

THE BULLETIN



JAN | FEB | MAR | 2013

THE POWER OF LOBBYING:

What the VFDA Does for You



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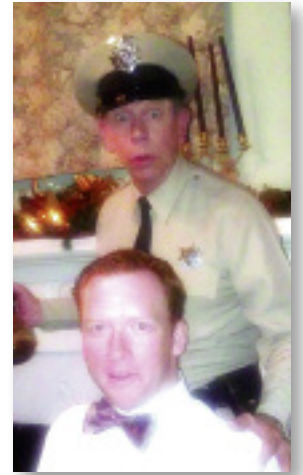
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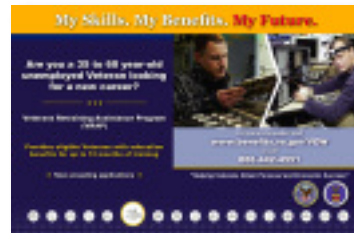
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A Time to Grow & Participate

Fellow Funeral Professionals, at the writing of this article, Debbie and I hope that you had a joyous holiday and very happy New Year. We start our 125th year of service to the profession with many positive events that are occurring, or will occur. Some of these include our 125th Convention at Virginia Beach July 7-9, 2013, the continuation of our Educational Traveling Caravan, our International Trip to the Caribbean in February, and most immediately, our Annual Winter Leadership Conference. At the conference, we enjoyed meeting with the district presidents, attending the directors meeting and having dinner

with legislators. I am hoping to complete my official visits to all the districts this Spring by visiting the Shenandoah and Southside districts, time permitting.

I am pleased and proud to let you know that your Virginia Funeral Directors Association responded to the need for finan-

cial assistance in the wake of the dreadful school shootings in Newtown, Connecticut. Our association sent a gift of \$1000 to help defray the financial burden for final expenses of those precious young children lost in that tragedy. I call upon our members to not only remember in prayer the families of the children, but also to remember our fellow practitioners in Connecticut who endured the dreadful task of attempting restoration of the young charges that were entrusted to them. It occurs to me that the only way to alleviate these terrible tragedies is by changing people's hearts, not enacting more laws.

I hope that Convention, July 7-9, is firmly on your schedule and in your mind as together we meet once again as one of the oldest and finest associations of funeral professionals in America.

As always, warmest regards,
Smitty



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Celebrating a New Year & New Opportunities

Happy New Year! I hope you all had a wonderful holiday season. I can say that this was one of the best holidays I have ever had, when you have a very excited 3-year-old who has been holding out for Santa for months, it is truly something special to see the excitement on Christmas Day. The association has been busy since we last wrote to you. Shannon and I attended many district holiday parties and those are highlighted in this edition of the *Bulletin*. We enjoyed all that we were able to attend and appreciate the wonderful gifts we received.

The Foundation

As I write this article today, we are preparing a mailing for the Virginia Funeral Directors Association Foundation. We are very excited to introduce the Foundation to you in 2013. This has been a goal of mine for many years to start a Foundation for Funeral Directors and it has finally come to light. The Foundation has a dedicated Chairman, Mr. Joe Teague and Board of Trustees made up of past presidents, Michael Turch, Bettye Miller, Jimmie Crowder, C. Keister Whitt (Secretary), Les Powell (Treasurer), Marty Hagy, Dennis Byers, Frankie Sheridan, Robert Johnson, David Arritt (Vice Chairman), Michael Rorrer, Stewart Reid and two at-large members Ray Sloan and Kevin Brown.

We hope you will support the Foundation with a donation. Your donation ensures the future of the funeral service profession will continue for years to come. Students will have opportunities to attend school and pursue their educational studies in the funeral service profession while current licensees across Virginia can continue their leadership development and grow their business through leadership education programs. Your donation is a generous way of honoring your family, friends, colleagues and employers on special occasions; and memorial contributions are a special way to remember loved ones. The Foundation will also hold a silent auction at the 125th Annual Convention in Virginia Beach. More information is outlined in the Events section.

NFDA Hospice Workgroup

I have been asked to sit on the National Funeral Directors Association hospice workgroup. Our first conference call was designed to talk with representatives from hospice organizations about how the NFDA and hospice organizations can work together for the good of client families. This was a productive call with many ideas regarding marketing materials and communication pieces that I will share with you in the near future.

A Call for Nominations

A reminder that the VFDA is seeking nominations for the two one-year at-large seats for the board of directors. This nominee must be a member in good standing with the VFDA and be willing to serve on the board for a one-year term. At-large board members are required to attend approximately six in-person/webinar board of director meetings, participate on conference calls and attend important events (i.e. Winter Leadership Summit). Please notify the VFDA office (lwhittaker@vfda.net) or mail to VFDA (P.O. Box 395, Hanover, VA 23069) with your nominations.

Don't Miss These Events!

Don't miss out on the last of our traveling continuing education caravans on March 7 at the University of Mary Washington and March 21 at John Tyler Community College. Registration information is available online at www.vfda.net. Start planning your family vacation at the beach this year for the 125th Annual Convention at the Cavalier Hotel on July 7-9, 2013. We look forward to another successful year. Lastly, please make sure you review our member benefits and take advantage of the discounts the association has to offer. We continue to add to them. Shannon Nuckols, director of membership, has brochures outlining our benefits. If you want a copy mailed to you, please contact Shannon in our office. I look forward to another successful year and I hope to see you soon.

Sincerely,

THE POWER OF LOBBYING: *What th*

Over the years, the VFDA lobbying efforts have generated many victories and this year was no different. As it joined forces to lobby with a strategic purpose, the VFDA was able to accomplish many things for the benefit of its members – each one of you.

The VFDA was able to actively pursue an agreement with Delegate Hugo regarding HB 1731: Self storage units; procedure for lessors to sell self storage insurance for personal property. Many of our members were contacted about this Bill and it's threat to preneed. VFDA's lobbyist Josh Myers, immediately contacted Delegate Hugo and met with him to express concerns and reservations about the Bill in regards to its potential effect on the funeral industry.

The Delegate assured him it is in no way an attempt to breach into the area of preneed.

Because of Meyer's professional approach and position, he was

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- We engage in personal communication with members of Congress
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- We guarantee rights to free speech, assembly, and petition to government
- We stay connected with the decision makers on Capitol Hill
- We strategically plan and follow-up in areas of significant concern or value for the benefit of the VFDA members
- We get things done and protect you and your professional future

able to reach an agreement with Delegate Hugo who assures VFDA members that as a Delegate, he would oppose any amendments that would "hijack" his bill to turn it into a preneed bill. Myers also followed up with the drafting attorney in Legislative Services to make them aware of the situation. Bob Oman, VFDA Legislative Chair, also contacted Kenny Alexander

An Overview of 2013 Bills the VFDA is Monitoring and Lobbying

NUMBER	PATRON	DESCRIPTION
HB 1547	Knight	Cemeteries; minimum tree canopy during development process shall be 10 percent.
HB 1563	Orrock	Cemetery Board; cemetery operators; itemized statement and general price list. Provides that whenever a general price list or itemized statement of charges in connection with burial services is provided to an individual, a cemetery company must obtain a written acknowledgment of receipt.
HB 1622	Pogge	Emergency medical care services; recertification and appeals. Directs the Board of Health to promulgate regulations governing procedures and the qualifications required for recertification of emergency medical services providers and removes the requirement that the Board's regulations include certain testing and other requirements for recertification.
HB 1657	O'Quinn	Sales and use tax exemption; funeral-related goods. Provides a sales and use tax exemption on the retail sale of tangible personal property related to funerals
HB 1741	Tata	Revised Uniform Anatomical Gift Act; organ removal and the Virginia Transplant Council. Requires any physician or technician performing the removal of donated tissue to have been approved as qualified by a tissue bank. Current law requires on the table by voice vote approval by LifeNet Health.

What the VFDA Does for You

who also stated that this bill does not affect preneed insurance.

As of January 30, 2013, we are happy to report another fantastic success. The association has worked more than 50 hours on introducing and pushing the VFDA's proposed signing of a death certificate and timely return to a funeral director. The bill with proposed amendments passed the Committee on Health, Welfare and Institutions with a letter from the committee chairman to the Joint Commission on Health to study and adjust the bill over the summer. This is a huge win for the VFDA and a step in the right direction for the funeral profession.

The VFDA will always provide a professional, strategic power to its members when it comes to lobbying on their behalf. Lobbying on behalf of its members has served the VFDA as far back as 1936 when Mr. Raymond Thacker and his colleagues pressed the General Assembly with undying commitment to require formal licensing for funeral directors and embalmers, which they ultimately did; changing the course of the profession and industry forever.

It's with that same commitment the VFDA continues to serve its members and the profession today to protect the present and prepare for the future of the funeral directors in Virginia and throughout the nation. Members can get involved by simply calling the VFDA office or emailing with your concerns, ideas and suggestions.



*Bob Oman, Incoming President & Legislative Chair and Senator
Kenny Alexander*

Together, we make a difference and empower the professionals in our industry everywhere, especially here at home in Virginia.

What Can You Do?

- Contact the VFDA office
- Voice your opinions and concerns
- Get involved and shape the future of the industry
- Enjoy the benefit of having a powerful, professional voice lobbying on your behalf

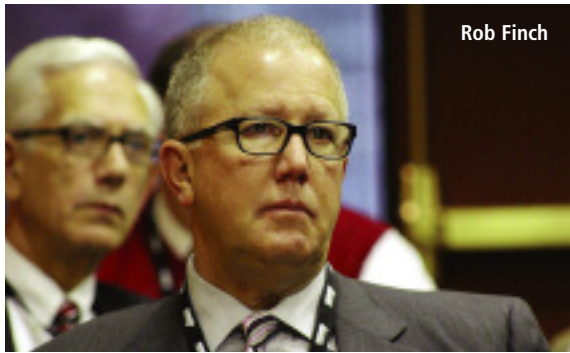
HB 1796	Cosgrove	Death certificate; timely return to funeral director. Requires a funeral director to report to the Board of Medicine any physician required to complete a medical certification of death who fails or refuses to do so within 24 hours of the death, and requires the Board of Medicine to promulgate regulations requiring continuing education related to the requirements for completion and return of a medical certification to a funeral director for any physician who knowingly and willfully fails or refuses to complete a medical certification of death and Health, Welfare and Institutions return it to a funeral director within 24 hours of the death for a third or subsequent time.
HB 1907	Anderson	Driving while texting; primary offense; increased penalties. Provides that driving while texting is a traffic infraction punishable, for a first offense, by a fine of \$250 and, for a second or subsequent offense, by a fine of \$500. The current penalties are \$20 for a first offense and \$50 for a second or subsequent offense.
HB 2077	Cox, J	Motor carrier and commercial driver's licensing. Amends several motor carrier and commercial driver's licensing laws. The bill clarifies and strengthens fitness and operating authority requirements for intrastate motor carriers. It also enables Virginia to comply with new Federal Motor Carrier Safety Administration regulation amendments regarding commercial motor vehicles and a prohibition on texting in commercial motor vehicles, and it codifies federal commercial driver's license requirements.
HJ 535	Herring	Constitutional amendment; restoration of civil rights to persons convicted of nonviolent felonies.

An Overview of 2013 Bills the VFDA is Monitoring and Lobbying *cont.*

SB 759	Edwards	Guardianship and conservatorship. Makes various changes to guardianship and conservatorship laws, including: (i) permitting another person to initiate a guardianship proceeding before an incapacitated child turns 18 if there is no living parent; (ii) requiring a petition to state the basis for the court's jurisdiction; (iii) clarifying the court's ability to award reasonable fees for a guardian ad litem and counsel for the respondent; (iv) requiring the court to hold a hearing on the appointment of a guardian or conservator within 120 days from filing; (v) confirming that the court should
SB 776	Watkins	Virginia New Hire Reporting Center; employer reporting of newly hired employees. Expands the obligations of employers to report information about the hiring of employees to the Virginia New Hire Reporting Center. Employers are required to submit information concerning each newly hired employee to the Center within 20 days of the employment of a newly hired employee. The measure defines a newly hired employee as an employee who has not previously been employed by the employer or who was previously employed by the employer but has been separated from such prior employment
SB 790	Stuart	Emergency medical care services; recertification and appeals. Directs the Board of Health to include an appeals process in its regulations regarding certification and recertification of emergency medical services providers and removes the requirement that the Board's regulations include certain testing and other requirements for recertification.
SB 916	Stuart	Exhumations; basis for. Requires that a party petitioning a court to order the exhumation of the body of any dead person provide a sworn statement that sets forth either facts establishing a reasonable possibility of (i) the requisite sexual conduct between the petitioner's alleged ancestors or (ii) a biological relationship between the petitioner and his alleged ancestors.
SB 931	Vogel	Vogel Disposition of unclaimed dead bodies. Establishes a time by which a person must claim a dead body and provides that in cases in which no person claims the body of a deceased person within 90 days of the death or notification of the next of kin of the deceased person, the sheriff or other person or institution having custody of the body may make arrangements for the disposition of the body. The bill also provides immunity from civil liability for sheriffs for acts, decisions, and omissions related to acceptance and disposition of dead bodies.
SB 981	Howell	School zones; use of certain devices by drivers prohibited. Provides that any person who operates a moving motor vehicle within a school zone or school crossing zone while using any handheld personal communications device in any manner for any purpose is guilty of a traffic infraction punishable by a fine of no more than \$250.
SB 1005	McWaters	Use of a handheld personal communications device while driving. Makes using a handheld personal communication device while driving on a bridge or in a tunnel a primary offense. All other offenses involving the use of a handheld personal communication device while driving remain secondary offenses.
SB 1039	Newman	Access to vital records; certified copies of vital records. Directs the State Registrar to enter into an agreement with the Commissioner of the Department of Motor Vehicles to allow the Department of Motor Vehicles access to vital records by October 1, 2013, and to further allow the Department of Motor Vehicles to issue certified copies of such records by July 1, 2014.
SB 1142	McEachin	Board of Funeral Directors and Embalmers; licensure of funeral establishments; hardship waivers. Authorizes the Board of Funeral Directors and Embalmers to grant a waiver to allow a single full-time manager or funeral director to divide his time between two funeral establishments provided the distance between the two establishments is 50 miles or less. Under current law the distance between the two establishments is limited to 35 miles or less.
SB 1147	Alexander	Cemetery Board; resale of interment rights by churches or religious organizations; exemption. Establishes requirements for the resale of interment rights by churches or religious organizations. A resale conducted in compliance with the requirements set out by the bill shall be exempt from regulation by the Cemetery Board.
SB 1160	Barker	Driving while texting; primary offense; increased penalties. Provides that driving while texting is a traffic infraction punishable, for a first offense, by a fine of \$250 and, for a second or subsequent offense, by a fine of \$500. The current penalties are \$20 for a first offense and \$50 for a second or subsequent offense.

SB 1322	Garrett	Disposition of dead bodies; how expenses paid. Provides that the Commonwealth, not the county or city in which the decedent resided or in which the death occurred, shall pay the cost of disposition of a dead body if the claimant is financially unable to pay the reasonable costs of disposition indefinitely
SB 1359	Howell/ Barker	Funeral services; next of kin. Adds any person recognized as the legal spouse of the decedent under the laws of another state to the definition of next of kin for the purposes of making decisions regarding funeral arrangements for the decedent
SJ 266	Lucas	Constitutional amendment (first resolution); restoration of civil rights.
HJ 547/ HJ 535	Farrell	Constitutional amendment (first resolution); qualifications to vote; restoration of civil rights. Directs the General Assembly to provide by law for the restoration of civil rights for persons convicted of nonviolent felonies who have completed service of their sentences subject to the conditions, requirements, and definitions set forth in that law. The present Constitution provides for restoration of rights by the Governor. The amendment retains the right of the Governor to restore civil rights and adds an alternative for restoration of rights pursuant to recommends incorporating law for nonviolent felons.
HJ 563	Morrissey	Constitutional amendment (first resolution); restoration of civil rights. Authorizes the General Assembly to provide by general law for the restoration of civil rights for persons convicted of felonies who have completed service of their sentence including any period or condition of probation, parole, or suspension of sentence. The present Constitution provides for restoration of rights by the Governor. The proposed amendment retains the right of the Governor to restore civil rights and adds the alternative for restoration of rights pursuant to general law.
HB 1303	Herring	Tax credit for small businesses hiring graduates of Virginia's public colleges. Establishes, beginning January 1, 2013, an individual and corporate income tax credit for certain small businesses creating new full-time jobs that are filled by persons holding associate's or bachelor's degrees from public institutions of higher education in the Commonwealth. The credit would equal \$2,500 for each such new full-time job. The credit would be claimed for the taxable year at which time the new full- time job was continuously filled for at least 12 months. Any unused credit would be allowed to be carried over for five taxable years. The tax credit would sunset in 2015
HB 1370	Bell	Small business job creation tax credit. Creates an individual and corporate income tax credit beginning January 1, 2013, for small businesses creating new full- time jobs in the Commonwealth. The credit would equal \$1,000 for each new job created. A small business would be allowed the credit for an aggregate of 50 jobs. Any unused tax credit would be allowed to be carried forward for five taxable years. The credit would sunset on January 1, 2016.
HB 1540	Watts	Cell phones on school property and in reduced-speed school crossing zones. Prohibits use of handheld personal telecommunications devices drivers of moving vehicles on school property or in reduced-speed school crossing zones.
HB 1741	Tata	Revised Uniform Anatomical Gift Act; organ removal and the Virginia Transplant Council. Requires any physician or technician performing the removal of donated tissue to have been approved as qualified by a tissue bank. Current law requires approval by LifeNet Health. The bill also authorizes membership on the Virginia Transplant Council to any organization accredited by the Association of Organ Procurement Organizations, the American Association of Tissue Banks, or the Eye Bank Association of America that is directly involved in activities related to organ, tissue, or eye donation, procurement, or transplantation in Virginia.
HB 2325	Sickles	Funeral services; next of kin. Adds any person recognized as the legal spouse of the decedent under the laws of another state to the definition of next of kin for the purposes of making decisions regarding funeral arrangements for the decedent.

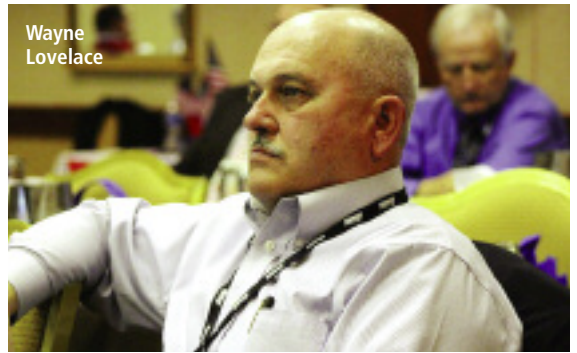
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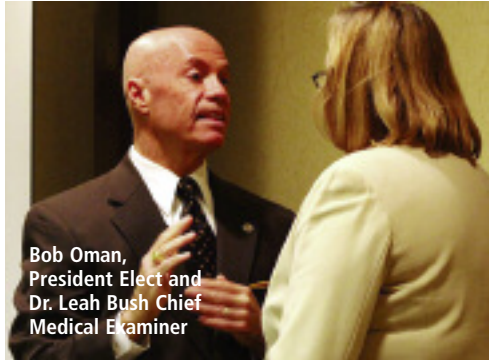
Rob Finch



Michael Smith,
President



Wayne Lovelace



Bob Oman,
President Elect and
Dr. Leah Bush Chief
Medical Examiner



Beth Wigley (left),
and Deirdre O'Hara

Winter Leadership Summit 2013



Tommy Slusser



James Riffe (left),
and Ted Castle

The VFDA held its 6th Annual Winter Leadership Summit on January 27-28, 2013. Sunday opened with the district president's meeting, followed by a board of directors meeting and dinner with Senator Frank Ruff at the Tobacco Company Restaurant. On Monday we covered topics on "Is Your Funeral Home Covered for a Disaster?" and also

attended a town hall meeting and lobbying on the hill, where we were able to visit with Senator Kenny Alexander, Delegate John Cosgrove, Delegate Lacey Putney, and Delegate Chris Stolle.

Thank you to our presenters Hugh Weeks of Federated Insurance; Lisa Hahn with the Virginia Board of Funeral Directors

and Embalmers; Chief Medical Examiner, Dr. Leah Bush and Director and State Registrar Division of Vital Records Janet Rainey. We appreciate our sponsors who supported this event, as well as our volunteer members who help to make this event a success, Suzanne Stewart, Bob Oman and Michael Williams.



Rob Finch (left), and Mark Fridley



Larry Spiaggi (left), and Frankie Sheridan



Meyer Davis (left) and Paul Hazel

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Bobby Gardner, Jr.



Marty White (left), and Dan Reukauf



(left),
 Grove

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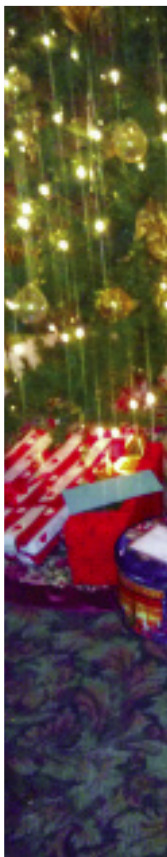
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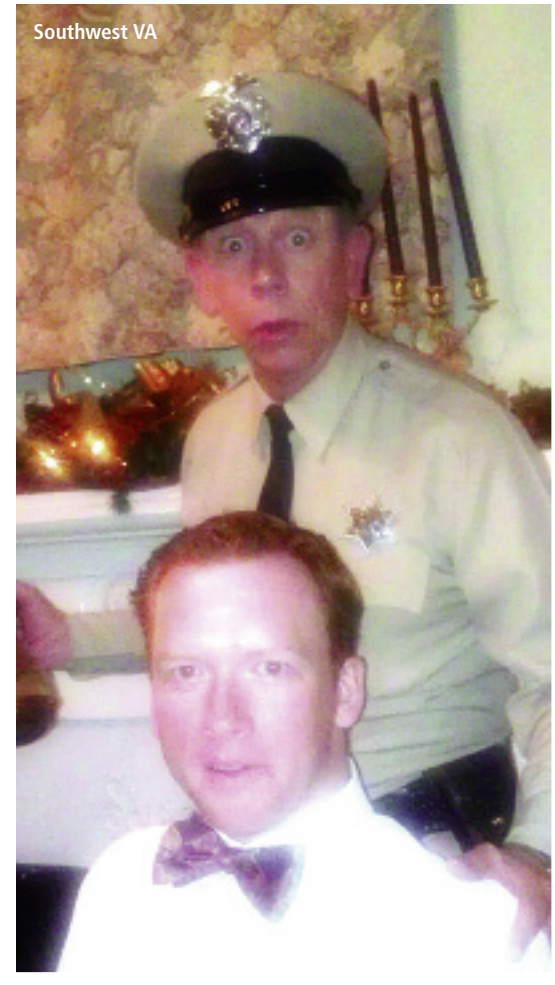


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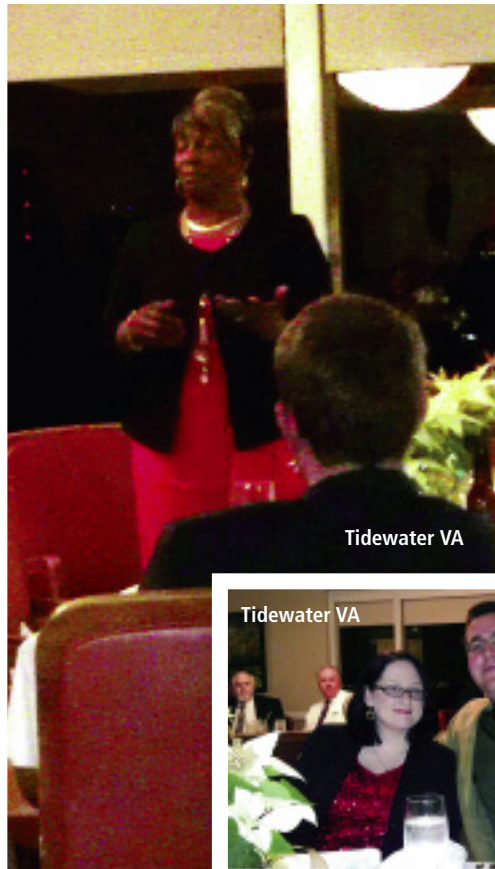
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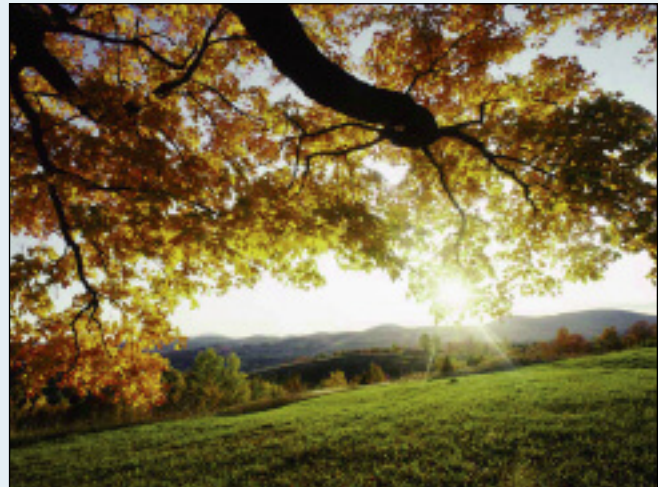
Vice-President

Bolling, Grose & Lotts Funeral Service

Charlie Rimel

Secretary/Treasurer

Henry Funeral Home



Shenandoah Valley

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

Installation – May

Southwest Funeral Directors Association

Matthew Perry, President

Frost Funeral Home

Andrea Horn, Vice President

Hurst Scott Funeral Home

P. Martin Hagy,

Secretary/Treasurer

Hagy & Fawbush Funeral Home, Inc.



Rose Hill, VA

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

Installation – June

District Partnership Benefits:

Is Your District Looking for Continuing Education Courses and Speakers?



The Virginia Funeral Directors Association can help. As part of your district partnership package with the Association, we offer a list of topics and speakers available for your events and we are happy to contact the speakers for you. Call the VFDA office if you are in need of presentations for your next district meeting.

Here are additional benefits available as part of your district partnership package. The VFDA will:

- maintain a list of approved CE topics and CE speakers for use by the districts.
- approve additional topics and speakers upon receipt of a course outline and presenter credentials.
- provide each District a supply of CE certificates.
- offer assistance in arranging speakers and programs for your meetings.

- maintain copies of all CE certificates as submitted by each district.
- offer assistance to any district member in the event they are audited by the state board.

Also, we would like to remind you of the letters you received before the holidays offering a one-hour continuing education program provided by the VFDA staff and lobbyist on the “2013 General Assembly Session.” We will travel to your district beginning in March or later to give the one-hour presentation.

The VFDA is here to help you conduct successful meetings and provide beneficial programs to your members. Please call the VFDA office if you are in need of assistance (804) 264-0505.

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Member News Highlights

- Congratulations to **Messenger Stationery** which is celebrating 100 years. Messenger has been in business since 1913.
- Congratulations to **RD Monson** with Homesteaders Life Company for receiving his Certified Preplanning Consultant Certification after completing the CPC class at NFDA convention in Charlotte.
- Congratulations Virginia Graduates:
Melanie Metcalf, Newport News, VA
Samuel Lee Green III of Appalachia, VA
- Commencement exercises were recently held for the August 2012, graduating students of Gupton-Jones College of Funeral Service at the Fairfield Baptist Church in Lithonia, GA. Samuel Lee Green was also presented the following awards: Valedictorian Award, the Mu Sigma Alpha Award and the Daniel E. Buchanan Award.
- Congratulations **David Storke**, owner of Storke Funeral Home and founder of SympathyFoods.com! This year **SympathyFoods.com** celebrates five years of delivering home-style meals throughout the Continental United States, in lieu of flowers, as a sympathetic expression to family and friends experiencing loss and grieving. SympathyFoods.com has also expanded under the parent company TheTLCKitchen.com to include GetWellMeal.com and TheMealStork.com.

FTC Warns About False Emails

FTC Warns Small Businesses: Don't Open Email Falsely Claiming to be From FTC.

The Federal Trade Commission is warning small businesses that an email with a subject line "NOTIFICATION OF CONSUMER COMPLAINT" is not from the FTC. The email falsely states that a complaint has been filed with the agency against their company. The FTC advises recipients not to click on any of the links or attachments with the email. Clicking on the links may install a virus or other spyware on the computer.

The FTC's advice: Delete the email. Legitimate link to FTC warning http://www.ftc.gov/opa/2013/01/emails_cam.shtm

Tidewater Funeral Directors Association *Est. 1945*

Kevin Sanderlin, President
Beach Funeral Home

Sarae Joyner, 1st Vice President
Parr Funeral Home & Crematory

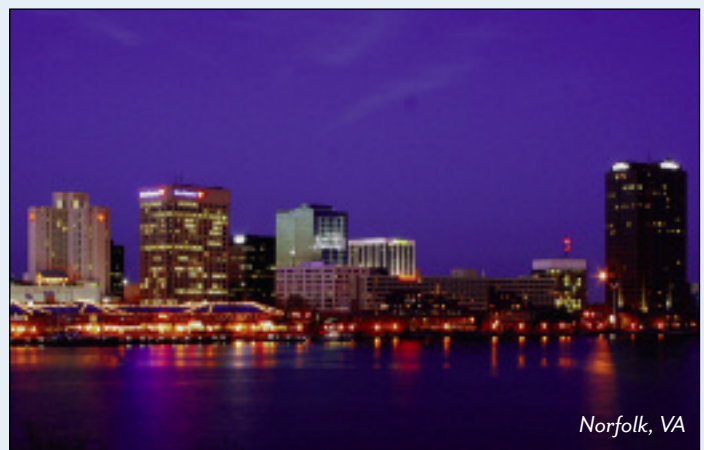
Scott Stroud, 2nd Vice President
Graham Funeral Home

Bryan P. Graves, Treasurer
H.D. Oliver Funeral Apartments

Jamie Karpa, Secretary
R. Hayden Smith Funeral Home

Doral Cecil, 1st Year Director
W.J. Smith & Sons Funeral Home

Christopher Wilson, 2nd Year Director
Hale Funeral Home



Norfolk, VA

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

*Holiday Inn Select
1570 North Military Highway, Norfolk, Virginia
(757) 213-2231*

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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, Virginia, and Washington DC as a full facility distributor. We offer a wide selection of funeral car brands including S&S, Superior, and DaBryan.

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DEALER



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Do You Know an Unemployed Veteran?

Do you know an Unemployed Veteran 35-60 who may be interested in a career in Funeral Services? If so, please let them know about the Veterans Retraining Assistance Program, better known as VRAP (vee-rap).

VRAP is a time-limited benefit authorized by the Vow to Hire Heroes Act of 2011 and provides up to 12 months of educational benefits (\$1564/mo) for unemployed veterans to retrain into high-demand jobs. Funeral Directors and jobs in mortuary science are included in the list of 211 jobs the Department of Labor has determined to be in high demand in the future. Congress has authorized payment for 99,000 Veterans. As of this writing, the Department of Veteran Affairs has approved over 68,000 veterans for funding. The last date of payment is March 2014 so interested veterans should apply quickly.

For more information and to apply visit <http://benefits.va.gov/vow/education.htm>



NFDA Announces March 2013 Meet the Mentors Attendees

Congratulations Marty White, Strasburg, VA, Meghan King, Danville, VA and David Neal, Danville, Va for winning a spot in the Meet the Mentors drawing!

Last week, the National Funeral Directors Association (NFDA) announced the names of the 50 funeral professionals who will have an opportunity to learn from three leading funeral directors and network with like-minded peers during the Association's Meet the Mentors Program on March 18 and 19 at the Emory Conference Center Hotel on the campus of Emory University in Atlanta, Ga. Meet the Mentors is being held in cooperation with the Funeral Service Foundation.

Complete details about the NFDA Meet the Mentors program, including the videos announcing the winners, can be found on the NFDA website, www.nfda.org/mentors.

Blue Ridge Funeral Directors Association

Dave Vanderpool
President

John M. Oakey & Son - Salem

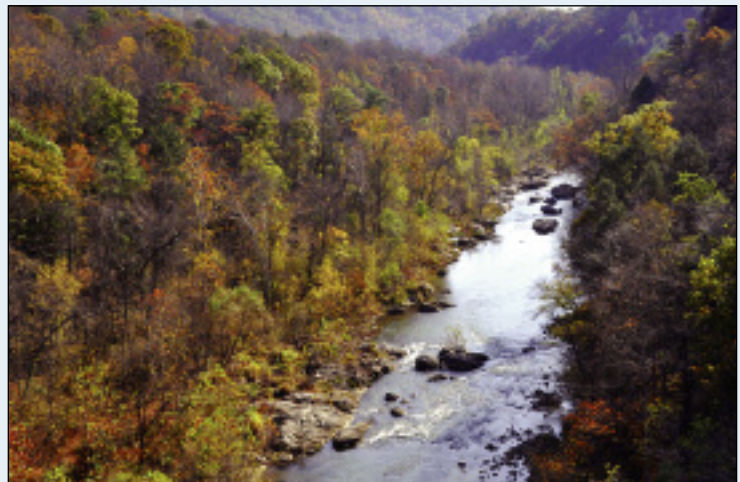
Tim Watts
Vice President

Oakey's Funeral Service & Crematory -
Roanoke

Jonathan Arritt
Secretary/Treasurer

Arritt Funeral Home, Inc.

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



Roanoke River Gorge, VA

Installation - July

JTCC Student Trip to Arlington

John Tyler Community College Funeral Services Students Travel To Arlington National Cemetery

By Professor Rhonda Keyes Pleasants

A group of students from the Funeral Services Program at John Tyler Community College chose to spend Veteran's Day, Monday, November 12, 2012 at Arlington National Cemetery. Most students traveled via the luxury James River Bus Lines chartered bus, but some students who live in the Northern Virginia area met us there with family members.

This annual trip included witnessing the Changing of the Guard ceremony at the Tomb of the Unknowns as well as visits to the graves of Robert F. Kennedy, John F. Kennedy and family, and Edward Kennedy. The students also visited the grave sites of Boxer Joe Louis, all deceased Supreme Court Justices, the nurses memorial, many of whom were from the Spanish American War and the Women's Memorial. The Women's Memorial was very impressive as it chronicled the early days of women in the military up to our current time. Visits were also made to both Space Shuttle Memorials and the Iwo Jima Memorial among many others.

Breakfast snacks and beverages (compliments of VMA President Barry D. Robinson and Dr. Wayne A. Jones, both of whom are on the JTCC Funeral Services Program Advisory Board) were served on the way up. On the way back we stopped at Ryan's Restaurant in Fredericksburg, VA for a scrumptious buffet lunch and a very enlightening presentation by VMA President Barry D. Robinson. Mr. Robinson was very engaging and the



students were able to ask questions about internships, entering the field of funeral service and what it's like working as a Licensed Funeral Service Provider.

The group of students were accompanied by Mr. Michael A. Moore, full-time instructor at John Tyler Community College in the Funeral Services Program, and Professor Rhonda Keyes Pleasants, Assistant Dean of the Division of Health Sciences and Department Chair of Funeral Services Program.

ASD Helps Reunite Virginia Funeral Director with Family After 50 Years

Sometimes, a simple message has the power to transform the course of your life. That was the case for John Alban, Funeral Director of E. Alvin Small Funeral Homes & Crematory located in Colonial Heights, VA.

ASD bi-lingual call specialist Annette responded to a call early on a Monday morning that had a profound impact on Alban's life. Annette was there to answer a call from a woman in Italy. Although the woman didn't reveal much of her reason for reaching out to Alban, Annette sensed an urgent tone in her voice and immediately contacted John to relay the message.

Alban later contacted ASD to let them know that the woman who called in was his biological mother who had placed him for adoption at his birth. She had never stopped searching for him and was now in the process of

getting a Visa to come visit he and his family in Virginia.

Without knowing the details, Annette was able to sense the need to contact Alban and relay a very important message. ASD and Annette stated they were thrilled to be able to play a part in such an inspirational story. Every day, over 12,000 calls are answered by an employee of ASD. Each one has the potential to change a life. In this case, Annette, a highly skilled call specialist was able to recognize and respond to the urgency of the call and relay the message to Alban immediately.

Alban was looking forward to his birth mothers visit and introducing her to the rest of the family. Congratulations again John! ASD was proud to have been able to help you make the connection.

IRS Issues Standard Mileage Rates for 2013

Beginning on Jan. 1, 2013, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:



**CENTS PER MILE
FOR BUSINESS
MILES DRIVEN**

- **56.5 cents per mile for business miles driven**
- **24 cents per mile driven for medical or moving purposes**
- **14 cents per mile driven in service of charitable organizations**

The Internal Revenue Service has issued the 2013 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes. Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method

under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for more than four vehicles used simultaneously.

These and other requirements for a taxpayer to use a standard mileage rate to calculate the amount of a deductible business, moving, medical, or charitable expense are in Rev. Proc. 2010-51. Notice 2012-72 contains the standard mileage rates, the amount a taxpayer must use in calculating reductions to basis for depreciation taken under the business standard mileage rate, and the maximum standard automobile cost that a taxpayer may use in computing the allowance under a fixed and variable rate plan.

Virginia Funeral Supply Sales Association

Rick Roberts, President
Roberts & Downey Chapel Equipment

Sherry Noble, Vice-President
Messenger

Lori Ann Eanes, Secretary/Treasurer
C & L Containers, Inc.



Meeting and Installation held in June during annual convention.



125th Annual Convention



July 7-9, 2013 • Virginia Beach, Virginia

Celebrating 125 Years of Funeral Services in the Community

SCHEDULE OF EVENTS

(subject to change)

Sunday, July 7th		5:00 - 7:00 p.m.	Ribbon Cutting/Exhibits Open/Door Prizes
8:00 a.m. - Noon	Chartered Fishing Trip (optional, pre-register), Virginia Beach Fishing Center, 200 Winston-Salem Ave.		Silent Auction Preview to benefit the Virginia Funeral Directors Association Foundation
9:00 a.m.	Golf Practice Day	7:00 - 10:00 p.m.	Installation of Officers & "Evening with the Stars" Inaugural Awards Banquet, Grand Ballroom, Cavalier on the Hill
9:00 a.m.-2:00 p.m.	Super Sunday Education Blitz, (5.0 hrs.) (\$165 for VFDA members not registered for the full convention & \$225 for non-VFDA members who are not registered for the full convention, lunch included.) *Must pre-register to attend.*		Kids Movie Party (after dinner and during installation of officers & awards)
Noon - 3:00 p.m.	Registration Open	10:15 p.m. - Until	"Cheers to the Years" Alumni Reunion (\$10 per person)
2:00 - 3:00 p.m.	Crematory Operators Roundtable (no CE, optional, pre-register, \$20 per person)	Tuesday, July 9th	
3:00 - 4:30 p.m.	VFDA Board of Directors Meeting	7:15 - 8:15 a.m.	Virginia Funeral Supplies Sales Association Meeting
6:30 p.m.	Happy Hour with the VFDA Board of Directors, Poolside	8:30 - 10:30 a.m.	Networking Breakfast with Exhibitors/Door Prizes, Exhibit Floor
Monday, July 8th			Silent Auction Open to benefit the Virginia Funeral Directors Association Foundation
6:30 - 7:30 a.m.	Sunrise Yoga (no registration required, bring a yoga mat) Instructor Judy Finch	9:00 a.m. - 2:00 p.m.	Registration Open
7:00 - 8:00 a.m.	Networking Breakfast	9:00 - 11:00 a.m.	"Flowers & Tea Brunch" Spouses Outing
8:00 a.m. - 4:00 p.m.	Registration Open	10:30 a.m. - 12:30 p.m.	Embalming/Restorative Art Technical Program, Patty Hutcheson (2.0 hours)
8:15 - 9:30 a.m.	Annual Business Meeting (1.0 hour)	12:30 - 3:30 p.m.	Exhibit Hall Opens/Lunch with Exhibitors/Door Prizes, Exhibit Floor
9:30 - 10:30 a.m.	Networking Coffee Break		Silent Auction Open to benefit the Virginia Funeral Directors Association Foundation
11:00 a.m.-Noon	Service of Remembrance Service of Remembrance Reception (Immediately Following)	3:30 p.m.	Exhibits/Silent Auction Close
12:30 - 4:00 p.m.	Exhibitor Set-up/Lunch for Exhibitors	3:30 - 5:30 p.m.	Sand Sculpting Demonstrations (no registration required)
12:30 p.m.	Past Presidents Luncheon (Past Presidents Only)	7:00 p.m. - Until	"Cheers to the VFDA" Social, Beach Club (weather permitting)
1:30 - 3:30 p.m.	Cutting Through the Hype: Social Media is Worthless..., Ryan Thogmartin (2.0 hours)		Entertainment by The Rhondels
3:30 - 4:30 p.m.	Shagging Lessons (no registration required)	Wednesday, July 10th	
		9:00 a.m.	Golf Outing



Exhibitor Information

Join the Virginia Funeral Directors Association (VFDA) at the beach! The 125th Annual Convention will be held on **July 7-10, 2013 at The Cavalier Hotel in Virginia Beach**. This year's convention offers seven hours of face time on the trade show floor.

In addition to the seven hours of face time on the trade show floor, the 2013 VFDA Annual Convention offers a discount to those exhibitors who are association members and who reserve their booth space early. Reserve your exhibits space on or before May 17, 2013 and receive the following:

- **8'x10' pipe & drape booth for a low fee of \$750 (association members) or \$850 (non-members) or; 6'x2' table top display for a low fee of \$500 (association members) or \$600 (non-members)**
- **2 free staff registrations per booth**
- **2 free staff social tickets for Monday and Tuesday nights social events (total of 4 tickets)**

AUTOMOBILE EXHIBITS ARE AVAILABLE THIS YEAR!

We are pleased to offer automobile exhibits this year. Take advantage of this offer and reserve your space for a low fee of \$3,000 (3 cars) or \$1,500 (1 or 2 cars).

- **4 guest passes (exhibit hall only – will not be permitted to enter educational programs and ticketed events)**
- **Attendee list following the convention**

Acknowledgement for support level/activity on convention signage, website, mailing, and Bulletin if contract is received before print deadlines

Exhibit space reserved after May 17, 2013 will be subject to a 10% increase!

Please reserve your booth space before May 17, 2013. Contact the VFDA office if you have any questions at (804) 264-0505 or snuckols@vfda.net. Get more information about exhibiting at the trade show on our website: www.vfda.net.

Silent Auction Donation Information

On July 7-10, 2013, the Virginia Funeral Directors Association Foundation will hold its **1st Annual Virginia Funeral Directors Association Foundation Silent Auction**. The silent auction will take place during the 125th Annual Virginia Funeral Directors Association convention at The Cavalier Hotel in Virginia Beach, Virginia. This year we are committed to making our first silent auction a success, and we're hoping you will help.

Would you and your colleagues be willing to donate your time, products and services of \$50 or more for the silent auction?

We're currently collecting merchandise and services for the auction. If there are items here or otherwise you would like to donate, please contact us at the VFDA office by e-mail to lwhittaker@vfda.net or phone (804) 264-0505.

electronics
sporting goods
vacations
golf outings
jewelry
gift certificates
services
monetary donations

It's 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 convention brought in 350 attendees over a 3-day period.

Sponsorship Solicitation

All sponsoring companies receive recognition in VFDA publications, signage and your company link on the associations website. Each sponsorship includes two complimentary

badges and the sponsoring company may have a representative present at the sponsored activity and also receives a brief introduction at the beginning of the sponsored activity.



DATE	ACTIVITY	SPONSOR
Sunday, July 7	Chartered Fishing Trip	\$1,750
	Happy Hour with the VFDA Board of Directors	(SOLD)
	Golf Outing	\$100/hole
	Golf Beverage Cart	\$500
Monday, July 8	Networking Breakfast	(SOLD)
	Service of Remembrance	(SOLD)
	Service of Remembrance Reception	(SOLD)
	Networking Coffee Break	\$500
	Past Presidents Luncheon	(SOLD)
	Keynote Speaker	(SOLD)
	Social Event	(SOLD)
	Entertainment – DJ	\$1,000
	Kids Social (during installation of officers and awards)	\$1,000
	Open Bar	\$1,000 - \$2,000
Alumni Reunion	\$500	
Tuesday, July 9	Networking Breakfast	(SOLD)
	Spouses Outing	(SOLD)
	Networking Lunch with Exhibitors	\$2,000
	Closing Social Event	\$5,000
	Entertainment – Rhondel’s	\$1,700
	Entertainment – Mayberry Deputy	\$2,000
	Open Bar	\$1,000 - \$2,000
Entire Event	Keycard Sponsor	(SOLD)
	<i>*The average hotel guest looks at and searches for their guestroom keycard more than 10 times per day. Attendees will carry your logo and information right in their pockets.</i>	
Convention Supporters	Lanyards/Name Badge Sponsor	(SOLD)
	Diamond Sponsorship	\$10,000
	Platinum Sponsorship	\$9,999 - \$5,000
	Gold Sponsorship	\$4,999 - \$1,000
	Silver Sponsorship	\$999 - \$100

2013 CALENDAR OF EVENTS



March 5-7, 2013
National Funeral Directors Association Advocacy Summit
 Washington, DC

March 7, 2013
Traveling Continuing Education Caravan
 University of Mary Washington

March 14, 2013
VFDA Funeral Service Career Fair
 Tidewater Community College

March 21, 2013
Traveling Continuing Education Caravan
 John Tyler Community College

March 21, 2013
VFDA Funeral Service Career Fair
 John Tyler Community College

April 23, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting

July 7-10, 2013
125th Annual VFDA Convention

July 23, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting

October 20-23, 2013
National Funeral Directors Association Convention
 Austin, TX

October 22, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting

Northern Virginia Funeral Directors Association

Robert Gallagher, President
 Fairfax Memorial Funeral Home

Bernadette Brusoe, Vice-President
 Demaine Funeral Home

LaDonna Vincent, Secretary/Treasurer
 National Funeral Home

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



Arlington, VA

Installation – June

Value-Added Benefits With Optima Health Association Plans

If you are a dues-paying member of the Virginia Funeral Directors Association and have between 2 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***:

- Effective January 1, 2011 - \$5 reduction for Primary Care Provider (PCP) and behavioral health copays (Unlimited), offered on all copay Association plans
- \$5 reduction for Specialist visit copays (Unlimited), offered on specific Association plans
- \$50 reduction for Outpatient Surgery copays (Unlimited), offered on specific Association plans
- Three (3) Additional Employee Assistance Program 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 no additional cost. Contact your local agent for more information.

What if I don't have 2 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 [CLICK HERE!](#)

How do I get more information?

Contact your local agent,

Robert J. Kelly

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

or

Suzanne Stewart with Optima Health at (804) 901-1082

or visit us at 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

***Effective October 1, 2010, any new groups and upon each current group's renewal, all Optima Health (Association and non-Association) members will receive their preventive services at 100% (no co-payment, coinsurance, deductible).

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 log on to optimahealth.com

WELCOME NEW MEMBERS

Firm Memberships

Beach Funeral & Cremation Services, Inc.
4456 Bonney Rd, Virginia Beach, VA
Kevin Sanderlin – Owner and Manager



Affiliate Memberships

William “Bill” L. McKeithan – *Crain Sales*

Mortuary Science Student Memberships

Shannon L. Hodges – *John Tyler Community College*

Elizabeth “Beth” A. Wigley – *John Tyler Community College*

Daniel L. Woodfin – *John Tyler Community College*

Retired Membership

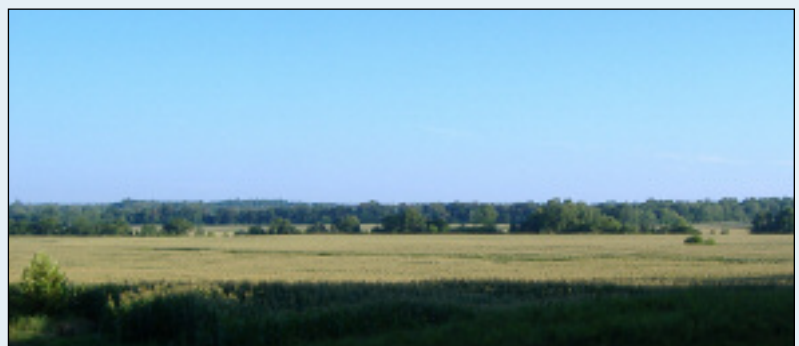
Joel “Al” A. Starr – *Northern District*

Central Virginia Funeral Directors Association

Thomas W. Gale, President
Currie Funeral Home, LLC

Robert Colston, Vice President
Woody Funeral Homes

**Rhonda Keys-Pleasants,
Secretary/Treasurer**
Joseph Jenkins Funeral Home



Amelia County, VA

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

Installation of officers held in November.

*Richmond Times~Dispatch
Hanover Facility
8460 Times~Dispatch Boulevard
Mechanicsville, VA 23116*

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 on special occasions. 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. Please provide the address of the individual being honored to enable the Foundation to forward written acknowledgement of your generous gift. Remember, your gift is tax deductible.

Name as you wish to be published in acknowledgements: _____

- VFDA Member (District): _____
- Potential Member Corporate Sponsor

Donor's Name and Address (Please Print): _____

Name and Address of individual being honored (Please Print): _____

Name and Address of individual (family) being remembered/In Memory (Please Print): _____

Please indicate your level of sponsorship:

- Chairman's Circle \$1,500 or more
- Director's Circle \$1,000 - \$1,499
- Advocate's Circle \$500 - \$999
- Leadership Circle \$250 - \$499
- Contributor \$100 - \$249

Make checks payable to the VFDA Foundation and return your contribution to: VFDA Foundation, P.O. Box 395, Hanover, VA 23069

Thank you for your support! Your gift makes a difference to the Funeral Service Profession.

Questions?

Phone: (804) 264-0505
 Email: lwhittaker@vfda.net



In Remembrance *November 1, 2012 - January 11, 2013:*

Robert Thomas "Bob" Slusser, Sr.
 November 4, 2012 – *Father of Tommy Slusser/Shenandoah District*

Rev. Dr. James R. Copeland
 November 5, 2012 – *Father of Richard E. Copeland, Manager at Woody Funeral Home, Parham Chapel/Central District*

Rosa Opal Brooks
 November 9, 2012 – *Grandmother-in-law of VFDA President Mike Smith/Tidewater District*

Curtis Ragus Mullins, Sr.
 November 18, 2012 – *President of Grundy Funeral Home & Mullins Monuments/Southwest District*

Nannie Kate King Kiser
 November 19, 2012 – *Grandmother of Paul Kennedy, Co-owner of Bassett Funeral Service/Southside District*

Dora Wells Twiford
 December 5, 2012 – *Co-owner for over 50 years of the Twiford Funeral Home, Cemeteries and Crematorium/National Funeral Directors Association*

Charles Ray Tomlinson
 December 20, 2012 – *Founder of Tomlinson Funeral Home and Ambulance Service of Ridgeway/Blue Ridge District*

Richard W. "Dick" Brockwell, Sr.
 December 27, 2012 – *Father of Richard Brockwell/Central District*

Clifford Eugene Harvey
 December 31, 2012 – *Part owner and secretary/treasurer of Robinson Funeral Home/Southside District*

Alma Legg Wright
 December 31, 2012 – *Wife of Ronnie Wright, longtime employee of Nicely Funeral Home/Shenandoah District*

Southside Funeral Director's Association

Daryl B. Martin, President
 Bassett Funeral Service

Kevin Brown, Vice President
 Finch & Finch, Inc.

Les Powell, III, Secretary/Treasurer
 Powell Funeral Home, Inc.

Meetings are held quarterly and determined by district.



Martinsville, VA

**Roster provided by district and effective March 24, 2011.*

VFDA Contributes \$1,000 to Connecticut Association Fund

The Virginia Funeral Directors Association contributes \$1,000 to the Connecticut Funeral Directors Association Newtown Support Fund to aid the families of the Newtown, CT shooting with funeral and related expenses.

A Note from the NFDA:

To say that we are deeply saddened by the tragedy in Connecticut does not begin to express our feelings about this horrific event. Our thoughts are with the families and all who have been and will be touched by this terrible act. We know our members in Connecticut, particularly those in the Newtown area, have become personally involved with this tragedy by supporting families during their time of grief.

The CFDA has received numerous offers of assistance and support from funeral directors and embalmers. Calls and emails have come in from throughout the United States and around the world. CFDA has been gratified by

the many suppliers that have stepped forward to donate goods and services to the funeral homes serving the families. The CFDA board of directors met over the weekend and has organized teams of Connecticut funeral directors and embalmers who will lend their assistance to the 10 funeral homes that are serving the families. The number of volunteers numbers more than 100.

As you continue to think of and pray for the victims and their families, please also include your fellow funeral directors. They have likely never faced something like this and we hope they never will again. Children's funerals are never easy. When children die under such unimaginable circumstances, such as what happened in Newtown, the task of serving the families and helping them begin to say goodbye is all the more difficult.

Thank you for the care and compassion you demonstrate to families and your community in their times of need. We are proud to be the association that represents you.

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Lamcraft	
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Richards Wilbert	
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THE ANSWERING SERVICE IN A CLASS OF ITS OWN

Advertise with VFDA!

The VFDA is the leading state trade association for the funeral profession. Advertise today in our online membership directory, on our website: www.vfda.net, and in our newly updated *Bulletin* magazine! *The Bulletin* is one of our most popular member benefits, reaching over 400 member firms. Don't miss out on these opportunities to reach Virginia's funeral professionals with your product and service messages!

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

METHOD OF PAYMENT **Amount Enclosed: \$** _____

Check Enclosed (payable to VFDA. VFDA Federal Tax ID #54-0419116)

VISA **MasterCard** **AMEX** Expires: _____

Card#: _____ Security Code: _____

Name on Card: _____

Signature: _____

AD SIZE PRICE

Bulletin only (all 4 issues)

1/4 page ad\$500

1/2 page ad\$750

full page ad\$900

Online Membership Directory only

1/4 page ad\$400

1/2 page ad\$600

full page ad\$800

Both Directory & *Bulletin* (all 4 issues)

1/4 page ad\$800

1/2 page ad\$1200

full page ad\$1500

Website Ads:

Contact for website advertising only:

Jon Smith, Display Advertising Manager,
Multiview

jsmith@multiview.com

972.402.7023

PUBLICATION

ADS DUE

Online Membership Directory (2/13) 01/11/13

The Bulletin Magazine Jan|Feb|Mar 01/11/13

The Bulletin Magazine Apr|May|Jun 4/12/13

The Bulletin Magazine Jul|Aug|Sep 7/12/13

The Bulletin Magazine Oct|Nov|Dec 10/11/13

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DISTRICT HOLIDAY CELEBRATIONS

See page 12 for more district holiday photos!



Central VA



Central VA



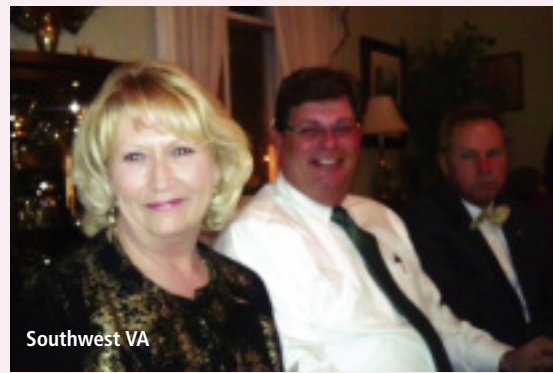
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