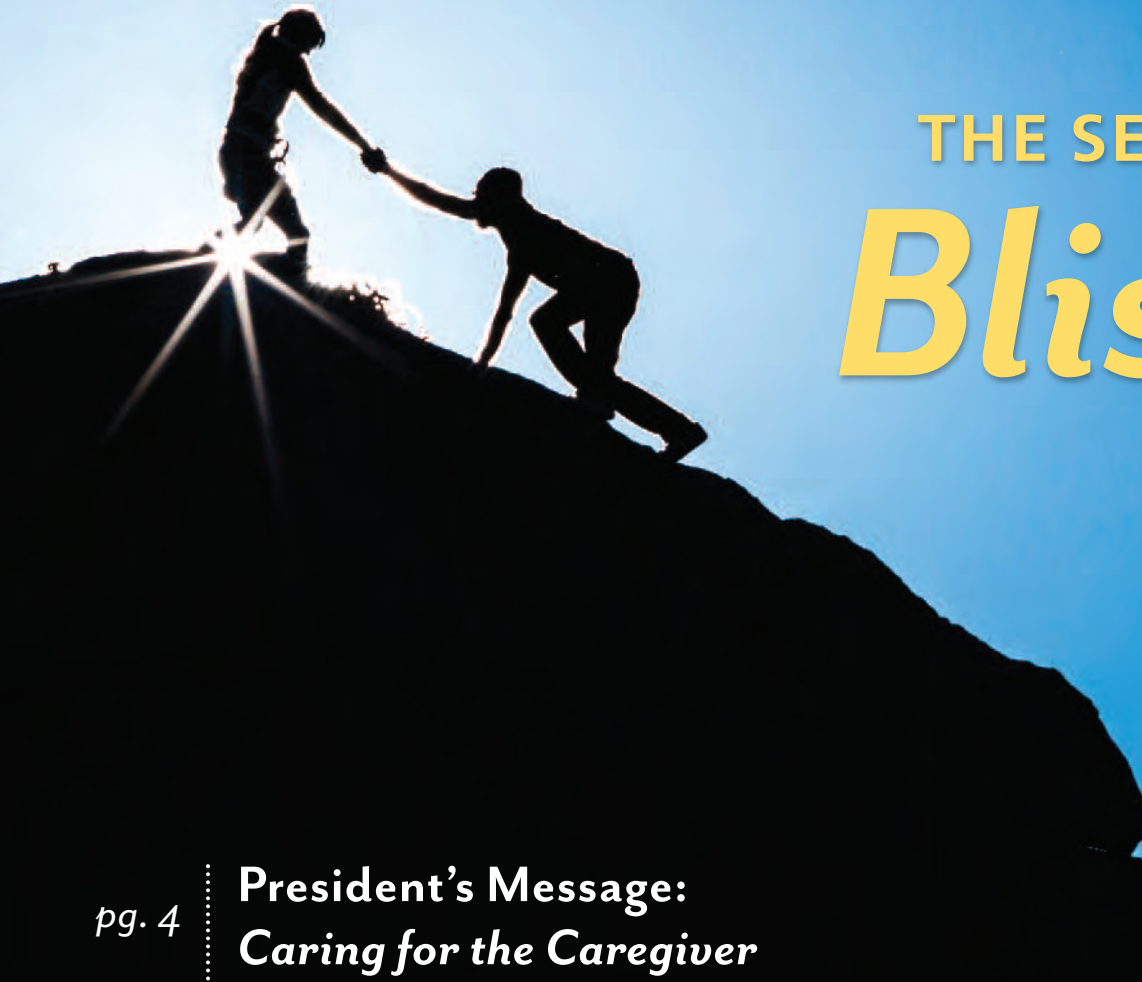


THE BULLETIN

JAN | FEB | MAR | 2015



THE SECRET TO A *Blissful Life*

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Caring for the Caregiver

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Executive Director's Message:
*Your Donations Change Lives
& Influence Industry Growth*

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**Why I Chose to Become a
Funeral Service Licensee:**
*To Serve Families with
Dignity & Respect*

**Convention
Preview Inside!**

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This Wasn't Supposed To Happen

Harassment

Fines

Lawsuit

Theft

Fire

Injury

Retaliation

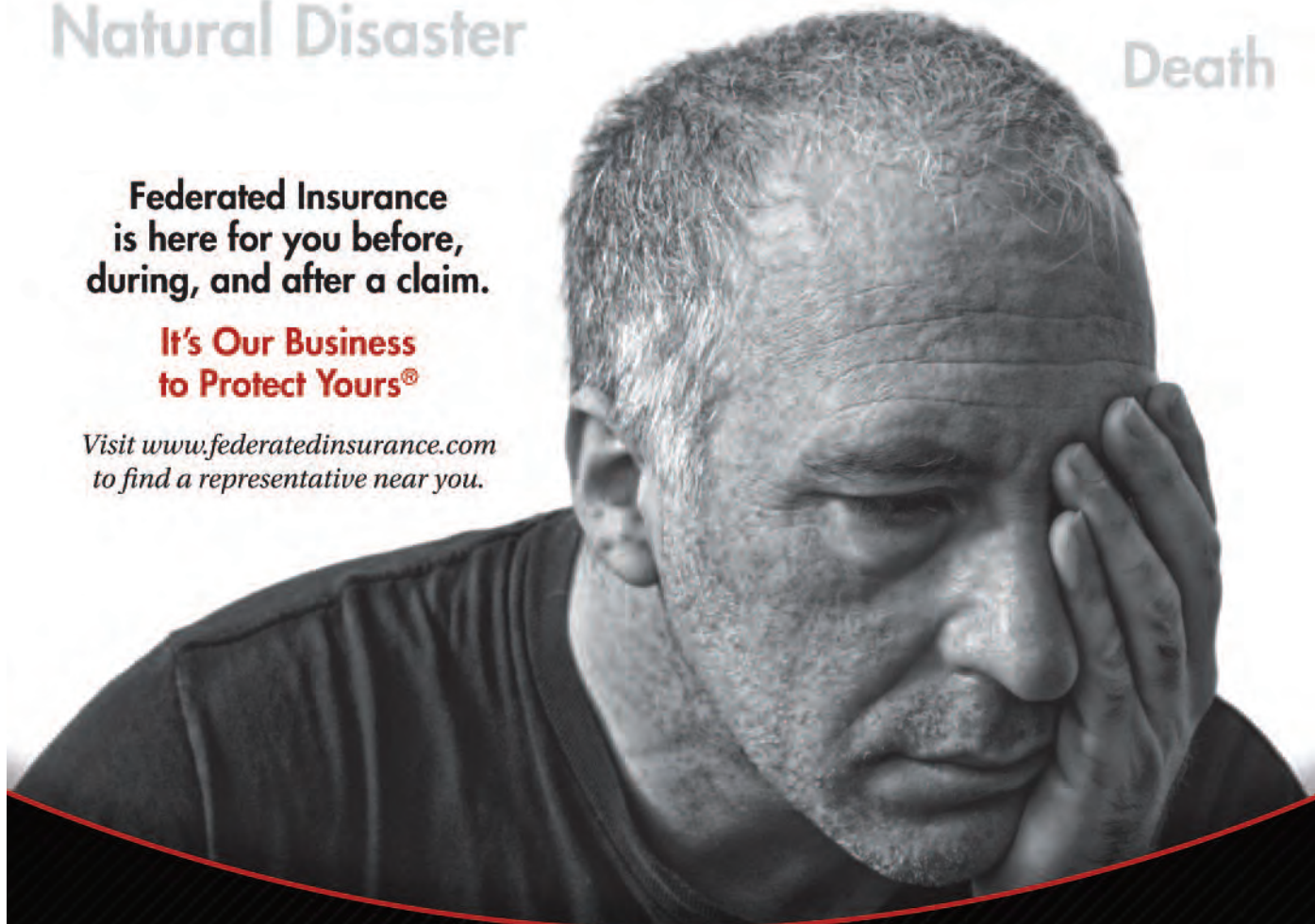
Natural Disaster

Death

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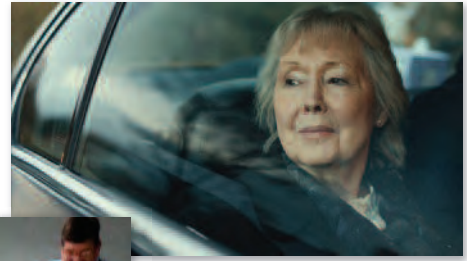
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Caring for the Caregiver

We as funeral directors deal daily with individuals and families that have experienced a great loss. They look to you for guidance for preparing a celebration of life to commemorate their loved one. It is our purpose and goal to provide compassionate and loving care to our client families so as to assist them through their darkest times. We provide consultation and information on how they may best deal with their loss in order for them to continue their lives following such a loss.

But, how do you care for yourself? How do you prepare yourself to help others deal with grief, day in and day out? As funeral service professionals, we experience many emotions while trying to serve our client families. Whether we personally know the deceased or not, we often find ourselves in the place of a family member and are affected by the grief they are feeling.

Many times we find ourselves dealing with extremely stressful situations and it is essential that we maintain our mental composure. It is our duty to serve our families from the original death call through the closing of the grave to the providing of aftercare services.

Quite often I am told, "I don't know how you do what you do"; or asked, "How do you do this every day?" Their question acknowledges the difficulty of being a funeral director and the grief with which we are confronted with on a daily basis. But this is what we do. As a caregiver, we are constantly touched by the sorrow and grief experienced through our client families.

But what effect does this have on you and your ability to provide the ultimate degree of care to those you serve? Giving of ourselves is our calling as funeral directors but we must be able to recognize our limitations. By realizing the mental stress we experience, we may realize how we may best take care of our client families while sustaining our passion for what we do. If we neglect ourselves, we cannot provide the care to which we aspire. In order for us to be truly effective in funeral service, we must take the time to recharge our batteries, explore our needs, and take time for introspection.

We must balance the demands of our work with caring for ourselves. To do this will require introspection while creating the mental, emotional, and physical energy to help those who seek our help. As funeral directors, we

should broaden our understanding of the ways we react and grow with our experiences. It is not always what we may do for our families, but how we listen to them may encourage the healing of their sorrow.



"As a caregiver, we are constantly touched by the sorrow and grief experienced through our client families. How do we prepare ourselves?"



Understanding our reaction and how our beliefs and behaviors affect them allows us to hear what they are saying. Through this self-reflection, we encourage an openness that helps us to be more emotionally available to them and in turn we may be able to provide more comfort when planning a service for their loved one.

As funeral directors, there are most certainly times when we may struggle to be compassionate. We may be dealing with the family of a drunk driver that caused the injury or death of an innocent bystander. We may feel disgusted with their behavior that led to this tragedy; it's a natural reaction. We will be challenged,

but we need to understand our reactions so we may be more attentive and supportive to the family. Their grief is no less felt than others.

In order to take care of yourself, I encourage you to explore your needs. It is necessary to make time for your family and yourself. Whether it's playing golf, going fishing, crocheting, going out to dinner, or twiddling your thumbs, take the time to enjoy yourself. When we don't take care of ourselves we become irritable and lose focus, thus becoming less capable to care for our client families at the funeral home.

Judy and I have just returned from the 2015 VFDA Winter Conference in Richmond. The conference was well attended, quite informative and continues to grow each year. Thank you from VFDA to all who attended and we hope you enjoyed your stay.

Remember the VFDA Educational Caravan is headed your way. Speaking of enjoying yourself, mark your calendars for the 2015 VFDA Annual Convention, June 14-17 at the Hotel Roanoke and we can all enjoy the company of one another as well.

Thank you for your support of VFDA and take care of yourself!

Sincerely,
Rob

Your Contributions Change Lives & Influence Industry Growth



As most of you are aware, the Association has three major funds: the Professional Futures Fund, the PAC and the Foundation. The importance of contributions you make to each of those funds as members is critical. I want to take a minute to share with you the power and influence your contributions have on individual lives and within the industry. Each of these funds play a key role in the Association and why we are the leader in the state - we want to keep it that way!

The Professional Futures Fund

The Professional Futures Fund was set up many years ago to fund the Association's state lobbying efforts. This money paid for a full time lobbyist to work on your behalf year round and represent the funeral service profession on the Hill during the Virginia General Assembly session as well as attend key meeting with legislators, state officials and alike.

This fund is the number one reason members renew their membership in the Association. That's how powerful the legislative efforts are. As a member body, we employ one of the top lobbying firms in the state and, as a direct result, have the top lobbyists working on our behalf. That's a big deal - something we can only do as we bring our resources together in one united place to fund the excellence.

Under the direction of Angie Bezik and Julie Dime, the VFDA's voice continues to grow on the hill and we are being noticed more and more. I witnessed that a few weeks ago during committee hearings. The Professional Futures Fund is an investment that protects you and your profession. It's the single most important thing you can do looking to the future.

The PAC Fund

The PAC funds have been around for years. They are highly regulated and give you a powerful individual voice. A few years ago I thought it was important that our Association start a PAC, to get the Association out in front of legislators and give members opportunities to meet legislators at events and receptions. It goes far, when you are at a reception and can speak with a legislator one on one, even for just a few minutes, they remember that and it can make a huge difference during session.

The VFDA PAC is governed by a committee and a committee chair. The mission of the VFDA PAC is to educate lawmakers on the important issues with the views

and interests of all Virginia funeral service professionals. We believe it is crucial to our profession to gain legislators support and intend to do so through the PAC. Key points about the PAC:

How Does a PAC Work for You?

- It allows VFDA to personally educate members of the Virginia General Assembly, in addition and as a team with the voices of our professional legislators, on the needs of funeral service professionals - ultimately securing their support in our behalf.
- It allows VFDA to concentrate efforts on lawmakers who are members of the committees critical to funeral service issues.
- It gives VFDA representatives the opportunity to see key Virginia lawmakers at their campaign events and discuss our positions on important issues.
- It raises the visibility of funeral service provider's views, interests and concerns among lawmakers.

The Importance of a Strong PAC

- A strong VFDA PAC is an important tool for building our relationship with Virginia's lawmakers to hear our voice and be heard each Virginia General Assembly session.
- Our PAC must have the resources available to help counter the message of those other groups.

How Do Politicians Use PAC Money?

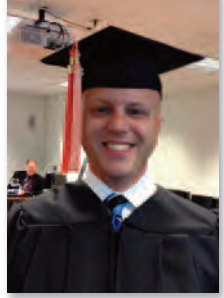
- Politicians cannot use official state resources (i.e. your tax dollars) toward their campaigns, so they rely on money contributed by individuals and PACS for campaign funds.
- PAC contributions are used to pay for campaign staff, commercials, signs, handouts, etc.
- Campaign money is heavily regulated and policed by the State Board of Elections.

The VFDA had the privilege of sponsoring with other lobbying clients of Williams Mullen a reception at the beginning of the General Assembly session and it was a wonderful opportunity to get in front of key legislators.

continued on page 10

Why I Chose to Become a Funeral Service Licensee

by Daniel Woodfin



My name is Daniel Woodfin. I have been intrigued by funeral service since I was a young boy.

I'm a lifelong resident of Chesterfield County and a newly licensed funeral director and embalmer in the Commonwealth of Virginia. I graduated from JTCC in May 2014 under the direction of Rhonda Pleasants and Michael Moore. My story began on September 1, 2010.

My father, Lin Woodfin passed away suddenly in his yard in Amelia County, VA at 5:30 in the afternoon. My father had pre-funded his funeral arrangements with a local cremation-only facility a few years before his death. When he died, the Amelia Sheriff's office was called and was on scene with us that entire evening. The deputy sheriff, Sgt. Will Jones, also my cousin, notified the cremation facility at 6:00 p.m. of his passing so they could come out to transfer him into their care. After many phone calls to them they finally picked him up at 2:30 a.m. As a son, I was horri-

fied because my father laid in the yard for over 6 hours.

The next day, I met with the director and signed all of the required documents and purchased an urn. About a week later, the director called and stated that my father's cremated remains were ready for pickup. However, I would need to file his death certificate myself because they would not travel to Amelia because it was too far. I entered their facility to receive his cremains and the director came out and handed me my father's in a clear gallon Ziploc bag, not the urn that I purchased and not the normal bag that I am accustomed to today. He did apologize and said he was sorry that the urn was

not ready, but he would personally deliver the urn to me when it arrived.

I felt that it was very strange that I had to file his death certificate and I had no idea that cremated remains were put in Ziploc bags. I didn't

question the procedure because I had no idea that it shouldn't have been handled that way - I didn't know any better. I did however make a formal complaint about the length of time it took for them to pick him up.

One of my long-time friends is Bob Brown from Bliley's. After going over the situation with him, he stated that the whole process was not only unprofessional but he also confirmed my own fear of it being unethical. The more time that went by, the more and more time I had to think about it, my interest in funeral service and my drive to serve families in a much better way than the way in which my family was served grew. I knew it was time to switch careers.

Four months after my father died, I left a 10-year, large salary, plus commission career and co-workers that I loved to become an intern at Bennett Funeral Home.

I left this job while supporting a wife and two sons. I made this decision because I knew in my heart that I could do better. I could make a difference. I also began classes at JTCC in August 2011. I worked for and learned a large amount of knowledge, compassion and funeral home ethics from Sam Harrison and the other directors at Bennett's. In March of 2014, I continued my career by taking a position at Morrisett Funeral and Cremation Service in Chesterfield. After completing my education at JTCC and completing my internship while at Morrisett, I passed the required Board exams and Larry Spiaggi and Dick Booker offered me a position as a Director with their firm, Morrisett Funeral Home and Cremation Service.

I am extremely happy and satisfied with a career as a funeral director, especially with Morrisett because this company lives by the principles that I strive to live by. Each decedent and their family are served with dignity and respect; something I don't feel I, or my father, was afforded in 2010. Over the last four years that I have been serving families in my community as an intern and as a director, I have never worked so many long hours, holidays and weekends in my life. But with the support of my wife and our now FOUR boys, the support of the owners and staff of Morrisett, I wouldn't trade my career for any other.

This profession is truly a calling. As they say, if you truly love what you do, you never work a day in your life.

"This profession is truly a calling. As they say, if you truly love what you do, you never work a day in your life."



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since 1955, Bill Black Cadillac has set the standard for professional car sales and service. We are the authorized dealer serving North Carolina, South Carolina, and Virginia, as a full facility distributor. We offer a wide selection of funeral car brands including Superior, S&S, and Federal.

We also have a completely-equipped, modern garage and expert technicians to provide complete service, maintenance and repair of your professional car fleet.

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Welcome New VFDA Members

Affiliate Members:

FuneralCall Answering Service - Wayne Payne
Anatomical Program - Sasha Bonet

Associate Member:

Arlessa Gray

Non-Resident Associate Member:

Wayne B. McWilliams

FEE INCREASES for 2015

Virginia Board of Funeral Directors and Embalmers

Fee increase effective 1/14/15.

For details visit:

www.dhp.virginia.gov/funeral/leg/Fee_Increase_Notice.pdf

2015 IRS Mileage Rates

Fee increase effective 1/14/15.

For details visit:

www.dhp.virginia.gov/funeral/leg/Fee_Increase_01142015.pdf

Have You Seen the VFDA Resource Center Online?

Visit <http://www.vfda.net/resource-center/> to see a selection of helpful resources available to members of the Association.

Take Advantage of these Fantastic Member Benefits!



AmVantage: VFDA is excited to announce a new partnership with AmVantage, one of the nation's largest networks of money-saving products and services in the insurance and benefits industry. Call the VFDA office at 804-264-0505 for more information on how to use your new benefits!

Accounts Receivables/Debt Collections:

Hunter Warfield

Call Jane Suter at 800-509-5542 or email at jsuter@hunterwarfield.com

Clothing/Retail Services:

Brooks Brothers

Visit Membership.BrooksBrothers.com or call 866-515-4747. Please have the VFDA organization ID and Pin Code available when enrolling.

Dr. M. Menswear

Call 804-858-0218 for details.

Payroll Services/Financial Services:

Funeral Service Credit Union

Call 866-701-3728 for more details. Visit www.fscunet.org

Music License:

ICCF/The Music Coalition

2015 Music License. Call the VFDA office at 804-264-0505 for details.

Credit Card Services:

TSYS Merchant Solutions

Call Charlene Bowers at 888-749-7860 or visit merchantsales@tsys.com.

Funeral Industry Professionals:

ASD-Answering Service for Directors

108 Chesley Drive, Media, PA 19063, www.myASD.com, 800-868-9950, Fax: 800-991-3692

DistantLink

www.distantlink.com

Nicodemus & Associates

757-460-3299
mikenicodemus@cox.net

FuneralCall

888-239-0351, Fax: 770-830-8375
www.funeralcall.com
sales@funeralcall.com

CGI Communications

Martin Grizzanti
800-398-3029 ext. 547

Discounts:

Special rates on vacation packages. Save on thousands of popular brands like Dell, Disney, Costco, AMC Theaters, and more. Cash back when you shop at hundreds of online retailers. Call the VFDA office for more information.

Benefits and Insurance:

Protect your home and property with one of our top-notch providers. Take care of yourself, your loved ones, and your employees with comprehensive and affordable benefit packages. Protect your business with a comprehensive policy to fit your needs.

Allstate Representative

Gin Brockwell, Anderson Brockwell Agency, Inc., 9505 Hull Street Road, Suite A2, Richmond, VA 23236
804-745-9500, Fax: 804-276-7941
gbrockwell@allstate.com

Elephant Auto Service

Discount is only available to VFDA members & employees by going online to www.elephant.com/VFDA and selecting Virginia Funeral Directors Association under the affinity section, or by calling 877-21-TRUNK and letting them know you are a member.

Federated Insurance

Call 1-888-333-4949

Optima Health

Contact Robert Kelly, Independent Contracted Agent: 804-931-6646 or Robert.kelly@hbwinc.com

Professional Advice:

Work with mortgage specialists to refinance or purchase a new home.

Celebrant Training Testimonials

Just gave my first service – it went absolutely beautifully. The family’s eyes were shining from tears, but also from the love they had for their husband/father. Calling out memories and special moments, I felt I was wrapping them in a big oversized fuzzy blanket. They laughed and cried and were full of compliments after the service. My FD was there as well – also smiling and laughing. Afterwards, she said “good for you. And good for me for realizing how good you’d be!” Perhaps the greatest compliment I got was from the son-in-law who was at the family meeting. He said after I left that evening, he could just feel the whole house relax and they continued to tell stories and laugh well into the night. I still can’t believe how completely sensational your training was. You hit every nail smack on the head and gave us an incredible depth of knowledge about what people who have just suffered a loss are going through, how to relate to them and, most importantly, help them. I know not all funerals are going to go so smoothly – but this was just a perfect way to start. Thanks again.

– Yarden Rand Celebrant from RI

One of our staff members, Ryan Gieni, just returned from the Celebrant training course in Toronto. He said that the weekend was fabulous. Absolutely fantastic! He presented some of his learnings to the rest of our staff this morning, and he’ll be doing a celebrant service demonstration for us all in the near future. Thank you for providing such an informative, educational and useful training program. We hope to put Ryan’s training to good use in the future.

– Kirstie Smolyk Vice President Park Memorial Ltd. Edmonton, AB

I thought I was going to the Celebrant Training in Niagara Falls to get a credential that would improve my employability as an apprentice with the funeral homes. I had no idea that I was joining a movement with a simple but revolutionary mission of compassion at its heart. I’m eager to begin. Your preparation was superb. I wish you a warm reception wherever you go.

– Mary McAlister Nelson, BC

Final Call! Traveling Caravan & Continuing Education

March 12, 2015

John Tyler Community College, Chester, VA

Registration forms are available at: www.vfda.net/continuing-education/traveling-caravan-2013-2014/



continued from page 5

The Foundation

The Foundation is governed by a Board of Trustees consisting of Past Presidents of the VFDA. The mission of the Virginia Funeral Directors Association Foundation (VFDAF) engages business and community partners in the support of professionals and students currently in or entering the funeral service profession through education, advocacy and leadership development.

By doing this, the VFDAF will help to eliminate barriers to opportunities by helping people to reach their fullest potential. Your donation is a generous way of honoring your family, friends, colleagues and employers. Memorial contributions are a special way of remembering loved ones. Annual publication of donations will appear in the Fall issue of *The Bulletin*, VFDA convention publications, and on the VFDA Foundation website.

Because of the Foundation we are able to:

- Offer college scholarships to future funeral directors and those in the funeral profession.
- Provide Under 40 Leadership Forums with dynamic speakers.
- Create opportunities for individual professionals and students to further their potential.

You can find information about the Foundation in *The Bulletin*. The Foundation also, through essay contests, awards paid registrations to the national conventions for young professionals who have never attended.

Give me a call or send me an email so we can talk about how you can positively influence and be part of these great funding efforts!

Sincerely,

Lacy Whittaker

CELEBRANT TRAINING

April 26-28, 2015

Marriott Richmond West

4240 Dominion Boulevard, Glen Allen, Virginia 23060

VFDA Members \$650 Non-Members \$800 Students \$700 (limit to 5 student registrations)

Thank you to Morrisett Funeral & Cremation Service for providing a sponsorship toward this program so we are able to bring this to you at a lower cost. Thank You!

Register through the VFDA: Abbey Shepperson (804) 264-0505 or ashepperson@vfda.net

Schedule of Events

Sunday, April 26th	3:00 –9:00 p.m.	(Dinner provided)
Monday, April 27th	8:00 a.m.-5:00 p.m.	(Continental breakfast and lunch provided. Dinner on your own. You will have homework!
Tuesday, April 28th	8:00 a.m.-Noon	(Continental breakfast provided)

What to Bring

The dress is casual. This is an active, participant-driven training. We want you to be comfortable and ready to be a part.

We will provide a notebook and other materials. If you have a laptop computer, it is recommended (but not required) that you bring it for the funeral presentation work. We will have a printer available.

CEU Information for Funeral Directors

The Academy of Professional Funeral Service Practice: 17 hrs of attendance

State Funeral Service Board approval: Approved hours vary by state.

More Information

If you have questions about this particular training, contact VFDA, Abbey Shepperson, (804) 264-0505 or ashepperson@vfda.net

If you have questions about Celebrants in general, contact Glenda Stransbury at In-Sight Books: Glenda@insightbooks.com, (405) 810-9501 or (800) 658-9262

Emergency Cell Phone Numbers during week of training only

Glenda Stransbury (405) 550-7854

Doug Manning (405) 203-2906

***See
Registration
form on next
page***

VIRGINIA FUNERAL DIRECTORS ASSOCIATION

CELEBRANT TRAINING

April 26-28, 2015

REGISTRATION FORM

Name: _____

Firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

E-mail: _____

\$650 VFDA Members \$800 Non-Members \$700 Students

Payment: Visa MC American Express Discover

Name on the Card: _____

Card Number: _____

Expiration Date: _____ 3-Digit Code: _____

Signature: _____

Cancellation Policy: Cancellations made prior to **March 31, 2015** will receive a full refund. Cancellations made between **April 1-10, 2015** will receive 50% registration fee, cancellations made after **April 10, 2015** are non-refundable.

Note: In-Sight Books, Inc. makes every effort to assure an adequate number of participants in order to hold the training session. However, this is not completely in our control. If we determine that it is not feasible to hold the session, based upon enrollment, we will contact you immediately.

Mail or fax your registration today to the VFDA office

P.O. Box 395

Hanover, Virginia 23069

Fax: (804) 264-3260

ashepperson@vfda.net

Northern Virginia Funeral Directors Association

President:

LaDonna Gilbert

National Funeral Home, Falls Church
ladonna.gilbert@dignitymemorial.com

Vice President:

Robyn Short

Fairfax Memorial Funeral Home,
Fairfax
rshort@fmfh.com

Secretary/Treasurer:

Valarie Armstrong

Advent Funeral Home, Falls Church
varmstrong@adventfuneral.com



Morrison House, Alexandria

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

Installation – June

Southside Funeral Director's Association

President:

Kevin Brown

Finch & Finch, Inc.
Altavista
kbrown51885@gmail.com

Vice President:

Trey Finch

Finch & Finch, Inc.
Altavista
tfinch@finchandfinchfuneralservice.com

Secretary/Treasurer:

Les Powell, III

Powell Funeral Home,
South Boston
lespowell111@gcronline.com



Altavista

Installations second Tuesday in May.

Meetings are quarterly and determined by district



Join Us!

Come and learn about all the fascinating areas surrounding the funeral profession. Meet the "experts" in the field of funeral planning, preneed, transport services, embalming and much more! Funeral Directors will be on hand for you to talk to one-on-one. Take advantage of this opportunity to tour the Virginia State Anatomical Department and meet staff from the Office of the Chief Medical Examiners Office.

Questions? (804) 264-0505

Funeral Service Career Fair

Thursday, March 26, 2015

1:00-3:00 p.m.

DFS Classroom

MUST BE 18 Years or Older to Attend

Office of the State Medical Examiner/Virginia State Anatomical, 400 E Jackson St Richmond, VA 23219. Must enter from Jackson Street side of the OCME building. \$5 pay lot on the corner of 4th and Jackson Streets.

Attendees **MUST** register in advance for this event. Return your registration form to the VFDA office, P.O. Box 395, Hanover, VA 23069

VIRGINIA FUNERAL DIRECTORS ASSOCIATION

Funeral Service Career Fair
Thursday, March 26, 2015



REGISTRATION FORM

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ Email: _____

School Currently Enrolled: _____

Please mail or fax to:

VFDA, P.O. Box 395, Hanover, VA 23069

Ph: (804) 264-0505 • Fax: (804) 264-3260 • Email: ashepperson@vfda.net

Shenandoah Valley Funeral Director's Association

President:

Charlie Rimel

Henry Funeral Home, Staunton
svfda00@gmail.com

Vice President:

Vacant

Secretary/Treasurer:

Daniel Chapman

Johnson Funeral Service, Bridgewater
dchapmanp@gmail.com



Buena Vista

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

Installations third Thursday in May.

THIRD ANNUAL SILENT AUCTION

Will You Support the Third Annual VFDAF Silent Auction?

On **June 14-17, 2015**, the Virginia Funeral Directors Association Foundation will hold its 3rd Annual Virginia Funeral Directors Association Foundation Silent Auction. The silent auction will take place during the 127th Annual Virginia Funeral Directors Association convention at The Hotel Roanoke & Conference Center. This year we are committed to making our third silent auction a huge success, and I'm hoping you will help.

We're currently collecting merchandise and services for our event and I'm writing to request your support. By making a package and/or monetary donations to the silent auction, you'd be making a tax-deductible contribution that will help the Virginia Funeral Directors Association Foundation continue its mission of engaging business and community partners in the support of professionals and students currently in or entering the funeral service profession through education, advocacy and leadership development.

By doing this, the VFDAF will help to eliminate barriers to opportunities by helping people to reach their fullest potential. You will also gain valuable exposure at our convention. Last year's silent auction brought in over \$3,500 and over 200 attendees bid on auction items.

The Virginia Funeral Directors Association

To recognize the generosity and support of our donors, we'd like to display business information for all of our donors near the items and services they donate. To help us support you, please be sure to **include business cards and/or brochures** that we can use to promote you and your donation and have them to us by May 1, 2015. Thank you for your support!



Are you willing to donate an item of \$100 or more for our auction? Your donations can be items to in baskets, an entire basket or monetary.

Foundation is a non-profit organization formed to support professionals and students currently in or entering the funeral service profession through education, advocacy and leadership development. The Foundation is committed to helping students finish their education in the funeral service profession and support their continued leadership development. The money raised through the Foundation last year allowed us to hold a one-day Leadership Forum for those professional under 40 years of age in Charlottesville, Virginia. Your donations allow for the Foundation to continue these types of programs in years to come. This is our third annual silent auction and we are depending on members like you to help support this year's auction and its continued success in future years.

To give you a better idea of our organization and mission, please feel free to visit the website at www.vfda.net or contact us at 804-264-0505. We'd love to tell you more about who we are and what we do. Thank you for your consideration and best wishes from all of us at the Virginia Funeral Directors Association Foundation.

Sincerely,

Joseph W. Teague
Chairman
Virginia Funeral Directors Association Foundation

Value-Added Benefits With Optima Health Association Plans

If you are a dues-paying member of **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 **Virginia 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,
Independent Contracted Agent

804-931-6646,
robert.kelly@hbwinc.com

For additional information, please contact Suzanne Stewart with Optima Health at (804) 510-7433 or visit 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

Experience Roanoke, Friends & Professional Training

2015 VFDA CONVENTION SCHEDULE OF EVENTS

Saturday, June 13, 2015

2:30 pm - 4:00 pm Board of Directors Meeting

Sunday, June 14, 2015

8:00 am - 2:00 pm Registration
 9:00 am - 2:00 pm Super Sunday Blitz (5.0)
 10:00 am - 4:00 pm VFSSA Golf Outing
 1:00 pm - 5:00 pm Exhibitor Set-Up
 6:30 pm - 8:00 pm Welcome Reception

Monday, June 15, 2015

8:00 am - 2:00 pm Registration
 8:00 am - 10:00 am "How Funeral Directors Can Become Invincible to Lawsuits"
 9:00 am - 2:00 pm Exhibitor Set-Up
 9:00 am - 10:00 am C.E. Class (1.0)
 10:30 am - 1:00 pm "Taste of Roanoke" Family Excursion
 12:15 pm - 1:15 pm Past President's Luncheon & Scholarship Presentation

2:30 pm - 3:30 pm Service of Remembrance
 3:30 pm - 4:30 pm SOR Reception
 6:00 pm - 7:30 pm Exhibit Hall Open/Cocktails/3rd Annual Silent Auction

Tuesday, June 16, 2015

8:00 am - Noon Registration
 8:00 am - 9:00 am VFSSA Meeting
 9:00 am - 10:30 am Annual Business Meeting (1.0)
 11:00 am - 2:00 pm Exhibits Open/3rd Annual Silent Auction
 2:00 pm Silent Auction Closes (winners will be called at 2:30 pm)
 6:30 pm - 9:00 pm Farewell Banquet/Installation of VFDA & VFSSA Officers

Wednesday, June 17, 2015

7:30 am - 3:30 pm NFDA Certified Crematory Operators Training

Central Virginia Funeral Directors Association

President:

L. C. Corey

Morrisett Funeral and Cremation Service,
 Chesterfield

larrycorey@comcast.net

Vice President:

Doni Kashinejad

Nelsen Funeral Home & Crematory
 various locations

doni.kashinejad@sci-us.com

Secretary/Treasurer:

Jim Dickerson

Bliley's Funeral Homes & Cremation Services,
 Richmond

annnjim70@netzero.net



Maymont Gardens, Richmond

Installations in November.

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



June 14-17, 2015
 The Hotel Roanoke &
 Conference Center
 Roanoke, Virginia

Keynote Speaker Patrick Henry

Don't miss motivational speaker Patrick Henry on **Tuesday, June 16, 2015** at the 127th Annual Convention in Roanoke, Virginia! Patrick will also keep us laughing as he entertains us after the Tuesday evening Farewell banquet.

As a former Nashville songwriter and current SiriusXM radio personality on The Family Comedy Channel and Blue Collar Radio, Patrick believes that the height of learning happens while we are being entertained...and so do the over one

thousand meeting planners who have hired him.

Patrick Henry is more than a motivational humorist, He is a performance keynote speaker and is obsessed with showing audiences how to create extraordinary engagement at home, at work, and in the community. The challenge in the marketplace is that customer loyalty is fragile. Products, services, and ideas are being differentiated based on price rather than value.



Patrick shows how to create a value based customer relationship. He knows that if you can't create an emotional connection with your customers, clients, and coworkers, you're going to lose them. This will be a presentation to remember!

Learn more at:
patrickhenryspeaker.com/

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Virginia Funeral Directors Association Super Sunday Education Blitz

Sunday, June 14, 2015



The Hotel Roanoke & Conference Center

110 Shenandoah Avenue Northwest, Roanoke, VA 24016

\$165 for VFDA members who are only attending the Super Sunday Education Blitz.

\$225 for non-VFDA members who are only attending the Super Sunday Education Blitz.

FREE to VFDA members who are registered at the full convention registration fee. Does not apply to one-day member registration fees.

FREE to non-VFDA members who are registered at the full non-member convention registration fee. Does not apply to one-day non-member registration fees.

Schedule

- 9:00 a.m. Restorative Art
- 10:00 a.m. Virginia Laws & Regulations
- 11:00 a.m. Preneed
- Noon Do's & Don't of the EDRS/Q&A
Roundtable Discussion/ Working Lunch
- 1:00 p.m. "Keeping the Family Business in the Family" Business Succession, Estate Planning and Wills & Trusts for today's Funeral Director

Presenters

Ted Castle, Castle Mortuary Transport

Lynne Helmick, Virginia Board of Funeral Directors and Embalmers

Paul Harris, Regulatory Support Services

Janet Rainey, Office of Vital Records

Abe Zysman, Federated Insurance

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

Mail to: VFDA

P.O. Box 395

Hanover, Virginia 23069

Phone: 804-264-0505

Fax: 804-264-3260

E-mail: info@vfda.net



Please register in advance by mailing or faxing your registration to the VFDA office.

**Virginia Funeral Directors Association
Super Sunday Education Blitz**

Sunday, June 14, 2015

REGISTRATION FORM

\$165 for VFDA members who are only attending the Super Sunday Education Blitz. \$225 for non-VFDA members who are only attending the Super Sunday Education Blitz. Free to VFDA members who are registered for the full convention registration fee (does not apply to one day registration fees). Free to non-VFDA members who are registered for the full non-member convention registration fee (does not apply to one day registration fees).

Name: _____

Firm/Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Emergency Contact: _____ Phone: _____

PAYMENT: _____ Visa _____ MC _____ AMEX _____ DISCOVER

Name on the Card: _____

Card Number: _____

Expiration Date: _____ 3 Digit Code _____

Signature : _____

Please register in advance by mailing or faxing your registration to:

VFDA

P.O. Box 395

Hanover, Virginia 230369

Fax: (804) 264-3260

Tidewater Funeral Directors Association *Est. 1945*

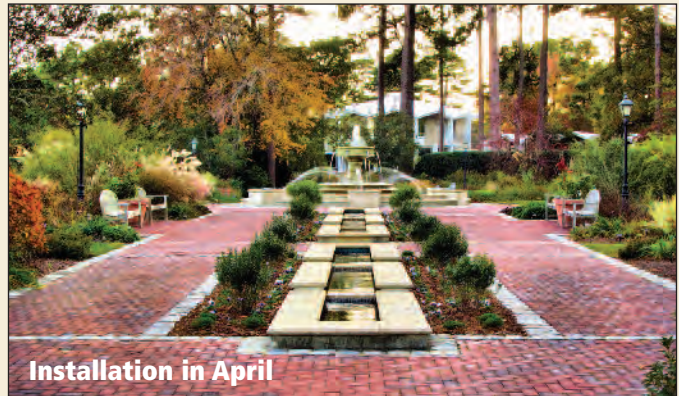
President: Christopher Wilson
Hale Funeral Home, Norfolk
chriswilson06@mac.com

1st Vice President: James Quinn
H.D. Oliver Funeral Apts., Norfolk
hdofh@aol.com

2nd Vice President: Danielle Fitchett-Mann
Fitchett Funeral Home, Chesapeake
dani23320@aol.com

Secretary: Jamie Karpa
R. Hayden Smith Funeral Home, Hampton
jamiekarpa@gmail.com

Treasurer: Bryan Graves
H.D. Oliver Funeral Apts., Norfolk
digger9822@aol.com or hdofh@aol.com



Norfolk Botanical Gardens

1st Year Director: Patricia Louis
Sterling Brook Funeral Home, Windsor
eplouishorizon@msn.com

2nd Year Director: Robie Gardner
Sturtevant Funeral Home, Suffolk

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

Southwest Funeral Directors Association

President: Andrea Horn
Hurst Scott Funeral Home,
Richlands
andrea@hurstscottfuneral-
homes.com

Vice President:
Jamie Broadwater
Gate City Funeral Home,
Gate City
jamie@gatecityfuneral.com

Secretary/Treasurer:
P. Martin Hagy
Hagy & Fawbush Funeral
Home, Inc., Norton
info@hagyfawbush.com



Richlands

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

Installations in June

VFDA Friends & Family Outing

Downtown Roanoke Food & Cultural Tour – *Space is Limited. Reserve Your Spots Today*



SCHEDULE

1. **Hotel Roanoke** – Welcome & Introduction
2. **1st Tasting Stop** – Wine & ‘Southern Flair’ Tasting – Billy’s
 - a.) Roanoke’s Colorful Early Years
3. **Pedestrian Bridge** – History & Architecture
4. **2nd Tasting Stop** – Cedars Restaurant/Shishka Location
 - a. Lebanese Food & Wine Pairing
 - b. Roanoke’s Amazing Lebanese History
5. **Market Square** – History
6. **3rd Tasting Stop** – Metro Restaurant
 - a. Wine & Gourmet Cheese Board Tasting
7. **Center in the Square ‘Green’ Rooftop**
8. **Taubman Museum View** – History & Architecture
9. **Great View Photo Opp!**
10. **4th Tasting Stop** – Center in the Square – 6th Floor Tasting Room
 - a. Wine Tasting with Owner of the ‘Wine Gourmet’ Specialty Store & ‘Farm to Table’ Food Tasting
 - b. Dessert
11. **Return to Hotel Roanoke**

What?

Downtown Roanoke Food & Cultural Tour –

- Wine/Food Tastings
- Lunch
- 4 Wine Pairing Tasting Stops on Walking Tour

When?

Monday, June 15, 2015
Start Time: 11:00 a.m., approximately end time at 1:30 p.m.

What’s your pick?

Option 1: Adult Wine & Food Tasting (4 Wine/ Food Tasting Stops)
Option 2: Adult Wine & Food Tasting (Food Tasting Only – No Wine; Food & Non-Alcoholic Beverage)

What to Wear?

Casual Attire/Comfortable Walking Shoes

How Far is the Walk?

Level Surfaces, 1/2 Mile (All within a few blocks of Downtown).
Begin & End at Hotel Roanoke

Accessibility?

Handicap Accessible, Elevators provided at all stops

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Got ASD?

Reassure at-need callers that someone at the funeral home is **always available**.

Repeat phone numbers back to guarantee **accuracy**. Callers receive a prompt answer, with **90%** of all calls **answered on the first ring**. Dispatch messages to the on-call director without delay. Make callers feel **more at ease** with a **compassionate** voice and courteous phone etiquette. **Listen** carefully to the caller's tone of voice and subtle cues to determine if a death recently occurred. Every call is **screened** carefully based on funeral home's contacting preferences. Provide callers with directions and information on the funeral home's upcoming services, local establishments and recommended florists.

COMPETITIVE ADVANTAGE

Assume every call is a **First Call** until proven otherwise.

Caller ID information recorded on every call. Repeat the caller's name and their concerns throughout the call so they know they are being listened to and **understood**.

CUSTOM FEATURES

Send the **on-call** an alert the moment ASD recognizes a death has occurred. Recognize the importance of **pre-need** and **pricing** calls for the funeral home. **KNOWLEDGABLE** **Recording** of every call is made available to the on-call via ASD's website, **ASD MOBILE APP** voicemail system.

CAREFULLY TRAINED STAFF

The ANSWERING SERVICE in a Class of its own. **TRUST** 24/7 business protection. **TOOLS FOR GROWTH** Pinnacle of **EXCELLENCE**.

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2015 VFDA Annual Convention



June 13-17, 2015

The Hotel Roanoke & Conference Center

110 Shenandoah Ave

Roanoke, VA 24016

(540) 985-5900

EXHIBITOR INFORMATION



Need Hotel Accommodations?

Please make your reservations directly with The Hotel Roanoke & Conference Center. To guarantee reservations, a credit card or first night's deposit if required. The reservation deadline is May 22, 2015 for the VFDA rates.



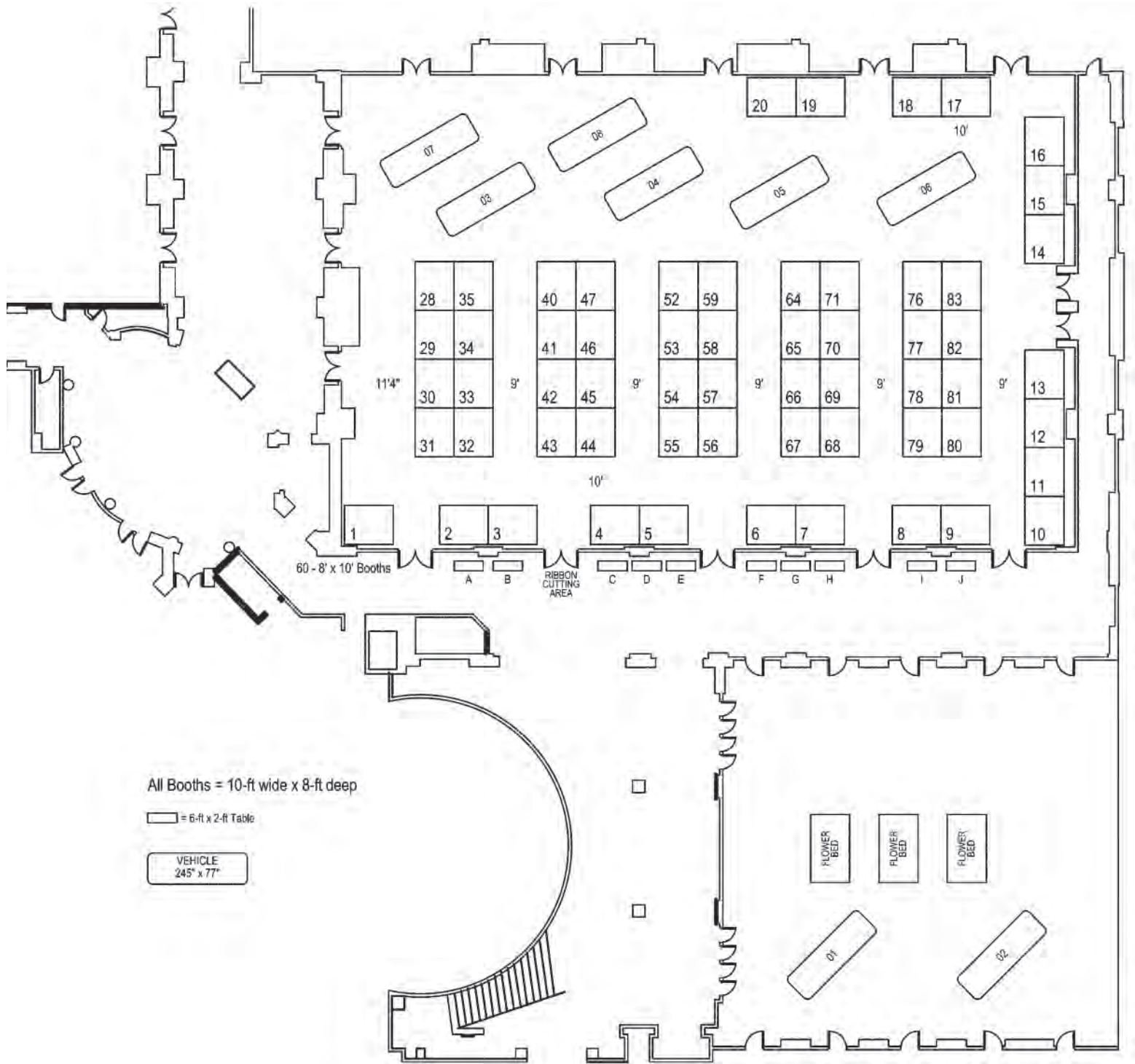
2015 VFDA Annual Convention



JUNE 13-17, 2015

The Hotel Roanoke & Conference Center

FLOOR PLAN



2015 VFDA Annual Convention

JUNE 13-17, 2015

The Hotel Roanoke & Conference Center



EXHIBITOR RULES

1. **VFDA** as used herein shall mean the Virginia Funeral Directors Association, Inc. or its officers or agents or employees acting for it in the management of the Exhibit.
2. **Eligible Exhibits.** VFDA reserved the right to determine the eligibility of any company, individual or product for inclusion in the Exhibit as an exhibitor.
3. **Limitation of Liability.** The Exhibitor agrees to make no claim for any reason whatsoever, including negligence, against the Exhibit for the VFDA its members or agents or employees, for loss, theft, damage or destruction of merchandise, nor for any injury to himself or employee while in the Exhibit quarters.
4. **Defacing the Building.** Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls, or to the standard booth equipment, or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment. Exhibitors agree to hold VFDA harmless for any claims for such damages including the payment of VFDA for reasonable attorney's fees incurred to defend against such claims.
5. **Insurance.** Fire and theft insurance, if so desired must be taken out by each exhibitor at his own expense.
6. **Exhibitor Representatives' Responsibility.** Each exhibitor must name at least one person to be it representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible.
7. **Exhibit Hours.** The exhibit hours are shown on the agenda. Exhibitors will be required to comply strictly.
8. **Shipment of Exhibit Material.** Each exhibitor will receive a notice from the exhibiting company designated by the VFDA. This notice will include the prices for the rental of furniture, draperies, special construction, etc. The information will reach each signed exhibitor in ample time for advance planning of merchandise shipments.
9. **Attendance.** Admission to the meetings and continuing education classes is included.
10. **Cancellation of Exhibit Space.** If an Exhibitor cancels their contracted space after the deadline for full payment, the following is the refund policy.
 - a. A refund will only be considered if the VFDA has received full payment for the booth space.
 - b. If VFDA is able to re-sell said space up to 30 days prior to the Exhibitor move-in date, 25% of the payment would be refunded.
 - c. If cancellation is made with less than 30 days prior to the Exhibitor move-in date, or if space is not re-sold, there will be no refund.
11. **Amendment to Rules.** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subjected solely to the decision of the VFDA. These rule and regulations may be amended by the VFDA at any time by the VFDA and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.

2015 VFDA Annual Convention

JUNE 13-17, 2015

The Hotel Roanoke & Conference Center



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 8'x10' booth space

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

\$1,000 each vehicle space, 245"x77" (about 20' x 6') inside the exhibit hall.

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

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. It is hereby agreed that the undersigned agrees to and will abide by the Rules and Regulations printed within this booklet and that those Rules and Regulations are a part of this agreement. It is understood that deposits will not be refunded after **May 14, 2015** 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: _____

Important Notice: Please read and complete this form. Upon acceptance, a copy will be returned to each exhibitor and serve as the record for your reserved space.

BALANCE DUE: May 14, 2015

JAN|FEB|MAR 2015

**Accepted for the Virginia Funeral Directors Association, Inc.
by Abbey Shepperson, Director of Membership**

Signature: _____

Deposit Received: \$ _____ Amount Due: \$ _____

NFDA Certified Crematory Operator Program™ Seminar ▪ Roanoke, Virginia

Host: Virginia Funeral Directors Association

Wednesday, June 17, 2015. Registration 7:30-8 a.m. ▪ Seminar 8 a.m.-4 p.m.

Seminar location: Hotel Roanoke, 110 Shenandoah Avenue NW, Roanoke, Virginia

*7 FD CE Hours**

Registration Options				▪ Online www.nfda.org/cco	▪ Call 800.228.6332	▪ Fax 262.789.6977
Firm						
Address				City		
State		Postal Code		Phone		
Email				Fax		
Cremator Equipment Type						

Fees	VFDA or NFDA Member \$495		Non-Funeral Director \$495 (No CE)			
	Nonmember Funeral Director \$655		Student Member \$160 (No CE)			
Special pricing is available for multiple attendees from the same firm. Call your member services representative at 800-228-6332 for details.						
Registrant Name (as it will appear on CCO Certificate)	Registrant Job Title	Registrant Email (required for CE)	FD Lic. #/s State/s	Academy # if applicable	Fee Amount	
1.						
Currently cremator operator?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, what is interest in program?				
2.						
Currently cremator operator?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, what is interest in program?				
3.						
Currently cremator operator?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, what is interest in program?				
Method of Payment	<input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Check payable to NFDA (U.S. dollars on U.S. bank)					Total Due

Name on Card			
Account Number			Expiration Date
Authorized Signature			Today's Date

Registration confirmation and agenda will be emailed to you in advance of the NFDA CCO Seminar.

*Approved by APFSP and many state licensing boards. It is your responsibility as the registrant to verify the seminar is approved for CE in the state/s in which you are licensed. Certain states mandate that individuals must meet additional criteria to qualify and practice as certified crematory operators in those states; it is your responsibility to verify that you meet all requirements for crematory operator certification in your state. *All events are subject to change.*

Cancellation. Cancellation must be in writing and is subject to a \$50 cancellation fee OR application fee may be applied to another CCO seminar. Substitutions permitted for registered candidates only. NFDA reserves the right to cancel a seminar due to circumstances beyond its control. Should circumstances arise that result in the cancellation of a seminar, candidates will have the option to either receive a full refund or transfer to another CCO option. NFDA's liability for any cancellation is limited to a refund of the CCO application fee and shall not extend to any other claims including, but not limited to, travel expenses, cancellation fees, lost wages, inconvenience, and other related costs.

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- **Courteous and Professional Service - we’ll even assist in the packaging of your box if not ready**

Why Pay More?
Call us now!!!

Thank You,

Jim Hitt, President



Call Paula for a “No Obligation” Quote 877.861.8970

2015 LEGISLATIVE UPDATE

02.09.15 Legislative Update 2015 General Assembly Session

We are quickly approaching crossover, the time at which all surviving legislation “crosses over” from the originating body to the “other body.” Additionally, on Sunday,

February 8, the House and the Senate presented their budgets.

Below is the list of legislation we have been monitoring as well as our own legislation – and the status of

each. Sometimes bills can be heard after communication to the “other body” before crossover, but it is unlikely that these will be heard before crossover.

Bills	Committee	Last action	Date
HB 1432 - Cole - Health care providers; regulation, prohibited acts, Class 1 misdemeanor.	(H) Committee for Courts of Justice	(H) Subcommittee recommends laying on the table	01/14/15 DEAD
HB 1435 - O'Bannon - Physician assistants and nurse practitioners; appointment as medical examiners. (H) Committee on Health, Welfare	and Institutions (S) Committee on Education and Health (S) Referred to Committee on	Education and Health	01/27/15 SUPPORT – COMMUNICATED TO THE SENATE
HB 1607 - Garrett - Medicolegal death investigators; Chief Medical Examiner authorized to appoint.	(H) Committee on Health, Welfare and Institutions (S) Committee on Education and Health	(S) Referred to Committee on Education and Health	01/27/15 SUPPORT – COMMUNICATED TO THE SENATE
HB 1802 - Villanueva - Certification of death; signing medical form, if not in timely manner Class 1 misdemeanor.	(notes!) (H) Committee for Courts of Justice	H) Subcommittee recommends laying on the table	01/21/15 VFDA LEGISLATIVE AGENDA ITEM - DEAD
HB 1803 - Villanueva - Surface transportation and removal service; registration, manager of record. (notes!)	(H) Committee on Health, Welfare and Institutions (S) Committee on Education and Health	(S) Referred to Committee on Education and Health	01/28/15 VFDA LEGISLATIVE AGENDA ITEM – COMMUNICATED TO THE SENTATE
HB 1963 - O'Bannon - Health Professions, Department of; disclosure of confidential information.	(H) Committee on Health, Welfare and Institutions	(H) VOTE: BLOCK VOTE PASSAGE (98-Y 0-N)	02/03/15 SUPPORT – WILL BE COMMUNICATED TO THE SENATE
HB 2123 - Head - Funeral services; practice does not include sale of caskets.	(H) Committee on Health, Welfare and Institutions	(H) Subcommittee recommends striking from docket	01/22/15 OPPOSE - DEAD
SB 864 - Chafin - Cemeteries; access when located on private property.	(S) Committee on General Laws and Technology	(S) Stricken at request of Patron in General Laws and Technology (15-Y 0-N)	01/26/15 SUPPORT - DEAD
SB 895 - Alexander - Funeral Directors and Embalmers, Board of; clarifies definition of embalming.	(H) Committee on Health, Welfare and Institutions (S) Committee on Education and Health	(H) Referred to Committee on Health, Welfare and Institutions	02/06/15 SUPPORT – COMMUNICATED TO THE HOUSE
SB 951 - Alexander - Disposition of dead bodies. (notes!)	(H) Committee on Health, Welfare and Institutions (S) Committee on Education and Health	(H) Referred to Committee on Health, Welfare and Institutions	02/06/15 SUPPORT – COMMUNICATED TO THE HOUSE
SB 1106 - Alexander - Veterans; unclaimed cremains.	(H) Committee on Health, Welfare and Institutions (S) Committee on General Laws and Technology	(H) Referred to Committee on Health, Welfare and Institutions	02/06/15 SUPPORT – COMMUNICATED TO THE HOUSE
SB 1434 - Hanger - Dead bodies; disposition, identification of decedent.	(S) Committee on Education and Health	(S) Reported from Education and Health (14-Y 0-N)	02/05/15 SUPPORT – 2/6 – FIRST READING ON SENATE UNCONTESTED CALENDAR

Professional Futures Fund

Dear Members and Friends,

I would like to reach out to you today about questions which are extremely important to all of us in funeral service. How can the VFDA protect you, the funeral director, against over regulation or bad policies in the Commonwealth? How can the VFDA improve your futures through the legislative process in Richmond?

Each year, a number of bills are presented that may have an effect on how you serve your client families. Some of this legislation may have a positive impact but some may affect your ability to better serve your community in a negative way.

In order to insure your voice is heard in Richmond, we need to speak as an association with one voice. We have continued the "One Voice" message started last year to insure that our legislators understand that we are united as funeral directors in our efforts and there is no confusion in our position.

Our lobbyists, Angela Bezik and Julie Dime of Williams-Mullen, are experienced and influential in Richmond.

We believe their work as our lobbyist is essential and at the core of VFDA being successful in our legislative efforts.

- They conduct research on our behalf for the legislators
- They distill the mass of information relating to public policy issues
- They gather information, review and analyze data, and explain the advantages and disadvantages of pieces of legislation to benefit each of us
- They organize information and create graphs, charts, polls and reports to present in our behalf
- They truly represent our opinions and our needs – They give the VFDA a voice!

Angela and Julie act as a mouthpiece for funeral directors that otherwise might not be heard. Because they are professional persuaders, they have the knowledge, resources and ability to influence legislators and, therefore, legislation, in ways individuals and small groups may not be able.

The VFDA can protect you, the funeral director, against over regulation or bad policies in the Commonwealth. The VFDA can improve your futures through the legislative process in Richmond. We need your continued donations to protect your rights and our industry.

Our lobbying efforts for VFDA are funded by the Professional Futures Fund. As the opening of the legislature nears, we need your help in making sure the voice of all funeral directors in Virginia is heard loud and clear.

Please consider making a donation to the Professional Futures Fund to help sustain the legislative efforts of VFDA in Richmond.

– Sincerely, Rob Finch, VFDA President

Blue Ridge Funeral Directors Association

President:

Jonathan Arritt

Arritt Funeral Home, Covington
arrittfh@aol.com

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ttbn@embarqmail.com

Secretary/Treasurer:

Megan Conner

Lotz Funeral Home, Salem
Megan.Conner@carriageservices.com



Narrows

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

Installations in July

Professional Futures Fund

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Dogwood Level – Contribution of \$100

Recognition in VFDA *Bulletin*

Please support the Professional Futures Fund by making a contribution of \$100 or more. This is an important fund that supports the VFDA's lobbying efforts and ensure our voice is heard during the Virginia General Assembly session and throughout the year. The Virginia Funeral Directors Association's Board of Directors supports a lobbying team from Williams Mullen and they are busy attending legislative meetings and developing strategic plans that they will execute this session. Please return your contribution to the VFDA office, P.O. Box 395, Hanover, Virginia 23069 or E-mail: info@vfda.net

We thank you for your support.

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In Remembrance

November 7, 2015 - January 7, 2015

David Bruce Reinholdt November 7, 2014, Tidewater District
Michael Wayne Keesling November 28, 2014, Central District
Penny French Garrett December 3, 2014, Southwest District
Anne J. Sterrett December 13, 2014, Shenandoah District
Elizabeth Ann Buscher January 7, 2015, Northern District



Calendar of Events (Subject to Change)

March 12, 2015	VFDA Traveling Caravan, John Tyler Community College, Chester, Virginia
March 19, 2015	Under 40 Leadership Forum, Charlottesville, Virginia
March 26, 2015	Career Fair at Virginia Medical Examiners Office
April 14, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
April 17 - 24, 2015	VFDA International Trip, Tuscany & the Italian Riviera
April 26 - 28, 2015	Celebrant Training
June 14 - 17, 2015	127th Annual VFDA Convention, The Hotel Roanoke & Conference Center
June 17, 2015	NFDA Certified Crematory Operators Training Hotel Roanoke
July 12 - 15, 2015	NFDA Leadership Conference at Disney's Grand Floridian Hotel
July 14, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
August 20 - 21, 2015	2015 CPC Seminar
October 2, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
October 18 - 21, 2015	NFDA International Convention, Indianapolis, Indiana
June 18 - 22, 2016	128th Annual VFDA Convention, Renaissance Portsmouth Hotel & Waterfront
June 25 - 28, 2017	129th Annual Convention, Williamsburg Lodge, Williamsburg, Virginia
June 9 - 12, 2018	130th Annual Convention, Boar's Head Inn, Charlottesville, Virginia

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40 and Under Leadership Forum *Come and Have a Day of Fun!*

Thursday, March 19, 2015
The Greencroft Club, 575 Rodes Drive
Charlottesville, VA 22903

VFDA Presents:

CONNECTING, CREATING AND REVIVING FUN

Facilitated by Betsy Muller

Connect with your under-40 colleagues and discover what you have in common through creative introductions and networking activities. Deepen your professional friendships as you share expertise. Brainstorm together and leave the meeting feeling great about the VFDA and the new friends you have met.

Call 804-264-0505 or visit vfda.net to sign up.

SCHEDULE OF EVENTS

- 10:00 a.m. Registration
- 10:15 a.m. Welcome, Keister Whitt/Rob Finch
- 10:20 a.m. Morning Session, "What We ALL Have In Common"
- Noon Lunch and Networking Scavenger Hunt
- 1:30 p.m. Afternoon Session, Making Room for Fun, Compassion and Enthusiasm
- 3:30 p.m. Closing Remarks and Evaluations

VFDA Foundation Donations

Thank you for all you do! We encourage you to continue your donations or donate for the first time to the VFDA Foundation. Because of these donations, we are able to bring the Under 40 Leadership Summit to Charlottesville, Virginia and give scholarships each year! It's an incredible experience and opportunity for all of us and our industry.

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Create a Blissful Life – It's All About Living in the Flow

by Betsy B. Muller, MBA, ACP-EFT, CEHP

Life as a Funeral Director brings abundant challenges, unexpected demands and opportunities that require working with people who are clouded by grief and family demands. Have you noticed how some people can stay positive, calm, and productive no matter what's going on? You know what I'm talking about – that widow who is able to stay clear, kind and focused on the hardest day of her life, the colleague who remains cool when a customer lashes out, the speaker who confidently shares a moving eulogy, or a singer who performs from a place of pure joy. It's often called "Being in the Flow" and it's magical to see.

You can't help but wonder - what is the secret?

No matter what you do or where you are now, there are ways to live life with your "joy meter dialed to high" in both your work and your personal life.

Consider these 10 ideas to bring more balance, bliss and joy to your days:

1. Get in Touch with Your Values, wishes and what you hold dear. Make a list of 100 things that are important to you – what you love, want to accomplish, be, do or have. Be creative and enjoy the fun of this exercise.

2. List 10 Positive Qualities about yourself, including complements you have received over the years.

3. Recall Your Happiest Life Moments. Where were you? What were you doing and with whom? Are there certain places, activities, people or challenges that make you feel most joyful and alive?

4. Be Grateful Now. Make a list of 25 things you are grateful for having in your life. Include both material and non-material things.

5. Identify Common Themes. Review what you've come up with in 1-4 above and notice repeating themes related to both work and leisure. How do these themes utilize your talents or address your dreams?

6. Shift Choices to Important Themes. For example, if you identified the common theme of nature or outdoors, pay attention to that. By choosing to spend more time outdoors each week, you could increase your potential for living in a more blissful state more of the time.

7. Find Opportunities to Use Your Gifts. Volunteer your talents to the service of others, whether at work or in the community. Perhaps you could start a new venture using these gifts, or ask for opportunities where you work now. Take on new projects or tasks that allow you to explore and further develop your gifts. Deliberately spend more time doing what you like, are good at and what makes you feel good.

8. Pay Attention! Our bodies and our emotions give us constant feedback about what is working and also what's uncomfortable. As you begin integrating more of what you love into life, you should feel great. It's still a new concept, so keep the senses alert to guidance so that the positive changes gain momentum

9. Ask for Help. Engage a buddy, coach or therapist to help you gain insights on your greatest areas of difficulty. It's normal to

have blind spots and fears. There is no need to face these alone. Bringing in another person will help you stay on track, remind you of your progress and celebrate with you as you succeed.

10. Celebrate. Being in the flow can happen sooner than you ever imagined. Make a promise to celebrate as you notice your life getting easier, more balanced and joyful, even if this is subtle. Acknowledge your progress and keep your attention toward what really matters.

As you create a life filled with choices reflecting what you love, your heart will soar and you'll be spending more and more time in the flow. Enjoy the ride!

No matter what you do or where you are now, there are ways to live life with your "joy meter dialed to high" in both your work and your personal life.



Find Opportunities to Use Your Gifts: Volunteer your talents to the service of others, whether at work or in the community.

Betsy B. Muller, MBA is a professional speaker, certified EFT Practitioner, holistic business coach, and best-selling author who has helped thousands of people create balanced, successful lives through empowered self-care. She offers private coaching, seminars, webinars, retreats and networking opportunities. Join her mailing list and learn more at www.createand-connectbrilliantly.com

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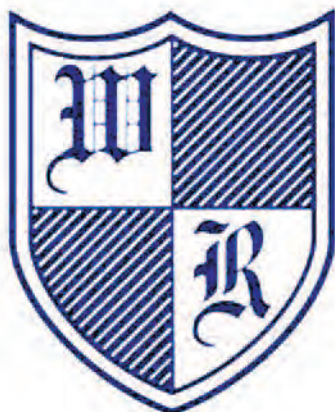
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2. Email your *Bulletin* ad as a high-resolution .pdf or .jpg file to lwhittaker@vfda.net



For questions call the VFDA office at 804-264-0505 or e-mail lwhittaker@vfda.net.



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WINTER CONFERENCE RECAP & REMINDERS!

The VFDA's 8th Annual Winter Conference, yes, we changed the name, was held in Richmond, Virginia on January 25-26, 2015. Attendees arrived on Sunday evening and enjoyed an incredible meal and fellowship at the Tobacco Company Restaurant. The following day was packed with informative presentations and round-table discussions ranging from ways to better work together with LifeNet Health to the EDRS update and improvements to future legislative issues. A very special thank you to our sponsors Federated Insurance and Fairfax Memorial Funeral Home, LLC.



Janet Rainey



Teresa Norrell



Joe Fielden

Thank you to our speakers for taking the time out of their busy schedules to be with us:

Joe Fielden, *Regulatory Support Services, Inc.*
Teresa Norrell/Mark VanAllman, *LifeNet Health*
Lynne Helmick, *Virginia Board of Funeral Directors and Embalmers*
Angie Bezik & Julie Dime, *VFDA Lobbyist*
Janet Rainey, *VDH Director of Vital Records*



above: Butch Gaterwood and Ted Castle



Larry Spiaggi and Sue Danielson at Tobacco Company Restaurant



right: Michael Doherty and John Saville