

THE BULLETIN

APR | MAY | JUN | 2012

SPECIAL CONVENTION ISSUE

124TH VFDA ANNUAL CONVENTION & EXHIBITION

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- VFDA Member Awards *pg. 21*
- FEATURE: Blazing New Trails: John Tyler Community College Funeral Service Student Association *pg. 22*



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Thank You for a Great Year!

Dear fellow VFDA colleagues and friends, in writing my last article as your president, most of you know of the trying times my family and are going through right now. I could not be more proud of Lacy Whittaker, VFDA committees and our lobbyists Kristian Harvard and Ron Jordan for stepping up and helping me and my family through this trying time in our life.

I have enjoyed the opportunity to represent the VFDA throughout the past year. Puddin, Shim, Bud Hazelgrove and I just got back from the international trip to the Dominican Republic. It was beautiful! I also enjoyed representing the VFDA in Chicago at the NFDA Convention and also at Branson, Missouri for the leadership conference.

I would like to thank the Northern Virginia District for their hospitality and great meetings in March. It is now time for me to thank the entire board of directors, all the committees for their hard work all year. Also, I would like to welcome Shannon Nuckols as our new director of membership services. Welcome to our team!

The convention committee has everything lined up for our 124th Annual Convention starting on Saturday, June 23, 2012 with a board meeting and president's appreciation cookout oceanside. We will again be offering the CANA Crematory Operators certification program this year on Sunday. In trying to work with the Virginia Funeral Sales Association there will be nothing scheduled during the exhibit hours.

The courses and speakers at convention will provide insight into how we can make things better and increase our success; they not only provide continuing education, they can be powerful resource tools also. The Expo provides a unique opportunity to highlight industry

trends, services and products. It also provides a relaxed place to network with colleagues and other professionals. There are so many activities planned and great entertainment as always. Come enjoy convention with your family and friends.

This association sponsors so many wonderful events. Thank you to all of you who made the Winter Leadership Summit and Traveling Caravans such a success this year. The leadership summit was one of the best attended we have had. These events and programs are what make this association such a great tool for everyone. The camaraderie, teamwork and learning that accompany these activities are what set our association apart and make it successful.

In closing, let me again say it has been an honor for me to serve as the VFDA president and follow in the footsteps of many good friends in this role. Good luck to our incoming officers as I know they will do an excellent job. May the VFDA continue to be a leading association in our state!

Puddin and I have enjoyed the time we've worked together to lead the association this year. We want to thank all of you for your well wishes during Puddin's recovery. We look forward to seeing everyone and enjoying a wonderful 124th annual convention on the warm, sunny beach. The Cavalier Hotel is a great place to be. Don't forget to book your stay early and make a calendar of all the great events during convention.

Thank you for all your continued support of the VFDA!

Frankie Sheridan, VFDA President, Sheridan Funeral Home, Inc., Kents Store, VA, 804-387-1789



Welcoming Michael L. Smith, Sr.

To the Friends and Members of the VFDA, please allow me this opportunity to welcome each of you to the 124th VFDA Annual Convention. My wife Debbie and I hope to greet as many of you as possible during our time together at Virginia Beach. We know that you will find our continuing education sessions to be enlightening and beneficial to the day to day operation of your business. We attempted to balance the educational and leisure activities to give each family an informative as well as pleasurable experience.

I wish to express my thanks to the board and members of the VFDA for placing their trust in me by allowing me to serve as your 125th president. My career in funeral service spans 34 years. I graduated from Gupton-Jones College of Funeral Service in 1984 and have been serving families in the Tidewater area since that time. I have been fortunate to have been employed for 22 years with Hollomon-Brown Funeral Home and Crematory as a funeral director and chapel manager.

I have been privileged to have been married for 31 years to the former Debbie Price of Roanoke and am the proud father of two sons, Michael, II and Geoffrey. Michael and his wife Amy serve as missionaries in Zambia, Africa with our two grandchildren, Tyler and Evie. Geoffrey serves as a staff member with Hollomon-Brown and is a volunteer firefighter. Geoff is engaged to Nicole Stieff, one of our new licensees.

I am an active member of Great Bridge United Methodist Church, where I serve on the Board of Trustees and on the Church Council. I am also an active member of the Chancel Choir and the Master's Men Chorus. My fraternal affiliations include membership in the Masonic Lodge, the Shrine, and Eastern Star.

As we go forward in yet another new year, it is my hope to keep our association on its steady course and firm footing as it has been under the capable leadership of Frankie Sheridan. It is my fervent hope that as we go forward, we will be able to solidify support from our seven districts to our association. We will strive to continue to exercise a careful stewardship of our association's resources as we attempt to enhance our revenue sources through endorsements and the continuing education caravan. In closing, I covet your help and input in continuing to make our association ever more viable and relevant in its mission.

You may e-mail me at any time at:
smittyvfda@verizon.net

With warmest regards,
Michael L. "Smitty" Smith, Sr.

Five Great Ways to Maximize Your VFDA 2012 Convention Experience



Come bask in the summer sun, relax by the crystal clear pool, golf on the manicured greens, and enjoy entertainment for the whole family! We are thrilled to welcome you to the 124th VFDA Annual Convention. We have been working around the clock to make this convention a success for every member of the VFDA.

We are looking forward to spending time with all of you in Virginia Beach. Here are my top five tips to help you make the most of your convention experience!

1 Book your rooms now!

Book a room at the Cavalier Hotel from Saturday – Saturday or from Sunday – Thursday and get the great Midweek package rates and bonuses, while supplies last! The Midweek packages have room rates starting at

\$179/night with the bonus of a free daily breakfast buffet, up to five people per room, regularly \$12.95/person per day. The bonuses also include \$100 Cavalier bucks to be used for beach rentals and other activities and a \$25 gas card! Visit www.vfda.net to book the Midweek package before they're gone!

Or, if you are coming for only one, two or three nights, you can book rooms at the VFDA rate starting at \$160/night.

2 Take advantage of all the great learning and networking opportunities

Not only is it a great place to learn, it's a wonderful place to network and renew friendships. I know that you will benefit from the time you spend at convention this

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year. Don't miss out on the great presenters, the Expo and all the unique vendors. I encourage you to come to the convention this year with goals to grow and strengthen your business. It's a great time to celebrate with family and colleagues all the successes and opportunities that come from participating in a great association!

3 Pre-register for these fun convention activities

- Presidents Board of Directors Appreciation Cookout
- Chartered Fishing Trip
- Virginia Beach Aquarium Outing

4 Make a plan to enjoy all the activities

Take a minute to calendar all the fun things that you can do! Reference the following pages for more information:

- Convention Schedule p. 10
- Entertainment & Activities p. 14
- Things to Do with the Kids p. 20

5 Submit your nominations for VFDA awards

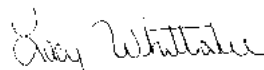
The awards will be presented at the Annual Business Meeting on Monday, June 25th. The awards include: Funeral Director of the Year Award, Fifty Year Golden Licensee Award and the Fifty-Five Year ++ Licensee

Award. The deadline to receive nominations is June 1, 2012. Make sure you get your nominations in!

Also an important note, it's time to take advantage of the Crematory Operators Certification Training, Cremation Association of North America on Sunday, June 24th, while it's available. I have received notice from Mike Nicodemus that CANA is unsure when they will be returning to provide this program again in Virginia. He also reminded me that if anyone from Virginia takes the course outside of Virginia the certification is not accepted in Virginia because Virginia laws are not covered. So, if this is something you have been thinking about, it's a good time to act on it.

I want to thank all of our wonderful exhibitors and sponsors for all they do to support the association and provide great services and products for our members. I also want to thank the members on all the committees who have worked so hard to plan and prepare an excellent convention for 2012.

I look forward to seeing you all in Virginia Beach!
Lacy S. Whittaker, Executive Director



Virginia Funeral Directors Association
email: lwhittaker@vfda.net

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Saturday, June 23

- 2:00 p.m. VFDA Board of Directors Meeting, *Garden Suite*
 6:00 p.m. Presidents Board of Directors Appreciation
 Cookout (*must pre-register*), *Oceanside/Pool Tent*

Sunday, June 24

- 7:30 a.m. CANA Crematory Operators Certification
 Registration, *Beach Club Foyer*
 8:00 a.m. - 3:00 p.m. Crematory Operators Certification Training,
 Cremation Association of North America,
Captain Table A
 8:00 a.m. - Noon Chartered Fishing Trip (*optional, pre-register*)
 VA Beach Fishing Center, 200 Winston-Salem
 Ave., Virginia Beach, VA 23451
 10:00 a.m. - 2:00 p.m. Kids Club Pool Party, *Poolside*
 12:00 - 4:00 p.m. Registration, *Beach Club*
 6:30 p.m. Happy Hour with the VFDA Board of Directors,
Poolside

Monday, June 25th

- 7:30 - 8:30 a.m. Networking Breakfast, *Orions*
 8:00 a.m. - 4:00 p.m. Registration, *Beach Club*
 8:45 - 9:45 a.m. Annual Business Meeting (1.0 hour), *Coral Reef D & E*
 9:45 - 10:00 a.m. Break, *Coral Hallway*
 10:00 - 10:45 a.m. Service of Remembrance, *Coral Reef D & E*
 Service of Remembrance Reception (immediately following), *Coral Reef A & B*
 10:45 - 11:30 a.m. Networking Coffee Break, *Sand Dollar Hallway*
 11:00 a.m. - 4:00 p.m. Exhibitor Set-up, *Beach Club*
 11:30 a.m. - 12:30 p.m. Installation of Officers and Awards Ceremony, *Coral Reef D & E*
 12:30 p.m. Past Presidents Luncheon, *The Summit*
 1:30 - 2:30 p.m. **“What If Nobody Came to Your Funeral?”** Marty Strohofer, Aurora Casket Company
 (1.0 hour), *Coral Reef D & E*
 5:00 - 7:00 p.m. Ribbon Cutting / Exhibits Open / Cocktail Social, *Beach Club*
 7:00 - 10:00 p.m. Social Event, Entertainment by Abbey Shepperson and “Tater,” *Beach Club*

Tuesday, June 26th

- 9:00 a.m. - 2:00 p.m. Registration, *Beach Club*
 8:30 - 9:30 a.m. Virginia Funeral Supplies Sales Association Meeting, *Captains Table A*
 9:00 - 11:00 a.m. Spouses Outing, *Cavalier on the Hill*
 10:00 - 11:00 a.m. Preneed Rules and Regulations Recap, Richard Brockwell (1.0 hour), *Coral Reef D & E*
 11:00 a.m. - 12:00 p.m. Virginia State Laws and Regulations, Lynne Helmick (1.0 hour), *Coral Reef D & E*
 12:00 - 1:00 p.m. Virginia Cremation Laws, Mike Nicodemus (1.0 hour), *Coral Reef D & E*
 1:00 - 4:00 p.m. Exhibit Hall Opens
 4:00 p.m. Exhibits Close
 6:45 p.m. - Until Closing Social, *Beach Club*
Entertainment by The Rhondels

Wednesday, June 27th

- 9:00 a.m. - 2:00 p.m. Golf Outing
 10:00 a.m. Member Outing, Virginia Beach Aquarium (*optional, pre-register*)



Subject to Change



KEYNOTE SPEAKER HIGHLIGHT:

Marty Strohofer

Director of Creative Marketing, Aurora Casket

What if Nobody Came to Your Funerals?

You might consider this a silly notion. Or maybe you've been seeing this trend for years. But the traditional methods for informing the community that someone has died – the newspaper death notice has fallen victim to the overall decline in newspaper circulation and readership. This presentation will discuss those trends, and examine new methods for getting the word out in the community and beyond. Should your funeral home consider using social media tools like Facebook and Twitter? How can these tools improve attendance at funerals, rather than replace the ritual of funeral service?

Marty Strohofer serves as Aurora Casket's Director of Creative Marketing. In this capacity, Marty combines in-depth knowledge of the Internet and relationship marketing with experience in public relations and online storytelling to conceive and execute effective e-business strategies. He has worked with hundreds of funeral homes across the country to analyze and implement selection room merchandising strategies. Marty consults

funeral homes on topics including product mix, pricing, and display solutions. He is a frequent presenter of multiple topics at industry events including, NFDA, ICCFA, NFD&MA, state and district meetings, as well as national events for organizations such as Selected Independent Funeral Homes and Order of the Golden Rule.

Marty has worked in various marketing and merchandising roles at Aurora Casket for nine years. Most recently he has implemented systems for funeral packaging with many funeral homes and he counsels firms on effective approaches to cremation merchandising. Prior to joining Aurora, Marty was director of marketing, public relations, and Internet development at an international software company. Since 1995, he has provided leadership in every level of Internet marketing from strategic business planning to database architecture, to writing and integrated website promotions.

Additionally, Marty has crafted Web and marketing strategies from small businesses as well as large international corporations. He graduated summa cum laude from Ohio University's Scripps School of Journalism in 1994.



Richard W. Brockwell Jr.

Richard started his funeral service career in 1984 after growing up in family trucking and auto businesses in Emporia, VA. In college he rented a room from Bob Gordon, undertaker extraordinaire, at Gould Funeral Home in Hopewell, and soon found that the part time work he reluctantly agreed to felt like what he was destined to do. He enrolled in the Funeral Service Program at John Tyler. He started his apprenticeship at Nelsens Funeral Home in Richmond and finished at the Joseph W. Bliley Funeral Home where he spent the next 20 years.

In 2006 Richard began a second career in Preneed Insurance, first with Southland National Insurance and now with Capstone PreNeed Funding Solutions, as a regional manager for Virginia traveling the state supporting funeral homes' pre-need programs and offering agent support.

Richard remains active in the VFDA and is member of the Southside, Central District, Blue Ridge, Southwest, Shenandoah Valley and Tidewater Funeral Director Associations and is a past president of the Virginia Funeral Sales and Supply Association

If ever you need to contact him feel free to call his cell (804) 690-4418 or email him at Richard@CapstonePreNeed.com.



**Mike Nicodemus, Vice President of Cremation Operations
Hollomon-Brown Funeral Homes**

Mike Nicodemus is a licensed funeral director and vice president of cremation operations at Hollomon-Brown Funeral Homes, with nine locations in the Tidewater VA, area, averaging a 55 percent cremation rate. It's a position he has held since 1979. He is President of the Cremation Association of North America (CANA) and serves as Chairman of their Crematory Operators' Certification Program (COCP).

He serves as a board member of the Pittsburgh Institute of Mortuary Science. He has been a featured speaker at state and national conventions and is the author of the *Cremation Operators' Manual* published by Kates-Boylston. Mike has been featured or quoted in various articles on cremation from *USA Today*, *ABC News*, *CNNMoney.com*, *NY Times*, and *Newsweek* to name a few, and has been retained as an expert witness in numerous funeral home and crematory litigation issues.



Lynne Helmick

Lynne Helmick works for the Department of Health Professions. She was appointed as the deputy executive director for three health professional boards, including the Board of Funeral Directors and Embalmers, on October 4, 2010. As Deputy Executive Director, she has responsibility for the licensure, disciplinary, and inspection processes of the boards. Prior to that, she was a senior inspector for the Department of Health Professions for 11 years. The duties of the job included conducting investigations for all the health professional boards under DHP and conducting inspections for the boards of Veterinary Medicine, Funeral Directors and Embalmers, and Pharmacy.

Previously she worked for the Virginia Department of Behavioral Health and Developmental Services for six years; first as a licensure specialist and then as a regional manager in the licensure office. Before she moved to Virginia in 1992, she worked in the state and local mental health systems in Ohio for 20 years. Lynne has a bachelor of science in social work from West Virginia University and a master's in public administration from Kent State University.



Randall L. Earl, CFSP, President, National Funeral Directors Association

Randall L. Earl, CFSP, co-owner of Brintlinger and Earl Funeral Homes of Decatur, Ill., is the 2011-12 president of the National Funeral Directors Association. He has been a licensed funeral director for more than 40 years.

He received his B.S. in business from Southern Illinois University at Carbondale in 1963 and graduated from the Kentucky School of Mortuary Science the following year. He is committed to the funeral service profession on both a state and national level. He has served the Illinois Funeral Directors Association in a variety of capacities, including secretary, vice president and president of the association's board of directors.

Randall has taken on many roles within the national association. He also served as treasurer, secretary, vice president and president of the International Order of the Golden Rule, and is a past board chair of the Museum of Funeral Customs and Funeral Service Credit Union. He is recognized as an expert in the profession and has been featured in a variety of newspapers and trade publications.



FIRM MEMBER REGISTRATION FORM

The 124th VFDA Annual Convention & Exhibition • June 23-27, 2012

All participants (including spouses, children, and guest) must wear name badges to all continuing education courses and optional events. All registrants attending the Monday and Tuesday night social events must present tickets at the door before entry.

| | Number Attending | Cost Per Person | Attendees / Spouses / Guests Name | Total cost |
|--|------------------|-----------------------------------|-----------------------------------|------------|
| Firm Member (1st person from firm) | 1 | \$250 | | \$ |
| Each additional person from firm | | \$150 | | \$ |
| Spouse/Guest/Children | | Free | | Free |
| VFDA Associate/Individual Member | | \$250 | | \$ |
| VFDA Student Member | | \$35 | | \$ |
| One Day Registration Fee | | \$90 | | \$ |
| ADDITIONAL EVENTS FOR MEMBERS | | | | |
| | | | Attendees / Spouses / Guests Name | |
| Networking Breakfast – Monday | | Free | | Free |
| Cocktail Social – Monday | | Free | | Free |
| Virginia Seafood Buffet/Social – Monday | | \$30 | | \$ |
| Children’s Menu – Monday <i>Chicken Fingers, French Fries, Mac-n-Cheese, Soda/Juice</i> | | \$12 | | \$ |
| Closing Social – Tuesday | | \$52 | | \$ |
| Children’s Menu – Tuesday <i>Hot Dogs, French Fries, Fruit, Soda/Juice</i> | | \$12 | | \$ |
| Presidents BOD Appreciation Cookout – Saturday | | Free | | Free |
| Chartered Fishing Trip – Sunday | | \$50 | | \$ |
| Kid’s Club Pool Party – Sunday <i>* 3 and under must be accompanied by an adult</i> | | Free | | Free |
| Spouses Outing – Brunch – Tuesday | | Free | | Free |
| Golf Outing – Wednesday <i>Virginia Beach National Golf Club</i> | | \$300 per team \$75 per person | | \$ |
| Virginia Beach Aquarium – Wednesday | | \$21 adult \$15 child age 3-11 | | \$ |

ONLY MEMBERS WITH THEIR 2012 DUES PAID ARE ELIGIBLE FOR THE VFDA MEMBER RATE **GRAND TOTAL** \$

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| Email: _____ | Signature: _____ | | | |
| Registration must accompany payment. Fax or mail this form and send payment to: VFDA, 1011 East Main Street., Suite 400, Richmond, VA 23219 • Phone: 804-264-0505 • Fax: 804-264-3260 • www.vfda.net | | | | |

Cancellation Policy: Full registration refunds will be given provided cancellation is received in writing via e-mail, mail or fax by June 1, 2012. After that date, 50% registration refunds will be given providing cancellation is received in writing via e-mail, mail or fax.

124th VFDA Annual Convention • Virginia Beach • June 23 - 27

CANA Crematory Operations Certificate Program • CEUs

Mark Your Calendars for Four Fun-Filled Days on the Virginia Beach Oceanfront!

Why Attend?

- Networking Opportunities
- Exhibits
- Happy Hour
- Fishing
- Kids Club Pool Party
- Educational Programs
- The CANA Crematory Program
- Closing Social and music by the Rhondels

I am really looking forward to this year's convention – especially because it's right here in my own backyard.

No question the festivities will be fabulous, but I'd like to take a minute and thank the VFDA for including the CANA Crematory Operations Certificate Program at this year's convention. Cremation has now reached a national average of 40 percent, and it is imperative that you protect your good name and reputation by avoiding a lawsuit, not to mention avoiding the monetary settlements being paid out to plaintiffs.

This one-day program is no longer JUST for crematory opera-

tors. It has been designed for every funeral home and crematory – owners, managers, funeral directors, and even support staff.

This is one program you can't afford to miss. Come join us. I promise it will be a great day. Hope to see you there.

– Mike Nicodemus,

Hollomon-Brown Funeral Homes; President, Cremation Association of North America (CANA); Chairman, CANA Crematory Operations Certificate Program

We've told you how good our COCP is, but don't take our word for it... see what others have to say:

With the cremation rate now 40 percent nationally, it is vital that funeral professionals undergo training to ensure they are serving families according to the highest professional and ethical standards. That is why NFDA has included CANA's COCP as a pre-convention seminar offering and has endorsed it.

– Christine Pepper, CEO, NFDA

CANA's Crematory Operations Certificate Program provides an excellent overview of the cremation process and all related aspects of cremation. As funeral service moves into the future, cremation will become even more integral to the services our profession provides. Professionals and students alike will benefit from this training.

– James Shoemake, President, Dallas Institute of Funeral Service

CANA continues to provide valuable and affordable educational programs to its membership and the death care industry. With the increase in the number of cremations performed each year, and living in a constant changing environment, everyone must remain knowledgeable, competitive, compliant, and most of all professional.

– Dale J. Fiore, Evergreen Cemetery Association and Crematory

Having attended the seminar, I have gained better insights to the process of cremation. The inner workings, the development of a retort, and various legal issues and concerns. I would highly recommend to anyone that they attend this seminar.

– Ernest C. Adams, Jr. Past-President of the NFD& MA and South Carolina Dept. of Labor Inspector

CANA CREMATORY OPERATIONS CERTIFICATE PROGRAM

CANA is unsure when they will be returning to Virginia to provide this program again. State laws don't allow the program to be taken outside of Virginia because Virginia state laws are not covered in the curriculum.

You only have to obtain your certification one time and it does not expire. If you have been considering this, it's time register so you don't miss out!

Registration can be found online at www.cremationassociation.org under Events.

Date: Sunday, June 24, 2012

Time: 7:30am - 3:00pm

Pricing: \$495.00 for CANA/VFDA members; \$595.00 for non-members, \$295.00 for students

Location: The Cavalier Hotel, Virginia Beach

Reserve Your Exhibit Space Today!

Join the Virginia Funeral Directors Association at the beach. The 124th VFDA Annual Convention will be held on June 23-27, 2012 at The Cavalier Hotel in Virginia Beach. This year's convention offers over five hours of face time on the trade show floor.

In addition to the 5 hours of face time on the trade show floor, the 2012 convention offers a discount to those exhibitors who are association members and who reserve their booth space early. Reserve your exhibits space on or before May 18, 2012 (before the trade show rates increase) and receive the following:

- 8'x10' pipe & drape booth for a low fee of \$750 (association members) or \$850 (non-members) or;
- 6'x2' table top display for a low fee of \$500 (association members) or \$600 (non-members)
- 2 free staff registrations per booth
- 2 free staff social tickets for Monday and Tuesday nights social events (total of 4 tickets)
- 4 drink tickets for the Monday's cocktail social on the exhibit floor from 5-7pm

- 4 guest passes (good for exhibit hall only – will not be permitted to enter educational programs and ticketed events)
- Attendee list following the convention
- Acknowledgement for support level/activity on convention signage, website, mailing, and *the Bulletin* if contract is received before print deadlines

Automobile Exhibits are available this year!!

We are pleased to offer automobile exhibits this year. Take advantage of this offer and reserve your space for a low fee of \$3,000 (3 cars) or \$1,500 (1 or 2 cars).

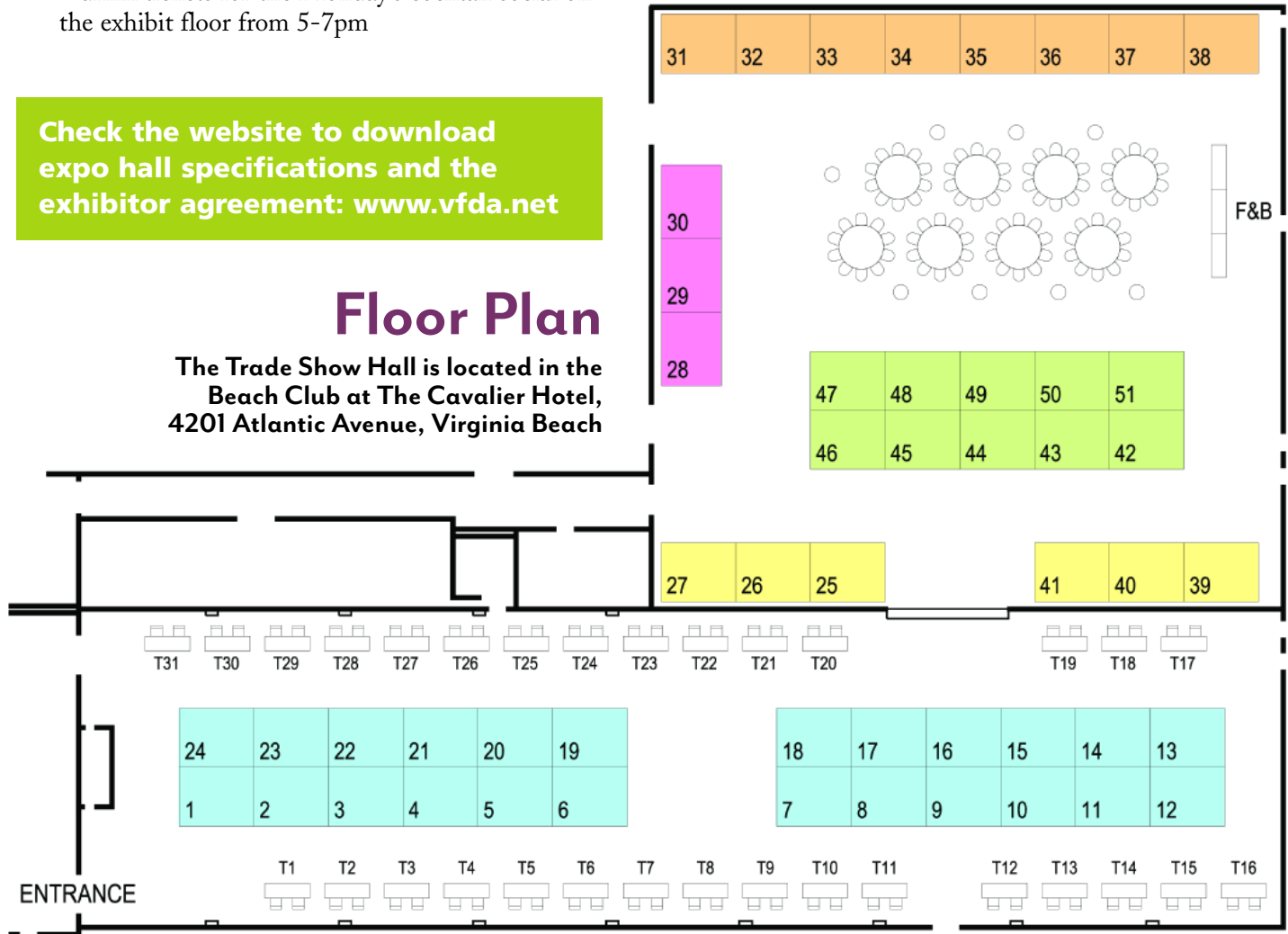
Please reserve your booth space before May 18, 2012. Contact the VFDA office if you have any questions at (804) 264-0505 or info@vfda.net.

**Exhibit space reserved after May 18, 2012 will be subject to a 10% increase.*

Check the website to download expo hall specifications and the exhibitor agreement: www.vfda.net

Floor Plan

The Trade Show Hall is located in the Beach Club at The Cavalier Hotel, 4201 Atlantic Avenue, Virginia Beach





JUNE 2012

Mark Your Calendars: Convention Events

Cook Out

President's Appreciation Cook Out
Saturday, June 23

Chartered Fishing Trip

Must Pre-Register
Virginia Beach Fishing Center
Sunday, June 24

Kid's Club Pool Party

Pool time, games for kids, pizza party and ice cream. Children 3 and under must be accompanied by an adult. Lifeguards and counselors will be on staff.
Sunday, June 24

Happy Hour

Join the Board & Members to Socialize at the poolside while enjoying a cocktail.
Sunday, June 24

Highlight Entertainment

Abbey Shepperson & Tater
Monday, June 25

Spouse's Outing

Enjoy a Ladies "Hat and Gloves" brunch
Wear your best hat and gloves to brunch at the Cavalier on the Hill.
Must pre-register.
Tuesday, June 26

Closing Social

The Rhondels Entertainment
Tuesday, June 26

Member Outings

Golf Outing

Virginia Beach Aquarium *(Must Pre-Register)*
Wednesday, June 27

The RHONDELS

The Rhondles are one of the best variety groups around! Performing as The RHONDELS since 1983, formerly Bill Deal & The RHONDELS from the late 70'S, They continue to be a symbol of unequaled excellence in the music industry.

The RHONDELS have performed on stage with acts such as Peebo Bryson, The Eagles, Joe Walsh, Chubby Checker, The

Manhattans, Sam & Dave, The Beach Boys, Blood, Sweat & Tears, Jimmy Buffett, The Eurythmics and more. Get ready to enjoy the musical variety and classic performance of The Rhondels this summer at convention. It's a show you don't want to miss!



"Our entire membership has raved about what a fantastic performance your group puts on!"

~Russel Snyder, Landfall Country Club

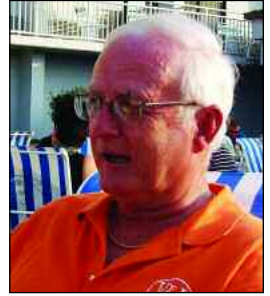


ABBEY & TATER

Abbey Shepperson puts the spirit into country! Her bright smile and energy are at the center of every performance. The 21-year-old singer found her love for performing at age 15. She has released three studio recordings from Big Mama's Studio in Tennessee and loves performing.

From the mouth of Nat Thomas, 'My name is Nat Thomas but for over 10 years now I have been known only by my stage name, "Tater." I have always loved music. I am 44 years young, and was born in Tappahannock, VA. I have lived in PA, NC, NY, and SC, but always found my way back home. The greatest gift I have ever been given is the gift to entertain people and put smiles on their faces.'

Sponsors: It's Convention Time!



Greetings from the Virginia Funeral Directors Association! We hope you will join us and sponsor a piece of sun and sand at the VFDA's 2012 convention. Enclosed is sponsorship information and a convention schedule of events. We feel this year's convention will attract a record number of attendees as it's held right in Virginia Beach! It will also include the Cremation Association of North America's Crematory Operators Certification class and will include many events for the family.

Please be sure to take a look at the convention schedule. Additional information will be mailed leading up to the convention. We hope you will be able to attend and soak up some sun and enthusiasm at this year's exciting convention.

We are offering two types of sponsorships this year, an opportunity to sponsor events/activities or convention supporter levels. This will give individuals a chance to sponsor regardless of the amount available in their budget. We also encourage multiple sponsorships for each event.

This will be an exciting year for the VFDA, with an excellent tradeshow and convention planned. The hotel is on the beach and also offers indoor and outdoor pools, so bring your entire family! Don't miss the fun and professional development opportunities – participate in the 124th VFDA Annual Convention at the Cavalier Hotel, Virginia Beach, VA, June 23-27.

Our website will be updated with the latest sponsorship, exhibitor information and floor plan assignments. We hope you will join us for what promises to be a fantastic 2012 convention! Visit: www.vfda.net and click on "Convention" for the latest details, and please let us know your e-mail address so we can share updates with you as the convention dates approach.

Sincerely,
H.F. "Frankie" Sheridan, VFDA President

Blue Ridge Funeral Directors Association

Kevin Bowman, President
Lynch-Conner-Bowman Funeral Home

Dave Vanderpool, Vice President
John M. Oakey & Son – Salem

Tim Watts, Secretary/Treasurer
John M. Oakey, Inc.

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



Roanoke River Gorge, VA

Installation – July



SPONSORSHIP AGREEMENT
Virginia Funeral Directors Association
124th Annual VFDA Convention

To reserve your space, please return completed agreement along with full payment.

Company Name _____

Contact Name _____

Address _____

Phone _____

Fax _____

Email Address _____

Website _____

Company Representative Name _____

List company name as you want it to appear on signage and future publications: _____

Form of Payment:

By check (make check payable to the VFDA and mail to 1011 East Main Street, Suite 400, Richmond, Virginia 23219)

By credit card (please check one):

VISA MasterCard AMEX Expires: _____

Card#: _____ 3 or 4 digit code: _____

Name on Card: _____

Signature: _____

Please check sponsorship level:

DIAMOND Sponsorship: \$10,000++

PLATINUM Sponsorship: \$9,999 - \$5,000

GOLD Sponsorship: \$4,999 - \$1,000

SILVER Sponsorship: \$999 - \$50

Other: (please indicate sponsorship amount / event sponsoring):

If you are paying by credit card, you may fax this completed contract to 804-264-3260
Please contact the VFDA office at 804-264-0505 if you need additional information.

DUE MAY 31, 2012



SPONSORSHIP SOLICITATION

Virginia Funeral Directors Association

124th Annual VFDA Convention

NOTE: All sponsoring companies receive recognition in VFDA publications, signage and your company link on the associations website. Each sponsorship includes 2 (two) complimentary badges, and the sponsoring company may have a representative present at the sponsored activity and also receives a brief introduction at the beginning of the sponsored activity.

No booth space is included with the following activity sponsorships. Only registration badges and VFDA recognition are provided. For more information contact: VFDA office (804) 264-0505.

| DATE | ACTIVITY | SPONSOR |
|-----------------------|--|----------------------|
| Saturday, June 23 | President’s Appreciation Cookout | \$1,000 (SOLD) |
| Sunday, June 24 | Chartered Fishing Trip | \$1,750 (\$500 SOLD) |
| | Kids Club Pool Party | \$500 (SOLD) |
| | Happy Hour with the VFDA Board of Directors | \$2,500 (SOLD) |
| Monday, June 25 | Networking Breakfast | \$1,000 (SOLD) |
| | Service of Remembrance | \$500 (SOLD) |
| | Service of Remembrance Reception | \$2,500 (SOLD) |
| | Networking Coffee Break | \$500 (SOLD) |
| | Past Presidents Luncheon | \$1,000 (SOLD) |
| | Keynote Speaker | TBD |
| | Social Event | \$5,000 (SOLD) |
| | Entertainment – Abbey Shepperson/ “Tater” | \$1,000 (SOLD) |
| Tuesday, June 26 | Spouses Outing | \$1,000 (SOLD) |
| | Closing Social Event | \$5,000 |
| | Entertainment – Rhondels | \$1,500 (SOLD) |
| Wednesday, June 27 | Golf Outing | \$100/hole |
| | Golf Beverage Cart | \$500 |
| | Member Outing, Virginia Beach Aquarium | \$500 |
| Entire Event | Keycard Sponsor | \$2,000 (SOLD) |
| | <i>*The average hotel guest looks at and searches for their guestroom keycard more than 10 times per day. Attendees will carry your logo and information right in their pockets.</i> | |
| | Lanyards/Name Badge Sponsor | (SOLD) |
| Convention Supporters | Diamond Sponsorship | \$10,000 |
| | Platinum Sponsorship | \$9,999 - \$5,000 |
| | Gold Sponsorship | \$4,999-\$1,000 |
| | Silver Sponsorship | \$999 - \$100 |



Thank you to our **Sponsors** for supporting this year's convention!

Chartered Fishing Trip
The Dodge Company

Convention Bags
Bass-Mollett Publishers

Key Card Sponsor
Bill Black Cadillac

Kids Club Pool Party
Castle Mortuary Transport
Richmond Coach Removal Service, Inc.

Monday Evening Social Event
Metropolitan Funeral Services, Inc., Alexandria, VA
Southside Cremation Services, Richmond, VA

Monday Evening Entertainment / Abbey Shepperson & "Tater"
Batesville Casket Company

Name Badge/Lanyards
Federated Insurance

Networking Breakfast
Virginia Funeral Supply Sales Association

Networking Coffee Break
Central Virginia Funeral Directors Association

Platinum Sponsor
Federated Insurance

Past Presidents Luncheon
Federated Insurance

Presidents Appreciations Cookout
Advantus Strategies, LLC

Service of Remembrance Candles
Bass-Mollett Publishers

Service of Remembrance
Capstone PreNeed Funding Solutions

Service of Remembrance Reception
Service Corporation International

Silver Sponsor
Brooks Removal Service
East Coast Removal Service
Heaven's Coach Service

Gallion-Purvis Removal Service, LLC
Military Funeral Services
Price Removal Service
Tri-City Mortuary Service, Inc.

Spouses Outing
Provider Horizon Trust

Sunday Evening Happy Hour with the Board of Directors

Central Virginia Funeral Directors Association
Shenandoah Valley Mortuary Service

Tuesday Evening Entertainment – The Rhondels
Central Virginia Funeral Directors Association

as of March 8, 2012

Tidewater Funeral Directors Association *Est. 1945*

Ty Alston Hughes, President
Chatman/E.A. Hughes Funeral Home

Kevin Sanderlin, 1st Vice President
Beach Funeral Home

Sarae Joyner, 2nd Vice President
Parr Funeral Home & Crematory

Bryan P. Graves, Treasurer
H.D. Oliver Funeral Apartments

Jamie Karpa, Secretary
R. Hayden Smith Funeral Home

Meetings are held on the 3rd Monday of the month except June, July, August & November



Norfolk, VA

*Holiday Inn Select
1570 North Military Highway, Norfolk, Virginia
(757) 213-2231*

THINGS TO DO WITH THE KIDS

Cavalier Hotel

If you have kids, these activities are for you. The Cavalier Hotel has amenities and activities designed just for kids. (Children's activities are available Memorial Day through Labor Day only).

- Largest children's wading pool in Virginia Beach (located at the Oceanfront Cavalier)
- Children's playground (located at the Oceanfront Cavalier)
- Camp Cavalier – Daily children's activity program for ages 4 to 12 (arts & crafts, contests, games, and movies)
- Babysitting services (available year round)
- Kids Café dining experience for ages 4 to 12, includes entertainment



PLACES FOR PLAY

First Landing State Park

offers boating, swimming, nature and history programs, hiking, biking, camping, picnicking and a boat launch.



Mount Trashmore

Park is home to Kids Cove playground, skate ramps, fitness trail and water wise gardens.

The Boardwalk

is perfect for biking and rollerblading. Enjoy outdoor cafes and nautical sculptures along the way.



Virginia Aquarium & Marine Science Center

700,000 gallons of aquariums, live animal habitats, more than 300 hands-on exhibits, a nature trail, and IMAX.

THE CAVALIER OCEANFRONT



4201 Atlantic Avenue, Virginia Beach, VA

Sleeping room reservations can be made online or by calling the hotel at (800) 446-8199. The VFDA room block rate is

\$160-\$225 (depending on room type). The cut-off date for making reservations is May 24, 2012.

Reserve online at www.vfda.net!

The Cavalier Oceanfront towers above the sands and beach umbrellas of Virginia Beach. Guests enjoy Oceanview and Oceanfront guest rooms, both of which provide luxurious amenities and view balconies. An extensive range of amenities are available year-round, with additional amenities during the high summer season.



Rainy Day Activities

Lynnhaven Mall is one of the largest malls on the East Coast.

Laser Quest combines the classic games of tag and hide & seek with a high-tech twist.

Young Chefs Academy teaches children the importance and value of cooking in a safe setting that encourages creativity and discovery.

Virginia Beach Rock Gym is a state-of-the-art climbing facility featuring a climbing tower, boulders, and a pro shop.

Contemporary Art Center of Virginia is the place to go to explore drawing, painting, ceramics, photography or crafts.

For more ideas of what to do in Virginia Beach visit: www.virginiabeach.com/attractions

EXPO

Monday, June 25th

5:00 - 7:00 p.m. Ribbon Cutting / Exhibits Open / Cocktail Social

Tuesday, June 26th

1:00 - 4:00 p.m. Exhibits Open

WHAT TO BRING TO THE VFDA 124TH ANNUAL CONVENTION

Saturday, June 23rd

6:00 p.m. Presidents Board of Directors Appreciation Cookout (casual)

Sunday, June 24th

6:30 p.m. Happy Hour with the Board
Business casual (men - slacks, shorts, polo or button down shirts; ladies - slacks/capri pants, shorts, blouses/sweater)

Monday, June 25th

All meetings and continuing education courses are business casual.

8:45 a.m. Annual Business Meeting (business casual)

12:30 p.m. Past Presidents Luncheon (business casual)

5:00 - 7:00 p.m. Exhibits Open (business casual)

7:00 - 9:00 p.m. Social Event (casual)

Tuesday, June 26th

All meetings and continuing education courses are business casual.

2:00 - 3:15 p.m. Service of Remembrance (business attire: men - suit and tie; ladies - suit, dress, skirt)

6:45 p.m. Closing Social (casual)

Bathing suit for those that would like to enjoy the beach and pool. Don't forget your sunscreen!

For additional information or questions, call (804) 264-0505.



AWARDS



The purpose of the **VFDA Awards Program** is to recognize those who perform above and beyond the call of professional duty. The VFDA wants to identify these individuals, to honor them publicly and to express appreciation and gratitude for their exemplary efforts. Please read each nomination form to determine if you or someone in your firm or district may qualify for an award.

Deadline to receive nominations is June 1.

Awards will be presented at the Annual Business Meeting on Monday, June 25, at 11:30 a.m. at The Cavalier Hotel during the convention. Guests of award recipients are encouraged to attend. Please complete the RSVP portion of the nominations form.

Funeral Director of the Year

A special award bestowed upon a VFDA member. The Funeral Director of the Year is recognized for his or her professional skills and talents displayed through involvement at the local, state and national level.

Fifty Year Golden Licensee Award

VFDA will honor those individuals who have contributed 50 years of service to the funeral service profession. These individuals have actively participated in charting the course for the association's future, and have contributed greatly to its history and tradition.

Fifty-Five Year ++ Licensee Award

VFDA will honor those individuals who have contributed more than 55 years of service to the funeral service profession. These individuals have actively participated in the future of the association, and have contributed greatly to its history and tradition.

Go to: www.vfda.net and click on Events then Convention and you will see the forms. **NOMINATE someone TODAY!**

Blazing New Trails:

This Student Association has Skills You May Need

For the past few years, the student association at John Tyler Community College has been quiet, slowly moving to isolation and inactivity, but with determination and tenacity, Buddy Mayes has taken the bull by the horns and students and industry professionals can now reap the benefits.

“The JTCC Student Association was basically dissolved a few years ago, and no one is sure why,” said Mayes, president of the John Tyler Community College funeral service student association. “The new Funeral Services Student Association is in its infancy, but we are extremely excited about its potential.”

Since its organization in January 2012, the student association has already planned a number of field trips and participated in monthly seminars, and forums, one of which the VFDA sponsored. Mayes said the group is very active and they have

had an exceptional response from students since its organization.

The association provides students with opportunities to advance in their education and career through guest speakers, career fairs, tours, shadowing opportunities, internship opportunities and additional tools to assist in securing a position with a funeral service provider or exceeding national/state board standards. Mayes and board members are working to foster positive relationships between students, faculty, business entities and professionals.

“The students need the exposure the association provides them,” said Mayes, “We have students who are



“The VFDA sponsored a pizza social on February 13, 2012 for the students in the John Tyler Community College Funeral Services Student Association.

Suzanne Stewart presented from the student perspective and Reeseey Spann, VFDA board member, spoke about the profession and how she began her career.”



searching for internships and shadowing opportunities to increase their exposure to the industry. They are ready to work, and I am dedicated to helping them find a way to do that.”

Mayes said they welcome any opportunity to collaborate with professionals in the industry. If you are involved in the funeral industry and have a skill to share, he would like to invite you to be a guest speaker at one

of the meetings, or provide a tour or field trip experience for the students.

“We are looking forward to working with professionals who are willing to open their doors to the students and share their expertise,” said Mayes. “This association can bolster the local industry and increase the professionalism of new hires as we all work together.”

SET UP AN INTERNSHIP: *Boost Your Business & Support a Student's Dream*

- Each funeral director is allowed up to two interns
- Directors and staff have an opportunity to train the intern in the funeral home and industry standards
- Show good leadership as you provide an opportunity for the intern to become part of the ‘funeral home family’
- Compensation is minimal
- Intern must complete 3,000 hours of onsite training
- Hours need to be flexible to accommodate school schedules

There are students all over the state looking for internship and shadowing opportunities. Mr. Mayes and the board members of the JTCC Funeral Services Student Association are prepared to help you know exactly what you need to do to provide and have a successful internship experience. Mr. Mayes can be contacted at buddy.mayes01@gmail.com.

Shenandoah Valley Funeral Director's Association

Daniel Chapman, President
Johnson Funeral Service

Michael R. Phelps, Vice-President
Michael Phelps and Associates

Brandon Cash, Secretary/Treasurer
Bolling, Grose & Lotts Funeral Service

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



Shenandoah Valley

Installation – May

Paving the Way: ***A First for Virginia Cemeteries***



Tucked among rolling hills in the Shenandoah Valley, the Duck Run Natural Cemetery is giving way to green, in more than one way. The eco-friendly cemetery is the first of its kind in the state of Virginia and among a new trend in the United States.

As Virginia's first natural burial ground certified by the Green Burial Council, and the Commonwealth of Virginia, Duck Run Natural Cemetery offers only 100 percent ecology friendly burials.

"Our cemetery provides a new option for burials in Virginia," said Ken Kyger, president of Duck Run Natural Cemetery. "Over the years I have learned the difference between a growing fad and a trend and as I see it, this is a trend. We are looking forward to growing slow and steady as the years come and serving our clients and meeting their needs."

When Kyger opened Kyger Funeral Home & Crematory in 1975 he saw a growing trend in cremation. In 1979, cremation was at approximately six percent across the nation, but in the Shenandoah Valley, where Kyger Funeral Home & Crematory resides, Mr. Kyger

said the trend was maybe one percent. As he reflected on his experience of 30 years ago, Kyger said people thought he was crazy when he put a crematory in. Years later, cremation now makes up half of his business.

"When you see things happening around the world, you need to think to yourself, 'Is that a trend or a fad.'" Kyger said. "That's what we did when we put in our crematory, and it has served us well. Now, we feel the same about natural burial."

Mr. Kyger explained the cemetery has two main concepts, natural burial and total land restoration. The natural burial, he said, is already partially integrated into traditional burials as an immediate burial. A complete natural burial ground is a step beyond that, and Duck Run Natural Cemetery will take it that extra step.

In a natural burial, the bodies are generally not embalmed. If they are embalmed, there is only one embalming fluid available in the market right now that is non-toxic to the environment and it's available only through the Champion Company. In addition, all of the

Virginia Funeral Supply Sales Association

Brian Keith Presley, President
Deaton-Kennedy Company

Rick Roberts, Vice-President
Roberts & Downey Chapel Equipment

Lori Ann Eanes, Secretary/Treasurer
C & L Containers, Inc.



Meeting and Installation held in June during annual convention.

caskets are biodegradable and made with renewable sources. For example, caskets are made of wicker, bamboo and sea grass or if they are wood, they are pine or poplar with no varnish or lacquer; the inside is pure silk, or pure linen with no dyes or other synthetic materials.

“The idea of the casket is that it doesn’t do anything to delay the natural decomposition of the body,” said Kyger.

To keep in line with the second purpose, total land restoration, all of the landscaping in the cemetery are plants that are indigenous to Virginia. The landscaping follows the natural growth patterns of the land so that as the cemetery matures it will look more like a park or arboretum with plants growing in the natural habitat.

For those looking for a natural alternative, Duck Run Natural Cemetery has already paved the way.

Want to Contact Duck Run Natural Cemetery?

Phone: 540-432-8650

E-mail: duckruncemetery@aol.com

Visit duckrunnaturalcemetery.com

Facebook or www.duckruncemetery.com



Southwest Funeral Directors Association

John Muncy, President

Arney-Mullins Funeral Homes, Inc.

Matthew Perry, Vice President

Frost Funeral Home

P. Martin Hagy,

Secretary/Treasurer

Hagy & Fawbush Funeral Home, Inc.

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



Installation - June

Rose Hill, VA

Welcome to the VFDA, Shannon Nuckols!

We are thrilled to introduce our new Director of Membership Services, Shannon Nuckols. We are happy to have you on board and know you will do a great job!

Here are some fun facts about Shannon:

- She shares her birthday with her favorite pop star - Elvis!
- She graduated from Lee Davis High School and attended and studied nursing at Virginia Commonwealth University
- She has been a volunteer EMT and worked as a nationally registered paramedic
- While working in the field as a paramedic, she also worked in the

911 center for Hanover county as an instructor and shift supervisor

- She attended the fire academy in 2003 and graduated as class battalion commander and was promoted to lieutenant and field supervisor for Hanover Fire & EMS
- She has two children. Mason, her ten-year-old son and Hannah, her 4-year-old daughter
- She 'retired' from Fire & EMS for her children and began working at Bliley's Funeral Home 14 months ago
- She lives in Mechanicsville, where she grew up, with her two children as a single mom

Legislative Summary

The General Assembly adjourned sine die Saturday, March 10th at 9:30 p.m. During the 60 days legislators spent at the Capitol 1,616 of the original 2,876 bills introduced were approved.

Here is a summary of some of the bills. For a full summary, go to www.vfda.net.

Business

This session saw the passage of workers' compensation exclusion for policies where jurisdiction falls under either the Longshore and Harbor Workers' Compensation Act of the Merchant Marine Act of 1920.

General Laws

Several bills providing a preference in the state government hiring process for members of the Virginia National Guard and spouses and children of veterans who were killed in active duty were adopted by both chambers.

Conversely, bills seeking to amend the Virginia Public Procurement Act to allow a preference for businesses established in the same locality as the contract or those employing local residents for the work failed to report.

Social Services

A bill to shorten the window in which vital records, including birth, death, marriage and divorce certificates, become public is expected to become law.

Taxation

Disabled veterans and their surviving spouses will now receive property tax exemptions due to legislation that passed this year.

Elections

Voter identification requirements eliminating sworn statements as basis for casting provisional ballots passed the legislature.

CALENDAR OF EVENTS



2012 Virginia Board of Funeral Directors and Embalmers Meetings:

Tuesday, April 24, 2012
10:00am – Board Room #2
Tuesday, July 17, 2012
10:00am – Board Room #2
Tuesday, October 16, 2012
10:00am – Board Room #2

VFDA Insurance Continuing Education Classes:

May 2 & 3 – Roanoke
August 7 & 8 – Virginia Beach
September 6 & 7 – Richmond

124th Annual VFDA Convention:

June 23-27, 2012
The Cavalier Hotel
Virginia Beach, VA

125th Annual VFDA Convention:

July 7-10, 2013
The Cavalier Hotel
Virginia Beach, VA

126th Annual VFDA Convention:

June 22-25, 2014
The Cavalier Hotel
Virginia Beach, VA

Winter Leadership Summit

Sunday, January 27, 2013 &
Monday, January 28, 2013
Omni Richmond Hotel

visit www.vfda.net for more information



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Dear Association Member:

The Virginia Funeral Directors Association is pleased to announce a new member benefit of Legal Service Plans and Identity Theft Protection.

The need for hard working families to have access to competent legal counsel, as well as assistance with financial and identity theft concerns, is now clearly evident.

VFDA has partnered with the Peak Performance Group, LLC (PPG) to offer these benefits at a discounted rate to our members. PPG represents the most respected carriers in the industries: Kroll, Inc. and LegalShield. Since inception, PPG agency has protected over 11,000 families and businesses

with these unique services.

Please consider these benefits for your family and your business. See the enclosed informational sheet and for more information call Pam Hood with PPG at 877-728-9961.



**VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION**

Sincerely,

**Lacy Whittaker
Executive Director**



Central Virginia Funeral Directors Association

Anthony Hix, President
Hillsman-Hix Funeral Home

Thomas W. Gale, Vice President
Currie Funeral Home, LLC

**Rhonda Keys-Pleasants,
Secretary/Treasurer**
Joseph Jenkins Funeral Home



Amelia County, VA

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

Installation of officers held in November.

*Richmond Times~Dispatch
Hanover Facility
8460 Times~Dispatch Boulevard
Mechanicsville, VA 23116*



NEW VFDA MEMBER BENEFIT

LEGAL SERVICES & IDENTITY THEFT PROTECTION

Many Americans are going through difficult situations now. Unfortunately, the majority of those Americans are dealing with these situations on their own, they don't know where to turn and they don't know what to do. The stress of trying to deal with these issues causes problems at work and at home. Now, more than ever, Americans need access to professionals who can help them deal with these issues.

Whether you are a family in need of a will, or assistance with a traffic ticket, or someone wanting to establish power-of-attorney, everyone needs sound legal advice.

VFDA's partner, **Peak Performance Group**, offers a Legal Services Plan and ID Theft Protection to members at ***special discounted rates*** and ***no enrollment fees***. There are two affordable plans, which provide an array of services. LegalShieldSM network of attorneys were recently asked what subjects members are calling in about the most. Take a look:

- ***Mortgage consultation and advice***
- ***Loan modifications, foreclosure, work-outs, refinancing and short sells***
- ***Explanation of the Hope for Homeowners Act***
- ***Credit and asset protection***
- ***Credit card liability resolution***
- ***How to return items such as automobiles and end the associated loan(s)***
- ***Landlord/tenant issues including evictions***
- ***Bankruptcies – Chapter 7, 11 and 13***
- ***Lawsuits filed by aggressive collection agencies***
- ***Child support payment enforcement***
- ***Employment issues, especially relating to 401(k)'s***

LegalShieldSM attorneys realize that people don't have to just accept their situation. They help families every day by providing access to quality law firms across North America. Total Access. Total Freedom.

***For more information call the Peak Performance Group at 877-588-9961
or email phood@ppgsolutions.com***

2012 Past Presidents Council Scholarship Application



VFDA is again offering college scholarships to future funeral directors and those in the funeral profession. Cash amounts range from \$500 to \$1,000. Scholarship(s) will be awarded each year based on the amount previously approved by the Past Presidents Council. Applicants will receive consideration without discrimination of race, creed, color, sex, age, marital status, national origin or handicap. Tell your friends! Apply today!

Qualifications for the Scholarship:

1. Virginia resident.
2. Employed and endorsed by a VFDA member firm.
3. Explanation of financial need.
4. 2.0 grade point average (on 4.0 scale)
5. Professional attitude.
6. Written essay with the theme: "Why I Chose Funeral Service as My Profession." (No less than 200 words and not to exceed 300 words.)
7. Submit application and essay by **JUNE 1, 2012**.
8. Funds to be mailed to school/college when enrolled.
9. If already in school, funds will apply to the next term. Must use within two years.

Name _____
 Address _____
 City, State, Zip _____
 Firm _____
 Endorsement Signature _____
 Phone _____
 Fax _____
 Email _____

Employment:

Name of Employing Firm _____
 Address _____
 City, State, Zip _____
 Duties Performed _____

Date of High School Graduation or G.E.D. _____
 School Address _____
 City, State, Zip _____

Current Extracurricular Activities:

Past College(s) Attended:

Name of Institution _____
 Address _____
 City, State, Zip _____
 Semester/Quarter Hours Completed _____
 Degree _____ Year _____

Special Skills and/or Hobbies:

Name of Institution _____
 Address _____
 City, State, Zip _____
 Semester/Quarter Hours Completed _____
 Degree _____ Year _____

I certify that to the best of my knowledge the information contained in this application is correct and complete. It is my intention to continue my Mortuary College Education and to enter the field of Funeral Service upon successful completion of professional education, examination and licensure.

Current College Matriculation:

Name of Institution _____
 Address _____
 City, State, Zip _____
 Semester/Quarter Hours Completed _____
 Cumulative Grade Point Average _____

Signed _____
 Dated _____
 Witnessed (Employer) _____

Fax or mail this form to: VFDA, 1011 East Main Street,
 Suite 400, Richmond, Virginia 23219 • Phone: 804-264-0505
 Fax: 804-264-3260 • Email: lwhittaker@vfda.net

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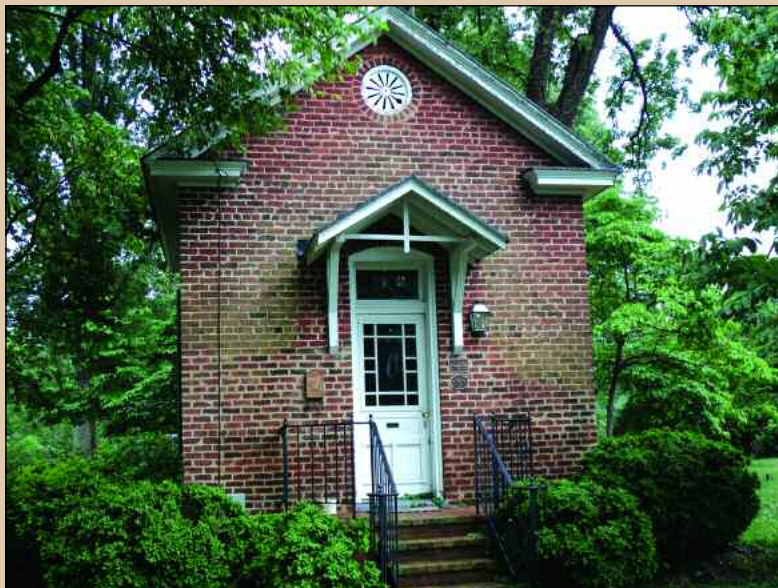
Southside Funeral Director's Association

Daryl B. Martin, President
Bassett Funeral Service

Kevin Brown, Vice President
Finch & Finch, Inc.

Les Powell, III, Secretary/Treasurer
Powell Funeral Home, Inc.

Meetings are held quarterly and determined by district.



Martinsville, VA

**Roster provided by district and effective March 24, 2011.*

Northern Virginia Funeral Directors Association

Jennifer Daversa, President
Metropolitan Funeral Service

Robert Gallagher, Vice-President
Fairfax Memorial Funeral Home

**Bernadette Brusoe,
Secretary/Treasurer**
Demaine Funeral Home

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



Arlington, VA

Installation – June

Veterans Donations:

Families can now designate donations to Virginia veterans and their families

The Virginia Wounded Warrior Program (VWWP) of the Virginia Department of Veterans Services serves Virginia's veterans, members of the National Guard and Reserves not in active federal service and their families.

VWWP is a statewide delivery and response system for veterans and family members needing behavioral health, primary healthcare, rehabilitative services and community support across the Commonwealth. Five regional programs offer case management, care coordination, linkages to healthcare, behavioral health care and veterans benefits, including



financial assistance and employment services.

Private donations to VWWP can be made through the Veterans Services Foundation. These funds are used to supplement needs that state funds cannot reimburse, such as one-time financial assistance, short-term housing, transportation to medical care,

or essential needs of the family.

If families are interested in donating to Virginia veterans and their families, please ask them to direct contributions online at www.dvs.virginia.gov/donations.shtml.

VFDA Member David Storke Named to Medical Center Board

Bowling Green Mayor and funeral professional David W. Storke was recently welcomed to the Spotsylvania Regional Medical Center board. The appointment was featured in 'The Caroline Progress.' Storke has served as chairman of the Caroline County Emergency Services Commission, president of the Caroline County Chamber of Commerce, founding member of Historic Port Royal, board of directors and member of

the National Funeral Directors Association, the Association of Independent Funeral Homes of Virginia and the Virginia Funeral Directors Association. He is an 11th generation Virginian and has owned and operated the Storke Funeral Home since 1991. Congratulations, David!



Traveling Caravan Thank You!

Thank you to all of our speakers and sponsors that supported the 2011-12 VFDA traveling caravans and made them a success.



In Remembrance

Alice Ann Williams Ewald Purviance

Friday, February 3, 2012

Tidewater Funeral Directors Association

Robert H. Faulkner

Friday, February 10, 2012

Central Virginia Funeral Directors Association

Please visit www.vfda.net for more information.

as of February 11, 2012



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AD SIZE PRICE

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- 1/2 page ad \$750
- full page ad \$900

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- 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
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- full page ad \$1500

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(your logo and link on www.vfda.net)

(a 10% discount is offered on website ads when also advertising in the *Bulletin* or *Directory*.)

10% Discount

- 3 months \$200 \$180
- 6 months \$350 \$315
- 1 year \$600 \$540

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



VIRGINIA
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ASSOCIATION

PUBLICATION

| PUBLICATION | ADS DUE |
|--|---------|
| Online Membership Directory (2/12) | 1/13/12 |
| <i>The Bulletin</i> Magazine Jan Feb Mar | 1/13/12 |
| <i>The Bulletin</i> Magazine Apr May Jun | 4/9/12 |
| <i>The Bulletin</i> Magazine Jul Aug Sep | 7/9/12 |
| <i>The Bulletin</i> Magazine Oct Nov Dec | 10/8/12 |

INSTRUCTIONS:

1. Mail or fax this form with payment information to VFDA, 1011 East Main St., Ste. 400, Richmond, VA 23219 or fax to 804-264-3260
2. Email your *Bulletin* ad as a high-resolution .pdf or .jpg file and your website ad or logo to lwhittaker@vfda.net

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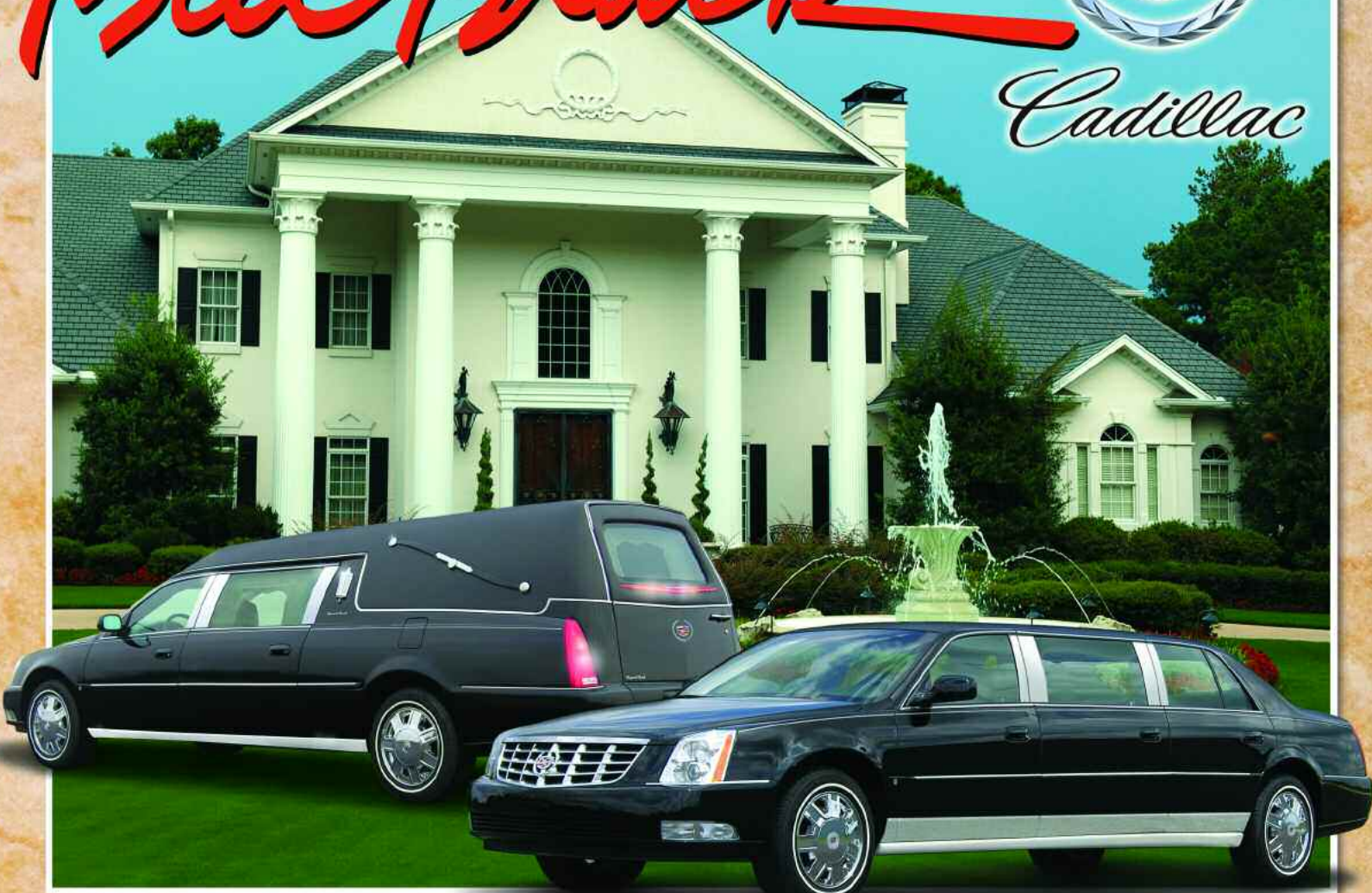
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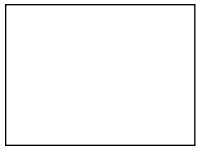
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5TH ANNUAL VFDA Winter Leadership Summit

Thank you to the sponsors of our 5th Annual Winter Leadership Summit!

PLATINUM SPONSOR:

Fairfax Memorial Funeral Home, LLC
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The courses and presentations were all a huge success!

- Risk Management for the Funeral Directors by Kyle Julseth, Federated Insurance
- Legislative overview course with Ron Jordan/Kristian Harvard, VFDA Lobbyist & Bob Oman, Legislative Committee Chair
- Leadership course with Bill Collins, Focal Point Coaching
- Lobbying on the Hill
- Town hall meeting with Dr. Leah Bush, Chief Medical Examiner of Virginia, Lisa Hahn, Executive Director, Virginia Board of Funeral Directors and Embalmers and Janet Rainey, Vital Records



Winter Leadership Summit photos courtesy of James Riffe