

# #BULLETIN

JUL | AUG | SEP | 2016



Larry Joines, VFDA President, presents Bruce Rice with Investors Heritage Life Insurance Company, with a gift basket for the best decorated exhibit booth

## THE TIME IS NOW

CONVENTION HIGHLIGHTS *pages 14-17*



"Laid Out, the Business of Funerals" entertained us at the Farewell Banquet



Roaring 20s Abbey Shepperson, Richie Boudreau and Lacy Whittaker



Thank you Homesteaders Life Company for supporting this year's VFDA Convention. Senior Account Executive RD Monson, Regional Director Kenn Peterson and Senior VP-Sales Lyndon Peterson



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Making Strides Against Breast Cancer Event

back cover



"Taking Care of the Caregiver" taught us how to shift our energy and feel better.



# Remembering the Past, the Present and the Future

**T**hroughout the years, I have seen many changes - some good and some not so great. I am sure several of you can remember when we had several hundred attendees including funeral service licensees, their families and so many vendors we had to use convention centers to accommodate them. The convention was the time for new products to be shown with vendors giving great discounts on caskets and other funeral related items. Those times have changed due to technology such as email, Facebook and making purchases online, seeing new products immediately, cut-backs from companies for sponsorships, retiring funeral service licensees and vendors, younger licensees not seeing the benefit of attending conventions and so on. The association has also changed in that we used to own an office building in Richmond where most of the meetings were held - now we have no building and meetings are done by conference calls. We have continuing education caravans throughout the state brought to us remotely, electronic



**Rob Finch, Immediate Past President, pins Past President, Ray Sloan and President Larry Joines, during the VFDA Inaugural Banquet and Awards Ceremony.**

bulletins and newsletters and the use of email and Facebook just to mention a few. Also, there are three different associations in the Commonwealth of Virginia.

Whether you are a funeral service licensee, vendor, young, old, active, retired, owner, employee, independent, corporate, large or small we all need to come together for the betterment of our profession and the Virginia Funeral Directors Association. We all have a common goal which is to serve our families to the best of our ability and make one of the worst times in their lives something they can remember in a positive way. Through the association we can offer or learn new ideas on ways to better assist our families by attending our new continuing education classes and webinars, networking opportunities and leadership programs for young professionals, and the revised Winter Leadership Conference for networking opportunities with legislators to monitor new laws.

The future depends on you and me. We should focus on our young professionals to see what their thoughts are on how to make the association even stronger in Virginia. Those of us who have been in the profession for many years should think outside the box and see what inspirations we can come up with.

I would like to take this opportunity to express my gratitude to everyone for allowing me to serve as your 2016-2017 President. It has been an honor and privilege to have served on the Board of the Virginia Funeral Directors Association for many years.

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# The Time Is Now to Come Together as One Voice

**A**s I write this message today, I think about the changes in our association and the accomplishments we have achieved over the years. The time is now, to come together as one voice for the funeral service profession. This association is the leading funeral service group in Virginia and we need all funeral homes involved. The VFDA is committed this year to rolling out our **Ambassadors program**, and have the leadership of the association visit every member funeral home. We are committed to improving our communication pieces and ways that we communicate, by increasing our messages on **Facebook** and rolling out our **LinkedIn** site. We are moving forward to improve our continuing education programs and increasing the number of programs we offer. Our calendar of events included in this issue will provide you with a complete list of meetings and events we have coming up for the year. We are excited about working with our districts. Each VFDA district received

certificates to our 2016-17 traveling caravans and 2017 convention. Districts can offer these certificates to their attendees as door prizes and incentives to attend district meetings. Also, we will be offering district officers conference calls throughout the year to give updates on legislative issues and association news. It is so important that as we work together on legislative issues, that we communicate the same message, and in a timely way. As a member of the VFDA, your involvement is important and you will get more out of your association by being active and participating on committees and meetings. Please contact the VFDA office if you would like to become a member of one of our important committees. If at any time you have questions, please feel free to contact the VFDA. If we do not have the answer, we will find it for you. We look forward to working with all of our committee members and working toward a successful year.

*Stacy Whitaker*

## Central Virginia Funeral Directors Association

### President:

**Doni Kashinejad**

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

### Vice President:

**Krystina Diman**

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

### Secretary/Treasurer:

**Jim Dickerson**

Bliley's Funeral Homes & Cremation  
Services, Richmond  
annjim70@netzero.net



*Maymont Gardens, Richmond*

*Installations in November.*

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



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# Why I Chose to Be a Funeral Director

*Spotlight Jay McIntyre and McMullen Funeral Home*

I took a different and unique path to becoming a funeral director. I wasn't born into the business as many are, but my path started because of a funeral. My grandmother (my dad's mother) died in 1997. Kyger Funeral Homes (then Kyger and Trobaugh) handled the arrangements. At that time and to my knowledge to this day, Mr. Ken Kyger had/drove an AM General Hummer. As a 7th grader, that was probably the coolest thing I had ever seen. The afternoon after my grandmother died, Ken came to my parent's house to finalize the arrangements and we struck up a conversation

about his vehicle. The morning of the funeral he even brought the brochure he had received from the dealership to the house and gave it to me. As a kid I thought then the key to owning a Hummer in life would be for me to work for a funeral home. As most of you

know, that probably isn't how it works in most situations, but nevertheless it spurred my interest. He told me at that time, if I ever wanted to come to work for him to come see him and he would give me a job. Fast forward to the summer before my senior year in high school, I was ready for a new job and I remembered that conversation. So I met with Ken, and he asked me what my expectations were. I told him that I really didn't have any idea as to what the job would entail. He told me that I would start doing things like mowing grass, and washing cars, and running errands and eventually work my way up from there. And that is exactly how things went. I did all of those things (and like most all funeral directors, still do to this day) and worked my way towards helping with services. That led to being on call at night with a funeral director and eventually letting me be on call myself. While I no longer work for

Kyger Funeral Homes, I still always appreciate the chance that Ken gave me as a 17-year-old kid.

## **Favorite Part**

My absolute favorite part of this job we do is the fact that no two days are the same. Every day presents a new challenge. Whether it's a night where you have two death calls, or serving a family in the Old Order Mennonite Community. Each family we serve is unique and being able to meet each of their needs is what I love about this job.

## **Rewards**

This job is so rewarding because we have the chance to work with a family during the most difficult time in their life and serve them in the best way we know how. Often times our families are more like our own family than just another customer. This funeral home has been in business for so long that rarely do we see a family that we don't know on a personal level, and when we do, we strive to make them feel as if they are part of our family.

## **Education**

My advice to any person starting in this field would be to gain as much experience as possible. Having lived in Atlanta for a year while attending Mortuary College, nearly 600 miles from my home, my family, and my friends, I was able to gain a new perspective on not just the funeral business, but myself as well. I was fortunate to work for the best boss you could ever hope for in Tim Parrott and I still treasure our friendship to this day. It is perfectly ok to work for multiple funeral homes to see things done in a different way. Doing this will help you become well rounded as a funeral director. I would also suggest that prior to starting any mortuary college, everyone should have at least six months of their internship completed. Not only will you see if the funeral business is really what you want to pursue as a career, but it will also put you many steps ahead of most of your classmates.



## New VFDA Members

### Affiliate Members:

**B&L Cremation Systems, Inc.**  
*Steven Looker*

**Matthews Aurora Funeral Solutions**  
*Lauren Welsh*

**Trusted Estate Settlement of Virginia**  
*Michael Oplinger*

**The Washington Post**  
*Bryan M. Pokusa*

**Farnsworth Gowns & Supplies**  
*Amy Kuruc*

**Retired Member:**  
*Howard "Gene" Belvin*

**Student Member:**  
*John M. Britton, Sr.*

## Traveling Caravan

- November 2, 2016** . . . . . Virginia Highlands Community College Southwest Virginia Higher Education Center, One Partnership Circle, **Abingdon**, VA 24210, Room TC130
- November 3, 2016** . . . . . Danville Community College, 121 Slayton Avenue, **Danville**, VA 24541, Room 132
- January 12, 2017** . . . . . Virginia Western Community College, Business Science Building, 3099 Colonial Ave., SW, **Roanoke**, VA 24015, Room M318
- March 16, 2017** . . . . . J. Sergeant Reynolds Community College, Workforce Alliance Conference Center, 1651 Parham Road, **Richmond**, VA 23228
- March 17, 2017** . . . . . Germanna Community College, Fredericksburg Campus, 10000 Germanna Point Drive, Center for Workforce and Community Education, **Fredericksburg**, VA 22408, Room 105A

## Southside Funeral Director's Association

**Co-President: Kevin Brown**  
Finch & Finch, Inc., Altavista  
kbrown51885@gmail.com

**Co-President: Paul Spiggle**  
Robinson Funeral Home, Appomattox  
spigglefam@aol.com

**Vice President:**  
**Chris Neal**  
Wrenn-Yeatts Funeral Home, Danville  
chrisapril617@verizon.net

**Secretary/Treasurer:**  
**Les Powell, III**  
Powell Funeral Home,  
South Boston  
lespowell111@gcronline.com



Danville

*Installations second Tuesday in May.  
Meetings are quarterly and determined by district*



# MEMBER DISCOUNTS:

For more information  
contact us: (804) 264-0505  
info@vfda.net



## Allstate

- Allows employees and their spouses to purchase life, disability, SHOP and accident insurance by answering just a few medical questions – no medical exams are required.

## AmVantage

- Discounts on vacations, products, insurance, benefits, and services

## ASD – Answering Services for Directors

- As an association member, you can try our revolutionary service at no cost for eight weeks.

## Brooks Brothers Corporate Membership Program

- You will receive an everyday 15% Savings on regularly priced merchandise at Brooks Brothers U.S. and Canadian stores.

## CGI Communications

- Helps manage your business on the internet

## DR M Menswear

- 15% off purchase. Mention this offer and funeral home.

## Elephant Auto Insurance

- An additional 15% discount on your auto insurance

## Federated Insurance

- Property and casualty insurance, group health insurance, life insurance and risk management services.

## Funeral Call – The Funeral Home Answering Service

- Text messaging, emails, first call alert, call blocking, web-based dashboard, monthly billing, no hidden fees, and mobile apps at no charge.

## Funeral Service Credit Union

- Business/Personal Automobile Loans

## Hunter Warfield

- Revenue recovery and risk mitigating services.

## Music License

- Be in full compliance with the law. Be covered for any music a client might request.

## Nicodemus & Associates

- Funeral and cremation consultancy services

## Office Depot

- Save up to 80% on over 93,000 products.

## Optima Health

- Offering a full suite of commercial plans including plans serving Medicare and Medicaid enrollees.

## SERVPRO

- Emergency response plans, customized to each specific building.

## Staples

- Develop customized programs with specialized pricing

## TSYS Merchant Solutions

- A trusted credit card processor for thousands of incredible businesses.

# Shenandoah Valley Funeral Director's Association

## President:

**Mark Fridley**

Arritt Funeral Home, Inc.

arrittfuneralhome@arrittfuneralhome.com

## Vice President:

**Jay McIntyre**

McMullen Funeral Home

mcmullenfh@comcast.net

## Secretary/Treasurer:

**Bradley Howdysell**

Thacker Brothers Funeral Homes

Bradley@thackerbrothers.com



Buena Vista

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

*Installations third Thursday in May.*

2016  
Women in  
Funeral Service  
**Networking  
Event**



Come join us for a tour of the Simpson Funeral Museum and see the amazing history of the Funeral Service Industry! There will be light refreshments available. Admission is FREE!

October 6, 2016  
11:00 am  
Simpson Funeral Museum  
16 South Main Street  
Chatham, VA 24531

Name: \_\_\_\_\_  
 Firm/Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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## Tidewater Funeral Directors Association *Est. 1945*

**President: James Quinn**  
H.D. Oliver Funeral Apts., Norfolk  
hdofh@aol.com

**1st Vice President: Danielle Fitchett-Mann**  
Fitchett Funeral Home, Chesapeake  
dani23320@aol.com

**2nd Vice President: Patricia Louis Sterling**  
Sterling Brook Funeral Home, Windsor  
eplouishorizon@msn.com

**\*Secretary: Jamie Karpa**  
R. Hayden Smith Funeral Home, Hampton  
jamiekarpa@gmail.com

**Treasurer: Bryan Graves**  
H.D. Oliver Funeral Apts., Norfolk  
digger9822@aol.com or hdofh@aol.com



Installation in April

Norfolk Botanical Gardens

**1st Year Director: Steven Felton**  
Community Funeral Homes  
Stevenfelton30@yahoo.com

**2nd Year Director: Robie Gardner**  
Sturtevant Funeral Home, Suffolk  
sturtevant@sfhva.com

*\*All VFDA  
correspon-  
dence goes to  
Jamie Karpa*

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

# Making Strides Against Breast Cancer Event



**J**oin the VFDA team in helping to make strides against breast cancer! The VFDA is creating a team to help make strides against breast cancer and we would love for you to show your support! The Making Strides Against Breast Cancer event is being held on Sunday, October 16, 2016 1:30 p.m. at Virginia War Memorial. The progress that has been made is remarkable, but your help is needed. You can learn more about Making Strides Against Breast Cancer at [www.makingstrideswalk.org/richmondVA](http://www.makingstrideswalk.org/richmondVA) Please fill out the information below if you (and anyone else) would like to join Team VFDA in Making Strides Against Breast Cancer!

Name(s): \_\_\_\_\_

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

**Would you be interested in a t-shirt for \$10.00 in which all proceeds go towards the American Cancer Society?**

YES or  NO

**If yes, what size shirt?**

Small  Medium  Large  Extra Large

**How would you like to donate?**

cash  check  credit card

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

Card #: \_\_\_\_\_

Expiration date: \_\_\_\_\_ 3-4 digit code: \_\_\_\_\_

## Southwest Funeral Directors Association

### President:

**Jamie Broadwater**

Gate City Funeral Home,  
Gate City

[jamie@gatecityfuneral.com](mailto:jamie@gatecityfuneral.com)

### Vice President:

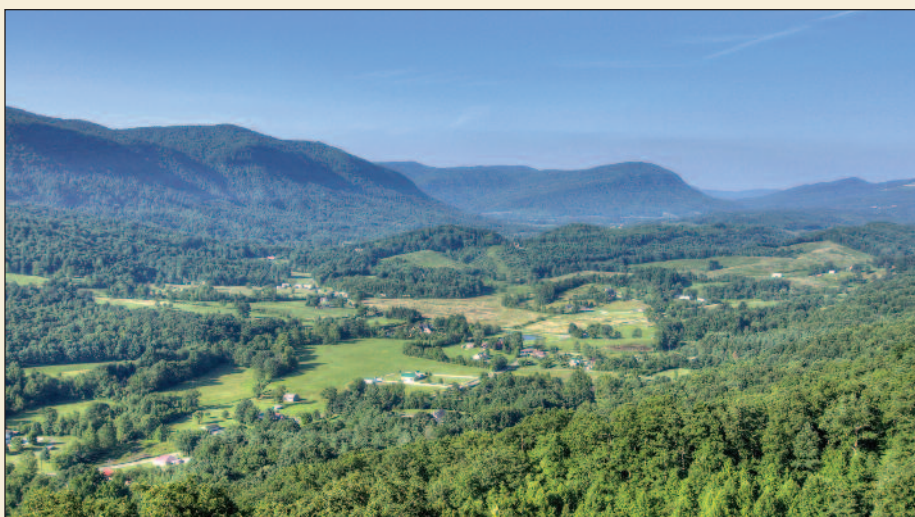
Vacant

### Secretary/Treasurer:

**P. Martin Hagy**

Hagy & Fawbush Funeral  
Home, Inc., Norton

[info@hagyfawbush.com](mailto:info@hagyfawbush.com)



*Powell Valley Overlook in Norton, VA*

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

## Mary Baldwin College Class Visits Henry Funeral Home

Henry Funeral Home welcomed Carey Usher and the thirty-plus students from her Mary Baldwin College “Death and Dying class” for the opportunity to meet on Friday, April 13 with the funeral home’s general manager, Mark Clarke. The class focuses on what happens at the time of death, how to prepare and how different cultures and rituals play into the planning. It also offers the opportunity to tour a local funeral home. Students took a guided tour of Henry Funeral Home and Crematory that was inclusive of the arrangement office, selection room, storage area, crematory, prep room and chapel. The tour ended with light refreshments and opportunities to answer questions. Mark Clarke stated, “This was a real spirited and enthusiastic group.”



## Congratulations to Trey Finch on CFSP Designation

Robert L. “Trey” Finch, III, CFSP of Finch & Finch, Inc. Funeral & Cremation Service, Altavista, Va. obtained the designation of Certified Funeral Service Practitioner, CFSP, from the Academy of Professional Funeral Service Practice. Credits are awarded for work leading to personal and/or professional growth in four areas: academic activities, professional activities, career review and community and civic activities. Trey amassed 180 hours of continuing education requirements. He is now 1 of only 33 in Virginia with this distinct certification!



## Congratulations James A. Riffe!

Congratulations to James A. Riffe, Jr., CFSP, CPC, President/General Manager, Riffe’s Funeral Service, Inc. for receiving his Certified Preplanning Consultant certificate from the National Funeral Directors Association in March.



## Congratulations Janet Stephens!

Congratulations to Janet Stephens on being the new Program Chair of Funeral Services for John Tyler Community College. We look forward to working with you!

## Tony Mullins Funeral Home Receives Partners in Education Award



On May 16, Vaughan Guynn McGrady Chapel received one of three “Partner’s in Education” Awards. The award is given to area individuals or businesses that go beyond the call to assist in education at Carroll County High School. Vaughan Guynn McGrady Chapel was recognized because of their effort in helping groups to go to state and national sports and other competitions. Mr. Tony Mullins, Manger at Vaughan Guynn

McGrady Chapel has also been very instrumental in speaking to classes about the funeral service industry.

## Congratulations Ben and Devanie!

Congratulations to Benjamin Mullins, son of Tony and Tilda Mullins on his marriage to Devanie Hampton on June 4, 2016. The wedding took place at Camp Dickenson in Fries, Va.



## Nash & Slaw Owner Sells King George, Colonial Beach Funeral Homes to Bowling Green’s Storke

Edwin Taliaferro Jr. closed on a deal to sell his business to David Storke, owner of Storke Funeral Home in Bowling Green, for an undisclosed sum. He plans to stay on as manager of the Colonial Beach location and help Storke out whenever needed. Taliaferro said that he picked Storke to take over the business because Storke has deep roots in King George, is honest and upstanding, and won’t sully Nash & Slaw’s good reputation. “I like him, and he likes me, and I thought it would be a good fit for the community to have someone local who won’t be selling out to a conglomerate,” Taliaferro said. Storke plans to change the name of all three funeral homes so they all fall under the Storke Funeral Home umbrella, but have separate identities so people will know where to go to pay their respects.



## Renovations for Finch & Finch Funeral Home

Finch and Finch, Inc. Funeral & Cremation Service in Altavista had a complete renovation this past spring. “We are excited to show you our newly renovated visitation area. The stunning modernized space will provide a much more comfortable experience for our families,” says Trey Finch.



## Blue Ridge Funeral Directors Association

### President:

**Megan Conner**

Lotz Funeral Home, Salem

megan.conner@carriageservices.com

### Vice President:

**Karen Conner Hall**

Botetourt Funeral Home

karynfaith@hotmail.com

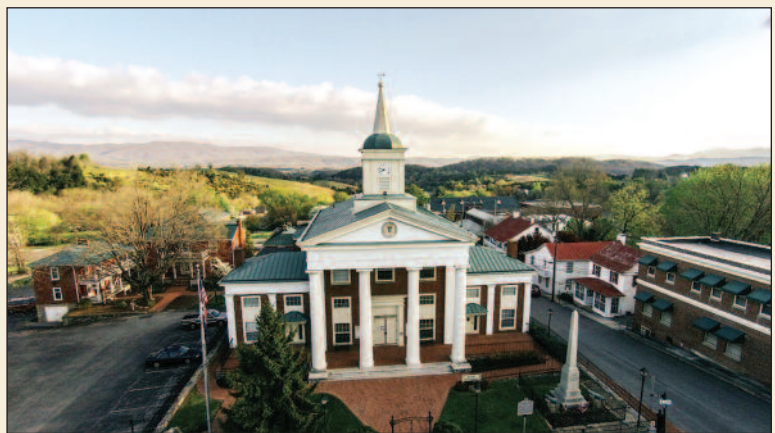
botetourtfuneralhome@gmail.com

### Secretary/Treasurer:

**Irvin Ray Sloan**

Botetourt Funeral Home

iraysloan@hotmail.com



Botetourt County Circuit Courthouse

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

*Installations in July*



# 2016 VFDA CONVENTION HIGHLIGHTS

## Congratulations to all of our 2016 Golden Licensee Award Winners!

### 50 year Recipients

**Spencer V. Perkins, Jr.**  
J.T. Morriss & Son

**Eugene H. Hurst, Jr.**  
Hurst-Scott Funeral Home  
Richlands

**Glen Edward Owens**  
Combs Funeral Service

**James Arthur Combs**  
Combs Funeral Service

### 55 years Recipients

**John R. Garrett**  
Robinson Funeral  
Home/Whitten Funeral  
Home/The Dodge  
Company

**Samuel Lee Green**  
Roy A. Green Funeral  
Home, Inc.

**Scott Jennell**  
Fox Funeral Homes

**Joseph Teague, Sr.**  
Teague Funeral Service

**Earle B. Mountcastle**  
Mountcastle-Turch Funeral  
Home & Crematory, Inc.

**Robert Smith**  
R. Hayden Smith Family  
Funeral Homes

**Curtis Craft**  
J.T. Morriss & Son

### 60 years Recipients

**Frank M. Rodriquez**  
Rodriquez Funeral Home

**Edward L. Vest**  
A. Vest & Sons Funeral  
Home

**Nelson L. Vest**  
A. Vest & Sons Funeral  
Home



Mr. Earle B. Mountcastle was recipient of the Golden Licensee award. He has 55 years of service in the funeral profession.



Mr. John R. Garrett was recipient of the Golden Licensee award. He has 55 years of service in the funeral profession.



Mr. Samuel Lee Green was recipient of the Golden Licensee award. He has 55 years of service in the funeral profession.



Mr. Spencer V. Perkins, Jr. was recipient of the Golden Licensee award. He has 50 years of service in the funeral profession.



Ted Castle, VFDA Chaplain, presents the 50-year Golden Licensee award to James Arthur Combs.



Ted Castle, VFDA Chaplain, presents the 50-year Golden Licensee award to Eugene H. Hurst, Jr.

# Virginia Funeral Directors Association Elects Larry Joines, President



The VFDA welcomes the 2016-17 Board of Directors. The association held its 128th Convention in Portsmouth, Virginia, June 19-22, 2016. The association's inaugural banquet and installation of officers took place on June 21, 2016 where the association introduced the new board members.

The 2016-17 President of the VFDA is Larry Joines. Joines is a funeral director at Bassett Funeral Service in Bassett, Virginia. Joines graduated from Cincinnati College of Mortuary Science in September 1979 and received his funeral service license in the spring of 1981. He has been manager of Bassett Funeral Service for 8 years. Joines began his career at Farris Funeral Service, where he worked for 22 years prior to coming to Bassett.

## The 2016-17 VFDA Board Members:

**Larry Joines**, President, Bassett Funeral Service, Bassett

**Robert J. Gallagher**, President-Elect, Fairfax Memorial Funeral Home, Fairfax

**Larry Spiaggi**, CFSP, First Vice President, Morrissett Funeral & Cremation Service, N. Chesterfield

**Gerald L. "Jerry" Andrews**, Andrews Funeral Home and Crematory, Inc., Gloucester

**I. Ray Sloan**, Immediate Past President, Botetourt Funeral Home, Buchanan

**Marty Hagy**, Secretary-Treasurer, Hagy & Fawbush Funeral Home, Inc., Norton

**Paul Hazelgrove**, 2 year At-Large Director, SCI - Richmond/Virginia Beach

**Bobby Gardner, Jr.**, 2 year At-Large Director, Gardner Funeral Home, Floyd

**Paul Spiggle**, 1 year At-Large Director, Robinson Funeral Home, Appomattox

**Wayne Lovelace**, 1 year At-Large Director, Lotz Funeral Home, Vinton

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

**Larry Corey**, Central District, Morrissett Funeral & Cremation Service, N. Chesterfield

**Matthew Buscher**, Northern District, Advent Funeral Home, Falls Church

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

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

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

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

**Clifford C. "Cliff" Blasius, Jr.**, CFSP, SinoSource, Manassas

**Ted Castle**, Chaplain, Castle Mortuary Transport, Bristol

**Paul Spiggle**, Sergeant-At-Arms, Robinson Funeral Home, Appomattox

**Les Powell, III**, NFDA Policy Board Representative, Powell Funeral Home, Inc., South Boston

## VFDA 2016-2017 Committee Sign-Up

The VFDA is looking for members to serve on the following committee's for the 2016-17 year. Most committees meet via conference call or WebEx. Please review, fill out and return to the VFDA office at [info@vfda.net](mailto:info@vfda.net).

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

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

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

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

THANK YOU!

Please check the committee you are interested in serving on:

- Bylaws & Ethics Committee
- Convention Committee
- Convention Hospitality
- Convention Exhibits
- Convention Credentials
- Disaster Response
- Endorsements Committee
- Finance Committee
- Legislative Committee
- Membership Services/Outreach Committee
- Professional Development Committee
- Service of Remembrance Committee
- Sponsorships Committee

Thank you!  
This profession has been very good to me (on and off in my life). It's about giving back and perhaps, paying it forward!

- William J. "Jim" Dunn,  
Henry W. Woody  
Funeral Home

# Convention Happenings



Alec Anderson, CFSP, CCO, gives NFDA update to VFDA members.



Bryan Small and Delegate Kirk Cox



Ray Sloan hugs Bobbi Sloan.



Brian Clary from Messenger presents portrait to Ray Sloan.

24-Hour Service

24-Hour Service

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## VFDA Recognizes Tony Mullins as Funeral Director of the Year

The VFDA recognizes Tony Mullins, funeral director at Vaughan Guynn McGrady Chapel in Hillsville, Virginia, with the 2016 Funeral Director of the Year award.

The Virginia Funeral Directors Association recognized Mullins for his professional skills and talents displayed through involvement at the local, state and national level. This award is presented to a funeral service licensee member by his peers, citing expert leadership and professional integrity displayed within the funeral service profession. Tony Mullins served within the Virginia Funeral Directors Association, in various capacities. Mullins served as VFDA Chaplain, President, Vice President and Secretary/Treasurer for the Virginia Funeral Directors Association's Blue Ridge District, as well as planning continuing education programs and special events for the district. "Tony

displays a dedicated spirit in the name of funeral service, for the collective good of our VFDA membership and possesses forethought for our future advancement," says Lacy Whittaker, VFDA Executive Director. "Mullins is active on our association committees and serves on the legislative, conference planning and service of remembrance committees," says Whittaker.

Tony Mullins works as manager of Vaughan Guynn McGrady Chapel and has been with the funeral home for 29 years. Tony's wife Tilda says, "Tony takes his job very serious. He strives to make every families experience with Vaughan Guynn McGrady Chapel the most pleasant it can be. He feels all individuals should be created equal in death. He has worked diligently to encourage other firms to participate in VFDA at the state and local levels. He has worked extensively to strengthen the Blue Ridge District."



VFDA funeral director of the year Tony Mullins with Lacy Whittaker



Larry Spiaggi, Morrissett Funeral Home wins Lego set from ASD.

### A Very Special Thank You to Our Convention Sponsors!

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Blue Ridge Funeral Directors Association	Metropolitan Funeral Service and Southside Cremation Service	Southside Grave & Vault Co.
Dennis Byers-Preneed Funeral Program		Wilberts of Virginia
Federated Insurance		
FuneralOne		

### VFDA Foundation Raffle Winners:

The VFDA Foundation would like to thank everyone who supported this year's raffle. This year's raffle winners are: First Place \$1,000: Mike Osmeyer (donated winnings back to the Foundation). Second Place \$500: David Bashline. Grilling Set: Stephen Mathis

# Value-Added Benefits

## with Optima Health Association Plans

If you are a dues-paying member of the **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 the **Virginia Funeral Directors Association** and these value-added benefits will be included in your plan at no additional premium cost.

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

If you already offer an Optima Health plan, you can add these benefits to your plan at 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, 804-931-6646

[robert.kelly@hbwinc.com](mailto:robert.kelly@hbwinc.com)

For additional information, please contact Suzanne Stewart with Optima Health at (757) 552-8363 or visit [www.optimahealth.com/associations](http://www.optimahealth.com/associations)

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

\*\* Groups in the Association program are individually underwritten.

Optima Health is the trade name of Optima Health plan and Optima Health Insurance Company. All Optima Health plans have benefit exclusions and limitations and terms under which policy may be continued in force or discontinued. For cost and complete details of coverage, please contact Optima Health or visit [optimahealth.com](http://optimahealth.com)



# Calendar of Events

Visit [www.vfda.net](http://www.vfda.net)  
for latest schedule.



- September 1, 2016** . . . . Women's Outing, The Glass Spot, Richmond
- September 15, 2016** . . . VFDA District Officers Conference Call
- September 22, 2016** . . . VFDA Board of Directors Meeting
- October 6, 2016** . . . . . Women's Luncheon at the Simpson Museum
- October 16, 2016** . . . . . Making Strides Against Breast Cancer walk
- October 18, 2016** . . . . . Virginia Board of Funeral Directors and Embalmers Meeting
- October 20, 2016** . . . . . VFDA District Officers Conference Call
- October 24, 2016** . . . . . Virginia Night, McCormick & Schmick's, 1 South Broad Street, Philadelphia, PA
- November 2, 2016** . . . . VFDA Traveling Continuing Education Caravans, Abingdon – Virginia Highlands Community College Southwest Virginia Higher Education Center
- November 3, 2016** . . . . VFDA Traveling Continuing Education Caravans, Danville – Danville Community College

- January 12, 2017** . . . . . VFDA Traveling Continuing Education Caravan, Roanoke – Virginia Western Community College
- January 19, 2017** . . . . VFDA District Officers Conference Call
- January 22, 2017** . . . . VFDA Winter Conference Kick-Off Cocktail Social and Dinner with Legislators – Richmond, Tobacco Company Restaurant
- January 23, 2017** . . . . VFDA Day at the Virginia General Assembly & Winter Conference, Richmond – Virginia General Assembly Building and Omni Richmond Hotel
- January 23, 2017** . . . . VFDA Board of Directors Meeting, Omni Richmond Hotel
- February 16, 2017** . . . VFDA District Officers Conference Call
- March 16, 2017** . . . . . VFDA Traveling Continuing Education Caravans, Richmond – J. Sergeant Reynolds Community College (Parham Road)
- March 17, 2017** . . . . . VFDA Traveling Continuing Education Caravans, Fredericksburg – Germanna Community College
- March 23, 2017** . . . . . VFDA District Officers Conference Call
- April 13, 2017** . . . . . VFDA District Officers Conference Call
- April 20, 2017** . . . . . VFDA Board of Directors Meeting
- May 18, 2017** . . . . . VFDA District Officers Conference Call
- June 25-28, 2017** . . . . 129th Annual Convention, Williamsburg Lodge, Williamsburg
- June 25, 2017** . . . . . VFDA Board of Directors Meeting

- June 9-12, 2018** . . . . . 130th Annual Convention, Boar's Head, Charlottesville
- June 16-18, 2019** . . . . Wyndham Virginia Beach Oceanfront, 5th St. & Atlantic Ave.

## VFDA Provides Support to Association Districts

**VFDA** appreciates our state districts continued efforts to support the Association's mission, goals and programs. As we begin our new year, our goal is to communicate more effectively and support the needs of the districts in our Association. "We want all districts to have successful meetings that their members walk away from feeling energized, motivated and can implement back into their funeral homes," says Lacy Whittaker, Executive Director.

### Incentives

Earlier this month, the Association sent packets to each district that included **one certificate for the Virginia Funeral Directors Association Convention in Williamsburg, Virginia** on June 25-28, 2017 and **two certificates for the Virginia Funeral Directors Association 2016-17 traveling caravans**. We hope each district will use these certificates for door prizes, incentives for members to attend or however they see fit to increase participation in their district. In our continuous effort to communicate with our districts and keep everyone up-to-date on the latest news and legislative issues, the Association will be hosting "District Officers" conference calls beginning September 15, 2016. We hope these continued efforts will give much success to our districts and that they continue to grow their membership throughout the year.

# Giving Children Opportunities to Talk Through Their Grief



The Dogwood Project helps kids who lose a close relative as they go through the grieving process by giving them opportunities to talk. We send the youngest children a teddy bear, and we send children ages 5-12 a small dogwood tree that they can plant with a trusted adult. We also research local low- or no-cost children's grief counselors to recommend to the surviving care-giver(s). We believe it is important that every child has access to grief counseling so that they can adjust to their new reality after a devastating loss.

Children are often made to sit off to the side while adults make funeral arrangements, are comforted by others, adjust to their new reality, and struggle through their own grief. Adults often assume children are resilient and will get over a loss quickly "if they even realize what's going on." Children DO realize what's going on, they have feelings that they need to talk about, and they need to be comforted; but young children often have few opportunities to talk to anyone about their feelings as the adults are busy and it's unlikely that there are other kids around them who have experienced a loss similar to what that child is



going through. Children will not begin to get over the experience until they have an outlet for their thoughts, feelings, and grief. The Dogwood Project exists to give these children opportunities to talk.

The Dogwood Project was created in memory of Thomas Allen Schlapman who was killed on Thanksgiving Eve of 2012 by a drunk driver. It was created for children, like his daughter, Rachel, his father, Larrie, who lost his dad when he was 2 years old in 1944, and the 2-year-old

## Northern Virginia Funeral Directors Association

**President:**

**Valarie Armstrong**

George P. Kalas Funeral Home  
Oxon Hill, MD  
armstrong0976@yahoo.com

**Vice President:**

**Jordan Wince**

Fairfax Memorial Funeral Home  
jwince@fmfh.com

**Secretary/Treasurer:**

**Chad McGinn**

Murphy's Funeral Home  
Arlington  
chad.mcginn@sci-us.com



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

son of his friend Glenn, who died in 2004. Allen loved Dogwood Trees so it is fitting that the organization created in his honor sends a Dogwood Tree to children going through profound grief.

Thanks to partnerships with the Funeral Directors Associations in Virginia and Tennessee, we are available to any child in those states who loses a parent, close sibling, or guardian who is raising them in their parents' absence. Any funeral director in Virginia can contact **Linda Schlapman** ([linda.dogwoodproject@gmail.com](mailto:linda.dogwoodproject@gmail.com)) with the name of the child, age, address, name of the surviving care-giver(s), and the name and relationship of the deceased. We will send the child a sympathy card and, if the child is under 5, a Dogwood Project teddy bear; if the child is 5-12, we will have a dogwood tree shipped to them to plant in their loved-one's honor. We will also attempt to find grief counselors available to the child which we will recommend to the surviving care-giver(s) in a letter explaining The Dogwood Project.

The Dogwood Project does not discriminate based on gender, race, socio-economic status, religion, sexual orientation of the child or their care-giver(s), etc. and we do not attempt to visit children with whom we have no previous history.

For more information, visit [www.thedogwoodproject.org](http://www.thedogwoodproject.org) The Dogwood Project and The Dogwood Fund are part of the Community Foundation of Middle Tennessee, a 501(c)(3). All gifts are tax-deductible. [www.cfmt.org](http://www.cfmt.org)

## In Remembrance

March -  
July, 2016

**Carrie Lee Charlton McCoy**

March 24, 2016 Blue Ridge District

**Mr. Larry W. Jenkins**

March 25, 2016 Southside District

**Charles Melvin Bristow, Jr.**

May 6, 2016 Central District

**Richard Minor Hamrick, Jr.**

May 24, 2016 Shenandoah District

**Laurence Hale Wood**

May 24, 2016 Blue Ridge District

**Charles Allen (Charlie) Alderman**

June 14, 2016 Blue Ridge District

**William Lucius Foster**

June 16, 2016 Central District

**Murrell Warren Thornhill, Jr.**

July 2, 2016 Southside District

**John Sidney Royall**

July 18, 2016 Central District



## Virginia Funeral Supply Sales Association

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[todd@richardswilbert.com](mailto:todd@richardswilbert.com)

### 2nd Vice President:

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Homesteaders Life Company

[rmonson@homesteaderslife.com](mailto:rmonson@homesteaderslife.com)

### Secretary/Treasurer:

**Lori A. Eanes**

C&L Containers

[lorianneanes@yahoo.com](mailto:lorianneanes@yahoo.com)



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

*Rotation of Presidents: Central, Tidewater, Shenandoah, Southwest, Blue Ridge, Southside, Northern*

# Find us on

## VFDA Enhances Social Media Presence

This year the VFDA is looking for ways to better communicate with its members. We are doing that through social media. VFDA's Facebook page has been around for a few years but we are finding that more and more people are liking our page from across the globe. It is our goal to post timely information on our Facebook page, so our members have up to the minute information at their fingertips. Facebook is a great way to share information and showcase our members' news and companies. We were able to post pictures from our past convention in Portsmouth and our Facebook viewers enjoyed those posts. The Association will roll out a LinkedIn group in the next few months. Please visit our Facebook page at: [www.facebook.com/virginiafuneraldirectorsassociation](http://www.facebook.com/virginiafuneraldirectorsassociation)

## The Association Rolled Out a LinkedIn Group This Month



The VFDA is now on **LinkedIn!** Join our group to participate in discussions and connect with funeral service professionals like you.  
[www.linkedin.com/groups/8562595](http://www.linkedin.com/groups/8562595)

## Save the Date!

Monday, January 23, 2017

VFDA Day during the Annual Winter Conference

Events will take place at the Virginia General Assembly and the Richmond Omni Hotel

### Registration Info Coming Soon!

Networking dinner at The Tobacco Company Restaurant Sunday, January 22, 2017



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## VFDA Foundation Donations

We appreciate your support of the Virginia Funeral Directors Association Foundation. The Foundation is offering networking opportunities for funeral service professionals under 40. It is applying for grants to increase revenue to offer more and larger scholarships and opportunities to students in funeral services programs. Because of your contributions to the Foundation we are able to offer scholarships, national convention opportunities, networking events and other resources. Please consider making a donation to the VFDA Foundation.

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



# Virginia Night in Philadelphia

Monday, October 24, 2016 • 6:00 - 9:00 p.m. • 1 S. Broad Street, Philadelphia, PA 19107

## McCormick & Schmick's Seafood & Steaks



**\$105 per person**

*Dinner includes*

Appetizer, Salad, Entrée,  
Dessert, Tea/Coffee/Water

### Appetizer

- Bruschetta with Roma Tomatoes, Basil and Extra Virgin Olive Oil
- Chicken Tempura with Honey Mustard Sauce
- Crab Stuffed Mushrooms

### Salad

- Choice of Classic Caesar Salad or Walnut Mixed Greens

### Entrée (choice of one)

- Simply Grilled Mahi-Mahi, Lump Crab Cakes or Surf and Turf
- Each with fresh vegetables and mashed potatoes

### Dessert (choice of one)

- Upside Down Candied Walnut Apple Pie or Chocolate Truffle Cake

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

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

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

**VEGETARIAN ENTRÉE IS AVAILABLE:** Please indicate if you require a vegetarian option.  Yes, please provide the Chef's Vegetarian Entrée (please list names) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Method of Payment:

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

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## Scholarship Winner: Congratulations Teehan-Kirstin Kaye!

Congratulations to Teehan-Kirstin Kaye, recipient of the 2016 Past Presidents Council Scholarship. Teehan-Kirstin is with Moser Funeral Home and attends the Pittsburgh Institute of Mortuary Science.

## Why I chose Funeral Service as My Profession

By Teehan-Kirstin Kaye

Here it is, my second anniversary of working at Moser Funeral Home, and I can hardly believe it. I can honestly say that I am even more happy today with what I am doing for a career than I was the day I was told that I had gotten the job. This is still such a dream come true, and one that was a long time coming, I feel. This truly is a good day!

The Funeral Industry is not a part of my family's history or background, other than my father's best friend being a funeral director when I was very young. Mostly my family is in medicine and that never quite appealed to me like it did my father, sisters, and now nieces. No, I went to art school, which actually has benefited my Restorative Art capabilities in the long run, but is not the best way to provide for one's family in my experience. Owning my own bar before I was thirty was an excellent eye opener in terms of what it takes to succeed, but that some careers do not have great longevity. That being said, I knew that I loved people, that I absolutely thrive on hard work, and that I really sought a job that gave me a sense of spiritual satisfaction at the end of my day. I wanted to like myself after putting in a hard day, and feel that I had given something back to my community. Admittedly, after 20 years working in the service industry, a career with some actual financial stability also became necessary once my son, Tolkien, was born.

People often ask me how I "fell into" this line of work, and I have to explain to them that I have actively pursued this life and job. This career, which let's all be honest, really and truly is a calling, is not for everyone. Oh my, no it is not. Even with those of us who really actively chased after the Funeral Industry as their dream job, there are some obstacles even the strong have difficulty overcoming.

When Funeral Service first called to me, I was working through the grief of

losing four major family members in as many years: My "Second Mom," my grandmother, my father, and my aunt. That is quite a lot for anyone to endure. Through all of that, particularly my father's death, I found myself in regular contact with funeral directors and their assistants. These amazingly kind and compassionate people were able to alleviate so much of the confusion and the complications associated with losing a loved one. I found myself admiring these directors that quickly they became like rock stars to me, or in any event, individuals whom I wanted to emulate.

Absolutely there are many unsavory aspects to the job. I wondered for some time whether or not I had what it would take to embalm another human being. Could I do it? Would I have the strength to be a rock of stability and a voice of reason when a family experienced the death of a child, easily one of the hardest types of cases for anyone to handle on a personal or spiritual level? Today, I can answer those questions honestly by saying that I absolutely have what it takes, and to many extents, I know I have already been tested.

I appreciate all aspects of embalming from both a historical and scientific approach, and from my studies in school, I understand the benefits of restoration and sanitation that come along with the embalming process. We are truly part of the Health Care Community, in that we provide safer conditions for the public to come in contact with their deceased, not to mention the psychological benefits of the Viewing, Visitation, or Services. As humans, it has been proven that being given a chance to say our last goodbyes to a loved one in person can help begin a healthy mourning process for the survivor. A healthy mourning process means good mental health across the board, something that I wholeheartedly believe in and actively work towards with the families

whom we serve. So with this in mind, when I am working in the Preparation Room, I find that every decision I make in terms of caring for a decedent is just another act of higher Service. Because I have the ability to do what most of society cannot even comfortably bring themselves to think about, it is my gift, my responsibility to step up and take care of their loved ones when they cannot.

As for difficult cases such as losing a child, I feel that I was made to be a shock absorber for our families. My mentor told me at the onset of my employment, that I would find my 'voice' when it comes to comforting and soothing the bereaved as I work with them. There is a balance between being professional and offering loving understanding to our families, and sometimes one must just open their arms and give these folks love. We are lucky at Moser to personally know so many of the families whom we serve, so being emotionally available at all hours of the day or night is something we strive for. This is just another reason why I love my firm and my job so much. I am so lucky to have the freedom to give more of myself in this career than ever before.

The focal point of this paper is supposed to explain why I chose Funeral Service as a profession or career, when all I want to say really is how could I not have chosen it? Perhaps it was even that the career chose me, and that is part and parcel with the Funeral Service Industry being such a calling. Now that I am nearing the time when I am finishing my internship with the State of Virginia and completing my course work in mortuary school come November, I am so excited and even more motivated towards my goals. I will know that all of my hard work was worth it when I become a licensed Funeral Director and each day I can offer Service to my community is truly a dream realized.



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# Building Relationships and Rebuilding Bridges

In the legislative arena, the last couple of years for VFDA has been successful despite the number one issue of mandatory EDRS being consistently delayed. From a relationship building perspective, it has been somewhat of a mixed bag.

On the plus side, we have been able to build relationships with organizations that VFDA previously was at odds with, or have had no relationship. Traditionally, VFDA and the Medical Society of Virginia (MSV) have often disagreed on shared topics of interest to both associations. In the last couple of years, their government relations team began working more closely with VFDA. This past legislative session, we collaborated with them on two pieces of legislation, which former Senator Kenny Alexander patroned, and found areas of mutual concern upon which will continue to partner.



We are also building strong relationships with other EDRS stakeholders such as the Virginia Hospital and Health Care Association (VHHA); the Virginia Academy of Family Physicians (VAFP); and the Virginia College of Emergency Physicians, to name a few. All good news and we need to keep growing these affiliations.

However, we have had one valuable relationship degrade due to differences of opinions, miscommunications and, sadly, discourtesy from both parties. The relationship we refer to is the one with Vital Records. The connection

between VFDA and Vital Records is necessary and fundamental. Funeral directors must coordinate and report information to Vital Records to serve the families in their care. Vital Records needs funeral directors to collect the mandated information for a variety of required reasons. The relationship should be symbiotic.

Your Government Relations Team is working closely with VFDA leadership, Secretary Hazel, and the staff at the Division of Vital Records to repair and improve lines of communications and trust. We have been able to work through some issues and concerns surrounding EDRS and have established a positive method of resolving conflicts and addressing concerns. We ask that all members alert VFDA leadership to any problems with Vital Records as the Association will reach out on behalf of an association member to address the concerns with Vital Records.

The VFDA embarked on a survey of all funeral directors in the state to gather their current thoughts on EDRS. The survey was sent to members via email and posted on the VFDA website. A tri-fold survey of the same questions was designed and sent to all other funeral directors in Virginia via US Mail. It directed them to the VFDA website and to a direct link to the survey or allowed for the respondent to fill out the form and simply mail it back. The survey closed July 30. We have gathered the responses. Some are pleasantly surprising and are available on the “members only” section of the VFDA website. Funeral directors and Vital Records have made strides in getting aligned on making EDRS more efficient and user friendly.

– Julia Hammond & Angie Bezik, VFDA Lobbyists

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WATERFRONT  
CONFERENCE CENTER  
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NEW LOCATION ON THE MARINA



[www.njsfda.org/convention](http://www.njsfda.org/convention)

HOSTED BY NEW JERSEY STATE FUNERAL DIRECTORS ASSOCIATION, INC.

# We Need Your Help

Dear VFDA Members,

I would like to reach out to you today about questions which are extremely important to all of us in funeral service. How can the VFDA protect you, the funeral director, against over regulation or bad policies in the Commonwealth? How can the VFDA improve your futures through the legislative process in Richmond?

Each year, a number of bills are presented that may have an effect on how you serve your client families. Some of this legislation may have a positive impact but some may affect your ability to better serve your community in a negative way.

## One Voice

In order to insure your voice is heard in Richmond, we need to speak as an association with one voice. We have continued the "One Voice" message to insure that our legislators understand that we are united as funeral directors in our efforts and there is no confusion in our position.

Our lobbyists, Angela Bezik and Julia Hammond, are experienced and influential in Richmond.

We believe their work as our lobbyist is essential and at the core of VFDA being successful in our legislative efforts. One practical benefit of lobbying is the research they conduct on behalf of legislators. They distill the mass of information relating to public policy issues. Although legislators and elected representatives have staff and support, they have limited time and resources to research and analyze information. Angela and Julia gather information, review and analyze data, and explain the advantages and disadvantages of pieces of legislation. They organize information and create graphs, charts, polls and reports that represent our opinion.

In short, our team gives VFDA a voice. It is a misconception that lobbyists only advocate on behalf of big, powerful corporations. Many lobbyists serve smaller interest groups. Angela and Julia act as a mouthpiece for funeral directors that otherwise might not be heard. Because they are professional persuaders, they have the knowledge, resources and ability to influence legislators and, therefore, legislation, in ways individuals and small groups may not be able.

## Upcoming General Assembly Session

Our lobbying efforts for VFDA are funded by the Professional Futures Fund. As we prepare over the summer for the upcoming General Assembly session, we need your help in making sure the voice of all funeral directors in Virginia is heard loud and clear.

Please consider making a donation to the Professional Futures Fund to help sustain the legislative efforts of VFDA in Richmond.

Sincerely,



## THANK YOU CONTRIBUTORS!

### Capitol Level

McCoy Funeral Home, Inc.

Fairfax Funeral Home, LLC

### Commonwealth Level

Finch & Finch, Inc.

### Dominion Level

Bennett Funeral Home

Woody Funeral Home

### Cardinal Level

Nicely Funeral Home, Inc.

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Moser Funeral Home

Riffe's Funeral Service, Inc.

### Dogwood Level

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Recognition in VFDA *Bulletin*

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

*We thank you for your support.*

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## Advertise with VFDA!

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

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**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

### PRICE

### PUBLICATION

### ADS DUE

<i>The Bulletin Magazine</i> Oct Nov Dec	10/7/16
<i>The Bulletin Magazine</i> Jan Feb Mar	2/8/17
<i>The Bulletin Magazine</i> Apr May Jun	3/15/17
<i>The Bulletin Magazine</i> Jul Aug Sep	7/7/17
<i>The Bulletin Magazine</i> Oct Nov Dec	10/13/17

### INSTRUCTIONS:

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

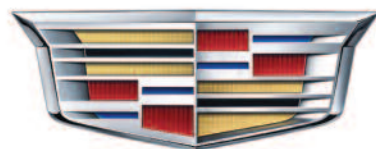


VIRGINIA  
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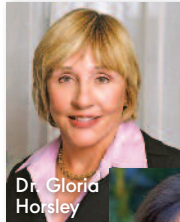


**VIRGINIA  
FUNERAL DIRECTORS  
ASSOCIATION**

P.O. Box 395  
Hanover, VA 23069

## ***“Taking Care of the Caregiver” Highlights***

**T**he VFDA hosted a program designed for the funeral director, hospice caregiver, and those under 40 in the funeral service profession in April at the Hilton in Richmond. The program titled, “Who Takes Care of the Caregiver? Tips & Tools for Taking Care of Yourself” was a program you didn’t want to miss. Taking care of yourself is one of the most important, but often forgotten things we can do. Caregiving can be emotionally and physically exhausting. When we take care of ourselves, we have more energy to best care for others. **This interactive program by Dr. Gloria Horsley, and her daughter, Dr. Heidi Horsley, gave us tips and tools for taking care of ourselves.** They taught us how to shift our energy and actually feel better. They helped us identify personal barriers that get in the way of self-care, and how we can move through those barriers. They offered examples from their own personal journey, after the death of their 17-year-old son and brother, Scott. They shared research on the correlation between self-care and happiness. They also shared inspirational stories of how guests on their weekly “Open to Hope” cable T.V. and radio shows have learned to take care of themselves and gone on to find hope again. This was a great program for all that attended and we look forward to offering these types of programs in the future.



Dr. Gloria  
Horsley



Heidi Horsley

