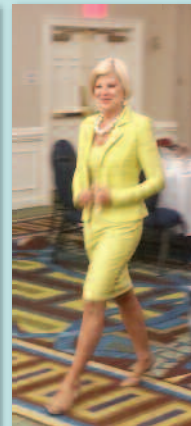
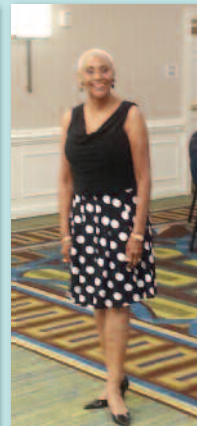


THE BULLETIN

JUL | AUG | SEP | 2014



126th annual
VFDA CONVENTION



Virginia Funeral
Directors Association
Elects New President
and Board of Directors

Executive Director's
Message: Looking
Forward to a
Successful Year

Welcome Abbey
Shepperson, New
VFDA Membership
Director



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C O N T E N T S

MESSAGES & FEATURES

- 4 **Message from the President:** Tradition vs. Change
- 5 **Message from the Executive Director:** Looking forward to a successful year...
- 6 **Virginia Funeral Directors Association Elects New President and Board of Directors**



9

16



MEMBER NEWS

- 9 **Congratulations to Tommy Slusser**
- 9 **Southside & Blue Ridge District Installation**
- 9 **Thank You to James Riffe**
- 10 **Committee Sign Up**

13



CONVENTION WRAP - UP

- 13-17 **Congratulations to Our Members!**
- 16 **A Thank You from Justin Zabor**
- 16 **Here's to Our Successful 2014 Silent Auction**
- 17 **Thank You to our 2014 Convention Sponsors**

23

LEGISLATIVE NEWS

- 19 **The 2015 General Assembly Session**

ASSOCIATION NEWS

- 20 **Scholarship Winner: Congratulations Julie Anne Found**
- 21 **Essay Contest Winner: Congratulations Breezy Wasko**
- 23 **Thank you for Contributing to the VFDA Foundation!**
- 24 **Crematory Operators Program: A Great Success!**
- 28 **Completion of Death Certificates**
- 40 **VFDA Leadership Forum - A Special Program for Professionals 40 and Under**

32



HOSPICE NEWS

- 32 **VAHPC's 34th Annual Clinical Conference and Hospice Panel**

25



EVENTS

- 23 **Join us Next Spring on an Adventurous Tour of Tuscany and the Italian Riviera!**
- 25 **Virginia Night**
- 26 **Continuing Education Opportunities**
- 33 **2014 Upcoming Events and Future Conventions Calendar**

40



Tradition vs. Change

First, let me express how excited and honored I am in serving as VFDA President for the 2014-15 year. I hope I can lead the association with the dignity and character of those who have preceded me since 1887. Since our family firm was formed in 1905, tradition has played a large part in our firm's success, much as it has for the VFDA for the past 127 years.

However, does this mean that as an organization which has valued tradition for so many years that change is not equally as important?

Last year, Past President Bob Oman placed a large emphasis on speaking with "One Voice" in our association's legislative efforts. This path forward must be continued in order for our member's to be heard in Richmond.

In order for this Voice to become stronger, we must have a strong membership base. Traditionally, the VFDA has been the voice in Virginia for funeral homes and funeral service professionals. However, as in many civic groups and associations across the country, the membership rolls of many such organizations have suffered. Some have been lost to the economy, some to a lack of interest, some to other organizations, but my belief is that many have not seen the value in belonging and contributing to an organization such as VFDA.

The past several years, the VFDA has been changing our marketing focus to show real value in membership. I can tell you that VFDA's legislative support to funeral service is invaluable and probably worth every penny of your annual membership fees. VFDA has formed partnerships with businesses that provide savings to members. These include Hunter Warfield, Brooks Brothers, AmVantage, Dr. M. Menswear, Funeral Service Credit Union, ICCFA/The Music Coalition, Allstate Benefits, Elephant Auto Insurance, Federated Insurance, Optima Health, TSYS Merchant Solutions, ASD-Answering Service for Directors, DistantLink, Nicodemus & Associates, and FuneralCall.

VFDA has been vigilant in our effort to bring about the implementation of the Electronic Death Registry System (EDRS) and this is now coming to fruition this October. The EDRS will save funeral homes in automotive expense, gasoline, man hours from travel time to doctor's offices and health departments, and software setup fees. In rural funeral homes, this will be even of greater value as these expenses are multiplied several times due to the distance required to deliver certificates. We are now seeking ways to make the EDRS even more funeral director friendly.

In the past, we have discussed the burden of governmental regulation on funeral service, about the importance of preserving caring relationships in our communities, and that funeral service is an honorable profession. I believe it still is and will continue to be if we stay the course. As an association, our mission is to represent the funeral director and the profession in the public forum to defend the freedom and the ability of the funeral director to practice the profession in the best interest of our client families. I would reaffirm all of these as the reasons we exist as an organization.

Despite changes in funeral service, the bottom line for VFDA will be to preserve and honor the sanctity of the relationship between client families and funeral service professionals and guard against intrusions.

What can we do to adapt to change? It will be imperative that as the VFDA moves forward, funeral directors be in a leadership role of implementing change, not just being the passive recipients of it. If we put our tradition of client family care first, we are all on the same team; our firm support of solid and fair legislation will allow us to hold our heads up high by doing the right thing.

Make no mistake about it: change is not only coming, it's already here. We will continue to be impacted by many things beyond our control: from Washington to Richmond, from OSHA to the FTC, with tighter regulations and more hassle, you name it. As a relevant organization, we will need to embrace the new paradigms we face, and not give away traditions without reason just for the sake of change. We are a seasoned organization with excellent and experienced leadership: my aim is to continue this tradition while moving to the future.

During the next year, I will be visiting the districts and hope to visit many of your funeral homes. I look forward to sharing a few minutes with each of you and hearing your individual ideas. It will be our mission to take your ideas and needs to form a consensus to move VFDA and our membership forward as one.

Tradition versus Change? My personal belief is that we can best serve our client families, communities, and profession by valuing tradition while embracing change. How will you deal with this question?

Get involved!

Sincerely,
Rob Finch




Looking forward to a successful year...



As I am writing this we are coming back from the 126th Annual Convention, unpacking boxes and beginning to think about next year's convention in Roanoke. I understand change is hard and we made big changes in our convention this year. I am proud that those changes were made and now we can tweak those and move ahead to another great convention in 2015. We were able to bring you dynamic speakers and have our guest speaker Janet Rainey in attendance to provide a presentation on the Filing of the Electronic Death Certificates. Because of our members' communication and our VFDA lobbyist working closely with Ms. Rainey we were able to bring the program to our convention. As VFDA members you were the first, along with the Virginia Mortician Association, to participate in Electronic Death Registry testing. That is what sets the VFDA as the leading association in Virginia. Funeral homes who choose not to be a part of the VFDA missed out on this testing that will be crucial down the road. In addition to the early planning stages of convention, we are scheduling numerous programs, committee meetings, hospice programs and working closely with the National Funeral Directors Association. This year we have been able to bring the "Certified Crematory Operator Program," the "Certified Preplanning Consultant Program" and provide a panel for a webinar titled "Bridging the Gap between the Funeral Home and Hospice Caregiver." It is such a pleasure to work with Mike Nicodemus and all of the NFDA staff on these programs. Also, make sure you look at the cremation services tools and resources that the NFDA provides. In a recent brochure developed by the NFDA, you will find VFDA member David Boor (with Wells/Sheffield Funeral Chapel in Lovingson, Virginia), featured in the

participant spotlight as well as myself featured in the host spotlight. These are great promotional pieces for the VFDA and we should be very proud to be part of a group that is on the forefront of the funeral service profession.

Currently, we have 15 programs on the calendar and more to come for our members. We kick off our continuing education traveling caravans on September 11th in partnership with LifeNet in Virginia Beach. This will be an informative program with a portion being a real-time webinar wet lab, demonstrating how to embalm 'the recovered donor.' We will continue our caravan into the fall with restorative art, preneed, Virginia laws and regulations and crematory fire safety. These programs will begin in October and conclude in March. Make sure you do not miss out on this opportunity to receive all of your required continuing education credits in one day. Another good reason to be a member of the VFDA - continuing education's brought to you year round.

Our members are the backbone of this association; we need your feedback, participation on legislative issues and meetings, and for you to be involved. Rob Finch has his committees in place and we ask each of you to sign up for one committee. Many of our meetings are conference call or webinar and we need members to participate. Together we can become an even stronger association. I hope to see all of you in Nashville this year; the VFDA is hosting "Virginia Night" on Monday, October 13, 2014 at the Southern Steak & Oyster. Rob and Judy have chosen a wonderful restaurant and menu for that evening and it is always a good time.

I hope you all had a great summer and I look forward to working with you this year.

— *Lacy Whittaker*

Welcome Abbey Shepperson!

New VFDA Membership Director

Abbey Shepperson is our new Membership Director. Abbey was born and raised in Hanover, Virginia. She graduated from Virginia Commonwealth University in December of 2012, with a Bachelor of Science Degree in Psychology. Abbey started working for the Virginia Funeral Directors Association in late April, and has been a great asset to the association. In her spare time, she enjoys singing, crafting, refinishing furniture, fishing, going to the beach, taking pictures, and being around good friends and family.



Virginia Funeral Directors Association Elects

The Virginia Funeral Directors Association (VFDA) welcomes the 2014-15 Board of Directors. The association held its 126th

Convention in Virginia Beach, Virginia, June 29-July 2, 2014. At the Association's annual business meeting held on July 1, 2014 the association introduced the new board members.

The 2014-15 President of the Virginia Funeral Directors Association is Robert "Rob" L. Finch, Jr. Finch is an owner of Finch & Finch, Inc. Funeral and Cremation Service in Altavista and Gladys, Virginia. Representing the fourth generation of the Finch family, Rob currently is the President of the firm and is responsible for its overall direction and operations. He attended Lynchburg College, graduated with a B.S. Degree in 1980 from Elon University,

received an Associate Degree from Gupton-Jones College of Funeral Service in Atlanta, Georgia in 1992, and was licensed as a funeral service licensee in that same year. He was named VFDA Outstanding Member of the Year in 2008 and Virginia's Funeral Director of the Year in 2003 and 2009. Rob is dedicated to community activities and is an active board member of The Greater Lynchburg Community Trust, the Altavista Vocational Advisory Council, First National Bank of Altavista and the Citizens for Altavista Baseball. He is a former member and Past President of the Lions Club of Altavista, a past board member of the Altavista Area YMCA and the Altavista Chamber of Commerce, and a member of Lane Memorial United Methodist Church.

"Despite changes in funeral service, the bottom line for VFDA will be to preserve and honor the sanctity of the relationship between client families and funeral service professionals."



Front (left to right) Bob Rosson, (guest) Immediate-Past President, NFDA; Robert Gallagher, Second-Vice President; Robert L. "Rob" Finch, Jr., President; Robert M. "Bob" Oman, Immediate Past President; Sarae Joyner, Tidewater District Rep.; Leslie "Les" Powell, III, NFDA Policy Board Representative; **Back (left to right)** Charles Parr, 2 Year Director-At-Large; James "Jim" Dickerson, Central District Rep.; Michael Rorrer, Blue Ridge District Rep.; Haile L. "Butch" Gatewood, Jr., 1 year At-Large Director; Matthew Buscher, 2 year Director At-Large; I. Ray Sloan, President-Elect; Robert T. "Tommy" Slusser, Jr., Shenandoah Valley District Rep.; **Not shown** Larry Joines, First Vice President; Marty Hagy, Secretary-Treasurer; Ted Castle, Chaplain/Southwest Virginia District Rep.; Donna Vincent, Northern Virginia District Rep.; John Saville, Southside District Rep.; Matthew Perry, 1 year Director At-Large.

New President and Board of Directors

The 2014-15 Virginia Funeral Directors Association Board Members:

Robert Finch, Jr., President, Finch & Finch, Inc. Funeral and Cremation Service, Altavista and Gladys, Va.

I. Ray Sloan, President-Elect, Botetourt Funeral Home, Buchanan, Va.

Larry Joines, First Vice President, Bassett Funeral Service, Bassett, Va.

Robert J. Gallagher, Second Vice President, Fairfax Memorial Funeral Home, Fairfax, Va.

Marty Hagy, Secretary-Treasurer, Hagy & Fawbush Funeral Home, Inc., Norton, Va.

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

Charles Parr, 2 year At-Large, Parr Funeral Home & Crematory, Suffolk, Va.

Matthew Buscher, 2 year At-Large, Advent Funeral Services, Falls Church, Va.

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

Matthew "Matt" Perry, 1 year At-Large, Frost Funeral Home, Abingdon, Va.

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

Jim Dickerson, Central District, Joseph W. Bliley Company, Inc., Richmond, Va.

Donna Vincent, Northern District, National Funeral Home, Falls Church, Va.

Tommy Slusser, Shenandoah District/Sergeant-At-Arms, Nicely Funeral Home, Inc., Clifton Forge, Va.

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

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

Sarae Joyner, Tidewater District, Parr Funeral Home & Crematory, Suffolk, Va.

"Finch & Finch Funeral and Cremation Service maintains the family tradition of offering exceptional value, attention to even the smallest detail, and caring, compassionate service to families in their time of need."

"It is imperative that the VFDA continues our emphasis on helping local funeral service providers to create, nurture, and preserve caring relationships with the families we all serve within our communities. As an association, our mission is to represent the funeral director and the profession in the public forum to defend the freedom and the ability of the funeral director to practice the profession in the best interest of our client families. I would reaffirm all of these as funeral service professionals."

"Despite changes in funeral service, the bottom line for VFDA will be to preserve and honor the sanctity of the relationship between client families and funeral service professionals."

"During the coming year as President, I will be visiting local funeral homes throughout the Commonwealth and our goal is to extend an open hand of cooperation and assistance to funeral service professionals so we all may better serve our local families in their greatest time of need."

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- \$5 reduction for Specialist visit Copayments (unlimited), offered on specific Association plans
- \$50 reduction for Outpatient Surgery copays (unlimited), offered on specific Association plans
- Three (3) Additional Employee Assistance Program (EAP) Sessions, offered on all Association plans

What is the cost?

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

What if we already offer Optima Health plans?

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

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

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How do I get more information? Contact your current agent or

Robert Kelly,
Independent Contracted Agent

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

For additional information, please contact Suzanne Stewart with Optima Health at (804) 510-7433 or visit www.optimahealth.com/associations

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

** Groups in the Association program are individually underwritten.

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

Southside District Installation

Congratulations to the Southside Funeral Directors Association 2014-2015 Officers, installed by VFDA President Rob Finch as follows:

President: Kevin Brown, Finch and Finch, Inc.

Vice President: Trey Finch, Finch and Finch, Inc.

Secretary/Treasurer: Les Powell, Powell Funeral Home



(Left to right) Les Powell, Trey Finch, Kevin Brown and Rob Finch

Congratulations to Tommy Slusser

Tommy Slusser of Nicely Funeral Home has been appointed to the Virginia Board of Funeral Directors and Embalmers by Governor Terry McAuliffe. The announcement came from the Governor's office on June 25, 2014. The Virginia Board is the State regulatory entity over all Funeral Service Establishments, Funeral Service Licensees, Crematories and Transport Services. The nine member State Board is comprised of seven Funeral Service Licensees in Virginia and two citizen members. The Board is scheduled to meet four times a year in Richmond. Currently there are approximately Fifteen Hundred Funeral Service Licensees in Virginia providing death care services.



Slusser, a native of Clifton Forge, graduated from Clifton Forge High School in 1975. He received a B.S. in Biology from Radford College/University in 1979, and worked in the Chemistry department of the Clinical Laboratory of Carilion Roanoke Memorial Hospital for six years. He graduated from John Tyler Community College in 1987 with an associate degree in Funeral Service. Slusser has been at Nicely Funeral Home since that time. He is a member of Clifton Forge Masonic Lodge #166 A.F. & A.M., Kazim Shriners of Roanoke, Roanoke Court #59 Royal Order of the Jesters and a member of the Clifton Forge Shrine Club. His hobbies include Beef Cattle production, farming and the Griffith Knob Hunt Club. Slusser lives in the Sharon area of Alleghany County with his wife Kelly Murray Slusser, office manager of Nicely Funeral Home, a son Rob Slusser, who is attending Radford University and a daughter Sylvie Slusser a student at Alleghany High School. Slusser is third generation Funeral Director following behind his grandfather, W. Roy Nicely who died in 1976 and his father Robert T. "Bob" Slusser who died in 2012. Tommy has served one term on the VFDA board representing the Blue Ridge District and two terms representing the Shenandoah District.

Blue Ridge District Installation

Congratulations also go to the Blue Ridge Funeral Directors Association 2014-2015 Officers, installed by VFDA President Rob Finch as follows:

President: Jonathan Arritt, Arritt Funeral Home

Vice President: Tony Mullins, Vaughn-Guynn-McGrady Funeral Home

Secretary/Treasurer: Megan Renee Conner, Lotz Funeral Home



(Left to right) Rob Finch, Jonathan Arritt, Tony Mullins and Megan Conner

Thank you to James Riffe

We appreciate your time and dedication as president of Blue Ridge Funeral Directors Association. Thank you for your service!



(Left to right) Rob Finch and James Riffe

VFDA 2014-15 Committee Sign Up



The Virginia Funeral Directors Association is looking for members to serve on the following committee's for the 2014-15 year. Most committees meet via conference call or WebEx.

Please review the following, fill out and return to the VFDA office at info@vfda.net.

Please check the committee you are interested in serving on:

- | | | |
|--|---|---|
| <input type="checkbox"/> Bylaws & Ethics Committee,
Michael Williams, Chair | <input type="checkbox"/> Disaster Response,
Ray Sloan, Chair | <input type="checkbox"/> Political Action Committee,
Michael Turch, Chair |
| <input type="checkbox"/> Convention Committee,
Frankie Sheridan, Chair | <input type="checkbox"/> Endorsements Committee,
Kevin Brown, Chair | <input type="checkbox"/> Professional Development
Committee, Marty White, Chair |
| <input type="checkbox"/> Convention Hospitality,
Judy Finch, Chair | <input type="checkbox"/> Finance Committee,
Marty Hagy, Chair | <input type="checkbox"/> Service of Remembrance Committee,
Ted Castle, Chair |
| <input type="checkbox"/> Convention Exhibits,
Brian Horne, Chair | <input type="checkbox"/> Legislative Committee,
Larry Spiaggi, Chair | <input type="checkbox"/> Silent Auction Committee,
Dana Sikon & Abbey Shepperson,
Co Chairs |
| <input type="checkbox"/> Convention Credentials,
Michael Rorrer, Chair | <input type="checkbox"/> Membership Services/Outreach
Committee, Dana Sikon, Chair | <input type="checkbox"/> Sponsorships Committee,
Randolph Hite, Chair |

Name: _____

Funeral Home: _____

Phone: _____ E mail: _____

**THANK
YOU!**

Blue Ridge Funeral Directors Association

President:

Jonathan Arritt

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

Vice President:

Tony Mullins

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

Secretary/Treasurer:

Megan Conner

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



Narrows

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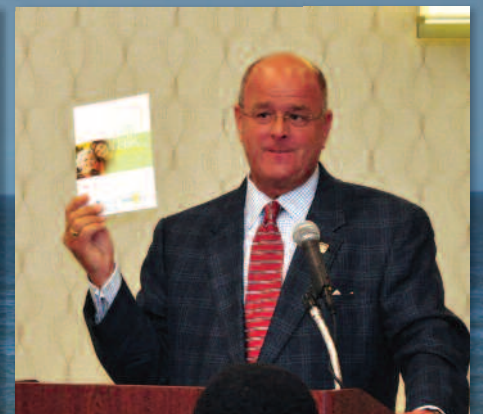
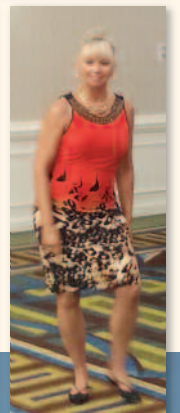
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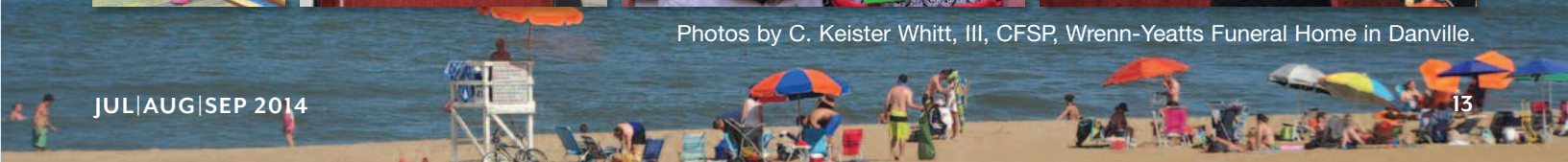
126th annual VIRGINIA FUNERAL DIRECTORS ASSOCIATION'S CONVENTION

Highlights

The Association would like to thank all members who participated in this year's Annual Virginia Funeral Directors Association Convention. From the entertainment and cocktails with the president to the exposition and crematory operators demonstration, the 2014 VFDA Convention turned out to be an enlightening experience and fun memory. We are grateful to all of the members and exhibitors who so poignantly represented the great profession in which we serve.



Photos by C. Keister Whitt, III, CFSP, Wrenn-Yeatts Funeral Home in Danville.



Congratulations to Ray Sloan, 2014 VFDA Funeral Director of the Year

Ray currently serves as President-Elect of the association. He has served in the VFDA since 1996. He is active in his local EMT, Fire Department, faithful volunteer for the Fireman's Carnival, a member of Virginia Presbyterian Church where he serve as church elder, a member of the NFDA disaster team and chair of the VFDA disaster team. Ray participated for 7 years in the Lakota Standing Rock Indian Reservation. He held office in both the Shenandoah and Blue Ridge districts. Ray has been an active member of the VFDA since 1981.

His wife Bobbi Sloan says, "Ray is a dedicated funeral director, always going above and beyond for the families he serves to meet all of their needs. He is a dedicated volunteer in his community and always puts others before himself."



Thank You to the Association from Ray Sloan

As I humbly accepted the 2014 Funeral Director of the Year Award, all I could think of was Dad, who passed away last September. Had it not been for him, helping me through college and encouraging Bobbi and I to go into business on our own, I do not believe I would have been able to accomplish what we have done so far. My interest in the VFDA began long before I was able to become a member. It was my goal to join this esteemed organization and serve in whatever capacity I could. On the eve of becoming the President, I have served every office that I have been elected to or volunteered for with the best of my abilities. With the help of our funeral home staff, I hope to continue this service to our VFDA colleagues as our past presidents have done. I also would like for you to join me in congratulating Rob Finch as our President for this year. And I ask you to join us to make the VFDA, a stronger, more viable and visible organization that we all can be Funeral Directors of the Year and be proud of it.

- I. Ray

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Congratulations to Ryland Bennett: Recipient of Fifty-Five Years Golden Licensee Award

Each year the Virginia Funeral Directors Association honors those individuals who have contributed fifty or more years of service to the funeral service profession. These individuals have actively participated in charting the course for our future and have contributed greatly to our history and tradition. Congratulations to this year's recipient of the 55 Years Golden Licensee Award - Ryland B. Bennett, Wrenn-Yeatts Funeral Homes, Danville, Virginia. Your influence in and contributions to the VFDA are greatly valued!



Legislator of the Year award: Senator Kenny Alexander

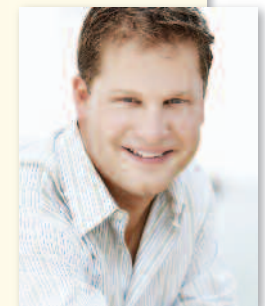
The Virginia Funeral Directors Association recognizes Virginia legislators who support the funeral service profession during the Virginia General Assembly session and play a vocal part in funeral service legislation. This year the Association recognized Senator Kenneth C. Alexander during its Annual Awards and Installation Ceremony on July 1, 2014 in Virginia Beach. We are grateful to Senator Alexander for his advocacy and voice.

A Thank You from Justin Zabor

Speaker at the 126th Annual Convention

Lacy,

Just wanted to say thank you again for your hospitality and professionalism during your convention. Both you and your members made me feel very welcome and appreciated. I really enjoyed presenting for them and I think the feeling was mutual. You have a very fine association and you should be very proud. They were very engaging, attentive and let me know afterwards as well how much they liked and related to my material. I hope it was of value to all of them. Hope we can work together again soon!



Best, Justin

Here's to Our Successful 2014 Silent Auction

Thank you to those who supported the 2nd Annual VFDA Foundation Silent Auction this year. Convention attendees were able to bid on a variety of items ranging from online learning courses, gift baskets, jewelry, Coach bags, restaurant gift certificates, urns, autographed sports memorabilia, an LED flat screen TV, hotel packages, wine baskets and winery tickets, golf packages, cameras, removal service certificates, NASCAR tickets and much more. This year's auction raised over \$2800.00 for the Foundation.

Thank you to those who supported us this year and we look forward to another successful auction next year.

A special thank you goes out to our silent auction volunteers who put hours into making this year's auction a success:

Dana Sikon, Co-Chair
Abbey Shepperson, Co-Chair
Tony & Tilda Mullins

Ted Castle
Larry Joines
Carolyn Szwarc

THANK YOU!

A Very Special Thank You to our 2014 VFDA Convention Sponsors!

Aurora Casket Company

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Southwest Virginia Funeral Directors Association

Virginia Funeral Supply Sales Association

Congratulations to Wayne Ondich with Thomas M. Seagle & Sons of Pulaski winner of the National Funeral Directors Association FREE convention registration giveaway.

Southwest Funeral Directors Association

President: Andrea Horn

Hurst Scott Funeral Home,
Richlands, VA
andrea@hurstscottfuneral-homes.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



Richlands

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

Installations in June



Virginia Funeral Directors Association

The mission of the VFDA PAC is to educate lawmakers on the important issues with the views and interests of all Virginia funeral service professionals. We believe it is crucial to our profession to gain legislators support and intend to do so through the PAC.

Tel: 804-264-0505

VFDA Political Action Committee

How Does a PAC Work for You?

- Allows VFDA to educate members of the Virginia General Assembly on the needs of funeral service professionals and securing their support.
- Allows VFDA to concentrate efforts on lawmakers who are members of the committees critical to funeral service issues.
- Gives VFDA representatives the opportunity to see key Virginia lawmakers at their campaign events and discuss our positions on important issues.
- Raises the visibility of funeral service provider's views, interests and concerns among lawmakers.

Importance of a Strong PAC

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

How Do Politicians Use PAC Money?

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



Please submit contributions by October 31, 2014

Virginia Funeral Directors Association

P.O. Box 395
Hanover, Virginia 23069
Phone: 804-264-0505
Fax: 804-264-3260
E-mail: info@vfda.net

By law, the VFDA PAC is not allowed to accept funding from the VFDA trade association. The PAC must raise its funds separately. **One hundred percent of contributions goes directly to candidates' campaigns to promote the visibility of your issues in Virginia.**

Name _____

Address _____

Phone _____

Method of Payment

Check MasterCard

Visa Discover

AmEX

Credit Card # _____ Exp. date _____

Signature _____ 3-digit Code _____

Contributions to the PAC are completely voluntary.

- I wish to donate \$48.00 to the VFDA PAC Fund
- I wish to donate \$_____ to the VFDA PAC Fund
- I wish to donate \$4 per month per firm employee

Please make checks payable to the VFDA PAC. Members are free to contribute any amount or no amount without reprisal. VFDA PAC contributions are not tax deductible. Individual and corporate contributions are welcome.

The 2015 General Assembly Session

The 2015 Virginia General Assembly Session is coming up fast. In fact, legislators were able to begin pre-filing their proposed legislation beginning July 21, 2014. The upcoming session will be what is known as “the short session.” It is forty-five days long. The short session doesn’t preclude vast numbers of proposed legislation to be considered, vetted and voted upon; however, it does mean that outreach and education on our issues should be especially well developed, succinct and delivered appropriately.

As for the Virginia Funeral Directors’ Association and the upcoming session – we have some work to do. The VFDA Board has indicated that they would like to pursue as many as four pieces of legislation/budget item(s) in 2015. These are:

1. **Mandatory Electronic Death Registry**
2. **Technical changes to 2014 GA Session “unclaimed” legislation**
3. **M.E. Transport fee increase**
4. **Transportation Company regulations**

In order for these items to be considered, we must find patrons – legislators who will sponsor the legislation during session – and build support within the General Assembly for them.

We have developed a strategic plan that includes VFDA membership participation. In order to execute our plan, we need membership to provide information relating to the VFDA Legislative Agenda. They are as follows:

PLEASE - Each VFDA member should provide Lacy with the names of legislators personally known, and the level of relationship with that legislator – friend/acquaintance/constituent.

Mandatory EDRS – please supply:

- Recent personal stories of non-compliance by physicians to sign death certificates in a timely manner (include name/location of physician(s))
- Identify families who have been impacted and are willing to talk to their legislators
- Efforts made by VFDA members to report physicians for non-compliance, and the outcomes of those efforts

Technical Changes to 2014 “Unclaimed” legislation:

- Outreach to Senator Alexander has been made; proposed technical changes provided; and verification that Legislative Services has received the information from Senator Alexander

M.E. Transport Fee Increases:

- How many total M. E. transports in each of the last 3 years
- How many of each of those transports was an out-of-pocket expense or broke even

- What does VFDA suggest for an M.E. Transport trip? How much would a total budget increase request be?
- Develop a VFDA explanation as to what would happen if those bodies were not transported for the M.E.

Transportation Company Regulations:

- VFDA Board members will review this in the near term to determine whether/how they would like to proceed in the 2015 General Assembly session.

Once information is received, materials will be developed and appointments with VFDA members and their legislators will be arranged – mostly in the district – and we will present them with the materials and information regarding our issues. It is anticipated that continued outreach by VFDA membership, and even the families of those impacted, will continue from pre-session through the end of session.

Understand that the Medical Society of Virginia and other physician/medical organizations may very strongly oppose our proposed legislation. They are a strong lobby and individual as well as association representation reach out to legislators on issues of importance to them. VFDA membership needs to be prepared to dedicate time to reaching out to their legislators and encouraging those who have been impacted to reach out as well.

Answering Service For Funeral Professionals

Got ASD?

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


COMPETITIVE ADVANTAGE
Assume every call is a **First Call** until proven otherwise. **Caller ID** information recorded on every call. Repeat the caller's name and their concerns throughout the call so they know they are being listened to and **understood**.

CUSTOM FEATURES
Send the **on-call** an alert the moment ASD recognizes a death has occurred. Recognize the importance of **pre-need** and **pricing** calls for the funeral home. **KNOWLEDGABLE** **Recording** of every call is made available to the on-call via ASD's website. **ASD MOBILE APP** CAREFULLY TRAINED STAFF
The ANSWERING SERVICE in a Class of its own. **TRUST** 24/7 business Protection. **TOOLS FOR GROWTH** Pinnacle of **EXCELLENCE**.

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Scholarship Winner: Congratulations Julie Anne Found

Congratulations to Julie Anne Found, recipient of the 2014 Past Presidents Council Scholarship. Julie is with Joseph W. Bliley Company, Inc. and attends Pittsburgh Institute of Mortuary Science.

Julie Found and Past President/Vice President of the VFDA Foundation Board of Trustees, David Arritt



Why I Want to Be a Funeral Director

by Julie Found

The short answer to why I want to be a funeral director is to help people. I believe there is a great benefit to one's life by helping others. Being a funeral director means a life of service and I think that is something to be very proud of. I want to have the capabilities and knowledge to really help people and serve their needs. Moreover, I think being a good funeral director is more of a calling than a job, and when you hear the calling, you can't deny it. It takes a lot of dedication and service to be a good funeral director, and that is what I aim to be one day. The last reason why I want to further my career in this field is family pride. My parents started our small funeral home the year I was born and I'm excited to carry on the family's business. It has always been a source of personal pride, and I want to take it further and help as many people as I can through the family business.

Helping is a huge part of a funeral director's everyday life. It can be the smallest of things like giving advice to someone whose parent is sick or making a phone call on the family's behalf. It could be measureless kindnesses, like consoling and showing empathy, or checking in on someone after they've experienced a difficult loss. However big or small the favor is, I think funeral directors have to be willing to go out of their way for their community. The nature of the business requires a more sensitive and helping touch than other professions. I know funeral directors that have mowed widows' lawns for them, or driven older people to

church on Sunday, or even had a homeless family stay at their house until they could recover. All of these relationships weren't close personal friend relationships. The people were just members of the same community who had maybe met the funeral directors before through the business, but other wise the funeral directors just felt like they should help people in need out of the goodness of their hearts. This is a critical part of being a funeral director and it's what makes me look up to funeral directors and want to be one.

Service is also a part of why I want to be a funeral director. It's a great dedication to give your life to, but I think that is part of what makes it worth it. Serving gives one a sense of pride that they are doing right and that they are contributing to their family, friends and community. Also, there is an appreciation from your community for doing this service that comes with an appropriate amount of respect and reverence. I think this type of service is honorable and beneficial to the community and again, another reason why I want to be a funeral director.

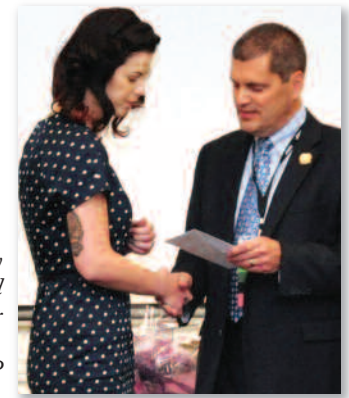
Many funeral directors will tell you that they felt a calling to this job. I feel my personal calling came slowly over time as I worked in the business and began to love every part of it. As soon as I became involved in the service process and helping with the families, I knew that I was meant to do this, too. As a kid growing up, I always thought it was strange that my parents and other family were funeral directors, and I didn't even consider it

for myself. It wasn't until college that I thought about how good it could be and how fitting it may be for me. It came from little things like talking to a person on the phone and consoling him or her and hearing how grateful they were just that I sat on the phone with them and listened. It can be the simplest things that matter and I enjoy the little things that make my career choice feel even more like I was meant to do this. Still, the more I get involved, the more I want to do to help. Now that I have heard the calling, I am excited to move forward towards being a funeral director.

The last reason I want to be a funeral director is because of my family's business. I do not think I would have ever considered this profession had it not been introduced to me by my parents. I always looked up to my parents, but I was too young and naïve to realize how important their jobs were. Also, I only thought of it as a job. It wasn't until I started working with my dad that I realized how much his job meant to other people. I couldn't believe how well my dad handled people that were dealing with such intense grief and how he made them laugh, made them relax, and eased their concerns. Every time he did something else, I was more and more impressed. With my mom, we were always stopping to talk to someone that she had helped before. They would always rave about how great she was and how helpful she had been in such a bad time. Instances like these made me realize that my parents had more than jobs – they had passions, callings, whatever

Essay Contest Winner: Congratulations Breezy Wasko

The Virginia Funeral Directors Association Foundation selected one licensed (FSL or Intern) funeral service professional to attend the National Funeral Directors Association (NFDA) Convention in Nashville, Tennessee on October 12-15, 2014. The Foundation awarded Breezy Wasko with Joseph W. Bliley Company, Inc. \$250 in travel expenses and the cost of one registration fee to attend the convention. Congratulations, Breezy!



Breezy Wasko and C. Keister Whitt, III, CFSP

My Vision of the Funeral Service Profession in Ten Years

by Breezy Wasko

There are several definitions to the word vision. A few of them include; a “vivid imaginative conception or anticipation”, “something seen or perceived during and experience”, and an “act or power of anticipating that which will or may come to be”. Some dislike that word because it implies anxious intangibility. I prefer using it to invoke personal will.

I’m new to funeral service but I have observed things that seem to effect the profession now and will continue to do so. The first is the steady increase in cremation that we see nationwide; if CANA projections are accurate we should be at or above a fifty percent national average by 2024. This increase signifies the shift in our social climate and emerging family dynamics that we need to address. The second is how we use technology. Are we using it to our full advantage (to benefit our business, help the families we

serve, create a streamlined work environment that positively benefits our staff and gives the funeral profession a voice that is easily heard)? The third is our consumer who is becoming more cost conscious, environmentally aware, educated, convenience driven and narcissistic. There is an increase in third party perspective addressing the funeral service consumers and challenging how we do business. Finally, the face of our profession is slowly becoming more diverse. Women, minorities and those who were not born or married into the profession are becoming a part of it, enjoying it and challenging the status quo.

These observations indicate a decade of forced evolution or steps toward auto-extinction. Successful firms will develop a new business model by reevaluating the usage of facilities and staff. They will increase their Internet presence and utilize

social media. They will provide more options in a simplified manner at a reasonable cost and maintain standards of excellence. This is threatening to the individual. It means that now is the time to invest in yourself, develop new skills, think outside the box and revisit why you were called to service.

I envision being part of a generation that rekindles credence and respect to our craft by utilizing available resources and giving our profession a voice to be reckoned. Where will man be the day we fail to share the sacred mysteries of death and the importance of funerals with the living? More important, where will our profession be?

I imagine if we find our intestinal fortitude and proudly invoke our purpose; we can use this evolution to redefine the American way of death and return funerals to an accepted part of the human experience.

continued from previous page

you want to call it, being a funeral director means something to those that you help. I’m so proud of what my parents accomplished and how many people they were able to help.

When my dad died almost three years ago, I doubted if I could be a funeral director, but all in all, it made

me want to do it more. I have now experienced a deep loss that came with all sorts of grief and emotions and I think that going through it myself has helped me assist families better. Also, losing my dad made me want to be a part of the family business more. It didn’t at first, but

now, it has deepened my sense of pride in it and is my way of carrying on what my dad started. I think it in some way will keep my close to my dad and what he loved to do. All of these reasons are part of the compound answer to why I want to be a funeral director.

How to Contribute to the VFDA Foundation

VIRGINIA
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FOUNDATION

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



Your donation is a generous way of honoring your family, friends, colleagues, and employers on special occasions. Memorial contributions are a special way of remembering loved ones.

Annual publication of donations will appear in the fall issue of *The Bulletin*, VFDA convention publications, and on the VFDA Foundation website. Please provide the address of the individual being honored to enable the Foundation to forward written acknowledgement of your generous gift. Remember, your gift is tax deductible.

Name as you wish to be published in acknowledgements:

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

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

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

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

Please indicate your level of sponsorship:

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

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

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

Questions?

Phone: (804) 264-0505
Email: lwhittaker@vfda.net
Visit: www.vfda.net/the-foundation

THANK YOU for Contributing to the VFDA Foundation!

Thank you to our supporters who have contributed to the Virginia Funeral Directors Association Foundation. Because of your contributions the Foundation hosted the Under 40 Leadership Forum in Charlottesville, provided a scholarship and held an essay contest that provided one winner \$250 in travel expenses and a paid registration to the National Funeral Directors Association in Nashville, Tennessee in October.

A specials thanks to:

Bennett Funeral Home
 Mullins Funeral Home & Crematory
 Lotz and Rader Funeral Home
 Sheridan Funeral Home, Inc. - In memory of Andrew M. Sheridan, Sr. and Virginia C. "Puddin" Sheridan
 Rick Sikon
 Andrews Funeral Home, Inc.
 Mary Sparrow - In memory of Lacy P. Sparrow, Jr.
 Crowder-Hite-Crews Funeral Home & Crematory

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 Wrenn-Yeatts Funeral Homes
 Powell Funeral Home, Inc.

Join us Next Spring on an Adventurous Tour of TUSCANY AND THE ITALIAN RIVIERA!

The VFDA is hosting an exclusive trip for its members to Tuscany and the Italian Riviera Spring of 2015. Join us for 8 days of authentic meals, traditional Italian accommodations and exciting tours!

Mark your calendars for April 17 - April 24, 2015 and call in advance to receive our special group rate.

ITINERARY AT-A-GLANCE:

Day 1	Overnight Flight
Day 2 - 4	Hotel Paggeria Medicea/Borgo di Artimino, Tuscany
Day 5 - 7	Grande Albergo Sestri Levante, Italian Riviera



TOUR HIGHLIGHTS:

- Visit the Uffizi Gallery in Florence and explore some of the Renaissance's most important works of art.
- Visit a Tuscan winery for a tasting and traditional welcome dinner.
- Stroll Lucca's piazzas and medieval streets.
- Tour iconic sites, like the leaning tower of Pisa
- Experience the benefits of personal audio headsets, designed for better communication between you and your guides throughout your tour.

Crematory Operators Program: A Great Success!

The National Funeral Directors Association Certified Crematory Operator Program on July 2, 2014 at the 126th Annual VFDA Convention in Virginia Beach was a great success. Thank you to all of those who were in attendance!



Virginia Funeral Supply Sales Association

President:

JEB Cranford

Triangle Atlantic Casket Company
jeb@triangleatlantic.com

1st Vice President:

Cliff Blasius, Jr.

SinoSource
ccblasius@yahoo.com

2nd Vice President:

Richie Boudreau

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

Secretary/Treasurer:

Lori A. Eanes

C&L Containers
lorianneanes@yahoo.com



Meeting and Installation held in June during annual convention.

Monday, October 13, 2014 • 6:30 p.m. • The Southern Steak & Oyster • 150 3rd Avenue South, Nashville, TN

“South of Somewhere”

Located at 150 3rd Avenue South in the heart of downtown Nashville’s burgeoning SoBro district, The Southern Steak & Oyster is a unique and animated eatery that offers an authentically southern adventure with a twist.



\$105 per person

Dinner includes

Hor D’ Oeuvres, dinner, dessert,
tea/sodas

Hor D’Oeuvres

Bayou crab cakes, marinated grilled
vegetables, fried green tomatoes
and oyster shooters

Dinner

Course One

Soup of the Day or New South
Caesar Salad

Course Two

Fish ‘N Grits, Roasted Chicken or
8 oz. filet mignon

Course Three

Strawberry Rhubarb Shortcake or
Chocolate Whiskey Cake

Name: _____

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Cell Phone: _____

E-mail: _____

Number of persons attending: _____ Total amount due \$ _____

Names of Attendees: _____

Sponsorship Opportunity:

Bar sponsors are welcome. 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 CVV: _____

Name on Card: _____

**VFDA, P.O. Box 395, Hanover, VA 23069, P: 804-264-0505
F: 804-264-3260, E-mail: info@vfda.net**

Start Planning Continuing Education for 2014-15

The Virginia Funeral Directors Association is offering 6 continuing education opportunities beginning in September.

Registration forms are available on the VFDA website at: <http://www.vfda.net/continuing-education/traveling-caravan-2013-2014/>

Get all of your required continuing education credits in one-day, Thursday, September 11, 2014 at LifeNet

Health (1864 Concert Drive, Virginia Beach, Virginia 23453). This program will be a real-time webinar wet lab, demonstrating embalming the recovered donor with educational lecture format. This will be the only program like this on the caravan this year. Don't miss out!

Other dates and programs include:

- | | |
|--------------------------|---|
| October 23, 2014 | Virginia Highlands Community College Southwest Virginia Higher Education Center Room # TC130 (Abingdon) |
| November 6, 2014 | Virginia Western Community College Natural Science Center (Use parking Lot #1) (Roanoke) |
| February 12, 2015 | Danville Community College (Danville) |
| February 26, 2015 | Germanna Community College Center for Workforce and Community Education Room #125 (Fredericksburg) |
| March 12, 2015 | John Tyler Community College Nicholas Student Center, Room N102B (Chester) |

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:

Bradley Howdyshe

Thacker Brothers Funeral Home, Inc.
Bradley@thackerbrothers.com



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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Thank You,

Jim Hitt, President



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Completion of Death Certificates



All VFDA members received from the association a letter addressed to Clinicians from the Virginia Department of Health Professions signed by Marissa Levine, MD and William L. Harp, MD regarding the completion of death certificates. It emphasizes the importance of signing a death certificate and failure to provide a

signed death certificate in a timely manner prescribed by law may subject the clinician to a complaint against their professional license. We encourage you to attach this letter to your death certificates when having a doctor sign, to remind them that this is law. This information is on the VFDA website.

Virginia Department of Health, Office of the Chief Medical Examiner Death Certification in Virginia: Frequently Asked Questions

1 As a physician licensed in Virginia, under what circumstances am I obligated to complete a death certificate?

By law in Virginia, you must complete a death certificate if you are the physician who was in charge of the patient's care for the illness or condition which resulted in death, unless the death was accepted for investigation by a medical examiner. When an investigation by the medical examiner is required, the medical examiner is required to determine cause of death and to complete the cause of death portion of the death certificate.¹

2 When should a death be reported to the medical examiner?

Any death involving injury, trauma, poisoning, or deaths that are unexplained, sudden or suspicious in nature should be reported to the medical examiner. Deaths in correctional or state mental health facilities and deaths of persons not under the care of a Virginia physician should also be reported.

3 Who is the "physician in charge" of a patient's care at the time of death?

If you have been providing medical care for a patient, you are in charge of their care, even if you are not his or her primary care physician. Any physician who provides care of a patient for a significant disease process can be responsible for signing the death certificate. This includes physician specialists who provide direct patient care. Prescription of medication for significant diseases, e.g. diabetes, hypertension, etc. is evidence of care.

4 Are physicians working in health care facilities as hospitalists or emergency room physicians required to sign death certificates?

If an emergency room physician or a hospitalist pronounces the death of a patient or prescribes medication for a significant disease process, that physician is responsible for signing the death certificate. Virginia law is clear: "the physician last furnishing medical care to the deceased shall prepare and sign the medical certification portion of the death certificate."¹

5 Who else can sign a death certificate?

The physician in charge of the patient's care for the illness or condition which resulted in death is primarily responsible. "In the absence of such physician or with his approval, the certificate may be completed and signed by the following: (i) another physician employed or engaged by the same professional practice; (ii) a physician assistant supervised by such physician; (iii) a nurse practitioner practicing as part of a patient care team; (iv) the chief medical officer or medical director, or his designee, of the institution, hospice, or nursing home in which death occurred; (v) a physician specializing in the delivery of health care to hospitalized or emergency department patients who is employed by or engaged by the facility where the death occurred; (vi) the physician who performed an autopsy upon the decedent; or (vii) an individual to whom the physician has delegated authority to complete and sign the certificate, if such individual has access to the medical history of the case and death is due to natural causes."¹

6 What if I don't know the exact cause of death?

Again, Virginia law is clear: if a death is natural, the health care provider should "use his best medical judgment to certify a reasonable cause of death."¹ An autopsy can be performed, with authorization of the decedent's next of kin, by any hospital or private pathologist to identify and document disease processes associated with a natural death.

7 What if there are several disease processes that could have caused the death?

The health care provider must use his best medical judgment to certify the cause of death as the process most likely to have resulted in death or had the largest contribution to death. If a decision cannot be made, more than one process may be listed as the cause of death. For example, "complications of atherosclerotic cardiovascular disease and chronic obstruction pulmonary disease" is an acceptable cause of death.

8 What if I would like to have an autopsy to determine the exact cause of death?

For a natural death, an autopsy can be performed by a pathologist with authorization by the next of kin. Without such authorization, no autopsy can be performed and you must use your best medical judgment to certify the most probable cause of death.

9 Who pays for an autopsy for a natural death?

The next of kin may contract with a private pathologist. Hospitals may offer autopsy services as part of their quality assurance or teaching programs.

10 Can I be sued for incorrect certification of cause of death?

According to Virginia law, a physician, nurse practitioner, or physician assistant who determines the cause of death in good faith and who signs the death certificate in the absence of gross negligence or willful misconduct is immune from civil liability.¹

11 Within the last 10 years, how many physicians have been professionally censured, disciplined or successfully sued for determining the cause and manner of death and reporting their medical opinion on a death certificate?

None, according to the Virginia Department of Health Professions.

12 What are the legal consequences of failure to sign a death certificate for a patient who I have treated and who dies a natural death outside of a medical care facility?

A complaint could be made about you to the Board of Medicine regarding patient abandonment or other professional misconduct. This would result in an investigation of the complaint. You could face civil action related to professional practice. You could face criminal charges under §32.1-27 for failure to comply with any regulation or order of the Board of Health or the Commissioner.

13 Where can I get further assistance?

Here is a link to a short presentation on how to complete a Virginia death certificate, which is posted on the Virginia Department of Health Professions website <http://www.dhp.virginia.gov/> or at the following address: <http://tinyurl.com/vdhdeathcertificationcourse>. Local health district directors are your primary point of contact for questions about natural death certificate completion. Their contact information can be found at <http://www.vdh.virginia.gov/LHD/index.htm>. Questions concerning possible medical examiner cases should be directed to the District Office of the Chief Medical Examiner serving your locality.

14 If I consult with my Health District Director concerning a death in preparation for signing a death certificate, may I record that consultation in the decedent's health record as a professional consultation?

Yes.

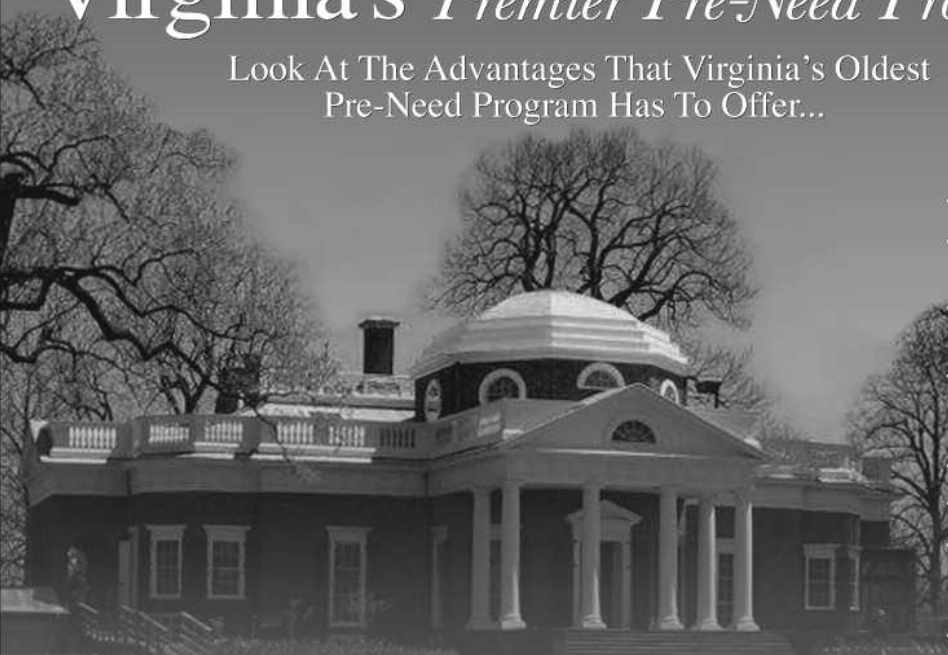
Contact Sheet – Death Certificate

This is a summary of the contact sheet.
Download the actual two-page form at vfda.net

<p>Funeral Home (name and address): _____ _____</p> <p>Funeral Director: _____ Phone: _____</p>	<p>Persons Contacted</p>
<p>Decedent Information</p> <p>Name of Decedent: _____ M / F</p> <p>Date of Birth: _____ SS# (last four digits): _____</p> <p>Date of Death: ___/___/___ Place of Death: (city or county) _____</p> <p>Location of Death: <input type="checkbox"/> Home <input type="checkbox"/> Hospital <input type="checkbox"/> ER <input type="checkbox"/> Other _____</p> <p>Residence of Decedent (street, city, state, zip): _____ _____</p> <p>Decedent's Medications: _____</p> <p>Known Pharmacy: _____</p> <p>Date last seen by a physician: ___/___/___ Physician contact info (name and phone): _____ _____</p> <p>Recent Illness: <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, describe: _____ _____</p> <p>Last person who saw decedent alive: _____</p> <p>Telephone number: _____</p>	<p>Profession: Primary Physician, Specialist, ER Physician, Surgeon, Law Enforcement, EMS, OCME, Physician's Staff, etc.</p> <p>Name: _____</p> <p>Phone: _____</p> <p>Profession: _____</p> <p>Decedent Name: _____</p> <p>Please record information that would be helpful to the medical certifier.</p> <p>Funeral Director Notes/Comments: _____ _____</p> <p>Law Enforcement Notes/Comments: _____ _____</p> <p>Medical Examiner Notes/Comments: _____ _____</p>

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Northern Virginia Funeral Directors Association

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Vice President:
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Fairfax Memorial Funeral Home
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Secretary/Treasurer:
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Advent Funeral Home
varmstrong@adventfuneral.com



Morrison House, Alexandria

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

Installation – June



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REGISTRATION RATES CONTINUE AT 2013 PRICES.

Hosted by the New Jersey State Funeral Directors Association, Inc.

VAHPC's 34th Annual Clinical Conference and Hospice Panel

The Virginia Funeral Directors Association has partnered with the Virginia Association of Hospices and Palliative Care to provide programs and workshops to hospice caregivers. The VFDA formed a hospice task force earlier this year and meet regularly to develop panel discussions and half-day workshops.

At the 34th Annual Conference on May 9, 2014 in Richmond, Virginia, panel participants Susan Perry (Altmeyer Funeral Home); Jim Dickerson (Joseph W. Bliley Company, Inc.), FSL; Larry Spiaggi (Morrissett Funeral & Cremation Service); Mary Parker MSW (Crater Community Hospice) and Diane Pelkey (nurse/hospice caregiver) presented "Partnering with Community Funeral Homes."



Larry Spiaggi



Jim Dickerson and Susan Perry



Susan Perry

The panel discussed ways to develop an understanding of hospice providers' and funeral homes' perspectives, practices and procedures in order to enhance the quality of care and services both provide to our communities. The panel reviewed best practices for funeral planning and "time of death" activities in hospice care. As well as "Be Prepared" information needed in order to arrange funerals, special benefits for veterans, policies & procedures followed by funeral homes including:

- **Regulations**
- **Ethical practices and partnerships including consumer choice**
- **Transfer to funeral home**
- **General price lists**

This panel will also present via webinar on September 18, 2014 for the National Funeral Directors Association (NFDA) on "Bridging the Gap Between the Hospice Caregiver and the Funeral Home."

Panel participants



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2014-2015 Calendar of Events

September 11, 2014	VFDA Traveling Caravan, Hosted by LifeNet, Virginia Beach, VA
September 18, 2014	NFDA "Bridging the Gap between the Funeral Home and the Hospice Caregiver," presented by VFDA and hospice providers, webinar
September 24, 2014	Hospice Workshop, Virginia Beach, VA
October 2, 2014	Hospice Workshop, Altavista, VA
October 9, 2014	Hospice Workshop, Richmond, VA
October 7, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
October 11-14, 2014	NFDA National Convention, Nashville, TN
October 13, 2014	Virginia Night, The Southern Steak & Oyster, Nashville, TN
October 23, 2014	VFDA Traveling Caravan, Abingdon, VA
November 6, 2014	VFDA Traveling Caravan, Roanoke, VA
January 25-26, 2015	Winter Conference, Richmond, VA
February 12, 2015	VFDA Traveling Caravan, Danville, VA
February 26, 2015	VFDA Traveling Caravan, Germanna Community College, Fredericksburg, VA
March 12, 2015	VFDA Traveling Caravan, John Tyler Community College, Chester, VA
April 17-24, 2015	VFDA International Trip, Tuscany & the Italian Riviera
June 14-17, 2015	127th Annual VFDA Convention, The Hotel Roanoke & Conference Center
June 18-22, 2016	128th Annual VFDA Convention, Renaissance Portsmouth Hotel & Waterfront Conference Center, Portsmouth, VA
June 25-28, 2017	129th Annual Convention, Williamsburg Lodge, Williamsburg, VA

9/11/14
 at LifeNet Health,
 1864 Concert Drive,
 Virginia Beach. This program
 will be a real-time webinar wet
 lab, demonstrating embalming the
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 lecture format. Get all of your
 required continuing education
 credits in one-day. This will be
 the only program like this on
 the caravan this year.
 Don't miss out!

Southside Funeral Director's Association

President:

Kevin Brown

Finch & Finch, Inc.

Altavista, VA

kbrown51885@gmail.com

Vice President:

Trey Finch

Finch & Finch, Inc.

Altavista, VA

tfinch@finchandfinchfuneralservice.com

Secretary/Treasurer:

Les Powell, III

Powell Funeral Home,

South Boston, VA

lespowell111@gcronline.com



Altavista

Installations second Tuesday in May.

Meetings are quarterly and determined by district

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Woody Funeral Home

robert.colston@dignitymemorial.com

Vice President:

L. C. Corey

Morrissett Funeral and Cremation Service

larrycorey@comcast.net

Secretary/Treasurer:

Jim Dickerson

Bliley's Funeral Homes & Cremation Services

annnjim70@netzero.net

Installations in November.



Maymont Gardens, Richmond

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

Professional Futures Fund

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Recognition in VFDA *Bulletin*

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

We thank you for your support.

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In Remembrance

April 1, 2014 - July 9, 2014

Robert Theron Rosson, Sr. -
 April 11, 2014 - NFDA/VFDA

Ellis Ray Lehman -
 May 30, 2014 - Southside District

Kevin Francis Monaghan -
 May 14, 2014 - Central District

Agnes Mobile Scott Hairston -
 May 6, 2014 - WDFD/VMA



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Tidewater Funeral Directors Association

Est. 1945

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 digger9822@aol.com or hdoth@aol.com



Norfolk Botanical Gardens

1st Year Director: Patricia Louis

Sterling Brook Funeral Home
 eplouishorizon@msn.com

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

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VFDA LEADERSHIP FORUM

A Special Program for Professionals 40 and Under

The VFDA Foundation held a one-day Leadership Forum on April 24, 2014 for funeral professionals under the age of 40. The event was held at the Greencroft Club in Charlottesville, Virginia. This program was patterned after the NFDA mentors program, but with more emphasis on developing leadership qualities. The events included roundtable discussions and leadership workshops.

We enjoyed two dynamic presenters, Lacy Robinson and Dean Lambert. They enlightened us on the topics of "Four Generations in the Funeral Home" and "How Value Trumps Price – Every Time!"

Lacy Robinson is Director of Professional Development with Aurora Casket Company. Lacy oversees the creation and development of professional development and training programs for Aurora customers. Lacy is a licensed funeral director/embalmer and a certified member of the Academy of Professional Funeral Service Practice.



Lacy Robinson and Dean Lambert

Dean Lambert, Vice President-Marketing with Homesteaders Life Company is a national leader in prearranged funeral funding, associated with nearly 4,000 funeral homes and 8,000 licensed agents across the United States. Lambert leads a team that is responsible for business intelligence, product development, corporate branding and marketing strategy, advertising, internal/external corporate communications, PR and events; and providing marketing services/support for customers and third party marketing organizations.



Attendees included:

Valerie Armstrong, *Advent Funeral Services*
Chris Chandler, *Swicegood Funeral Home*
Ben Clements, *Flora Funeral Service*
Joshua Combs, *Honaker Funeral Home*
Megan Conner, *Lotz Salem Chapel*
Trey Finch, *Finch & Finch, Inc.*
Karen F. Hall, *Botetourt Funeral Home*

Bradley Howdyshell, *Thacker Brothers Funeral Home*
Sarae Sibilgia Joyner, *Parr Funeral Home*
Meghan Justine King, *Wrenn-Yeatts Funeral Home*
Sara A. Likens, *Rosewood Kellum Funeral Home*
Jay McIntyre, *McMullen Funeral Home*
Nicholas Parr, *Parr Funeral Home*
Matt Perry, *Frost Funeral Home*

Amanda Reeves, *Farris Funeral Service*
Charlie Rimel, *Henry Funeral Home*
Breezy Wasko, *Bliley's Funeral Home*

Mentors who also attended:

Kevin Brown, *Finch & Finch, Inc.*
Dennis Byers, *Preneed Funeral Program*
Marty White, *Stover Funeral Home*
C. Keister Whitt, III, CFSP, *Wrenn-Yeatts Funeral Home*