

# THE BULLETIN

JUL | AUG | SEP | 2015

## CONVENTION



VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION

## HIGHLIGHTS





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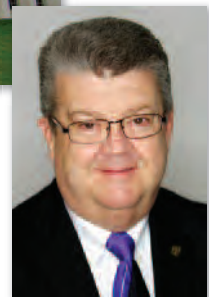
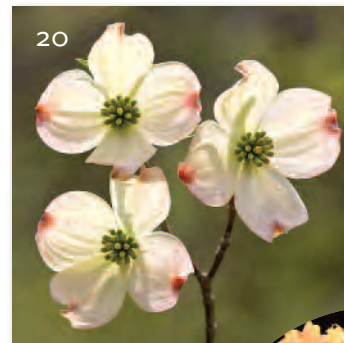
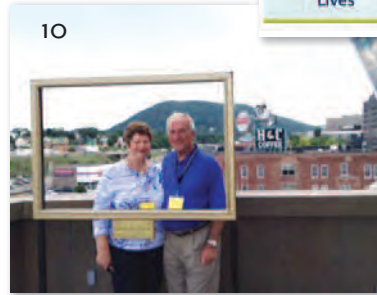
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# The VFDA: What It Means to Me



I wanted to let everyone read the acceptance speech I gave in Roanoke, Virginia during the installation banquet on June 16, 2015.

To the Immediate Past President Rob Finch and wife, Judy, executive committee board members, board directors, Executive Director Lacy Whittaker, along with Abbey, honored guests, colleagues, family, and to my wife, now First Lady, Bobbi...I say thank you for this opportunity. Had it not been for the help and understanding each one of you I would not be standing here today accepting this great honor.

When I first learned that Lacy has secured our famed Virginia orator, Patrick Henry, to be tonight's entertainment I wondered out loud, "Lord, will HE be in the wrong room!"

I have titled my remarks tonight "The VFDA: what it means to me."

The "V" standing for Virginia...I would be remiss in not mentioning that like the state's natural topography, from its beaches to its mountains, from the bays to the lakes and rivers, through the valley's to the flat lands and farm lands, our beautiful valleys and mountains, it is understandable that such a great place would generate citizens so diverse in their thinking and ways of life. With these different opinions and lifestyles that we possess, I, as president of this revered organization, promise to you that our unified board will hear all sides and debate all items. Through these deliberations, we will decide just as the great forefathers of Virginia did, to choose the correct avenues to follow. I fully know we cannot please everyone but we will try to the best of our abilities, come to neutral ground on the issues we have before us in the coming year.

With many topics to choose from, I have chosen Family and Friends to acknowledge the letter "F." In our chosen profession, our immediate family and friends often suffer the most from the demands of the job. There are and will always be missed parties and functions, special get-togethers and dates...all because of our calling is to serve the other families in their time of need. My dad, who joins us tonight in spirit and also through my strength, was very instrumental of my entering into our profession along with Carl Mann and Gerald Sink. Because I chose, nor

felt the calling, not follow him in being a preacher, he expressed to me that this was the next best thing. To my mom, my sister and her family, to Karen and our funeral home family, our church family, my fire and rescue family and the VFDA families...thank you for your support and understanding. I would imagine many of you can relate to this, as family can be large and not always necessarily connected by

DNA, but they are just that, Family. Lastly, but most deserving, my wife Bobbi, who has stood by me in the worst and best of times with her love and devotion. Having that support is very important to me and I am most grateful for this.

Over the past thirty four years of being an undertaker, I have met many of our profession, even having the privilege of getting to know some better than others and consider these undertakers and special friends, my brothers and sisters. This bond means that they, as well as I, would do anything for each other and at any time, day or night. I promise to all of you, family and friends, that I will hold this standard given to me tonight, high and proud, and hope to not

tarnish, in any way, my love and devotion to you.

Dedication is my choice for the "D." By mere definition this means; the quality of being dedicated or committed to a task or purpose. But these words simply do not convey the justice due such a noble task. You cannot decide to take on the course of "dedication." It must come first from within the heart. We all commit to the time and effort required of our profession. But it is our heart which connects us with those families we serve. This must be our first passion and our last thought. Then we must be surrounded by family and staff who understand our passion and who share the same dedication as ourselves. They too must be willing to commit to the time and effort necessary to insure the families we serve are not burdened by details in their time of need. Finally and beyond our dedication within each individually or corporate owned funeral home, let us dedicate ourselves to the VFDA and our district associations so that we might continue to

*"Two are better than one, because they have a good return for their work: If one falls down, his friend can help pick him up. But pity the man who falls and has no one to help him up."*

— Ecclesiastes 4:9-10

*continued at right*

# Working Hard to Assist You



**A**s I write my message, I have just returned from the National Funeral Directors Association Leadership Conference. This was my first year attending the executive directors session, and boy, did I learn a lot. This was a wonderful opportunity for me to hear what other state associations are doing and facing in the funeral service profession. I will say that I am very proud of our state association and the progress we continue to make daily as an association and legislatively. We have a great team of staff, lobbyists, board of directors and committee volunteers working hard for the good of members. We are currently busy in the office planning seminars, events, developing membership outreach programs, meeting with committees, planning our legislative agenda as well as the day to day operations of the association by updating policy, human resources, crisis management, succession planning, inventory checklists and style guide manuals. You will see the many programs and networking opportunities coming up this year on our calendar of events in this edition of *the Bulletin*.

We continue to work closely with LifeNet and hope the information provided in this *Bulletin* and future programs are beneficial to you and your business. We look forward to seeing you soon at the continuing education traveling caravans and upcoming district meetings. The association is here to assist you with speakers, presentations and future programs, please feel free to call on us for assistance. Let's continue working together and speaking on behalf of this important profession as "One Voice." We are making great strides and will continue to achieve our mission and goals as being the funeral service state association in Virginia that legislators, public officials, consumers and funeral service professionals call on first. Thank you members and funeral sales suppliers for your continued support. We look forward to a successful year!

Sincerely,  
Lacy Whittaker

*continued from previous page*

sustain, encourage and maintain our profession which in turn will continue to grow our business.

Lastly, I have chosen Adaptability to represent "A." As I look around at the audience convened here this evening, I see the many faces of our profession. From the advocates that stand in the forefront presenting our views on the issues to those who are behind the scenes serving in supporting roles. There are the suppliers, helping us in ways that are unimaginable to the public and the chosen lobby and political leaders, who inform and alert us of government matters. Our world is ever changing and the "way it was or has always been" is not necessarily the reality of now. From how we look at industry issues, to deciding our paths, to even the "how and where" to get together for these conventions, adaptability is upon us. Within reason, we have to be willing to adapt to the families we serve and their unforeseen requests. All I can ask for is that we, as a whole, be able to adapt to our situations, debate as our forefathers did, decide and vote as a group and then go forward in support of one another and "practice what we preach" as one, being good stewards of

our vocation. Patrick Henry said "Give me liberty or give me death" at a time of change in our state and country. I say adapt and stand true to your values and the profession that not only you chose, but equally chose you.

In closing, I begin by thanking you for this opportunity. I have tried to convey, by using the VFDA acronym, my feelings as to exactly what this opportunity means to me. The expectations I will place upon myself will burden me greater than those placed upon me by you. But again, let us present a unified front, understanding all sides and debate until conclusions represent the common good of all. For we remember Ecclesiastes 4:9-10 which directs us:

"Two are better than one, because they have a good return for their work: If one falls down, his friend can help pick him up. But pity the man who falls and has no one to help him up."

I hope I have not belabored these points nor tarried too long. Thank you for your time. God bless each and every one. I look forward to serving you this year.

—Irvin Ray Sloan

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# Welcome New VFDA Members

## Firm Member:

*Select Cremation & Burial*

## Affiliate Members:

*Investors Heritage Life Insurance Company, Bruce Rice*

*Hought's Urns, Hought Wahl*

*Aftermath Services, LLC, Bryan Reifsteck*

*PMRC/Post Mortem Restorative Cosmetics, William Starr Jones*

*Office Depot, Dean D'Aconti*

*Northwind PFS, Don Forrest*

[www.vfda.net/resource-center/](http://www.vfda.net/resource-center/)

Go online to see a selection of helpful resources available to members of the Association.



# Congratulations!

Congratulations on Ted Castle's new grandbaby, Colton Lee Orr, who was born June 1, 2015, weighing 9 pounds, 11 ounces and measuring 21 inches long.



Colton Lee Orr



David Gage Chaney

Congratulations to Keister Whitt, III on his grandson, David Gage Chaney, who was born June 30, 2015, weighing 6 pounds, 8 oz., and measuring 19 inches long.

Congratulations to Donna Gilbert on her baby boy, Asher Lee Gilbert, born June 28, 2015, weighing 8 pounds and measuring 21 inches long.

## VFDA 2015-2016 Committee Sign-Up

The Virginia Funeral Directors Association is looking for members to serve on the following committee's for the 2015-16 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](mailto:info@vfda.net).

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

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

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

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

THANK YOU!

Please check the committee you are interested in serving on:

- Bylaws & Ethics Committee, C. Keister Whitt, III, CFSP, Chair
- Convention Committee, Jerry Andrews, Chair
- Convention Hospitality, Bobbi Sloan, Chair
- Convention Exhibits, Brian Horne, Chair
- Convention Credentials, Michael Rorrer, Chair
- Disaster Response, Duffy Ferguson, Chair
- Endorsements Committee, Kevin Brown, Chair
- Finance Committee, Marty Hagy, Chair
- Legislative Committee, Larry Spiaggi, Chair
- Membership Services/Outreach Committee, Dana Sikon, Chair
- Professional Development Committee, Marty White, Chair
- Service of Remembrance Committee, Tony Mullins, Chair
- Silent Auction Committee, Dana Sikon & Abbey Shepperson, Co-Chairs
- Sponsorships Committee, Randolph Hite, Chair

# LifeNet: Sharing the Common Goal of Serving the Grieving Family

**L**ifeNet Health has long supported the VFDA, and it is a privilege to be invited to exhibit and participate in its Annual Convention and the outstanding events planned for guests. Speaking from an exhibitor's perspective, this year was certainly no exception. Many of you stopped by the LifeNet Health exhibit this year and asked a wide array of donation-related questions, shared concerns or suggestions related to communication, recovery, reconstruction, and, my personal favorite, shared stories of how a loved one's life was either saved or improved by the selfless act of donation. Attending mutual events is just one way to maintain open dialogue between our industries. This engagement helps us better understand and overcome challenges to achieving the goal of working together to meet the needs of grieving families.

My focus at this year's convention was to share important information related to the growing need for large dermis allografts used for breast reconstruction in women who have undergone mastectomy. I was touched by those of you that acknowledged the growing number of women opting for reconstruction following a mastectomy. In fact, several of your female colleagues shared that they, or a close relative, had endured breast cancer and appreciated being able to have breast reconstruction following their surgery.

It's no surprise that as demand for reconstruction grows, so will the demand for these large dermis allografts. As a result, funeral homes will be receiving more donors where larger areas of skin and other tissues have been recovered. It's our goal to minimize the effect tissue donation has on donor families' wishes for funeral arrangements, as well as the impact these recoveries have on funeral home practices. We worked closely with funeral home partners and mortuary service-supply companies to test and develop the best possible reconstruction methods to enable funeral homes to support a family's wish for a viewing or open-casket service.

LifeNet Health strives to share the most up-to-date information and initiatives with the funeral home industry. As of today, all licensed funeral homes in Virginia should have received an email detailing important information with regard to additional areas for skin recovery, methods LifeNet Health recovery teams will be using for reconstruction and supplies to be included with donors being received by the funeral home the family has selected. The information is provided below in the accompanying article.



As need continues to grow, and donation continues to answer this need by helping to save and improve lives, LifeNet Health will continue striving for total customer satisfaction in all the products and services we provide. We value feedback from funeral home professionals and use that feedback, together with quality materials, equipment and skilled professionals, to constantly improve and promote an environment of positive change in the area of donation.

We are dedicated to strengthening the relationship we have established with funeral home professionals throughout Virginia. Therefore, we are happy to share that LifeNet Health has begun to establish an Advisory Committee comprised of funeral professionals in each region to be a sounding board and a voice for funeral professionals here in Virginia.

Lastly, many of you are aware LifeNet Health participated in the VFDA Traveling Caravan last year by hosting an educational event in our Institute of Regenerative Medicine in Virginia Beach. As a result of the positive feedback received, LifeNet has decided to host an independent educational symposium in the fall. Funeral professionals will receive CEU credits. Feel free to contact us if there is specific information you would like to see included. Dates and times for the program will be announced soon.

As always, please contact me should you have questions, concerns, suggestions or want to request me to attend or present our program and initiatives at: Teresa Norrell (757) 536-1655 [teresa\\_norrell@lifenethealth.org](mailto:teresa_norrell@lifenethealth.org)

**Best regards,**  
**Teresa Norrell**  
*Law Enforcement/Funeral Home Development Specialist*



# LifeNet Health Tissue Recovery Update: Skin Recovery and Reconstruction

**D**ue to the growing need for large dermis allografts used for breast reconstruction in women who have undergone mastectomy, LifeNet Health will begin recovering additional skin from the abdomen and the upper and lower legs on select donors.

LifeNet Health understands that organ and tissue donation impacts funeral homes and we are committed to minimizing the effect tissue donation has on donor families' wishes for funeral arrangements as well as the impact these recoveries have on funeral home practices. We prepared for recovery in these additional areas by working with several funeral home partners and mortuary service supply companies about how to carefully prepare the body post-donation. While every decedent is different, it is our goal that enhanced reconstruction processes and materials will continue to enable funeral homes to support a family's wish for a viewing or open-casket service. As a result, LifeNet Health's process for preparing and reconstructing tissue donors is improving in the following ways:

## Back and Abdominal Skin Reconstruction

For reconstruction after skin recovery from the back and abdominal regions, a Liquid Lock Absorbent pad will now be used to cover the area where the skin graft was removed. An impermeable Thanoseal barrier will be placed

over the pad and secured to the margin of skin around the site. This two step method will provide a more effective mechanism to reduce fluid seepage and discharge.

## Leg Skin Reconstruction

For reconstruction after skin and bone recovery from the legs, the following reconstruction method will be utilized:

- A BioBones prosthesis will be secured to the hip and ankle regions and artificial artery lines placed as per current protocol. Note: We recommend performing a manual injection of embalming fluid to the foot to ensure proper saturation of the tissue. However, as a result of the additional skin recovery, less embalming solution may be needed overall.
- The muscle and soft tissue will be secured around the prosthesis and arterial line and additional Liquid Lock bulk cavity filler material used to return the leg to normal size and appearance and to reconstruct the kneecap.
- The leg will be wrapped in a Liquid Lock absorbent pad and further secured by placing the leg in an impermeable stockinette from foot to groin.
- Coban wrap will be secured around the stockinette to secure all materials in place.

- LifeNet Health staff will ensure that the donor has been properly cleaned and you should not need to remove any of the materials for further cleaning.

In all cases, we will continue to provide cauterant and Unionalls per current practice.

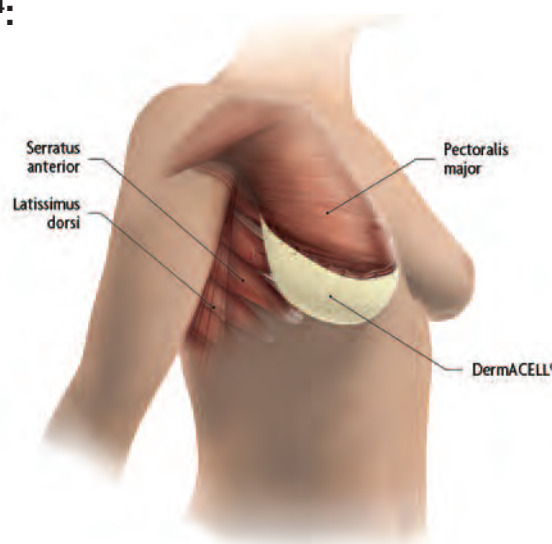
## The Surgical Need for Skin

Roughly 230,000 cases of breast cancer are diagnosed each year in the US<sup>1</sup>, resulting in 178,000 mastectomies<sup>2</sup>. Typically, a 2-stage approach is used for post-mastectomy breast reconstruction. First, a tissue expander is inserted to stretch the skin over a period of time, and second, the expander is replaced with a permanent saline or silicone implant. Sometimes the woman's own abdominal muscles are used to reconstruct the natural appearance of the breast. This technique necessitates a second surgical incision, which frequently results in increased pain and could lead to infection or other surgical complications. Physicians like to use a decellularized dermis allograft to aid in the reconstruction and to eliminate the patient morbidity associated with using their own tissue.

Today, improvements in surgical technique have resulted in a single-stage procedure whereby a dermis allograft is used to replace the soft tissue defect caused by the mastectomy. This single-stage method requires a larger graft, and allows the surgeon to complete the patient's reconstruction with only one trip to the operating room. This may reduce the risk of side effects associated with breast reconstruction and may improve the patient's quality of life by allowing them to either resume treatment if necessary, or return to their normal activities of daily living<sup>3</sup>. Additionally, because of these improved results, more women at risk of breast cancer are choosing bilateral mastectomy earlier in life to significantly reduce their chances of breast cancer later in life<sup>2</sup>.

## Traditional Technique<sup>4</sup>:

- Pectoralis Major muscle is elevated
- Graft (acellular dermal matrix) is sutured to chest wall at the inframammary fold
- Implant is inserted
- Pectoralis Major muscle is brought down over the implant from the top and Graft (acellular dermal matrix) is brought up over implant to meet Pectoralis Major muscle
- Pectoralis Major is sutured to Graft (acellular dermal matrix)



This technique puts less pressure on Pectoralis Major and may result in fewer complications and more natural looking outcomes.

<sup>1</sup> American Cancer Society, Surveillance Research, 2015

<sup>2</sup> American Society of Plastic Surgeons

<sup>3</sup> Salzberg, C. Andrew, "Focus on Technique: One Stage Implant-Based Breast Reconstruction", Plastic and Reconstructive Surgery, Volume 130, Number 5S-2.

<sup>4</sup> Nahabedian, Maurice, "Acellular Dermal Matrices in Primary Breast Reconstruction: Principles, Concepts, and Indications", Plastic and Reconstructive Surgery, Volume 130, Number 5S-2.

**LifeNet Health is proud to be able to offer these types of large dermis allografts to surgeons to improve their patients' recovery and quality of life.**



## Thank you to VFDA Convention Sponsors:

Federated Insurance	Funeral Service Credit Union	Metropolitan Funeral Service/Southside Cremation Services	Services	Wilberts of Virginia
SCI	Settle Professional Vehicles and Conaway	SinoSource	Richmond Coach & Mortuary Service, Inc.	Bill Black Cadillac
ASD-Answering Service for Directors	NFDA	Heaven's Coach	Aurora Caskets	Homesteaders Life Company
Bass-Mollet	Southwest Virginia Funeral Directors Association	Gallion & Purvis Removal Service, LLC	Southside Grave & Vault Company	
Funeral Source One & American Mortuary Coolers		Regulatory Support	Batesville	

## Congratulations to Recipients 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.

### Recipient of the 55 Year Golden Licensee Award Is:

Thomas E. Hornbaker  
*John M. Oakey, Inc.*

### Recipients of the 50 Year Golden Licensee Award are:

Robert B. Carlton, Jr.  
*Bliley's Funeral Home*

Douglas W. Hunley  
*Lotz Funeral Home*

David Garmon Flora  
*Flora Funeral Service*

Robert Howard "Bob" Johnson  
*Johnson Funeral Service*

## Congratulations Jerry! Funeral Director of the Year Award

The VFDA awarded Gerald L. Andrews from Gloucester the 2015 Funeral Directors of the Year award at the convention in Roanoke. Jerry has been very active in the VFDA, serving as co-chairman of the Exhibits Committee for many years and has been co-chairman of the Convention Committee. He loves conventions so much, he has only missed one (due to surgery) in the past 30 years! He has earned the respect of his community by being a compassionate listener and by his willingness to participate in many civic groups: Cemetery Committee at Bellamy United Methodist Church, past chairman of Pastor Parrish Relations Committee, member of St. Tammany Lodge of Hampton, Gloucester Rotary Club and Gloucester Ruritan Club. Jerry also takes the time to let high school students shadow him on the job. Although he works long hours, he does his best to make time with his family a top priority. He is past president of the Tidewater Funeral Directors Association.

It is with very heartfelt thanks that I thank my colleagues and friends for the honor of being named Funeral Director of the year by the VFDA. I am proud to be a part of such a wonderful group of people. I feel blessed to know I can call on any of my friends throughout the state of Virginia to help me when I need help. I was fortunate to have Alvin Small, Herbert Small, Lawrence B. Wood and my dad, Jack Andrews, as my mentors. I will continue to strive to be the best I can be. Thank you from the bottom of my heart.



## Value-Added Benefits With Optima Health Association Plans

If you are a dues-paying member of **Virginia Funeral Directors Association** and have between 51 and 99 employees - you are eligible to receive Optima Health value-added\* benefits for your employees and their families.

### What are the value-added benefits?

Groups\*\* receive these value-added benefits at no additional cost to the member when received from an in-network provider:

- \$5 reduction for Primary Care Provider (PCP) and behavioral health Copayments (unlimited), offered on all Copayment Association plans
- \$5 reduction for Specialist visit Copayments (unlimited), offered on specific Association plans
- \$50 reduction for Outpatient Surgery copays (unlimited), offered on specific Association plans
- Three (3) Additional Employee Assistance Program (EAP) Sessions, offered on all Association plans

### What is the cost?

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

### What if we already offer Optima Health plans?

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

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

Optima Health can also meet your unique needs with Optima Individual health plans. To get a free quote, apply online or to get more information, please see the contact information below.

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

Robert Kelly,  
Independent Contracted Agent

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

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

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](http://optimahealth.com)

# Legislative Efforts

The Virginia Funeral Directors Association (VFDA) is asking you to contribute to the annual Professional Futures Fund. As you know, this dedicated fund is used solely for the purpose of advocacy and lobbying for our profession on the state and national levels. The VFDA is the voice for all Virginia funeral service practitioners.

The VFDA polled its membership and the number one reason why professionals like you are members of our organization is because of the lobbying we offer every year. We understand this is an important part of your membership. The association's board of directors made changes to our lobbying team and believe we are in the forefront of legislation during the Virginia General Assembly session. We will continue to grow in the legislative arena, with our team of lobbyist who are working on your behalf.

Because of your past support, members of the Virginia General Assembly consider the VFDA to be the leading voice and recognized government liaison for our profession. This VFDA leadership role for our industry has been built over many years through the efforts of our dedicated advocacy team working under the direction of our legislative committee. The VFDA is the first called by state agencies and is recognized by legislators and aides as the primary association in the state. Your association is the first to communicate statements on legislation that is later used to help guide other state associations in Virginia. The legislative committee consistently seeks your questions and advice on all issues and with legal and professional guidance from our lobbying team, setting aside personal agendas to do what is best for the funeral service industry.

## Productive 2015 Legislative Session

The 2015 legislative session was a productive one for the endeavors of the VFDA. Your legislative team along with committee members worked to get the following bills passed this past session. (see below):



Our state lobbying and advocacy efforts also extend to issues that come before the Virginia Board of Funeral Directors & Embalmers where our team represents the interests of VFDA members in matters ranging from licensing to continuing education. The VFDA is currently working on the upcoming session Potential Legislation for 2016.

## Potential Legislation for 2016 Electronic Death Records System (EDRS)

We continue to work with VFDA membership on collecting challenges/concerns/inaccuracies related to the EDRS. This includes the lack of participation from physicians throughout the Commonwealth and system errors. We continue to accumulate data on EDRS including the total cost of the system to date, and statics on usage and compliance. This provides VFDA leadership with a spring board to launch a fully developed education effort and gather details of issues should VFDA choose to move forward with legislation to mandate usage of the EDRS for all physicians and funeral directors.

We continue to work with other stakeholders, such as the Medical Society of Virginia to help educate physicians as well as hospital groups on how to implement EDRS.

*continued on page 14*

<b>HB 1435</b>	O'Bannon	<i>Physician assistants and nurse practitioners; appointment as medical examiners.</i>
<b>HB 1607</b>	Garrett	<i>Medicolegal death investigators; Chief Medical Examiner may appoint.</i>
<b>HB 1803</b>	Villanueva	<i>Surface transportation and removal service; registration, manager of record.</i>
<b>HB 1963</b>	O'Bannon	<i>Health Professions, Department of; disclosure of confidential information.</i>
<b>SB 895</b>	Alexander	<i>Funeral Directors and Embalmers, Board of; clarifies definition of embalming.</i>
<b>SB 951</b>	Alexander	<i>Dead bodies; disposition of remains or burial of decedent.</i>
<b>SB 1106</b>	Alexander	<i>Veterans; unclaimed cremains.</i>
<b>SB 1434</b>	Hanger	<i>Dead bodies; disposition, identification of decedent.</i>

# Professional Futures Fund

OUR VOICE. OUR FUTURE.



## Capitol Level – Contribution of \$2,000

Recognition in VFDA *Bulletin*, website, *CLICKS!*, Winter Leadership Conference and plaque

## Commonwealth Level – Contribution of \$1,000

Recognition in VFDA *Bulletin*, website, *CLICKS!* and Winter Leadership Conference

## Dominion Level – Contribution of \$500

Recognition in VFDA *Bulletin*, website and *CLICKS!*

## Cardinal Level – Contribution of \$250

Recognition in VFDA *Bulletin* and website

## Dogwood Level – Contribution of \$100

Recognition in VFDA *Bulletin*

**P**lease support the Professional Futures Fund by making a contribution of \$100 or more. This is an important fund that supports the VFDA's lobbying efforts and ensure our voice is heard during the Virginia General Assembly session and throughout the year. Please return your contribution to the VFDA office, P.O. Box 395, Hanover, Virginia 23069 or E-mail: [info@vfda.net](mailto:info@vfda.net)

*We thank you for your support.*

### PLEASE CHECK SPONSORSHIP LEVEL:

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Capitol Level \$2,000</b>      | <input type="checkbox"/> <b>Cardinal Level \$250</b> |
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| <input type="checkbox"/> <b>Dominion Level \$500</b>       | <input type="checkbox"/> <b>Other \$ _____</b>       |

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## Funeral Counselor Legislation

Draft legislation has been circulated to members and an informal poll was done in May by VFDA leadership. Based on feedback from members coupled with the questions posed by VFDA leadership, at this time, VFDA has taken a position in opposition to the draft legislation. We continue to talk with other stakeholders and we will continue to provide information and updates on the progress of the draft legislation. VFDA leadership will hold a joint meeting with proponents of the legislation in August 2015.

## Casket Sales – HB 2123 (Head)

Delegate Head's 2015 Legislation was left in subcommittee during the 2015 legislative session. There have been some discussions with VFDA leadership and Delegate Rush regarding the possibility of him introducing Delegate Head's legislation in 2016. At this time, we continue to discuss the issue with Delegate Rush and continue to express concerns about the potential legislation.

## Medicaid Study Update – HJ 637 (Landes)

We continue to monitor the Medicaid Study being conducted by JLARC. Phase 1 of the study is underway and an interim report focused on the eligibility determination process, asset sheltering for Medicaid and Medicare in

nursing homes, cost-effectiveness and quality of the delivery of non-emergency transportation and a review of what other states are doing to control costs will be presented in November, 2015.

This is the phase that could potentially impact VFDA members. We have spoken with Jeff Lunardi who is the staff lead for JLARC on the study. He noted that he did not believe they would be looking to do a deep dive on pre-need issues. He said they are not looking at creating new policies only looking at whether or not existing policies are being adhered to.

## Phase II

Phase II will be presented in the fall of 2016 and will focus on areas where services can be provided in a more cost effective manner and strategies to improve the delivery of care more efficiently.

On the national level, the VFDA works closely with the National Funeral Directors Association to lobby Congress for legislation that is vital to our industry.

None of these efforts would be possible without your continued financial support of our Professional Futures Fund. Contributions to the Fund retain qualified lobbyists to lead our government relations efforts.

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# 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.



### 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.**

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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.

## 2015 Legislator of the Year: Delegate Ron Villanueva

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 Delegate Ron Villanueva during its Annual Awards and Installation Ceremony on June 16, 2015 in Roanoke. We are grateful to Ron Villanueva for his advocacy and voice.



Behind Ron from left to right is: Abbey Shepperson, Lacy Whittaker, Larry Spiaggi, Bob Oman, Rob Finch, Judy Finch and Ray Sloan

## Blue Ridge Funeral Directors Association

**President:**

**Tony Mullins**

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

**Vice President:**

**Megan Conner**

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

**Secretary/Treasurer:**

**Karen Conner Hall**

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



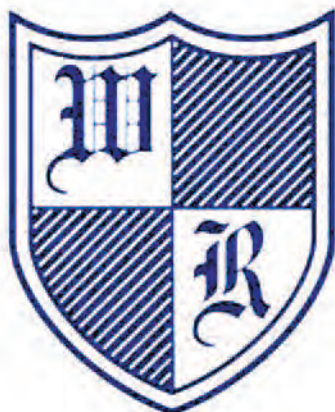
Narrows

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

*Installations in July*



# *Warfield-Rohr*



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# Virginia Funeral Directors Association Elects I. Ray Sloan, President



The VFDA welcomes the 2015-16 Board of Directors. The Inaugural Banquet and installation of officers took place on Tuesday, June 16, 2015 where the association introduced the new board members.

The 2015-16 President of the Virginia Funeral Directors Association is I. Ray Sloan. Sloan is an owner of Botetourt Funeral Home in Buchanan, Virginia. Sloan began in funeral service in April 1982 with Lotz Funeral Home in Roanoke. He attended Gupton-Jones College of Funeral Service in Atlanta, Georgia, graduating in Feb 1984. Sloan was named Manager of Rader Funeral Home in December 1984 until resigning in May of 1996 to begin Botetourt Funeral Home in Buchanan. The Eagle Rock Funeral Home was purchased from Bill and Myrtie

Simmons in 2002. Renamed Botetourt Funeral Home, Eagle Rock Chapel began its operation in January 2003.

Outside of being a member of the Virginia Presbyterian Church and a charter member of his father's church, Good News Baptist Church in Roanoke, Ray is presently the Fire Chaplain of the Botetourt County Fire & EMS, Chairman for the VFDA Disaster Response Team, member of the Blue Ridge and Shenandoah Funeral Directors Associations, a Certified Celebrant for those families without a church home, and working towards becoming a Certified Funeral Service Practitioner, and a member of the Harley-Davidson Owners Group.

Along with his wife, Bobbi, he loves woodworking, model trains, motorcycles, and his Jeep Rubicon.

## The 2015-16 VFDA Board Members:

- I. Ray Sloan**, President, Botetourt Funeral Home, Buchanan
- Larry Joines**, President-Elect, Bassett Funeral Service, Bassett
- Robert J. Gallagher**, First Vice President, Fairfax Memorial Funeral Home, Fairfax
- Larry Spiaggi**, Second Vice President, Morrissett Funeral & Cremation Service, N. Chesterfield
- Marty Hagy**, Secretary-Treasurer, Hagy & Fawbush Funeral Home, Inc., Norton
- Robert Finch, Jr.**, Immediate-President, Finch & Finch, Inc. Funeral and Cremation Service, Altavista and Gladys

# Northern Virginia Funeral Directors Association

## President:

**Robyn Short**

Fairfax Memorial Funeral Home  
Fairfax  
rshort@fmfh.com

## Vice President:

**Valarie Armstrong**

Advent Funeral Home, Falls Church  
varmstrong@adventfuneral.com

## Secretary/Treasurer:

**Jordan Wince**

Fairfax Memorial Funeral Home  
Fairfax  
jwince@fmfh.com



Morrison House, Alexandria

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

*Installations – first Wednesday in June*

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

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

**Andrea Horn**, 1 year At-Large, Hurst Scott Funeral Home, Tazewell

**Gerald L. "Jerry" Andrews**, 1 year At-Large, Andrews Funeral Home and Crematory, Inc., Gloucester

**Michael Rorrer**, Blue Ridge District, McCoy Funeral Home, Blacksburg

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

**Donna Gilbert**, Northern District, National Funeral Home, Falls Church

**Charlie Rimel**, Shenandoah District, Henry Funeral Home, Staunton

**Haile L. "Butch" Gatewood, Jr.**, Southside District, Norris Funeral Service & Crematory, Inc., Martinsville



*Past Presidents: (left to right): Dennis Byers, Michael Rorrer, Frankie Sheridan, Bud Hazelgrove, David Arritt, Bob Oman, Kemp Settle, Bob Johnson, Bobby Gardner, Sr., Robert L. Finch, Keister Whitt, Les Powell, Marty Hagy*

**Matthew "Matt" Perry**, Southwest District, Frost Funeral Home, Abingdon

**Sarae Joyner**, Tidewater District, Parr Funeral Home & Crematory, Suffolk

**Tony Mullins**, Chaplain, Vaughan-Guynn-McGrady Chapel, Hillsville

**Bobby A. Gardner, Jr.**, Sergeant-At-Arms, Gardner Funeral Home, Floyd

## Central Virginia Funeral Directors Association

**President:**

**L. C. Corey**

Morrisett Funeral and Cremation Service,  
Chesterfield

[larrycorey@comcast.net](mailto:larrycorey@comcast.net)

**Vice President:**

**Doni Kashinejad**

Nelsen Funeral Home & Crematory  
various locations

[doni.kashinejad@sci-us.com](mailto:doni.kashinejad@sci-us.com)

**Secretary/Treasurer:**

**Jim Dickerson**

Bliley's Funeral Homes & Cremation Services,  
Richmond

[annnjim70@netzero.net](mailto:annnjim70@netzero.net)



*Maymont Gardens, Richmond*

*Installations in November.*

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

# Helping Children through the Grieving Process

The Virginia Funeral Directors Association is supporting **The Dogwood Project** initiative and mission to help children who lose a parent or primary caregiver as they go through the grieving process by giving them opportunities to talk. We are sharing this information with you in hopes you will pass this information onto families you serve who may have children between the ages of 5-12 years old who are grieving the loss of a loved one.

The Dogwood Project will send the youngest children a teddy bear and send children between the ages of 5-12 years old a dogwood tree as a “living memorial” to plant with a trusted adult as a way for conversation to begin. The Dogwood Project also assists in helping the child’s care-giver find a local grief counselor for the child.

This is a free service and is no cost to your funeral home. We ask that you make this information available to families you serve with young children. Additional information or to request assistance, please visit [www.TheDogwoodProject.org](http://www.TheDogwoodProject.org) or contact Linda Schlapman, [linda.dogwoodproject@gmail.com](mailto:linda.dogwoodproject@gmail.com) or (434) 515-1566.



## In Remembrance

March – June 2015

**William Theodore Bear, II**

June 18, 2015, Shenandoah District

**Dennis Keith Christian**

June 8, 2015, Central District

**Edward Harold (Jeb) Stuart**

May 25, 2015, Central District

**John “Johnny” Straley Hubble, Jr.**

May 9, 2015, Blue Ridge District

**Glenn Graybill Wilson**

April 30, 2015, Blue Ridge District

**Ernest M. Terry**

April 13, 2015, Central District

**Katherine “Kitty” Perrin Booker**

April 13, 2015, Central District

**Michael Dale Lipps**

March 27, 2015, Central District

**Arlene S. Paitsel**


March 21, 2015, Blue Ridge District

**Betty Jo Gardner Dudley**

March 20, 2015, Blue Ridge District

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The advertisement features several memorial items: a glass jar with a yellow ribbon, a plaque with a photo of Steven T. Highsmith, a candle in a glass holder, and a framed quote. The text includes: 'Pleased to serve Virginia Funeral Homes and Cemeteries since 1974', 'Call 1-800-821-1333', and 'Visit our updated website... Order at www.lamcraft.com'. The AMCRAFT INC. logo is also present.



2015  
Women in  
Funeral Service  
Network  
Luncheon



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

**It is just \$12 per lunch!**

Special guest, **Judy Finch**, who is a Health Coach at Inspired Wellness, will talk with us on the topic of "Mind, body, exercise and nutrition for women." Please fill out the registration form below – We **MUST** know who will be attending the week prior to the luncheon! See you there!

October 7, 2015  
Botetourt Funeral Home  
1492 Lee Highway  
Roanoke, VA 24066

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

Firm/Organization: \_\_\_\_\_

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

## Scholarship Winner: Congratulations Brittany Bush

**C**ongratulations to Brittany Bush, recipient of the 2015 Past Presidents Council Scholarship. Brittany is with Weymouth Funeral Home and attends Tidewater Community College Funeral Services in Norfolk.



*David Arritt and  
Brittany Bush*

### *Why I Chose Funeral Service as My Profession*

*by Brittany Bush*

**F**or as long as I can remember, I have always had an innate, undeniable calling to help others. Growing up in a West Virginia town with a population less than three thousand, it was my understanding that every female who shared the same passion as I did chose careers in teaching, nursing, or social work. However, none of those were for me; I needed something more- a career that was fueled by my need to serve others, met my every interest, and demanded from me more than I ever thought I could give. I found the career of my dreams at the age of fifteen, when I began helping out at a friend's family funeral home. My initial duties included greeting guests as they arrived for services, drafting obituaries, and cleaning the building and vehicles. Little did I know, the time I spent there sparked a curiosity that has now developed into my future career. I chose funeral service as my profession because it allows me to completely express my desire to help the community, while pushing me, each day, to become a stronger person for myself, my family, and the families I serve.

Funeral service is far from a "job" for me; it is a passion that I reaffirm with every family I meet. I enjoy service and believe it should be a respected, core value for every funeral professional. As a natural caregiver, I like to walk away from a grieving family knowing that I did everything in my power to make them feel comfortable and safe. There is no greater reward than the thought of easing a family's pain at what may be one of the most difficult times in their lives. From the time I receive the initial death call to the time the services conclude, I want the family to trust me and know that their loved one's life will be celebrated, memorialized, and cherished in a thoughtful way. A funeral home isn't often the environment that brings about happiness or

laughter; on the other hand, I encourage the families I meet to express themselves whether it be through tears or jokes. Everyone grieves differently, and you have to contour yourself to meet the needs of each family. I consider it a great honor to serve the community as a funeral service professional, and I look forward to my future as a licensed funeral director.

A profession in funeral service offers a variety of daily challenges and unexpected situations. This is one of the many qualities I enjoy with this career-it keeps me on my toes. No two days are the same, and I haven't once found myself lost in mindless, repetitive tasks. I could never sit behind a desk for eight hours a day, knowing that the next day will be just as the one before. Life at the funeral home is much more spontaneous. I may walk into what could be a relatively quiet day, but not leave until 10:00 p.m. because we have received four new calls. When I have the phone at night, I may have to move dinner plans aside to go to a home where someone's loved one has just passed. Yes, this occupation is demanding and particularly stressful at times; however, I always keep in mind that the families I am serving need my help and are hurting in a much different way. I also enjoy all of the roles that come with a profession in funeral service. On any given day, I may serve as a therapist, counselor, embalmer, florist, make-up artist, event coordinator, mediator, and my favorite, a friend. The responsibilities involved with being a funeral service professional are too many to count, but the gratifying feeling of a job well done and the positive affirmation provided by a family are worth every sacrifice.

I have worked in the funeral service industry for eight years now, and over that timeframe, I have watched myself develop into a better, stronger person. Death can be a terrifying, tragic thing. I have had many

losses in my life, starting from a very young age: grandparents, aunts and uncles, school teachers, and childhood friends. I have experienced the pain and hurt firsthand. In the past, I found myself constantly fighting the thought of my own mortality. I have now come to terms with death, understanding more so than ever its inevitability. I can definitely thank my career in funeral service for that. It has taught me to look at death and dying as a part of everyone's life and to look at the beauty of each day more closely. In addition, this process has made me stronger in my faith. I definitely think you need to be a spiritual person to really succeed in funeral services. The amount of sorrow you encounter can take its toll and having something larger than yourself to turn to is beyond comforting. I have also watched myself blossom into a better listener. At the time of death, the only thing a lot of families want is for someone to simply listen to them. I remember the stories they share and enjoy relating to them on various things. Lastly, I have really learned to embrace diversity. The religious practices and traditions involved in the funerals of different cultures are interesting and put you outside of your comfort zone. Through my career in funeral service, I can truly say that I am proud of the

person I am today and look forward to continued growth in the future.

In conclusion, I must say that I would have never thought that a career in funeral service was the thing for me. I have always cried in sad movies, was afraid of death, and could have never, ever pictured myself participating in the embalming and cremation processes. With that being said, I now could not imagine my life any other way. I come home, after even the most exhausting days, with a smile on my face. A career in funeral services is far from how society portrays it—wearing nice clothes, driving a fancy car, or having a heart of stone. There are so many facets to this profession, and I am happy to say that I have yet to find one I do not enjoy. I am exceptionally thankful to the people who have helped me along this journey; the ones who saw in me the same spark that led to their successful careers in funeral service. Ultimately, I chose funeral service as my profession because it challenges me, allows me to help others in a powerful way, and has helped me to overcome a lot of my own obstacles. I am extremely proud to be a future funeral director.

## Tidewater Funeral Directors Association *Est. 1945*

**President: James Quinn**

H.D. Oliver  
hdofh@aol.com

**1st Vice President: Danielle Fitchett-Mann**

Fitchett Funeral Home, Chesapeake  
dani23320@aol.com

**2nd Vice President: Patricia Louis Sterling**

Sterling Brook Funeral Home, Windsor  
eplouishorizon@msn.com

**Secretary: Jamie Karpa**

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

**Treasurer: Bryan Graves**

H.D. Oliver  
hdofh@aol.com



Norfolk Botanical Gardens

**1st Year Director: Steven Felton**

Community Funeral Home  
Stevenfelton30@yahoo.com

**2nd Year Director: Robie Gardner**

Sturtevant Funeral Home, Suffolk  
sturtevant@sfhva.com

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

## Scholarship Winner: Congratulations Alan Clark

Congratulations to Alan Clark, recipient of the 2015 Past Presidents Council Scholarship. Alan is with Oakey's Funeral Home and attends Liberty University.



*Alan Clark and  
David Arritt*

### *Why I Chose Funeral Service as My Profession*

*by Alan Clark*

**H**onestly, the funeral service career path was not something I had planned to pursue when I was younger. My six brothers and I had chosen a career in the music industry. This seemed the logical path to follow since my family had recently won at the bluegrass festival in Galax.

That part of my life included time spent in Nashville with my brothers. We appeared on the Grand Ole Opry a number of times, cut an album and music video, went on tour and met and performed with a number of entertainers.

As I got older and my views and values matured, I realized that lifestyle was not for me. I wanted to put down roots, stop living out of a suitcase, in a different hotel room and in a different city every night. My priorities changed and I was ready to settle down, get married and have a family. I went back to what I knew, an evangelism career with music as its center.

My childhood was spent traveling with my parents and siblings, there were 11 of us. We lived on buses traveled all over to churches. Each of my siblings played an instrument and sang. After my time in the world of country music, I went back on the road with my family. I soon realized the old adage "you can't go home again" was true. I soon realized that this was my parents' path and not mine. I needed to make a career of my own, on my own.

Time passed along and I married and began my family. Wanting to provide for my family and put down roots in one place with them became my priority. As I cherish the memories and experience of growing up on the road, I wanted my family to stay in one spot, build relationships and experience things I was not able to. I wanted my sons to grow up with a normal schooling experience, attend social events and build and develop friendships. That being said, we settled in my wife's hometown of Roanoke, Virginia. The position of asso-

ciate pastor at a local church opened up for me. This is actually where the journey to a funeral service career began.

This church was mainly a congregation of elderly people but I must say they were some of the sweetest and most caring people I have ever met. They opened their hearts and embraced my family. I visited them when they were ill and spent time talking with them. We would even play music together. The time spent with them, in some cases easing them into the next chapter of their lives, was truly an honor and they are memories I will hold dear to me. I believe these experiences were shaping me and preparing me for my next career step.

Since it was an aging church, we actually pastored at least one funeral a month and counseled grieving families and terminal members often. I would incorporate the counseling and music when I visited terminal members and this led to performing at funeral services and at times pastoring over funeral services. Building relationships with the terminally ill and their family during these times before and after death made me realize it was something that had meaning to me and I felt I really made a difference in their lives.

I had never really been exposed to this part of pastoring. It was an area I never knew I would feel called to be part of. Growing up we would go from church to church so relationships were not built or developed. Visiting the ill members was not something the home church requested of us. We would sing and preach a revival, seeing the best of that church and then move on to the next church. It seemed so normal to me but looking back I realized we never saw or dealt with the day to day needs of the members in the church family.

After working at this local church and pastoring to the terminally ill, I felt a calling to a career in this area — one I had never anticipated growing up. Because I had



been involved in a number of funerals, I had built a rapport with the local funeral homes in the area. When the opportunity to transition to a new career opened for me at Oakey's family, it seemed a natural progression. I have been working for Oakey's for almost two years and in that time I have learned a great deal.

When people hear what I do for a living, it sounds morbid to most of them but I truly enjoy my work. From doing embalming to meeting and comforting grieving families, I feel like I make a difference at a difficult time in peoples' lives. The embalming end of the profession to me is an art, not just a duty. I have learned from watching and have benefited from my mentors' experience during my apprenticeship. Some situations are more difficult than others - those that have passed at a very young age or those that have passed suddenly. It is very rewarding to me to do this meticulous task and in turn give comfort to the family. To me it is a way to pay respect and to give final honor to the deceased so that the family's last memory of their loved one is a comforting one.

When I meet and counsel with families and when I am asked to be a part of the funeral service, I am able to incorporate what I have learned at Oakey's and combine it with my experience as an associate pastor. This church background has been a definite benefit to me. During

my time at Oakey's, families have requested that I pastor over funerals and perform songs that they want to hear.

I feel like I have a purpose working in the funeral service industry. I am able to be there and make contributions through the entire process - from beginning to end. The Oakey's family has welcomed me into their family and they see a place for me in the future. These expectations motivate me to continually improve and raise the bar in my work performance.

Over the last few years, I have been at Liberty University pursuing a bachelor degree in ministry. I have completed pre-funeral courses this past school year which have taught me even more about the field. I have applied and will hopefully be accepted into the funeral service program this fall at John Tyler Community College in Chester, Virginia. I am driven and motivated to learn everything I can learn in school and with my apprenticeship so I can be the best that I can be at Oakey's Funeral Home.

Why did I choose funeral service as my profession? That is a very good question. Preparing this paper has helped me to articulate and put my thoughts in order so that I can now answer that question for myself. I hope it has done the same for you in regards to my choice.

## Southside Funeral Director's Association

### **President:**

**Kevin Brown**

Finch & Finch, Inc.

Altavista

kbrown51885@gmail.com

### **Vice President:**

**Jon Wood**

Swicegood Funeral Home, Inc.

Danville

jonwood@afpfuneral.com

### **Secretary/Treasurer:**

**Les Powell, III**

Powell Funeral Home,

South Boston

lespowell111@gcronline.com



Altavista

*Installations second Tuesday in May.*

*Meetings are quarterly and determined by district*

# VFDA Foundation Donations

Your donations to the Virginia Funeral Directors Association Foundation ensure the future of the funeral service profession. Your generosity enables students to 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.



## Thank you for contributing to the VFDA Foundation

Joseph Teague  
Robert F. Hazelgrove  
Keister Whitt  
James Combs  
Charlie Morehead

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## Southwest Funeral Directors Association

### President:

**Jamie Broadwater**  
Gate City Funeral Home,  
Gate City  
[jamie@gatecityfuneral.com](mailto:jamie@gatecityfuneral.com)

### Vice President:

**Adam Light**  
Matthews Caskets  
[alight@matw.com](mailto:alight@matw.com)

### Secretary/Treasurer:

**P. Martin Hagy**  
Hagy & Fawbush Funeral  
Home, Inc., Norton  
[info@hagyfawbush.com](mailto:info@hagyfawbush.com)



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# 2015-16 Calendar of Events (Visit [www.vfda.net](http://www.vfda.net) for latest schedule.)

- October 2, 2015** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- October 7, 2015** . . . . . Women in Funeral Service Luncheon, *Botetourt Funeral Home, Buchanan*
- October 8, 2015** . . . . . Traveling Continuing Education Caravan, *Virginia Highlands Community College Southwest Virginia Higher Education Center, One Partnership Circle, Abingdon*
- October 18-21, 2015** . . . NFDA International Convention, *Indianapolis, Indiana*
- October 20, 2015** . . . . . Virginia Night, *St. Elmo Steak House, Indianapolis during the NFDA Convention*
- November 13, 2015** . . . . . Traveling Continuing Education Caravan, *Danville Community College, 121 Slayton Ave., Danville*
- February 21-22, 2016** . . VFDA Winter Conference, *Omni Richmond Hotel, Richmond*
- March 17, 2016** . . . . . Traveling Continuing Education Caravan, *J. Sargeant Reynolds Community College, 1651 E Parham Rd, Richmond*
- March 18, 2016** . . . . . Traveling Continuing Education Caravan, *Germanna Community College, Fredericksburg Campus, 10000 Germanna Point Drive, Fredericksburg*
- May 14-21, 2016** . . . . . Presidential Study Trip-Alaskan Cruise Adventure
- June 18-22, 2016** . . . . . 128th Annual VFDA Convention, *Renaissance Portsmouth Hotel & Waterfront Conference Center*
- June 25-28, 2017** . . . . . 129th Annual Convention, *Williamsburg Lodge, Williamsburg*
- June 9-12, 2018** . . . . . 130th Annual Convention, *Boar's Head, Charlottesville*

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# Virginia Night in Indianapolis

Tuesday, October 20, 2015 • 5:30 - 8:00 p.m. • 127 S. Illinois Street, Indianapolis, IN 46225

## — St. Elmo Steak House —



**\$105 per person**

*Dinner includes*

Appetizer, Salad, Entrée,  
Dessert, Tea/Water

### Appetizer

3 Piece "World Famous" St. Elmo  
Shrimp Cocktail

### Salad

Wedge Salad

### Entrée (choice of one)

14 oz. New York Strip or  
Seasonal Fresh Fish Special or  
Three-7 oz. Indiana Lamb  
Porterhouse

All entrees served with St. Elmo  
Redskin Mashed Potatoes

### Dessert (choice of one)

Traditional New York Style  
Cheesecake or

4 Layer Chocolate Cake with  
Dark Fudge Icing

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

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

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

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

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

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

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

**VEGETARIAN ENTRÉE IS AVAILABLE:** Please indicate if you require  
a vegetarian option.  Yes, please provide the Chef's Vegetarian

Entrée (please list names) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Method of Payment:

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

Check Enclosed (payable to VFDA. Please put VFDA  
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Card #: \_\_\_\_\_ 3 or 4 digit CVV: \_\_\_\_\_

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

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Direct: 713-332-8452

Email: Ken.Stephens

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**Michael Cumby**

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@CarriageServices.com

# Virginia Funeral Supply Sales Association

**President:**

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Warfield-Rohr Casket Co., Inc.  
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SinoSource  
ccblasius@verizon.net

**2nd Vice President:**

**Todd Dean**

Richards-Wilbert, Inc.  
todd@richardswilbert.com

**Secretary/Treasurer:**

**Lori A. Eanes**

C&L Containers  
lorianneanes@yahoo.com



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

# Shenandoah Valley Funeral Director's Association

**President:**

**Daniel Chapman**

Johnson Funeral Service, Bridgewater  
dchapmanp@gmail.com

**Vice President:**

**Mark Fridley**

Arritt Funeral Home, Inc.  
arrittfuneralhome@arrittfuneralhome.com

**Secretary/Treasurer:**

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*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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<b>Both Directory &amp; Bulletin</b> (all 4 issues)	
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PUBLICATION	ADS DUE
<i>The Bulletin Magazine</i> Oct Nov Dec	10/9/15

### INSTRUCTIONS:

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For questions call the VFDA office at 804-264-0505 or e-mail [lwhittaker@vfda.net](mailto:lwhittaker@vfda.net).

# 2015



FUNERAL DIRECTORS  
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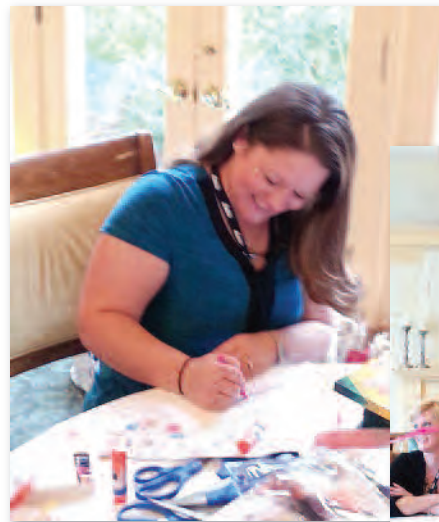
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## UNDER 40 LEADERSHIP SUMMIT Positively a Success!

**B**etsy Muller allowed members to connect with their under-40 colleagues and discover what they had in common through creative introductions and networking activities. The summit, titled “Connecting, Creating and Reviving Fun” was held at the Greencroft Club in Charlottesville on March 19. Participants were able to deepen their professional friendships as they shared expertise. They were able to brainstorm together and left the meeting feeling great about the VFDA and the new friends they met.

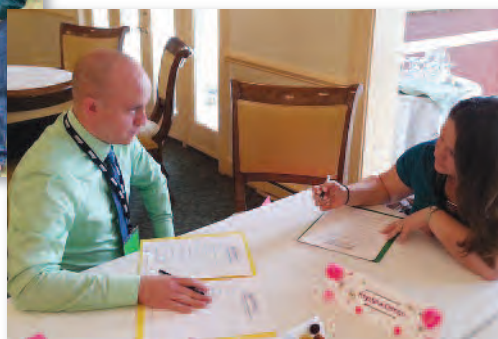
*Betsy B. Muller, MBA is a professional speaker, certified EFT Practitioner, holistic business coach, and best-selling author who has helped thousands of people create balanced, successful lives through empowered self-care. She offers private coaching, seminars, webinars, retreats and networking opportunities.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

*Betsy  
Muller*



*From Lacy Whittaker,  
VFDA Executive Director:*

“I hired Betsy Muller to facilitate a conference with the goal of boosting involvement with our younger (40 and under) members. Betsy delivered a well-organized, creative and positive day that allowed our group to discover a great deal of common ground. Participants left the meeting smiling, feeling good about the VFDA and looking forward to reconnecting with their new friends at our next conference.”



**Thank you to our sponsors of the  
Under 40 Leadership Summit!**

**Mr. Joseph Teague & Mountcastle Turch Funeral Home**