

# THE BULLETIN

OCT | NOV | DEC | 2015

## *Celebrate Life!*



**President's Message:  
Changing Our Views  
But Not Our Values**

pg. 4

**9th Annual Winter  
Conference: Register  
Today!** pg. 8

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Changing Our Views, But Not Our Values

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# Changing Our Views But Not Our Values



*With our generational differences, many simply do not want to be buried. It's not a money issue, they have the funds, they simply do not prefer the traditional burial so well accepted in their parents' lifetime.*

It has often been said within our industry, “without embalming; we’d be buried.”

Upon hearing this quote our minds grow fearful and most naturally begin thinking of the source and the result: Direct Cremation. But if we hold true to our values and integrity, we can offer families more for less and without terribly impacting our own bottom line. While cremation may indeed be the end result choice of many families, it does not have to be the “burial” of our industry as some think.

I’d like to review and reflect a bit upon the generations we have served, as well as those whom we will serve in the future.

## Baby Boomers

We currently are squaring our shoulders towards the death of millions of our baby boomer generation. Those children, primarily born in the 50’s, are now senior citizens racing towards the inevitable. They grew up going to funerals of family members and friends. They viewed their deceased in our funeral homes. For most of them, it occurred on a fairly regular basis growing up as child and young adult. The traditional funeral was for them, the accepted norm in our society. The reality of cremation was a foreign concept to them back then and acceptance of it, still is for many today. The idea of not directly viewing the remains of a loved one or friend, did not allow

them to face the reality of what had just occurred. It was the way they were raised, and indeed, it may still today be impossible for them to grasp and accept unconditionally that this person is indeed, in fact, gone.

Additionally, as we all well know, viewing the remains in a restored state, after a lengthy illness, in a beautiful casket, reminds them of what their loved one once looked like before sickness took it’s toll. It also fixes their eyes upon this reality that they are gone, as sorrowful as it may be. However for many Baby Boomers this is necessary, they grew up this way, their parents and grandparents grew up this way.

## Generation X and Millennials

Enter now those Generation X and Millennial babies. Many of whom will be the responsible party in the burial of some our Baby Boomers. If specific plans or prearrangements have not been made, then cremation might possibly be the result. They, unlike their parents, have grown up in an era where cremations were common and have indeed continued to rise. These generational groups born somewhere between the 70’s to 2000’s, are much more familiar with cremation and are much more likely to consider it as an option. Most of us know that even now the Pacific Coast states are cremating as high as 72% (Nevada). National averages hover at 43%+, and these numbers are merely on the edges of these generations! Consider as well, 30% have no religious affiliation and those views on funerals and arrangements change yet again.

The Funeral industry is truly evolving because people and times are changing. Until now, cost was and often still is the number 1 reason for cremation. But with our generational differences, many simply do not want embalming, they do not want to be buried. It’s not a money issue, they have the funds, they simply do not prefer the traditional burial so well accepted in their parents’ lifetime. As for



cremation cost, our pricing within the industry is now somewhat similar and this allows families to know with some degree of certainty that the service is priced, at least competitively... or not. However, in any event, price as the #1 reason for cremation is quickly losing its position. It will often times simply be preferred for a variety of reasons.

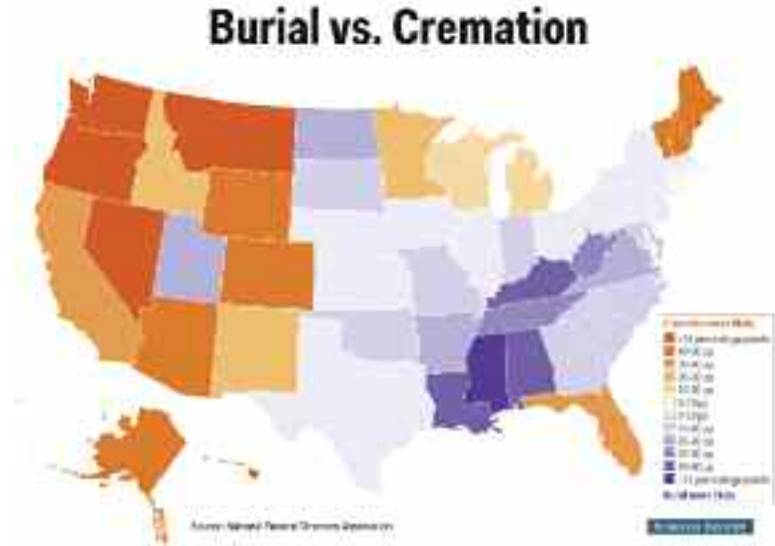
## Burial Options – Be Creative!

So if cremation is indeed the decision for the “end” result, where can we be, as an industry, in the “middle” to serve? What options combined with cremation can we provide? A lot can be said for the traditional funeral without the burial tradition. Many still like the idea of viewing the deceased, but dislike the burial of a \$6,000 coffin or the idea of being buried in general. If this is the case, we can still offer preparation of the body in the traditional way, rent the casket for viewing, prepare the bulletins for the service and ultimately, cremate and provide an urn. This option provides all the elements of tradition without the casket, burial plot, vault, graveside, etc. If in the event the deceased was ill for a prolonged period, again as I stated above, it offers that final look at the deceased in a restored state. The memory will not be remembered as those final days in the hospital or hospice.

If a “direct cremation” is preferred the service is priced accordingly. If it was sincerely not a cost issue but a preference, then we should be well prepared with an options list to enhance the memorial and celebration of this life. The cost savings they will enjoy for direct cremation will enable them to possibly afford other items we can provide without stretching a budget they may not even have!

Then on entirely the other end of the spectrum, no embalming, no viewing. Direct burial of the deceased in burlap, body bag, basket or similar option. Cost obviously would be minimal. Again it may not even be a cost issue. They want a “green” burial that is environmentally friendly or simply want to be “laid to rest” in the ways of the old west so to speak. We can offer chapel services and a host of memorial options. But we must be prepared and ready to offer a host of possibilities. Make a list, be creative and pick and choose the things you know you and your staff are great at!

AND let’s not forget our families best friend. Their pets. Burial is very difficult for



them, both physically and emotionally. Insure that you are prepared to be able to provide pet cremations. Let your community know that you are able to pick the deceased pet up, cremate and return the ashes to them if they so desire.

Most of us already experience requests to cut cost on a regular basis. The cost of an entire funeral may be just more than the family can afford. Thus offering things like shorter visitation periods, eliminating the motor procession to the graveside, Or, a graveside service in lieu of a chapel service are among those options available to us. In any event, there are things we can do, using the same high standards we’ve always used, to allow for a memorable celebration service without sacrificing how well we do it.

So, in closing, I’ve probably not said anything you didn’t already know. But we need to be reminded every so often. The way folks view Life and Death moves the needle on funerals in an entirely different direction than ever before. The Baby Boomers, Generation X’s, and Millennials all have their own view and opinion of what a funeral should and shouldn’t be. We prefer to *celebrate the life*. It is our job to show them how and why and present our values when we do. We cannot step down from this responsibility just because our margins are changing. We must improve what we do and do it in a way that has more options to install for our families and do it more efficiently than ever before!

– Irvin Ray Sloan

*The Baby Boomers, Generation X’s, and Millennials all have their own view and opinion of what a funeral should and shouldn’t be. We prefer to **celebrate the life.***

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# Morrissett Wins 2 Awards at NFDA Ceremony

The National Funeral Directors Association (NFDA) is pleased to announce that 155 funeral homes have earned the 2015 Pursuit of Excellence Award. This award is presented by NFDA annually to firms that have demonstrated a commitment to raising the bar on funeral service excellence by adhering to strict ethical and professional standards and providing outstanding service to families and communities.

"We offer our congratulations to all NFDA members that earned the 2015 Pursuit of Excellence Award," said NFDA President Robert Moore, IV, CFSP, CCO.

"These funeral homes are committed to exceeding families' expectations every day and represent the very best in our profession. We are proud to count them as members of NFDA."

To earn an NFDA Pursuit of Excellence Award, a funeral home must demonstrate proficiency in key areas of funeral service, such as compliance with state and federal regulations; providing ongoing education and professional development opportunities for staff; offering outstanding programs and resources to bereaved families; maintaining an active level of involvement in the community; participating and actively



serving in the funeral service profession; and promoting funeral home services through a variety of marketing, advertising and public relations programs. Participants are also required to adhere to a Pledge of Ethical Practices.

NFDA will honor the 2015 Pursuit of Excellence Award Recipients on October 19 during the All-Star Recognition Ceremony, which will take place during the 2015 NFDA International Convention & Expo in Indianapolis, Indiana.

Information about the NFDA Pursuit of Excellence program can be found by visiting [www.nfda.org/pursuitofexcellence](http://www.nfda.org/pursuitofexcellence). Registration and application materials for 2016 will be available in October 2015.



The Bronze Eagle is Morrissett's third consecutive year for Pursuit of Excellence.



The Glass Eagle is Morrissett's award for being one of only 4 funeral homes selected as Best-of-the-Best.

## Best of the Best Award Recipients

In addition to receiving the 2015 NFDA Pursuit of Excellence Award, four funeral homes earned the Best of the Best Award, which recognizes the development and execution of an innovative program or service that had a positive impact on the families and communities they serve.

- Anderson-Burris Funeral Home & Crematory, Enid, Oklahoma
- DeMoney-Grimes, A "Life Story" Funeral Home, Columbia City, Indiana
- Holman-Howe Funeral Home, Lebanon, Missouri
- **Morrissett Funeral & Cremation Service, North Chesterfield, Virginia**

## Congratulations!

Congratulations to Charlie Rimel and his wife on the birth of their beautiful baby boy, Sven Atlee Rimel, weighing at 9lb, 13oz, born at 9:42 p.m.



## Welcome New VFDA Members

### Mortuary Science Student Member:

*Sara B. Heltzel*

### Affiliate Member:

*SERVPRO*  
Clark Goodman



9<sup>th</sup> Annual

# 2016 VFDA Winter Conference

## Registration Form

February 21-22, 2016

Omni Richmond Hotel  
100 South 12th St., Richmond

*Anyone who is connected to the funeral service profession has something to gain and learn by attending this year's conference.*

### SCHEDULE OF EVENTS

#### SUNDAY, FEBRUARY 21

5:30 p.m.  
Cocktail Social

6:00 p.m.  
Dinner at the Omni Richmond Hotel

#### MONDAY, FEBRUARY 22

8:30 a.m.  
Registration/Breakfast

9:15 a.m.  
Introduction/Flag Folding  
Demonstration

9:30 a.m. – 10:30 a.m.  
Legislative Update (1.0)

10:30 a.m. – Noon  
"Hill Visits," Virginia General Assembly  
Building (1.0)

12:15 – 1:00 p.m.  
Lunch/Professional Futures Contributors  
Recognition

1:00 – 2:30 p.m.  
Townhall Meeting (1.5)

2:30 – 3:30 p.m.  
Virginia Laws and Regulations (1.0)

**VFDA**

**P.O. Box 395, Hanover, VA 23069**

**P: (804) 264-0505**

**F: (804) 264-3260**

**E-mail: info@vfda.net**

Name \_\_\_\_\_

Funeral Home/Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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

### Winter Conference Registration Costs

\$175 for VFDA members • \$220 for non-members  
\$85 per person for Sunday evening's dinner at  
The Omni Richmond Hotel

- Yes, I will attend the VFDA Winter Conference  
(\$175 VFDA Members/\$220 Non-VFDA Members)
- Yes, I will attend the Sunday evening dinner at The Omni Richmond  
Hotel (\$85 per person)
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9<sup>th</sup> Annual

# 2016 VFDA Winter Conference

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# November 2015 Legislative Update

This year saw the most expensive state senate campaigns in Virginia history. Approximately \$40 million was spent in a battle to control the majority. When the day began, the GOP held a 21-19 seat advantage and those numbers didn't change after all the votes were counted. While the numbers stayed the same, the results are a huge win for republicans who defeated Governor McAuliffe's "spare-no-expense" effort to take over the Senate in order to gain traction for his legislative priorities and budget initiatives. To win, Democrats needed a net gain of one seat while defending three others that the GOP aggressively challenged.

It went down to the wire for two high profile and very expensive open seats. Hal Parrish (R), son of long time delegate Harry Parrish and current mayor of the City of Manassas, lost to political newcomer Jeremy McPike. Parrish's name ID wasn't enough to win the democrat-leaning district, especially after anti-gun supporters invested \$1.5 million in media for McPike.

The other big toss up race was to replace Sen Watkins (R). Republican Glen Sturtevant defeated Dan Gecker in a



contentious and, at times, nasty race. Higher than normal turnout, especially in republican-leaning Powhatan County helped push Sturtevant to victory. Many believe that the \$700,000 worth of Bloomberg funded gun control commercials backfired on Gecker, instead

helping to drive rural republicans to the polls. It has been years since this district has had such a hotly contested race.

Not a single incumbent was defeated and republicans maintain control of both the House and the Senate. In the House, republicans control 66 seats, one less that the previously held due to retirements in northern Virginia giving democrats a net gain of 1 seat.

Decisions on committee assignments will be made by Speaker Howell in the House. Although there was one seat lost to the democrats in this year's election, there were a number of retirements/newly electeds who will have to be replaced/placed on the numerous committees. Some shifts are expected.

In the Senate, the Committee on Committees will be working hard, probably through the holidays, to finalize what will likely be an internal struggle by many republicans to gain chairmanships and new committee assignments. It will be no easy task for the committee or leadership. Expect a lot of shifting in the committees we often appear before – Health and Education and Courts.

For VFDA, the primary goal for the 2016 General Assembly session is to legislate mandated Electronic Death Registry System (EDRS) use by all physicians, medical examiners and funeral directors. Julia Hammond of Eckert Seamans took VFDA members to meet with Secretary Hazel recently to discuss the issues and concerns regarding the EDRS. He was very receptive and willing to work with VFDA to create a well-oiled machine that works easily, efficiently and safely.

However, mandating will still be a heavy lift for VFDA and efforts that will help motivate legislators to our position includes action on the part of VFDA members. Members will be asked to participate in contacting their legislators, attending committee meetings during the General Assembly session, and registering to use the EDRS themselves. In fact, in this month's newsletter, your President Ray Sloan will hasten a "Rally to Register" call to all VFDA members in the month of November. President Ray Sloan would like to see 100% of VFDA members registered by December 15.

*continued on page 14*

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## 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.*

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continued from page 12

VFDA just finalized its referendum of membership to verify where members stand on the issue of funeral assistant legislation. The outcome of that vote was overwhelming. There were 137 certified ballots sent to member firms. Of those, 86 responses were received back, and 51 firms did not respond. The responses were: 64 opposed to such legislation and 22 in favor. The legislative committee made its recommend to the VFDA Board to opposition. The VFDA Board voted unanimously to oppose such legislation.

The issue of affidavit v. court order to change information on death certificates is becoming more of an issue for funeral directors both timewise and financially. In a discussion with Director Janet Rainey in September, she agreed to work with VFDA members and lobbyists to produce language for the 2016 General Assembly session to clarify what specifically may be changed by affidavit v. court order. Since that time, Director Rainey has requested that VFDA provide proposed legislation for review by her policy staff, and she will let VFDA know whether Vital Records will be able to support. The language has been drafted and is awaiting review by Eckert Seamans attorneys before forwarding to Director Rainey.

The Virginia Trial Lawyers have reached out for support from VFDA on proposed legislation pertaining to unescorted funeral processions. Simply put, they want to

clarify that the lead car of an unescorted funeral procession must obey the traffic laws, but once the procession has begun through a light or intersection, for example, the rest of the procession may continue through the traffic situation even if the lights/right of way has changed. The VFDA Board voted unanimously to support the proposed legislation with a letter while reserving the right to oppose should the language change or unintended consequences reveal themselves.

We have reached out to the other funeral directors associations to share and encourage collaboration, and will continue to reach out with the VFDA 2016 Legislative Agenda and encourage them to work closely with us during the upcoming General Assembly session.

Those are the pro-active efforts. The things we don't know about yet are our defense game. We will be watching as legislation is prefiled and beyond to see if any legislation is filed that could do VFDA members harm or, alternatively, be a benefit that VFDA should support.

Please continue to keep Lacy up to date on your experiences with EDRS or affidavit v. court order issues so we have the evidence-based information to share with legislators to support VFDA positions.

We wish you and your families a wonderful holiday season as we charge through fall and into winter!

— Julia Ciarlo-Hammond and Angie Bezik

## Shenandoah Valley Funeral Director's Association

### President:

**Daniel Chapman**

Johnson Funeral Service, Bridgewater  
dchapmanp@gmail.com

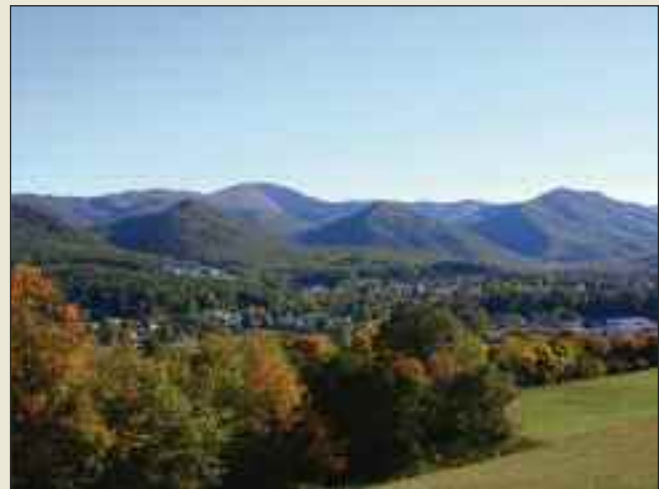
### Vice President:

**Mark Fridley**

Arritt Funeral Home, Inc.  
arrittfuneralhome@arrittfuneralhome.com

### Secretary/Treasurer:

**Vacant**



Buena Vista

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

*Installations third Thursday in May.*



# 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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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.

# Let's All Participate in the EDRS Program

*Dear VFDA Members:*

The number one priority for the 2016 General Assembly session is to pass a mandatory Electronic Death Registry System (EDRS). This will be a heavy lift in the political atmosphere where mandates and "barriers to business" are considered taboo. Additionally, the Medical Society of Virginia is very unyielding and are not favorable to mandating this program.

VFDA has followed the development and implementation of the EDRS program, and was told that the program was being developed from scratch because an "off-the-shelf" program would not meet the needs of the Commonwealth. Members have waited patiently for the final roll out and full implementation. Many of our VFDA members have found the program to be lacking.

VFDA provided input during development and post rollout to improve the program. In some cases information provided was acted upon, but for the most part, the program still has issues that are creating hardships on funeral directors and families of the deceased.

With VFDA's position of supporting a mandatory EDRS, it is imperative that members continue to provide information related to concerns about the EDRS program, and more than anything, every single licensed funeral director who is a member should be registered on the EDRS. It cannot be stressed enough that if our members are unwilling to participate in the EDRS program, legislators will not be willing to



support an initiative to make the program mandatory.

Please continue to send your comments about the EDRS program to Lacy. To keep things interesting, let's start our rally for registration on November 1st and make

Tuesday, December 15 the date whereby all VFDA members are registered to use EDRS! If you are currently registered, please email Lacy and let her know. AS you confirm registration on EDRS, please email Lacy and let her know. Again, it cannot be stressed enough that in order to advocate for this, we must participate!

*Sincerely,  
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**

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Narrows

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*Installations in July*



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# Central Virginia Funeral Directors Association

**President:**

**Doni Kashinejad**

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

**Vice President:**

**Krystina Diman**

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

**Secretary/Treasurer:**

**Jim Dickerson**

Bliley's Funeral Homes & Cremation Services,  
Richmond  
annnjim70@netzero.net



*Maymont Gardens, Richmond*

*Installations in November.*

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

# 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*



## In Remembrance *July - Oct 2015*

**E.M. Talley, Jr.**  
August 17, 2015, Blue Ridge District

**Iva Leedy Haynes**  
October 4, 2015, Blue Ridge District

**John David Josiah Cecil, Sr.**  
October 10, 2015, Tidewater District

**Barbara Ann Jones**  
September 14, 2015, Tidewater District

**Linda White**  
October 6, 2015, Shenandoah District

**Joseph "Sonny" Walton**  
October 12, 2015, Tidewater District

**Ellen Jane Horn**  
September 22, 2015, Southwest District

**Mary Jane Holland Sheridan**  
October 9, 2015, Central District

**Malcolm M. "Mal" Brown, III**  
October 15, 2015, Blue Ridge District

## Congratulation CPC Recipients



The National Funeral Directors Association CPC Seminar was hosted by the Virginia Funeral Directors Association in Ashland, VA on August 20-21, 2015. The VFDA would like to congratulate the following recipients of the Certified Preplanning Consultants certificate.

**Khadijah Alderman, CPC**  
Khadijah Alderman  
Funeral Services  
Philadelphia, Pennsylvania

**Catherine Davis, CFSP, CPC**  
Boles Funeral Home & Crematory, Southern Pines, North Carolina

**Kevin Brown, CPC**  
Finch & Finch Inc Funeral & Cremation Svc  
Altavista, Virginia

**Krystina Diman, CPC, CCO**  
Morrissett Funeral & Cremation Service, North Chesterfield, Virginia

**Ryan Brown, CPC**  
Lancaster Memorial Park, Funerals & Crematory  
Louisburg, North Carolina

**Roger Elder, Jr., CPC, CCO**  
Memorial Funeral Home & Chapel, Hopewell, Virginia

**Jeffrey Burdette, CPC**  
Parsell Funeral Homes & Crematorium-Atkins & Lodge Chapel  
Lewes, Delaware

**Joseph Limback**  
Altmeyer Funeral Home  
Virginia Beach, Virginia

**Danielle Daugherty, CPC**  
Brandon, Florida

**Monique Murray-Fowler, CPC, CCO**  
Murray Brothers Funeral Home, Atlanta, Georgia

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# Tidewater Funeral Directors Association *Est. 1945*

**President: James Quinn**

H.D. Oliver  
hdofh@aol.com

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

Fitchett Funeral Home, Chesapeake  
dani23320@aol.com

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

Sterling Brook Funeral Home, Windsor  
eplouishorizon@msn.com

**Secretary: Jamie Karpa**

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

**Treasurer: Bryan Graves**

H.D. Oliver  
hdofh@aol.com



*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*

# 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*

# Highlight Women in Funeral Service – Funeral Director **Megan Conner**



**M**egan was raised in Christiansburg, VA. She graduated from Christiansburg High School in 2007 & John Tyler Community College with an Associate's Degree in Applied Science/Funeral Service Management in 2010. Megan has been working for Lotz Funeral Home since 2013. She is an active member of Salem Kiwanis Club, and a member & vice president of the Blue Ridge Funeral Directors Association.

## Why did you enter the funeral service profession?

At a very young age, I entered the health profession as a Certified Nursing Assistant at a local nursing home. I entered the funeral service profession in 2007 after working closely with patients at our local nursing home facility for a number of years. I enjoy working with people of all ages and especially enjoyed working with all different types of families. My career in this particular profession began as I was as an intern at Maberry Funeral Home in Floyd. I then went back to nursing school in 2011 before deciding to pursue a career as a funeral director at Lotz

Funeral Home in Salem. Working as a Funeral Director is both hard work and rewarding. I enjoy working in all aspects of this business and enjoy my interactions with colleagues, families, and friends.

## Where do you see yourself in 10 years?

As a woman in this business, I aspire to one day manage a funeral home. I would hope that my staff and colleagues at that time would appreciate my experiences, my knowledge, and my dedication to this business and serving others.

## What advice would you give a woman coming into the profession today?

You can do it! This is a great and rewarding career path. Be prepared to work hard but also be prepared for the rewards of making lots of new friends from all over the world. Also this profession will help you to feel good about yourself for helping others in a very emotional time of their family life.

*Virginia's* PREMIER PRE-NEED PROGRAM

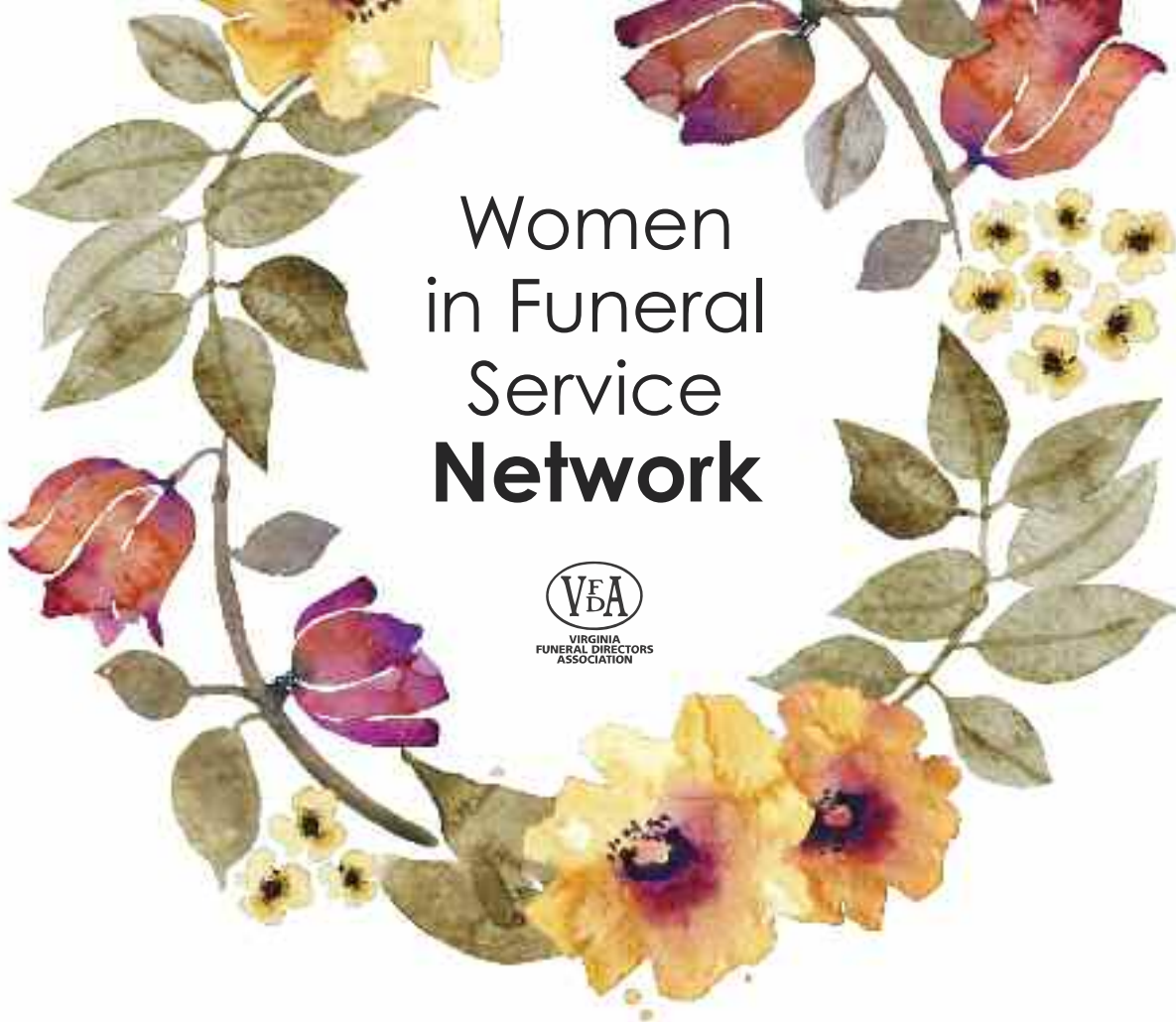
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# Women in Funeral Service Network



**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. Please complete the following and return to the VFDA office:

**Future Luncheon locations:**  
January – Lexington  
February – Fairfax  
March – Danville  
*(Subject to change)*

---

*See photos from November's luncheon on the next page, and from October's luncheon on page 36*

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

Member Firm: \_\_\_\_\_

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

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

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

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

# Women in Funeral Service Luncheon at the Southerly in Richmond, November 10

The Virginia Funeral Directors Association Women in Funeral Service Network Luncheon was held on Tuesday, November 10 at the Southerly in Richmond, Virginia. The American Heart Association's volunteers Kaitlyn Gemmell and Dr. Holly Furlong provided information on Women's Heart Health and Stroke Awareness. We look forward to seeing you at our next luncheon!

*Future luncheon locations listed at left.*



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# Continuing education

*Virginia Funeral Directors Association*

*March 17th – Richmond – J. Sargeant Reynolds Community College, Workforce Alliance Conference Center, 1651 Parham Road, Richmond, VA 23228*

*March 18th – Fredericksburg – Germanna Community College, Fredericksburg Campus, 10000 Germanna Point Drive, Room 105A Center for Workforce and Community Education, Fredericksburg, VA 22408*

## Schedule of Events

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

**Registration Fee: \$140 for VFDA Members  
\$240 for Non-Members**

**Includes 5 continuing education course credits and lunch**

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

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





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## CONTINUING EDUCATION REGISTRATION FORM

Richmond  Fredericksburg

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SIGNATURE: \_\_\_\_\_

**VFDA members and non-members please mail or fax your registration today!**

**VFDA**  
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Hanover, VA 23069  
Phone: (804) 264-0505 Fax: (804) 264-3260  
info@vfda.net  
www.vfda.net

# 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

Bobby L. Gardner, Sr.

Michael E. Rorrer

Jimmie K. Crowder

Mary Sparrow

Robert Finch and Robert

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Robert H. Johnson

Michael E.M. Turch

To donate to the VFDA Foundation, visit [www.vfda.net/the-foundation](http://www.vfda.net/the-foundation)

## 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)



Richlands

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

*Installations in June*

## 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)

Health Reform Questions? Visit [www.optimahealth.com/healthreform](http://www.optimahealth.com/healthreform)



.....  
**128<sup>th</sup>  
 Annual  
 VFDA  
 Convention**

June 19-22, 2016  
 .....

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 PORTSMOUTH HOTEL AND  
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 .....



**SEE YOU  
 THERE!**



**PRELIMINARY SCHEDULE**

*subject to change*

**Sunday, June 19, 2016**

- 8:00 am - 10:00 am VFDA Board of Directors Meeting
- 11:00 am - 2:00 pm Registration
- 11:00 am - 5:00 pm Virginia Funeral Suppliers Sales Association Golf Outing
- 1:00 pm - 5:00 pm Exhibitor Set-Up
- 5:30 pm - 6:00 pm Service of Remembrance Choir Practice
- 7:00 pm - 8:00 pm Welcome Reception

**Monday, June 20, 2016**

- 7:00 am - 2:00 pm Registration
- 8:00 am - 1:00 pm Continuing Education Blitz (continental breakfast & lunch provided) (5.0)
- 9:00 am - 2:00 pm Exhibitor Set-Up (lunch provided)
- 11:00 am - 1:00 pm Spouses Outing, (jewelry making and lunch)
- 2:30 pm - 3:30 pm Service of Remembrance
- 3:30 pm - 4:30 pm Service of Remembrance Reception
- 6:00 pm - 7:30 pm "The Roaring 20's" Exhibit Hall Grand Opening/Ribbon Cutting and Cocktail Reception

**Tuesday, June 21, 2016**

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

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

- January 12, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- 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, Room #105A Center for Workforce and Community Education, Fredericksburg*
- April 19, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- May 14-21, 2016** . . . . . Presidential Study Trip-Alaskan Cruise Adventure
- June 18-22, 2016** . . . . . 128th Annual VFDA Convention, *Renaissance Portsmouth Hotel & Waterfront Conference Center*
- July 12, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- October 18, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- June 25-28, 2017** . . . . . 129th Annual Convention, *Williamsburg Lodge, Williamsburg*
- June 9-12, 2018** . . . . . 130th Annual Convention, *Boar's Head, Charlottesville*



**Virginia Funeral Directors Association Foundation RAFFLE**  
during the VFDA 128<sup>th</sup> Annual Convention!

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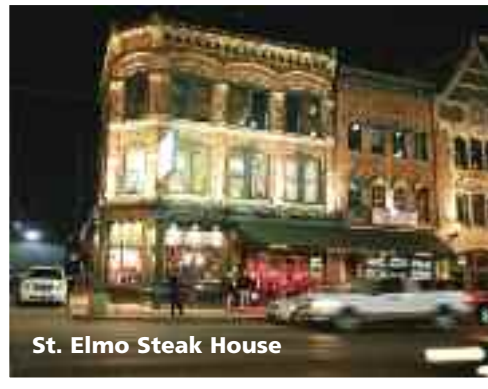
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# Highlights from the NFDA Convention & Virginia Night

The Virginia Funeral Directors Association hosted Virginia Night on Tuesday, October 20, 2015 at St. Elmo Steak House in Indianapolis, Indiana during the National Funeral Directors Association convention. We had 35 members and guests attend this year's event.



Indianapolis



St. Elmo Steak House

Ray and Bobbi Sloan

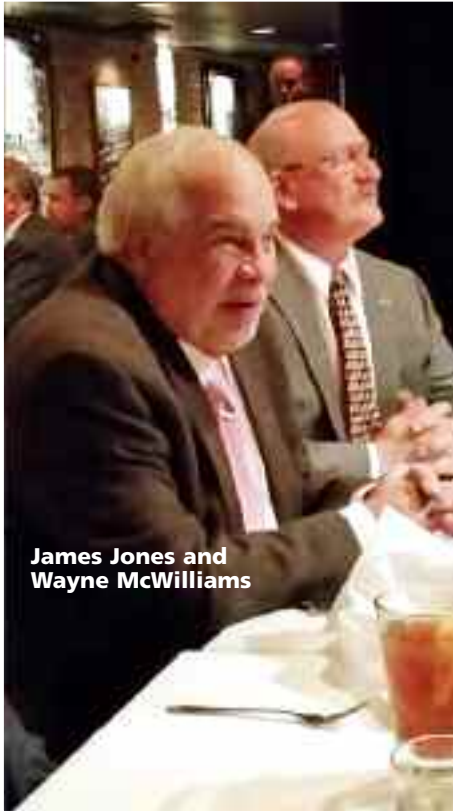


Larry Joines,  
Wayne McWilliams  
and James Jones



Bradley Howdeyshell and David Arritt





James Jones and  
Wayne McWilliams



Indianapolis



Ray Sloan  
and Wayne  
McWilliams

## Virginia Funeral Supply Sales Association

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SinoSource  
ccblasius@verizon.net

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**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.*

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Sitka



Glacier Bay



Juneau

## Please make sure you have the following information ready before you call to set-up your reservation:

- All guests names as they appear on their passports (first and last)
- Ages for all children 18 and under
- Family stateroom configurations planned in advance (i.e., for families exceeding 4 persons, since our maximum stateroom occupancy is 4)
- Mariner ID numbers (i.e., past guest ID numbers) for all who may have them or phone numbers, mailing & email addresses for all persons who do not have Mariner ID numbers
- Bed configuration (queen vs. twin) for all staterooms
- Dining selections (5:45 or 8:00 pm fixed dinner, vs. "open," come anytime seating)
- Any special requirements including: food allergies, dietary restrictions (i.e., vegetarian, kosher, vegan, etc), medical allergies (esp. those which may require guests to carry an epi-pen), other medical considerations (limited mobility, persons with serious medical conditions or requiring specific assistances such as oxygen, dialysis, special medications (such as insulin), etc.)
- Any birthdays, anniversaries or other special occasions

## Reservations & Group Bookings

Each individual booking within the group will require a deposit paid by the standard option date provided by the reservations agent.

December 16: Reservations and deposit is due (room block will be released after this date and will be on a first-come first-serve basis)

**February 29: Final payments are due**

Rates vary according to room type and location. The VFDA group rate starts at \$1496.34 per person.

*Excursions and flights are on your own and can be made with the Inbound Consumer Sales Department.*

## Advertiser Index

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**T**he VFDA is the leading state trade association for the funeral profession. Advertise today in our online membership directory, on our website: [www.vfda.net](http://www.vfda.net), and in our *Bulletin* magazine! *The Bulletin* is one of our most popular member benefits, reaching over 400 member firms. Don't miss out on these opportunities to reach Virginia's funeral professionals with your product and service messages! **All funeral homes as well as suppliers can advertise with us. See pricing below.**

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<input type="checkbox"/> 1/2 page ad .....	\$600
<input type="checkbox"/> full page ad .....	\$800
<b>Both Directory &amp; Bulletin</b> (all 4 issues)	
<input type="checkbox"/> 1/4 page ad .....	\$800
<input type="checkbox"/> 1/2 page ad .....	\$1200
<input type="checkbox"/> full page ad .....	\$1500

**Website Ads:**  
**Contact for website advertising only:**  
 VFDA Office  
[lwhittaker@vfda.net](mailto:lwhittaker@vfda.net) • 804-264-0505

PUBLICATION	ADS DUE
<i>The Bulletin Magazine</i> Jan Feb Mar	2/5/16
<i>The Bulletin Magazine</i> Apr May Jun	4/8/16
<i>The Bulletin Magazine</i> Jul Aug Sep	7/8/16
<i>The Bulletin Magazine</i> Oct Nov Dec	10/7/16

### INSTRUCTIONS:

1. Mail this form with payment information to VFDA, P.O. Box 395, Hanover, VA 23069 or email to [info@vfda.net](mailto:info@vfda.net)
2. Email your *Bulletin* ad as a high-resolution .pdf or .jpg file to [lwhittaker@vfda.net](mailto:lwhittaker@vfda.net)



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

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**VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION**

P.O. Box 395  
Hanover, VA 23069

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## ***Women in Funeral Service Luncheon at Botetourt Funeral Home, October 7***

Thank you Bobbi Sloan, Karen Hall and staff for a wonderful luncheon. A special thank you to Judy Finch for giving an informative wellness presentation. We all learned a lot. The ladies during the lunch donated to the "pink boot," that will be given to the Breast Cancer Foundation. **Visit [www.vfda.org](http://www.vfda.org) for future lunch dates!**

