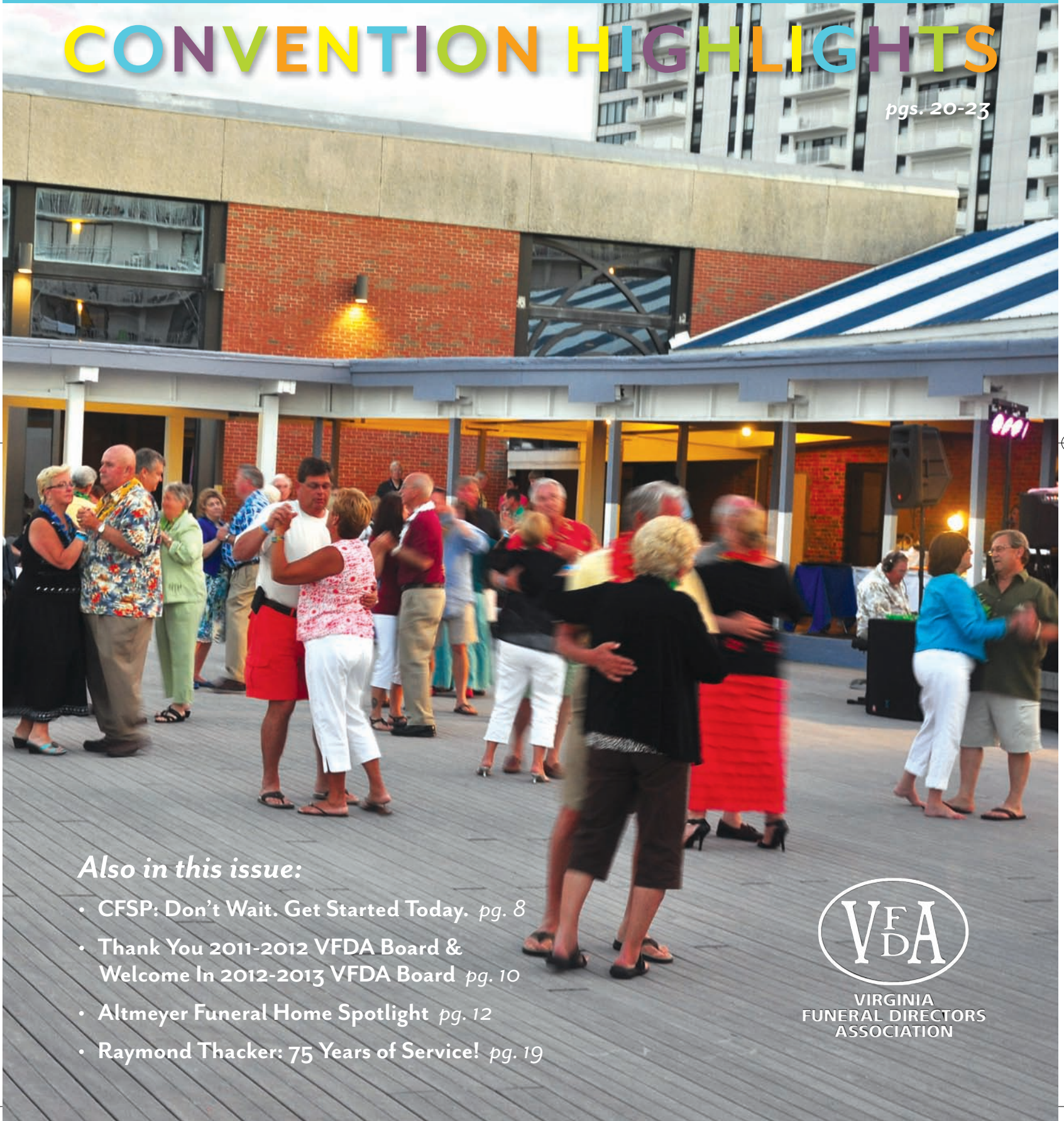


THE BULLETIN

JUL | AUG | SEP | 2012

CONVENTION HIGHLIGHTS

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- CFSP: Don't Wait. Get Started Today. *pg. 8*
- Thank You 2011-2012 VFDA Board & Welcome In 2012-2013 VFDA Board *pg. 10*
- Altmeyer Funeral Home Spotlight *pg. 12*
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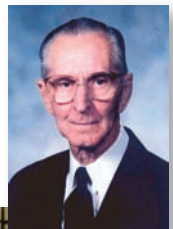


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PRESIDENT'S MESSAGE



Adventures Ahead!

Dear friends, as I begin to write this article for *The Bulletin*, it almost seems impossible that we were together at the beach nearly two months ago. The convention was a tremendous success, having registered over 375 people. From the CANA cremation seminar and the other CEU classes, to the excellent nightly social activities, events were well-attended and were received positively. Our thanks go to all of our exhibitors for the excellent support that was shown both in their exhibits and in their positive feedback. We also want to thank all of our committee chairmen and their members for their hard work toward the success of our convention. Last, but not least, we appreciate the tremendous coordination efforts of our VFDA staff, Lacy and Shannon.

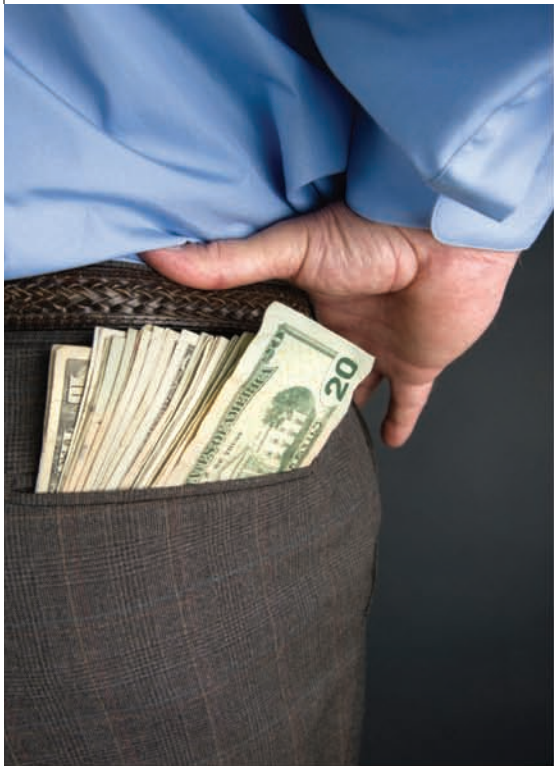
The summer is flying by, and it will be a welcome relief for cooler weather to come. By way of a report to you, I can tell you that I have attended the Virginia Cemetery Association's meeting at Hot Springs, and paid a visit to two of our member firms while in the general area. I was pleased to be present on the Eastern Shore for the Tidewater Association's annual seafood feast. More recently, I attended the funeral service for Puddin Sheridan. Our hearts go out to Frankie and his family in their time of loss.

September promises to be a busy month for us in as much as we will be attending the Blue Ridge District meeting and the Southwest District meeting. September will also kick off the traveling education caravan in the southwest part of the state. The National Funeral Director's Association convention will be October 7-10 in Charlotte, North Carolina. We hope you are making plans to be with us, especially for Virginia Night on Tuesday, October 9 at Morton's Steak House. Also, mark your calendars for The Winter Leadership Conference, January 27 and 28, 2013.

Debbie and I are excited about the 2013 Retreat aboard the Royal Caribbean Liberty of the Seas. The dates for this cruise are February 16-21, 2013. I believe that you will find the cost to be quite reasonable, and the prospects of being in a warm climate in February seem very appealing. You will have the opportunity of receiving CEU credits while on board. Further information may be found on the VFDA Clicks. I hope that we will have a strong turnout of our association members as we travel to the Western Caribbean.

In closing, let me say that I hope to serve our association in a positive and helpful way. Please don't hesitate to call me or the association office if we can be of help to you.

Warmest regards,
Smitty



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EXECUTIVE DIRECTOR'S MESSAGE

The Change that Empowers Us

What a busy few months for the Virginia Funeral Directors Association, as we return from an amazing convention we have started in full force the planning of our international trip for 2013, continuing education traveling caravans, visits to districts, funeral homes and much more. Your board of directors and committee chairs are busy working on goals for the year. Many changes have occurred for the association and as I think about change I think about this association and how far we have come and continue to grow. You will see many changes are happening in the association as you read this edition of the Bulletin. I read a message about change to start my day and I thought I would share it with you.



We Love to Visit!

Michael Smith and I will be out visiting funeral homes throughout the year. We look forward to visiting yours soon. I had the pleasure to visit the following funeral homes so far this year; Graham Funeral Home, Henry Funeral Home, Nicely Funeral Home, Arritt Funeral Home, and Coffman Funeral Home. We also attended the Virginia Cemetery Association meeting right after our convention this past June at the Homestead. It was a great meeting and we look forward to working with the Virginia Cemetery Association.

Special Thanks

A special thank you for those who attended our convention this year; sponsors, attendees, exhibitors and speakers, we appreciate everyone's support. A special thank you to Frankie and Puddin' Sheridan for their hard work and dedication to the association. Our thoughts and prayers go out to Frankie and the Sheridan family.

We Want to See You!

We hope you will join us for our international trip in February. We are excited to bring you a fair-priced trip that will include continuing education. Start planning your trip today! Additional information and registration information is included in this Bulletin.

Lastly, get involved, we need your feedback and want to hear from you. Throughout the year you will receive surveys as we set up new programs and continuing education offerings. We look forward to seeing you at your district meetings and as we travel with the traveling continuing education caravans this year.

Take care,

Lacy Whitaker

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Change Is...

Change is something that presses us out of our comfort zone. It is destiny-filtered, heart grown, faith built. Change is for the better or for the worst, depending on where you view it. Change has an adjustment period which varies on the individual. It is uncomfortable, for changing from one state to the next upsets our control over outcomes. Change has a ripping effect on those who won't let go. Flex is the key. Even a roller coaster ride can be fun if you know when to lean and create new balance within the change. Change is needed when all the props and practices of the past no longer work. Change is not comforted by the statement 'just hang in there' but with the statement 'you can make it'. We don't grow in retreat, but through endurance. Change isn't fixed by crying, worrying, or mental treadmilling. Change is won by victors not victims; and that choice is ours.

Change is awkward – at first. Change is a muscle that develops to abundantly enjoy the dynamics of the life set before us. Change calls own strength beyond anyone of us. Change pushes you to do your personal best. Change draws out those poised for a new way.

Change isn't for chickens. Change does have casualties of those defeated. Change will cause us to churn or to learn. Change changes the speed of time. Time is so slow for the reluctant, and yet it is a whirlwind for those who embrace it. Change is more fun to do than to be done to. Change seeks a better place at the end and is complete when you realize you are different.

Change is measured by its impact on all who are connected to it. Change is charged when you are dissatisfied with where you are. Change doesn't look for a resting-place; just the next launching point. Change is only a waste to those who don't learn from it. Change happens in the heart before it is proclaimed by our works. Change chaps those moving slower than the change itself. If you can change before you have to change, there will be less pain. Change can flow or jerk, depending on our resistance to it. Change uses the power invested in the unseen to reinvent what is seen. Change is like driving in a fog – you can't see very far, but you can make the whole trip that way.

– Author Unknown

LifeStories Medallions – Every Life Tells A Story.



Batesville's new LifeStories® Medallion Collection takes personalization and memorialization to a whole new level. These artfully inspired medallions - featuring symbols of spirituality, relationships and service - are displayed in the casket lid to create an elegant visual eulogy to a loved one.

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For more information, please visit www.batesville.com/lifestories.



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GAME ON!

How focusing on a CFSP goal can help you and your practice reach new heights and maximize client satisfaction.



Hitting ahead of the curve with CFSP training keeps Virginia professionals on top of their game. Much like on the playing field, this particular curve requires focus, concentration and commitment - it is the mark of excellence in the funeral services profession.

“When a funeral professional wants to really demonstrate their commitment, understanding and expertise to their clients, the CFSP designation is a distinctive way to do that,” says Lacy Whittaker, VFDA executive director. “The VFDA provides great resources for our funeral professionals to achieve and succeed in the CFSP process.”

The rigorous program requires 180 credit hours (18.0 CEUs) for certification, an annual membership with the Academy of Professional Funeral Service Practice and 20 hours (2.0 CEUs) each year to maintain certification. The CEUs are split between four different categories: academic, professional activities, career review and public education and service.

ACADEMIC: The academic category includes experience through higher-education and professional effort demonstrated through writing, teaching and research. A maximum of 10.8 CEUs may be earned toward initial certification in this category.

PROFESSIONAL: The professional activities category is related directly to activity within the funeral service profession: conferences, conventions, workshops and seminars count in this category. A maximum of 7.2 CEUs may be earned toward initial certification in this category.

CAREER: The career review category gives the opportunity to credit experience garnered prior to joining the Academy. A maximum of 5.4 CEUs may be earned toward initial certification in this category and is evaluated only once.

EDUCATION & SERVICE: The public education and service category is related to civic and community activities

Do You Participate in Any of These Activities?

If so, you may be closer to CFSP than you think.

- Attendance at conferences, conventions, seminars and workshops sponsored by funeral service.
- Committee work or Board leadership in local, district, state, regional and national associations and regular attendance at meetings of these associations.
- Completion of related courses offered by associations and accredited institutions of higher learning.
- Serving as a speaker for school (elementary and secondary) and college or university presentations and for other related conferences, institutes, seminars and workshops.
- Published articles, papers or other literary contributions as well as research studies and questionnaires to better understand the many facets of funeral service.
- Completion of home study, on-line learning, or web-based training from organizations certified by the Academy.
- Development and implementation of In-Service Training Programs.
- Service in civic or community organizations.
- Professional and community activity completed prior to registration in the Academy (Career Review).

and leadership. A maximum of 1.8 CEUs may be earned toward initial certification in this category.

Credit for each category can be obtained through various conferences, conventions, seminars and workshops, local, regional and other levels of service. Participating in the VFDA and other local, district, regional and national associations is key to achieving certification.

“Achieving certification does not happen overnight,” says James Riffe, Jr., CFSP, Riffe Funeral Home.

“For me, it took nearly seven years to reach the required 180 man-hours needed. It takes time spent in continuing education seminars, attending conventions, and serving as officers or on committees at the district or state level. Much of my time as a district officer and VFDA board member helped in counting toward reaching the number of CEU points required.”

In a day and age of regular legislative changes, new technologies, cremations on the rise, and a growing concern over potential litigation for even the most minute liabilities all the unknown and change can be taxing and overwhelming for any professional. Riffe, like many other Virginia funeral professionals, knows the continuous self-improvement and firm foundation the CFSP provides is essential for staying ahead of the curves that come their way.

“In baseball, batters must learn how to identify a curve ball as quickly as possible, but recognizing or hitting a curve ball quickly is not easy to do,” says Riffe. “The same holds true in our profession. I’m a believer in the idea of hitting in front of the curve, anticipating

issues and concerns ahead of time and doing everything humanly possible to address them before they become major problems. With a CFSP designation your clients can be confident that you are ready for any curve ball, and so can you.”

To obtain more information on CFSP visit <http://www.apfsp.org>.

CFSP Eligibility

- An applicant must be currently licensed by a state licensing authority to practice funeral service.
- To become a member of the Academy, an applicant must complete a membership application and submit the initial enrollment fee of \$85.
- Each year, the member renews their membership on their anniversary date, and pays the annual renewal fee (currently set at \$60) in order to continue to actively seek the CFSP certification unless the member has paid the lifetime membership.
- Students currently enrolled in an accredited mortuary school may enroll as a member of the Academy. As a student, you are not be permitted to submit an Application for Career Review or become certified until you have received a license from the state licensing authority to practice funeral service.



Thank you Frankie

Thank you to Frankie Sheridan, President 2011-2012

On behalf of the Virginia Funeral Directors Association members we wish to express a warm thank you to Frankie Sheridan and his wife Puddin' Sheridan for their time, support and dedication to the association this past year. Frankie, we appreciate your service as president and the many programs and changes you brought to the association during your year. Our thoughts and prayers are with you and your family during this time. Thank you!



Thank You 2011-2012 Board Members

The Virginia Funeral Directors Association thanks the following board members for their service to the board and the association.

Michael Turch, Immediate Past President
Les Powell, Secretary/Treasurer
Ted Castle, Chaplain and Southwest District Board Member
Bud Hazelgrove, Sergeant-At-Arms
Michael Williams, 2 Year At Large Board Member

Larry Joines, 2 Year At Large Board Member
Randolph Hite, 1 Year At Large Board Member
Wayne Lovelace, 1 Year At Large Board Member
James Riffe, Jr., Blue Ridge District Board Member
Tommy Slusser, Shenandoah District Board Member
Kevin Brown, Southside District Board Member

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Welcome 2012-2013 Board Members



*Front (left): Randy Earl, Michael L. Smith, Sr., Robert M. "Bob" Oman, Robert L. "Rob" Finch, Jr., I. Ray Sloan
Second Row (left): Les Powell III, Ted Castle Chaplain, Larry Joines, Bertha Fleming, Wayne Lovelace, Randolph Hite
Third Row (left): Meyer Davis, Terresa "Reesey" Spann, Michael E. Rorrer, James A. Riffe, Jr., Robert T. "Tommy" Slusser, Jr. Not shown: H.F. "Frankie" Sheridan, James "Jimmy" Hix*

The Virginia Funeral Directors Association welcomes the following 2012-2013 board members:

Michael L. Smith Sr., President,
Holloman-Brown Funeral Home,
Inc., Great Bridge

Robert M. "Bob" Oman, President-
Elect, Oman Funeral Home,
Chesapeake

H.F. "Frankie" Sheridan, Immediate
Past President, Sheridan Funeral
Home, Kents Store

Robert L. Finch, Jr., First Vice
President, Finch & Finch Inc.,
Altavista

I. Ray Sloan, Second Vice President,
Botetourt Funeral Home, Buchanan

Les Powell, III, Secretary-Treasurer,
Powell Funeral Home, Inc., South
Boston

Ted Castle, Chaplain, Castle
Mortuary Transport, Bristol

Larry Joines, Sergeant-At-Arms,
Bassett Funeral Service, Bassett

Michael E. Rorrer, Blue Ridge
District Representative, McCoy
Funeral Home, Blacksburg

Bertha Fleming, Central Virginia
District Representative, Scott's
Funeral Home, Richmond

Terresa "Reesey" Spann, Northern
Virginia District Representative,
Demaine Funeral Home, Alexandria

Robert T. "Tommy" Slusser, Jr.,
Shenandoah District Representative,
Nicely Funeral Home, Clifton Forge

Larry Joines, Southside Virginia
District Representative, Bassett
Funeral Service, Bassett

Ted Castle, Southwest Virginia
District Representative, Castle
Mortuary Transport, Bristol

Meyer Davis, Tidewater District
Representative - Rosewood-Kellum
Funeral Home & Memorial Park,
Virginia Beach

Randolph Hite, Director-at-large (2
year), Crowder-Hite-Crews Funeral
Home & Crematory, South Hill

Wayne Lovelace, Director-at-large (2
year), Lotz Funeral Home, Roanoke
Chapel, Roanoke

James A. Riffe, Jr., CFSP, Director-
at-large (1 year), Riffe Funeral
Service, Inc., Narrows

James "Jimmy" Hix, Director-at-large
(1 year), Hillsman-Hix Funeral
Home, Amelia

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

FUNERAL HOME SPOTLIGHT

Altmeyer Funeral Home

Fun Facts About the Altmeyer Funeral Homes & Crematory

History tells us where we have been, and gives us a sense of direction for the future. When you look at the history of the Altmeyer Funeral Homes & Crematory you find people with strong family values and a commitment to service.

Serving the community has been important to the Altmeyer Family since the first Altmeyer settled in the Wheeling area. From being involved in civic organizations, to defending our country in the Armed Services, to being active in their church, the Altmeyers are known for sharing their time and resources with others.

Families who are grieving a loss come to Altmeyer Funeral Home as they have for decades because they know they will be treated as family. As we have grown, that same quality of service has been extended to many communities in the Ohio River Valley area.

From its small but promising beginnings, the Altmeyer Funeral Homes & Crematory now operates 17 facilities bearing their name in three states, Ohio, West Virginia, and Virginia. They serve approximately 2,000 families a year with the same attention to detail that was given to the first family that called them for service in 1918.



Altmeyer building in Chesapeake.

LOOKING TO THE PAST, PRESENT AND THE FUTURE: Fun facts about the Altmeyer history

- Founded in 1917 by James P. Altmeyer, the first Altmeyer Funeral Home was located at 1104 Chapline St. in Wheeling, WV. In 1922, the funeral home moved to its current location at 1400 Eoff Street.



James E. Altmeyer, Sr.



James E. Altmeyer, Jr.

- In 1947, the Altmeyers opened their second funeral home establishment at 214 Marshall Street, McMechen, WV.
- In 1955, Harry, George, and Jack Altmeyer opened their third funeral home located at 154 Kruger Street, Elm Grove, WV.

Fun facts about the Altmeyer history continued...

- In 1990, they purchased the Martin Funeral Home in East Liverpool, OH, now known as the Martin-MacLean-Altmeyer Funeral Home. Also in 1990, they purchased the Martin-MacLean Funeral Home, now known as the Martin-MacLean-Altmeyer Funeral Home, in Wellsville, OH.
- In 1991, they acquired the Kirby-Vance Funeral Home of McMechen, and the Lutes Funeral Home in Moundsville, WV. Today this is the Altmeyer Funeral Home, Lutes & Kirby-Vance Chapel, located in Moundsville, WV.
- In 1994, the Altmeyers purchased the former Beisweinger Funeral Home in South Wheeling, now known as the Altmeyer Funeral Home - South Wheeling Chapel.
- In 1996, the Altmeyers founded the Dignity Funeral Services in Norfolk, VA.
- In 1998, after rapid growth in the Tidewater area, they established the Altmeyer Funeral Home - Virginia Beach under the direction of James E. Altmeyer, Jr. In 1998, the Altmeyers purchased the Beck Funeral Home in St. Clairsville, OH. Following complete renovations of the facility, in 1999, they renamed that location - the Beck-Altmeyer Funeral Home.
- In March of 2000, the Altmeyers opened another facility, their newest funeral home. The Martin-MacLean-Altmeyer Funeral Home is located at 15872 St. Clair Ave., Calcutta, OH.
- On July 1, 2000, the Altmeyer Funeral Home opened a new location in the Denbigh area of Newport News, VA., at 12893 Jefferson Ave.
- In September of 2000, the Altmeyers purchased the Bauknecht Funeral Homes in Bellaire, Shadyside, and Powhatan Point, OH.
- In October, 2007, the Altmeyers purchased the Maestas Funeral Home at 1801 Baltic Ave. Virginia Beach, VA.

Shenandoah Valley Funeral Director's Association

Michael Phelps

President

Phelps Funeral & Cremation Service

Brandon Cash

Vice-President

Bolling, Grose & Lotts Funeral Service

Charlie Rimel

Secretary/Treasurer

Henry Funeral Home

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



Shenandoah Valley

Installation – May

MEMBER NEWS

Welcome New Members

FIRM MEMBERSHIP

Altmeyer Funeral Home, Treasured Memories, 5792 Greenwich Road (Southside Chapel)
Virginia Beach, Virginia 23462
Owner, James E. Altmeyer, Jr.
Manager, Chris Sisler

Altmeyer, Maestas Chapel
1801 Baltic Avenue
Virginia Beach, Virginia 23451
Manager, James E. Altmeyer, Jr.

Altmeyer, Denbigh Chapel
12893 Jefferson Avenue
Newport News, Virginia 23608
Manager, Brandon Killian

Altmeyer, Chesapeake Chapel
929 S. Battlefield Blvd.
Chesapeake, Virginia
Manager, David Hodges

Altmeyer, Riverside Chapel
7415 River Road
Newport News, Virginia 23607
Manager, Thomas Eddie Faulkner

Everly-Wheatley Funeral Home
1500 W. Braddock Road
Alexandria, Virginia 22302
Manager, Jennifer Snodgrass

Frost Funeral Home
250 East Main Street
Abingdon, Virginia 24210
Owner, Jack & Robin Frost

Graham Funeral Home
1112 Kempsville Road
Chesapeake, Virginia 23320
Owner, S. Scott Stroud

AFFILIATE MEMBERSHIPS

Michael Mostofsky, Beta Capital Corp.

Rick Roberts, Roberts & Downey Chapel Equipment, Inc.

MORTUARY SCIENCE STUDENT MEMBERSHIPS

Ashley Nicole Battle, John Tyler Community College & Nelsen Funeral Home

Carley Noel Boltz, John Tyler Community College

Amaris Delgado, John Tyler Community College

Robert "Trey" Finch, III, John Tyler Community College & Finch & Finch, Inc.

Carveleta Holmes, John Tyler Community College

Diane Hull, John Tyler Community College & Tharp Funeral Home

Shannon Leigh Hughes, John Tyler Community College

Julia Ann Montney Paul, Tidewater Community College

Jayson L. Payne, Tidewater Community College

Congratulations Mike! Funeral Director of the Year Award

J. Michael Williams, Joseph W. Bliley Funeral Home funeral director, has worn many hats during the seven years he has been on the VFDA Board of Directors, including convention chairman, Legislative Committee, Professional Development Committee chairman, at-large board member, Bi-Laws Committee and Strategic Planning Committee.



From his early days as an inspector for the Virginia Board of Funeral Directors and Embalmers, to his time on the VFDA Board of Directors, Mike has been a staunch advocate, not only for the profession, but for "doing the right things right," when it comes to proper regulatory enforcement.

Many characterize Mike with the phrase, "If Mike doesn't know it, it's because they haven't written it!" Congratulations Mike!



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MEMBER NEWS

James Riffe Earns CFSP & Member of the Year Award

In March 2012 James Riffe earned the designation of CFSP (Certified Funeral Service Practitioner), and has worked diligently to establish positive relations among all members of the funeral service industry, both locally, regionally and beyond.

Since March 2009, James has served on the Board of Directors for the VFDA, representing member firms in the Blue Ridge District. In addition, he has served on the Legislative and Disaster Response Committees and has also agreed to serve as



the associations media spokesperson. One of his favorite roles has been lobbying at the Virginia General Assembly during the annual mid-winter meeting. He has actively participated in every VFDA convention since earning his Virginia license in 2004, and has also produced the tribute Video for the annual Service of Remembrance.

Congratulations James!

Regulatory Support Services New Owner

Regulatory Support Services has changed to Paul's Regulatory Support Services, Inc. The office telephone, fax number and e-mail have not changed. Congratulations Paul Harris! Thank you to Meredyth Partridge and David Partridge and their team for professional service and support they have given us for many years.

Paul's Regulatory Support Services
 P.O. Box 3130
 Durham, NC
 27715-3130
 Phone: 804-784-7347
 Fax: 804-784-7349
 mail@regulatorysupport-services.com

Michael Turch: Team USA in Spain

Congratulations VFDA Past President Michael Turch of Mountcastle Turch Funeral Home and Crematory Inc. and Cunningham Turch Funeral Home in Northern Virginia. He's a member of Team USA who competed in the ITU Long Distance Triathlon World Championship in Vitoria, Spain on July 29, 2012.



Smitty Visits Nicely Funeral Home & Arritt Funeral Home

As the new VFDA president, Smitty had a wonderful time visiting and touring some of the funeral homes



early in his term. He looks forward to visiting many more in the coming year.



2012 FUNERAL DIRECTORS
CONVENTION & EXPO

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DETAILS AT www.njsfda.org/convention

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MEMBER NEWS

Bliley Opens New Cremation Center

One step closer to transparency, Bliley's Funeral Home's new cremation center at the Chippenham location, provides a serene, special place where family can be present during the cremation process.



Credit: Jim McConnell/Chesterfield Observer



Credit: Dean Hoffmeyer/TIMES-DISPATCH

Congratulations to the entire Bliley team for reaching such a dynamic milestone!

Blue Ridge Funeral Directors Association

Dave Vanderpool

President

John M. Oakey & Son

Tim Watts

Vice President

John M. Oakey & Son - Salem

Jonathan Arritt

Secretary/Treasurer

Arritt Funeral Home, Inc.

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



Roanoke River Gorge, VA

Installation - July

MEMBER NEWS

Raymond Thacker, Celebrating 75 Years as a Licensed Funeral Director!

In the town of Scottsville, VA, and in the Virginia funeral industry, Mr. Raymond Thacker is a legend. Spending literally decades in service to his profession and community, he continues to serve the VFDA, funeral service professionals and the community.

"I'm 102 - and a half - years old, and I still drive," Mr. Thacker said chuckling on the phone. "I have worked with some remarkable funeral directors. We worked hard to make the funeral industry of Virginia a respectable profession."

In the early days there was no licensing required for funeral directors. Just about anyone would front as an undertaker, Mr. Thacker explained. He and his colleagues knew they needed to do something drastic to protect the profession.

"Some of them [undertakers] back then were barbers, cabinet makers, wheelwrights," says Mr. Thacker. "They called themselves undertakers. My colleagues and I had to dress it up and get it a licensed business and make it a real nice profession."

After many trips to the General Assembly, in 1936 Mr. Thacker and his colleagues' hard, enduring work paid off, and the state began requiring formal licensing for funeral directors and embalmers. With such great sacrifice and dedication - Mr. Thacker was never paid to do any of this or reimbursed for any of his expenses - one might think Mr. Thacker had given sufficient service in the industry, but he wasn't done, and he still keeps going.

Mr. Thacker has made countless contributions to the profession and the association. He served as association president and also as treasurer. As the president he visited every funeral home in the state of Virginia.

"There weren't a lot of members then," he said. "I went out to persuade them all to join. It was quite a project, but it was worth it."

In his tenure as treasurer, the association went from \$600 in the bank to \$35,000. His main focus was to get as many as possible to participate in the association so that the general public would benefit from knowing who had set themselves apart in the industry and so that the members would have growing, vast resources in



their profession. He still feels that participating in the association sets a funeral director apart and serves as a service to the general public.

"I've made a lot of contributions to the association," says Mr. Thacker. "I think it's certainly a great benefit to all funeral homes to belong to the association. It gives them many, many benefits."

Mr. Thacker has made such an impact on the funeral industry in Virginia and within the Virginia Funeral Directors Association that it would take hundreds of pages to mark all of his accomplishments and services to the community. We are grateful to have professionals like Mr. Thacker who are willing to dedicate their time and expertise to making the industry and association respectable and thriving.

In August, Joseph Teague presented Mr. Thacker, in a special celebration, with a plaque recognizing his 75 years of service as a funeral director.

Congratulations, Mr. Thacker! And thank you for all that you have done and continue to do for the funeral professionals of Virginia.



124TH VFDA ANNUAL CONVENTION & EXHIBITION

CONVENTION HIGHLIGHTS

Thank you to
photos that





ou to Keister Whitt, Wrenn-Yeatts Funeral Home, Danville and James Riffe, Riffe Funeral Service, Inc., Narrows for providing convention that you see throughout this issue of the Bulletin. We appreciate you taking the time during the convention to capture these memories.





124TH VFDA ANNUAL CONVENTION & EXHIBITION

CONVENTION HIGHLIGHTS



Virginia Funeral Supply Sales Association

Rick Roberts, President
Roberts & Downey Chapel Equipment

Sherry Noble, Vice-President
Messenger

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



Meeting and Installation held in June during annual convention.





Tidewater Funeral Directors Association *Est. 1945*

Kevin Sanderlin, President
Beach Funeral Home

Sarae Joyner, 1st Vice President
Parr Funeral Home & Crematory

Scott Stroud, 2nd Vice President
Graham Funeral Home

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

Jamie Karpa, Secretary
R. Hayden Smith Funeral Home

Doral Cecil, 1st Year Director
W.J. Smith & Sons Funeral Home

Christopher Wilson, 2nd Year Director
Hale Funeral Home



Norfolk, VA

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

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





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



Beverage Cart Sponsor

C&L Containers, Inc.
Mercer Vault Company

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The Dodge Company
Phil's Coaches

Convention Bags

Bass-Mollett Publishers

Golf Hole Sponsor

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Jim Larkin Limousine Service
Joseph McMillian Funeral Home &
Crematories/McMillians
Companion Crematories
Mercer Vault Company
Shenandoah Valley Mortuary
Services, LLC
Sheridan Funeral Home
Treasured Memories
Warfield-Rohr Casket Company, Inc.
Washington Wilbert Vault Co.
W.J. Smith & Son
Wood-Wants Urns

Golf Grab Bags

Homesteaders Life Company
National Funeral Directors
Association (NFDA)
Treasured Memories
Washington Wilbert Vault Co.

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Bill Black Cadillac

Kids Club Pool Party

Castle Mortuary Transport
Richmond Coach Removal
Service, Inc.

Monday Evening Cocktail Social

Aurora Casket Company, Inc.
Blue Ridge Funeral Directors
Association
Southside Virginia Funeral
Directors Association
Southwest Virginia Funeral
Directors Association

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

Aurora Casket Company, Inc.
Virginia Funeral Supply Sales
Association

Networking Coffee Break

Central Virginia Funeral Directors
Association

Platinum Sponsor

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Past Presidents Luncheon

Federated Insurance

Presidents Appreciations Cookout

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Professional Funeral Staffing, LLC
Regulatory Support Services, Inc.
Sizemore Transportation
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

Tuesday Evening Social Event

Wilbert Burial Vault Dealers

EVENTS

Congratulations to the 2012 Past Presidents Council Scholarship Recipients

Michael Lee Anderson,
Johnson Funeral Service,
Inc. in Bridegwater, Virginia
who is attending Blue Ridge
Community College in
Weyers Cave, Virginia.

Anthony W. Lowry,
Arritt Funeral Home,
Covington, Virginia
who is attending John
Tyler Community
College.

124th Annual Convention Drawing Winners



Reesey Spann won the Cavalier Hotel giveaway. Lacy Whittaker drew her name out at convention on Tuesday, June 26 at the close of registration.

Randy Earl, NFDA President, drew Ruth Copeland's name as the winner for the NFDA International Convention in October.

Golden Licensee Award Winner Recognized at the 124th Annual Convention

Each year the VFDA honors those individuals who have contributed fifty years of service to the funeral service profession. These individuals have actively participated in charting the course for the future and have contributed greatly to the Association's history and tradition.

This year's recipients of the Fifty Year Golden Licensee Award are:

- Thomas E. Reese, Sr.**
Highland Funeral Services, Inc.
- Robert H. Smith, II**
R. Hayden Smith Funeral Home
- John D. "J.D." Gibson**
Lotz Funeral Home
- Fred M. Minchew**
Morrissett Funeral & Cremation Service
- Herbert S. Small**
E. Alvin Small Funeral Home
- Louis R. Jones**
Hollomon-Brown

These individuals have actively participated in charting the course for the future and have contributed greatly to the Association's history and tradition.

This year's recipients of the Fifty-five ++ Year Golden Licensee Awards are:

- Mac Morris** - 55 years of service
Murphy Funeral Home - Arlington
- Frank M. Rodriguez** - 56 years of service
Rodriquez Funeral Home, Inc.



Raymond Thacker, Thacker Brothers Funeral Home

- Robert L. "Bob" Finch** - 60 years of service
Finch & Finch, Inc. Funeral and Cremation Service
- William Theodore Bear, II** - 65 years of service
Bear Funeral Home
- Raymond Thacker** - 75 years of service
Thacker Brothers Funeral Home

EVENTS

2012 NFDA International Convention & Expo

Charlotte Convention Center
501 South College Street, Charlotte, NC
October 7-10, 2012

We're really looking forward to seeing you at the 2012 NFDA International Convention & Expo in Charlotte. The unforgettable hospitality and charm of this vibrant southern city will provide the perfect setting for learning and networking with leading funeral professionals from around the world.

And when the leading and largest funeral directors' association visits Charlotte – you know we're going to have a good time! From the thrilling races at Charlotte Motor Speedway and the adrenaline pumping Carowinds Theme Park to the enchanting Broadway performances at Blumenthal Performing Arts Center, there are so many ways to enjoy Charlotte.

Convenience is key:

- Convention Center just seven miles from Charlotte Douglas International Airport



- Hotels adjacent to the convention center
- Close proximity to popular Charlotte attractions, including the NASCAR Hall of Fame

View the 2012 NFDA International Convention & Expo brochure at <http://charlotte2012.nfda.org>

Southwest Funeral Directors Association

Matthew Perry, President
 Frost Funeral Home

Andrea Horn, Vice President
 Hurst Scott 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



Virginia Night

**REGISTRATION
FORM**

Tuesday, October 9, 2012 • 6:30 p.m. • Morton's Steakhouse • 227 W. Trade St., Charlotte, NC

Join us for dinner during the 2012 NFDA International Convention & Expo. Morton's is a 7 minute walk from the Charlotte Convention Center. Dinner will be held on the second level mezzanine (*No elevator access, please contact the VFDA office if you cannot use stairs.*)

\$104 per person

Hors d'oeuvres

Broiled Sea Scallops, Apricot Chutney
Roma Tomato, Fresh Mozzarella &
Basil on Crostini

Salads

Mixed Field Greens Salad, Dijon
Vinaigrette Dressing, Blue Cheese
Crumbles, Sliced Apples & Walnuts

Entrees

Choice of one:

USDA Prime Ribeye Steak

Broiled Salmon Filet Served with
Beurre Blanc Sauce

Chicken Christopher

*Three boneless chicken breasts
lightly breaded, sautéed and served
with Garlic Beurre Blanc Sauce*

Vegetarian Meal is available

Accompaniments

Steamed Fresh Broccoli,
Hollandaise Sauce
Baked Potato

Desserts

New York Cheesecake
Double Chocolate Mousse

**You must reserve your spot by
returning the registration form
& full payment to VFDA before
September 25.**

Name: _____

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Cell Phone: _____

**Cell phone numbers will only be used to contact participants the night of the event*

E-mail: _____

Number of persons attending: _____

Names of Attendees: _____

Please Choose One for Each Person in Your Party:

____ USDA Prime Ribeye Steak

____ Chicken Christopher

____ Broiled Salmon Filet

____ Vegetarian Meal

Sponsorship Opportunity:

Bar sponsors are welcome. Please indicate the amount of your sponsorship on the registration form and return to the VFDA office. **Yes, I would like to sponsor the bar during Virginia Night in the amount of \$_____.**

Method of Payment:

Amount Enclosed: \$ _____

Check Enclosed (*payable to VFDA. Please put VFDA Virginia Night in the Memo Line. Mail to address below.*)

VISA MC AMEX Discover Expires: _____

Card #: _____ 3 or 4 digit CVV: _____

Name on Card: _____

VFDA, P.O. Box 395, Hanover, VA 23069, P: 804-264-0505, F: 804-264-3260

International Study Trip

Come cruise with us and receive continuing education!

**2013 International Retreat Aboard Royal Caribbean "Liberty of the Seas"
5 Night Western Caribbean Cruise
February 16 - 21, 2013**

The newly renovated Liberty of the Seas is packed with all the phenomenal onboard experiences you'd expect from our innovative Freedom class of ships, plus new offerings to stir your imagination. Share a high five with Shrek as part of 'The DreamWorks Experience.' Put on your boogie shoes for hit Broadway musical Saturday Night Fever. Catch a first-run movie in the 3D theater or poolside under the stars on the outdoor movie screen. And finish the evening with a selection of reds and whites at the renovated, intimate Vintage wine bar. Plus, enjoy all the revolu-



tionary features Liberty of the Seas has always been known for – like the FlowRider surf simulator, rock-climbing wall, ice-skating rink, Royal Promenade, cantilevered whirlpools, mini golf courses and much more!

*Get the brochure and registration form on the VFDA website at www.vfda.net
Travel arrangements by Travel Center of Lexington
Phone: 336.243.2153 E-mail: meetta@gmail.com*

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*



Value-Added Benefits With Optima Health Association Plans

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

What are the value-added benefits?

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

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

What is the cost?

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

What if we already offer Optima Health plans?

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

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

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

How do I get more information?

Contact your local agent,

Robert Kelly, Insurance Matters, LLC

(804) 931-6646, Robert@insurancemattersva.com

or

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

or visit us at www.optimahealth.com/associations

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

** Groups in the Association program are individually underwritten

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

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

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

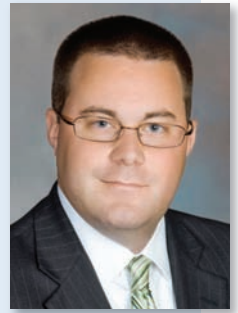
www.optimahealth.com/associations

LEGISLATIVE CORNER

Welcome Josh Myers, VFDA Lobbyist

Josh Myers assists clients by representing their interests before the Virginia General Assembly and various state agencies and providing insight on Virginia's political process. He has experience representing clients in a variety of sectors including telecommunications, energy, the environment, transportation and technology, as well as assistance with election-related matters and issues affecting associations. Previously, Josh served as the Chief Legislative Aide to former House Majority

Leader Delegate Morgan Griffith. Before serving in the Majority Leaders office, he was elected Chairman of the Salem Republican Committee while still in college, making him the youngest Committee Chairman in Virginia at the time. Josh capitalized on this opportunity to become acquainted with many of the grassroots in Virginia politics.



Legislation Going into Effect July 1 and January 1

Heads Up: New Laws Abounding from the Regulatory Support Services office

Effective July 1, 2012 (unless otherwise noted)

HB 439: Because this bill on unclaimed cremated remains has some fairly complex parts, it commands its own article. Thus, we review it in detail in the Compliance Toolbox to follow later in this newsletter. A portion of the bill was effective July 1, 2012 yet a second part is not effective until July 1, 2014.

HB 181: Adds registered nurses employed by and physician assistants working at continuing care retirement communities to those who may pronounce death under certain circumstances.

HB 346: In the absence of a physician or with his approval, a nurse practitioner must now be practicing as part of a patient care team before s/he can sign/certify the cause of death on a death certificate.

HB 195, HB 937, HB 938: The Board of Funeral Directors and Embalmers met July 16, 2012 but did not discuss these three bills. We assume that there are no processes yet in place by public colleges/universities or the State Board to begin immediate implementation, respectively, of the first two below.

HB 195: requires public colleges and universities to award academic credit to students for educational experience gained from military service.

HB 938: requires regulatory boards and agencies to accept military training, education, or experience of a service member returning from active military duty if such is substantially equivalent to requirements for a license, registration, etc. If not, a board or agency can accept whatever portion does meet requirements.

HB 937 is not effective until July 1, 2014. HB 937 requires regulatory boards to establish procedures to license or register military personnel previously holding

such and to do the same for a spouse of a military transfer to Virginia who left employment to accompany his/her spouse. Also authorizes a board to issue a temporary permit to practice for a limited period not to exceed six months while the applicant is completing specific licensing requirements.

HB 272: Allows Vital Records to release death, marriage, or divorce records to the general public 25 years after death.

HB 337: Clarifies language prohibiting use, disclosure, and release of State Board exam questions and answers.

HB 378: Revises continuing education requirements for licensees from ten hours every two years to five hours per year. The one required hour each year on laws and regulations governing funeral service can now include federal or Virginia law. Re-emphasizes the one hour requirement on Virginia preneed laws and regulations each year. On July 16 the Board approved to revise its continuing education regulations in harmony with the new law. It can do so without having to traverse through the promulgation/approval process. The Board originally suggested that this bill exempt from CE requirements the first renewal period of a new licensee but the bill's patron did not include the exemption.

HB 498: Either the local sheriff or police department may provide traffic control for funeral processions. Currently, sheriffs may only provide traffic control in localities with no separate police department.

continued at right

LEGISLATIVE CORNER

continued from previous page

HB 871: Eliminates the provision that imposes a \$10,000 limit on an insurance policy to fund a preneed contract when written by an insurance agent holding a limited life and health insurance license. A limited insurance license holder now can write a policy to fund a preneed contract without a cap.

HB 306: When a cemetery company has no known or ascertainable address for an owner of interment rights, a cemetery owner must publish a notice in a newspaper where the cemetery is located of its intent to declare interment rights abandoned. The notice must run for four consecutive weeks before abandonment is official.

SB 8: Now July 1, 2012, public and private guardians can make arrangements for the deceased's funeral and disposition, including cremation, if the guardian is unaware of anyone else so designated. The guardian/conservator also can make arrangements for the funeral and disposition of a deceased incapacitated person if the guardian/conservator has made a good faith effort to locate and has contacted the next of kin (identified in the petition for the guardian's or conservator's appointment) to determine his/her wishes and the next of kin declines to participate. The funeral

service licensee, funeral home, crematory, guardian, or conservator is each immune from civil liability unless s/he acted in bad faith or with malicious intent. The bill originally intended an effective date in 2014 but changed at the end.

SB 638: Clarifies that a cemetery cannot use any perpetual care trust funds to pay personal or tax obligation or debt of a cemetery officer or owner. The cemetery must use the funds for general cemetery care, maintenance, administration, and embellishment.

Effective January 1, 2013

HB 316, SB 430: A licensed funeral home or cemetery must adhere to applicable zoning regulations for many building and expansion projects. However, any original zoning approval (without having to obtain further such approval) includes: uses necessarily or customarily associated with interment, benches, ledges, walls, graves, roads, paths, landscaping, and solid storage. Mausoleums, columbaria, chapels, administrative offices, and maintenance/storage areas are also exempt from additional local legislative approval if such are in accordance with any original zoning approval.

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.*

LEGISLATIVE CORNER



Professional Futures Fund - Make Our Voice Heard!

The Virginia Funeral Directors Association is asking you to contribute to the annual Professional Futures Fund.

As you know, this dedicated fund is used solely for the purpose of advocacy and lobbying for our profession on the state and national levels. VFDA is the voice for all Virginia funeral service practitioners.

Because of your past support, members of the Virginia General Assembly consider the VFDA to be the leading voice and recognized government liaison for our profession. This VFDA leadership role for our industry has been built over many years through the efforts of our dedicated advocacy team working under the direction of our legislative committee. The legislative committee consistently seeks your questions and advice on all issues and with legal and professional guidance from our lobbying team, setting aside personal agendas to do what is best for the funeral service industry.

The 2012 legislative session was a productive one for the endeavors of the VFDA. Your legislative team along

with committee members worked to get the following bills passed this past session:

HB 181 - Registered nurse or physician assistant; authority to pronounce death.

HB 272 - Death, marriage, or divorce records; when public.

HB 306 - Cemeteries; abandoned interment rights; notice.

HB 378 - Funeral services licensees; continuing education requirements.

HB 439 - Veterans; disposition of cremains

HB 498 - Funeral processions; sheriff and police escorts.

HB 871 - Insurance agents; limited burial insurance authority.

HB 938 - Professions and occupations; qualifications for licensure; substantially equivalent military training and education.

Northern Virginia Funeral Directors Association

Robert Gallagher, President
Fairfax Memorial Funeral Home

Bernadette Brusoe, Vice-President
Demaine Funeral Home

LaDonna Vincent,
Secretary/Treasurer
National Funeral Home

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



Arlington, VA

Installation – June



Professional Futures Fund



The Virginia Funeral Directors Association's Winter Leadership Summit will be held on January 27-28, 2013 at the Omni Richmond Hotel. This is a great opportunity for you to meet our lobbying team and lobby your legislator on the hill.

Our state lobbying and advocacy efforts also extend to issues that come before the Virginia Board of Funeral Directors & Embalmers where our team represents the interests of VFDA members in matters ranging from licensing to continuing education.

On the national level, the VFDA works closely with the National Funeral Directors Association to lobby Congress for legislation that is vital to our industry.

None of these efforts would be possible without your continued financial support of our Professional Futures Fund. Contributions to the fund allow us to make political contributions to state legislators with a favorable voting record toward the profession and retain qualified lobbyists to lead our government relations efforts.

Many members tell us that advocacy for their "professional future" is a key benefit of VFDA membership. Please contribute to support the funding of this important program. It means your interests are being protected.

Respectfully,
Michael L. Smith, Sr.,
President

<p>Capitol Level – Contribution of \$2,000 Recognition in VFDA Bulletin, website, CLICKS!, Winter Leadership Conference, Annual Meeting and plaque</p>
<p>Commonwealth Level – Contribution of \$1,000 Recognition in VFDA Bulletin, website, CLICKS!, Winter Leadership Conference and Annual Meeting</p>
<p>Dominion Level – Contribution of \$500 Recognition in VFDA Bulletin, website, CLICKS! and Winter Leadership Conference</p>
<p>Cardinal Level – Contribution of \$250 Recognition in VFDA Bulletin, website and CLICKS!</p>
<p>Dogwood Level – Contribution of \$100 Recognition in VFDA Bulletin and website</p>

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

PLEASE CHECK SPONSORSHIP LEVEL:

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

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

VISA MC AMEX Discover Expires: _____

Card #: _____ 3 or 4 digit CVV: _____

Name on Card: _____

VFDA, P.O. Box 395, Hanover, VA 23069, P: 804-264-0505, F: 804-264-3260

Due October 1, 2012



ASSOCIATION NEWS



Committee Volunteers Needed

We need committee members! Committee work is a very rewarding experience. I ask each of you to look over the committee list and find a place you would like to serve. If you have never served please consider volunteering for a position. You will feel proud to serve not only your association but your chosen profession as

an active member of the VFDA. We are all very busy at work and home so in the past several years we have tried to make it as convenient as possible to serve by using email, snail mail and telephone conference calls to make the most of your time.

Please check the committees you are interested in serving on:

- | | | |
|---|--|---|
| <input type="checkbox"/> Bylaws & Ethics | <input type="checkbox"/> Nominating | <input type="checkbox"/> Convention Hospitality |
| <input type="checkbox"/> Convention | <input type="checkbox"/> Professional Development
<i>(formerly Education Committee)</i> | <input type="checkbox"/> Member Services/Outreach |
| <input type="checkbox"/> Convention Credentials | <input type="checkbox"/> Past President's Advisory | <input type="checkbox"/> Convention Exhibits |
| <input type="checkbox"/> Golf Tournament | <input type="checkbox"/> Endorsements/Sponsorships | <input type="checkbox"/> Legislative |
| <input type="checkbox"/> Media Spokesperson | <input type="checkbox"/> Photographers | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Service of Remembrance | | <input type="checkbox"/> Disaster Response |

Thanks for all you do for your association and please feel to contact me or Lacy Whittaker at the VFDA office if you need help deciding where you would like to serve. Please review the following, fill out and return via fax to 804-264-3260 or e-mail to lwhittaker@vfda.net. Sincerely, Michael L. Smith, Sr.

Name: _____

Funeral Home: _____

Phone: _____

E-mail: _____

6TH ANNUAL VFDA Winter Leadership Summit

2013 Winter Summit Save the Date!
 January 27-28, 2013 • *Omni Richmond Hotel, Richmond, VA*



SCHEDULE AT A GLANCE *(subject to change)*

Sunday, January 27

- 2:30 p.m. District Presidents Meeting
- 4:00 p.m. Board of Directors Meeting
- 6:00 p.m. Legislative Dinner, Tobacco Company Restaurant

Monday, January 28

- 7:00 a.m. Registration
- 8:00 a.m. Continuing Education Class (1.0 CEU)
- 9:30 a.m. Lobbying on the Hill (2.0 CEU)
- 11:45 a.m. Lunch
- 1:00 p.m. Townhall Meeting (2.0 CEU)
- 3:00 p.m. Adjourn



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**Washington Area's FIRST Shipping Service Not
Affiliated With a Public Funeral Home**

**5517 Vine Street
Alexandria, VA 22310**

STEVEN E. WOODDELL, PRES.



ASSOCIATION NEWS

VFDA Office has Moved

The Virginia Funeral Directors Association office moved in May, please make sure your records are updated with our new mailing address. The telephone and fax numbers stayed the same as well as e-mail addresses.

P.O. Box 395
Hanover, VA 23069
P: (804) 264-0505
F: (804) 264-3260

In Remembrance

February 10, 2012 - August 2, 2012



Donald C. "Sonny" Wilkerson

March 15, 2012
Southside District

John Darrell Sharp, Sr.

March 17, 2012
John Tyler Community College

James Martin Gaither

March 30, 2012
Virginia Funeral Supply Sales Association

Catherine Carlin Leonard

March 30, 2012
Tidewater District

Olivia Amy Kendall

April 1, 2012
Blue Ridge District

Nicholas "Nick" Joseph Tessino

April 15, 2012
Tidewater District

Nancy Williams Barnett

May 3, 2012
Southwest District

Donald Lester Price, Sr.

May 6, 2012
Northern District

Rev. Ralph L. Buchanan

May 7, 2012
State Association

Wesley Christopher Greenwood, Jr.

May 25, 2012
Virginia Funeral Supply Sales Association

Sue Owens Updike

May 29, 2012
Shenandoah District

Donald Ray Bates

June 4, 2012
Southwest District

Martha "Frances" Potts Andrews

June 18, 2012
Tidewater District

John W. Minix

June 30, 2012
Northern District

Dorothy Rose Fulton Frost

July 11, 2012
Southwest District

Rella C. Johnson

July 15, 2012
Shenandoah District

Steve Jerome Batten

July 18, 2012
Central District

Virginia "Puddin" Sheridan

August 2, 2012
Wife of past president Frankie Sheridan /Central District

CALENDAR OF EVENTS



Traveling Continuing Education Caravans:

September 20, 2012
Greenway Haven Party House,
Abingdon, VA

October 17, 2012
Holiday Inn, Salem, VA

November 6, 2012
Bassett Funeral Home, Bassett, VA

February 18, 2013
Tidewater Community College,
Virginia Beach, VA

March 7, 2013
University of Mary Washington,
Stafford, VA

March 21, 2013
John Tyler Community College,
Chester, VA

2013 Winter Leadership Summit

January 27-28, 2013
Omni Richmond Hotel
100 South 12th Street
Richmond, VA

Come Vacation and Experience Convention!

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

127th Annual VFDA Convention

June 14-17, 2015
The Hotel Roanoke &
Convention Center
Roanoke, VA

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The VFDA is the leading state trade association for the funeral profession. Advertise today in our online membership directory, on our website: www.vfda.net, and in our newly updated *Bulletin* magazine! *The Bulletin* is one of our most popular member benefits, reaching over 400 member firms. Don't miss out on these opportunities to reach Virginia's funeral professionals with your product and service messages!

AD SIZE PRICE

Bulletin only (all 4 issues)

- 1/4 page ad \$500
- 1/2 page ad \$750
- 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
(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 lwhittaker@vfda.net.



PUBLICATION

PUBLICATION	ADS DUE
Online Membership Directory (2/13)	01/11/13
<i>The Bulletin</i> Magazine Jan Feb Mar	01/11/13
<i>The Bulletin</i> Magazine Apr May Jun	4/12/13
<i>The Bulletin</i> Magazine Jul Aug Sep	7/12/13
<i>The Bulletin</i> Magazine Oct Nov Dec	10/11/13

Contact VFDA for special pricing for the Oct/Nov/Dec 2012 issue.

INSTRUCTIONS:

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

Organization Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 E-mail: _____

METHOD OF PAYMENT

Amount Enclosed: \$ _____

Check Enclosed (payable to VFDA. VFDA Federal Tax ID #54-0419116)
 VISA MasterCard AMEX Expires: _____
 Card#: _____ Security Code: _____
 Name on Card: _____
 Signature: _____

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**VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION**

P.O. Box 395
Hanover, VA 23069

JTCC Career Fair

Thank you to all that supported the VFDA/JTCC career fair. We appreciate the support of all the presenters, the student association and volunteers who made this event a success! We appreciate the support from Professor Rhonda Pleasants who also made this career fair possible and her continued support to the association is appreciated.

The career fair allowed students currently in the program to see a great variety of areas within the funeral industry from the burial vaults to the wonderful work done by the Office of the Chief Medical Examiner. It also gave students an opportunity to understand the licensing process and board examination. There were attendees from local high schools and JTCC students who were just passing by and wanted to learn more about the funeral service program.

Thanks again and congratulations to all who participated in this great event!

