

THE BULLETIN

OCT | NOV | DEC | 2012

Reflecting on the Past Looking Ahead

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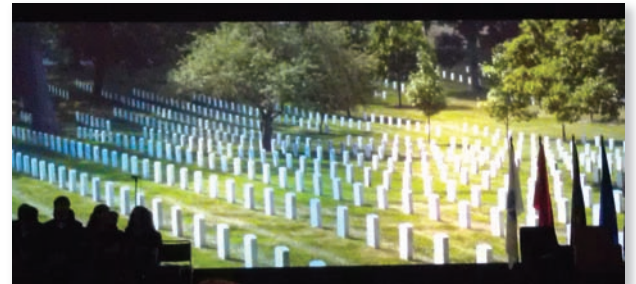


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Time to Reflect & Look Ahead

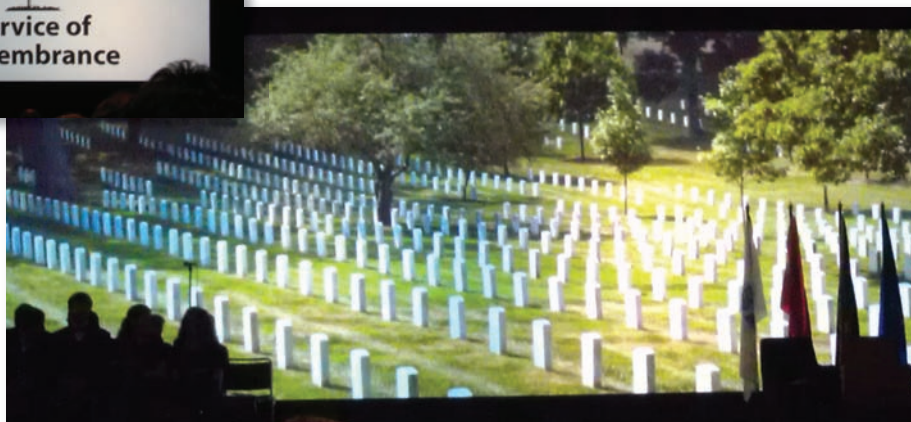
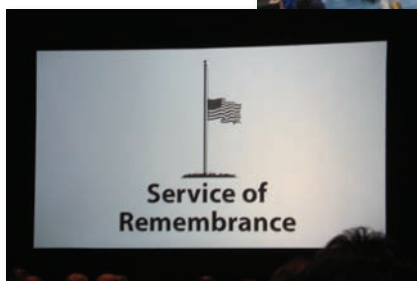
Fellow Caregivers, as we prepare this article, we are watching the devastating effects on television of Hurricane Sandy, especially in the state of New Jersey. Our thoughts and prayers are with all of those who have lost loved ones or experienced heavy property damage.

We have much to report to you in regards to Association events.

Lacy and I, along with others, attended the National Funeral Director's Convention in Charlotte, where over 5,000 people were registered. There were many events and memorable exhibits, but one of the highlights of the convention was the beautiful Memorial Service where Arlington National Cemetery was the central focal point and a military style service was given to honor our veterans. The convention concluded with a very successful Virginia Night at Morton's Steakhouse where a great meal was enjoyed by approximately twenty-five guests.

Since our last article, I have visited both the Blue Ridge and Southwest districts of our state. During visits to both districts, I paid courtesy calls to area funeral homes, including Hamlar-Curtis Funeral Home in Roanoke where I encouraged them to become members of the VFDA. While in the Southwest district, I witnessed the good work of our Traveling Caravan in providing CEU's for our members.

We are making steady progress in the creation of our VFDA Foundation and the work of establishing our tax-



exempt status is progressing nicely. You can read more about the Foundation in the 'Association News' section of this *Bulletin*. We have obtained our Certificate of Incorporation from the SCC on October 25, 2012. Lacy, Bob Oman, and our new lobbyist, Josh Myers, are working hard in these efforts. Our legislative committee met with the Governor's office staff concerning legislation pertaining to death certificates, including the timely signing of these documents. We hope to have legislation introduced at the General Assembly in January. Further information may be obtained by calling the VFDA office.

On Wednesday, November 14, Lacy, Debbie, and I will be spending the evening with the Central Funeral Director's Association at their Ladies Night where I have the honor of installing their officers for the ensuing year.

We would like to remind you about the upcoming Winter Leadership Summit on January 27-28, 2013 at the Omni Hotel in Richmond. We will have a town-hall event as well as two full hours of lobbying on the Hill. We would encourage every firm in Virginia to send a representative if at all possible.

Debbie and I renew our invitation to as many of you as possible to join us February 16-21, 2013 as we sail to the Western Caribbean on the Royal Caribbean Liberty of the Seas. We hope to have CEU's for our members and fun activities for all.

At this season of the year, we are most grateful to the Almighty for the showers of blessings bestowed upon us. We are thankful for our families, especially in the addition of a daughter-in-law, Nicole, who married our son, Geoff on Saturday, October 27, 2012. May we all truly count our blessings for all that has been given to us.



In as much as I will not write to you again until the New Year, I further extend to you best wishes for a very safe and happy Christmas holiday season and a blessed and prosperous New Year!

Warmest regards,
Smitty

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A Year Full of Great Accomplishments!



Education & Growth

The Virginia Funeral Directors Association has been busy this fall. Our traveling continuing education caravans kicked off in Abingdon in September and will continue to run through March 2013. We have many new programs that we are kicking off in 2013 and some returning programs. My most proud accomplishment is the organization of the Virginia Funeral Directors Association Foundation. I appreciate the past presidents who have volunteered to serve as the Board of Trustees for this important cause. The focus of the foundation will be to provide scholarships to those entering or currently in the funeral service program as well as to give current funeral service professionals leadership development opportunities. You can read more about the Foundation and our upcoming silent auction to benefit the Foundation in the 'Association news' section of this *Bulletin*.

Also, for students, we will be offering two career fair opportunities in 2013, one being held at Tidewater Community College on March 14, 2013 and a second at John Tyler Community College on Thursday, March 21, 2013. Please continue to check our website and our weekly CLICKs e-newsletter for the latest VFDA news and information.

*Wishing you a warm
and happy holiday
season as we celebrate the
VFDA successes of 2012
and look to the bright
future of 2013!*

Upcoming 2013 General Assembly & New Opportunities

The association is preparing the 2013 General Assembly session. Josh Myers, Bob Oman and I met with the Governor's staff Karin Talbert Addison, Special Advisor to the Governor on Children's Services under the Department of Health and Human Resources and Christy T. Morton, Deputy Director for External Affairs and Policy Development on October 22, 2012 to discuss the Virginia Funeral Directors Association's legislative agenda and issues our members are facing on a day-to-day basis and ways the state can improve those issues. This was an opportunity that the association has not been given in the past and we will continue to work closely with the governor's office. We also met with Dr. Leah Bush, Chief Medical Examiner on the issue of the signing of death certificates. The association will make the signing of death certificates issue a priority this upcoming session. Look for updates throughout the General Assembly session. Josh Myers and I will be happy to present a legislative overview at the end of the general assembly session if any districts are interested in us offering a one-hour presentation to your members.

A Season of Hard Work

Your association committees have been hard at work these past few months, convention planning is underway, endorsements and sponsorships committee is soliciting sponsorships for the upcoming convention and adding new member benefits. Updates will be made frequently on the convention section of the VFDA website. Disaster response team members are attending trainings throughout the state; see report from I. Ray Sloan in this issue of the *Bulletin*. The membership services and outreach committee has developed an updated version of the VFDA brochure and membership benefits handout that is available on the website. The professional development committee has planned many continuing education events and winter leadership summit for 2013.

Shannon and I would like to wish you and your families a happy and safe holiday season!

Take care,

Shay Whitaker

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Highlights from the NFDA Convention & Virginia Night

The Virginia Funeral Directors Association hosted Virginia Night on Tuesday, October 9, 2012 at Morton's Steakhouse in Charlotte, North Carolina during the National Funeral Directors Association convention. We had 27 members and guests attend this year's event. A special thank you to our sponsors, Batesville Casket Company and Finch & Finch, Inc.



Bronze man "statue"



President Michael Smith checking out a new Escalade on this year's NFDA convention exhibit floor



Ben Clements (left) Brian Wiglesworth and Roger Owen



Ben Clements (left) Brian Wiglesworth, Roger Owen, and R.D. Monson



Kaye Hite, Randolph Hite, and Rob Finch



Lacy Whittaker



President Michael Smith, Kenneth McCoy and Debbie Smith



Aurora Casket Company demonstration



President Michael Smith models a pink blazer which he purchased in support of Breast Cancer Awareness.



R.D. Monson, Homesteaders Life



Ted Castle, Teresa Castle and Vanessa McCoy

Tidewater Funeral Directors Association

Est. 1945

Kevin Sanderlin, President
Beach Funeral Home

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

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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 third Monday of the month except June, July, August & November

*Holiday Inn Select
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WHAT'S THAT THING DO ANYWAY?

A QR CODE or QUICK RESPONSE CODE is a two-dimensional matrix barcode that is readable with a QR reader or smart phone. They've been used in Japan for years and are now becoming increasingly more commonplace in the U.S., and should be considered for your funeral home.

They're everywhere, from print-ads, direct mail and in-store signage to television and billboards, QR codes were the hot buzz-word for marketers in 2011. Can QR codes offer businesses (and your funeral home) real advantages or are they just the latest fad? According to the American Marketing Association, strategic marketing firm Russell Herder recently conducted an online survey of over 500 U.S. residents to gain awareness levels of QR codes and attitudes toward their use among consumers. The results? The research study, "The QR Question: Are QR Codes an Effective Marketing Tool for Engaging Customers," suggests that a



NEVER USED A QR CODE?

Try it out right now.
See what's going at vfda.net.

- 1 Get out your smartphone
- 2 Make sure you have a QR code app: RedLaser, QR Droid or QR Scanner Pro
- 3 Open the app on your Smartphone and steady it over the code

Voila! It's that simple to start using them.

substantial number of consumers demonstrate lack of understanding as to what QR codes are or how they work. But don't scrap them just yet! Marketers have a penchant for pronouncing the death of the latest trend or technology too soon. They said it first with email, which we all continue to use daily.

Did you know Google will make them for you for FREE? All you have to do is visit <http://goo.gl> - their URL shortener. Once you have entered the email address you would like to shorten, click on "details" it will automatically create a QR code for you that you can save on your computer for later use. Although there are dozens of free QR code creation websites out there, Google is a stable company which will most likely be around for a longtime to come. Because it's free why not try it when placing your next print advertisement; what do you have to lose?

I've Created My QR Code...Now What?

Test it! Test it on the computer screen as well as print it off and test it with an iPhone, Blackberry and Android device. According to Robin Heppell, CFSP, founder of FuneralFuturist.com the following are a few ways funeral homes can use QR Codes: online obituaries, directions to your funeral home, a cemetery, or reception hall; direct mail; business cards, and print ads just to name a few.

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Disaster Response Teams: Notes & Rebuilding

Report from I. Ray Sloan, FSL, DRT Chief Coordinator, DRT Chairman

The VFDA Disaster Response Team was contacted last spring to be involved in a FAA required tri-annual training event at the Roanoke Regional Airport. We were involved in meetings and conference calls up until the day of the event, September 29, 2012. The scenario consisted of a MD-80 ingesting a large bird shortly after take-off, crashing into a field northwest of the airport. "Mountain Flight" carried 123 souls. After the initial response of fire and rescue, we responded with the OCME team to recover over 35 "deceased" victims. The OCME Staff consisted of Dr. Bush, Dr. Gormley, Dr. Benson, Rochelle Altholz, and a response team of over 30 technicians and investigators. Duffy Ferguson of Oakey's Funeral Service and I, along with Rick Sikon of the Anatomical Board, transported these "Victims" from the scene to the temporary morgue located in Building 31 of the airport complex. The OCME had set-up the storage racking system, the new MRC Unit (a portable cooling system), decedent trackers, intake desk, two pathology suites, and x-ray station.



The scenario consisted of a MD-80 ingesting a large bird shortly after take-off, crashing into a field northwest of the airport. "Mountain Flight" carried 123 souls.

Everything went well with the exercise. A few problems were noted and will be taken care of. The problems included documentation of transport for chain of custody issues from the scene to the morgue, and having separate entrances/exits to the morgue area and storage area. The cooperation of all involved was very evident and appreciated.

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The Disaster Response Team is rebuilding itself to conform with new regulations of being able to be activated with the OCME teams. As far as we know, to become credentialed and be able to respond, one has to contact the local Medical Reserve Corps in your area (<http://www.vdh.state.va.us/mrc>), then express your interest in being trained as a OCME volunteer to your MRC coordinator, and take an OCME orientation class. Then, through the OCME, we will be taking Morgue Operations, Dental, and X-Ray classes. After that you will be assigned to the closet OCME location.

As we set up our new team format, I will need seven deputy coordinators from each of our districts, four OCME district coordinators, and four teams of members that will assist their local OCME district offices. In case of an event, I, as chief coordinator, and Executive Director Lacy Whittaker will be called then we will issue a call out of available team members. Please remember this is a volunteer group of concerned funeral directors that will serve as needed. I am proud of the fact that during our recent mass casualty exercise at Virginia Western Community College in Roanoke, I contacted six local funeral homes and was able to provide (theoretically) the OCME with seventeen transport vehicles and twenty four funeral home staff members, of which I was very proud of our association's firm members working together

CALLING ALL FUNERAL DIRECTORS

As we set up our new disaster response team format, we need:

- Seven deputy coordinators from each of our districts
- Four OCME district coordinators
- Four teams of members that will assist their local OCME district offices.

If you are able and willing to become a part of this team, please contact Lacy, Shannon or Ray.

on such an event.

During my time as Chairman of the Disaster Response Team, I have appreciated the help that has been afforded me and the other team members that have and will be involved in the transition of the committee to be able to serve our State and communities better. I have also lobbied the Board of Directors to keep this Committee a standing committee, so that other entities involved such as the OCME and other Virginia departments, know who we are and what we do. I hope that if you are interested in becoming a part of this team that you will contact Lacy, Shannon or myself. My email address is iraysloan@hotmail.com.

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

Introducing Sen. Kenny Alexander (D-VA 5th District)

Sen. Kenny Alexander (D-VA 5th District), was elected to the Senate of Virginia on September 4, 2012, and was sworn into office on September 17, 2012. With his wife and two sons at his side, Alexander took the oath of office during a brief ceremony at the State Capitol. Alexander ran unopposed in a special election in September to replace state Sen.

Yvonne Miller, who died on July 3, 2012.

Prior to the Senate, he was a member of the Virginia House of Delegates for ten years. By profession, Alexander is a Funeral Director and President of



Metropolitan Funeral Service, a family-owned business, with two locations in Norfolk, and one in Portsmouth.

Speaking about the special election, Governor McDonnell remarked, "Senator Alexander served his district well in the House, and I look forward to working with him in the Senate."

There will be a special election on Dec. 18, 2012, to allow for the citizens of the 89th House District to have representation and give the new delegate time to prepare for the 2013 legislative session.



Enter To Win A FREE 2013 Convention
Registration!

Virginia Funeral Directors Association

For every new member firm who joins the Virginia Funeral Directors Association from November 1, 2012 thru July 1, 2013, one person from the joining member firm and the person who recruited the firm, will be entered into a drawing for a FREE 2013 convention registration (valued at \$250; excludes ticketed events). Please visit the VFDA website for a firm membership application or contact the association office at (804) 264-0505.

Virginia Funeral Directors
Association
P.O. Box 395
Hanover, VA 23069

Phone: (804) 264-0505
Fax: (804) 264-3260
E-mail: snuckols@vfda.net

Congratulations to Bob Pollard and Family!



Maclin Bailey Hale, grandson of Bob Pollard, Lotz-Salem, was born October 18, 2012 at the hefty weight of 9 lb 4 oz. Perfect baby!

Congratulations to the Smith Family!

Geoffrey Smith & Nicole Stieff, son of President Michael Smith, Sr. and his wife Deborah, were married on Saturday, October 27, 2012 at Great Bridge United Methodist Church in Chesapeake, Virginia. Congratulations Geoffrey and Nicole. Both are employees of Hollomon-Brown Funeral Homes.



EVENTS

Join Us for the Upcoming Traveling Caravans!

Fall Continuing Education Caravans were a success...3 More Set for 2013!

On September 20, 2012, the season's VFDA Continuing Education Caravan kicked off in Abingdon, Virginia at the Greenway Haven Party House. Attendees participated in a day long program on business social media, preneed rules and regulations, Virginia state laws and regulations, how to protect your business from liability, and overview of the state anatomical program. The Southwest District meeting followed with a social hour, buffet meal and a continuing education program on distractive driving. The Virginia Funeral Directors Association would like to thank Matt Perry, president, Marty Hagy, secretary/treasurer and Ted Castle, district member for helping to set-up and promote this one-day event.

The caravan then moved to Salem, Virginia where 24 funeral service professionals attended to receive their continuing education credits for the year. To end the year, the association held its final caravan for 2012 at Bassett Funeral Home in Bassett, Virginia. A special thanks to Larry Joines, Paul Kennedy, Jr. and Daryl Martin with Bassett Funeral Service for their support of this year's traveling caravan by providing meeting space and meals during the caravan on November 6, 2012.

Thank you to our speakers Richard Brockwell, representatives from Federated Insurance, Rick Sikon, Keith Dressler, Larry Merington, Bob Burger, Dr. Leah Bush, and Ann Artis.

Don't Miss These Traveling Caravans

February 18, 2013

*Tidewater Community College,
Virginia Beach*

March 7, 2013

*University of Mary Washington,
Fredericksburg*

March 21, 2013

*John Tyler Community College,
Chester*

Please visit the VFDA website at www.vfda.net for registration information. Registration is \$125 for VFDA members and \$195 for non-members.

Virginia Funeral Directors Association



Join Us!

Come and learn about all the fascinating areas surrounding the funeral profession. Meet the "experts" in the field of funeral planning, preneed, transport services, embalming and much more! Funeral Directors will be on hand for you to talk to one-on-one. Participate in a live mock interview and learn the fundamentals on how to interview with a funeral home. Questions? Call (804) 264-0505

Funeral Service Career Fair

Thursday, March 14, 2013, 4:00 p.m. - 6:00 p.m.

*Tidewater Community College
1700 College Crescent, Virginia Beach, Virginia*

Thursday, March 21, 2013, 3:30 p.m. - 5:30 p.m.

*Nicholas Center, John Tyler Community College
13101 Jefferson Davis Highway, Chester, Virginia*

If you are currently in a funeral service program or interested in learning more about the funeral profession, this is the event for you.



Virginia Funeral Directors Association
125th Annual Convention
July 7-9, 2013



Come Vacation and Experience Convention

Celebrating 125 Years!



SCHEDULE OF EVENTS

(subject to change)

Sunday, July 7th

- 8:00 a.m. - Noon Chartered Fishing Trip *(optional, pre-register)*, Virginia Beach Fishing Center, 200 Winston Salem Ave.
- 9:00 a.m. Golf Practice Day
- 9:00 a.m. - 2:00 p.m. Super Sunday Education Blitz, (5.0 hrs.)(\$165 for VFDA members not registered for the full convention and \$225 for non VFDA members who are not registered for the full convention, lunch included). MUST PRE-REGISTER TO ATTEND.
- Noon - 3:00 p.m. Registration Open
- 2:00 - 3:00 p.m. Crematory Operators Roundtable (no CE) (optional pre-register, \$20 per person)
- 3:00 - 4:30 p.m. VFDA Board of Directors Meeting
- 6:30 p.m. Happy Hour with the VFDA Board of Directors, Poolside

Monday, July 8th

- 6:30 - 7:30 a.m. Sunrise Yoga (no registration required, bring a yoga mat), Instructor Judy Finch
- 7:00 - 8:00 a.m. Networking Breakfast
- 8:00 a.m. - 4:00 p.m. Registration Open
- 8:15 - 9:30 a.m. Annual Business Meeting (1.0 hour)
- 9:30 - 10:30 a.m. Networking Coffee Break
- 11:00 a.m. - Noon Service of Remembrance
Service of Remembrance Reception (immediately following)
- 12:30 - 4:00 p.m. Exhibitor Set up/Lunch for Exhibitors
- 12:30 p.m. Past Presidents Luncheon
- 1:30 - 2:30 p.m. Keynote Speaker (1.0 hour)
- 2:45 - 3:45 p.m. Shagging Lessons (no registration required)

- 4:00 - 7:00 p.m. Ribbon Cutting/Exhibits Open/Cocktail Social/Door Prizes
Silent Auction Preview to Benefit the Virginia Funeral Directors Association Foundation
- 7:00 - 10:00 p.m. Installation of Officers and Awards Banquet, Grand Ballroom, Cavalier on the Hill
Kids Movie Party (after dinner and during installation of officers and awards)
- 10:15 p.m. Alumni Reunion (\$10 per person)

Tuesday, July 9th

- 7:15 - 8:15 a.m. Virginia Funeral Supplies Sales Association Meeting
- 8:30 - 10:30 a.m. Continental Breakfast with Exhibitors/Door Prizes, Exhibit Floor
Silent Auction Open to Benefit the Virginia Funeral Directors Association Foundation
- 9:00 a.m. - 2:00 p.m. Registration Open
- 9:00 - 11:00 a.m. Spouses Outing
- 10:30 a.m. - 12:30 p.m. Embalming/Restorative Art Technical Program, Patty Hutcheson (2.0 hour)
- 12:30 - 2:30 p.m. Exhibit Hall Opens/Lunch with Exhibitors/Door Prizes, Exhibit Floor
Silent Auction Open to Benefit the Virginia Funeral Directors Association Foundation
- 3:00 p.m. Exhibits/Silent Auction Close
- 3:00 - 5:00 p.m. Sand Sculpting Demonstrations (no registration required)
- 6:45 p.m. Closing Social, Beach Club (weather permitting)
Entertainment by The Rhondels and The Mayberry Deputy/David Browning

Wednesday, July 10th

- 9:00 a.m. Golf Outing

6th Annual VFDA Winter Leadership Summit

January 27-28, 2013

Omni Richmond Hotel

100 South 12th Street, Richmond, Virginia

Schedule of Events

Sunday, January 27th

2:30 p.m. District Presidents Meeting,
Magnolia Room

4:00 p.m. Board of Directors Meeting,
Magnolia Room

6:00 p.m. Legislative Dinner, *Tobacco
Company Restaurant*

Monday, January 28th

7:00 a.m. Registration,
Shenandoah H

8:00 a.m. Continental Breakfast,
Atrium Balcony

8:00 –9:15 a.m. "Is Your Funeral Home
Covered for a Disaster?", *Federated
Insurance, Shenandoah Room*

9:30-11:30 a.m. Lobbying on the Hill,
Meet shuttle in lobby

11:45 a.m. –12:45 p.m. Lunch,
Magnolia Room

1:00-3:00 p.m. Townhall Meeting, *Invited
Lisa Hahn, Dr. Leah Bush,
Janet Rainey & Rick Sikon,
Shenandoah Room*

3:00 p.m. Adjourn

Questions? Contact (804) 264-0505

Virginia Funeral Directors Association

P.O. Box 395

Hanover, Virginia 23069

Phone: (804) 264-0505

Fax: (804) 264-3260

www.vfda.net

For hotel accommodations at the Omni
Richmond Hotel, please contact 1-800-
THE-OMNI by December 28, 2012 to
receive the group rate of \$149.



Join the Virginia Funeral Directors Association (VFDA) for the 6th Annual Winter Leadership Summit on January 27-28, 2013 at the Omni Richmond Hotel in Richmond, Virginia. The summit will kick-off on Sunday, January 27th with a District President's Meeting, followed by a Board of Directors meeting and dinner with your legislators at The Tobacco Company Restaurant.

The next day will be packed with continuing education classes and time to lobby on the hill with your legislator. We will also have the chance to attend committee meetings and hear legislative bills that are important to the funeral profession.

You will have the opportunity to receive 5 continuing education credits in one day. Please return a completed registration form to the VFDA office.

Legislative Dinner

Sunday, January 27th

6:00 p.m.

The Tobacco Company Restaurant
1201 East Cary Street (across from the
Omni Hotel)

You will have a choice of the following:

Starters

She-Crab Soup
Good Company Salad
Soup Du Jour

Entrée Selections

Slow Roasted Prime Rib
Tuscan Chicken
North Atlantic Salmon
Molasses Glazed Pork Tenderloin

Choice of Dessert

Key Lime Pie
Double Chocolate Cheesecake
Includes ice tea, soda, water and coffee
(alcohol separate)

\$50 per person



6TH ANNUAL VFDA WINTER LEADERSHIP SUMMIT

JANUARY 27-28, 2013 OMNI RICHMOND HOTEL, 100 SOUTH 12TH STREET, RICHMOND

Winter Leadership Summit Registration Cost

\$150 for VFDA Members (\$200 includes Sunday's dinner)

\$185 for non-members (\$235 includes Sunday's dinner)

****Sunday's dinner is an additional \$50 per person****

Name: _____

Funeral Home Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Yes, I will attend the Legislative Dinner on Sunday Night

Yes, I am bringing a guest to dinner

Guest Name: _____

Yes, I will attend Monday's Leadership Summit

METHOD OF PAYMENT

Amount Enclosed \$ _____

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

Visa MasterCard AMEX 3-digit Code: _____

Card #: _____ Expires: _____

Name on Card: _____

Signature: _____

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

6TH ANNUAL VFDA WINTER LEADERSHIP SUMMIT SPONSORSHIP AGREEMENT

JANUARY 27-28, 2013 OMNI RICHMOND HOTEL, 100 SOUTH 12TH STREET, RICHMOND

Platinum Sponsorship—\$1,000

- ◇ Three Complimentary Registration Fees; includes breakfast and lunch
- ◇ Complimentary Table Top Display (6x2) with electricity
- ◇ Listed on Sponsor Board the day of the summit
- ◇ Acknowledged on the VFDA website
- ◇ Acknowledged in CLICKS! and Bulletin

Gold Sponsorship—\$500

- ◇ Two Complimentary Registration Fees; includes breakfast and lunch
- ◇ Complimentary Table Top Display (6x2) with electricity
- ◇ Listed on Sponsor Board the day of the summit
- ◇ Acknowledged on the VFDA website

Silver Sponsorship—\$200

- ◇ One Complimentary Registration Fee; includes breakfast and lunch
- ◇ Listed on Sponsor Board the day of the summit

- ◇ **For gold and platinum sponsorships set-up is at 6:45 a.m. on Monday, January 28**
- ◇ **RESERVE YOUR SPONSORSHIP ON OR BEFORE FRIDAY, JANUARY 11, 2013**

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

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Company representative(s) who will be attending the Summit:

1. _____
2. _____
3. _____

Sponsorship Level: __ Platinum Sponsorship \$1,000 __ Gold Sponsorship \$500 __ Silver Sponsorship \$200

Method of Payment: __ Check Enclosed (Payable to VFDA) __ Visa __ Mastercard __ AMEX

Card # _____ Expires: _____ 3-Digit Code _____

Name on Card: _____

Signature: _____

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Phone: (804) 264-0505 Fax (804) 264-3260

Central Virginia Funeral Directors Association

Thomas W. Gale, President
Currie Funeral Home, LLC

Robert Colston, Vice President
Woody Funeral Homes

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

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



Amelia County, VA

Installation of officers held in November.

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

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*



Rose Hill, VA

Installation - June

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.

Blue Ridge Funeral Directors Association

Dave Vanderpool

President

John M. Oakey & Son - Salem

Tim Watts

Vice President

Oakey's Funeral Service & Crematory -
Roanoke

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



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



“The Foundation”

Introducing the New Virginia Funeral Directors Association Foundation

The Virginia Funeral Directors Association Board of Directors approved the formation of a “Foundation” at their September 13, 2012 meeting. The mission of the Virginia Funeral Directors Association Foundation (VFDAF) engages business and community partners in the support of professionals and students currently in or entering the funeral service profession through education, advocacy and leadership development. By doing this, the VFDAF will help to eliminate barriers to opportunities by helping people to reach their fullest potential. We are in the process of setting up the Foundation and will update our members via our e-newsletter CLICKS and on the association’s website.



The VFDA Scholarship Program’s primary focus is to provide financial assistance to funeral service profession students and funeral directors who can demonstrate a commitment to further the discipline of funeral service through academic achievement and professional excellence. Applications will be available online on February 1, 2013.

The Foundation needs your support and your donation is a generous way of honoring your family, friends, colleagues, and employers on special occasions. Memorial contributions are a special way of remembering loved ones. Annual publication of donations will appear in the *Bulletin* and VFDA website. Your gifts are tax deductible.

In addition to monetary donations, the Foundation will hold a silent auction at the 2013 convention in Virginia Beach. Your contribution of silent auction items and bidding on auction items will be greatly appreciated. Continue to watch for more information on the Foundation and our upcoming silent auction. Support the Foundation for our future.

The Foundation Board of Trustees:

- | | |
|------------------------------------|-------------------------------|
| David L. Arritt, CFSP | Stewart F. Reid |
| Kevin Brown | Michael Rorrer |
| Dennis W. Byers | Ray Sloan |
| Jimmie K. Crowder | Frankie Sheridan |
| Marty Hagy | Joseph Teague |
| Robert “Bob” H. Johnson | Michael Turch |
| Bettye F. Miller | C. Keister Whitt, CFSP |
| Leslie “Les” W. Powell, III | |

In Remembrance

August 1, 2012 – November 1, 2012:

Doris Lockhart Land

August 7, 2012

Mother in law of President-Elect, Bob Oman/Tidewater District

Thomas E. “Mike” Reynolds

August 12, 2012

Father of Charles R. Reynolds, Manager of Reynolds-Hamrick Funeral Home & Cremation Service in Waynesboro, VA/Blue Ridge District

William Nicholas “Billy Nick” Bracey

September 25, 2012

Funeral Director with the former Crews Funeral Home for 15 years/Central District

Mable Dodd Gatewood

September 27, 2012

Mother of Haile “Butch” Gatewood, Jr./Southside District

Bill E. Julian

October 10, 2012

Father of Tidewater District Member, Teresa Norrell/Tidewater District

Mike Williams

October 15, 2012

Funeral Director at Colonial Funeral Home of Scott County/Southwest District

Agnes M. Gould

October 16, 2012

Co-Founder of Gould Funeral Homes in Hopewell and Petersburg, VA/Central District

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STEVEN E. WOODDELL, PRES.

Southside Funeral Director's Association

Daryl B. Martin, President
Bassett Funeral Service

Kevin Brown, Vice President
Finch & Finch, Inc.

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

Meetings are held quarterly and determined by district.



Martinsville, VA

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

Northern Virginia Funeral Directors Association

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

Value-Added Benefits With Optima Health Association Plans

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

What are the value-added benefits?

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

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

What is the cost?

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

What if we already offer Optima Health plans?

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

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

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

[CLICK HERE!](#)

How do I get more information?

Contact your local agent,

Robert J. Kelly

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

or

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

or visit us at www.optimahealth.com/associations

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

** Groups in the Association program are individually underwritten

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

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

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

Professional Futures Fund Donors

Dogwood Level:

Bristow-Faulkner Funeral Home, Inc.
 Holland, B.D. Funeral Service
 The Billups Funeral Home
 Jimmie K. Crowder
 Combs Funeral Service
 Flora Funeral Service, Inc.
 Wells/Sheffield Funeral Chapel
 Andrews Funeral Home, Inc.
 Gardner Funeral Home, Inc.
 Reins-Sturdivant Funeral Home
 Mullins Funeral Home
 Vaughan-Guynn-McGrady Chapel
 Townes Funeral Home, Inc.
 Colbert-Moran Funeral Home, Inc.
 A. Vest & Sons Funeral Home
 Garrett Funeral Home
 Nicely Funeral Home, Inc.
 R. Hayden Smith Funeral Home
 Maddox Funeral Home
 Doughty Funeral Home, Inc.
 E. Alvin Small Funeral Homes & Crematory
 Mountcastle Turch Funeral Home & Crematory, Inc.
 Currie Funeral Home, LLC
 Sheridan Funeral Home
 Rodriguez Funeral Home, Inc.

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 Simpson Funeral Home & Crematory
 Oakey's Funeral Service
 Teague Funeral Service
 Riffe's Funeral Service, Inc.
 Perry & St. Clair Funeral Home, Inc.
 Maberry Funeral Home, Inc.

Dominion Level:

Finch & Finch, Inc.
 W.J. Smith & Son Funeral Home, Inc.

Commonwealth Level:

Robert F. Hazelgrove
 J.T. Morriss & Son, Inc.

Capitol Level:

Fairfax Memorial Funeral Home, LLC

Other:

Hurst-Scott Funeral Home of Tazwell, Inc.
 Michael L. Smith, Sr.

Welcome New Members

Affiliate Memberships

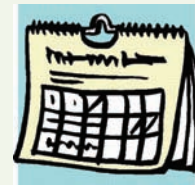
Robert J. Kelly, onTRAK Insurance Solutions
 Kathy Elliott, Richmond Coach & Removal Service

Mortuary Science Student Memberships

Roddrick Jenkins
 Charles D. Bise, John Tyler Community College
 Margaret Brown Mena, John Tyler Community College
 Christopher Carter, Tidewater Community College

2012-13 CALENDAR OF EVENTS

December 12, 2012 VFDA Membership Dues are due



January 15, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting

January 27-28, 2013
Winter Leadership Summit, Omni Richmond Hotel

February 16-21, 2013
VFDA International Retreat

February 18, 2013
Traveling Continuing Education Caravan, Tidewater Community College

March 5-7, 2013
National Funeral Directors Association Advocacy Summit, Washington, DC

March 7, 2013
Traveling Continuing Education Caravan, University of Mary Washington

March 14, 2013
VFDA Funeral Service Career Fair, Tidewater Community College

March 21, 2013
Traveling Continuing Education Caravan, John Tyler Community College

March 21, 2013
VFDA Funeral Service Career Fair, John Tyler Community College

March 23, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting

July 7-10, 2013
125th Annual VFDA Convention

July 23, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting

October 20-23, 2013
National Funeral Directors Association Convention, Austin, Texas

October 22, 2013
Virginia Board of Funeral Directors and Embalmers Board Meeting



VFDA Benefit News -

News you can use from VFDA Benefits Partner

Navigating Your Lease In today's economy more and more people are renting instead of owning their homes. Both tenants and landlords have certain rights and obligations. If you are having an issue with a landlord or tenant make sure to proceed according to local laws and the details of the lease; call us today and speak with an attorney about your issue.

Reviewing the lease:

To help prevent disputes from arising, it is a good idea to have an attorney review any lease before you sign. Both landlords and tenants want a lease agreement to cover their needs. Here are some things to consider before signing a new lease:

- When are rental payments due? Is there a grace period before late fees or penalties are incurred?
- How much is the security deposit? Is it fully refundable? How long after the lease ends will your security deposit be returned?
- What is the procedure for the landlord completing repairs to the rental unit?

- Is the tenant liable for normal, everyday wear and tear to the rental property?
- Are the tenants allowed to have pets? If so, is there an additional pet deposit, or an increase in the monthly rent? Is any portion of the pet deposit or pet rent refundable?
- What is the parking situation for the rental property? Are there any parking restrictions? Is a parking permit required, and if so, is there an additional charge?
- Are there any stipulations on the use of the washing machine and dryer or a commons area?
- Is there a noise ordinance?
- Are there any rules on guests or subleasing?
- What responsibility does the tenant have for lawn care and landscaping?
- How much notice are tenants required to give before vacating the rental property?

Be proactive. Have an attorney review any lease agreement before you sign.

LegalShieldsm Works!

Here are a few of the ways we have helped LegalShieldsm members in recent months.

A LegalShieldsm member terminated their lease early. As a result, the landlord demanded one-month's rent, which the member paid. The member then called their LegalShieldsm provider law firm and asked the attorney to review the lease agreement. The attorney discovered there was nothing in the agreement requiring the member to pay one-month's rent. The LegalShieldsm attorney wrote a letter to the landlord requesting a refund. The member soon received a check for the full \$725.

Before signing a new commercial lease, a LegalShieldsm member called their provider law

firm for a review. The attorney advised the member to request the lease stipulate that the landlord make certain repairs. The member moved into the space, and there were \$4,200 worth of repairs that needed to be made, which the landlord was now responsible for. The member was grateful the attorney had recommended making those changes to the lease.

Excerpt from Framme Law Firm – June 2012 Newsletter

**The information from this newsletter is for general reference only and is not intended as legal advice for any specific situation. You should consult a qualified, licensed attorney for actual guidance relating to each individual situation in which you are involved.*

Contact the VFDA Member Benefits Partner Peak Performance Group
Pam Hood – Independent Associate 877-588-9961 – phood@ppgsolutions.com

Advertise with VFDA!

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

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)
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 Signature: _____

AD SIZE	PRICE
---------	-------

Bulletin only (all 4 issues)	
<input type="checkbox"/> 1/4 page ad	\$500
<input type="checkbox"/> 1/2 page ad	\$750
<input type="checkbox"/> full page ad	\$900

Online Membership Directory only	
<input type="checkbox"/> 1/4 page ad	\$400
<input type="checkbox"/> 1/2 page ad	\$600
<input type="checkbox"/> full page ad	\$800

Both Directory & Bulletin (all 4 issues)	
<input type="checkbox"/> 1/4 page ad	\$800
<input type="checkbox"/> 1/2 page ad	\$1200
<input type="checkbox"/> full page ad	\$1500

Website Ads (your logo and link on www.vfda.net)
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		10% Discount
<input type="checkbox"/> 3 months	\$200	\$180
<input type="checkbox"/> 6 months	\$350	\$315
<input type="checkbox"/> 1 year	\$600	\$540

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

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



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

Advertiser Index

Batesville Services, Inc. www.batesville.com/lifestories .5	Heaven's Coach 804-677-709911	Metropolitan Funeral Service, Inc. 800-527-777425	Removal Services of Virginia 804-559-993012
Bill Black Cadillac 800-451-82747	Lamcraft 800-821-131310	Optima Health 804-931-664627	Richards Wilbert 800-875-459123
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Fall BRAzaar

This year Dana Sikon, and team, hosted a successful Fall BRAzaar!

Morrisette Funeral Home and Woody Funeral Home both participated as sponsors. More than 1,000 people attended and participated in all-day activities ranging from education to arts and crafts, local bands, food and more.



For an event designed to be a fun-filled day of educating and raising awareness about breast cancer – and NOT a fundraiser – the team was able to give Virginia Breast Cancer Foundation a check for \$3,711.00 from proceeds of the day.

Congratulations to everyone who participated in this great event!

