

The Buckeye Director

A publication of the Ohio Funeral Directors Association

Summer 2011

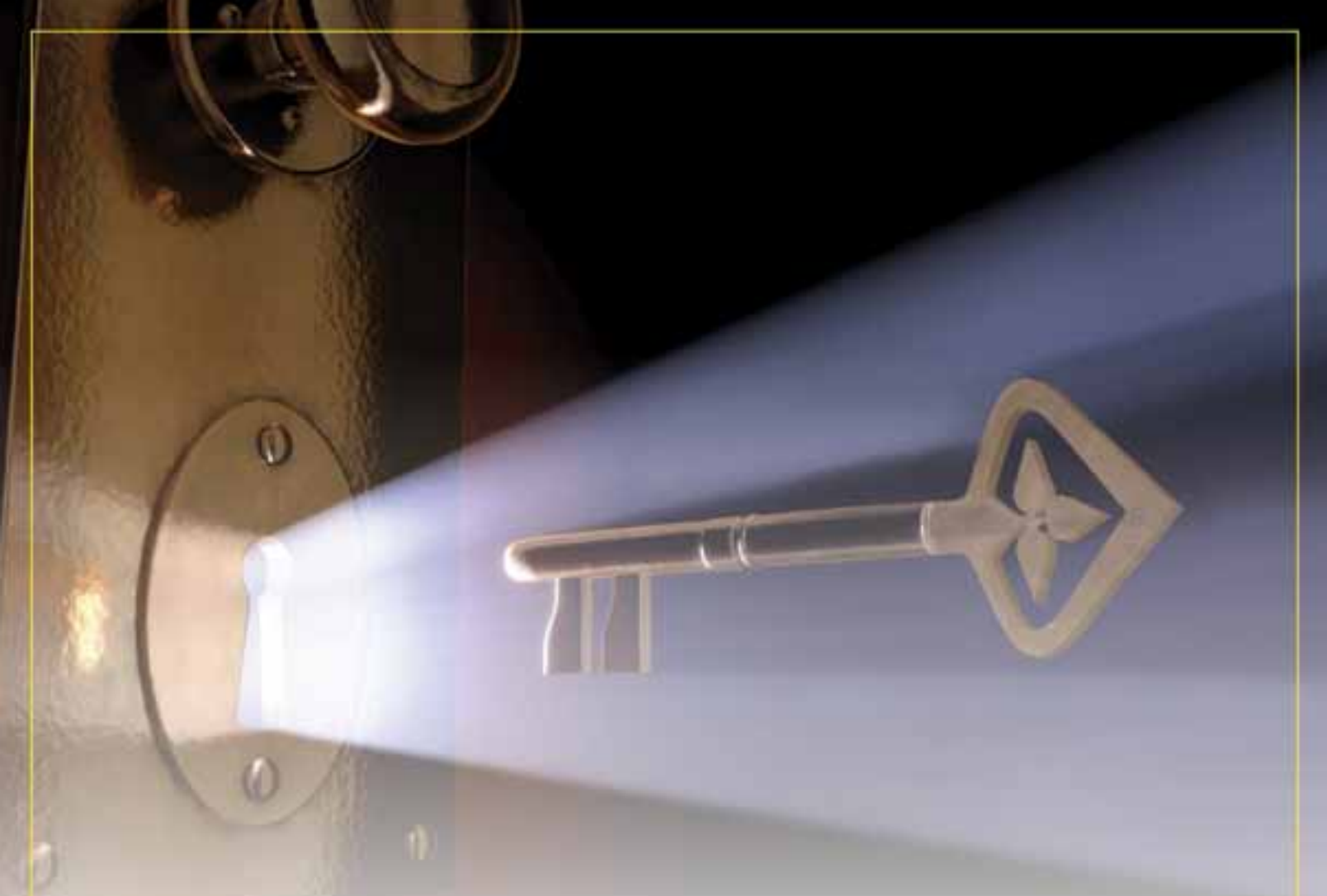


Should Your Funeral Home Have an AED?

page 18

Recap of the 131st OFDA Annual Convention and Exhibition

page 10



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The Buckeye Director

Volume 3 • Issue 2

The Ohio Funeral Directors Association

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OFDA Mission Statement

To represent and support our membership by promoting professional standards and excellence in funeral service.



Features

The 131st OFDA Annual Convention and Exhibition.....	10
Should Your Funeral Home Have an AED?	18
Funeral Home Names and Ohio Law	20
Apprenticeship Transformation	22

Extras

Some New (and Not-so-New) Information on Formaldehyde.....	9
Recordkeeping and Data Analysis Key to	
Reducing Workplace Injuries and Workers' Comp Costs	19

Departments

President's Message.....	5
Calendar of Events.....	5
Resource Center Corner.....	6
Directors Data	7
In Memoriam.....	24
Classifieds.....	28
Kudos.....	29

Thank You to Our Advertisers

Abigal Press.....	8	NGL Preneed.....	2
Affordable Supply Company.....	27	Nomis Publications, Inc.....	30
American Coach Sales.....	23	Pierce Companies.....	17
Aurora.....	17	Pittsburgh Institute of Mortuary Science.....	23
Century Granite Co. Inc.....	30	Professional Refrigeration & A/C.....	30
Columbian Life Insurance Company.....	30	Southland National Insurance.....	17
Conley Funeral Trade Service, LLC.....	30	Southwest Airlines Cargo.....	4
The Dodge Company.....	23	State Auto Insurance Companies.....	8
Eagle's Wings Air.....	31	Terradise Computer Systems, Inc.....	32
Lamcraft Inc.....	30	Thanos Institute.....	30
LCBA.....	8	Vantage Products Corporation.....	30

The Buckeye Director Magazine Schedule

The schedule for all contributors to adhere to for future publications is as follows:
September publication deadline is July 13, 2011
December publication deadline is October 13, 2011

If your copy is not received by the deadline date, it will not be published. We feel it necessary to impose these restrictions in order to better serve our members.

The Buckeye Director is published by Innovative Publishing Ink, 10629 Henning Way, Suite 8, Louisville, KY 40241 • 502.423.7272

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John W. Evans



Leadership Within Our Industry

When I was just a high school sophomore in a small Montana town, I imagined working at a funeral home. I watched *Quincy, M.E.* on TV; I saw a hearse pull into town once every few weeks; and I knew, on a bad snow day, the road was only plowed when a death occurred in the country for the coroner or the funeral director. These simple events in my life made me appreciate what a funeral director does for his community and family.

Now, 25 years after high school, it is truly an honor for me to serve our profession and our association as its president. I feel privileged that I am working so closely with an outstanding Executive Committee, Board of Directors and past presidents and a dedicated staff.

What a great way to start my year with such an awesome convention this past April. I would like to thank the OFDA staff and the convention committee for a great job, once again making our convention outstanding. Also, thank you to our exhibitors, whose support to all of us makes us better practitioners and our convention pos-

sible. And finally, a big thank you to the members of our association, who continue to support its efforts in keeping Ohio among the best in the country as we are nationally recognized as pace-setters in our profession.

I encourage your funeral home to educate the schoolchildren, mentor the apprentices and take advantage of the master training offered by OFDA. As I was once an apprentice eagerly wanting to learn about funeral service, I, too, have become a shining example of hard work, long hours and mentoring. A sincere thank you to all the people in my life who gave me an opportunity and a chance to succeed at what I wanted most in life — to be a funeral director!

As your association president, I have been involved in working with our legislature about laws that pertain to our small businesses and will continue talks with our neighboring states about reciprocating licenses. Another issue is the apprenticeship rules for funeral directors and embalmers requiring a certified master to oversee an apprentice in-house that will last five years before

being renewed again. Know that funeral directors across Ohio have stepped up to volunteer on a committee, to be a mentor, to educate or to push laws through the Ohio General Assembly.

Your OFDA Executive Committee and regional directors have been working close together this year. Many will be traveling away from home to the NFDA leadership meeting in July and the NFDA Convention in October 2011, along with meetings in Columbus monthly to keep current with all of the trends and issues. So, on behalf of all of the funeral directors serving on committees and the Board, thank you to all those who take calls for our businesses while we are away at meetings.

Enjoy your copy of *The Buckeye Director*, and support our own past president, J. Michael Krill, as he is running for secretary of the National Funeral Directors Association — a great example of the leadership found within the Ohio Funeral Directors Association.



JUNE		19	Executive Committee Meeting, OFDA Headquarters	20	Master Trust Committee Meeting, OFDA Headquarters	NOVEMBER	
21	Master Trust Committee Meeting, OFDA Headquarters	19	Convention Exhibitor Roundtable Meeting, OFDA Headquarters	20	Executive Committee Meeting, OFDA Headquarters	15	Master Trust Committee Meeting, OFDA Headquarters
21	Executive Committee Meeting, OFDA Headquarters	20	Board of Directors Meeting, OFDA Headquarters	OCTOBER		15	Executive Committee Meeting, OFDA Headquarters
24	OFDA Family Day, Cedar Point and Soak City	21	Scholastic Assistance Committee Meeting and Applicant Interviews, OFDA Headquarters	18	Master Trust Committee Meeting, OFDA Headquarters	24-25	Office closed in observance of the holiday
JULY		SEPTEMBER		18	Executive Committee Meeting, OFDA Headquarters	DECEMBER	
4	Office closed in observance of the holiday	5	Office closed in observance of the holiday	19	Board of Directors Meeting, OFDA Headquarters	1	Executive Committee Meeting, Hilton, Easton
10-13	NFDA Leadership Conference, Cour d'Alene, Idaho	8	OFDA Annual Golf Outing, NorthStar Golf Club, Sunbury	23-26	NFDA International Convention & Expo, Chicago, Illinois		
19	Master Trust Committee Meeting, OFDA Headquarters						



by Janet Blankenship, Resource Director

Did You Miss Seeing These Items at Our Convention?

Funeral Visitation/Service, Holiday Programs and Keepsakes Offered Through the OFDA Resource Center

Feeling Hearts

Ceramic is high-fired so they will not disintegrate during cremation – \$1 to \$1.75

Available in various colors and textures, heart print with angel, butterfly, cross, dragonfly, paw print in ivory; pink or blue hand-print; or pink or blue footprint. Custom orders possible; allow at least two to three weeks.

Velour drawstring bag of 20 Feeling Hearts in various colors and textures – \$19.95

Pin backing may be added.



Available Discounts:

- OFDA members – 20 percent
- Institutional – churches, hospice, hospitals and schools in Ohio – 10 percent
- Quantity discounts: Purchase 1,000 OFDA brochures, receive one package of 100 FREE!

Check out OFDA's estore for additional items:
www.ofdaonline.org/resources.

Remember, *Personal Response*, OSHA and Thirst Relief Supplies are also obtainable through the online estore.

Winner of the FREE OFDA Resource Center order from our annual convention:

**Adam Shaw
Shaw-Davis Funeral Home
Columbus, Ohio**

Handouts

- Candle Lighting Bookmark – \$3
- *Getting Past Christmas* – 25/\$12.50
- *Handling Special Days and Holidays* – 25/\$15.00

Lapel pins

- Black ribbon pin – \$2
- Heart print lapel pin – \$1.75 to \$2
- Honor pin, tri-corner flag – \$4 to \$4.25

Sample assortment includes one of each of the following: black ribbon pin, candle lighting bookmark, Feeling Heart with insert and bag, *Getting Past Christmas*, *Handling Special Days and Holidays* and honor pin with card

Regularly \$12.10 – NOW \$5



For a complete description of these items, plus other resources offered through the OFDA Resource Center, check out the following Web pages:

- www.centerforloss.com – Alan D. Wolfelt, PhD
- www.centering.org – Centering Corporation
- www.griefwatch.com – GriefWatch
- www.insightbooks.com – Doug Manning
- www.new-leafresources.com – Sherry Williams-White



Can You Hear Me Now?

We all know this question from Verizon's famous ads. Communication is what it is all about in today's fast-paced world. Given almost universal access to the Internet, OFDA has started to use this medium to improve the timeliness and cost-effectiveness of our association. In this article, we will make sure you know how OFDA is communicating and how to ensure you receive those communications.

One of our primary methods of electronic communication is via standard e-mail. If you do not receive OFDA-member e-mail alerts, please visit our homepage and complete the contact form under the "Contact Us" button. You must be signed up and request to receive our notices; we never just add people to our e-mail lists. Once you know you have signed up, we want to ensure you receive the e-mails we send.

In order to receive all of the OFDA communication on a consistent basis, please make sure you have the OFDA mail servers "whitelisted" and/or added to your Outlook contact file. All e-mail providers and e-mail software handle this in different ways, so there is no one solution that will work for all. You may need to contact your ISP in order to have it adjust its settings, too. If you need help with your specific ISP, please call me at 614-560-5182, and I will do my best to help. Being the most popular e-mail client, I can provide instructions for Outlook, which should help many of you. In Outlook, you have the option to add domains to the Safe Sender List. Specifically, in Outlook 2007, go to Actions, Junk E-mail, Junk E-mail Options, and select the Safe Senders tab at the top of the window. Select the "Add" button, and input the following domains: ofdaonline.org and myofda.org. In other versions of Office and other e-mail clients, you are looking for something similar to what I described above to enter the domain names to a "safe" list.

In addition to e-mail, we have also joined the social media revolution and started Facebook and Twitter accounts for OFDA. You can follow our Twitter account by visiting <http://www.twitter.com/ofdaonline> and selecting the "Follow" button. Or you can text **follow ofdaonline** to **40404** on your mobile phone to follow us on the go.

On Facebook, you will find our page at <http://www.facebook.com/ofdaonline>. Please visit our Facebook page and "Like" us. We will be utilizing these social media sites more and more in the future to communicate about events, news and other items we think will be of interest to you.

As always, OFDA is here to assist you with your use of technology. If you have any suggestions, comments or ideas, please share them with us via www.ofdaonline.com, Twitter or Facebook. Alternatively, you can e-mail me directly at Bob@OFDAonline.org or call me at 614-560-5182.



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Some New (and Not-so-New) Information on Formaldehyde

by Barb Garrison, MS, CHMM, President, Safety & Environmental Solutions, LLC

During a recent visit to the Occupational Safety and Health Administration's (OSHA's) website (www.osha.gov), I found a new hazard alert relating to formaldehyde (http://www.osha.gov/SLTC/formaldehyde/hazard_alert.html) that, while not directly related to the use of formaldehyde in funeral homes, did catch my attention.

According to the alert posted in April, there are some hair-smoothing products used in hair salons that contain formaldehyde. But that's not the surprise: The surprise is some of the product manufacturers appear to have either neglected to mention the presence of formaldehyde in their products on container labels and/or material safety data sheets (MSDSs), or they have used synonyms for formaldehyde while labeling their products "formaldehyde-free." Apparently, salon owners have been using these products for some time and have been unknowingly exposing their employees to formaldehyde. In some cases, it appears employees may have been exposed above permissible exposure levels.

OSHA's Hazard Communication Standard requires manufacturers of products that contain or release formaldehyde to include information about formaldehyde and its hazards on product labels and MSDSs. Formaldehyde must be listed if it is in the product at 0.1 percent or more (as a gas or in solution) or if the product releases

formaldehyde above 0.1 parts of formaldehyde per million parts of air.

Normally, employers can rely on information provided on product labels and MSDSs to be accurate in terms of the potential hazards the products pose to employees. However, in the case of the hair salon products in question, at least some of the products are manufactured in other countries where OSHA regulations don't apply, so products arrived in the United States without MSDSs or accurate labels.

Per OSHA regulations, when an importer in the United States imports a product from another country (as in the case of the salons that purchased the formaldehyde-containing products), the importer (i.e., the salon owners) is required to determine the hazards of the product and develop labels and MSDSs that communicate the hazards to his or her employees. Apparently, the salon owners were not aware of this requirement or were misled by the "formaldehyde-free" labels on some of the products. And who could really blame them? After all, if a product's label claims that it is "formaldehyde-free," you'd be inclined to believe it, right? Well, don't believe everything you read! What the salon owners didn't realize is formaldehyde can go by several different names.

Red Flag Synonyms for Formaldehyde

- Methylene glycol
- Formalin
- Methylene oxide
- Paraform
- Formic aldehyde
- Methanal
- Oxomethane
- Oxymethylene
- CAS number 50-00-0

If you see any of these ingredients listed on a product's label, you should assume it contains formaldehyde.

In addition to being an interesting article, the hazard alert also contains a hyperlink to a "new" factsheet on formaldehyde (http://www.osha.gov/OshDoc/data_General_Facts/formaldehyde-factsheet.pdf). Although there really isn't any new information in it, the factsheet is a good tool for funeral homes to use when providing employees with annual formaldehyde refresher training. It's concise, it's easy to understand, and communicates essential information about the potential hazards of formaldehyde exposure.

If you have any questions about formaldehyde or any other health, safety or environmental questions, please feel free to contact me at 614-404-3384 or bgarrison@sandesolutions.net.

The 131st OFDA Annual Convention and Exhibition



OFDA Past Presidents: Front row (left to right): Jim Blower; Dwayne Spence, CFSP; Bill Wappner, CFSP; Bill Rutherford, CFSP; Bob Shank Sr., CFSP; Bob Van Horn, CFSP; Don Pucak, CFSP; Ken Cahall, CFSP; David Schoedinger, CFSP; Jon Deitloff, CFSP; and Jack Higgins. Back row (left to right): Tom Fleming; Keith Walker, CFSP; Walt Lindsey, CFSP; Gary Heller; Ed Nurre; Tom Rue, CFSP; Dan Tobias, CFSP; Mike Krill, CFSP; Bob Baird; Jack Moreland and Charlie Wilson.

Excerpts from Executive Director's Address to OFDA Members at the Convention



President-elect and Convention Committee Chairman John Evans chose the theme "Imagination at Work" for this year's convention.

As I started preparing ideas for this presentation, I kept thinking of concepts we could all adopt to *radically* improve both our personal lives and our professional careers.

Maybe, before we explore ways to **imaginatively** enhance our lives, we should ask the question whether such change is even necessary.

In a recent edition of *Newsweek* magazine, an article outlined how drastically times have changed in the average American's media habits. The article stressed that not even Bob Dylan could have predicted just how much the times are a-changin'!

Here are some examples:

- In 2000, there were 12,000 active blogs. In 2010, there were 141 million.
- In 2000, there were four reality TV shows. In 2010, there were 320.
- In 2000, there were 400,000 text messages. In 2010, there were 4.5 billion.
- In 2000, hard-drive storage cost \$10 per gigabyte. In 2010, it cost 6 cents per gigabyte.
- In 2000, there were zero iTunes downloads. In 2010, there were 10 billion.

This information shows the drastic change in just one area of our lives. We all know that every aspect of our culture today is challenging us to keep up with what consumers want and demand.

Our own funeral profession is requiring us to look at and explore new ways to serve families who are experiencing all the dramatic changes in society as we are. Let's look together at creative ways a company that has mastered the art of imagination serves families.

I'm referring to the Disney Company. In the book *Inside the Magic Kingdom*, by Tom Connellan, the author tells story after story of how Disney employees or "cast members" are encouraged and empowered to look constantly for innovative and imaginative ways to enhance every family's experience at a Disney property.

One of the key principles Disney teaches is the concept of "Listening Posts." These are about the company listening to customers, as opposed to listening to itself. For example, upper management at Disney felt the menu at a key restaurant on property needed to be changed. They felt the one they had was old and tired. However, the wait staff who listened to customers daily knew the guests loved the menu. It was only the executives who were tired of it! After explaining this to the executives, the menu stayed put.

Think about the opportunity you have to be a Listening Post for your families.

Maybe, instead of listening to every marketing guru, every new trend or every so-called expert, maybe the key is listening to the families we serve.

Listen during arrangement conferences and visitations. Listen to what families and friends say about every aspect of the funeral process. Maybe we'll hear something needs to change. Or maybe something you're planning on changing because you want something different is exactly what your families love about your funeral home.

Another example of how the Disney Company creates powerful experiences for families who visit their parks and hotels is to empower their employees to handle problems immediately.

These are a few examples of how this type of empowerment can overcome service mishaps and situations we simply don't always have control over.

A young girl named Nancy was standing in line to get Captain Hook's autograph. When her turn came, Captain Hook suddenly disappeared. Nancy was crying so hard, the family decided to leave the park. The father complained to a cast member about Hook's rude behavior. The cast member explained when one shift ends for a character, another is supposed to immediately take their place. The cast member apologized and said there was obviously a mixup. However, his actions didn't end with his apology. The cast member then asked where the family was staying, and when they

got back to their hotel, there was a Peter Pan doll and a note for Nancy on her bed. The note said, "Dear Nancy, I'm very sorry that Captain Hook was mean to you today. Some days he is mean to me too. Please come back and visit us real soon. Your friend, Peter Pan."

Nancy was so excited. Peter Pan had flown to her room and left a note on her bed. WOW!

There was also a story about a woman who had her ice cream cone knocked over by a gull. A cast member saw it and immediately escorted the woman to the front of the ice cream line and got her a new cone! Simple, but effective!

One of the women who works with my wife, Kimberly, recently visited Disney with her family. While in Downtown Disney, their daughter wandered off while they were shopping in a T-shirt shop. Chelsea, the mom, distraught and sobbing, collapsed in front of a candy store, not knowing where to turn. Ricardo, a baker from the candy store, came to help and told her he would not leave her side until her daughter was located safe and sound — and that's exactly what he did. When her daughter was found just a few feet away riding a merry-go-round, Ricardo took both mom and daughter by the hand into his candy shop and made them orange slushies at no charge until they had settled down from their scary experience. Although Ricardo was not a part of the "search party," he saw a need and filled it. I can think of no profession other than funeral service that



Keynote speakers Rich Kizer and Georganne Bender spoke to the attendees about "What Your Funeral Home Customers Really Want: Inside the Mind of the Consumer."



The officers and OFDA staff officially start the 131st OFDA Convention and Exhibition with a ribbon-cutting ceremony.



Executive Director Steve Gehlert congratulates Past President Bill Rutherford, who was honored during the convention. The eagle reads: "In celebration and appreciation for 50 years of continual leadership and support of the Ohio Funeral Directors Association, 1961-2011."



OFDA General Counsel T. Scott Gilligan presented to the attendees "Embalming Trial of the Century."



has the ability to touch people in such a way when they are distracted and upset. We need to remember to invest time with families so they truly feel our compassion and our gentle touch at this difficult time in their lives.

Do we allow our staff members this type of latitude to correct problems, even when they're not our fault? Disney calls this process "Service Recovery" — not only is the customer taken care of, but employees are motivated and committed because they are empowered to fix things on the spot!

These stories also illustrate the powerful principle of being a contributor. We all enjoy contributing, and by allowing all employees to be a part of our Service Recovery programs, they know they are contributing to the healing of the families you serve as well as to the success of the funeral home.

The truth is — everything we have talked about so far, every story we've heard — is a prime example of "Serving from the Heart."

It's service created out of enthusiasm and the sheer enjoyment of giving to others some specific skill or expertise that God has uniquely placed in you.

I know everyone here knows this feeling, and you also know that, when you do what you love to do, you get really good at it!

The reality is: Passion Drives Perfection!

Unfortunately, the opposite is also true — if you don't care about a task, it's unlikely you will ever excel at it.

What does service from the heart look like? Let me share three stories with you that I have personally experienced. Two are funeral-related, and one is a sample of great customer service in a commercial setting.

I don't normally shop at Nordstrom's, so I was unprepared when I experienced their service culture a few years ago. I bought a pair of gloves on sale. After completing the sale, the clerk thanked me by name and came around



2011-2012 Executive Committee and staff (left to right): Executive Director Steve Gehlert; Immediate Past President Terry Reardon; Secretary Joan Billman, CFSP; President-elect Mark Merz, CFSP; President John Evans, CFSP; Treasurer Anthony Quahliero; and Assistant Executive Director Melissa Sullivan



Newly elected President John Evans, CFSP, accepts the gavel from OFDA Immediate Past President Terry Reardon.

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Keynote speaker Robin Heppell, CFSP, spoke to the attendees about “The Social Media & Funeral Service Success Formula: Using the Power of Social Media the Right Way.”



Keynote speaker Ken Whittaker, MBIE, presented “A Different Approach to Everyday Embalming.”

the counter and handed me the bag with my purchase in it and asked if he could assist me in any other way. This simple act of kindness and attention did not cost Nordstrom’s a dime; yet it was so different from someone pushing a bag to you!

I wanted to see if this was normal, so I went to another department at the store just to see what would happen. The new department treated me the same way. What might a Nordstrom’s moment look like in funeral service?

When my father died, Ed Nurre, our family funeral director, called me after arrangements to let me know he was going to care for Dad himself. This meant the world to me and my family; no cost was involved, just added service and service from the heart. When my mother died, Ed and his staff put a sweater on Mom to cover up bruises on her arms, and it was coordinated with the dress my sisters chose, and everyone loved it.

These are a few examples of passion for funeral service driving perfection. Many of you are already doing these things! Let your family know.

Another way for us to excel as service providers is to look beyond what people say or ask us during their period of grief at a funeral and to take time and patience to understand and to answer the unasked question or the real question.

An example, again from Disney, is when a guest asks a cast member what time the 3 o’clock parade starts. The author of *Inside the Magic Kingdom* states he was both surprised and humbled by how this question was handled in the situation he witnessed. The Disney cast member told the individual the parade does start on time, and they should get there around 2:30 to get a good spot. He didn’t answer their question — instead, he responded to their unasked question — what they really wanted to know: best time to arrive for the parade. This is a very special skill and one we need to nurture in our employees.

One of the truly remarkable blessings of your choice of funeral service as your profession is that, every day, you are in a position to shock our culture through your practice of servanthood.

Our culture today much more leans toward entitlement and privilege, rather than practicing the art of service. Two examples of thought patterns you all deal with would be Winston Churchill and Muhammad Ali, both people I admire.

Churchill once commented, “We are all worms, but I do believe I am a glow worm.” Have you worked with any glow worms recently? Muhammad Ali, when asked to buckle his seat belt on a plane, replied to the flight attendant that Superman doesn’t need a seat belt, to which the flight attendant replied, “Mr. Ali, Superman doesn’t need an airplane!”

In closing, I would encourage all of us to use this convention and to use your association and your fellow professionals to unleash your imagination to find new and creative ways to serve from the heart.

Choice is one of the most incredible gifts and blessings we are bestowed in this life. You have already chosen a career of service to your fellow men and women.

As we are exposed to a daily culture that doesn’t always understand what we do and why we do it, let’s make imaginative choices to always choose:

- Love – instead of bitterness
- Joy – instead of cynicism
- Peace – instead of agitation
- Patience – instead of fretting and complacency
- Kindness – not rudeness
- Goodness – to go the extra mile for all
- Faithfulness – to keep our promises and commitments
- Gentleness – to raise our voices only in praise
- Self-control – to make demands only of ourselves not others

If we choose these fruits of the spirit, our lives, our service and our profession will be blessed, as will the families we serve and the communities we live and work in.

Ralph Waldo Emerson said it best when he wrote, “What you do thunders above your head so loudly, I cannot hear the words you speak.”

The 131st OFDA Annual Convention and Exhibition Quotes



“It was wonderful to see four generations of a family attending together — shows true dedication to the profession and organization.”

– Anthony R. Daprile, CLCS, State Auto



“I was very impressed with the caliber of this event at the state level.”

– Chris Thompson, Science Care

“Keep doing a great job!”

– Mark Eickenberry, Federated Funeral Directors of America



“It was a great experience with a friendly crowd; well-run and organized show.”

– John Pitts, The Velvet Box

“We were so excited to be a part of the OFDA Convention.”

– Nathan and Jessica White, Thirst Relief



“We were taken very good care of while we were here.”

– Terri Hackworth, Care Casket

“Very well-organized convention.”

– Scott Baker, ABM Funding



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Should Your Funeral Home Have an AED?

by T. Scott Gilligan, OFDA General Counsel



In the middle of a visitation at the funeral home, an attendee collapses. Those rushing to his aid announce he is not breathing. Funeral-home personnel call 911, and someone administers CPR to the victim. A frantic relative asks whether the funeral home has an AED (automated external defibrillator), since it appears the victim is suffering from sudden cardiac arrest. You indicate the funeral home does not have an AED device but paramedics are on their way. You hold your breath and pray the paramedics get there in time.

Does the above scenario make you think twice about purchasing an AED? An AED is a portable electronic device that automatically diagnoses whether someone is suffering cardiac arrhythmia and administers a shock (defibrillation) to reestablish the correct heart rhythm. It is estimated about 450,000 adults die every year in the United States from sudden cardiac arrest. If an AED is administered to someone stricken with sudden cardiac arrest in a timely manner, the survival rate approaches 70 percent. But time is of the essence. The American Heart Association advocates an electric shock from an AED be administered within three to five minutes from the onset of sudden cardiac arrest. According to the American Heart Association, without defibrillation, the survival rate drops 7 percent per minute in the first three minutes and 10 percent per minute thereafter.

For most businesses, there are three concerns with purchasing an AED — fear of using the device, the cost of the device and the potential liability for improperly administering the device. However, as seen below, none of these factors should prevent a funeral home from considering the purchase of an AED.

Operating an AED. As far as operating the AED, the current generation of the devices can be easily used by untrained laypersons. Once the AED device is turned on, it will instruct the user to apply the electrode pads to the bare chest of the victim. The device will then analyze the electrical output of the heart and determine if the victim is in a shockable rhythm. If the victim is, the device will deliver an electric shock to correct the rhythm of the victim's heart.

Throughout this process, the device gives verbal or text prompts to the user. The device will also prevent a shock from being given if it determines that the victim's condition does not warrant a shock. According to some experts, the AED and its ease of use are touted as the single greatest advance in the treatment of cardiac arrest since the introduction of CPR.

Cost of an AED. According to the American Heart Association, most AEDs cost between \$1,500 and \$2,000. Since AEDs are medical devices regulated by the U.S. Food and Drug Administration, a funeral home will require a physician's prescription to purchase an AED. As far as potential models, the American Heart Association advises most models have similar features and there are not specific differences among them. The American Hospital Association recommends a business speak to the local emergency medical responders to obtain their opinion as to a recommended model.

Liability of Using an AED. Although many businesses hesitate to purchase an AED for fear of being sued if a victim dies after the AED is used, Ohio law (and the Good Samaritan Laws in most states) greatly alleviate these concerns. Section 2305.235(D) of the Ohio Revised Code provides immunity against lawsuits for any layperson using an AED in good faith, regardless of whether the person is trained in AED usage. The only requirement is that, as part of the AED usage, a good-faith attempt is made to contact emergency medical services.

While many businesses focus on the potential liability of having an AED, the larger concern may be not having an AED. There

have been successful lawsuits against airlines, health clubs and amusement parks that were not equipped with AEDs and could not assist victims. So far, there are no reported cases against ordinary businesses, such as funeral homes, that did not possess an AED. However, with the widespread availability and ease of use of AEDs, there is a growing recognition that businesses that customarily host large gatherings of people, especially elderly people who are more at risk of sudden cardiac arrest, should consider the purchase of an AED.

If a funeral home is pondering the purchase of an AED, it should be aware Ohio law does impose certain requirements. According to Section 3701.85(B) of the Ohio Revised Code, a business that purchases an AED is required to have expected users of the device complete a course in automated external defibrillation and cardiopulmonary resuscitation (CPR) that is offered or approved by the American Heart Association or a nationally recognized organization. In addition, that section requires the business to maintain and test the defibrillator according to manufacturer guidelines and to consult a physician regarding compliance with the above two requirements. It is also recommended the business notify its local emergency medical responders that the business has purchased an AED so the EMTs have a record of which AED device the business has.

OFDA members with questions regarding this article may contact General Counsel Scott Gilligan at 513-871-6332.



Recordkeeping and Data Analysis Key to Reducing Workplace Injuries and Workers' Comp Costs

Many employers maintain OSHA 300 logs to comply with federal recordkeeping requirements, but effective recordkeeping goes beyond OSHA 300 log compliance. Additional documentation about each accident (including near-misses) that occurs in your workplace can be an invaluable tool to identify safety and health process issues, manage the workers' compensation claims process and establish the link between investments in accident prevention and profitability. Furthermore, recordkeeping can provide key information necessary to spot injury trends within your business and prioritize corrective actions necessary to control workers' compensation expenses.

All accidents, incidents and near-misses should be investigated to help determine a cause. Once a root cause is established, corrective actions can be implemented when possible and verified over a period of time to ensure strategies are working.

As you gather data about your company's injuries over a period of time, examine the information to see if there are any trends in the following areas:

- Are most of your injuries occurring on a particular day (e.g., Mondays and/or Fridays) or time? Do you seem to have problems with one particular shift?
- Is there a particular department or area where injuries seem to be occurring at a higher rate?

- Is there any commonality with injury type (e.g., burns, cuts, back strains, etc.) or affected body parts?
- Do you notice any trends with how injuries are caused (e.g., slips and falls, liquid splashed in face, hands in equipment, etc.)?
- Do specific pieces of machinery or equipment seem to be contributing to an overabundance of injuries?
- Are weather conditions a common factor?

Records of workers' compensation claims costs should also be maintained to complement injury and illness data. Considered in tandem, this information can be used to help justify the purchase of new or replacement safety equipment. Keeping up with the costs of injuries in the workplace can help focus training efforts, inspections, resources and safety emphasis programs on the areas where they are most needed. Examples of specific costs associated with workplace injuries include direct medical costs, increased workers' compensation premiums resulting from disability payments and claim reserves, attorney fees, settlement costs, decreased productivity and increased employee turnover.

As part of a comprehensive safety and health program, comprehensive recordkeeping and data analysis is an enlightening process to keep your employees safe, reduce workers' compensation costs and increase your company's bottom line.

For more information on how to motivate employees to work safely, please call Shawn Combs, group safety account executive, at 877-360-3608, ext. 2364.

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T. Scott Gilligan

Funeral Home Names and Ohio Law

by T. Scott Gilligan, OFDA General Counsel

What's in a name? If it is the name of a respected and well-known funeral home in an Ohio community, the answer is value and goodwill. If the name is a marketing tool to introduce and grow a new death care service, the answer may be substantial expenditures for advertising, signage and promotion. If the name is an attempt to expand the use of expensive funeral home facilities beyond death care services, the answer may be the key to economic survival in an industry experiencing decreasing revenue and increasing competition.

Unlike most states, Ohio has significant restrictions on funeral home names. The Ohio Board of Embalmers and Funeral Directors has wrestled with these issues as it attempts to apply Ohio's law to a changing funeral marketplace. Today, funeral homes are looking to expand options both in and outside of death care services and want to promote those options to the public. However, in many cases, they are uncertain of what they may and may not do with regard to the names of their funeral homes and the advertisements of services.

There is some guidance for practitioners in Sections 4717.06 and 4717.11 of the Ohio Revised Code. In addition, the Ohio Board has developed internal guidelines it uses when dealing with funeral home name issues. In the Q & A format below, we address OFDA members' top 10 questions regarding funeral home names:

1. What are the basic funeral home name requirements in Ohio?

In order to obtain a license for a funeral home, the funeral home must identify on the application form the licensed funeral director who is actually in charge of and ultimately responsible for the funeral home. According to Section 4717.06(B)(3) of the Revised Code, a funeral home must be operated under the name of the funeral director who is actually in charge and ultimately responsible for the funeral home. Therefore, if the funeral home license application lists Sam Johnson as the funeral director actually in charge and ultimately responsible,



the "Johnson" name must be used in the funeral home name.

There is one exception to this general rule. Section 4717.11(B) of the Revised Code provides when the funeral director who is actually in charge of and ultimately responsible for the funeral home dies or ceases to operate the funeral home, and a new licensee is listed as the person actually in charge and ultimately responsible for the funeral home, the name of the new licensee need not be added to the name of the funeral home within the first 24 months after the previous license-holder died or ceased to operate the funeral home. However, at the expiration of that two-year period, the licensee's name would have to be added to the funeral home name.

2. Does the funeral director who is actually in charge and ultimately responsible for the funeral home have to own all or any part of the funeral home?

No. Approximately 15 years ago, Ohio changed its funeral licensing law to eliminate the requirement that the funeral director actually in charge and ultimately responsible for the funeral home own at least 10 percent of the funeral home. Under the current law, there is no requirement the licensee who is

actually in charge and ultimately responsible for the funeral home own any part of the funeral home.

3. I purchased the Smith & Jones Funeral Home from Mr. Jones. Mr. Smith died 20 years ago. I want to add my surname of Johnson to the funeral home name. Can I hold on to the Smith name but jettison the Jones name?

Yes. You may name the funeral home "Smith & Johnson." You could also name it "Smith, Jones & Johnson," "Jones & Johnson" or simply "Johnson." Names of deceased, retired or departed funeral directors may be retained in the funeral home name in perpetuity.

4. Same scenario as question #3, except that, one year after changing the name of the funeral home to Smith & Johnson, what if I decide that I want the Jones name back in the funeral home name? Can I do that?

No. Once you have dropped a name from the funeral home title, you cannot add it at a later date. With names of deceased, retired or departed funeral directors, it is "use it or lose it."

5. I own the two Smith Funeral Homes on the east and south sides of a large city.

Attendees for visitations and funeral ceremonies sometimes mix them up. Am I permitted to differentiate the two by listing them as Smith Funeral Home East and Smith Funeral Home South in death notices?

Yes. Section 4717.06(B)(3) allows directional or geographical references to be used in promotional and advertising materials identifying the location of a funeral home. However, directional or geographical references may not be added to the name of the funeral home. Therefore, while you may not name your funeral home “Smith Funeral Home East,” you may list “Smith Funeral Home East” in the death notices or in other advertisements and promotions.

6. Are there any requirements with regard to the name of the manager of the funeral home?

Yes. Board Regulation 4717-1-16(B)(2)(f) requires the manager’s name appear at the main ingress door to the funeral home in letters not less than 1 inch high if the manager’s name is other than the name of the funeral home. For example, if Smith Funeral Home is managed by a funeral director named Mary Jones, Ms. Jones’ name must appear at the main ingress door to the funeral home in letters not less than 1 inch high. However, if the Smith Funeral Home is managed by Betty Smith, it is not necessary to list Betty Smith’s name as the manager, since her name appears in the funeral home name.

7. I have heard of a funeral home that had the funeral director actually in charge and ultimately responsible for the funeral home change his name in order to use his new name as the name of the funeral home. Is this legal?

Yes. There is no restriction on a funeral director changing his or her name. As long as the name change is legal, the new name must be added to the funeral home name in accordance with Ohio law.

8. We have just installed a crematory at the funeral home. May we change our name from Smith Funeral Home to Smith Funeral Home & Crematory?

No. The Ohio Board will not license a funeral home with the name “cremation” or “crematory” in the firm name. However, since the funeral home owns a crematory, it may advertise itself as the Smith Funeral Home & Crematory.

If a funeral home does not own a crematory, the Ohio Board will not allow it to advertise

itself as Smith Funeral Home & Crematory. However, since it offers cremation services, the Board will permit the funeral home to advertise itself as Smith Funeral Home & Cremation Services.

9. I am an owner of a large crematory by the name of Central City Cremation. I recently opened a funeral home by the name of Smith Funeral Home on the crematory property. What are the requirements regarding signage?

You may list both Smith Funeral Home and Central City Cremation on the same sign outside of the funeral home/crematory. There are no particular requirements regarding the size of the respective names or which name comes first. However, it must be clear from the sign there are two separate entities. For example, the two names should be spaced apart so it is clear to a member of the public these are two different companies.

10. We have just built a new funeral home facility that we would like to lease out for events other than funerals, such as weddings, anniversary parties, etc. However, we are concerned if we call our new busi-

ness a “funeral home,” no one will use it for other events. May we name our business the Smith Life Center or the Smith Heritage Center instead of the Smith Funeral Home?

Yes. Assuming the funeral director actually in charge and ultimately responsible for the funeral home is named Smith, the only requirement of the Board is the name “Smith” be part of the name of the establishment. There is no requirement that the words “Funeral Home” or “Mortuary” be part of the name of the funeral home. There are several examples around Ohio of funeral homes that use terms such as “Memorial Home,” “Funeral Service,” “Funeral Choices,” “Chapel” or “Memorial” instead of “Funeral Home.”

If a member is undertaking a name change, be sure to submit the changed name for Board approval prior to changing signage. According to Board Regulation 4717-1-16(B)(2)(a)(iii), Board approval is required prior to a legal change in the name of a funeral home.

OFDA members with questions regarding this article may contact Scott Gilligan at 513-871-6332.



A photograph of two people, a man and a woman, both smiling. The man is on the left, wearing a dark suit, light blue shirt, and dark tie. The woman is on the right, wearing a grey blazer over a white collared shirt. They are both looking towards the camera.

Apprenticeship Transformation

by Robert Wasko, President of the Board of Embalmers and Funeral Directors; and Jennifer Baugess, Board Compliance Officer

The Board of Embalmers and Funeral Directors began reviewing all of the Ohio Administrative Rules two years ago. Many of the rules needed technical changes made to them for consistency and the overall order of the rules needed to be reorganized for easier use by licensees and consumers. The Board rescinded all of the previously effective rules and refiled all new rules. The majority of the rules became effective on April 10, 2011. However, the rules pertaining to apprenticeship and initial licensing of embalmers and funeral directors will not become effective until January 1, 2012.

In recent years, the lack of practical knowledge many of the apprentices are obtaining has become a concern to the Board. This fact, combined with an increase in requests from individuals wanting to enter the profession but unable to serve a full-time apprenticeship, prompted the Board to review the apprenticeship program.

In reviewing apprentice case reports and concerns raised by Board members following apprentice interviews, it became even more apparent that changes needed to be made to the program to better ensure the individuals entering the profession in the future will

be properly trained and be able to professionally serve the public. The current apprenticeship program requires a funeral director apprentice to serve a full-time apprenticeship of two years and an embalmer apprentice to serve a full-time apprenticeship of one year following one year of mortuary school. The new apprenticeship rules provide extended time periods and eliminate the full-time requirement. Beginning in January 2012, funeral-director-only apprentices will be able to fulfill the apprenticeship between 24 and 48 months, and embalmer apprentices will be allowed a period of 12 to 18 months to serve the apprenticeship. The mortuary school requirement has not changed; individuals wanting to obtain an embalmer-only or an embalmer-in-combination-with-a-funeral-director license must complete 12 months of school prior to serving the apprenticeship.

In addition to the change in apprenticeship length, the Board has implemented a very specific list of tasks that will have to be accomplished by apprentices. Currently, the apprentice submits either 25 or 50 case reports, depending on which apprenticeship he or she is serving. While these reports encompass the basics of the profession, the Board realized more specific requirements would benefit the apprentice, the master and, eventually, the public. The new task lists cover all aspects of the profession, including basic office functions, upkeep and maintenance of the facility and additional training requirements.

The revisions to the apprenticeship program would not be successful unless the roles and responsibilities of the master were also addressed. The master training program will now include a segment

specifically geared to the roles and responsibilities of a master embalmer/master funeral director. As a master, it is your duty to effectively train your apprentice to ensure he or she is gaining the utmost knowledge from your years in the profession. Unfortunately, it appears that some masters are still using their apprentices as simply cheap labor and are not committed to spending the time needed in training. This mindset does not benefit anyone. Effective January 2012, anyone wishing to assume the role of a master will be required to provide proof of attending a master training seminar.

The intent of the Board is not to discourage individuals from obtaining licensure but to protect the public by licensing only those candidates who are truly qualified to serve the industry. Although many may consider licensure as a right, the Board absolutely considers it to be a privilege that should be valued.

The Board will now begin the process of reviewing and updating Chapter 4717 of the Ohio Revised Code. In March, Board President Bob Wasko created two statutory review committees that will each be responsible for different sections of the laws. As these committees begin to reshape the laws, the Board will solicit extensive input from OFDA. The need for change to portions of the law has been a repeated topic of discussion for the Board. While the basic construction of the revised code is still relevant to today's industry, there are certain aspects that are somewhat antiquated and demand revisions based on the changes in the business over the past years. In addition to the topic of alkaline hydrolysis, the committees will be reviewing such items as the full-time manager requirement for each funeral home and the firm title requirements for funeral homes. As with the recent rule changes, the Board is devoted to ensuring all law changes will be beneficial to the industry.

Please visit the Board's website at www.funeral.ohio.gov to review all of the new rules and the task lists.



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J. Peter Ducro, 78, left this world Thursday, May 12, 2011, with his loving wife and son at his side.

He was born May 24, 1932, in Ashtabula, the son of John T. and Sigrid (Johnson) Ducro, and he had been a lifelong Ashtabula resident.

A 1950 graduate of Ashtabula High School, he played football as one of the “Four Horsemen” to play in the Panther backfield and was also on the track team. After high school, Peter went to Denison University, Granville, Ohio, where a back injury ended his football career. There, he met the love of his life, (Mary) Sue Curtis. He was also proud of his college fraternity, Beta Theta Pi, and lived his life by the motto he learned at Denison, the sentiment inscribed on the gates to the campus: “The heights of great men, reached and kept, were not attained by sudden flight. But they, while their companions slept, were toiling upward in the night.”

Following college, Peter attended the Cincinnati College of Mortuary Science and returned to Ashtabula to work with his father as the fourth-generation funeral director in their family business, John Ducro and Sons Funeral Home. He was always at the forefront of advanced professional education, beginning with early first-responder training for the Ducro Ambulance Service by studying at the Chicago Fire Academy. His memberships included the Tri-County Funeral Directors, Ohio Funeral Directors and National Funeral Directors associations. He was a certified life-member emeritus in the Academy of Professional Funeral Practice and led his company to be recognized by the NFDA with the highest award in funeral service, the Pursuit of

Excellence Eagle. Together with Sue, he presented many programs at the local, state and national levels (including Columbia Presbyterian Medical Center) and amassed one of the most extensive libraries on professional funeral service and bereavement. He helped start bereavement support programs including Compassionate Friends and several school Crisis Intervention Teams, was recognized as a Grief Management Specialist by the American Grief Academy and received training in Critical Incident Stress Management.

A pillar of the community, he had served as president of the Jaycees; exalted ruler of the BPO Elks #208 in 1963 and 1982 (at that time, the only person to hold that position twice in the history of Lodge #208); and a co-chair with his wife of the Sabin Oral Polio vaccination effort to rid his community of polio with more than 1,000 doses administered countywide, which received recognition by the national program, followed by a measles vaccination project.

He was a founding member of the effort to establish Hospice of Ashtabula County and served on the boards of Peoples Savings and Loan, the Ashtabula County District Library, the Ashtabula Marine Museum and the American Heart Association, and he was a member of the Ashtabula Country Club. A Paul Harris Fellow of Rotary International; a 50-year member of Rising Sun Lodge #22, F. & A.M. and Western Reserve Chapter #8 Royal Arch Masons; and a life member of the Animal Protective League, he received the Ashtabula County Citizen of the Year Award in 1993 and the NAACP “Good Neighbor Award” in 2005; was inducted into the AHS/HHS/LHS Hall of Fame in 2007; and was recently the recipient of a

proclamation from the city of Ashtabula honoring his 17 years of service to the Ashtabula City Board of Health. He was instrumental in leading Ducro Services to being recognized in 2003 with a Growth Partnership “Best of the County” Award.

An expert in Ashtabula history, his postcard and photo collection is featured in books about Ashtabula history. He is credited in a History Channel film special on train disasters and was involved in the 125th anniversary commemoration of the Ashtabula train/bridge disaster. He enjoyed sports and was a Cleveland fan through good times and bad. He took an interest in any activities his son participated in and became a track official for the OHSA. He enjoyed watching the track and cross-country meets his son participated in as a high school athlete and later as a coach for Ashtabula High School.

A loving husband, father and grandfather, family was always his first priority in his life; but a close second was the families he was honored to professionally serve.

Peter’s special interests included reading, travel, classic movies, trains, chocolate, popcorn, all good restaurants, big band and jazz music, and especially good conversation and making new friends. He also loved to play Santa Claus for many years for his family and local schoolchildren.

His survivors include his beloved wife, Sue Curtis Ducro, with whom he would have celebrated 50 years of marriage this coming Thanksgiving; one son, John Peter “J.P.” Ducro IV, and his wife, Margaret “Peggy” (Welch) Ducro; three granddaughters, Mary Catherine “MaryCate” Ducro, Elizabeth

Ann "Lizzie" Ducro and Sara Lynn Ducro; one sister,Carolynn Johnson (and her husband, the late Les Johnson); three nephews, Doug (Betsy), Mark and Bruce Johnson; his cousin George (Barbara) Ducro; three adopted homeless cats (Chessie, Lovey and Bootsie); and many wonderful friends and staff members, current and past, whom he considered part of his family. He was preceded in death by his parents.

Memorial contributions may be made to the Animal Protective League, BPO Elks #208 or Hospice of the Western Reserve.

Paul J. Lamiell, age 72, died on Sunday, May 8, 2011. He was a life resident of Canton. Paul was a 1957 graduate of Lehman High School; attended John Carroll University and Kent State University; and was a graduate of the Cincinnati College of Mortuary Science. He was the founder and owner of the Lamiell Funeral Home. Paul was a member of St. John's Catholic Church, Canton Council No. 341 K. of C., Msgr. Graham Assembly 4th Degree K. of C., Catholic Men's Luncheon Club, Rotary Club of Canton and many other organizations presently and in the past.

He is survived by his two sons and daughters-in-law, P.J. and Sharon Lamiell and Stephen and Tammy Lamiell; six grandchildren, Paul III, Kelly, Kristine, Justin, Andrew and Ethan Lamiell; and a sister and brother-in-law, Camilla and Lee Thomas. He was preceded in death by his parents, Paul R. and Victoria (Schuffenecker) Lamiell.

Jo-Ann R. (Rex) Lebold, age 70, of Bolivar, died peacefully on Tuesday, April 12, 2011, following a lengthy illness. Born Jo-Ann Ruth Rex on June 20, 1940, in Bolivar, Ohio, she is the daughter of the late William F. Rex and Ruth O. (Lenarz) Rex. She graduated from Tusky Valley High School in 1958 and attended the former two-room Zoar Schoolhouse in Zoar, Ohio. She was once a clerk at the old Zoar Store in Zoar and postmistress at the Zoar Post Office. Employed in the 1960s at the former Kroger Store in New Philadelphia and as a clerk for the former Howenstine's Grocery Store in Bolivar, she also worked

at Marie's Bakery in Bolivar, which was owned by her father and her stepmother, Marie Cantor Rex. Later, she was the manager of the Zoar Hotel Restaurant and worked as a Mary Kay Cosmetics consultant. Before becoming ill, she helped her husband, Dick, in their funeral business, Lebold Funeral Home, in Bolivar, Ohio.

Jo-Ann's life was one filled with music. As a child, she would sing and play piano in her father's band, The Rex Orchestra, that performed at the former Old Zoar Lake Dance Hall. She was a member and director of the former Tuscarawas Valley Sweet Adelines; a member of the city of Flags Sweet Adelines in Canton, Ohio; and helped found and served as the first director of the Valley Voices of Tuscarawas County. In the 1960s, Jo-Ann founded and directed the Zoar United Church of Christ's first Youth Choir. She also played the piano and organ for several years at Zoar UCC, where she organized, sang in and played piano for the former Zoar Quartet. She served as the choir director for several area churches, including Zoar UCC, Bolivar UCC, St. Paul Ruslin Hills Church and St. John UCC of Strasburg. She organized and was the director of the Palm Sunday Community Choirs of Lawrence Township for several years.

Jo-Ann was very active in the Tusky Valley Band Boosters when her daughters were in school, and she helped organize and build the first food stand and restrooms at the Tusky Valley High School football field. She was a member of the Zoar United Church of Christ, a member of the Bolivar American Legion Women's Auxiliary, a life member of the Zoar Community Association and a member of the former Pioneer Club of Zoar, which is now the Zoar Community Association. She loved playing the piano, singing, directing and flower gardening. Her greatest love, though, was her children and helping raise her grandchildren and great-grandchildren.

In addition to her parents, she was preceded in death by her stepmother, Marie (Cantor) Rex, brothers Gene, Dean "Bud" and Bill Rex, and a stepbrother, Lee Kyser. She is survived by her husband, Richard Lebold, to whom she was married in 1979; her daughters, Lori (Jack) Feeney and Lisa Geers of Bolivar, Ohio; stepdaughter, Jennifer (Mark) Stevens of Bellville, Ohio; her grandchildren, Sarah Tausch (special friend Andy Lewis) of Bolivar and Claudia and Audrey Stevens of Bellville, Ohio; her great-grandchildren, Gabbi, Alyssa and Landon Tausch of Bolivar; her brother, David Rex, and her half-brother, Wayne



(Carol) Rex, of Strasburg, Ohio; her sisters-in-law, Emma "Skeeter" Rex of Newton Falls, Ohio, Arlene (Bill) White of Dover, Ohio, Wilma Rex of California, and Donna Kyser of Navarre; her stepbrother, Albert (Pat) Kyser; her stepsisters, Sandra Cuenot and Jeanie Hummel of Massillon; and many nieces, nephews, and grand- and great-grandnieces/nephews.

Donations may be made in Loving Memory of Jo-Ann Lebold to the Valley Voices of Tuscarawas County and the Zoar United Church of Christ, P.O. Box 631, Zoar, Ohio 44697. "If there is a heavenly choir, we believe it won't be long before she is directing it."

Kathleen M. Mills (née Hayes), age 72, has died. She was the mother of Tom Mills, funeral director, A. Ripepi and Sons Funeral Home, Middleburg Heights.

Beloved wife of Joseph for 49 years; devoted mother of Anne (Dr. William) Waters, Patricia (John) Salvo, Mary (Mark) Horner, Richard (Lisa), James (Dawn), Paul (Angela),

John (Anne), Timothy (Trisha) and Thomas (Brooke); cherished grandmother of 19; great-grandmother of one; caring sister of Michael (Linda) and Nancy Mura; dear daughter of the late Michael and Eleanor; and loving aunt and friend of many.

Donations may be made in her name to Malachi House, 2810 Clinton Ave., Cleveland, OH 44113.

J.P. Roberts, 81, of Wooster, went to be with his Lord Monday, March 21, 2011, from Brookdale Place in Wooster with his family by his side.

J.P. was born April 28, 1929, in Sneedville, Tennessee, to Philip Henry and Cornelia (Mabe) Roberts. He was a graduate of East Tennessee State University and served in the U.S. Army during the Korean War. He married Shelby Rhodes on December 23, 1955. She survives.

J.P. was the founder of Sherwood Memorial Gardens, Wooster, in 1961; Eastlawn

Memory Gardens, Brunswick; and Hillcrest Memorial Gardens, Wadsworth; and started the first cemetery/funeral home combination in Ohio in 1986: Roberts Funeral Home in Wooster. He was very active in the cemetery industry in Ohio and nationally, serving as president of the Ohio Association of Cemeteries and on the board of the American Cemetery Association. He was proud to work with his four sons in his family business until his retirement in 1997.

J.P. was an active member of Grace Brethren Church and was past president of the Madisonburg Lions Club. He enjoyed golfing, fishing, tennis, playing games, working puzzles and spending time with his family.

He will be deeply missed by his wife of 55 years, Shelby; his sons and daughters-in-law, Greg and Mindy, Jeff and Michelle, Kirk and Kim, and Alex and Pam Roberts, all of Wooster; his grandchildren, Ashley, Lindsey, Jarad, Samantha, Jessica, Michael, Jenna, Wesley and Justin Roberts and Jaimie (Brad) Millice; his great-grandson, Cohen Millice; his sisters, M. Faye Trent of Mooresburg, Tennessee, and Valmarie "Velma" (Edwin) McDavid of Gate City, Virginia; and many nieces and nephews.

J.P. was preceded in death by his brothers, R.J., William, Eugene, Chester, Albin, Leon and Harold Roberts; and his sisters, Quinnie Rhea, Delsie L. Stapleton, Myrtle Greene and Veda Greene.

Memorial contributions may be made to Grace Brethren Church, 4599 Burbank Rd., Wooster, Ohio 44691; Hospice & Palliative Care of Greater Wayne County, 2525 Back Orrville Rd., Wooster, Ohio 44691; or the Alzheimer's Association, 408 9th St. SW, Canton, Ohio 44707.

William H. Roberts Jr., 83, of New Lexington, Ohio, died Friday, May 6, 2011, at The Ohio State University Medical Center, Columbus, Ohio. He was born August 26, 1927, in East Fultonham, Ohio, to the late William Henry and Edith Waneta Carter Roberts.

Bill was a 1945 graduate of Lash High School, Zanesville, Ohio, and a 1950 gradu-



ate of the Pittsburgh Institute of Mortuary Science. He received his funeral director's license on August 8, 1950, and his embalmer's license on May 14, 1952, from the state of Ohio. He was the owner and operator of the Roberts Funeral Home, 304 Mill Street, New Lexington, Ohio, for more than 54 years. He was also a member of the First United Methodist Church of New Lexington.

He was elected to Peoples National Bank's Board of Directors on July 13, 1981, and had served continuously for 30 years; Mr. Roberts was currently serving as chairman of the Executive Committee, after having served on the bank's audit, loan and investment committees in prior years.

He was a life member of B.P.O.E. #509 of New Lexington; New Lexington Lions Club; a member of the Ohio Funeral Directors Association; OFDA District #13; a member of the Ohio Embalmers Association; a member of the National Funeral Directors Association; and a member of the Perry County Farm Bureau. He belonged to New Lexington Masonic Lodge #250 for 60 years, New Lexington Chapter #149 for 50 years, New Lexington Council #75 for 50 years, New Lexington Commandery #57 and New Lexington Eastern Star #167. He was a U.S. Army veteran, a life member of John Tague Post #188, American Legion of New Lexington.

He is survived by his wife, Polly Shaw Roberts of New Lexington; his son, William H. Roberts, MD, and his wife, Barbara McGonagle of Danville, Illinois; his granddaughter, Elizabeth Roberts of London, England; his sister-in-law, Virginia Duvall Roberts; his nieces, Renee (Robert) Deitrick, Rise (Ray) Fulmer, Cheryl VanSchaik and Becky Roberts; and many other family members and friends.

In addition to his parents, he was preceded in death by two brothers, Marion L. Roberts and Hubert R. Roberts; and a sister-in-law, Wilma Wilkins Roberts.

Memorial contributions may be made to a charity of one's choice. View the obituary and online register book at www.robertsfuneralhomenewlex.com.

Genevieve McClure Schafer, 88, a life-long resident of Marietta, passed away on Saturday, March 19, 2011, at Harmar Place after a long struggle with Alzheimer's disease. She was born on June 10, 1922, in Marietta, the daughter of Walter W. and Rosa Strehle McClure. She was a graduate of Marietta High School and, along with her husband, Jim, owned and operated McClure-Schafer Funeral Home. After Jim's passing, Genevieve continued at the funeral home until her health prevented her involvement.

Genevieve was a longtime active member of Christ United Methodist Church, where she taught Sunday School, organized the Junior Church Program and served on many committees. She was a gifted musician and played the piano and organ for many local churches as well as the funeral home. She was very interested and active in the Washington County Humane Society (now the Humane Society of the Ohio Valley) for more than 25 years, and along with her husband, Jim, was instrumental in building the current facility. For many years, she provided funds for the treatment of sick animals for owners who did not have the means. She had traveled to China and the Holy Lands and enjoyed presenting programs on her adventures. She had served on the Corporate Board for the Betsey Mills Club for many years, was a member of the Lady Civitan Club, the Friends of the Library, the YMCA Y-Men's Club and many other organizations in the community that she loved.

On June 10, 1944, she married James A. Schafer, who preceded her in death on August 19, 1999. She is survived by her sister, Frances Smith; her niece, Connie Monat; her nephew, Kevin Smith; three great-nephews; and her friends at the funeral home. She was preceded in death by her sisters, Naomi and Jean McClure; and her parents. Donations in her memory are requested to the Humane Society of the Ohio Valley, P.O. Box 5, Marietta.

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Embalmer/Funeral Director

Southeast Ohio funeral home needs apprentice/licensed person: work 3 funeral director revolving schedule, days off and weekends; apartment furnished; hospitalization, two weeks vacation and employer IRA match. Salary level according to experience. Send résumé to wvr1axh@comcast.net.

Ohio-Licensed Funeral Director/Embalmer

Southwest Ohio funeral home currently seeking an Ohio-licensed funeral director/embalmer. This position will be a full-time temporary position, with the possibility to become permanent for the right candidate. Interested candidates should e-mail their résumés to andrew.kucner@sci-us.com.

Central Ohio Funeral Home Opportunity

Fifty percent interest in new funeral chapel. Looking for active partner to promote funeral chapel. Newly licensed funeral home with no established call volume is looking for an active partner to promote business. This opportunity would be like a second job or part-time work. Cost to buy into partnership is \$30,000 firm. All profits and income from funeral chapel will be split 50/50 with new partner. Population would support between 30 and 35 calls per year. Serious inquiries only. Would consider selling 100 percent as well. If interested, please e-mail mortuary3@yahoo.com with contact information.

Licensed Funeral Director and Embalmer

The job description covers four key areas of your position: core competencies, job responsibilities, job requirements and physical requirements.

1) Core competencies: The licensed funeral director and embalmer should excel in three primary areas of competence:

A) Customer focus: Funeral directors should have a high level of customer focus. Outstanding service is a passion, and he or she should inspire and challenge others to the same passion. Treat 100 percent customer satisfaction as a personal goal and accept no excuses for not achieving that goal.

B) Teamwork and communication: Funeral directors should have a strong personal ethic about how to treat others, especially fellow employees. Genuinely respect fellow employees and deal with others directly and forthrightly without manipulation or duplicity.

C) Operational ability: Ensure responsibilities are carried out with such attention to detail that everything is right in every way, every time; and be effective at achieving high quality and high results at reasonable cost.

2) Job responsibilities: Make funeral arrangements with families and display active listening skills to help plan personalized funerals for each family; must carry out all details surrounding the planned funeral, including overseeing each funeral; perform the typical duties associated with being an embalmer, including taking night calls on a rotating schedule; be knowledgeable of all programs/services offered by the funeral home; use appropriate communication skills with community members, leaders, clergy, families, etc.; ensure that all required paperwork is completed timely and accurately; perform other duties as assigned by supervisor/manager.

3) Job requirements: Must possess a minimum of associate degree and possess all appropriate West Virginia and/or Ohio state licensures; two to five years experience in funeral service is preferred; strong verbal communication skills; ability to speak effectively with customers and employees of the company; must be skilled/proficient in written and oral communications, typing and personal computer; ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals; ability to apply common sense understanding to carry out detailed, involved instructions; deal with problems having several concrete variables in or from standardized situations; and ability to work a flexible schedule as required for working with families.

4) Physical requirements: Ability to stand for prolonged periods; ability to operate a computer keyboard by whatever means; ability to communicate by means of the spoken word both face to face and over the telephone; ability to exert up enough force frequently or constantly in order to move bodies, objects, and other items associated with working with deceased bodies and in an office environment; and ability to perceive depth and field of vision.

Job classification: Hourly nonexempt — nonexempt employees are eligible to receive overtime pay at a rate of one and one-half times their regular pay for time worked in excess of 40 hours per workweek. Pay range: \$35,000-\$45,000; full-time position; health, life and disability insurance. Paid vacation and sick days; 401k retirement plan; cafeteria plan.

- This job description in no way states or implies that these are the only tasks to be performed by the employee occupying this position. The employee will be required to follow any other instructions and to perform any other job-related duties requested by his or her supervisor.
- Requirements listed may be subject to change at any time and are representative minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities and aptitude to perform each task proficiently.
- Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.
- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.
- This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Jonathan Leavitt – phone: 304-422-6459, fax: 304-422-4313, e-mail: jon@leavittfuneralhome.com.

Ohio-Licensed Funeral Director and/or Embalmer

Greater Cleveland family-owned funeral home needs service-oriented licensed funeral director and/or embalmer to work revolving schedule; days off and weekends; spacious apartment available; hospitalization; vacation and employer IRA match. Salary level according to experience. Send résumé to 2funeralhomes@gmail.com.

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Classified ads are provided as a complimentary service to our members. To place your classified ad, simply type or handwrite your ad on your letterhead and send it to Diana O'Neal, OFDA, P.O. Box 21760, Columbus, OH 43221-0760, or fax it to 614-486-5358.

No investigation of the employees, the individuals seeking employment or the items listed for sale has been made by the OFDA. The printing of the ads should not be deemed to constitute a recommendation or endorsement of any type by OFDA.



Kudos

Congratulations to Busch Funeral and Crematory Services, Parma,

which has been named by the West Side Ecumenical Ministry (WSEM) as its 2011 Lamplighter Humanitarian Award honoree. The award is bestowed upon community leaders who have demonstrated a commitment to the area through their corporate and philanthropic efforts and to WSEM's mission of helping those in need. The funeral home received the recognition at the Cleveland Yachting Club dinner held on May 18.

Congratulations to Dawn Scott Little, Ralph F. Scott Funeral Home, West Portsmouth,

who has been honored by Lifeline of Ohio with the Lifeline of Ohio Funeral Service Partner of the Year Award, as a funeral director and embalmer and member of the funeral services community who has demonstrated professional excellence in support of donation. Dawn was honored with several individuals and institutions for their roles in saving lives through organ and tissue donation, on March 5, at the ninth annual ceremony, "An Evening with the Stars," in Columbus.

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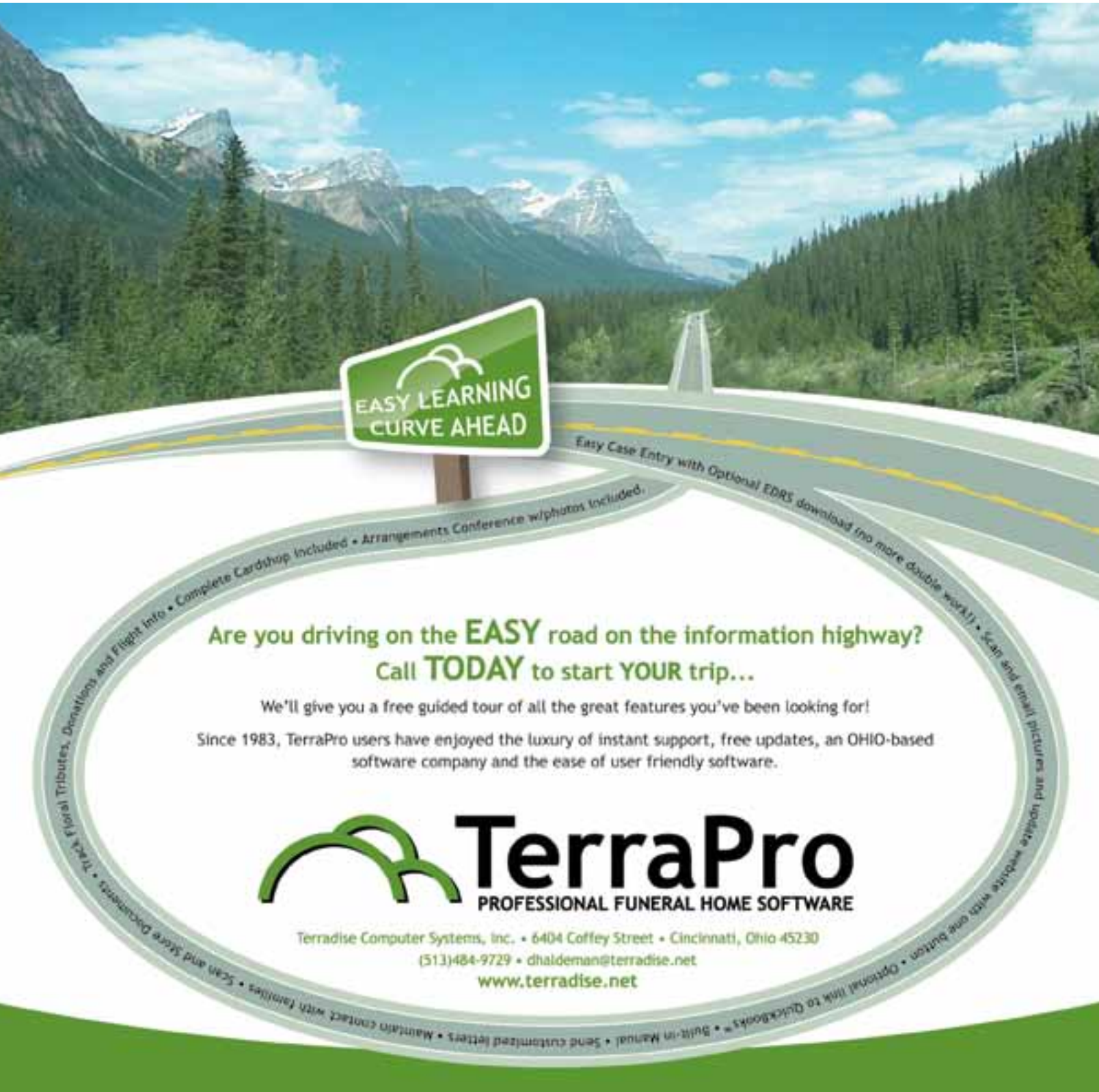
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