

THE BULLETIN

OCT | NOV | DEC | 2014

THE REALITY OF THE

EBOLA VIRUS

pg. 6



Empowering
Ourselves, Our
Industry & Our
Future

pg. 4

The VFDA:
Representing
Strength &
Excellence

pg. 5

Introducing
Virginia's Electronic
Death Registration
System

pg. 25



PHIL'S COACHES

Phil's Coaches, c/o Funeral Car Store

8403 Colesville Road, Suite 1132, Silver Spring, MD 20910

(301) 649-1113 www.philscoaches.com coaches2727@gmail.com

Phil's Fabulous Fifteens



70" Raised Roof Limousine



48" Raised Roof Six Door

Phil's Coaches is ready to take your order for the newly designed **2015** limousines. The sleek styling of these new limousines will take your rolling stock to an entirely new level of elegance. Also, unveiling soon, is the new 2015 Renaissance Hearse. There will be no doubt in the minds of your customers as to the thoughtful service they will receive from you when they see the care and investment you place in transportation for them and their loved one. As always, Phil's Coaches continues to share your respect and concern for the families you serve. Call soon and allow us to assist you with the design of your new funeral rolling stock image. We look forward to hearing from you.

Unveiling soon, the newly designed Renaissance Hearse

(301) 649-1113 www.philscoaches.com coaches2727@gmail.com

**New Cadillacs, Lincolns and
Previously Owned Funeral
Rolling Stock**



**FEDERAL**
COACH · LIMO

Imagine the immense pride your bereaved families will feel as they witness their loved one treated like sheer royalty from the beginning of the funeral process to the cemetery. Please allow Phil's Coaches the opportunity to help you make that vision a reality. We share your philosophy that loved ones deserve respect and dignity, that is why we design and deliver the most elegant and stately vehicles in the funeral rolling stock market place. The cemetery is the repository of a family's precious history and Phil's Coaches wants to help you make the experience eternally memorable.



C O N T E N T S

MESSAGES & FEATURES

- 4 **President's Message:** Empowering Ourselves, Our Industry & Our Future
- 5 **Executive Director's Message:** The VFDA – Representing Strength & Excellence
- 6 The Reality of Ebola Virus
- 9 LifeNet: Serving the Grieving Family

MEMBER NEWS

- 10 Member Congratulations & Acknowledgements
- 10 Visit the VFDA Resource Center Online
- 13 Simpson Funeral Museum Grand Opening!

EVENTS

- 14 NFDA Seminar: Bridging the Gap between the Funeral Home and the Hospice Caregiver
- 16 International Trip Information
- 17 Traveling Caravan Overview and Dates
- 18 VFDA hosts NFDA Certified Preplanning Consultant Program
- 20 Winter Conference Information
- 36 Virginia Night Recap

LEGISLATIVE CORNER

- 22 VFDA Legislative Fourth Quarter Updates
- 24 PAC Fund Information
- 25 Introducing Virginia's Electronic Death Registration System
- 26 Professional Futures Fund Information

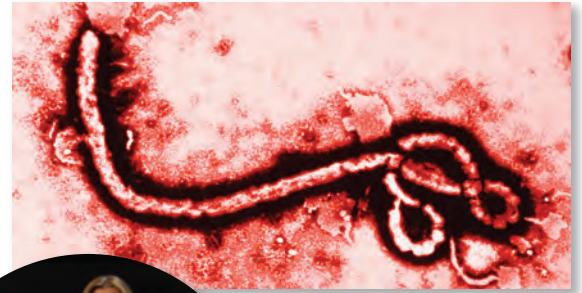
ASSOCIATION NEWS

- 27 Calendar of Events
- 28 In Remembrance

FOUNDATION NEWS

- 32 40 and Under Leadership Forum – Come and Have a Day of Fun!

6



9

10



13



17



36



Empowering Ourselves, Our Industry & Our Future



Well, it's that time of year again. The air is cooler, the days are shorter, and the colors of Autumn are appearing. It's a wonderful time of year to visit the mountains, the valleys, or the beach. Virginia offers so much to us all and I hope you and your families take the time to enjoy all that the Commonwealth has to offer this Fall.

The time is also approaching when your local legislators begin to make their way to Richmond. It is interesting to note, the Virginia General Assembly is the oldest continuous law-making body in the New World, established on July 30, 1619. While not as old, the VFDA has an impressive heritage that has represented the funeral directors of the Commonwealth since 1887. The VFDA will continue to be your voice in Richmond.

I think it is important to know who represents you, as a member of VFDA, and would like to introduce our "team" that brings your voice to Richmond. When issues concerning the profession of funeral service are brought forth in the legislature, our legislative committee, chaired by Larry Spiaggi, reacts quickly to educate themselves on the issues, consult our lobbyist, formulate strategies, and advise our Board of Directors. They then act at the behest of our board, in conjunction with our lobbyist, to convey the message of VFDA - each of you - to individual legislators or, if needed, the committees or bodies of the legislature.

As many of you already know, we have hired new representation to carry our message to the legislature. We are extremely happy to introduce Angela Bezik and Julie Dime of Williams-Mullens as our lobbyist for VFDA. They bring a wealth of experience, a proven track record in Richmond, and an unbridled energy needed to represent our membership in the way you all deserve.

Angela and Julie have been traveling recently, visiting the Districts throughout the state. The essence of their message to the Districts has been to express the importance of involvement on the local level by our entire membership. You are the constituent and many of you have strong relationships with your local legislators and carry weight in their decision making process. The VFDA will from time to time need to reach out to you to speak to your representative and aid the voice of VFDA to be heard. You, the constituent, are the best source to keeping the voice of VFDA loud and strong.

I realize we sometimes feel that our individual voices are not heard in the halls of government. However, there is strength in numbers and with your membership and participation in the VFDA, your association can provide a

cumulative voice that can bring about positive results for your profession and the families you serve.

Another important element in getting our message heard is through making sure that the best candidates are elected. As you are probably aware, there are two funds that are vital to the VFDA's legislative efforts - the Professional Futures Fund and the VFDA Political Action Committee (PAC). The Professional Futures Fund is solely for the purpose of funding our legislative costs including our lobbyist. Last year, VFDA formed the VFDA PAC Fund Committee which is chaired by Past President Michael Turch. The funds you donate to the PAC go to the campaign funds of those legislators that support the ideals and issues important to you, the funeral director. Please consider making a donation to the VFDA PAC and the Professional Futures Fund. Your support is greatly appreciated and serves the betterment of your profession!

Judy and I have just returned from the 2015 NFDA Convention in Nashville. The turnout for Virginia Night at The Southern Steak and Oyster Restaurant was outstanding. We would like to thank all of the 55 attendees for joining us. It was a wonderful evening of fellowship for the VFDA and our members attending the NFDA Convention.

While in Nashville, there were memorable events including a private visit for VFDA members to Ocean Way Recording Studios arranged by Past President Jimmy Crowder, the "Welcome Party" at the Wildhorse Saloon, a fantastic Expo at the Music City Convention Center, and "A Hall of Fame Evening: Celebrate With the Stars" at the Country Music Hall of Fame. But, I have to say, the true highlight of the week was the NFDA Service of Remembrance with a special appearance by country music icon Vince Gill singing "Go Rest High On That Mountain" and his interview following by broadcasting legend Eddie Stubbs. Vince's story about how he developed and wrote the song was quite moving and emotional. Judy and I will cherish this memory for years to come.

Remember the VFDA Educational Caravan is headed your way and mark your calendars for the 2015 Winter Conference slated for January 25-26, at the Omni Richmond Hotel.

Thank you for your support of the VFDA and we look forward to seeing you soon!

*Sincerely,
Rob Finch*

The VFDA: Representing Strength & Excellence



Happy Fall to everyone! The weather is slowly turning cooler here. As I write my message today I am returning from beautiful Abingdon, Virginia where we held our second traveling caravan this series. This is a great opportunity for members and non-members of the VFDA to receive all of their continuing education requirements in one day. In this issue of the *Bulletin*, you will see pictures from our Abingdon restorative art presentation and this is a great hands on opportunity for all attendees. We will continue to travel across the state in November, February and March to bring the continuing education classes to your area. Take advantage of this opportunity before the deadline.

I have also had the privilege of traveling with our lobbyist Angie Bezik and Julie Dime as well as Rob Finch to your district meetings to bring you the "VFDA Legislative Update," this has been an excellent program and I hope you have a better insight on the Virginia General Assembly process and the VFDA legislative agenda. We invite you all to Richmond to experience a day on the hill.

As we continue to do, we will send out legislative alerts to our members during session starting mid-January, make sure you check your e-mails often, session happens quickly and moves fast. We want everyone's input and feedback on legislation and there will be times we need you to testify on legislation. We need you active and supporting this effort to make the VFDA the leading voice for the funeral profession.

This year's Winter Conference will be held on January 25-26, 2015 at the Omni Richmond Hotel. We will open Sunday evening with dinner at The Tobacco Company Restaurant following the next day with a new program schedule and roundtable discussion opportunities. We are also offering exhibitor and sponsorship opportunities as well. The Winter Conference is designed for ALL funeral professionals to attend. Additional information and registration is available in this issue.

Your president and first lady Rob and Judy Finch are working hard on the 2015 convention schedule and family excursion. This year instead of a spouses luncheon,

"You are all a great group of professionals who face the unthinkable at times, because of you, we are a strong association with good programs, events, legislative platforms and leadership."

Judy is inviting the entire family to join her on a walking food and wine tour of Roanoke. This is going to be a real treat and gives everyone an opportunity to experience the tastes of the City of Roanoke.

We are also pleased to be working with the National Funeral Directors Association (NFDA) again to bring you the NFDA's Certified Crematory Operators Training on the Wednesday of convention. Begin looking for convention information starting in January. I know that we send a lot of e-mails and communications via mail throughout the year, but I want to give a heartfelt thank you to you for supporting the Association, our mission, legislative efforts, programs and the nice calls we receive in our office. At times, we seem to get caught up in the negative and forget the positive and good, I admit I do the same.

You are all a great group of professionals who face the unthinkable at times and you should be proud to stand by your fellow funeral directors in the Virginia Funeral Directors Association. We are a strong Association with good programs, events, legislative platforms and leadership; so good they are a "cut and paste" for other groups and I look at that as an honor that others want to be just like our organization and you should be proud of that too.

Abbey and I wish you and your families a happy and healthy holiday season. We have much to give thanks about and we hope you do as well. If we can be of assistance in any way, please call on us. We look forward to seeing you soon.

— *Lacy Whittaker*

THE REALITY OF THE



Ebola: Frequently Asked Questions for Hospital

Q: Does the Office of the Chief Medical Examiner (OCME) issue regulations or policy regarding safe handling of the remains of Ebola victims?

A: No, the OCME can make recommendations but has no regulatory authority.

Q: Are Ebola deaths medical examiner cases?

A: No, not unless there are other aspects of the death that place them under the jurisdiction of the medical examiner.

EBOLA VIRUS

How Infectious is Ebola Virus?

With the first wave of people to have contact with Thomas Eric Duncan, the first man to die of Ebola in the U.S., being declared disease free, it shows healthy signs negating the future of an Ebola outbreak. Early Monday, the Texas Department of State Health took 43 people off an Ebola watch list. The group includes Duncan's immediate family, fiancée, health care workers and community members who had possible contact with Duncan around the time he was placed in isolation on September 28.

"This is a crucial milestone for the city of Dallas and for concerned persons across the United States," says Mark Rupp, MD, infectious disease specialist with Nebraska Medicine – Nebraska Medical Center. "These persons (Duncan's immediate family, fiancée, health care workers and community members who had possible contact with Duncan around the time he was placed in isolation on September 28), were not infected by Ebola. This clearly demonstrates that even those persons who were living with Mr. Duncan for an extended period in a small apartment did not contract the disease. I hope this reinforces the message that the public is safe and that Ebola is not very infectious in its early stages."

What Does This Mean for Virginia?

Citing State Health Commissioner Marissa J. Levine, "Virginians are understandably concerned about their risk of catching Ebola. My colleagues and I at the Virginia Department of Health have heard those concerns and are committed to protecting the health of the public. We work every day to help prevent the spread of infectious diseases of all kinds.

My team and I at VDH will continue to work tirelessly to do our very best to protect people in Virginia from Ebola. This work will be done through the strong relationships that already exist with our partners to make sure that we are all prepared to respond. In addition, we will continually re-evaluate our plans and procedures as new information arises with this rapidly changing issue. We also want to be sure you have the most accurate and timely information to be able to make good decisions to protect your health."

Uniting for Preparedness

Mention the word Ebola in just about any conversation and people listen. Funeral home employees handle dead bodies and said they need to know how Ebola might affect their jobs. The Centers for Disease Control and Prevention recently issued protocols to funeral homes nationwide on how to handle the remains of Ebola patients.

The VFDA participated in a state strategy meeting on October 29, 2014 on the Ebola Virus. Out of that meeting it was a consensus that funeral professionals (directors, transport companies) should go through a HZMAT training session not only for Ebola but for other hazardous events that could occur.

The VFDA is asking any association member who is willing to take a HZMAT training course and register their funeral home as a point of contact in a state of emergency, please send your contact information (full name, firm name, phone/cell number and e-mail address) to Lacy Whittaker at lwhittaker@vfda.net.

For more information scan code:



Funerals and Morticians

Q: Since leak proof containers are required, will the OCME supply the containers?

A: No, the OCME does not provide body bags or other equipment.

Q: Is a standard body bag sufficient in Ebola deaths?

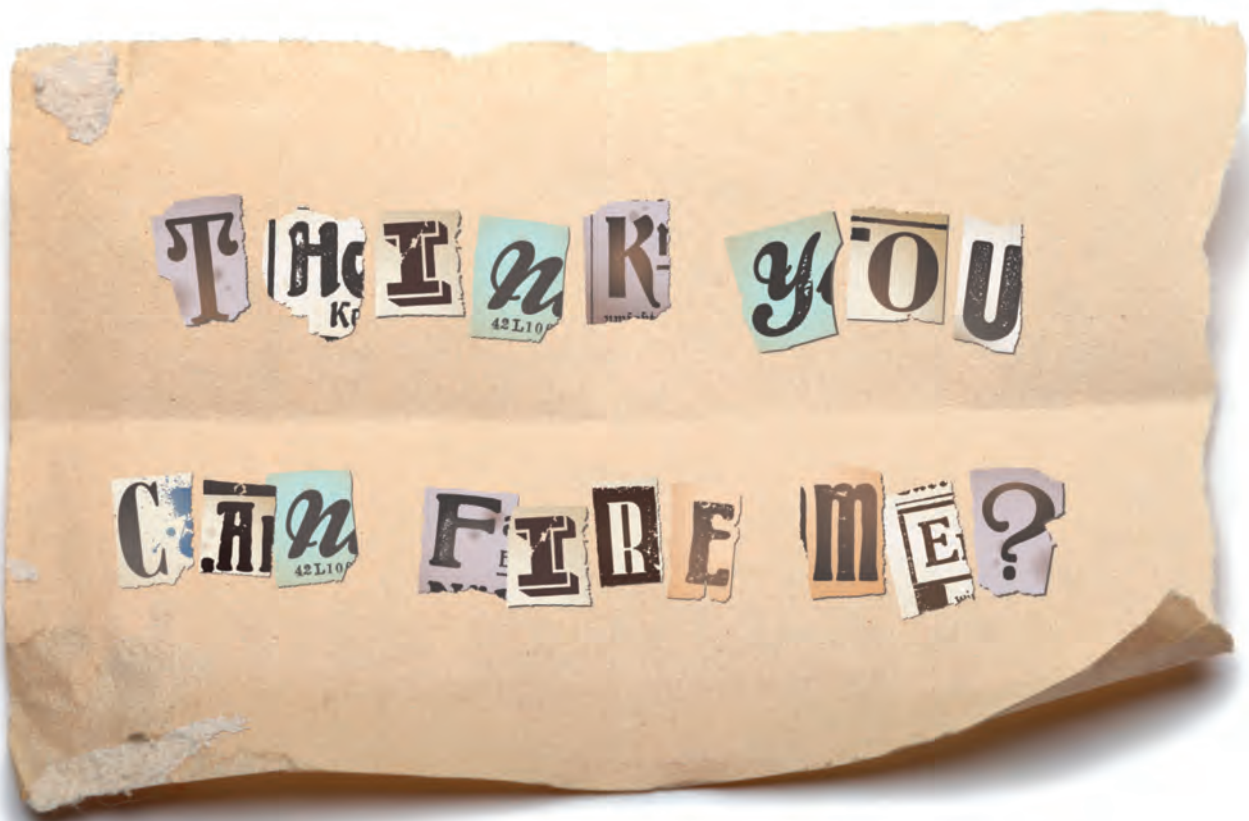
A: No. The goal is to completely protect handlers from the Ebola virus, which is in fluids purged from the body. The main body enclosure must be impervious to fluid leaks.

Q: Are dead bodies with Ebola infection still contagious?

A: Yes, absolutely.

Q: Are remains from Ebola cases infectious after the body has been cremated?

A: No.



Is Uncertainty Holding You Hostage?

Every employer, no matter what size, has to deal with human resource issues, regulations, and employment law changes. Contact your local marketing representative to learn how Federated Insurance can help you address issues such as hiring, firing, and disciplinary actions with an employee handbook building tool, sample policies and procedures, and access to independent employment law attorneys.

Visit www.federatedinsurance.com to find a representative near you.

*Get Answers
to Questions!*

It's Our Business to Protect Yours®

FEDERATED
INSURANCE® 

Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company

Owatonna, Minnesota 55060 | Phone 507.455.5200 | www.federatedinsurance.com

*Not licensed in the states of NH, NJ, RI, and VT. © 2014 Federated Mutual Insurance Company

LifeNet Health and Funeral Home Professionals Share the Common Goal of Serving the Grieving Family

Funeral Home professionals understand, better than most, the responsibility to respectfully and compassionately honor the loved one's wishes down to the last detail. While there are real differences between the industries of funeral services and donation services, we truly share a common goal of serving the needs of the grieving family and we each strive to honor the wishes of their loved one.

We believe that if someone has made a prior commitment, or expressed their desire to be a donor, and it was their wish to give the gift of life, every effort should be exhausted to facilitate donation with compassion and respect for the donor as well as the family.

LifeNet Health has introduced new, proactive initiatives to acknowledge and address questions, concerns and challenges submitted through our Funeral Home Survey system. We support the state and local funeral home associations by participating in annual conventions, to be available for face-to-face engaging conversation and brainstorming initiatives that strengthen our professional relationship with Funeral Home professionals. We believe if we are receptive to suggestions for improved methods of seamless collaboration, it is always the family that wins.

LifeNet Health was privileged to be asked to participate in the 2014

VFDA Traveling Caravan by hosting an educational embalming demonstration for a previously recovered donor. The program was a huge success. We received excellent feedback and recommendations for future educational opportunities and collaborations and are extremely excited to continue working with the VFDA.

LifeNet Health is proud to provide each donor's family a continuum of care for at least the first 18 months following the donor's death. LifeNet Health believes each potential donor family is unique, and direct conversations, as well as written communications, should reflect the attention to individual family needs.

Communication has always topped the funeral industry's recovery-related concerns. Therefore, we have implemented several new initiatives that allow for better access to real-time next-of-kin approach, authorization and recovery updates. The most popular being the ability to call into our Donor Center to get real-time updates (866-543-3638). Tissues recovered from donors are driven primarily by need.

Because of the critical need for full-thickness dermis, LifeNet Health is once again recovering free-hand skin. In addition, we are now recovering costal cartilage and expanding our recovery of research tissues to enhance and improve

transplant therapies. Just as we introduced the Arterial Reconstruction to address concerns with having to re-open the leg and arms, we are considering the use of new materials that may result in more confidence regarding leakage and may prove to be more time and cost effective for you.

In addition to supplies already being provided with the donor, we will now be providing a Sternum Prosthetic for your use when LifeNet Health has received authorization and performs recovery of the sternum/breast plate and associated costal cartilage. Our Funeral Home Packet, provided to you with each tissue donor, will include instructions for its use as described below.

The supplier of many of our reconstruction prosthetics has also provided an informative video at: www.absorbosp.com/funeral-supplies-products/.



LifeNet Health is dedicated to strengthening the working relationship with the funeral industry. We welcome your questions, concerns and suggestions moving forward. Our funeral home liaison, Teresa Norrell, is happy to attend or present our program and initiatives upon request. Please contact Teresa Norrell at (757)536-1655 or teresa_norrell@lifenethealth.org

Instructions for use of the U-FORM BIO-BONES STERNUM:

1. Cut to shape as desired
2. Place over sternum area
3. Secure into position by suturing to remaining ribs

Note: To customize the fit, the prosthetic can be softened by placing into boiling water for 5 - 10 seconds and then shaped/cut to fit.

Mountcastle Turch Funeral Home Custom Harley Hearse Turns Heads

Past VFDA President Michael Turch is turning heads at Mountcastle Turch Funeral Home with their newest addition. Custom built 2014 Harley Davidson Road King turned hearse has brought not only local attention but plenty of media coverage too.



“Nobody’s going to remember the urn or casket ten years from now,” Turch said. “But if you create a really, truly meaningful ceremony, they’ll always remember that. And this hearse helps us accomplish that.”

Have You Seen the VFDA Resource Center Online?

Visit <http://www.vfda.net/resource-center/> to see a selection of helpful resources available to members of the Association.

Congratulation to the Finches!

Congratulations to the Finches on the birth of their beautiful daughter and grandchild Austen Rylie.



Blue Ridge Funeral Directors Association

President:

Jonathan Arritt

Arritt Funeral Home, Covington
arrittfh@aol.com

Vice President:

Tony Mullins

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

Secretary/Treasurer:

Megan Conner

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



Narrows

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

Installations in July



Your pocket or theirs?

Everyday Low Prices on Quality Wood & Metal Caskets

That's money in your pocket.

- ✓ No Rebates.
- ✓ No Contracts.
- ✓ No Gimmicks.

**Just Everyday
Low Prices!**

Compare our caskets to your current supplier.



Oak Manor
\$1245

Solid oak casket with almond velvet interior.



Ivory Rose
\$895

18 Gauge Steel casket with pink velvet interior.



www.richardswilbert.com

800-875-4591

Hagerstown, MD
Mt. Jackson, VA
Salem, VA
Staunton, VA

Delivery available state-wide.

Contact Todd or Kelly for more information or to place an order.

Todd Dean
todd@richardswilbert.com
540-761-5717

Kelly Zimmerman
kellyz@richardswilbert.com
240-818-3015

Experience the Difference.

Bill Black



Cadillac



SUPERIOR
COACHES




FEDERAL
COACH • LIMO



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, and Virginia, as a full facility distributor. We offer a wide selection of funeral car brands including Superior, S&S, and Federal.

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.



**CADILLAC
PROFESSIONAL
DEALER**

601 East Bessemer • Greensboro, North Carolina • 1.800.451.8274 • www.BillBlackAuto.com

Simpson Funeral Museum Grand Opening

Greetings from The Simpson Funeral Museum in Chatham, Virginia and everyone associated with Mastercraft Casket Company of Graham, North Carolina!

We are pleased and proud to announce the Grand Opening of Simpson Funeral Museum on September 11, 2014. This unique new museum located at 16 South Main Street in Chatham, Virginia was the former home of the Chatham Furniture and Undertaking Company from 1898-1947. There were 179 people from 14 states in attendance.

To make room for the museum, this 8,000 square foot historic space has been totally and authentically restored from its original pressed tin ceilings to its hand-hewn pine floors. These renovations and restorations



a Clark 10 Gauge Copper Custodian Vault, a Perfection End Seal Steel Vault and many more also on display.

This museum, Bill's dream for decades, is his homage to the proud professionals of funeral service and his gift to the

have been donated to the museum by Mastercraft Casket Company.

The museum houses a collection of antique funeral items Bill Simpson gathered during his 51 year career in funeral service. Among the displays you'll find a 1876 horse drawn Sayers and Scovill hearse and a 1941 Parkard Henney hearse. A compilation of mint condition caskets including a Marsellus Masterpiece Glass Sealer and a Belmont Masterpiece Solid Bronze Glass Sealer, among others, as well as a Toccoa 15 Gauge Bronze Double Top,

Town of Chatham, historians and the pioneers of our profession upon whose shoulders we stand. Please visit us in paying tribute to these men and women who paved the way for future generations of funeral directors. The museum is open Wed. - Fri. 10am-2pm, Sat. 9am-12pm, and 7 days a week by appointment.



Congratulations to Paul Welch!

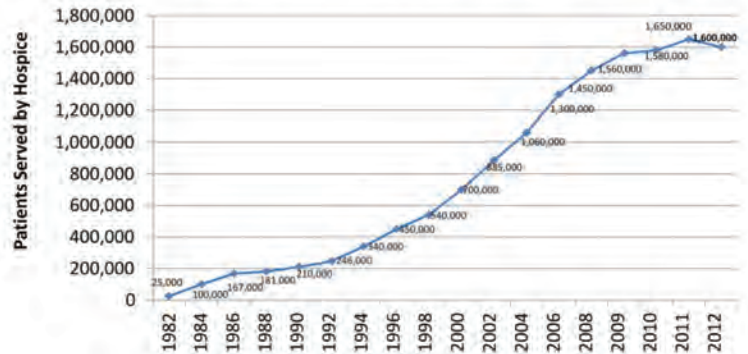
On September 5, 2014, Governor Terry McAuliffe announced additional appointments to his administration. J. Paul Welch II, of Warsaw, a second generation Owner/Manager of Welch Funeral Home on the Northern Neck; representing the Board of Funeral Directors and Embalmers was appointed to the Board of Health Professions. The appointees will join McAuliffe's administration focused on finding common ground with members of both parties on issues that will build a new Virginia economy and create more jobs across the Commonwealth.

Bridging the Gap between the Funeral Home and the Hospice Caregiver

In September, the National Funeral Director's Association hosted a panel discussion and webinar coordinated by the VFDA Hospice Task Force. They discussed the power of building positive relationships with hospice caregivers and ways funeral directors and hospice caregivers can work together to create a more positive experience and process for loved ones. The expert panel included Susan Perry, Marketing Director, Altmeyer Funeral Home, Virginia Beach, VA; Jacqueline Griswald, RN, Admission Nurse Crater Community Hospice, Petersburg, VA; Larry Spiaggi, Funeral Director, Morrisett Funeral Home & Cremation Services, N. Chesterfield, VA; and Lacy Whitaker, Executive Director, VFDA.

Hospice Care Increasing

Patients Served by Hospice in the US: 1982 to 2012



Quick Facts:

- Total costs for hospice users: \$126,000
- Total costs for those dying in a hospital: \$284,000
- 45% decrease = Push for Hospice Care
- About 60% or more of hospice families and patients have not prepared for death
- Hospice workers also assist with grief, financial issues, legal issues, family dynamic issues and most relevant, planning for end of life
- Hospice workers provide a list of funeral homes or cremation companies
- Hospice workers provide a social worker to assist with financial concerns or with grant applications
- At time of death, hospice pronounces the patient, notifies the doctor, prepares the body, consoles the family and calls the funeral home of choice

Virginia Funeral Supply Sales Association

President:

JEB Cranford

Triangle Atlantic Casket Company
jeb@triangleatlantic.com

1st Vice President:

Cliff Blasius, Jr.

SinoSource
ccblasius@verizon.net

2nd Vice President:

Richie Boudreau

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

Secretary/Treasurer:

Lori A. Eanes

C&L Containers
lorianneanes@yahoo.com



Meeting and Installation held in June during annual convention.

FuneralCall

The Funeral Home Answering Service



*Answering Calls for
Your Funeral Home
with Compassion and
Southern Hospitality.*

Friendly. Compassionate. Professional

888.239.0351 | www.funeralcall.com

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

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

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



Hotel Paggeria Medicea

ITINERARY AT-A-GLANCE:

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



TOUR HIGHLIGHTS:

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



Grande Albergo

Southwest Funeral Directors Association

President: Andrea Horn
Hurst Scott Funeral Home,
Richlands
andrea@hurstscottfuneral-
homes.com

Vice President:
Jamie Broadwater
Gate City Funeral Home,
Gate City
jamie@gatecityfuneral.com

Secretary/Treasurer:
P. Martin Hagy
Hagy & Fawbush Funeral
Home, Inc., Norton
info@hagyfawbush.com



Richlands

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

Installations in June

VFDA *Traveling Caravans*

February 12, 2015

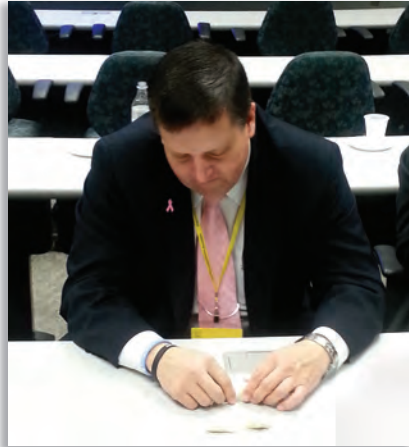
Danville Community College,
Danville, VA

February 26, 2015

Germanna Community College
Center for Workforce and
Community Education, Room
#125 Germanna Community
College, Fredericksburg, VA

March 12, 2015

John Tyler Community College,
Nicholas Center, Room #N102B,
Chester, VA



SCHEDULE OF EVENTS

8:30 a.m.
Registration/Continental Breakfast

9:00 - 10:00 a.m.
Fire Safety For Your Crematory (1.0)

10:00 a.m. - Noon
Restorative Art (2.0)

Noon - 12:30 p.m.
Lunch (provided)

12:30 - 1:30 p.m.
Virginia Laws and Regulations (1.0)

1:30 - 2:30 p.m.
Preneed Update (1.0)

Includes 5 continuing education
course credits, continental break-
fast 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.

I will attend (please check the location you are attending):

- February 12, 2015 Danville Community College, Danville, VA
- February 26, 2015 Germanna Community College, Fredericksburg, VA
- March 12, 2015 John Tyler Community College, Chester, VA

Registration Fee: \$135 Members • \$220 Non-Members

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Cell Phone: _____

Email: _____

Payment: Visa MC American Express Discover

Name On The Card: _____

Card Number: _____

Expiration Date: _____ 3-Digit Code _____

Signature: _____

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

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

Ph: (804) 264-0505 • Fax: (804) 264-3260 • info@vfda.net

VFDA hosts NFDA Certified Preplanning Consultant Program

The VFDA hosted the National Funeral Directors Association Preplanning Consultant Program on August 21-22, 2014 in Ashland, Virginia. Since 1996 CPC has been the national standard of excellence for advance funeral planning. Funeral professionals came from across the United States to earn their designation. This shows professional commitment, increases consumer confidence, and promotes the value of preplanning to the public.

The CPC Seminar was a mix of lecture and discussion that helps participants prepare for the certification exam given on the final morning. Topics included preplanning principles, meaningful ceremonies, ethics, FTC Funeral Rule, customer service, contract standards, marketing, and funding options. The VFDA would like to thank the NFDA for bringing valuable programs to our state.



Standing in back: Larry Corey, CCO, Morrisett Funeral & Cremation Service; Craig Rubel, Forethought Financial Group, Inc.; William King, Spicer-Mullikin Funeral Home & Crematory, and Charles Bowman, Jr., CFSP, Bowman Funeral Business Consultants. In front: Louisa Jane Hartsell, Hartsell Funeral Home; Kathleen Stull, Woody Funeral Home Parham Chapel; Ashley Morris, Ubt Funeral Home; and Faye Bonini, NFDA

Central Virginia Funeral Directors Association

President:

L. C. Corey

Morrisett Funeral and Cremation Service,
Chesterfield

larrycorey@comcast.net

Vice President:

Doni Kashinejad

Nelsen Funeral Home & Crematory
various locations

doni.kashinejad@sci-us.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.

**We Guarantee 30% savings and
have saved customers as much as 50%**



**Secured
MED WASTE**



WWW.SECUREDMEDWASTE.COM

1-877-861-8970

- **No Monthly Standard Fees** “Only pay for the services that we provide”
- **No Long Term Contracts 12 or 24 Month, You Decide** “we don’t trick customers into signing ridiculous contracts for services like the larger provider”
- **Easy “No Hassle” Transition.** We have helped thousands of customers make the switch.
- **Flexible Service Options...** weekly, bi-weekly, monthly, quarterly **“YOU PICK”**
- Per box **“Flat-Rate” Pricing - no additional or hidden fees!** **HAVE YOU REVIEWED YOUR CURRENT INVOICE FOR SERVICES LATELY?**
- It’s as easy as 1 2 3.... Contact us, Select Service, Schedule Pickup
- **Multi Box Discounts**
- **Local and Family owned** “you’re talking to the owners when you call”
- Courteous and Professional Service - **we’ll even assist in the packaging of your box if not ready**

**Why Pay More?
Call us now!!!**

Thank You,

Jim Hitt, President



Call Paula for a “No Obligation” Quote 877.861.8970

REGISTRATION FORM

VFDA 8TH ANNUAL WINTER CONFERENCE

January 25 - 26, 2015 • Omni Richmond Hotel, 100 South 12th Street, 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, JANUARY 25

4:00 p.m.

VFDA Board Directors Meeting, Magnolia Room

6:30 p.m.

Dinner, The Tobacco Company Restaurant

MONDAY, JANUARY 26

7:00 - 8:30 a.m.

Exhibitor Set-Up, Shenandoah Room

8:00 a.m.

Registration, Shenandoah Room

8:30 - 9:30 a.m.

Preneed Overview Breakfast (1.0 CE), Richard Brockwell

9:30 - 11:00 a.m.

Roundtable Discussion with LifeNet (1.5 CE), Teresa Norrell/Mark VanAllman

11:00 a.m. - Noon

Virginia Laws and Regulations (1.0 CE), Lynne Helmick

Noon - 12:30 p.m.

Lunch and Recognition

12:30 - 1:30 p.m.

VFDA Legislative Agenda/Roundtable discussion on future legislation (1.0 CE), Angie Bezik/Julie Dime

1:30 - 2:30 p.m.

Electronic Death Registry (1.0 CE), Janet Rainey

2:30 p.m.

Evaluations/Adjourn

Name _____

Funeral Home/Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Winter Conference Registration Costs

\$175 for VFDA members • \$210 for non-members

\$75 per person for Sunday evening's dinner at The Tobacco Company Restaurant

Yes, I will attend the VFDA Winter Conference (\$175 VFDA Members/\$210 Non-VFDA Members)

Yes, I will attend the Sunday evening dinner at The Tobacco Company Restaurant (\$75 per person)

Yes, I will bring a guest (s) to the Sunday evening dinner at The Tobacco Company Restaurant. Guest(s) Name: _____

METHOD OF PAYMENT

Amount Enclosed: \$ _____

Check Enclosed (Payable to VFDA)

VISA MasterCard AMEX Discover

Card # _____

Exp. Date _____ 3 or 4 digit code _____

Name on Card _____

Signature _____

SPONSORSHIP

VFDA 8TH ANNUAL WINTER CONFERENCE

January 25 - 26, 2015 • Omni Richmond Hotel,
100 South 12th Street, Richmond

Exhibitor
Registration Form
is due by 1/16/15.
Download it from
www.vfda.net

SPONSORSHIPS:

Breakfast Sponsors \$1,000

Receive two complimentary winter conference registrations, Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Breakfast Sponsors \$500

Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Lunch Sponsors \$1,000

Receive two complimentary winter conference registrations, Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Lunch Sponsors \$500

Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Dinner Sponsors \$1,000

Receive two complimentary winter conference registrations, Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Dinner Sponsors \$500

Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Bar Sponsors \$250-\$500

Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Keycard Sponsors \$500

Attendees will carry your logo and information right in their pockets. Guests will look at their keycard every time they open their hotel room door. Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Registration Packets Sponsors \$200

Clear vinyl packets, front cover will include company flier, Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

Gold Sponsors \$50-\$400

Recognition sponsorship signage, Recognition on the VFDA website, e-newsletter and quarterly *Bulletin*

I WILL SPONSOR:

- | | | | | | | |
|---|---|--|---|--|---|---|
| <input type="checkbox"/> Breakfast Sponsors \$1,000/\$500 | <input type="checkbox"/> Lunch Sponsors \$1,000/\$500 | <input type="checkbox"/> Dinner Sponsors \$1,000/\$500 | <input type="checkbox"/> Bar Sponsors \$250-\$500 | <input type="checkbox"/> Keycard Sponsor \$500 | <input type="checkbox"/> Registration Packets \$200 | <input type="checkbox"/> Gold Sponsors \$50-\$400 |
|---|---|--|---|--|---|---|

Name _____ Funeral Home/Company _____ Address _____ City _____ State _____ Zip _____ Phone _____ Fax _____ E-mail _____	Amount Enclosed: \$ _____ <input type="checkbox"/> Check Enclosed (Payable to VFDA) <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover Card# _____ Expires _____ security code _____ Name on Card _____ Signature _____
---	--

Fourth Quarter 2014 Legislative Update

Our lobbyists, Angie Bezik and Julie Dime, have traveled and presented to all seven of our districts in the month of September and October on the legislative process. This presentation counted as a Continuing Education Unit for our VFDA members. That presentation is now posted on our website for your reference.

Now they are gearing up to represent us in the 2015 General Assembly session. As they noted their presentations, this will be the “short session,” beginning on January 14, 2014 and lasting 45 days. We have quite a bit of legislation we are proposing and Julie and Angie are in the process of securing patrons, talking with stakeholders and developing our talking points. One of the major points they shared with us during their presentations is the importance of VFDA members participating in the process. Many of you have committed to doing that in the meetings and for that we thank you. This is our industry to protect, and with Julie and Angie’s guidance and VFDA members’ participation, we can do just that.

Our 2015 Legislative Agenda includes the following initiatives:

1. Physicians – Timely Signing of Death Certificates: Reiterate Penalties for Failure to Comply – introduce and support legislation that would restate sanctions against physicians for failure to sign a death certificate as prescribed by law in paragraph C under § 32.1-263. Filing death certificates; medical certification; investigation by Office of the Chief Medical Examiner.

Paragraph C. reads as follows:

“C. The medical certification shall be completed, signed in black or dark blue ink, and returned to the funeral director within 24 hours after death by the physician in charge of the patient’s care for the illness or condition which resulted in death except when inquiry or investigation by the Office of the Chief Medical Examiner is required by § 32.1-283 or 32.1-285.1, or by the physician that pronounces death pursuant to § 54.1-2972.

In the absence of such physician or with his approval, the certificate may be completed and signed by the following: (i) another physician employed or engaged by the same professional practice; (ii) a physician assistant supervised by such physician; (iii) a nurse practitioner practicing as part of a patient care team as defined in § 54.1-2900; (iv) the chief medical officer or medical director, or his designee, of the institution, hospice, or nursing home in which death occurred; (v) a physician specializing in the delivery of health care to hospitalized or emergency department patients who is employed by or engaged by the facility where the death occurred; (vi) the physician who performed an autopsy upon the decedent; or (vii) an individual to whom the physician has delegated authority to complete and sign the certificate, if such individual has access to the medical history of the case and death is due to natural causes.”

SANCTIONS: Language would be drawn from existing code for restating the penalties for failure to comply with the law, § 32.1-27. Penalties, injunctions, civil penalties and charges for violations.

A. Any person willfully violating or refusing, failing or neglecting to comply with any regulation or order of the Board or Commissioner or any provision of this title shall be guilty of a Class 1 misdemeanor unless a different penalty is specified.

REMOVAL SERVICES OF VIRGINIA

P.O. BOX 9427, RICHMOND, VA 23228

804-559-9930

877-599-9930 toll free

REMOVALS & TRANSPORTS

- Experienced, Professional Service
24 Hours a Day
- Local and Long Distance Transportation
- Affordable Service to and from
Richmond Airport

“At Your Service Since 2001”

B. Any person violating or failing, neglecting, or refusing to obey any lawful regulation or order of the Board or Commissioner or any provision of this title may be compelled in a proceeding instituted in an appropriate court by the Board or Commissioner to obey such regulation, order or provision of this title and to comply therewith by injunction, mandamus, or other appropriate remedy or, pursuant to § 32.1-27.1, imposition of a civil penalty or appointment of a receiver.

C. Without limiting the remedies which may be obtained in subsection B of this section, any person violating or failing, neglecting or refusing to obey any injunction, mandamus or other remedy obtained pursuant to subsection B shall be subject, in the discretion of the court, to a civil penalty not to exceed \$25,000 for each violation, which shall be paid to the general fund, except that civil penalties for environmental pollution shall be paid into the state treasury and credited to the Water Supply Assistance Grant Fund created pursuant to § 32.1-171.2. Each day of violation shall constitute a separate offense.

D. With the consent of any person who has violated or failed, neglected or refused to obey any regulation or order of the Board or Commissioner or any provision of this title, the Board may provide, in an order issued by the Board against such person, for the payment of civil charges for past violations in specific sums, not to exceed the limits specified in § 32.1-27.1 and subsection C of this section. Such civil charges shall be instead of any appropriate civil penalty which could be imposed under § 32.1-27.1 and subsection C of this section. When civil

charges are based upon environmental pollution, the civil charges shall be paid into the state treasury and credited to the Water Supply Assistance Grant Fund created pursuant to §32.1-171.2.

2. Automatic Registration of Physicians for EDRS upon renewal of medical license and Funeral Directors License. Automatically registering physicians (and funeral directors) for EDRS (to receive their assigned PINs from Vital Records) upon renewal of their licenses.

3. Technical changes to 2014 GA Session “unclaimed” legislation – Clarification of “disposition of a body” and whom, besides “next of kin” are able to make decision regarding the disposition of a body.

4. Requiring a “manager of record” for service transportation companies – to prevent the same poor performing person from reentering the transportation space with simply a new company name.

HEAVEN'S COACH

Excellence in Service

(804) 677-7099

There is no distance too great!

Local Removal \$130 Flat Fee
Within a 50 mile radius of Richmond

- Charlottesville
- Fredericksburg
- Petersburg
- West Point
- Williamsburg, Virginia

Long Distance Transports
\$130 Flat Fee for pick-up and first (50) miles
(+\$2 per loaded mile thereafter)

• Maryland	• Alabama	• Virginia
• Washington, DC	• Georgia	• Pennsylvania
• Delaware	• South Carolina	• Massachusetts
• New Jersey	• North Carolina	• Ohio
• New York	• Tennessee	• Kentucky
• Connecticut	• West Virginia	

Licensed and Insured

We are licensed by the Virginia Board of Funeral Directors & Embalmers, insured and bonded, OSHA trained and certified, and proud members of the VFDA and the IFHV.

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



Virginia Funeral Directors Association

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

Tel: 804-264-0505

VFDA Political Action Committee

How Does a PAC Work for You?

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

Importance of a Strong PAC

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

How Do Politicians Use PAC Money?

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



Please submit contributions by December 31, 2014

Virginia Funeral Directors Association

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

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

Name _____

Address _____

Phone _____

Method of Payment

Check MasterCard

Visa Discover

AmEX

Credit Card # _____ Exp. date _____

Signature _____ 3-digit Code _____

Contributions to the PAC are completely voluntary.

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

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

Introducing Virginia's Electronic Death Registration System

On September 26, 2014, Janet M. Rainey, Department of Health Director and State Registrar, announced the implementation of the Virginia Electronic Death Registration System (EDRS).

For the past three years, the Virginia Department of Health (VDH)'s Division of Vital Records (DVR) and Office of Information Management and Health IT has diligently worked on adding a module to the Virginia Vital Events and Screening Tracking System (VVESTS) for the electronic filing of death records.

The primary purpose of EDRS is to enable the participants of death registration to file death records with local and state registrars electronically. The EDRS provides for online access so that decedent fact-of-death and cause-of-death informations can be registered electronically by multiple death registration participants working on the same case. With EDRS, funeral directors will be better able to serve families by obtaining copies of death certificates faster, more efficiently and with fewer errors.

New with the implementation of the VVESTS-EDRS is the creation and designations of Facility User Administrators (FUA). Any facility with five or more staff persons needing access to the VVESTS-EDRS system must appoint a VVESTS-EDRS FUA. This person will be given the authority to setup new users and manage passwords for VVESTS users in their facility.

You can access online training and registration for the VVESTS-EDRS at www.vdh.virginia.gov/Vital_Records/edrs



The EDRS Provides Electronic Registration of:

Attended Deaths -

Primary Care Provider (Green Border Death Certificate)

Unattended Deaths -

Medical Examiner (Red Border Death Certificates)

Spontaneous Fetal Deaths -

Primary Care Provider (Yellow Border Death Certificate)

Induced Terminations of Pregnancies -

Primary Care Provider (Brown Border Death Certificate)

Donation of Bodies for Science -

Virginia State Anatomical Program (VSAP)

EDRS BENEFITS

- Paperless death record filing
- No need to track down physicians to obtain signatures
- Online collaboration among multiple death registration system users
- Improves timeliness and quality of death data
- Reduces rejection of death certificates
- Enables faster death registration
- Allows for printing of forms at funeral homes (ie. transit permits, affidavits, etc.)
- Highly secure and accessible online
- Available 24/7
- Online help, support and training for users

Answering Service For Funeral Professionals

Got ASD?

Reassure at-need callers that someone at the funeral home is **always available**

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

COMPETITIVE ADVANTAGE

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

CUSTOM FEATURES

Send the **on-call** an alert the moment ASD recognizes a death has occurred. Recognize the importance of **pre-need** and **pricing** calls for the funeral home. **KNOWLEDGABLE** **recording** of every call is made available to the on-call via ASD's website. **ASD MOBILE APP** **CAREFULLY TRAINED STAFF**

The ANSWERING SERVICE in a Class of its own. **TRUST** 24/7 business protection. **TOOLS FOR GROWTH** Pinnacle of **EXCELLENCE**.

COMPASSION FAMILY OWNED and managed since 1972. **TECHNOLOGY**



1-800-868-9950 • myASD.com

Professional Futures Fund

OUR VOICE. OUR FUTURE.



Capitol Level – Contribution of \$2,000

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

Commonwealth Level – Contribution of \$1,000

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

Dominion Level – Contribution of \$500

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

Cardinal Level – Contribution of \$250

Recognition in VFDA *Bulletin* and website

Dogwood Level – Contribution of \$100

Recognition in VFDA *Bulletin*

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

We thank you for your support.

PLEASE CHECK SPONSORSHIP LEVEL:

- | | |
|---|---|
| <input type="checkbox"/> Capitol Level \$2,000 | <input type="checkbox"/> Cardinal Level \$250 |
| <input type="checkbox"/> Commonwealth Level \$1,000 | <input type="checkbox"/> Dogwood Level \$100 |
| <input type="checkbox"/> Dominion Level \$500 | <input type="checkbox"/> Other \$ _____ |

Check Enclosed (payable to VFDA. Please put VFDA Professional Futures Fund in the Memo Line. Mail to address below.)

VISA MC AMEX Discover Expires: _____

Card #: _____ 3 or 4 digit CVV: _____

Name on Card: _____

VFDA, P.O. Box 395, Hanover, VA 23069, Fax: 804-264-3260

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Calendar of Events

January 13, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
January 25 - 26, 2015	8th Annual Winter Conference, Richmond, Virginia
February 12, 2015	VFDA Traveling Caravan, Danville, Virginia
February 26, 2015	VFDA Traveling Caravan, Germanna Community College, Fredericksburg, Virginia
March 12, 2015	VFDA Traveling Caravan, John Tyler Community College, Chester, Virginia
March 19, 2015	Under 40 Leadership Forum, Charlottesville, Virginia
April 14, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
April 17 - 24, 2015	VFDA International Trip, Tuscany & the Italian Riviera
June 14 - 17, 2015	127th Annual VFDA Convention, The Hotel Roanoke & Conference Center
July 14, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
October 2, 2015	Virginia Board of Funeral Directors and Embalmers Meeting
June 18 - 22, 2016	128th Annual VFDA Convention, Renaissance Portsmouth Hotel & Waterfront
June 25 - 28, 2017	129th Annual Convention, Williamsburg Lodge, Williamsburg, Virginia



Virginia's Premier Pre-Need Program

Look At The Advantages That Virginia's Oldest Pre-Need Program Has To Offer...

Monticello

for 32 yrs.

- ◆ We Accept Pre Arrangements From Ages 0-115
- ◆ We Provide Safety and Security for 100% of the Funds.
- ◆ Highest Return On Investment - Four Trust Programs to Choose From.
- ◆ All Products Held With a Virginia Trust Bank So You Don't Incur Any Potential Liability or Tax Problems
- ◆ Medicaid Exempt Trusts
- ◆ Custom Advertising and Printing Available
- ◆ A Dedicated Staff Whose Only Responsibility is to Serve Virginia Funeral Directors and Their Families
- ◆ Highly Effective 9-Step Marketing Program.

Provider Trust

P.O. Box 1090 • Saluda, VA 23149

Horizon Trust

P.O. Box 1256 • Saluda, VA 23149

Toll Free: 1-800-248-4188

Contribute to the VFDA Foundation

Your donations to the Virginia Funeral Directors Association Foundation ensure the future of the funeral service profession. Your generosity enables students to attend school and pursue their educational studies in the funeral service profession. Donations also support current licensees across Virginia as they continue their leadership development and grow their business through leadership education programs including the "40 & Under Leadership" program.



Shenandoah Valley Funeral Director's Association

President:

Charlie Rimel

Henry Funeral Home, Staunton
svfda00@gmail.com

Vice President:

Bradley Howdyshell

Thacker Brothers Funeral Home, Inc.,
Palmyra & Scottsville
bradley@thackerbrothers.com

Secretary/Treasurer:

Daniel Chapman

Johnson Funeral Service, Bridgewater
dchapmanp@gmail.com



Buena Vista

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

Installations third Thursday in May.

MARK YOUR CALENDAR FOR THE

2015 Virginia Funeral Directors Association Convention

Next year's convention is designed for the entire family in mind. Come and enjoy a day of golf or receive all of your required continuing education credits in one day. Hear dynamic presenters then head over to visit the exhibit hall where all vendors are in one location (cars included!). The entire family will enjoy the "Taste of Roanoke" food and wine tasting walking tour through the beautiful city of Roanoke. Fellowship with new and old friends and stay an extra day with the National Funeral Directors Association Certified Crematory Operators Training.

PRELIMINARY SCHEDULE

subject to change

Saturday, June 13, 2015

2:30 pm - 4:00 pm Board of Directors Meeting

Sunday, June 14, 2015

8:00 am - 2:00 pm Registration
9:00 am - 2:00 pm Super Sunday Blitz (5.0)
10:00 am - 4:00 pm VFSSA Golf Outing
1:00 pm - 5:00 pm Exhibitor Set-Up
6:30 pm - 8:00 pm Welcome Reception

Monday, June 15, 2015

8:00 am - 2:00 pm Registration
9:00 am - 2:00 pm Exhibitor Set-Up
9:00 am - 10:00 am C.E. Class (1.0)
10:30 am - 1:00 pm "Taste of Roanoke" Family Excursion
12:15 pm - 1:15 pm Past President's Luncheon & Scholarship Presentation
2:30 pm - 3:30 pm Service of Remembrance
3:30 pm - 4:30 pm SOR Reception
6:00 pm - 7:30 pm Exhibit Hall Open/Cocktails/3rd Annual Silent Auction

Tuesday, June 16, 2015

8:00 am - NOON Registration
8:00 am - 9:00 am VFSSA Meeting
9:00 am - 10:30 am Annual Business Meeting (1.0)
11:00 am - 2:00 pm Exhibits Open/3rd Annual Silent Auction
2:00 pm Silent Auction Closes (winners will be called at 2:30 pm)
6:30 pm - 9:00 pm Farewell Banquet/Installation of VFDA & VFSSA Officers

Wednesday, June 17, 2015

7:30 am - 3:30 pm NFDA Certified Crematory Operators Training



June 14-17, 2015
The Hotel Roanoke & Conference Center
Roanoke, Virginia

THIRD ANNUAL
SILENT AUCTION

Would you be willing to donate an item of \$100 or more (items to go in a package and/or monetary donation) for our auction?

*Our Strength is
the Family Owned Funeral Home*

Warfield-Rohr



Casket Co., Inc.

Baltimore, MD : (410) 539-6907
Lynchburg, VA : (434) 237-1764
Richmond, VA : (804) 771-1720

In Remembrance

June 22, 2014 - October 20, 2014



- Mildred Lowry** June 22, 2014, Blue Ridge District
- Ruby M. "Ma" Gray** July 16, 2016, Blue Ridge District
- Marshall Arritt** July 21, 2014, Blue Ridge District
- Stewart Foley Reid** July 25, 2014, Central District
- Mary Josephine Giles Bruce** July 28, 2014, Blue Ridge District
- Margaret McDonald White** August 9, 2014, Central District
- James "Jim" Michael Wells** August 9, 2014, Central District
- William Earnest (Corky) Martin** August 19, 2014, Blue Ridge District
- Kenneth Gregory Ayles** August 21, 2014, Blue Ridge District
- Adrian F. Boylston** August 29, 2014, Friend of the VFDA
- Dorsey Greene Thompson** August 30, 2014, Shenandoah District
- Charles F. Blount, Jr.** October 9, 2014, Blue Ridge District
- Mary Frances Warden Lambert** October 10, 2014, Central District
- Mary Josephine Foster** October 11, 2014, Central/VFSSA
- Frank H. Shortsleeve** October 20, 2014, Central District

Tidewater Funeral Directors Association

Est. 1945

President: Christopher Wilson

Hale Funeral Home, Norfolk
chriswilson06@mac.com

1st Vice President: James Quinn

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

2nd Vice President: Danielle Fitchett-Mann

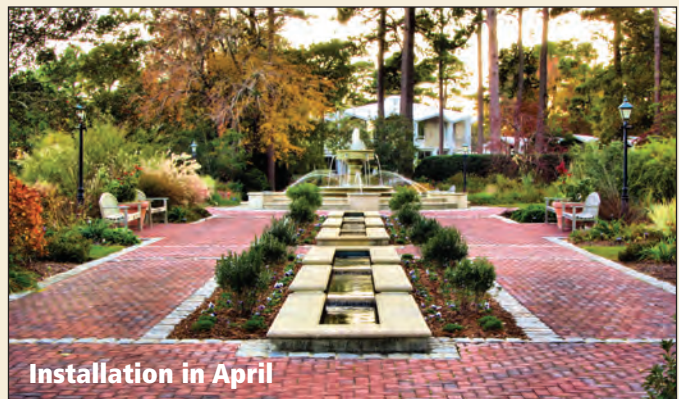
Fitchett Funeral Home, Chesapeake
dani23320@aol.com

Secretary: Jamie Karpa

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

Treasurer: Bryan Graves

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



Norfolk Botanical Gardens

1st Year Director: Patricia Louis

Sterling Brook Funeral Home, Windsor
eplouishorizon@msn.com

2nd Year Director: Robie Gardner

Sturtevant Funeral Home, Suffolk

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

APPAREL SALE!

Based on Availability
Contact the VFDA Office at
(804) 264-0505 or
e-mail info@vfda.net



Devon & Jones Men's Full Zip Fleece Jacket
Black with Khaki Embroidery
\$40.00



Harriton Ladies' Full Zip Fleece Jacket
Charity Pink with White Embroidery
\$30.00



Inner Harbor Men's Full Zip Fleece Sleeveless Vest
Navy Blue with Khaki Embroidery
\$35.00

VISA MC AMEX Discover Firm: _____
 Card #: _____ Name on Card: _____
 Expires: _____ 3 or 4 digit code: _____ Signature: _____

Southside Funeral Director's Association

President:

Kevin Brown

Finch & Finch, Inc.

Altavista

kbrown51885@gmail.com

Vice President:

Trey Finch

Finch & Finch, Inc.

Altavista

tfinch@finchandfinchfuneralservice.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

40 and Under Leadership Forum *Come and Have a Day of Fun!*

VFDA Presents:

"CONNECTING, CREATING AND REVIVING FUN" UNDER 40 EVENT

March 19, 2015

Charlottesville, VA

Facilitated by Betsy Muller

Come join us for a fantastic day of growth. Betsy Muller, energy coach and best-selling author will direct the day and give us insight to discovering and living our full-potential through life balance and self-care. Besty is one of only 12 ACEP-Certified Practitioners of Emotional Freedom in the world. It will be a day to find a conscious way to stay young, have fun and get more done!

by invitation only

Advertiser Index

ASD	
800-868-9950	25
Bill Black Cadillac	
800-451-8274	12
Federated Insurance	
507-455-5200	8
Funeral Call Answering Service	
888-239-0351	15
Heaven's Coach	
804-677-7099	23
Maberry Funeral Home, Inc.	
maberryfuneralhome@swva.net	34
Optima Health	
804-931-6646	35
Phil's Coaches	
301-649-1113	2
Progressive Environmental Services	
800-323-9785	33
Provider Horizon Trust	
800-248-4188	27
Removal Services of Virginia	
804-559-9930	22
Richards Wilbert	
800-875-4591	11
Secured Med Waste	
877-861-8970	19
Warfield-Rohr	
804-771-1720	29

Northern Virginia Funeral Directors Association

President:

LaDonna Gilbert

National Funeral Home, Falls Church
ladonna.gilbert@dignitymemorial.com

Vice President:

Robyn Short

Fairfax Memorial Funeral Home,
Fairfax
rshort@fmfh.com

Secretary/Treasurer:

Valarie Armstrong

Advent Funeral Home, Falls Church
varmstrong@adventfuneral.com



Morrison House, Alexandria

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

Installation – June



IS YOUR CREMATORY DEALING WITH A MIDDLE MAN IN REFINERS' CLOTHING?

As more and more crematories begin recycling their post-cremation metals, more recyclers are popping up to collect the metal and return the proceeds. But let the crematory beware.

Not all recyclers are what they represent themselves to be. Most are middle-men who pass the metals from you to the refiners and take their cut for their efforts. So you get a smaller proceeds check. Some have even gone as far as to say they are direct refiners when in fact they are not. But it's the fees they assess

and the meager size of the checks that give them away.

For the record, we are a direct refiner. We own the refinery, and have for 35 years. We refine for some of the largest corporations in America. We do everything in strict EPA compliance, which protects your operation as well. And of course, we pay full value on your metals so you can put more money to the best possible use.

Now isn't it better to do business with someone who has absolutely nothing to hide?



PROGRESSIVE ENVIRONMENTAL SERVICES

Recycling Responsibly

Call 800-323-9785 ext. 8811 • www.progressive-environmental.com • A division of Precious Metal Refining Services, Inc.

EMPLOYMENT OPPORTUNITIES



Family owned and operated funeral home for over 85 years in the New River Valley area is seeking an experienced licensed funeral director and embalmer. Qualified candidates should

e-mail their resume and three professional references to **maberryfuneralhome@swva.net**.

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

The Bulletin Magazine Jan|Feb|Mar

ADS DUE

2/6/15

The Bulletin Magazine Apr|May|Jun

4/10/15

The Bulletin Magazine Jul|Aug|Sep

7/10/15

The Bulletin Magazine Oct|Nov|Dec

10/9/15

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



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

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

* 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



**VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION**

P.O. Box 395
Hanover, VA 23069

MUSIC CITY VIRGINIA NIGHT A BIG SUCCESS!

55 members and guests gathered together on a rainy evening at Nashville Tennessee's Southern Steak & Oyster Restaurant on October 13th during the National Funeral Directors Association International Convention. Friendships were rekindled, new friends and memories were made. Rob and Judy Finch would like to thank everyone for joining them on this special night with friends.



*LaDonna Gilbert,
Samantha Romano,
Lacy Whittaker,
and Larry Joines*



Ray Sloan and LaDonna Gilbert



Enjoying the good company at the Southern Steak & Oyster Restaurant