

THE BULLETIN

JAN | FEB | MAR | 2016

VFDA **Is Working** **Hard for You**



President's Message:
It's All About Family and Friends pg. 4

Get Ready for the 128th Annual VFDA
Convention in Portsmouth pg. 10



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ASSOCIATION



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2016
Women in
Funeral Service
Network
Luncheon

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Family and Friends



To our many members and colleagues, Bobbi and I hope your Thanksgiving, Christmas, and New Years were enjoyable. We both thank all of you and the Districts for all of the kindnesses shown during my term as President. The RV has shown up in a lot of different funeral home parking lots and that has been very appreciated.

For my third VFDA Bulletin Report I have asked Bobbi and Karen to add to my remarks in separate writings. Hopefully it will show the dedication we and our staff have in bringing service to our communities.

The life we have chosen sometimes is not an easy one. It is the people that you surround yourself with and the families that you serve that makes it more bearable. Most normal families can set dates and times for get-togethers, birthday parties, and such. Our business lives are intertwined on someone's last breath. The First Call changes our emotions from having a joyous occasion to one of passion and sorrow for a family who has called you for the care of their loved one. I made a speech a few years ago to our local high school of the many roles I play in the community. Husband, Father, Grandfather, Fire Department, Rescue Squad, Church, Food Pantry, Mission Worker, Carnival Volunteer, Certified Celebrant, Chaplain, and Funeral Director to name a few. I have gladly served and will continue to do so as long as I am able in these roles. But it is Funeral Director that brings the rest into play. I truly believe we have a mission in serving. It is the fine line of separation from compassionate service and a successful business that you have to cross over several times during your time at work that plays heavily on my mind also. It is the woodworking, motorcycles, and

RVing that eases my mind and makes life make sense.

The decisions I made back in 1981 to become a funeral director, in 1996 to become an owner, in 1997 to join the VFDA, in 2012 to run the chairs, have in my opinion been good ones. I really do not believe I would have met and made so many friends that I call family had it not been for those decisions. It has literally changed my life and the way I live it.

BOBBI writes...

Being the spouse of a funeral director is a very interesting and rewarding life. For a very long time now, we usually travel in different cars to the events that we go to. There have been too many times when I had to get a ride home because Ray had to leave to go on a call. I have accompanied him many times, but there is the occasion when someone needs to stay at the event. Being the owners of a small town funeral home, we often wait on the families of our close friends. We still have to maintain the professionalism of our job and grieve at the same time for the friend we lost. We are fortunate to have the best employees that any firm could want. They are all caring, compassionate, and loving to all the families we serve. They are truly our extended family. Yes, we have many disappointments, missing things that we really look forward to, but the satisfaction of knowing that we have helped a family, whether it's a close friend or someone you don't really know, at a very sad time in their life, make it all worthwhile. I like being there whether it's a shoulder to cry on or to laugh at a funny story about the deceased that we all remember. Because it's the good memories that lift people up at the lowest times in their lives.

KAREN adds...

"Mom, my game is at 6 tonight, don't forget," my daughter would tell me rushing out the door to school. My plans are to make that game. I plan on it from that very moment when we exchanged hugs and kisses before she goes out the door to school. Sometimes I make those games or other events we plan with family and friends. Sometimes I don't. Kayla has grown up in the funeral home and thankfully has learned to be a very understanding person. "Mom those folks need ya'll, it's ok." Kayla has had to tell me and her grandparents that a lot over the years.

When Ray asked me to write what I felt, I had no idea where to start, so I guess the best place is to start at the beginning. I didn't grow up wanting to be a funeral director. When mom and Ray married I was just out of high school, working in the banking industry, and going to college (the first time) to get my business degree. Once they opened the funeral home; "Come to work with us" Ray says "keep the office straight" he says. Well helping to keep the books didn't last long. Helping with visitations, services, and removal were quick on the agenda.

After a short thought, getting my license was soon the goal to attain. Our family services other families in our community, so it was just the right choice to make to keep it a family firm always. Serving my apprenticeship, going back to school full-time, and raising a two year old was a challenge but well worth it. With the love and support of my family, we made it happen. The rewards of being a funeral director in a small town are far more rewarding than any struggle of juggling day to day life.

Happy New Year!

Happy New Year, it is hard to believe that as I sit here writing this message and other pieces for this Bulletin, that I have been with this amazing group of people for 9 years! We have much to be thankful for from where we have come to where we are today. The Association has been working hard over the past few months on legislation, which you will find Angie Bezik and Julia Hammonds Legislative Update in this issue that outlines this year's session and our next steps to move our proposed legislation forward next year. Many meetings and strategic plans will take place over the summer. We need our entire memberships feedback and Voice as we continue our legislative efforts on behalf of this wonderful profession. We should not be afraid to voice our opinions and push legislation that we feel will be beneficial to this profession. This discussion will take place

during our Winter Conference on February 22, 2016 in Richmond. During this meeting we will be developing a legislative strategic plan and a plan for future PAC contributions. We appreciate your support of the association, when each member is called you are always willing to step in. We will be calling on you this year as we continue to grow our legislative efforts and progress next General Assembly session. My goal is to get our legislative efforts on track and form a strong alliance of our membership and legislative leaders to move our funeral service legislation without fear and hesitation. We are too important to not be aggressive in our positions.

As a reminder your continuing education for the year needs to be completed by March 31, 2016. You are required by the Virginia Board of Funeral Directors and Embalmers to complete 5 continuing education courses per year, one of those being in

Virginia Laws and Regulations and one credit in Preneed. The VFDA has offered traveling caravan opportunities throughout the year as well as one-day programs at our annual conventions. We have two more continuing education opportunities on March 17th at J. Sargeant Reynolds Community College in Henrico and March 18th at Germanna Community College in Fredericksburg. We continue to work to bring you updated course information, new speakers and programs.

Coming together is a beginning; keeping together is progress; working together is success - Henry Ford. I hope you all have a wonderful New Year and we look forward to seeing you at future events, meetings and the 128th Annual Convention in Portsmouth, Virginia.

Joey Whitaker



continued from previous page

Being a family owned funeral home in a family oriented town does help. Most of the families we serve are very understanding so scheduling is not normally a problem. Living in small town Buchanan all my life, people know I'm devoted to my church and playing the piano each Sunday. So scheduling them to come in and make arrangements after church is no big deal for them. Our church congregation knows what's going on if we all get up during church to go out, someone has passed away, and the family needs our services.

No, I didn't grow up wanting to be a funeral director, but I feel this is what God has led me to do. I'm one

of the lucky people who found their niche in life and I embrace it with open arms. The timing may not always work out right in my personal life and thankfully I have a very understanding husband who is by my side in and out of the funeral home, but the reward of helping those I love sure makes up for it.

Back to Ray...

When Kayla came into my office a few months I thought it was for another iPhone she wanted. I was wrong. She wanted to discuss her future with Grampy. After graduation this year she is planning on attending Virginia Western Community College to study Business Administration then

on to a Funeral Service College to become a funeral director/embalmer. Tears and pride swelled up in me. I trust as she grows into this firm that she recognizes the service we provide and the care we take to do it.

As for the friends part I can truly say that I have met some of the most loyal to the profession of funeral service. Some of those I consider my brothers as I grew up without any. It is those friendships that carries me and my family. For that I say **THANK YOU!**

See you in Portsmouth!!!!

A. Ray Sloan

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Why I Chose to Be a Funeral Director

by Krystina Diman, *Morrissett Funeral Home*

What made you want to become a funeral director?

In 2006 I joined the United States Army with the intention of being a military police officer. Unbeknownst to me, I joined at the peak recruiting time for the high schools and all the military policing jobs were filled. I had already taken all my tests and signed all my paperwork to join, so I had to pick a job. I told the coordinator to choose an assignment for me. He came back and gave me the option of Petroleum supply truck driver or Mortuary Affairs Specialist. My first choice was not to drive a bomb on wheels, so I ultimately chose the path of mortuary affairs. In 2007 I was deployed to Mosul Iraq and the horrors I bore witness to while caring for the mortal remains of United States service members killed in action, instilled in me a desire to help the families that were left behind. In 2008 I was honorably discharged from the Army and I enrolled in John Tyler Community College's Funeral Service program. While matriculating my degree I obtained an internship with Morrissett Funeral & Cremation Service. I received my Associates of Applied Science degree, completed my internship and passed the national and state board examinations and obtained my Funeral Director License in 2012.



in the funeral business would be to stay focused on the families you serve. On a personal note, no matter how many hours I work or how long I am away from my own family, I know in my heart that I can return to them when my task is complete, however the family I am serving can not. This mindset allows me to stay focused on the job at hand and complete it to the best of my ability. When creating your personal philosophy regarding how

to fulfill your obligation to the families, it is wise to put yourself in their shoes and allow your actions to be guided by this thought process. Use the golden rule, always treat others how you want to be treated.



What is your favorite part of your job?

Embalming and Restorative art are my favorite parts of my job. I experience great satisfaction in knowing that my work instills a sense of comfort and healing when seen by family members.

Explain how your job is rewarding.

My job is rewarding in several ways. I am able to help bereaved families, by caring for them and their deceased loved ones. This service oriented profession allows me to use my talents to insure that a deceased person can be viewed regardless of the circumstances surrounding their death. I also find great personal satisfaction when I am able to provide guidance and direction to a grieving family in their time of great confusion and loss. I am able to help them move towards a new normal.

What advice would you give someone entering this profession?

My advice to anyone who is considering a profession

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Director of Business Development - Funeral Division
4620 Woodland Corporate Blvd., Tampa, FL 33614
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Discounts:

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Benefits and Insurance:

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Allstate Representative

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804-745-9500,
Fax: 804-276-7941
gbrockwell@allstate.com

Clothing/Retail Services:

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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.

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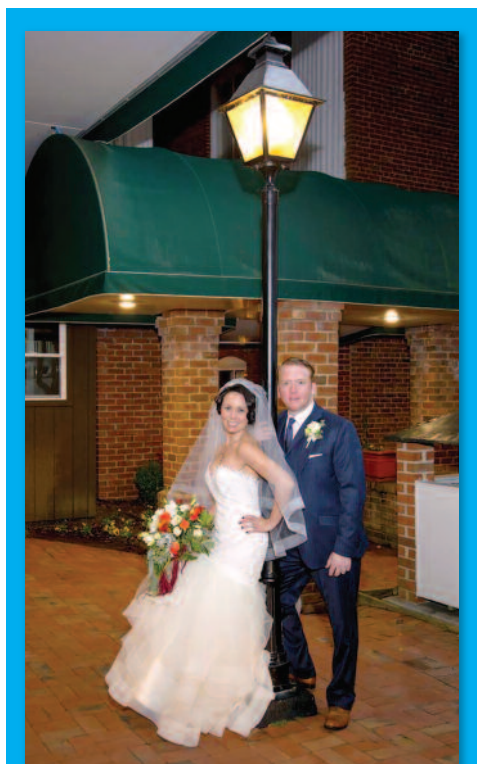
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Congratulations!

Congratulations to Matt Perry and his wife Amanda Perry on their marriage that took place on November 21, 2015 at Abingdon Baptist Church.

New Payment Reimbursement System for OCME Vendors

(Funeral Homes, LMEs, Transport Companies)



From Arkuie Williams, State Administrator, Office of the Chief Medical Examiner

I am writing to inform you that the Virginia Department of Health (VDH) will be converting to a new vendor payment system on February 1, 2016. The services that you provide to our office classifies you as a "procurement vendor;" therefore, VDH is mandating that you to register in eVA. Your registration in eVA will ensure that there will not be a delay with your payments. Please note that the OCME will not have any other means to pay you for services; therefore, please take the time to register in eVA before February 5, 2016.



To register in eVA go to: <https://eva.virginia.gov/pages/eva-i-sell-to-virginia.htm>.

A step-by-step vendor instructions guide can be found at the following link: <https://eva.virginia.gov/cd/files/new-vendor-registration-guide.pdf>. If you need additional assistance registering, you can contact the eVA customer care at 866-289-7367, Monday - Friday from 8:00 am to 5:00 pm.

If you have questions you may contact Ms. Keshia Strouse at (804)786-1032 or Keshia.Strouse@vdh.virginia.gov or contact your respective district administrator.

Virginia Funeral Supply Sales Association

President:

Richie Boudreau

Warfield-Rohr Casket Co., Inc.
rs2b1@msn.com

1st Vice President:

Cliff Blasius, Jr.

SinoSource
ccblasius@verizon.net

2nd Vice President:

Todd Dean

Richards-Wilbert, Inc.
todd@richardswilbert.com

Secretary/Treasurer:

Lori A. Eanes

C&L Containers
lorianneanes@yahoo.com



Meeting and Installations held in June during annual convention.

.....

128th Annual VFDA Convention

June 19-22, 2016

.....

RENAISSANCE
PORTSMOUTH HOTEL AND
CONFERENCE CENTER

.....

ROARING TWENTIES

Schedule Of Events

subject to change

SUNDAY, JUNE 19

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

MONDAY, JUNE 20

- 7:00 am - 2:00 pm Registration
- 8:00 am - 1:00 pm **Continuing Education Blitz** (continental breakfast & lunch provided) (5.0)
- 9:00 am - 2:00 pm Exhibitor Set-Up (lunch provided)
- 11:00 am - 1:00 pm Spouses Outing, (jewelry making and lunch)
- 2:30 pm - 3:30 pm Service of Remembrance
- 3:30 pm - 4:30 pm Service of Remembrance Reception

6:00 pm - 7:30 pm

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

7:30 pm

Dinner on your own

TUESDAY, JUNE 21

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



Visit
VFDA.net for more
information



Doug Gober to Keynote VFDA Convention

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

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

In 2011, Doug joined Carriage Services, Inc. as the Director of Development and Marketing. Doug identified, developed and led the execution and implementation of Carriage's strategic planning initiatives. Doug and his staff



developed internal and external training programs to improve the service and merchandise offerings of Carriage.

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

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

A native of Birmingham, Alabama, Doug graduated from the University of Alabama in 1977, where he earned a Business Degree in Accounting. Subsequently, he became a CPA specializing in industrial audits and corporate taxes.

Doug is married to Victoria Amato and is based in New Orleans. He is the father of four children and has four grandchildren.

Northern Virginia Funeral Directors Association

President:

Robyn Short

Fairfax Memorial Funeral Home
Fairfax
rshort@fmfh.com

Vice President:

Valarie Armstrong

Advent Funeral Home, Falls Church
varmstrong@adventfuneral.com

Secretary/Treasurer:

Jordan Wince

Fairfax Memorial Funeral Home
Fairfax
jwince@fmfh.com



Morrison House, Alexandria

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

Installations – first Wednesday in June

128th Annual VFDA Convention

June 19-22, 2016

Renaissance Portsmouth Hotel and 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 10'x10' booth space

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

\$1,000 each vehicle space (outside)

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

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

1st Booth Preference _____ at \$ _____

2nd Booth Preference _____ at \$ _____

3rd Booth Preference _____ at \$ _____

Will you need electricity in your booth? Yes No

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

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

Indicate type of merchandise to be displayed: _____

Exhibitor(s) Name (as appear on name badges): _____

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

Company: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____

E-mail: _____

Phone: _____

Fax: _____

Name to Appear on Booth Sign: _____

Check One: MasterCard Visa AmEx Discover

Credit Card Number: _____

Exp. Date: _____ CCV Code: _____

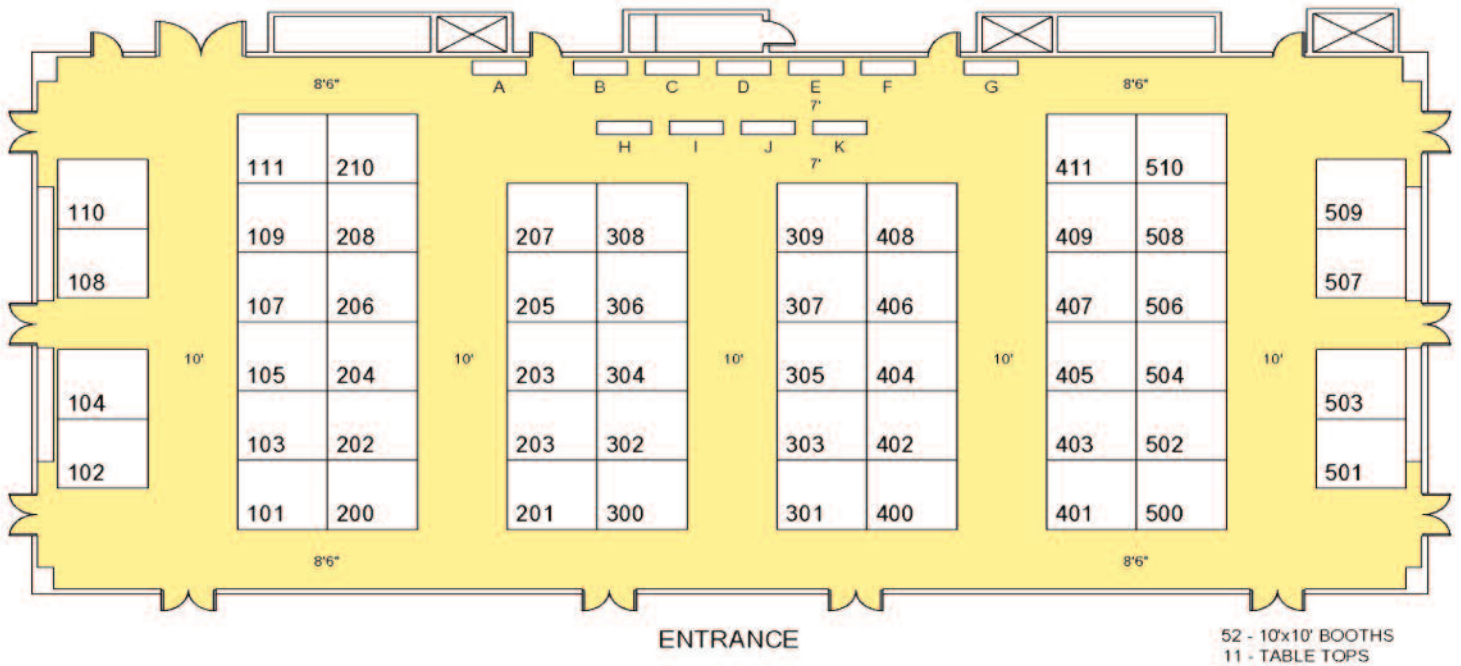
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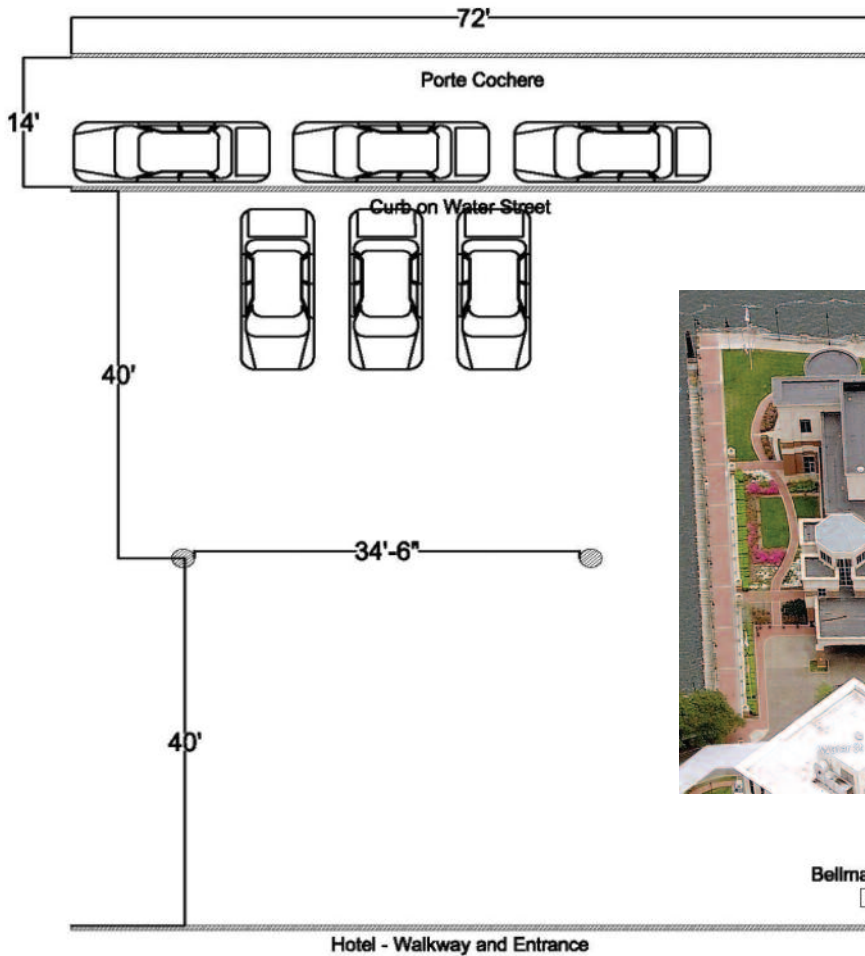
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Visit VFDA.net for Exhibitor Rules

EXHIBITOR FLOOR PLAN



355 Crawford Building & Parking Facilities



FRONT HOTEL
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VEHICLES



Bellman Stand

MEGA MONDAY EDUCATION BLITZ

Monday, June 20

Schedule

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

Presenters

- Ted Castle, Castle Mortuary Transport Service, Inc.
- Lynne Helmick, Virginia Board of Funeral Directors and Embalmers
- Regulatory Support Services
- Steven Hughes, Batesville Casket Company
- Federated Insurance



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

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

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

Must Register on the VFDA Convention Registration Form.
Visit vfda.net for more information.

Virginia Funeral Directors Association Foundation RAFFLE during the VFDA 128th Annual Convention!

Step right up and get your raffle tickets!

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

First Place Winner gets \$1,000

Second Place Winner gets \$500

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

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

Name _____

Funeral Home/Company _____

Phone _____

E-mail _____

Number of tickets: _____ Amount Enclosed: \$ _____

Card# _____

Expires _____ 3 - 4 digit code _____

Name on Card _____

Signature _____

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

SPONSORSHIP OPPORTUNITIES

DATE	ACTIVITY	SPONSOR
SUNDAY, JUNE 19	WELCOME RECEPTION WITH VFDA PRESIDENT, RAY SLOAN AND FIRST LADY, BOBBI SLOAN	SOLD Sponsored by the Blue Ridge Funeral Directors Association
MONDAY, JUNE 20	EDUCATIONAL SESSIONS – CONTINUING EDUCATION BLITZ	\$5,000
	SPOUSES OUTING (jewelry making and lunch)	\$1,000
	SERVICE OF REMEMBRANCE	\$1,000
	SERVICE OF REMEMBRANCE RECEPTION	\$5,000
	“THE ROARING 20S” EXHIBIT HALL GRAND OPENING/ COCKTAIL RECEPTION	\$10,000
MONDAY, JUNE 20	CONTINENTAL BREAKFAST	\$4,000
	EDUCATIONAL SESSIONS – ANNUAL BUSINESS MEETING WITH MOTIVATIONAL SPEAKER	\$2,000
	PAST PRESIDENTS LUNCHEON & SCHOLARSHIP PRESENTATION	SOLD Sponsored by Federated Insurance
	COCKTAIL RECEPTION (includes drink tickets/priority seating at Farewell Banquet) .	\$5,000
	FAREWELL BANQUET (includes 2 banquet tickets/priority seating)	\$5,000
	KEYCARD SPONSORSHIP (your advertisement on hotel guest keys)	\$2,000
	LANYARDS AND CONVENTION PACKET SPONSOR	SOLD Sponsored by Funeral Source One & American Mortuary Coolers
CONVENTION SUPPORTERS	DIAMOND SPONSORSHIP	\$10,000
	PLATINUM SPONSORSHIP	\$5,000 - \$9,999
	GOLD SPONSORSHIP	\$1,000 - \$4,999
	SILVER SPONSORSHIP	\$100 - \$999

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

Yes, I will support the 128th Annual VFDA Convention with a sponsorship of \$ _____

Please indicate if type of sponsorship: _____

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City: _____ State: _____ Zip Code: _____

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PAYMENT: VISA MC AMEX Discover Expires: _____

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Name on Card: _____ Signature: _____

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

January 2016 Legislative Update

Happy New Year VFDA Members! VFDA went into this General Assembly session with patrons (Senator Kenny Alexander and Delegate Ron Villanueva) for Mandatory Electronic Death Registry (EDRS). Senator Alexander was also asked to patron legislation clarifying and denoting what data can be changed on death certificates via affidavit vs. court order, and language that allows death certificates to be filed at any district office. VFDA agreed to support legislation that Senator Alexander patroned on his own. Of the 5 bills total filed by Senator Alexander and Delegate Villanueva, three have been stricken by patrons.

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



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

There is some good news on the mandatory EDRS front, however. Scott Johnson and Ann Hughes did not

SB 592 Vital records; amending death certificates.....	Passed Committee – On Floor of the Senate
SB 594 Certificates of death; electronic registration.....	STRICKEN
SB 595 Dead human bodies; storage.....	Passed Committee – On Floor of the Senate
SB 596 Death certificates; extends time for filing medical certification of death.	STRICKEN
HB 1086 Certificates of death; electronic registration.....	STRICKEN

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

argue that they didn’t support the mandate, only that the flaws in the system prevent physicians for using the system well. Angie confirmed with Scott Johnson that they support the mandatory EDRS, and would partner with VFDA post session to work on getting the system working properly so that all users have an efficient, simple experience.

The issue of filing a death certificate at any district office was raised during the stakeholder meeting and the idea of amending SB592 – Amending Death Certificates was posed. Janet Rainey balked at the idea, stating that it would be cost prohibitive for Vital Records. Larry argued that allowing filing at any district would have little, if any fiscal impact as it didn’t mean that there would be any more deaths. Where some districts may see a little uptick, others would see a reduction. Senator Alexander asked Director Rainey to provide him with a projected fiscal impact.

continued on page 18

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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. Please return your contribution to the VFDA office, P.O. Box 395, Hanover, Virginia 23069 or E-mail: info@vfda.net

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Senator Alexander never received a response from Director Rainey and chose not to include the VFDA supported language in either of his bills. Angie and Senator Alexander caught Director Rainey in a committee and asked her again for the fiscal impact. Unfortunately, this was after the deadline to file budget amendments. However, she provided Senator Alexander some figures that, after he and Angie calculated, came to a cost of over \$4 million. Incredulous that this would be the case, Senator Alexander said he would amend his legislation to require a regulatory process to determine a pathway for filing death certificates in any district office. Angie and Julia are still working with him in hopes of avoiding a regulatory process in favor of a statutory requirement. Thankfully, there is time for negotiations as the bill will not be amended until it is heard in the House after Crossover. Additionally, Senator Alexander has been asked to have JLARC prepare the Fiscal Impact Statement (FIS), should there be one.

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

On January 28, Bryan Small, Larry Spiaggi and Angie met with Delegate Kirk Cox (Bryan's representative.) We detailed for him the ongoing issues VFDA and others have

with getting Vital Records to take the actions needed for EDRS to be successful and to respond to the other issues that are so important to the funeral industry and the families they serve. We told Delegate Cox that VFDA has for years attended meetings hosted by Vital Records, DHP, OCME and others, and have hosted Janet Rainey and Debbie Condrey at many VFDA conferences and events, in addition to countless phone calls, conference calls, emails and US Post.

Delegate Cox has asked for a bulleted information piece that he could take to appropriations to see how we might go about inserting “contingent” language in Vital Records’ budget item. This language would require that they meet certain milestones in order to draw down their allocation. While achieving this is not by any means a slam dunk, if it could be included, it would go a long way to getting many of our issues addressed.

Angie also went to Senator Emmett Hanger to share the “contingent language” concept. He is open to further discussion. (His big issue with Vital Records is font size.) Speaking of font size – on the VFDA September 22, 2015 conference call with Janet Rainey, she indicated that she was only a week away from the font size challenge being cured. It was still a discussion in the stakeholders’ meeting in Senator Alexander’s office. It has evidently not been corrected.

Central Virginia Funeral Directors Association

President:

Doni Kashinejad

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

Vice President:

Krystina Diman

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

Secretary/Treasurer:

Jim Dickerson

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



Maymont Gardens, Richmond

Installations in November.

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

Strategic Planning for 2016 and Beyond

Julia and Angie have asked Senator Alexander to share his thoughts on developing and recruiting a strong candidate from within the funeral services industry to run for a seat in the General Assembly. After much consideration, he indicated that he could not think of anyone because so many capable funeral directors own smaller businesses that require their daily attention, and being away for two months for session would harm their companies. He did indicate that he would continue to be engaged at the Capitol if he is elected Mayor of Norfolk, because his business also depends on having a strong voice in Richmond.

Having said all that, Julia and I believe that reaching out to VFDA membership to begin having the discussion of who might consider running for office should start now. Additionally, Julia and Angie would like to work closely with Lacy to discuss strategic planning for PAC giving, outreach, etc.

Update on Committees

After elections and intra-caucus struggle, the following is a list of members who serve on the various committees that typically vet VFDA legislation.

Senate Education and Health Committee

MEMBERSHIP: Newman (Chairman), Saslaw, Lucas, Howell, Locke, Barker, Black, Carrico, Garrett, Petersen, Cosgrove, Lewis, Dunnivant, Chase, Suetterlein

Senate Courts of Justice Committee

MEMBERSHIP: Obenshain (Chairman), Saslaw, Norment, Howell, Lucas, Edwards, McDougle, McEachin, Stuart, Stanley, Reeves, Garrett, Chafin, Deeds, Sturtevant

House Health Welfare and Institutions Committee

MEMBERSHIP: Orrock (Chairman), O'Bannon, Bell, Robert B., Peace, Pogge, Bell, Richard P., Garrett, Stolle, Robinson, Helsel, Yost, Hodges, Edmunds, Head, Farrell, Spruill, Sickles, Hope, James, Levine, Price, Aird

House Courts of Justice Committee

MEMBERSHIP: Albo (Chairman), Kilgore, Bell, Robert B., Cline, Gilbert, Miller, Loupassi, Habeeb, Minchew, Morris, Leftwich, Adams, Campbell, Collins, Miyares, Watts, Toscano, Herring, McClellan, Hope, Mason, Krizek

– Julia Hammond & Angie Bezik, VFDA Lobbyist

Blue Ridge Funeral Directors Association

President:

Tony Mullins

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

Vice President:

Megan Conner

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

Secretary/Treasurer:

Karen Conner Hall

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



Narrows

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

Installations in July

One Voice! Support Our Lobbying Efforts!

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 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 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 Julia Hammond, 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. One practical benefit of lobbying is the research they conduct on behalf of legislators. They distill the mass of information relating to public policy issues. Although legislators and elected representatives have staff and support, they have limited time and resources to research

and analyze information. Angela and Julie gather information, review and analyze data, and explain the advantages and disadvantages of pieces of legislation. They organize information and create graphs, charts, polls and reports that represent our opinion.

In short, our team gives VFDA a voice. It is a misconception that lobbyists only advocate on behalf of big, powerful corporations. Many lobbyists serve smaller interest groups. Angela and Julia 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.

Our lobbying efforts for VFDA are funded by the **Professional Futures Fund**. As the opening of the General Assembly session started recently, 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.



Southside Funeral Director's Association

President:

Kevin Brown

Finch & Finch, Inc.

Altavista

kbrown51885@gmail.com

Vice President:

Jon Wood

Swicegood Funeral Home, Inc.

Danville

jonwood@afpfuneral.com

Secretary/Treasurer:

Les Powell, III

Powell Funeral Home,

South Boston

lespowell111@gcronline.com



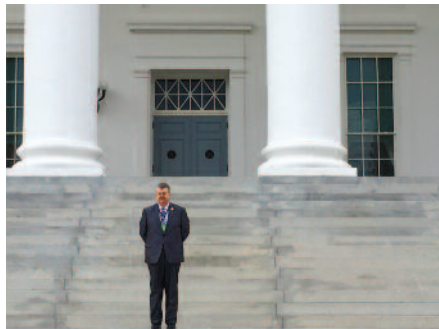
Altavista

Installations second Tuesday in May.

Meetings are quarterly and determined by district

Thanks to All Who Attended the 9th Annual 2016 VFDA Winter Conference

The VFDA held its 9th Annual 2016 VFDA Winter Conference on February 21-22, 2016 at the Omni Richmond Hotel. Among the speakers were Angie Bezik, our VFDA lobbyist who gave us a legislative update, Bob Holsworth, Managing Principal of DecideSmart who gave us his perspective on Virginia politics, and Lynne Helmick, who enlightened us on Virginia laws and regulations. About 35 people attended the conference while 22 people dined at the Omni Hotel's Restaurant Sunday night. We appreciate our sponsors who supported this event, as well as our volunteer members who help to make this event a success.



Bob Holsworth



Steve Landes and Charlie Rimel



Ray and Bobbi Sloan



Matthew Buscher

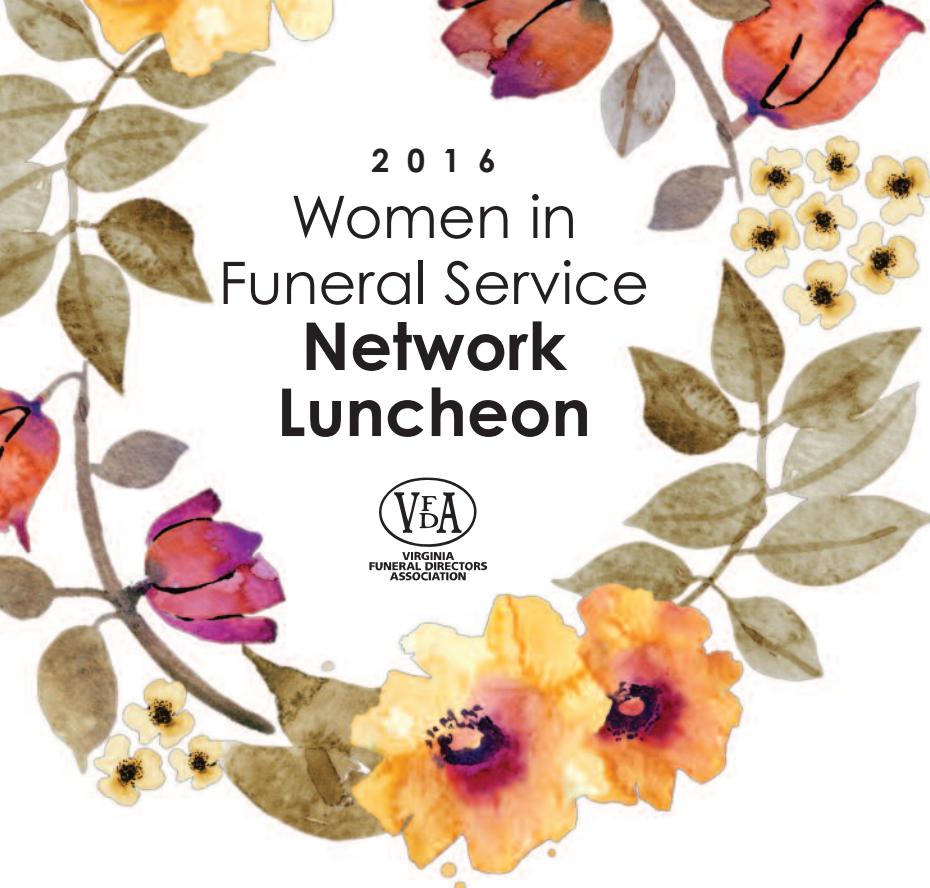


Bobby Gardner, Jr.



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

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

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

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In Remembrance *November - February 2016*

Wayne Everett Hedgepeth

November 5, 2015,
Central District

James A. King

November 7, 2015,
Tidewater District

**Ronald "Ronnie" Taylor
Dougan**

November 17, 2015,
Central District

**Virginia C. Bunch (nee
Harlow)**

November 28, 2015,
Tidewater District

Dorothy Anne O'Hara

December 3, 2015,
Northern District

Gladys Chandler Marsh

December 5, 2015,
Tidewater District

Billy Glenn Sheffield

December 16, 2015,
Central District

Lawrence W. Hemenway, Jr.

December 22, 2015,
Tidewater District

**Cornelius H.
Doherty, Jr.**

January 15, 2016,
Northern District

Martha Lillian Smith Cecil

January 18, 2016,
Tidewater District

**Mary Katherine Thompson
Lotts**

January 24, 2016,
Shenandoah District

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Southwest Funeral Directors Association

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

Vice President:

Adam Light
Matthews Caskets
alight@matw.com

Secretary/Treasurer:

P. Martin Hagy
Hagy & Fawbush Funeral
Home, Inc., Norton
info@hagyfawbush.com



Richlands

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

Installations in June

Looking for At-Large Directors

Dear VFDA Members and District Presidents, on behalf of the Virginia Funeral Directors Association's nominations committee, I am writing to ask for nominations from the Association for the following positions:

Two positions are open for the 2-year At-Large Director

Two positions are open for the 1-year At-Large Director

Candidates must declare their intent in writing to run for these board positions by **March 1, 2016** and eligibility to hold office shall be verified by members of the nominating committee within thirty (30) days of the declaration. The two (2) At-large directors receiving the greatest number of votes will be given two (2) year terms and the two (2) At-large directors with the next greatest number of votes will be given one (1) year terms. In case of a tie vote the At-large director(s) with the earliest letter of intent on file at the association office shall be awarded the seat.

All nominations are to be submitted in writing to the VFDA office, either by e-mail to lwhittaker@vfda.net or mail to the VFDA, P.O. Box 395, Hanover, VA 23069.

If you have any questions, please feel free to contact Lacy Whittaker at (804) 264-0505. We appreciate you taking the time to cast your vote.



Alaskan CRUISE ADVENTURE
May 14-21, 2016
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Tidewater Funeral Directors Association *Est. 1945*

President: James Quinn

H.D. Oliver
hdofh@aol.com

1st Vice President: Danielle Fitchett-Mann

Fitchett Funeral Home, Chesapeake
dani23320@aol.com

2nd Vice President: Patricia Louis Sterling

Sterling Brook Funeral Home, Windsor
eplouishorizon@msn.com

Secretary: Jamie Karpa

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

Treasurer: Bryan Graves

H.D. Oliver
hdofh@aol.com

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



Installation in April

Norfolk Botanical Gardens

1st Year Director: Steven Felton

Community Funeral Home
Stevenfelton30@yahoo.com

2nd Year Director: Robie Gardner

Sturtevant Funeral Home, Suffolk
sturtevant@sfhva.com

VFDA Provides Funeral Seminar for Chaplains

On December 7, 2015, VFDA representatives were invited to provide an informational seminar for some 50 chaplains at the Fairfax county Government Center. Michael Turch, of Cunningham Turch Funeral Homes, and Robert Gallagher, Assistant Manager of Fairfax Memorial Funeral Home, presented funeral and cremation issues. Mike Doherty and Kathy LaPolla from Fairfax Memorial Park covered legal and cemetery topics.

Presented in a Q&A format with accompanying PowerPoint, subjects included information needed for the “first call” and death certificate, financial options, shipment of remains, the

arrangement conference, embalming, cremation, cemetery, and probate issues. The speakers focused on situations that typically arise at a death scene where chaplains are called on to counsel family members and the steps they will encounter with first responders, the Medical Examiner, selection of a funeral home and/or crematory, cemetery or other options for funeral services and disposition of the remains.

The VFDA is available to provide informational seminars as part of its educational mission. Michael Turch is a VFDA Past President, and Robert Gallagher is currently First Vice President.



Lynne Helmick, Bob Gallagher, Mike Doherty
(Not shown Kathy LaPolla and Michael Turch)

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SCHEDULE OF EVENTS

8:30 a.m.

Under 40 Funeral Director
Networking Breakfast

*(all attendees are
welcome to attend)*

9:00 a.m.

Registration

9:15 - 11:00 a.m.

Presentation/Program (2.0)

11:30 a.m. - 12:30 p.m.

Lunch *(recognize under 40
funeral directors in attendance)*

12:45 - 2:45 p.m.

Presentation/Program (1.0)

2:45 p.m.

Evaluations, drawing
and adjourn

Dr. Gloria Horsley and Heidi Horsley are a bi-coastal mother/daughter team and founders of the Open to Hope Foundation, with a mission of helping people find hope after loss. They host an award-winning weekly cable TV and Internet radio show. Dr. Heidi is an adjunct professor at Columbia University, and serves on the National Board of Directors for The Compassionate Friends, and on the advisory board for the Tragedy Assistance Program for Survivors of Military Loss. Dr. Gloria is a past faculty of the University of Rochester and serves on the National Advisory Board for the Compassionate Friends and blogs for the Huffington Post and MADD. Together they serve on the advisory board of the Elisabeth Kubler Ross Foundation, and have written eight books and numerous book chapters and articles, and give workshops and keynotes around the country.



Who Takes Care of the Caregiver?

Tips & Tools for Taking Care of Yourself



**Hilton Richmond Hotel
& Spa/Short Pump
12042 W Broad St., Richmond**

**Thursday,
April 7, 2016**

This program is designed for the funeral director, hospice caregiver, and those under 40 in the funeral service profession.

Taking care of yourself is one of the most important, but often forgotten things we can do. Caregiving can be emotionally and physically exhausting. When we take care of ourselves, we have more energy to best care for others. In this interactive program Dr. Gloria Horsley, & her daughter Dr. Heidi Horsley, will give you tips and tools for taking care of yourself. They will teach you how to shift your energy and actually feel better. They will help you identify personal barriers, that get in the way of self care, and how you can move through those barriers. They will include examples from their own personal journey, after the death of their 17 yr. old son & brother, Scott. They will also share research on the correlation between self care and happiness, as well as inspirational stories of how their guests on their weekly Open to Hope cable T.V. & radio show, have learned to take care of themselves and gone onto find hope again.

Registration Fee \$189 *(continental breakfast & lunch included)*

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March 17, 2016

J. Sargeant Reynolds Community College, Workforce Alliance Conference Center, 1651 E Parham Rd, Richmond

March 18, 2016

Germanna Community College, Fredericksburg Campus, 10000 Germanna Point Drive, Room #105A Center for Workforce and Community Education, Fredericksburg



SCHEDULE OF EVENTS

- 9:00 a.m. Registration
- 9:30 - 10:30 a.m. Virginia Laws & Regulations (1.0)
- 10:30 - 11:30 a.m. Preneed Update (1.0)
- 11:30 a.m. - Noon Lunch
- Noon - 1:00 p.m. OSHA (1.0)
- 1:00 - 2:00 p.m. Cyber Security, How to Protect Your Funeral Home (1.0)
- 2:00 - 3:00 p.m. VFDA Legislative Update (1.0)

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**Classes must have a minimum of 10 attendees per class. If classes do not reach the minimum one week prior to the scheduled class date, the class will be canceled.*

Questions? Contact the VFDA office at (804) 264-0505. Please return registration forms to P.O. Box 395, Hanover, VA 23069, fax to (804) 264-3260 or e-mail info@vfda.net.

Calendar of Events *(Visit www.vfda.net for latest schedule.)*

- March 17, 2016** Traveling Continuing Education Caravan, J. Sargeant Reynolds Community College, 1651 E Parham Rd, Richmond
- March 18, 2016** Traveling Continuing Education Caravan, Germanna Community College, Fredericksburg Campus, 10000 Germanna Point Drive, Room #105A Center for Workforce and Community Education, Fredericksburg
- April 7, 2016** Who Takes Care of the Caregiver? Tips & Tools for Taking Care of Yourself, Hilton Richmond Hotel & Spa /Short Pump
- April 19, 2016** Virginia Board of Funeral Directors and Embalmers Meeting
- May 14-21, 2016** Presidential Study Trip-Alaskan Cruise Adventure
- June 19-22, 2016** 128th Annual VFDA Convention, Renaissance Portsmouth Hotel & Waterfront Conference Center
- July 12, 2016** Virginia Board of Funeral Directors and Embalmers Meeting
- October 18, 2016** Virginia Board of Funeral Directors and Embalmers Meeting
- June 25-28, 2017** 129th Annual Convention, Williamsburg Lodge, Williamsburg
- June 9-12, 2018** 130th Annual Convention, Boar's Head, Charlottesville

Shenandoah Valley Funeral Director's Association

President:

Daniel Chapman

Johnson Funeral Service, Bridgewater
dchapmanp@gmail.com

Vice President:

Mark Fridley

Arritt Funeral Home, Inc.
arrittfuneralhome@arrittfuneralhome.com

Secretary/Treasurer:

Vacant



Buena Vista

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

Installations third Thursday in May.

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Women in Funeral Service Luncheon ***January 19 at Rockbridge Vineyard***



2016
Women in
Funeral Service
Network
Luncheon

Thanks to Abbey Shepperson and 6 members of the Botetourt Funeral Home (Karen Hall, Bobbi Sloan, Faye Hambrick, Brenda Tolley, Sue Sweet, and Sandra Brinkley) who attended the Networking Luncheon January 19 at the Rockbridge Vineyard. All had a blast as they noshed on cheese, crackers and wine, and enjoyed each other's company.

