

# THE BULLETIN

JUL | AUG | SEP | 2013

## Convention Highlights



**125<sup>TH</sup>**  
**VFDA**  
**ANNUAL**  
**CONVENTION**  
**& EXHIBITION**



# SUMMONS

State

County

Employee,

Plaintiff,

vs.

Your Company,

Defendant.

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THIS SUMMONS IS DIRECTED TO THE BUSINESS OWNER.

1. YOU ARE BEING SUED. The Plaintiff has started a lawsuit against you. The complaint against you is attached to this summons. Do not throw these papers away. You must respond to this lawsuit even though it is a lawsuit against you.

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## THE WONDERFUL OPPORTUNITIES AHEAD: *Communication at It's Best!*

**H**appy Summer to You All!! I hope everyone enjoyed the Convention, are having a great summer and are preparing to roll up your sleeves and get started this fall! We have a lot of work to do and we can all be excited about shaping the future of VFDA. With challenges comes opportunities and I believe communication should be our first order of business.

The success of VFDA does not rest on Lacy, or Shannon, our Officers, the Board or myself, but on the efforts, participation, input and feedback of each of our individual members. One of the exciting opportunities that we

have available to us now is the advent of video conferencing that we are implementing in our board and committee meetings, as well as text blasts.

These tools will allow us to better communicate with each other in a more efficient, timely and consistent way especially in legislative matters. This form of communication opens the door for more participation by our members. It respects our member's time constraints, eliminates the time consuming travel inherent to state associations and allows for more flexibility for those participating.

Our goal is to perfect this technology to the point that we can better communicate with our members individually to get your feedback, concerns, questions and ideas as well as collectively communicating in real time with the districts helping to provide a wider spectrum of quality programs for district meetings and communication. We are also working on CEU programs communications using this type of technology as well!

Not being of the "electronic" generation I am very familiar with the frustrations of the electronic world and I know we will be faced with a learning curve and tweaks that will be necessary to perfect this form of communication. However, I really don't think this is a matter of choice at this point, but a matter of necessity.

So lets hang in there together! We will work through this learning curve and perfect these tools so we can all benefit from the positive, powerful, real-time success that will provide an enhanced, productive and cohesive state association of today!

Looking forward to working together with you all!

*Sincerely,*  
**Bob Oman**

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\*Source: Revenue per call improvement data compiled from funeral home test conducted in 2010 and 2011.

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# We Need You!

As I write my executive directors message today and check my e-mail at the same time, I think about how people in groups work together and against each other. We have so many great people in this organization that work so hard for the common good of the association.

Their endless hours and efforts dedicated to legislative activities and making sure that our annual conventions are successful. The dedication and resources they devote to the numerous web conferencing events and traveling time for on-site meetings that they don't get back or even complain about.

The amazing opportunities this association offers are mirrored by other associations as a template for their own programs. It's truly inspiring to me!

But as in any group be it woman's clubs, lions clubs, rotary clubs and even associations, there is always a great need to onboard each participant and unify our purpose. We can do more together - united in one great cause. One voice, one vision and one body.

We are indebted to those in the association who have put in more than their fair share of time, attention and talents. We call on each of you now to join us in our cause and do the same. We will be so much more powerful as an association and each of our businesses will flourish because of it.

It's our hope you will share the opportunities of our association and better communicate and publicize it's efforts to our peers in our professional community. The association is only as strong as its membership.

We need you to participate for the common good of the funeral profession and we need a unified voice on all matters facing our industry. Competition in the workplace is healthy and makes us work harder to have successful growing businesses. As a profession we will only be successful if we work together and not against each other.

Your association workgroups are working hard and love to hear from you as members. Workgroups began meeting in July to kick off the year and we are in full force planning programs, developing legislative agendas and events.



## Get involved and support your association by doing some or all of the following:

- Signing up for the **VFDA Workgroups** listed in this edition of the Bulletin.
- Consider giving to the **Professional Futures Fund** to continue our lobbying efforts.
- Participate in our **volunteer activities** that we will advertise across the state in our Community Corner.
- Join us in Austin in October for the **National Convention** and celebrate a fun evening with friends at **Virginia Night**.
- Join us on the **2014 International Trip** as we visit London and Paris in March, what a great way to meet new people and see the sites.

The VFDA is a strong backer in spearheading that we, as professionals, all have a unified voice at the General Assembly and that we are all communicating the same message. Your association is on top of the legislative issues we are facing and is on top of sending out communications in a timely fashion. The General Assembly session is a fast paced world and we rely on you to communicate back to us when we are facing an issue.

The VFDA has also taken the lead in meeting with the OCME's office and a second meeting with stakeholders that was hosted by the Association of Counties.

It's time to get involved with your association, we need you!

I hope you had a wonderful summer and have a blessed Fall. I look forward to seeing your participation in the association boom this year!

*Sincerely,*  
Lacy Whittaker

## 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](http://www.optimahealth.com/associations)

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

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

\*\*\*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](http://optimahealth.com)**

## Pursuit of Excellence:

# The Morrissett Funeral & Cremation Service

**A**t Morrissett Funeral & Cremation Service in Chesterfield, Virginia, excellence is the standard.

Years ago when Larry Spiaggi and co-owner Dick Booker acquired the business, their sights were set on providing the best care available. For years they and their team have worked to provide excellent care to the families they serve and now it's all paying off.

This year, Morrissett Funeral & Cremation Service was recognized as one of 17 first-time recipients of the prestigious NFDA Pursuit of Excellence Award.

"It's an honor that we're very proud of," says Larry Spiaggi, funeral director and co-owner of Morrissett Funeral & Cremation Service. "We've worked very hard throughout the years to provide excellent care and this was something that we had been looking forward to achieving."

The NFDA represents more than 10,000 funeral homes in the U.S. and throughout the world. They set the criteria for the award and make it available to all funeral home teams willing to meet the standard.

To earn an NFDA Pursuit of

Excellence Award, a funeral home must demonstrate proficiency in key areas of funeral service, such as compliance with state and federal regulations; providing ongoing education and professional devel-

opment opportunities for staff; offering outstanding programs and resources to bereaved families; maintaining an active level of involvement within the community; participating and actively serving in the funeral service profession; and promoting funeral home services through a variety of marketing, advertising and public relations programs. Participants are also required to adhere to a Pledge of Ethical Practices.

"There is a lot of work that goes into applying for and tracking everything," Spiaggi says. "But it's worth it. We were already doing 90 percent of it."

Spiaggi says that it's something funeral directors who want to stay on the front-line should definitely consider. It just takes some organization and communi-



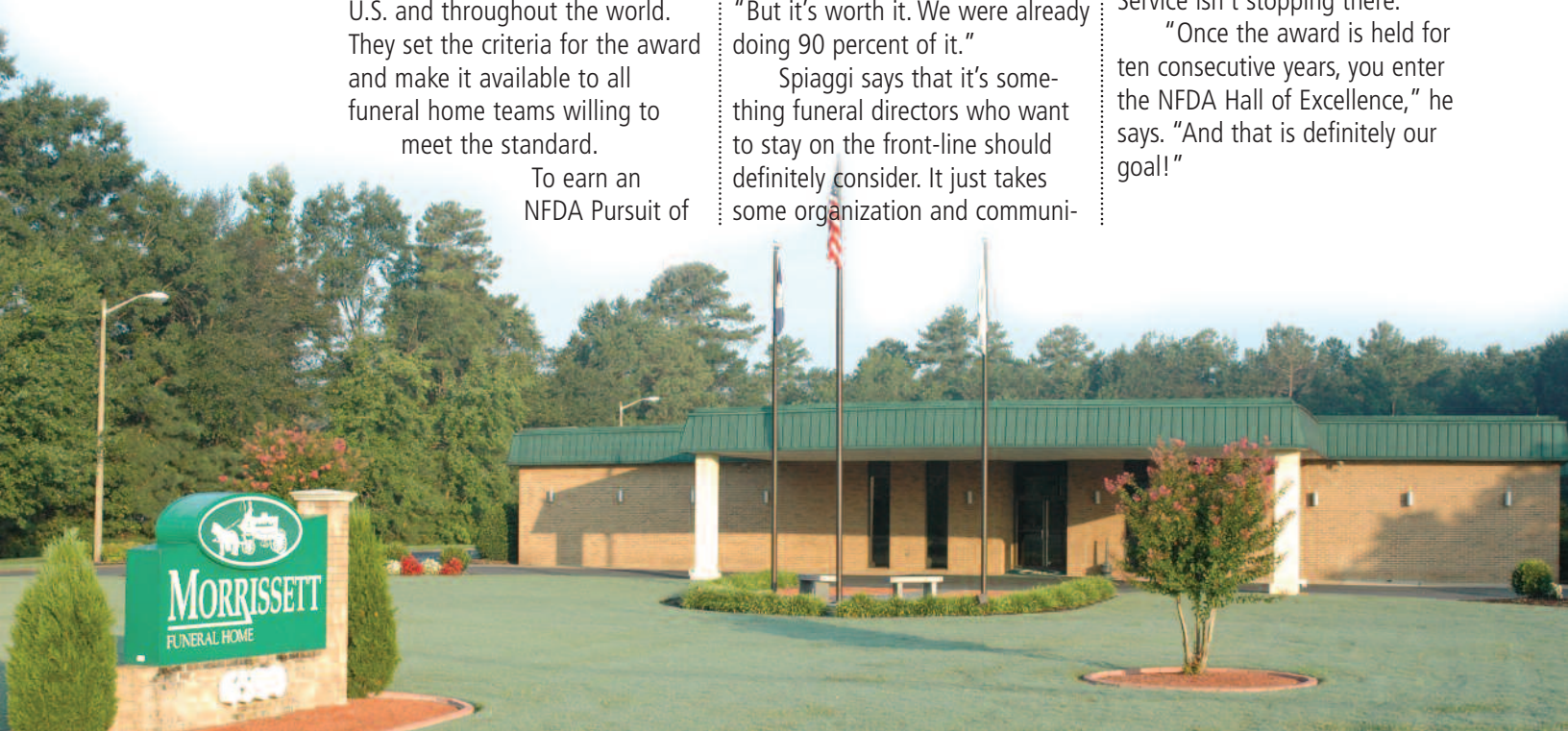
cation between team members to make it all come together.

"It's been a great experience for our team," he says. "And it shows our community that we really care, that we are dedicated to providing excellent service every time. It was an honor for all of our employees. They are the ones who make this possible. We did this together."

And even though the 'Pursuit of Excellence' is an honor and award that few funeral service providers achieve, Spiaggi says Morrissett Funeral & Cremation Service isn't stopping there.

"Once the award is held for ten consecutive years, you enter the NFDA Hall of Excellence," he says. "And that is definitely our goal!"

Information about the NFDA Pursuit of Excellence program can be found by visiting [www.nfda.org/pursuitofexcellence](http://www.nfda.org/pursuitofexcellence). Registration and application materials for 2014 will be available in October 2013.



# 2013 FUNERAL DIRECTORS CONVENTION AND EXPO

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# WELCOME the 2013-2014 VFDA Board Members

## OFFICERS

Robert M. "Bob" Oman, President,  
Oman Funeral Home and Crematory,  
Chesapeake, Va.

Robert Finch, Jr., President-Elect, Finch &  
Finch, Inc., Altavista, Va.

I. Ray Sloan, First Vice President,  
Botetourt Funeral Home, Buchanan, Va.

Larry Joines, Second Vice  
President/Sergeant-at-Arms, Bassett  
Funeral Service, Bassett, Va.

Les Powell, III, Secretary-Treasurer, Powell  
Funeral Home, Inc., South Boston, Va.

Michael L. Smith, Sr., Immediate Past  
President, Holloman-Brown Funeral  
Home, Inc., Chesapeake, Va.

Wayne Lovelace, 2 year at-Large, Lotz  
Funeral Home, Roanoke, Va.

Randolph Hite, 2 year at-Large, Crowder-  
Hite-Crews Funeral Home & Crematory,  
South Hill, Va.

Haile L. "Butch" Gatewood, Jr., 1 year  
at-Large, Norris Funeral Service &  
Crematory, Inc., Martinsville, Va.

J. Tolleison Morriss, VI, 1 year at-Large,  
J.T. Morriss & Son, Inc., Chester, Va.

## DISTRICTS

Michael Rorrer, Blue Ridge District,  
McCoy Funeral Home, Blacksburg, Va.

Bertha Fleming, Central  
District/Chaplain, Scott's Funeral Home,  
Richmond, Va.

Reese Spann, Northern District,  
Demaine Funeral Home, Alexandria, Va.

Tommy Slusser, Shenandoah District,  
Nicely Funeral Home, Inc.,  
Clifton Forge, Va.

John A. Saville, Southside District,  
Heritage Funeral Service & Crematory,  
Lynchburg, Va.

Ted Castle, Southwest District, Castle  
Mortuary Transport, Bristol, Va.

Meyer Davis, Tidewater District,  
Rosewood-Kellum Funeral Home &  
Memorial Park, Virginia Beach, Va.

## Welcome New Members

### AFFILIATE MEMBERSHIP:

**Oldcastle Burial Vaults**  
**Bill Norton**

**Warfield-Rohr Casket  
Company, Inc.**  
**Michael Osmeyer**

### STUDENT MEMBERSHIP:

**Martha Holland Goodwin**

### NON-RESIDENT ASSOCIATE MEMBERSHIP:

**Thomas W. Howard**

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| • New York       | • Tennessee      | • Kentucky      |
| • Connecticut    | • West Virginia  |                 |

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We offer Net 15/30 Billing & We accept Visa, Master Card, Discover and American Express.

# Thank you Smitty for Your Dedication to the Success of the VFDA

On behalf of the Virginia Funeral Directors Association members we wish to express a warm thank you to Mike and Debbie Smith for their time, support and dedication to the association this past year. We appreciate your service as president and the many successes you brought to the association during your year.



### Congratulations

to Meredyth Partridge on the birth of her twin granddaughters who arrived on July 29th at 34 weeks. Each is 4lbs and 10 oz. **Welcome Lana and Lola!**

**Congratulations** Jerry and Ann Andrews on the birth on their new grandson John Robert "Jack" Hunter. Jack weighed in at 6 lbs. 6 oz. and 20 inches long. Both mom and baby are doing well.



**Congratulations** Michael Turch, who competed in the 2013 Lake Placid Ironman. He finished 63 out of 397 in his age group, (40-45), the largest group. He finished 297 out of 2536 total athletes, overall, with a time of 11 hours and 10 minutes! That's the top 11 percentile!



# Thank you to the VFDA 2012-2013 Board Members for All Their Hard Work

The VFDA thanks the following board members for their service to the board and the association.

### OFFICERS

Michael L. Smith, Sr. President, Holloman-Brown Funeral Home, Inc., Chesapeake, Va.  
 Bob Oman, President-Elect, Oman Funeral Home and Crematory, Chesapeake, Va.  
 Robert Finch, Jr., First Vice President, Finch & Finch, Inc., Altavista, Va.  
 I. Ray Sloan, Second Vice President, Botetourt Funeral Home, Buchanan, Va.

Les Powell, III, Secretary-Treasurer, Powell Funeral Home, Inc., South Boston, Va.  
 Frankie Sheridan, Immediate Past President, Sheridan Funeral Home, Kents Store, Va.  
 Ted Castle, Chaplain, Castle Mortuary Transport, Bristol, Va.  
 Larry Joines, Sergeant-at-Arms, Bassett Funeral Service, Bassett, Va.  
 Wayne Lovelace, 2 year at-Large, Lotz Funeral Home, Roanoke, Va.

Randolph Hite, 2 year at-Large, Crowder-Hite-Crews Funeral Home & Crematory, South Hill, Va.  
 James Riffe, 1 year at-Large, Riffe's Funeral Service, Narrows, Va.  
 Jim Hix, 1 year at-Large, Hillsman-Hix Funeral Home and Crematory, Amelia, Va.

Reese Span, Northern District, Demaine Funeral Home, Alexandria, Va.  
 Tommy Slusser, Shenandoah District, Nicely Funeral Home, Inc., Clifton Forge, Va.  
 Larry Joines, Southside District, Bassett Funeral Service, Bassett, Va.  
 Ted Castle, Southwest District, Castle Mortuary Transport, Bristol, Va.  
 Meyer Davis, Tidewater District, Rosewood-Kellum Funeral Home & Memorial Park, Virginia Beach, Va.

### DISTRICTS

Michael Rorrer, Blue Ridge District, McCoy Funeral Home, Blacksburg, Va.  
 Bertha Fleming, Central District/Chaplain, Scott's Funeral Home, Richmond, Va.

# Join the Mass Fatality Response Team: Become an Emergency Responder



Currently there are 17 funeral service providers on the MFRT, but more are needed. If you are interested in joining the MFRT, please visit [www.vamrc.org](http://www.vamrc.org) or contact the local MRC coordinator in your area and choose to become a volunteer. We need you!

The Office of the Chief Medical Examiner (OCME) has developed a statewide Mass Fatality Response Team (MFRT) in coordination with the Virginia Department of Health's Office of Emergency Preparedness and the Medical Reserve Corps (MRC).

MRC units are teams of medical and public health professionals who, along with interested community members, volunteer their skills, expertise and time to support ongoing public health initiatives and assist during emergencies throughout Virginia. MFRT members are trained by their MRC units and the Office of the Chief Medical Examiner (OCME) to work under the direction of the OCME in scene/morgue operations, family assistance center operations, or both operational units.

## Answering Service for Director's: Patent Approved

On Tuesday, June 18, the United States Patent Office issued ASD - Answering Service for Directors, a patent for the company's First Call Connect feature.

First Call Connect is the only answering service tool that allows funeral directors to serve clients in "real-time," regardless of location or time of day. It aims to instantly serve loved ones in their time of need. Funeral Directors receive a text message or a push notification through the ASD Mobile app alerting them that an ASD call specialist has begun to gather first call information. Its range of options gives directors the ability to decide how to handle a first call based upon the situation at hand. First Call Connect delivers control to the director, proving business can be conducted anywhere without sacrificing quality.

For more information, visit [www.myASD.com](http://www.myASD.com) or call 1-800-868-9950.

Connect with ASD online

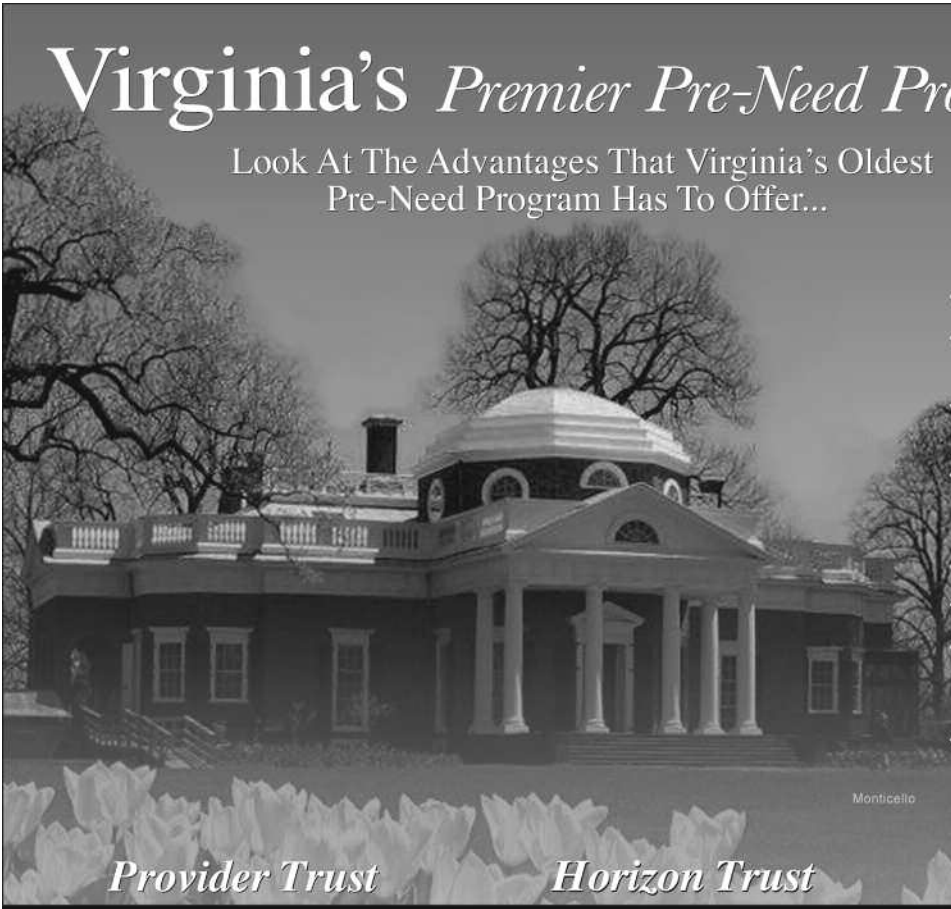
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# Thank You, We Couldn't Have Done It Without You!

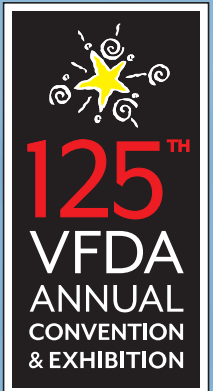
## CONVENTION VOLUNTEERS

Kevin Brown	Mary Sparrow	Dan Reukauf
Randolph Hite	Rick Sikon	Ted Castle
Haile "Butch" Gatewood, Jr.	Debbie Smith	LaDonna Stossel
Jerry Andrews	Ryland Bennett	Bertha Flemming
J. Michael Williams	Brian Wiglesworth	Dennis Byers
Dana Sikon	Brian Horne	Michael E. Rorrer
Suzanne Stewart	Larry Joines	Keister Whitt
Abbey Shepperson	Richard Brockwell	James A. Riffe, Jr.
Kathy Elliott	I Ray Sloan	Michael L. Smith, Sr.
David Falls	Richie Boudreau	Bob Oman

## SPECIAL THANKS!

Thank you to JRC Digital Media, LLC (James Riffe President/Creative Director) for producing the Service of Remembrance video and programs this year.

**THANK YOU** to Keister Whitt, Wrenn-Yeatts Funeral Home, Danville for providing convention photos that you see throughout this issue of the Bulletin. We appreciate you taking the time during the convention to capture these memories.



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## Memo's of Appreciation

"I just wanted to take a moment to thank you and the Virginia Funeral Directors Association for the sweet memorial service that my father was a part of. It was very special and over-looking the Atlantic Ocean was so peaceful. Thank you for the invitation and the inclusion of my father."

*– Sally, Daughter of Clifford E. Harvey*

"This was our first year exhibiting at the VFDA convention and I felt very welcomed and enjoyed the opportunity to tell the attendees all about FSCU's services."

*– Rebecca Dobey*

"Lacy and Shannon, I want to let you know how appreciated all your hard work and efforts are, putting together the convention. I'm not sure how you make this work and keep all of us entertained but you do it with compassion and professionalism. I hope the VFDA realizes how fortunate they are to have a team like the two of you. Thank you for a great convention."

*– Kathy Elliott, Richmond Coach and Mortuary Services*



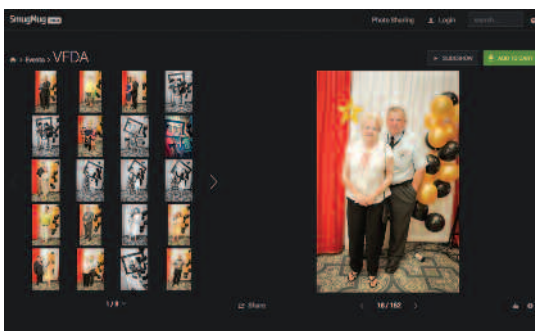
# Put it on Your Calendar: Come Experience Convention and Vacation!

126th Annual VFDA  
Convention  
June 22-25, 2014  
Virginia Beach, VA

127th Annual VFDA  
Convention  
June 14-17, 2015  
The Hotel Roanoke  
& Convention Center  
Roanoke, Virginia

To purchase pictures from the 2013 VFDA  
Convention, please visit **Karie Sofie Photography**

Go To: [kariesofiephotography.smugmug.com/  
Other/VFDA/30453942\\_wjnTqr/](http://kariesofiephotography.smugmug.com/Other/VFDA/30453942_wjnTqr/)



Or, Scan the  
QR Code



## Tidewater Funeral Directors Association

*Est. 1945*

**President: Sarae Joyner**  
Parr Funeral Home, Suffolk, VA  
[sarae@parrfuneralhome.com](mailto:sarae@parrfuneralhome.com)

**1st Vice President: Christopher Wilson**  
Hale Funeral Home  
[chriswilson06@mac.com](mailto:chriswilson06@mac.com)

**2nd Vice President: James Quinn**  
H.D. Oliver Funeral Apts., Norfolk, VA  
[hdofh@aol.com](mailto:hdofh@aol.com)

**Secretary: Jamie Karpa**  
R. Hayden Smith Funeral Home, Hampton, VA  
[jamiekarpa@msn.com](mailto:jamiekarpa@msn.com)

**Treasurer: Bryan P. Graves**  
H.D. Oliver Funeral Apts., Norfolk, VA  
[digger9822@aol.com](mailto:digger9822@aol.com) or [hdofh@aol.com](mailto:hdofh@aol.com)

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

*Installation in April*



Norfolk, VA

**1st Year Director: Danielle Fitchett**  
Fitchett Funeral Home  
[dani23320@aol.com](mailto:dani23320@aol.com)

**2nd Year Director: Patricia Louis**  
Sterling Brook Funeral Home  
[eplouishorizon@msn.com](mailto:eplouishorizon@msn.com)



# Congratulations!

## FIFTY YEAR GOLDEN LICENSEE AWARD RECIPIENTS

Jackie Boggs, John M. Oakey & Son  
 Martha Smith Cecil, W.J. Smith & Son Funeral Home  
 Wayne Ondich, Jr., Thomas M. Seagle & Sons  
 John R. "Dick" Bartenslager, Henry Funeral Home  
 Buford G. Sturgill, Sturgill Funeral Home



Martha Smith Cecil

## 2013 Scholarship Winner

The VFDA Foundation presents the 2013 Past Presidents Council Scholarship Award to Crystal Hart of Williams Funeral Home in Parksley, Virginia. Crystal attends Tidewater Community College in Virginia Beach, VA. She assists in pre-arrangement conferences, at-need conferences, funeral services and embalming as well as managing the funeral home office, bookkeeping and IT coordinator. She serves on her local chamber's "Young Professionals" group and as a little league coach. In her minimal spare time she loves to watercolor paint, and spend time with her family. Congratulations Crystal!



## Blue Ridge Funeral Directors Association

### President:

**James Riffe, Jr., CFSP**  
 Riffe's Funeral Service, Inc., Narrows, VA  
 riffefuneralservice@verizon.net

### Vice President:

**Jonathan Arritt**  
 Arritt Funeral Home, Covington, VA  
 arrittfh@aol.com

### Secretary/Treasurer:

**Tony Mullins**  
 Vaughn-Guynn-McGrady Funeral Home, Hillsville, VA  
 vgmcrady@comcast.net



Roanoke River Gorge, VA

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

*Installations in July*

## Funeral Director of the Year: Ted Castle, Castle Mortuary Transport, Bristol, VA

The VFDA awarded Ted Castle from Bristol the 2013 Funeral Directors of the Year award at its July Convention. Ted is licensed in Tennessee and Virginia as a Funeral Director and Embalmer. He has been in the mortuary transport business since 2003 and his previous experience included managing Castle Funeral Home in Bristol, VA, which was established by his father. Ted currently sits on the VFDA Board of Directors and served as chaplain. He is past president of Southwest Virginia Funeral Directors Association.

In Ted's Words: "Thank You! What a shock! What a surprise! What an honor! I just want to take the time to express my gratitude to my peers of the VFDA for having the confidence in me to be named the Funeral Director of the Year. It is very humbling and appreciated. If I can be of assistance to any of you, please feel free to contact me. Again, thank you very much. God Bless you and God Bless the VFDA."



### OUR DRAWING WINNERS!

The VFDA gave away many door prizes along with its participating exhibitors this year at convention! In addition to the door prizes given on Monday and Tuesday on the exhibits floor, we also gave the following: Free VFDA Convention Registration for the 2014

Convention to Troy Jones, Tidewater Community College student, Virginia Beach. Troy visited all the exhibit booths on the exhibits floor and filled his exhibitor card.

Free NFDA Convention Registration for 2013 to Glenn Wood,

Wood Funeral Service, Inc., Chase City. VFDA Evaluation Drawing Winner is Keister Whitt, Wrenn Yeatts Funeral Home & Cremation Services. Keister received a \$20 visa gift card for completing his convention registration and returning to the VFDA office.

## Southwest Funeral Directors Association

### President:

**Andrea Horn**

Hurst Scott Funeral Home,  
Richlands, VA

andrea@hurstscottfuneralhomes.com

### Vice President:

**Jamie Broadwater**

Gate City Funeral Home,  
Gate City, VA

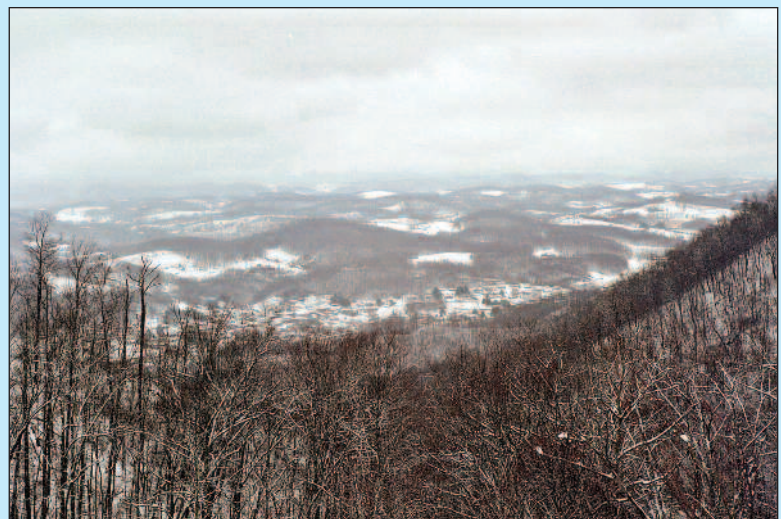
jamie@gatecityfuneral.com

### Secretary/Treasurer:

**P. Martin Hagy**

Hagy & Fawbush Funeral Home, Inc.,  
Norton, VA

info@hagyfawbush.com



Rose Hill, VA

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

*Installations in June*

# INTERNATIONAL STUDY TRIP

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**Come for 10 days of spectacular events, education and experiences!**

Enjoy the best of London and Paris on this 8-day leisurely tour. All of the top sights are included, as well as plenty of free time for your own discoveries. See Buckingham Palace, the Tower of London, Big Ben and St. Paul's Cathedral. Enjoy a London theatre performance. Cross the channel on the high-speed Eurostar Train, where you will dine at the Eiffel Tower and cruise the River Seine at night. Finish your trip with a thrilling dinner and cabaret show at the Paradis Latin Cabaret.



Scan this QR code to get more information!



## Northern Virginia Funeral Directors Association

**President:**

**Bernadette Brusoe**  
Bernie9181@live.com

**Vice President:**

**LaDonna Vincent**  
National Funeral Home  
ladonna.vincent@dignitymemorial.com

**Secretary/Treasurer:**

**Robyn Short**  
Fairfax Memorial Funeral Home,  
Fairfax, VA  
rshort@fmfh.com



Arlington, VA

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

*Installations first Wednesday in June.*



**Monday, October 21, 2013 • 5:30 p.m. • La Condesa • 400A West 2nd Street, Austin, TX**

**D**ine family style in the hip, casual atmosphere of the Malverde (second floor of La Condesa). Austin's skyline provides an impressive view from the outdoor balcony and through the indoor lounge's expansive windows.



**\$110 per person**

*(Includes 3 hour host bar)*

### *Schedule of Events*

**5:30 p.m.**

*Cocktails, Malverde Bar*

**6:00 - 8:30 p.m.**

*Family Style Dinner*

### *Dinner includes*

**Appetizers** of chips & salsa, guacamole, mixed greens salad, yellowfin tuna with pickled cucumber, chipotle mayo and shallots, wild mushrooms, huitlacoche, queso Chihuahua, epazote, truffle oil.

**Main dishes** include short ribs with black bean mole, half rotisserie chicken with grilled cebollitas, pico de gallo and grilled gulf shrimp.

**Side dishes** of black beans and white rice, texas green beans and Mexican-style corn. Bread pudding for dessert.

*\*Subject to change.*

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

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

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

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

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

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

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

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

Number of persons attending: \_\_\_\_\_

Names of Attendees: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Sponsorship Opportunity:**

Bar sponsors are welcome. Please indicate the amount of your sponsorship on the registration form and return to the VFDA office. **Yes, I would like to sponsor the bar during Virginia Night in the amount of \$\_\_\_\_\_.**

### **Method of Payment:**

Amount Enclosed: \$ \_\_\_\_\_

**Check Enclosed** (payable to VFDA. Please put VFDA Virginia Night in the Memo Line. Mail to address below.)

**VISA**    **MC**    **AMEX**    **Discover**   Expires: \_\_\_\_\_

Card #: \_\_\_\_\_ 3 or 4 digit CW: \_\_\_\_\_

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

**VFDA, P.O. Box 395, Hanover, VA 23069, P: 804-264-0505, F: 804-264-3260**

**You must reserve your spot by returning the registration form & full payment to VFDA before October 14.**

Located at 400A West 2nd Street, Austin, TX. Adjacent to Austin's City Hall, the W Hotel, Austin City Limits theater and minutes from both 6th Street and the Convention Center. **If you need to reach us while in Austin or the day of the event, call Lacy Whittaker (804) 928-2043. Questions? lwhittaker@vfda.net**

**Legislation in effect July 1, 2013 (unless otherwise noted)**

- |         |   |         |  |
|---------|---|---------|--|
| HB 1547 | Cemeteries; minimum tree canopy during development process shall be 10 percent.                     | SB 790  | Emergency medical services providers; Board of Health shall prescribe regulation, procedures, etc. |
| HB 1563 | Burial services; Cemetery Board to develop process to ensure consumers get accurate cost estimates. | SB 916  | Exhumations; requires that party petitioning court to provide sworn statement with certain facts.  |
| HB 1622 | Emergency medical services providers; Board of Health shall prescribe regulation, procedures, etc.  | SB 931  | Dead bodies; notification for disposition to next of kin to claim body within 30 days of notice.   |
| HB 1796 | Death Certificate; timely return to funeral director.   | SB 1039 | Vital records; DMV authorized to access records and issue certified copies, fees, penalty.         |
| HB 1907 | Driving while texting; primary offense; increase penalties.   | SB 1142 | Funeral Directors and Embalmers, Board of; licensure of funeral establishments, hardship waivers.  |
| HB 2077 | Motor carrier and commercial drivers; amends several licensing laws, etc.                           | SB 1147 | Cemetery Board; resale of interment rights by churches or religious organizations.                 |
| SB 759  | Guardianship and conservatorship; makes various changes to laws.                                    |         |  |
| SB 776  | Virginia New Hire Reporting Center; employer to submit information concerning newly hired employee. |         |  |

*For more information, please visit the Virginia General Assembly website at <http://virginiageneralassembly.gov> for more information.*

## Shenandoah Valley Funeral Director's Association

**President:**

**Brandon Cash**

Bolling, Grose & Lotts Funeral Service,  
Buena Vista, VA  
mbc2959@gmail.com

**Vice President:**

**Charlie Rimel**

Henry Funeral Home  
svfda00@gmail.com

**Secretary/Treasurer:**

**Roger Peraldo**

Thacker Brothers Funeral Homes



*Shenandoah Valley*

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

*Installations third Thursday in May.*

# **Let Us Process & Refine Your Cremation Waste By-Products to Keep You Green!**



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1531 South Grove, Barrington, Illinois 60010



# VFDA Staff Volunteers at Local Food Bank

**F**eedMore is Central Virginia's hunger-relief leader. It consists of The Central Virginia Food Bank, Meals on Wheels, and the Community Kitchen. FeedMore serves local children, struggling families, senior citizens, and the region's most vulnerable individuals.

On June 11 VFDA staff Lacy Whittaker and Shannon Nuckols, spent an afternoon packing lunches for the Summer Food Service Program. This program is vital during the summer to ensure that low-income children continue to receive meals when school is not in session.

The VFDA staff assisted in making over 1,200 breakfast and lunch meals the day they volunteered. The program itself makes over 3,000 per weekday during the nine-week effort.

The VFDA is excited to be planning many more community outreach projects for the upcoming year. Some of the non-profits include:

- Virginia Habitat for Humanity**
- The Reading Window**
- FeedMore**
- Virginia Blood Service**
- Project Hope**



## Little Brothers and Sisters

If you would like to assist the VFDA with ideas and/or fund raising efforts,

please contact [snuckols@vfda.net](mailto:snuckols@vfda.net).

*Together we can help the association and your community!*

# Virginia Funeral Supply Sales Association

**President:**  
**Sherry Noble**  
Messenger  
[sherrynoble@me.com](mailto:sherrynoble@me.com)

**1st Vice President:**  
**J.E.B. Cranford**  
Triangle Atlantic Casket Company  
[jeb@triangleatlantic.com](mailto:jeb@triangleatlantic.com)

**2nd Vice President:**  
**Cliff Blasius, Jr.**  
SinoSource  
[ccblasius@verizon.net](mailto:ccblasius@verizon.net)

**Secretary/Treasurer:**  
**Lori A. Eanes**  
C&L Containers  
[lorianneanes@yahoo.com](mailto:lorianneanes@yahoo.com)



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



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540-761-5717

Kelly Zimmerman  
[kellyz@richardswilbert.com](mailto:kellyz@richardswilbert.com)  
240-818-3015

# Virginia Funeral Director's Foundation News and Updates

## Congratulations to the VFDA Foundation Board of Trustees

*The board was installed at the 125th Annual Inaugural Banquet.*

Joseph Teague, Chair	C. Keister Whitt, CFSP, Secretary	Robert "Bob" H. Johnson	Ray Sloan
David L. Arritt, CFSP, Vice Chair	Dennis W. Byers	Bettye F. Miller	Frankie Sheridan
Les Powell, III, Treasurer	Jimmie K. Crowder	Stewart F. Reid	Michael Turch, CFSP
	Marty Hagy	Michael Rorrer	Kevin Brown

### SILENT AUCTION SUPPORTERS

Advocare	Comedy Club	Jerry Andrews and Central District	Peak Experiences	Segway of Richmond
Alan Furs	Challenge Discovery	Joseph Teague	Portsmouth Museums	Silpada Designs (Sherry Barlow)
Answering Service for Directors (ASD)	Charlotte Motor Speedway	Kramer Portraits	Renaissance Portsmouth Hotel & Waterfront Conference Center	Silver Box (Jerry Andrews)
Bay Creek Resort & Club	Design N Stitches	Lacy Whittaker	Richmond Coach & Mortuary Service Inc.	SinoSource International (Cliff Blasius, Jr. CFSP)
Broadway Comedy Club/ New York	Faith Trent	Lewis Ginter Botanical Gardens	Rochelle Altholz	Taylor Made
Burkes Fine Jewelry (Thomas Gale & Central Virginia Funeral Directors Association)	Fantastic Hot Air Balloon	Markham Burial Vaults	Rodriguez Funeral Home	The Homestead
Café Europa	First Class Service LLC	Messenger LLC	Sandy Tobias	The Hotel Roanoke & Conference Center
	Grundy Funeral Home	NFDA	Samantha Romano	Tobacco Company Restaurant
	Heaven's Coach	FirstClassFlyer.com	Science Museum of Virginia	University of Richmond
	Holiday Barn Pet Resort	Omni Richmond Hotel	Sea Glass Fine Art	Virginia Tech
	Integrity Burial Boxes Ltd	Optima Health		
	James River Cellars Inc.			

## Central Virginia Funeral Directors Association

### President:

**Thomas W. Gale**  
Currie Funeral Home, LLC,  
Kilmarnock, VA  
curriefuneralhome@verizon.net

### Vice President:

**Robert Colston**  
Woody Funeral Home, Richmond, VA  
robert.colston@dignitymemorial.com

### Secretary/Treasurer:

**Rhonda Keys-Pleasants**  
Joseph Jenkins Funeral Home,  
Richmond, VA  
rpleasants@jtcc.edu



Amelia County, VA

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

*Installations in November.*

## SILENT AUCTION WINNERS

James River Cellars, Inc. – James N. Fox	The Homestead: Foursome of Golf – Dan Reukauf	Walnut Wooden Urn – Randy Minter	Optima Health Gift Basket – Frank Rodriguez
Eric Church Autographed Poster – Sherry Noble	University of Virginia vs. Duke Football Tickets – Ryland Bennett	Advocare Diet System – Rochelle Altholz	Richmond Weekend Package – Larry Joines
Wooden Casket Wine Bottle Holder – Warner Seay	Free Online Learning Course – NFDA Rob Finch	Grilling Gift Basket – Rob Finch	Autographed Patricia Cornwell Novel – Ray Sloan
Charlotte Motor Speedway – Randy Minter	Free Local Removal – Randy Minter	Pampered Chef Gift Basket – Daniel Woodfin	Autographed Patricia Cornwell Novel – Patty Hutchinson
Autographed Virginia Tech Football – Frank Rodriguez	Teeth Whitening – Jessica Turch	Holiday Barn Pet Resorts Gift Basket – Kathy Elliott	Autographed Patricia Cornwell Novel – Larry Spiaggi
iPod Shuffle – Brian Horne	Leopard Print Scarf with Mahogany Mink – Michael Smith	The Virginia Bracelet – Marty Hagy	The Homestead:Foursome of Golf – Mike Gony
VCU Basketball Tickets – Donna Sutton	The Hotel Roanoke Stay – Larry Joines	Silver Necklace and Earrings – James N. Fox	Weekend in Portsmouth – Earle Mountcastle
Silpada Designs Necklace – Frank Rodriguez	Certificate Masterpiece Wall Portrait – Larry Spiaggi	Taylor Made Gift Basket – Donna Sutton	Fantastic Hot Air Balloon Ride for 2 people – Earle Mountcastle
Silpada Designs Bracelet – Sue Danielson	Kindle Fire HD – Randolph Hite	iPad – Rob Finch	The Broadway Comedy Club – Larry Spiaggi
		iPad Mini – Marc Kanapaux	

## **\*We Need A Good Funeral Service Apprentice\***

### **VIRGINIA FUNERAL SERVICE INTERN**

Horne Funeral Service, a locally owned and operated Virginia Funeral Home established in 1870, located in the beautiful Blue Ridge and Alleghany Mountains, is in search of a Virginia Funeral Service Intern for employment. Our caseload is approximately 250+ calls per year. Competitive salary, health insurance, life insurance for employee, and excellent working conditions.

Our funeral home is a member of Selected Independent Funeral Homes (formerly National Selected Morticians), Virginia Funeral Directors Association, and regional associations, and a charter member of Independent Funeral Homes of Virginia. We are located on I-81 between I-77 and I-64, between 2 major universities offering excellent cultural and sporting events. Our town has a large, active recreation center, new aquatic center and is rich in history, "ranked 13<sup>th</sup> in the United States". We have a history of low employee turn over, a good work schedule, in a large, modern facility.

For more information on a long term employment opportunity, please contact:

**Brian Horne or Eddie Trump**

**540-382-2612**

**[www.hornefuneralservice.com](http://www.hornefuneralservice.com) or at [hornefh@gmail.com](mailto:hornefh@gmail.com)**



# Would You Like to Run More Effective Meetings?

The VFDA has brochures available to all districts and members who would like a guide on "How to Run an Effective Meeting." Please contact the VFDA office to receive a brochure.



## In Remembrance

April 15, 2013 - July 29, 2013:

**Floyd E. Fitchett, Sr.**  
June 4, 2013 -  
Tidewater District

**Raymond C. "Woody" Wood**  
May 27, 2013 -  
Southside District

**Junius Andrew Manning**  
May 6, 2013 -  
Central District

**Marie Kepley Hillard**  
June 24, 2013 -  
North Carolina Funeral Directors Association

**Billie Lynn Mercer**  
May 3, 2013 -  
VFSSA

**Ann Farrow Jordan**  
of Wilmington  
June 24, 2013 -  
North Carolina Eye Bank

**Walter Bernard "Dick" Minter**  
April 17, 2013 -  
Northern District

**Richard A. Routt**  
June 28, 2013 -  
Blue Ridge district

**Kimberly Kyle Myers**  
May 12, 2013 -  
VFDA

## Southside Funeral Director's Association

**President:**  
**Kevin Brown**  
Finch & Finch, Inc.  
Altavista, VA  
kevangbrn1@aol.com

**Vice President:**  
**VACANT**

**Secretary/Treasurer:**  
**Les Powell, III**  
Powell Funeral Home,  
South Boston, VA  
lespowell111@gcronline.com



Martinsville, VA

*Meetings are held quarterly and determined by district.*

*Installations second Tuesday in May.*



# VFDA Workgroup Volunteers Needed



**Dear VFDA Members,**

I am writing to you today to ask you to serve your association on one of our many important workgroups. I have served on the association's workgroups in the past and understand the importance of being active and supporting the VFDA's mission.

Workgroups are one of the most rewarding experiences as you are able to see what your time and efforts help to achieve for your association.

I ask each of you to look over the workgroup list and find a place you would like to serve. If you have never served please consider volunteering. You will feel proud to serve not only your association but your chosen profession as an active member of the VFDA. Because of our busy schedules we are initiating a WebEx opportunity for workgroup members to participate in meetings via telephone and computer without leaving your office.

Thanks for all you do for your association and please feel to contact me or Lacy Whittaker at the VFDA office (804) 264-0505 if you need help deciding where you would like to serve.

**Sincerely, Bob Oman**

**Please check the workgroup you are interested in serving on:**

- |   |   |
|---|---|
| <input type="checkbox"/> Bylaws & Ethics        | <input type="checkbox"/> Legislative  |
| <input type="checkbox"/> Endorsements           | <input type="checkbox"/> Media Spokesperson   |
| <input type="checkbox"/> Sponsorships           | <input type="checkbox"/> Member Services/Outreach                                   |
| <input type="checkbox"/> Convention             | <input type="checkbox"/> Finance  |
| <input type="checkbox"/> Convention Hospitality | <input type="checkbox"/> Service of Remembrance                                     |
| <input type="checkbox"/> Convention Exhibits    | <input type="checkbox"/> Nominating   |
| <input type="checkbox"/> Convention Credentials | <input type="checkbox"/> Disaster Response  |
| <input type="checkbox"/> Golf Tournament        | <input type="checkbox"/> Professional Development<br>(formerly Education Committee) |

Name \_\_\_\_\_

Funeral Home \_\_\_\_\_

Phone \_\_\_\_\_

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

**Please review, fill out and return via fax to (804) 264-3260 or e-mail to [lwhittaker@vfda.net](mailto:lwhittaker@vfda.net).**

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

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

**VISA**     **MasterCard**     **AMEX**    Expires: \_\_\_\_\_

Card#: \_\_\_\_\_ Security Code: \_\_\_\_\_

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Contact the VFDA office for pricing of website advertising.

**PUBLICATION**

*The Bulletin Magazine* Oct|Nov|Dec

**ADS DUE**

10/11/13

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For questions call the  
VFDA office at  
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e-mail [lwhittaker@vfda.net](mailto:lwhittaker@vfda.net).



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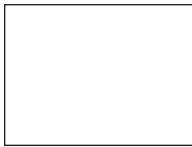
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**VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION**

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Hanover, VA 23069



## 2013 Calendar of Events

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

**Virginia Night**  
October 21, 5:30 p.m.  
Austin, Texas

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

**Winter Leadership Summit**  
January 27, 2013

**NFDA/VFDA Cremation Certification Program**  
January 28, 2013



**126th Annual VFDA Convention**  
June 22-25, 2014  
Virginia Beach

**International Trip**  
March 6-13, 2014

### Traveling Caravans

September 19, 2013,  
Abingdon

October 17, 2013,  
Southside

October 24, 2013,  
Blue Ridge

February 20, 2014,  
Tidewater

March 13, 2014,  
Fredericksburg

March 27, 2014,  
Richmond

## Foundation Silent Auction Update

A very special thank you to Suzanne Stewart, student and affiliate member of the association, who committed a tremendous amount of time to the success of the VFDA Foundation's silent auction!



Without Suzanne, this auction would not have raised \$3,929 for the Foundation. She made 95 percent of the contacts to vendors and supported the silent auction both days at convention alongside Abbey Shepperson, who also

volunteered her time to make this silent auction a success. Thank you Suzanne and Abbey from all of the Board of Trustees at the Foundation, the VFDA Board of Directors and staff!



## Spouses Outing at The Cavalier on the Hill



Former First Lady Debbie Smith hosted the spouses outing at VFDA's 125th Annual Convention. She held a brunch at The Cavalier on the Hill where she handed out homemade ornaments and Favorite Recipes of Knights Templar of Virginia Cookbooks.