

THE BULLETIN

OCT | NOV | DEC | 2013



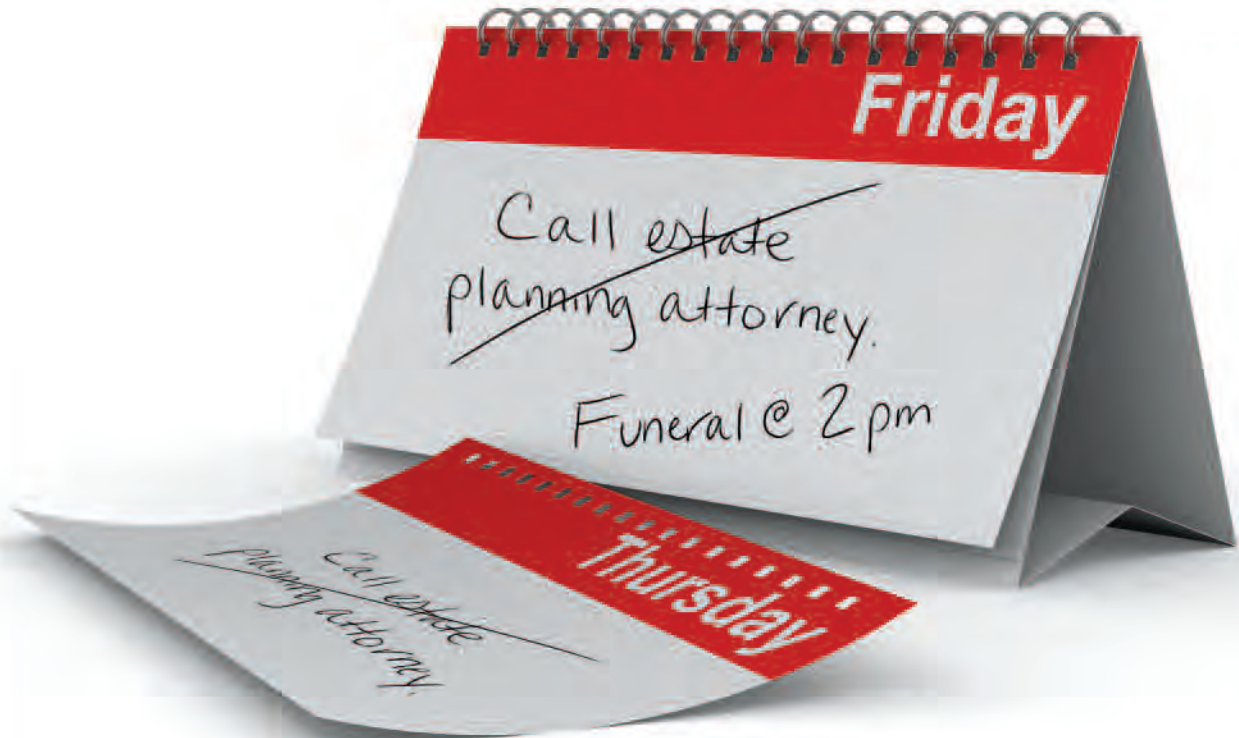
A Hero's Return

pg. 8



VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION

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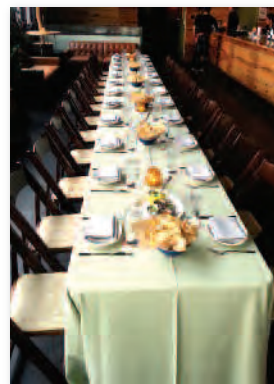
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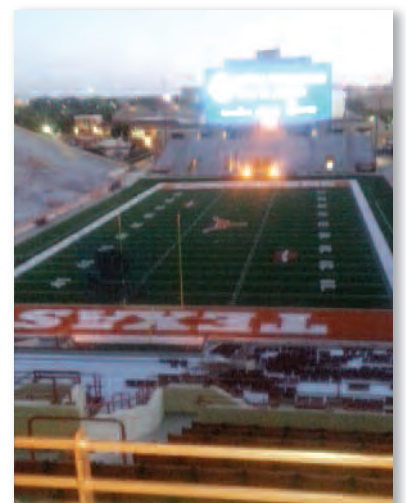
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VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION



Moving Forward with Technology

Greetings to You All! As fall sets in, the kids are back in school, the weather is crisp and invigorating and it's a great time to jump in and make some really good progress this year before the holidays arrive!

Thanks to all of you, for your patience, cooperation and support in implementing our new electronic meetings. As we move forward through the learning curve, it just gets better and better! I've heard nothing but compliments on the clarity and quality as Lacy continually tweaks the system to improve performance! I also appreciate all the positive feedback from those of you who are now experiencing the benefits from the

reality of video conferencing to your time, gas and expenses...thanks!

While I must admit, that based on some of the comments early on, I was a little concerned about the commitment, willingness and even the capability of our membership to move forward into the electronic age. However, after seeing first-hand, the effort, resilience and the "we're going to make this work" commitment exhibited by our Board and Committee members as we implemented the electronic meetings, I quickly realized my concerns could not have been more misplaced... thanks to you all!

I really believe that with your continued support, cooperation and "can-do" mindset in moving us forward through the ongoing learning curve of electronics, we can capitalize on one of the most valuable and powerful tools available to our Association in decades! It will allow us the flexibility of having more timely meetings whenever needed to keep everyone updated and informed; the ability to include more members in communications; reducing time requirements will open our membership pool for more member involvement; improving overall communication among districts, their leadership and individual members; better general and CEU programs for our districts; prompt awareness and response to legislative issues. This is just the tip of the iceberg and this doesn't even include the electronic advancements that are yet to come!!

We have got a lot of new, positive and innovative ideas to look at as we go forward, that will make you proud to be VFDA and will make us stand out among associations! We don't just want to survive as an association..... we want to thrive!!!!

Thank you all again for your positive attitude, commitment and support, it takes us all to make this happen!!

It's good to be VFDA!

Sincerely,
Bob Oman

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

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Why Belong to the VFDA

As we are coming up to our halfway point of our 2013-14 strategic plan, I have taken time to review our strategic plan that sits on my desk every day. I believe that this is a critical time of year to grow our association and give members, as well as non-members, a better understanding of what we do. Our officers, workgroups and staff are busy working on projects and programs to make each membership more meaningful. We are working hard on implementing new member benefits, like the kiosk service we talk more about in this issue of the Bulletin.

We surveyed our membership this past year and we are delivering the services you asked for. Some of these include travel, insurance, rentals, etc. In addition, we have implemented WebEx conferencing options for board meetings and workgroups. These options are also available during our traveling caravan's so our speakers who support us do not have to travel. We are communicating better between our association and districts by holding monthly district officer WebEx meetings. Earlier this year, we developed membership recruitment packets and a brochure outlining the benefits of membership in the VFDA. New members also receive this informative packet once they join. The VFDA is focused on legislative issues that face our profession and standing up for the funeral



Please fill out the information below and return to the VFDA office by fax (804) 264.3260 or e-mail snuckols@vfda.net.

In an effort to better communicate to our members during critical time of the year, like the Virginia General Assembly, we are asking all members to submit their cell phone numbers to the VFDA so you can receive important text alerts.

Name: _____

Funeral Home: _____

Cell Phone: _____

Common questions that arise about membership in the VFDA:

- Q: Do I have to be an owner to serve as an officer or committee?
- A: No, you need to be a licensed funeral director employed by a VFDA member firm practicing in Virginia.
- Q: Will I have to travel and be away from my funeral home for meetings?
- A: Only minimally. Now with our WebEx program you can meet "face-to-face" without leaving your funeral home.

directors best interests; we are the VOICE at the Virginia General Assembly.

So why be part of the VFDA? Is it to increase volume for your funeral home? Make more money? Maintain your license? Learn new programs or procedures? Stay abreast of developing new legislation and/or understanding current legislation and regulations that govern the funeral profession? If your answer is "Yes" to any of these, then you see a need and value of being a member.

With our increase technology options, the VFDA is currently using WebEx, conference calling, text blast, e-mail and our website to communicate to our members, in addition to our quarterly Bulletin mailings and monthly mailings. Your association is here for you, the more you are involved, the more you take away from your membership.

As I become more active on the national level, I can tell you that our association is more hands-on and advanced, and we offer many more programs and benefits than other state associations. We should be proud to be members of our association. I wish you all a wonderful holiday season and hope to see you in January at our Winter Leadership Summit.

Sincerely,
Lacy Whittaker

Value-Added Benefits With Optima Health Association Plans

If you are a dues-paying member of the Virginia Funeral Directors Association and have between 2 and 99 employees - you are eligible to receive Optima Health value-added* benefits for your employees and their families.

What are the value-added benefits?

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

- Effective January 1, 2011 - \$5 reduction for Primary Care Provider (PCP) and behavioral health copays (Unlimited), offered on all copay Association plans
- \$5 reduction for Specialist visit copays (Unlimited), offered on specific Association plans
- \$50 reduction for Outpatient Surgery copays (Unlimited), offered on specific Association plans
- Three (3) Additional Employee Assistance Program Sessions, offered on all Association plans

What is the cost?

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

What if we already offer Optima Health plans?

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

What if I don't have 2 or more employees and still need coverage?

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

[CLICK HERE!](#)

How do I get more information?

Contact your local agent,

Robert J. Kelly

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

or

Suzanne Stewart with Optima Health at (804) 901-1082

or visit us at www.optimahealth.com/associations

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

** Groups in the Association program are individually underwritten

***Effective October 1, 2010, any new groups and upon each current group's renewal, all Optima Health (Association and non-Association) members will receive their preventive services at 100% (no co-payment, coinsurance, deductible).

Optima Health is the trade name of Optima Health plan and Optima Health insurance Company.

All Optima Health plans have benefit exclusions and limitations and terms under which policy may be continued in force or discontinued. For cost and complete details of coverage please contact Optima Health or log on to optimahealth.com

Organ and Tissue Donation

What You Should Know

by Alissa Bennion



When a person declares to be an organ donor on their drivers license or online, they agree to donate all or some of their organs when they die, giving up their right to informed consent. The Code of Virginia states that family permission is not required when you have documented your decision to donate. This is often a sensitive subject for families of organ and tissue donors, and funeral directors are faced with helping those families cope with their loved one's decision to be a donor.

As if losing a loved one is not enough to deal with, now funeral



More information about LifeNet can be found by visiting www.LifeNetHealth.org. Learn more and/or sign up to be a donor at www.DonateLifeVirginia.org.

directors and families are worried about how the donor services are treating the bodies of donors. Recent concerns have come from Virginia funeral homes in the far southwest regarding bodies received from Tennessee donor services. The bodies are beyond repair for an open-casket viewing.

"If the donation services are not careful with the way they handle the body, it will not look completely normal for the viewing, no matter how good the embalmer is," said Ted Castle. "As a funeral director, it is very difficult to explain to the families why their loved ones do not look like themselves."

This is not the case with all donor services. LifeNet Health is the nation's largest nonprofit organ and

tissue bank who prides itself on quality donation services. They depend on strong relationships with funeral directors.

"We work hand-in-hand with funeral directors to make sure no toes get stepped on," said Teresa Morell. "We encourage funeral directors express their concerns with us so that we can do our best to accommodate them."

One of the main concerns in the past dealt with donations of the lower extremities. The nature of the donation procedure made it difficult, time-consuming, and costly for embalmers to recover the body. LifeNet was made aware of the concern and designed a method, using prosthetics and arterial reconstruction, to make the embalming easier.

"We pride ourselves on reaching out," said Morrell. "We make a special effort to research ways and methods to make things easier for everyone involved."

In addition to creating strong relationships with funeral directors, LifeNet also values relationships with the families of organ and tissue donors. They make it a mission to

provide healing for organ and tissue donor families as they grieve the death of their loved ones. Many of their employees have personal stories of their own loved ones who chose to be donors, and they stay in touch with the donor families for a minimum of 18 months. Support is offered through workshops, support groups, personal counseling, cards, books, and newsletters.

By Virginia code, LifeNet Health has jurisdiction over organ procurement throughout Virginia. Although they cover most of Virginia, they do not provide full services to Bristol or the northern tip of Virginia. For these areas, they receive the donor referrals, perform a screening of the donor, and then refer them to donor services in Washington, D.C. or Tennessee. This is where problems arise.

The best thing one can do to improve the conditions and issues of organ procurement is notify donor services when standards and expectations are not met. Let them know that there is room for improvement. With these efforts, procedures can be bettered, families can be comforted, and lives can be saved.

A Hero's Return

Written by Malcolm Parker

It's always been the soldier that has made the "sacrifice." On December 2, 1950, Sgt. Charles L. Scott was killed at the Battle of Chosin Reservoir in North Korea. This battle was fought on some of the roughest terrain and during some of the harshest weather conditions of the Korean War. The soldiers involved endured temperatures plunging to -35°F.

In 1954, war dead from each side were exchanged during Operation Glory. Sgt. Scott's remains were among these. With no dental records and having a clean medical history, there was no way to identify him. He was given the number X-15890 and buried in the National Cemetery of the Pacific known as the Punchbowl, located in Hawaii.

In 2007, at the urging of a cousin, Sgt. Scott's mother and sister submitted DNA samples to the US Army. In July of 2013, the Army notified the family of a positive match.

The family contacted Tharp Funeral Home in Lynchburg, Virginia to help bring Sgt. Scott home for burial. Since his mother was soon to be 99 years old, the family decided not to wait for burial at Arlington National Cemetery. Instead, they chose to bury Charles at Fort Hill Memorial Park in Lynchburg.

Fort Lee personnel arranged to have Charles Scott's remains flown into Richmond, Virginia, on September 3, 2013. A funeral director from Tharp Funeral Home met the plane on the tarmac. After appropriate military honors were given, the casket was placed in the hearse. Henrico County



Sgt. Charles L. Scott



Veterans in attendance at the gravesite service



The casket being unloaded off the plane

Police officers and Virginia State Troopers escorted the procession off the airport grounds and across Virginia. The procession included military honor guards and more than 70 bikers from various groups such as Patriot Guard and Rolling Thunder. This procession, and its escort, completed the 120- mile journey without ever stopping or being passed.

On September 5, 2013, after sixty three years, Sgt. Charles L. Scott was finally laid to rest in his hometown. His mother, sister, and other family members

were in attendance. Also attending were a large group of Korean War veterans, and military veterans from all over Virginia and neighboring states.

It was a day the family thought would never happen, and a day to remember.

Photos by Nicole Cook



Tharp funeral director, Malcolm Parker and Kay Rice wait for the arrival of Sgt. Scott



Sgt. Scott's sister, Patricia Goff



Sgt. Scott's 98 yr old mother, Frances Dresser with Chris and Skip Tharp

A Little More About the Author: Malcolm Parker is a funeral director for Tharp Funeral Home in Lynchburg, Virginia. A graduate of the Funeral Service Program at John Tyler Community College, in Chester, Virginia, in 2004, he has been a funeral director for nine years. He and his family live in Lynchburg, Virginia.



VFDA Welcomes Dr. Gormley as Chief Medical Examiner

The Virginia Department of Health has announced William T. Gormley, M.D., Ph.D. as the Chief Medical Examiner. Dr. Gormley has worked for VDH as an Assistant Chief Medical Examiner since 2000 and has had numerous leadership roles within the Office of the Chief Medical Examiner (OCME). Dr. Gormley came to VDH after a career in the Air Force where he served as a flight surgeon and forensic pathologist. In that capacity, he participated in and supervised the medical investigation of many aircraft mishaps and a few mass fatality incidents. As the Assistant Armed Forces Medical Examiner, Dr. Gormley supervised the world-wide military system for medicolegal death investigations.

The Virginia Funeral Directors Association welcomes Dr. Gormley in his new capacity. We look forward to working with him.

Board Appointment Announcement

Governor Bob McDonnell has announced a board appointment for the Board of Funeral Directors and Embalmers, J. Paul Welch, II of Warsaw, Owner/Manager of Welch Funeral Home.

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Congratulations to Bertha Fleming, VFDA Board of Director, Scott's Funeral Home on her granddaughter Jayla Denise Avent born October 25, 2013.



Congratulations to Connie B. Steele of Roanoke, Funeral Director at Serenity Funeral Home, Inc. for her appointment to the Virginia Board of Funeral Directors and Embalmers.

Welcome New Members

FIRM MEMBERSHIP:

Thacker Brothers Funeral Home, Inc.

AFFILIATE MEMBERSHIP:

Progressive Environmental Services –
Sheldon Goldner

TransPros, LLC – Bill Carroll, Bruce Lucado
& Rich Roberts

**W.D. Whitehurst Agent of Growth
Management Group, LLC –**
Wendell Whitehurst

STUDENT MEMBERSHIP:

Maria H. Thomas
Narita S. Wright

ASSOCIATE MEMBERSHIP:

Dave M. Casto

Member Benefit:

Bringing You Discounts on Shopping

This past spring the Virginia Funeral Directors Association conducted a member survey focusing on how you, the members, define “Value” in the Association. The top two reasons to join the VFDA were:

1. Legislative
2. Member benefits

The Association reviewed all survey responses and has answered your call. The VFDA has teamed up with AmWin to develop a web-based kiosk service for all your shopping needs. This one-stop shopping experience will bring you discounts on:



- apparel
- vacation rentals
- car rentals
- array of insurance options
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Look for these discounts on the VFDA website in January 2014. We are excited to develop this program with AmWin and customize the VFDA site with your needs.

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In Remembrance

July 26, 2013 – October 31, 2013:

Ruth Ann Rettig

March 13, 2012 –
Tidewater District

Joan Beach Williams

July 26, 2013 –
Tidewater District

Donna Jean Gorby

July 27, 2013 –
Northern District

Jeanne Hook Boor

August 5, 2013 –
Southside District

Steven Ross St. Pierre

August 5, 2013 –
NFDA

Geraldine Sanders Wilkins

August 6, 2013 –
Central District

**Richard A. "Dick"
Perschel, Sr.**

August 12, 2013 –
VFSSA

Evelyn Geneva Enders

August 16, 2013 –
Blue Ridge District

William R. Larimer, Jr.

August 22, 2013 –
Southwest District

Cloyd DuVal Seagle, Sr.

September 12, 2013 –
Blue Ridge District

Rev. Irvin Wilford Sloan

September 19, 2013 –
Blue Ridge District

**Daniel Ira
DeVilbiss**

September 28,
2013 –
Blue Ridge District

Nicholas Martin Bliley

September 29, 2013 –
Central District

Ruth Smith Small

October 5, 2013 –
Central District

Elsie Tucker Echols

October 6, 2013 –
Central District

Bonnie Ray Smith

October 9, 2013 –
Tidewater District



Southside Funeral Director's Association

President:

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

Vice President:

VACANT

Secretary/Treasurer:

Les Powell, III
Powell Funeral Home,
South Boston, VA
lespowell111@gcronline.com

*Meetings are held quarterly and
determined by district.*



Martinsville, VA

Installations second Tuesday in May.

Volunteer Corner

Forty canned goods were collected at the September Traveling Education Caravan in Abingdon, Virginia. The canned goods were donated to the Southwestern Virginia Second Harvest Food Bank.

We would like to extend a special thank you to Jake Smith, University of Tennessee, Thomas Howard, Dillow-Taylor Funeral Home, and Shannon Nuckols and Lacy Whittaker, Virginia Funeral Directors Association, for the success of this event.



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sarae@parrfuneralhome.com

1st Vice President: Christopher Wilson

Hale Funeral Home
chriswilson06@mac.com

2nd Vice President: James Quinn

H.D. Oliver Funeral Apts., Norfolk, VA
hdofh@aol.com

Secretary: Jamie Karpa

R. Hayden Smith Funeral Home, Hampton, VA
jamiekarpa@msn.com

Treasurer: Bryan P. Graves

H.D. Oliver Funeral Apts., Norfolk, VA
digger9822@aol.com or hdofh@aol.com

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

Installation in April



1st Year Director: Danielle Fitchett

Fitchett Funeral Home
dani23320@aol.com

2nd Year Director: Patricia Louis

Sterling Brook Funeral Home
eplouishorizon@msn.com

National Funeral Directors Association 2013 Convention

The National Funeral Directors Association's convention was held in October in Austin, Texas. Your executive director, Lacy Whittaker, presented on a panel discussion during the national convention on "Strengthening Hospice Relationships for Better Service to Families".

This panel has worked together as the National Funeral Directors Association Hospice task force for a year holding discussion meetings via conference call. The Virginia Funeral Directors Association will continue to participate on the national level in the area of hospice.



Lacy Whittaker presents at panel discussion.

This 2 hour session included:

Patrick Lynch, *Lynch & Sons Funeral Directors*

Jennifer McBride, *Horan & McConaty Funeral Service*

Wendy Smith Thames, *Carmon Community Funeral Homes*

Robert Biggins, *Magoun-Biggins Funeral Home*

Lacy Whittaker, *Virginia Funeral Directors Association*



Jason Clare, *Aurora Casket Company* and Bob Oman, *VFDA President*



Jennifer McBride, Wendy Smith, Lacy Whittaker and Patrick Lynch

Southwest Funeral Directors Association

President:

Andrea Horn

Hurst Scott Funeral Home,
Richlands, VA

andrea@hurstscottfuneralhomes.com

Vice President:

Jamie Broadwater

Gate City Funeral Home,
Gate City, VA

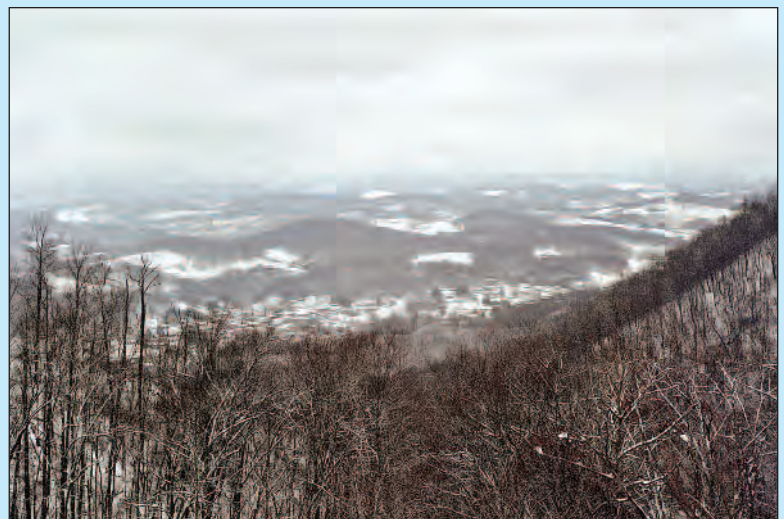
jamie@gatecityfuneral.com

Secretary/Treasurer:

P. Martin Hagy

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

info@hagyfawbush.com



Rose Hill, VA

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

Installations in June



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Virginia Funeral Directors Association



Join Us!

Come and learn about all the fascinating areas surrounding the funeral profession. Meet the "experts" in the field of funeral planning, preneed, transport services, embalming and much more! Funeral Directors will be on hand for you to talk to one-on-one. Take advantage of this opportunity to tour the Virginia State Anatomical Department and meet staff from the Office of the Chief Medical Examiner's Office Questions? (804) 264-0505

Funeral Service Career Fair

Thursday, March 20, 2014, 1:00 p.m. - 3:00 p.m.

*DFS Classroom
400 E Jackson St. Richmond, VA 23219*

*Must enter from Jackson Street side of the OCME building.
\$5 pay lot on the corner of 4th and Jackson Streets.*

**Must be 18 years or older to attend.
Attendees MUST register in advance for this event.
Return your registration form to the VFDA office,
P.O. Box 395, Hanover, VA 23069**

VFDA Funeral Service Career Fair

Thursday, March 20, 2014



REGISTRATION FORM

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Mobile Phone: _____ Email: _____

School Currently Enrolled: _____

Please mail or fax to: VFDA P.O. Box 395 Hanover, VA 23069

Fax: (804) 264-3260 Questions? Call (804) 264-0505



Northern Virginia Funeral Directors Association

President:

Bernadette Brusoe

Bernie9181@live.com

Vice President:

LaDonna Vincent

National Funeral Home

ladonna.vincent@dignitymemorial.com

Secretary/Treasurer:

Robyn Short

Fairfax Memorial Funeral Home,

Fairfax, VA

rshort@fmfh.com



Arlington, VA

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

Installations first Wednesday in June.

Annual Virginia Night

Virginia Funeral Directors Association's annual Virginia Night was held on Monday during the NFDA convention. Members and guests gathered at La Condesa restaurant to dine family style while enjoying the company of good friends. Thank you to our sponsors, Finch & Finch Funeral and Cremation Service and Metropolitan Funeral Services, Inc.



Shenandoah Valley Funeral Director's Association

President:

Brandon Cash

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

Vice President:

Charlie Rimel

Henry Funeral Home
svfda00@gmail.com

Secretary/Treasurer:

Vacant



Shenandoah Valley

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

Installations third Thursday in May.

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FAMIC Launches Unprecedented National Consumer Awareness Campaign and Urges Funeral Directors to Join In

The Funeral and Memorial Information Council (FAMIC) is proud to announce the launch of *Have the Talk of a Lifetime*, a national, grassroots public awareness campaign aimed at motivating families to have conversations about life, what matters to them and what they value most.

“It is critical funeral homes and suppliers get involved in *Have the Talk of a Lifetime*, said Jim Kepner, FAMIC president and the voting representative of Selected Independent Funeral Home.

It is your involvement that will help us begin to change consumer opinions and attitudes toward memorialization. I ask for your help in making this campaign a huge success.”

You can help create a positive momentum toward reversing the trend of less memorialization by taking part



in the new FAMIC consumer education campaign; *Have the Talk of a Lifetime*.

In addition to encouraging more meaningful memorialization, *Have the Talk of a Lifetime* will also help consumers understand the important role that funeral professional’s play in the memorialization process and grow in your business.

This initial phase of the *Have the Talk of a Lifetime* campaign is grassroots. That means that local funeral homes and suppliers throughout the country – funeral professionals like you – will join together with one voice to share campaign materials with funeral consumers in their community.

Download the “How To” guide to help you develop a plan to share the easy-to-use, customizable campaign materials with your community. *Additional details and materials can be obtained by visiting www.famic.org.*

Virginia Funeral Supply Sales Association

President:
Sherry Noble
 Messenger
sherrynoble@me.com

1st Vice President:
J.E.B. Cranford
 Triangle Atlantic Casket Company
jeb@triangleatlantic.com

2nd Vice President:
Cliff Blasius, Jr.
 SinoSource
ccblasius@verizon.net

Secretary/Treasurer:
Lori A. Eanes
 C&L Containers
lorianneanes@yahoo.com



Meeting and Installation held in June during annual convention.

7th Annual VFDA Winter Leadership Summit

January 27-28, 2014

Omni Richmond Hotel

100 South 12th Street, Richmond, Virginia

Schedule of Events

Monday, January 27th

7:30 a.m. Registration,

Shenandoah H

8:00 a.m. Continental Breakfast &

Virginia General Assembly Overview,

Atrium Balcony

9:00 –9:30 a.m. Travel to the Hill, *hotel shuttle is available at valet stand*

9:30-11:00 a.m. Lobbying on the Hill

11:00 a.m. –Noon Virginia Laws and Regulations, Lynne Helmick

Noon-1:00 p.m. Cremation Litigation Working Lunch, Michael Nicodemus

1:00-2:00 p.m. Affordable Care Act Update

2:00-4:00 p.m. Town Hall Meeting

Lisa Hahn, Dr. William T. Gormley, Janet Rainey and Rick Sikon

4:00 p.m. Visit from Legislators

5:30-7:30 p.m. VFDA PAC Reception

****ticketed event****

Tuesday, January 28, 2014

8:00 a.m.-4:00 p.m. NFDA/VFDA

Certified Crematory Operators Training

Virginia Funeral Directors Association

P.O. Box 395

Hanover, Virginia 23069

Phone: (804) 264-0505

Fax: (804) 264-3260

www.vfda.net

For hotel accommodations at the Omni Richmond Hotel, please contact 1-800-THE-OMNI by December 27, 2013 to receive the group rate of \$149.



Join the Virginia Funeral Directors Association (VFDA) for the 7th Annual Winter Leadership Summit on January 27-28, 2014 at the Omni Richmond Hotel in Richmond, Virginia. The summit will kick-off on Monday, January 27th with breakfast and overview of the Virginia General Assembly session, followed by a full day of continuing education classes and time to lobby on the hill with your legislator. We will end the day with a PAC Reception.

You will have the opportunity to receive 6 continuing education credits in one day. Please return a completed registration form to the VFDA office.

Monday, January 27, 2014

**Virginia Funeral Directors Association
Political Action Committee (PAC)
Reception**

**5:30-7:30 p.m.
Magnolia Room, Omni Richmond Hotel
\$75 per person (ticketed event)**

The VFDA Political Action Committee invites you to join us for cocktails and hors d'oeuvres while networking with invited Virginia legislators.

Payment to be made to the Virginia Funeral Directors Association PAC. Tickets should be picked up at check-in prior to the event.

Business Attire.

**Questions?
Contact (804) 264-0505**



7TH ANNUAL VFDA WINTER LEADERSHIP SUMMIT

JANUARY 27-28, 2014 OMNI RICHMOND HOTEL, 100 SOUTH 12TH STREET, RICHMOND

Winter Leadership Summit Registration Cost

\$150 for VFDA Members

\$185 for non-members

****Monday's PAC Reception is an additional \$50 per person. Please make checks payable to VFDA PAC for the PAC Reception****

Name: _____

Funeral Home Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Yes, I will attend Monday's Leadership Summit (\$150 VFDA Members and \$185 Non-Members)

Yes, I will attend the VFDA PAC Reception on Monday Evening (\$50 per person ****Make check payable to VFDA PAC**)

Yes, I will bring a guest to the VFDA PAC Reception on Monday Evening (\$50 per person ****Make check payable to VFDA PAC**)

Guest Name: _____

METHOD OF PAYMENT

Amount Enclosed \$ _____

Check Enclosed (Payable to VFDA. Please put VFDA Leadership Summit in the memo line. Mail to address below.)

Visa MasterCard AMEX 3-digit Code: _____

Card #: _____ Expires: _____

Name on Card: _____

Signature: _____

VFDA
P.O. Box 395
Hanover, Virginia 23069
Phone: (804) 264-0505 Fax (804) 264-3260

7TH ANNUAL VFDA WINTER LEADERSHIP SUMMIT SPONSORSHIP AGREEMENT

JANUARY 27, 2014

Breakfast Sponsorship—\$1,000

- ◇ 10 minute Company Presentation
- ◇ 2 Complimentary Registrations (Summit Only)
- ◇ Listed on Sponsor Board the day of the summit
- ◇ Acknowledged on the VFDA website
- ◇ Acknowledged in CLICKS! and Bulletin

Lunch Sponsorship—\$1,000

- ◇ 10 minute Company Presentation
- ◇ 2 Complimentary Registrations (Summit Only)
- ◇ Listed on Sponsor Board the day of the summit
- ◇ Acknowledged on the VFDA website
- ◇ Acknowledged in CLICKS! and Bulletin

PAC Reception Sponsorship—\$1,500

- ◇ Four Complimentary PAC Reception Tickets
- ◇ Acknowledgment during Reception
- ◇ Listed on Sponsor Board the day of the summit
- ◇ Acknowledged on the VFDA website
- ◇ Acknowledged in CLICKS! and Bulletin
- ◇ Recognized at the 2014 VFDA Convention Annual Meeting and program packet

PAC Reception Sponsorship—\$500

- ◇ One Complimentary PAC Reception Tickets
- ◇ Acknowledgment during Reception
- ◇ Listed on Sponsor Board the day of the summit
- ◇ Acknowledged on the VFDA website
- ◇ Acknowledged in CLICKS! and Bulletin

**To reserve your space, please return completed agreement along with full payment to:
VFDA P.O. Box 395, Hanover, VA 23069 or Fax (804) 264-3260**

Company Name: _____

Attendee Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Breakfast Sponsorship \$1,000 Lunch Sponsorship \$1,000 PAC Reception \$1,500 PAC Reception \$500
Method of Payment: Check Enclosed (Payable to VFDA) Visa Mastercard AMEX Discover

Card # _____ Expires: _____ 3-Digit Code _____

Name on Card: _____

Signature: _____

Certified Crematory Operator Program™

- The NFDA Certified Crematory Operator (CCO) course is approved for up to 7 CE hours by the Academy of Professional Funeral Service Practice (APFSP), the Virginia licensing board, and other state funeral licensing boards.
- The basic state training requirements are met for cremator operators. It is the obligation of individual certification candidates to ensure they are in compliance with all state training requirements. If required by state laws and regulations, NFDA provides supplementary state-specific material. A state-specific review of Virginia rules and regulations will be included in the January 28, 2014, CCO Seminar.
- CCO course instructors: Michael Nicodemus, NFDA VP, Cremation Services, and Michael Watkins, NFDA Senior VP, Operations.
- It is the obligation of the individual to obtain, reference, and follow the complete instructions published and provided by the manufacturer of the cremation equipment that is operated.
- NFDA verifies course attendance for CE purposes. CCO certification requires passing a 50-question take-home test (passing score 70%). All tests are graded by NFDA; pass/fail results are reported to candidates.

*NFDA or NFDA Member \$395 (CE)
Nonmember Funeral Director \$525 (CE)*

*Non-Funeral Director \$395 (No CE)
NFDA Student Member \$295 (No CE)*

NFDA CCO Course Outline

1. Introduction

Cremation Ethics
Serving Cremation Families
Cremation History, Trends, and Statistics
Cremation and Funeral Service Terminology

2. Principles of Combustion and Incineration

Principles of Combustion
Principles of Incineration
Incinerator Terminology

3. Basics of Crematory Equipment Operations

Design and Operating Requirements
Maintenance and Troubleshooting

4. Cremation and Disposition Authorization

Right of Disposition Scenarios

5. Cremation Procedures

Due Diligence
Cremation Caskets and Containers
Federal Trade Commission (FTC) Funeral Rule
Recordkeeping

6. The Cremation Process

Identification Prior to Cremation
Pre-Cremation Assessment of Human Remains
Operation Sequence under Normal Conditions
Special Cremation Procedures/Case Studies

7. Shipping Cremated Remains

8. Cremation Safety and Compliance

State Laws and Regulations
Environmental Laws and Regulations
Safe Crematory Operations: OSHA

9. Liability

Operations Liability and Risk Avoidance
Contract Liability and Risk Avoidance
Environmental Liability and Risk Avoidance
9.5 Due Diligence for Funeral Homes Using Third Party Crematories

10. Public Relations

Public Relations and Your Community
Zoning Issues

NFDA Certified Crematory Operator Program™ Registration - VFDA

Virginia Funeral Directors Association

Omni Richmond Hotel • 100 S. 12th Street, Richmond, VA 23219

January 28, 2014. Registration 7:30- 8 a.m. Seminar 8 a.m.- 4 p.m.

7 CE FD Hours*

Registration Options				• Call 800.228.6332	• Fax 262.789.6977
Firm					
Address				City	
State		Postal Code		Phone	
Email				Fax	
Cremator Equipment Type					

Fees	VFDA or NFDA Member \$395		Non-Funeral Director \$395 (No CE)		
	Nonmember Funeral Director \$525		Student Member \$295 (No CE)		
Registrant Name (as it will appear on CCO Certificate)	Registrant Job Title	Registrant Email (required for CE)	FD Lic. #/s State/s	Academy # if applicable	Fee Amount
1.					
Currently cremator operator?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, what is interest in program?			
2.					
Currently cremator operator?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, what is interest in program?			
3.					
Currently cremator operator?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If no, what is interest in program?			
Method of Payment	<input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Check payable to NFDA (U.S. dollars on U.S. bank)				Total Due

Name on Card			
Account Number			Expiration Date
Authorized Signature			Today's Date

Registration confirmation and agenda will be emailed to you in advance of the NFDA CCO Seminar.

*Approved by APFSP, Virginia licensing board and other state funeral licensing boards. It is your responsibility to verify that you meet all requirements for crematory operator certification in your state. *All events are subject to change.*

Cancellation. Cancellation must be in writing and is subject to a \$50 cancellation fee OR application fee may be applied to another CCO seminar. Substitutions permitted for registered candidates only. NFDA reserves the right to cancel a seminar due to circumstances beyond its control. Should circumstances arise that result in the cancellation of a seminar, candidates will have the option to either receive a full refund or transfer to another CCO option. NFDA's liability for any cancellation is limited to a refund of the CCO application fee and shall not extend to any other claims including, but not limited to, travel expenses, cancellation fees, lost wages, inconvenience, and other related costs.

VFDA Legislator of the Year

This past year, the VFDA recognized John A. Cosgrove as the 2013 VFDA Legislator of the Year. Senator Cosgrove led the charge in passing of HB 1796 Death certificate; timely return to funeral director.



John Cosgrove, Sue Cosgrove and Bob Oman

Be Informed!

Make sure you stay up-to-date during the 2014 General Assembly Session by registering your e-mail address with the VFDA office. You will receive e-mail alerts, CLICKS and important notices. Contact Shannon Nuckols, Director of Membership at snuckols@vfda.net.

40 and Under Leadership Forum presented by the VFDA Foundation

April 24, 2014

Charlottesville, Virginia

VFDA Districts are asked to nominate four individuals to attend this first time event. Nominees information should be sent to Lacy Whittaker at lwhittaker@vfda.net.

Central Virginia Funeral Directors Association

President:

Robert Colston

Woody Funeral Home

robert.colston@dignitymemorial.com

Vice President:

L. C. Corey

Morrisett Funeral and Cremation Service

larrycorey@comcast.net

Secretary/Treasurer:

Jim Dickerson

Bliley's Funeral Homes & Cremation Services

annnjim70@netzero.net



Amelia County, VA

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

Installations in November.



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?

- Educates members of the Virginia General Assembly on the needs of funeral service professionals and securing their support.
- Concentrates on those lawmakers who are members of the important committees that support funeral service.
- 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 influential lawmakers.

Importance of a Strong PAC

- A strong VFDA PAC is important to get Virginia's lawmakers to hear our voice and be heard each Virginia General Assembly session.
- Important that our PAC 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. All 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: lwhittaker@vfda.net

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

Name _____

Address _____

Phone _____

Method of Payment

Check MasterCard

Visa Discover

AmEX

Credit Card # _____ Exp. date _____

Signature _____ 3-digit Code _____

Contributions to the PAC are completely voluntary.

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

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



2014 Calendar of Events

January 14, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
January 15, 2014	Traveling Educational Caravan, Roanoke/Virginia Western Community College
January 27, 2014	7th Annual Winter Leadership Summit, Omni Richmond Hotel
January 28, 2014	NFDA/VFDA Certified Crematory Operators Training, Omni Richmond Hotel
February 20, 2014	Traveling Educational Caravan, Tidewater Community College, Advanced Technology Center
March 6-13, 2014	VFDA International Trip
March 13, 2014	Traveling Educational Caravan, Germanna Community College, Workforce & Technology
March 20, 2014	VFDA Career Fair, Office of the Chief Medical Examiner
March 27, 2014	Traveling Educational Caravan, J. Sergeant Reynolds Community College
April 8, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
April 24, 2014	40 and Under Leadership Forum presented by the VFDA Foundation, Charlottesville
June 29-July 2, 2014	VFDA 126th Annual Convention, Sheraton Virginia Beach Oceanfront Hotel
July 15, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
October 7, 2014	Virginia Board of Funeral Directors and Embalmers Meeting

INTERNATIONAL STUDY TRIP



Join us March 6-13, 2014 in London & Paris!

Come for 8 days of spectacular events, education and experiences!



Visit vfda.net for more information.

Blue Ridge Funeral Directors Association

President:

James Riffe, Jr., CFSP

Riffe's Funeral Service, Inc., Narrows, VA
riffefuneralservice@verizon.net

Vice President:

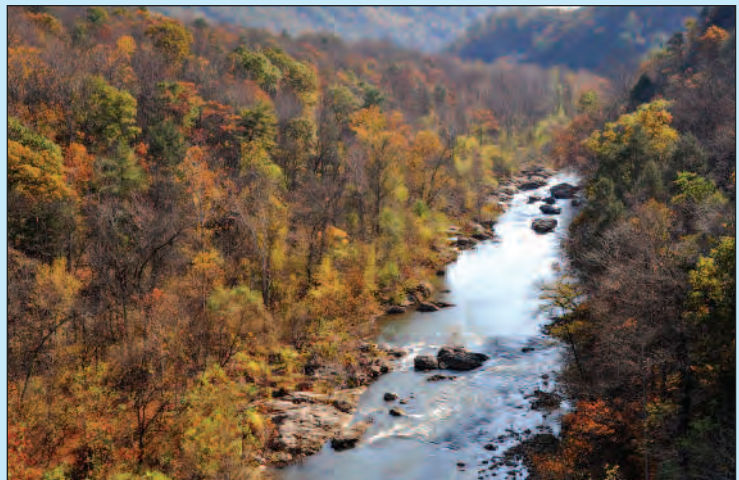
Jonathan Arritt

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

Secretary/Treasurer:

Tony Mullins

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



Roanoke River Gorge, VA

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

Installations in July

Join Us for the 2014 Convention in Virginia Beach!



Sunday, June 29 - Wednesday, July 2, 2014
Sheraton Virginia Beach Oceanfront Hotel

Schedule at a Glance:

Sunday, June 29, 2014

4:00 - 6:00 p.m. Registration
 6:30 - 7:30 p.m. Welcome Reception

Monday, June 30, 2014

8:00 a.m. - 1:00 p.m. Registration
 8:30 - 9:30 a.m. Memorial Breakfast
 9:30 - 10:15 a.m. VFDA Service of Remembrance
 10:30 - 11:30 a.m. Opening Speaker (1.0 CE)
 11:00 a.m. - 12:30 p.m. Spouses Outing
 11:30 a.m. - 12:30 p.m. Educational Session (1.0 CE)
 2:00 - 3:30 p.m. VFDA Board of Directors Meeting
 12:30 - 3:30 p.m. Exhibitor Set-up
 5:00 - 8:00 p.m. Beer, Blues and BBQ with Exhibitors

Tuesday, July 1, 2014

10:00 a.m. - 1:00 p.m. Registration
 10:00 - 11:00 a.m. VFSSA Meeting

11:00 a.m. - 12:30 p.m. Annual Business Meeting & Installation/Awards (1.0 CE)
 12:30 - 1:30 p.m. Past Presidents Luncheon & Scholarship Presentation
invitation only
 12:30 - 1:30 p.m. Lunch with Exhibitors
 2:00 - 3:00 p.m. Educational Session (1.0 CE)
 3:00 - 4:00 p.m. Educational Session (1.0 CE)
 5:30 - 8:30 p.m. Seafood Bash

Wednesday, July 2, 2014

All Day NFDA/VFDA Certified Crematory Operators Training

Exhibitors reserve your table top or automobile display today. Exhibitor packets are available on the VFDA website, 2014 Convention tab at www.vfda.net or contact Shannon Nuckols at (804) 264-0505.

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30 day FREE Trial

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Advertise with VFDA!

The VFDA is the leading state trade association for the funeral profession. Advertise today in our online membership directory, on our website: www.vfda.net, and in our newly updated *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.

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

METHOD OF PAYMENT Amount Enclosed: \$ _____

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

VISA **MasterCard** **AMEX** Expires: _____

Card#: _____ Security Code: _____

Name on Card: _____

Signature: _____

AD SIZE

PRICE

Bulletin only (all 4 issues)

1/4 page ad\$550

1/2 page ad\$800

full page ad\$900

Online Membership Directory only

1/4 page ad\$400

1/2 page ad\$600

full page ad\$800

Both Directory & Bulletin (all 4 issues)

1/4 page ad\$800

1/2 page ad\$1200

full page ad\$1500

Website Ads:

Contact for website advertising only:

VFDA Office
lwhittaker@vfda.net
 804-264-0505

PUBLICATION

ADS DUE

Online Membership Directory (2/14)	1/10/14
<i>The Bulletin Magazine</i> Jan Feb Mar	1/10/14
<i>The Bulletin Magazine</i> Apr May Jun	4/11/14
<i>The Bulletin Magazine</i> Jul Aug Sep	7/11/14
<i>The Bulletin Magazine</i> Oct Nov Dec	10/10/14

INSTRUCTIONS:

1. Mail or fax this form with payment information to VFDA, P.O. Box 395, Hanover, VA 23069 or fax to 804-264-3260
2. Email your *Bulletin* ad as a high-resolution .pdf or .jpg file to lwhittaker@vfda.net



VIRGINIA
 FUNERAL DIRECTORS
 ASSOCIATION

For questions call the
 VFDA office at
 804-264-0505 or
 e-mail lwhittaker@vfda.net.

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Jerry Small & Melvin Thompson

Since 1955, Bill Black Cadillac has set the standard for professional car sales and service. We are the authorized dealer serving North Carolina, South Carolina, Virginia, and Washington DC as a full facility distributor. We offer a wide selection of funeral car brands including S&S, Superior, and DaBryan.

We also have a completely-equipped, modern garage and expert technicians to provide complete service, maintenance and repair of your professional car fleet.

Contact one of our experienced sales representatives today for all your professional car needs.



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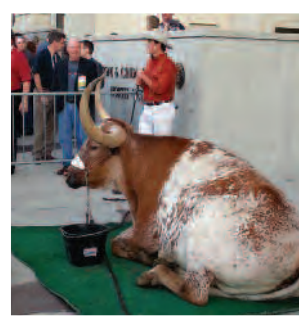
**VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION**

P.O. Box 395
Hanover, VA 23069



2013 NFDA Convention Highlights

Congratulations to the National Funeral Directors Association staff, exhibitors and presenters for a successful convention in Austin, Texas. The Virginia Funeral Directors Association members and staff had a great time and found the convention to be very informative. We look forward to attending the 2014 National Funeral Directors Association Convention in Nashville, Tennessee next year.



Bassett Funeral Home's Jason Alverson, Paul Kennedy and Larry Joines stop to take pictures with The University of Texas at Austin with the Longhorn Cheerleaders prior to the NFDA Welcome Party.