

February 2018

# Texas Director

Volume 67, Issue 2

The Official Publication of the Texas Funeral Directors Association

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## INNOVATION for Your Firm

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Best of the Best Awards

Plus

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an Apprenticeship

Making the Case for  
Pet Funerals

Crematory Shortage in  
Japan Leads to Creation  
of "Corpse Hotels"

Remembering  
Mildred Nimmo Lucas



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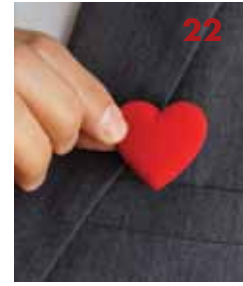
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# A Busy March Toward the Summer Months

Lee Castro

While the month of February is only a few days shorter than the rest of its fellow months, it seems to fly by in the blink of an eye. It becomes a way station between recovery from the holidays and the busy month of March. So catch up on your to-do list this month, stay healthy and gird yourself for the busy month ahead.

The popular journalist Hunter S. Thompson had this to say about the month of March: *March is a month without mercy for rabid basketball fans. There is no such thing as a "gentleman gambler" when the Big Dance rolls around. All sheep will be fleeced, all fools will be punished severely... There are no Rules when the deal goes down in the final weeks of March. Even your good friends will turn into monsters.*

He was writing about "March Madness," of course, but he didn't have a clue about the busy calendar on TFDA's website for March!

If you check it out, you'll find the North Texas region is hosting its spring meeting in Dallas on March 13, the quarterly Funeral Service Commission meeting is scheduled for March 20. The South-Central region meets March 22 in Austin, followed by a day of track training on March 23, and the East Texas region meets March 29.

I think there's something we all

learned in school ...like, "March comes in like a lion and out like a lamb." "Yep, as far as TFDA goes, that about sums up it up...and

that's before adding in March Madness, The Oscars on March 4 and Texas Primary Voting on March 6.



In my holiday calendar, given to me as a Christmas gift, March 1 is National Pig Day (although I can't figure out whether we're supposed to eat bacon on this holiday or not.) National Panic Day is on March 9 – for folks no longer able to hold it together; National Potato Chip Day (now surely

this means we can eat chips) on March 14; and if you know any, National Old Buzzards Day will be celebrated March 15.

Please don't forget National Common Courtesy Day on March 21, National Something on a Stick Day – March 28 (I'm thinking lollipops, corny dogs and cotton candy) and National Take a Walk in the Park (or cemetery) Day on March 30.

But seriously, as we end the first quarter of 2018, we should be moving forward on getting together our area lawmakers and fattening the TFDA PAC in preparation for the upcoming 2019 Legislative Session (can you spell S-U-N-S-E-T Commission?) It's an important session because it could easily mark the end of the Texas Funeral Service Commission and open the doors for new handling of our licensing and how our firms will be regulated.

If you know some non-members in your community, invite them to join us. Think you're a little rusty in your recruiting skills? Check in with Sabrina Young at Harper-Talesek in Temple. She's been doing a great job of signing up new TFDAers, including one new member from Toronto!

One more thing, we are better together and the more Texas funeral directors work together, the more successful we'll be. If every TFDA member takes a few minutes to invite a non-member to join TFDA once a week, we'll stand together next year when the legislature meets. It's something to consider.

And remember...

ADVOCATE, EDUCATE!

Tiffany Aguilar with Legacy Funeral Group in Seguin, Texas, was one of 50 funeral professionals randomly selected to attend NFDA's Meet the Mentors program, March 11-13 at the Emory Conference Center Hotel in Atlanta, Ga.

During Meet the Mentors, 50 funeral professionals who are either age 40 or under or new to the profession (first licensed within the last five years) will have an opportunity to meet, learn from and talk with innovative and successful funeral professionals. It's also an opportunity to network and form relationships with other new professionals.



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# VA Publishes New Benefit Forms

The Department of Veterans Affairs (VA), National Cemetery Administration (NCA) recently published revised forms: VA Form 40-1330, Claim for Standard Government Headstone or Marker, and VA Form 40-1330M, Claim for a Government Medallion for Placement in a Private Cemetery.

Both forms are now available on VA's website at [www.va.gov/forms](http://www.va.gov/forms).

All other versions of the VA Form 40-1330 are obsolete; when submitting forms for these benefits, please ensure you are

using the most current version dated December 2017.

## Why Did the NCA Change the Forms?

The revision of the forms are primarily a result of two recent changes in the law:

Headstones and Markers

Under 38 CFR 38.600(a)(1) only the following individuals may apply for a burial headstone or marker:

A decedent's family member;

A personal representative;

A representative of a Congressionally-chartered Veterans Service Organization;

An employee of a state or local government whose official responsibilities include serving Veterans;

Any individual who is responsible, under the laws of a state or locality, for the disposition of unclaimed remains or matters related to the decedent's interment or memorialization; or

Any individual, if the dates of service of the Veteran ended prior to April 6, 1917.

*Note: For a memorial headstones and markers that commemorate the memory of an eligible individual, the applicant must be a member of the decedent's family, 38 CFR 38.600(a)(2).*

## Medallions

Public Law 114-315 authorizes VA to furnish a Government medallion in lieu of a traditional Government headstone or marker to Veterans who served on or after April 6, 1917, and whose grave in a private cemetery is marked with a privately purchased headstone or marker.

## What Was Changed On The Forms?

On VA Form 40-1330, Claim for Standard Government Headstone or Marker, the NCA updated the selection box for each eligible claimant (as identified under 38 CFR 38.600(a)(1)).

On VA Form 40-1330M, Claim for a Government Medallion for Placement in a Private Cemetery, the NCA updated its General Information Sheet to reflect that Veterans who served on or after April 6, 1917, and whose grave in a private cemetery is marked with a privately purchased headstone or marker are eligible for a Government medallion. Previously, only Veterans who died on or after November 1, 1990 were eligible for the Government medallion.

Additionally, both forms now:

Ask for demographic information (which is optional) for statistical reporting purposes only,

Allow claimants to request one or more Presidential Memorial Certificates, and

Include a fax cover sheet with a checklist for convenience.

Should you have additional concerns regarding the headstone and marker, and medallion claim forms, please contact the NCA using its Inquiry Routing & Information System <https://iris.custhelp.com>, so they can track inquiries and respond promptly.

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# Innovation

## for YOUR FIRM:

### NFDA's Best of the Best Awards



The National Funeral Directors Association annually recognizes innovative programs and services that had a positive impact on the families they serve or their community. These Best of the Best awards represent how other funeral directors around the world are engaging and supporting their home communities.

Five firms were named finalists, with three of them given the award. All five of their stories follow. Additionally, all of the submissions are archived at [www.nfda.org/innovativeideas](http://www.nfda.org/innovativeideas), providing an endless number of good ideas.

While some of the ideas are unique to a community's location or situation, most of these

programs can be emulated and modified to fit your own firm's unique needs.

Take this opportunity to find what has worked for others. Maybe it can work for you too!

**AWARD WINNER**  
**Arlington Memorial Chapels**  
 Quezon City, Metro Manila, Philippines

2016 was marked by many terrible events around the globe: terrorist attacks in Europe, the Zika epidemic in Brazil, civil unrest in Venezuela, weather disasters, extrajudicial kill-

ings in the Philippines and much more. The employees of Arlington Memorial Chapels felt that they and their community could serve as a counterpoint to all of the negativity in the world by performing small acts of kindness. As the firm noted in its entry, "Whatever we do to any person around us affects that person... in turn, that act of kindness can also affect the other person, causing a ripple effect of kindness. In doing so, we create a more positive world." Thus was the genesis of the Tree of a Kind project.

During the holidays, many funeral homes set up Christmas trees on which they hang ornaments inscribed with the names of individuals for whom they cared over the past

year. Arlington Memorial Chapels turned that idea on its head. They erected a tree in the lobby of their funeral homes with ornaments – one side looked like a wrapped Christmas present; the other was blank.

The community and employees of the firm were invited to conduct a random act of kindness and then write down what they did on the back of an ornament. The project kicked off and the tree lit on the anniversary of the death of Arlington Memorial Chapel founder Nestor Jose Lopez. Initially, the funeral home had 100 ornaments, but by the second week in December, they had to add more because so many people came in to share their act of kindness.

Arlington Memorial Chapels staff also noted that members of the community visited the tree just to read the acts of kindness that had been shared by their neighbors.

"We will never know or have a head count of the people we have touched through this project," Arlington Memorial Chapels noted in its entry. "We believe that by doing this, we have created one small ripple effect in this part of that world that can create a tidal wave [of kindness]... We hope others can replicate this project as well so that the ripple effect continues."

**AWARD WINNER**  
**Old Bridge Funeral Home**  
 Old Bridge, NJ

Too often, the news is filled with negative stories. During a meeting of the Old Bridge Business Alliance, a group of local business leaders who are charged with helping the township's Office of Economic Development create growth and energy in the community, funeral home staff proposed the development of a news publication that would highlight positive news in the community. The idea received support from everyone, including the mayor, the town's business administrator, the Town Council, business leaders and Old Bridge's economic development officer. Thus, *All Around Old Bridge* was born.

Old Bridge Funeral Home wanted *All Around Old Bridge* to be a free publication, created at no expense to taxpayers; the cost of publication and distribution is supported by advertising revenue from local businesses. Each month, the newspaper features a letter



Above Left: Arlington Memorial Chapels' Tree of Kind Project garnered lots of community interest.



Above Right: An issue of All Around OldBridge.

from the mayor; information on the work of the Town Council; news from schools and the senior center; reports from municipal authorities; community event announcements; business news; and perhaps most popular, free obituaries. The funeral home has even engaged local high school students to write articles for All Around Old Bridge.

"In less than 10 months, the paper has grown from 16 pages to 28 pages and is mailed to over 27,000 addresses in the township," Old Bridge Funeral Home stated in its entry. "Reports from local business vendors include increased foot traffic in their stores and increased sales and revenue; local institutions have increased attendance in their services and programs. To know that [All Around Old Bridge] has made that type of impact leaves all involved speechless."

**AWARD WINNER**  
**Spicer-Mullikin Funeral Homes**  
**and Crematory**  
 New Castle, DE

Spicer-Mullikin is always looking for useful ways to contribute to local communities and be an active, visible part of the neighbor-



hoods in which employees live and work. Staff identified an opportunity to reach out to high school students and, with assistance from a few teachers, created a curriculum called The Science Behind Funerals.

The Science Behind Funerals is a 45-minute PowerPoint presentation that focuses on the science, technology, engineering and math (STEM, in the parlance of educators) involved in the funeral service profession. They included information about the profession itself, the history of embalming, the social sciences funeral directors use every day, the math (budgets!), the engineering involved in digging graves and much more.

The goal of the presentation was twofold: first, to introduce high school students, who

ordinarily may have had little to no interaction with a funeral home, to the profession from a STEM and business perspective. By engaging with this audience, Spicer-Mullikin was able to dispel myths and encourage students to consider a career in funeral service.

John Meyer, a licensed funeral director with Spicer-Mullikin, and teacher Cristin Brown, answer questions from students related to their presentation on the Science Behind Funerals.

The second goal was to encourage students to think about what is on their "bucket list," both personally and professionally. At the end of the presentation, students received a bucket

list notebook, which Spicer-Mullikin hopes will serve as a catalyst for a discussion with loved ones about life goals, the things they learned, how students might like to commemorate the lives of loved ones and how they themselves might like to be remembered.

“Spicer-Mullikin has seen several benefits from the STEM presentations to date,” the funeral home stated in its entry. “Not only did we reach outside of our comfort zone of discussing what we do with a generation we normally don’t interact with on a professional basis, but we learned what teenage students are thinking about when it comes to death and dying. We also realized that their curiosity about what we do as funeral directors was quite high and that we may have encouraged the younger generation to embrace what a funeral service really means.”



A sample of the vegetable bounty offered to guests from The James Garden.

potted vegetables and herbs, such as tomatoes, peppers, zucchini, basil and spearmint. A sign placed among these plants reads, “Please feel free to take something home.”

“This garden takes me back to my childhood. I always remember going to my grandmother’s house and running to the garden to see the progress,” Chambers & James noted in its essay. “This garden is not supplying a restaurant, but it is providing a warm conversation place, in addition to providing value to guests and families. We are so amazed by the children and adults who talk about our garden and ask how it’s doing.”

Families and guests visiting the firm are invited to take vegetables and herbs home with them. While a tomato or leaf of basil may be used quickly in a meal, it often becomes much more – a point of conversation around the dinner table or over neighborhood fences. Funeral home staff enjoy taking children into The James Garden to show them the plants and teach them about gardening, making a

**FINALIST**  
**Chambers & James Funeral,**  
**Pet & Cremation Services**  
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Chambers & James had a blank patch of

concrete near the funeral home that needed a splash of color, but adding more flowers to the landscape wasn’t the answer. Thus was born The James Garden, a symphony of

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 Traverse City, MI

Reynolds-Jonkhoff has an annual tradition of honoring local veterans and has done so with events ranging from luncheons to USO dinner dances. Last year, inspired by the Honor Flights that take veterans to Washington, D.C., funeral home staff organized Hometown Heroes, a tour of Traverse City’s war memorials and monuments. The funeral home coordinated more than 20 organizations in executing this event.

The day started at the U.S. Coast Guard Station, where 122 veterans and guests were presented with a special pin and boarded one of four buses, which were given a police motorcycle escort throughout the tour. The tour stopped at nine different memorials and monuments throughout the city, including a rest stop at a local VFW post, where



veterans delighted in seeing combat vehicles such as a tank, ambulance and jeep. The grand finale was a stop at Veterans Memorial Park, where veterans were joined by friends, family and members of the community. They were honored with the pledge of allegiance, a presentation of colors by the VFW and American Legion, an address by Commander Greg Matyas of the U.S. Coast Guard and a performance by the Shoreliners Quartet. The tour concluded with a luncheon at the U.S. Coast Guard Canteen, during which each veteran was presented with a special challenge coin.

“With sirens wailing, the motorcade drew lots of attention and cheers of appreciation for our hometown heroes,” the entry noted. “[The veterans] so enjoyed being together as a group with all branches of the military present... After months of planning, this unique veterans appreciation event was both educational and inspiring for both participants and staff and volunteers.”

Honored guests at Reynolds Jonkhoff Funeral Home’s Hometown Heroes event.

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# Sit DOWN, Shut UP, and PAY ATTENTION!

## How to get the most from an apprenticeship

By Dylan Stopher



**D**id the title catch your eye? Good! I hoped that would happen, because I need you to read what follows carefully. And make no mistake, this will not be a one-sided piece, so whether you're currently an apprentice or far removed from those days, this article is for you, because we're going to dig into how to get the most out of any given apprenticeship.

If you recall, I published a previous piece specifically aimed at firms to discuss five keys to training an apprentice successfully. Proper training is important, and you'll never hear my position reverse on that. Let me begin by assuming your firm is delivering a competent level of

training that meets the individual needs of current and future apprentices because all of you owners/leaders out there are certainly making sure your training program is top-notch. Aren't you?

### Message to Apprentices

Let's start with the apprentices. How do you get the most out of your time as an apprentice in the funeral service profession? How do you maximize every facet of your learning and understanding? Well, it's pretty simple: you need to sit down, shut up, and pay attention. (I know that sounded harsh, but trust me there's a reason and a flip side, so don't disappear.)

Apprentices, I use these shocking and loud terms for a few reasons... and trust me, all of

us currently licensed and seasoned (or old) directors were guilty of the same things when we were in your positions. You went to mortuary school, and you graduated. Great! You took your boards and passed. Great! You're learning every day in an apprenticeship scenario under one or more talented professionals. Great! You have the cutting-edge discussions from insightful authors and teachers about the current landscape of the profession. Great! Really, all that is awesome.

But what you lack is vastly more important. You lack time. Even those of you who have been playing hide and seek in casket rooms since you were shorter than the acrylic stands the caskets rest on haven't been face-to-face with families with your license on the line in

a once-in-a-lifetime pressure-cooker moment where you will only be awesome or awful. You lack time.

All the book knowledge in the world cannot take the place of practical experience, mistakes and the lessons derived from them...and most of all, real interaction with families.

Time and training offered during your apprenticeship allow you to hone your raw talent, refining it into a sharp instrument with which to serve, separating the problems from the solutions. It also allows you to educate families, deliver answers, and show consistency of character. But (other than the character, which should be who you already are) gaining the skill to do all of that takes time.

Listen when your mentoring directors speak. Watch when they win, and when they lose. Pay attention to the details of how they approach things. Don't overlook the fact there are thousands of cases behind the hands of your apprenticeship supervisor, and his/her wisdom in the practical realm is literally priceless.

I guarantee you, any fully licensed and seasoned (or old) director and/or embalmer who sees you employ this little tactic of just paying attention will give you all the knowledge in the world, and take as much time as is necessary to assure you're ready for anything you'll face in the future.

### Message to Industry Leaders

Let's turn to the licensed and seasoned (or old) directors and embalmers, the leaders, managers, and owners of our professional world. For you to get the most out of your apprentices, you need to just do a few simple things. You ready? Sit down, shut up, and pay attention!

I know, you probably thought I'd have different words for you, especially because I qualify as a licensed and seasoned (or old) director/embalmer. But I don't. I actually shout with emphasis on this point, and here's why.

You've been trained well. Great! You've had years of practice and progress. Great! You're running a well-established business, and you're successful in it. Great! But you need... need... NEED to make certain you remember you were once an apprentice, and you need to lead the way you should have been led. Improve the system, don't regurgitate it.

And for anyone reading this who says, "Well, it's always been this way, and there's no reason to change it," I can promise you, there is a budding young director who will end up an owner, and their ability to flex and adjust

will take over your business. Guaranteed.

So when your apprentice has things to share about new processes or technology or products, listen. When they discuss new research that is far more recent than what you and I learned in school or as apprentices, listen. When they (very respectfully, I hope) bring up potential adjustments and changes to the way you've always done things, hear them out.

Only a fool keeps doing things the same way "because it's always been this way" in a profession that is constantly in a state of flux, and your best insight into the current topics of importance and discussion is already right in front of you. He/she just graduated, and has a wealth of ideas.

### Working Together

To sum it all up, the best word I can come up with is "collaborate." The apprentice needs to take their full list of ideas, and share them all at the appropriate time. The apprentice needs to pay attention and learn from the experience of their leaders. And the leaders need to listen to the ideas, and help discern which are improvements and necessary to your firm's success. The leader needs to share wisdom, and enhance the apprentice in ways school, the

classroom and a barrage of tests cannot.

In short, if the firm and the apprentice want to maximize every aspect of the apprenticeship (because -- don't kid yourself, it's important both parties are all in to make it work), then both parties need to collaborate through

the turn by turn process of sitting down, shutting up, and paying attention.

I can promise -- this simple practice of sit down-shut up-and listen -- can make every apprenticeship the best experience and greatest education for both of you... every single time!



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# The *Six* Tasks of MOURNING



This year's keynote speaker at TFDA's convention in Galveston, Dr. Alan Wolfelt is a respected grief counselor, educator, and author. He founded the Center for Loss more than 25 years ago to offer education and support both to griever and bereavement caregivers. He is known around the world for his compassionate messages of hope and healing, as well as his companioning philosophy of grief care. Dr. Wolfelt has written many bestselling books and other resources on grief for both caregivers and grieving people.

Dr. Wolfelt is being brought to Galveston through the generosity of Legacy Funeral Group, LLC. TFDA would like to thank Michael Soper, president of Legacy Funeral Group for mak-

ing Dr. Wolfelt's keynote message in June possible. The following represents Dr. Wolfelt's Six Tasks of Mourning:

## 1) Need to acknowledge the reality of the death.

Truth is essential in understanding and coming to terms with death. People can cope with what they know about. Funeral services, sitting with the body, seeing the damaged car, being close to articles of clothing of the deceased, telling your story, or finding out infor-

mation all help to acknowledge the reality of what has happened.

## 2) Need to approach the pain of loss while being supported.

All mourners will approach their pain at their own speed and in their own way. There is no right or wrong way to grieve, but each person needs permission and support to experience their feelings and thoughts. If a mourner does not receive safe and non-judgmental support, they may avoid experiencing their feel-

ings, which can lead to difficulties in the future.

## 3) Need to remember the person who died.

Mourners may need encouragement to recall and store memories. Pictures, objects and clothing may help. They may want to include the deceased on special occasions with a ceremony or other reminders, like a picture at the table. Many people will say the best thing to do is "forget about it". It may be more helpful to develop a new relationship with the person who died, based on integrating memories and present experience.

## 4) Develop a new self-identity.

Who am I now? Social and functional roles within a family may change. A griever may be mourning not just the death but an old part of themselves or a way of life that is now gone.

## 5) Find meaning in what has happened.

A mourner's understanding of the meaning of life may be shaken by a death, especially a sudden or violent death. They may experience the world as no longer safe, or may question the meaning of their own life, the life of the person who died and their spiritual beliefs. They may need the support of a trusted adult or community of faith in which to explore these issues. It is important that the mourner be supported to find their own answers to these questions.

## 6) Experience continued support in future years.

It is a common myth that following loss we come to "closure" and grief ends. Our society supports an: "It's over and done with. Put it behind you." approach to grief. Different responses to loss can emerge through the stages of our lives. Continued understanding and support is important when mourners experience or re-experience grief.



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# Why *Funeral Directors* are PARTNERING with *Marketplace Chaplains*

By Alice Adams



**G**il Stricklin, a former military chaplain, had asked himself a question dozens of times: Was the service that military chaplains provide needed in businesses, large and small? He thought it was. To test his idea, he founded Marketplace Chaplains (MC) in Dallas. That was in 1984, and the rest, as they say, is history.

“As the pace of business continued to become faster, Gil found many employees who had no confidential resource to talk with...basically, they were disconnected,” Jason Brown, chief marketing officer and spokesman for the now-nationwide, 501(c)3, non-profit organization, explained.

One could say Gil Stricklin was ahead of his time because today, more than three decades

later, more people need someone to talk with, indicated by the fact that loneliness among Americans has become a national health issue.

Brown said that early on, Gil’s concept was a difficult sale. “Business leaders had Sunday and family. Then on Mondays, they would have to be different people. Add to that the fact that fewer people attend church or synagogue regularly, so religion and spirituality was rarely part of the picture. But Gil’s experience made him know a chaplain is much more than religion,” the spokesman pointed out.

The early adopters of Marketplace Chaplains were employers who wanted to show employees they were truly valued. “Those CEOs saw a need for employees to have ac-

cess to people who could bring care and compassion, to walk with them through difficult times,” Brown pointed out.

Marketplace Chaplains now serve all types of organizations, from senior communities and nursing homes to mining companies, automobile dealers, high tech firms, medical facilities, funeral homes – anywhere there are people.

Michael Soper, founder and president of Legacy Funeral Group, heard about Marketplace Chaplains from a friend who runs a large Houston oil company and knew of Soper’s culture of caring.

“I eventually met with Ron Burton, the Houston area coordinator for the Marketplace Chaplains, and less than two days later

(June 12, 2016) 49 people were killed in the Orlando nightclub massacre,” Soper remembered. “Since several Legacy firms served a few of the victims families, I requested chaplains to be there to debrief our employees and to help anyone needing counseling.”

Exactly two months later, around August 12, 2016, record rainfall (2-3 inches/hr.) fell on Baton Rouge, flooding the homes of several Legacy Funeral Group employees. Once again, Soper called on Marketplace Chaplains to counsel and serve as a spiritual and emotional resource for those employees who experienced the flooding and/or loss of their homes.

Unlike previous generations, neighbors barely know each other. and beyond that, we don’t talk – we text or email – there is little face-to-face, limiting the depth of personal relationships. Brown described the typical electronic circle of friends as “a mile wide and an inch deep.”

“We at Marketplace Chaplains can serve any industry. It’s not being there to do the services our client companies do, but to provide employee care, to prevent burn-out. Care for these caregivers,” he said.

Currently, chaplains visit workplaces once a week, just checking in and providing support in order to build relationships of confidence and trust with the workforce in that location. Brown said 1,500 chaplains serve more than 3,800 worksites each week.

As a typical scenario, let’s say Chaplain Mike visits on Tuesday morning and Chaplain Joan, Thursday afternoons. The employees get to choose if they want to discuss a current problem or concern, how long the conversation will be and where the discussion takes place.

“The employee may not have time to talk when the chaplain visits, but they can set a time to talk by phone – morning or evening – and it can be at the workplace, a Starbucks, a park or wherever the employee is comfortable,” Brown said, “and the employee knows the conversation will be confidential, they won’t get preached at and they won’t be judged.

“We call it a ministry of presence. When we come in, the posters come down and the cushion stops.” As one employee said, “When the chaplain comes, I can reset my compass.”

“Some tell us when they discuss an issue or problem, the chaplain helps them reorient. Someone outside and unbiased can help them see things in a different light,” contin-

ued the spokesman.

He also pointed out, "Chaplains are neutral in company operations, and any sharing is voluntary and confidential for everyone, whether they want to share, celebrate or need us to send a chaplain to visit a family member in another state."

Soper said he enlisted the help of Marketplace Chaplains because he wanted to take care of people. "We become an extension of that heart of caring," Brown said, "and our chaplains extend, enhance and broaden the level of the owner's concern for his or her employees to every location, adding the chaplains help employees at other times because they are present for more than crises."

The chaplains working for the non-profit are identified through local churches, funeral homes who know individuals with the necessary skill sets, the military, hospitals and hospice organizations. "We want them to have real world experience," the spokesman said, "and we look for people who are called to this type of ministry and service, often having had a role in a chaplaincy previously."

Currently seeking individuals to fill more than 80 positions, due to the demand from businesses, Brown said candidates for these



positions must:

- Ascribe to our articles of faith, and
- Be of good standing in community

"Most of our chaplains have advanced degrees in theology or psychology, and they love and accept people where they are and unconditionally, just as Jesus did.

"If an employee asks to speak to an imam, monk, rabbi or priest, we will help them make that connection," Brown said. "Only recently, we

were in charge of a memorial service for the father of an individual who worked at a bank that is our client and who is of the Muslim faith."

Companies who want to offer Marketplace Chaplains' services to their employees pay a small fee per month, based on employee count. "Since we're also a 501(c)3 corporation, we also raise funds for hurricane relief and other disasters, such as the tragedy in Las Vegas," Brown explained.

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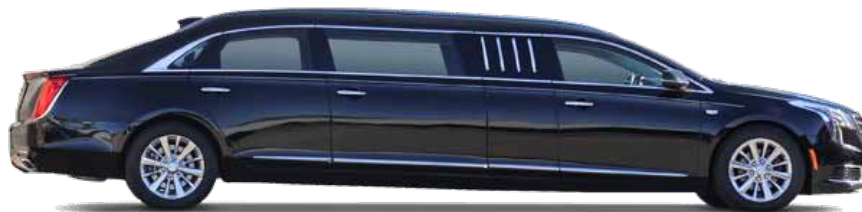
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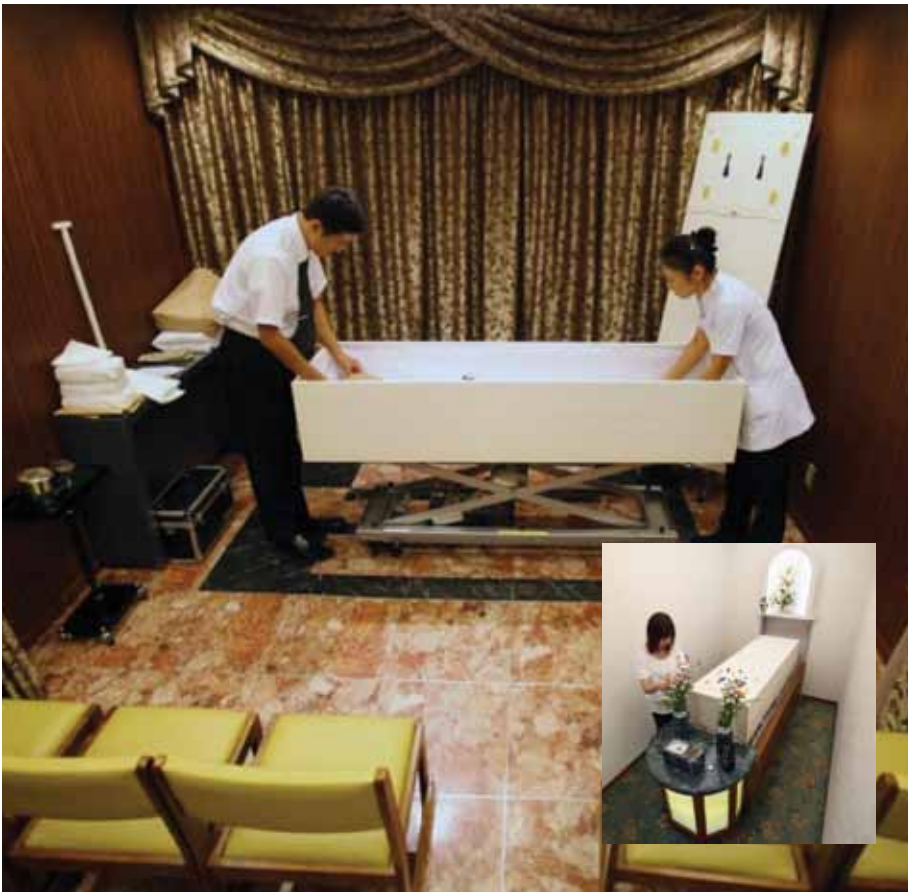


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# JAPAN: Clients Turn to “Corpse Hotels” When CREMATORIES Aren’t Available



**W**ith an aging population and a rising death rate, cremation overload is a real problem in Japan, the country boasting the world’s highest cremation rates at 99 percent. And with too few crematoria in high-population centers like Tokyo, things are only expected to get worse.

So, what to do with this inconvenient waiting time? Why not check into one of the growing number of Japan’s corpse motels.

These temporary stop-offs still involve cremation, but they put a twist on the age-old tradi-

tion. And, they serve another purpose: They’re providing storage for bodies that are forced to wait days, as long as a week, for a place in one of Japan’s busy crematoria.

Corpse hotels, it seems, also are places where families can gather to hold vigils and affordable funerals. And when they’re not spending time with their loved one’s body, families have a nearby place to rest.

The rooms are sparsely furnished but large

enough for the family to host friends stopping by for the wake. After a brief service, the coffin is opened so family members can decorate the shrouded body with fresh flowers.

Once final goodbyes are said, two attendants, dressed in business suits, finally load the coffin into a waiting black SUV and bow in a show of reverence and respect as the van slowly drives away to the crematory.

Families pay approximately \$80/night, of-

ten skipping a formal funeral service, settling for spending time with the deceased and greeting friends and neighbors at the “hotel.”

Yokohama’s corpse hotel – Lastel – offers rooms for the dead at a daily rate of 12,000 yen (about \$110). Bereaved families can temporarily keep the dead bodies while they wait their turn in the queue for one of the city’s overworked crematoriums. In this city, the average wait is more than four days, driving up demand for half-way morgues such as Lastel.

In 2016, 1.3 million people died in Japan, up 35 percent from 15 years earlier, and the annual toll is expected to climb until it peaks at 1.7 million in 2040, according to the Ministry of Labor, Health and Welfare.

About 37 percent of Japanese women who died last year were over 90, with few surviving friends to mourn them. And close to one-fifth of Japanese men never marry or father children, leaving behind few relatives to plan or attend funerals.

As Japan Times’ Mizuho Aoki noted, corpse hotels – known as itai hotoeru – were invented due to sparse morgues where bodies were kept in impersonal cold storage. Despite their friendlier faces, the hotels are often met with protest from residents who don’t want to live so close to the establishments.

Creepy or not, it’s an ingenious solution to a growing problem other high-cremation countries have approached differently. One example, reported in a 2013 issue of Smithsonian.com, is China, which subsidizes cremations in a bid to tackle dwindling cemetery space...and Hong Kong, which faces a similar cemetery crunch, soon will have a floating columbarium capable of hosting the cremated remains of up to 370,000 people at sea.

Meanwhile, cremation is becoming more popular in the United States. However, crematoria and the cemeteries, where remains are eventually buried, contribute to environmental problems with emissions and high water usage.

As long as people keep dying, the ones left behind will have to keep brainstorming better ways to deal with their remains—even if there’s a long waiting list.



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# Servant Leadership:

## *Is This New Model of Leadership for You?*



**K**en Blanchard, in his long career, has introduced several leadership concepts – like his best selling business book, *The One Minute Manager*® he co-authored with Dr. Spencer Johnson in 1982, and his company's flagship program in leadership, *Situational Leadership*® II.

But when Blanchard was asked, recently, what he wanted his legacy to be, his quick answer was, “Servant Leadership.”

Surprising? Not to the people who have been Blanchard's fans for literally decades...the people who've read his books, who know Blanchard...really know him.

As he explained, “Over the last decade, I've realized the reason these two concepts I've been teaching are well recognized is because they are examples of servant leadership in action—which I believe is the only way to

achieve great relationships...and great results.

“The world is in desperate need of a new leadership model,” Blanchard explained. “Too many leaders have been conditioned to think of leadership in terms of power and control.

But there is a better way to lead—one that is equal parts serving and leading.”

In his new book, *Servant Leadership in Action*, (pre-order through [amazon.com](http://amazon.com) for less than \$18), Blanchard invites more than 40 leaders from diverse backgrounds and industries to share their experiences with servant leadership. Here are a few of their stories.

**Southwest Airlines:** Colleen Barrett, president emeritus, Southwest Airlines, explains how servant leadership has been a key principle of success since the airline's founding.

“For more than 40 years, all the leaders at Southwest Airlines have tried to model servant leadership. Herb Kelleher, our founder, led the way clearly—although I don't think he knew what the expression ‘servant leadership’ meant until we told him.

“Herb and I have always said our purpose in life as senior leaders with Southwest was to support our people. At Southwest Airlines, our entire philosophy of leadership is still quite simple: treat your people right and good things will happen.

“We try in every way to let our employees know they are important and empowered to make a positive difference on a daily basis. Servant leadership isn't soft management—it's the right thing to do.”

That level of support is illustrated in many different ways. Barrett tells a story of servant leadership in action that happened at Southwest a few years ago when a grandfather had to make last-minute reservations to be with a dying grandchild.

“The man was away from home in an unfamiliar city when he learned his grandson was dying and had only a couple of hours to live. The grandfather was desperately trying to get to him.

“Without any managerial intervention, our reservation agent directed the grandfather to head to the airport while she started working to clear obstacles from her end,” Barrett said. “She called the ground ops station at the airport, got hold of a ticket agent, and explained what the situation was. The ticket agent bought the grandfather a ticket with her own money, then went to the TSA checkpoint and told them she would be escorting a passenger who needed to make a flight. She then contacted the gate and explained the situation. The gate attendant, in turn, notified the captain on the flight.

“When it was time to push back (the plane from the jetway), the pilot asked the ticket

agent how close the grandfather was to arriving at the airport and learned the man was still about 10 minutes away.

“The captain thought about it a moment, then walked to the front of the airplane and explained the situation to the passengers. “We’re going to wait for this gentleman. It’s the right thing to do,” he said.

“After listening to the captain’s explanation for the delay, the passengers broke into applause...and when the grandfather arrived 10 minutes later, he couldn’t believe the captain had held the plane for him. The captain’s response was this: Sir, this airplane wasn’t going anyplace without me—and I wasn’t going anyplace without you.”

**Synovus Financial:** James Blanchard (no relation to Ken Blanchard) is the former CEO of Synovus Financial—a company whose servant leadership culture goes all the way back to 1888 when the founders of Columbus Bank and Trust Company were in the cotton mill business.

One day when a woman was working on a loom in the mill, her skirt got caught on the machine. The hem ripped and her life savings came spilling out on the floor. The hem of her skirt was the safest place she knew to keep her money.

“That day, the founders decided they could do better for their employees, so they started a bank that would serve as a trusted place for their workers’ life savings. The Synovus culture of service began the moment that woman’s savings spilled onto the floor.

“Over the years our name changed and we grew,” Blanchard said, “but our servant leadership culture endured and became even stronger. A few criticized us, saying our approach was too soft and permissive. So we had to prove it was the exact opposite—that people who were loved, respected, and prepared would perform better.

“Servant leadership led to higher performance and there was nothing permissive about it. We loved our people and we expected high performance. When you truly care about someone, you not only love them but also expect the best from them and hold them to it.”

That approach has paid off for Synovus.

In 1999, the company was named Fortune’s No. 1 Best Place to Work in America. They were on the list so often, in fact, the magazine asked them to stop entering and made them the first inductee into the Best Places to Work Hall of Fame.

“It was a great validation of our aspira-

tions and our actions,” said Synovus’ CEO. “I have been retired from Synovus for years but the pursuit of a servant leadership culture at Synovus was my greatest and most favorite satisfaction.”

**Popeyes Louisiana Kitchen:** When Cheryl Bachelder accepted the role of Popeyes CEO in November 2007, the company had been struggling. Relationships with franchisees were not where they needed to be. Even so, a comment from a veteran franchisee caught her by surprise: “Don’t expect us to trust you anytime soon.”

Bachelder and her team decided to focus on servant leadership principles for turning around business performance.

“We began calling the franchisees our ‘number one customer.’ More important, as

servant leaders, we began treating them that way. Our first principle was to respect and admire our owners’ passion for their work. Next, we listened to their needs and accepted our roles and responsibilities in making things right. Finally, we put our owners’ interests above our own.”

This new approach was a huge success. Relationships and business outcomes flourished. During the period from 2007 to 2016, under Bachelder’s leadership, Popeyes became a prosperous enterprise again. Franchise owners were served well: 95 percent rated their satisfaction with the Popeyes system at good or very good and 90 percent said they would recommend Popeyes to another franchisee.

“When we started, we didn’t know servant leadership would drive our success. We didn’t



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have a plaque in the office stating our purpose and principles,” Bachelder explained.

“What we did have was a team of leaders who were willing to put the success of their people and the enterprise before their own interests.”

### The Power of Love, Not the Love of Power

A few years ago, Ken Blanchard received a letter from a man in New Zealand with a line he believes sums up his leadership philosophy. The man said, “Ken, you are in the business of teaching people the power of love rather than

the love of power.”

Servant leaders are constantly trying to find out what their people need to perform well and to live according to their organization’s vision. Rather than wanting employees to please their bosses, servant leaders want to make a difference in their employees’ lives and in their organizations.

In top organizations, leaders believe if they do a good job serving their employees and show they truly care about them, the employees will, in turn, practice that same philosophy with customers.

As Blanchard said recently, “We need servant leadership advocates and I nominate you. Go forth and spread the word to everyone who will listen...and remember: your job is to teach people the power of love rather than the love of power.

“After all, servant leadership is love in action.”

*Editor’s Note: This article is based on a recent monthly newsletter from the Ken Blanchard Companies. It was originally written by David Witt, Program Director for The Ken Blanchard Companies. He is an award-winning researcher and host of the companies’ monthly webinar series.*

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# MAKING the Case for *Pet Funerals*

Of course it would happen in Texas. The New England Journal of Medicine, a venerable and well-respected publication, quoted physician Dr. Abhishek Maiti as saying this was "... a very concise, elegant case of a fascinating condition research has established as quite real and sometimes fatal."

Although not the first published case linking broken-heart syndrome to stress over a pet's death, it underscores something many animal owners take as a given: that grieving for sick or

deceased pets can be as gutting as grieving for humans.

In fact, a growing body of research supports this notion, echoed in a recent study finding that pet owners with chronically ill animals have higher levels of "caregiver burden," stress and anxiety. It's the flip side of evidence that links pets to health and happiness,

which gets more attention. Not that people who have lost beloved animals are likely to be surprised.

So here's the story:

At the time of what she calls her "episode," Joanie Simpson's life was far from going smoothly. Her son was facing back surgery. Her son-in-law had lost his job. A property sale

was proving to be complicated and lengthy. Meanwhile, 9-year-old Meha (the pet) was suffering from congestive heart failure.

Simpson described her dog as "like a daughter."

"The kids were grown and out of the house, so she was our little girl," said Simpson, a 62-year-old retiree who previously worked in medical transcription.

The Yorkshire Terrier's difficulties began mounting. By May 2016, Simpson made an appointment to have her euthanized. When the day came, the dog seemed fine, and Simpson canceled the appointment. Meha died the next day, and not peacefully.

"It was such a horrendous thing to have to witness," as Simpson described it. "When you're already kind of upset about other things, it's like a final brick on a scale. I mean, everything just weighs on you."

After Meha's death, things didn't get any easier. "I was close to inconsolable," she said. "I took it really, really hard."

Shortly thereafter, Joanie was awakened earlier than usual morning by a painful backache, and when she turned over, attempting to

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find a more comfortable position, she began experiencing chest pains.

Within 20 minutes, her husband had rushed her to a local emergency room. Soon she was being airlifted to a hospital in Houston, where physicians were on stand-by to treat a patient with the classic signs of a heart attack.

But tests at Memorial Hermann Heart & Vascular Institute –Texas Medical Center revealed something very different. Doctors instead diagnosed Simpson with Takotsubo cardiomyopathy, a condition with symptoms mimicking a heart attack.

In Takotsubo cardiomyopathy, however, a part of the heart temporarily enlarges and doesn't pump well, while the rest of the heart functions normally or with even more forceful contractions.

This condition usually occurs following an emotional event such as the loss of a spouse or child. It is often the condition that causes long-time spouses to die within days -- even hours -- from each other. That link has given the illness its more colloquial name: broken-heart syndrome.



In Simpson's case, the event she said tipped her over the edge was the death of her beloved Yorkshire terrier.

When a cardiac catheterization was performed, the team of specialists expected to see one or more blocked arteries on x-ray. There were none.

Further tests indicated this was not a heart attack but, instead, a case of Takotsubo cardiomyopathy, most commonly found in postmenopausal women. A study published in the New England Journal of Medicine in 2005 is among those confirming a flood of stress hormones may be able to "stun" the heart to produce cardiac spasms in otherwise healthy people.

Once medications stabilized Simpson, the

physicians talked to her about the stress in her life, and they told her about broken-heart syndrome. It "made complete sense," Simpson said. She was sent home after two days, and though she still takes two heart medications, she is doing fine.

She now lives in a small town northwest of San Antonio and only has a cat named Buster. She hasn't found a dog yet but is sure another dog is in her future.

Joanie Simpson is the kind of person who takes "things more to heart than a lot of people," and she figures this tendency means her heart will break again, though maybe not so literally.

Losing a pet, according to Simpson "...is heartbreaking...traumatic...all of the above," Simpson said. "But you know what? They give so much love and companionship that I'll do it again. I will continue to have pets. That's not going to stop me."

*Editor's note: This article is based, in part, on a Washington Post article by Karin Brulliard, published on [www.heart.org](http://www.heart.org), The American Heart Association.*



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# How to Change Corporate Culture In SIX Steps



A company's culture plays a significant role in how successful that company will be over the long haul.

But often as the world and circumstances change, that long-ingrained culture also needs to change – and that's no easy task.

“The challenge is that most people live every day without much thought to the patterns and habits that are guiding their daily business life, or even their general life,” says Andi Simon, a corporate anthropologist and author of *On the Brink: A Fresh Lens to Take Your Business to New Heights* ([www.andisimon.com](http://www.andisimon.com)).

“In a corporate setting, leaders espouse values, beliefs and expectations so people know what to do and how to get it done. Everything is fine until something begins to change and that culture must change, too.”

Simon suggests any business facing the need for a culture change should try these six steps:

- **Step 1: Ask what your culture is today.** Simon suggests thinking about what you

value in terms of six key areas: dominant characteristics; organizational leadership; management of employees; the glue that holds the organization together; strategic emphases; and criteria of success.

- **Step 2: Ask what it should be tomorrow?** Consider what you want your culture to become. Should it be less controlling and more empowering? More results oriented or

more collegial? Do rules “rule” or are you open for new ideas and empowered staff members?

- **Step 3: Tell a story.** With you staff, tell a story about what the culture is today. “Let them all create a visualization of how you get things done now,” Simon says.

- **Step 4: Visualize tomorrow.** What will tomorrow's culture feel like? How will you get things done? Will people be enabled to make decisions and risk making mistakes? “Frame this with stories,” Simon says. “They are how the brain takes data and makes sense out of it.”

- **Step 5: Create pilot experiments.** Through these experiments you can get people to see how the new culture is actually going to feel when they live it. “Set up some small win situations for your folks to test it out,” Simon says. “Think of this as if it is improvisation with good rehearsal time. You are asking people to change what they value, their beliefs and their behaviors. That's not easy and it's full of risk”

- **Step 6: Celebrate.** People need symbols and they need to celebrate and share experiences. “You need to seriously think about which rituals you will no longer do and which new ones you will introduce,” Simon says. “Be careful, though. Things that didn't seem important can be very sacred to people when you are taking them away.”

“When all is said and done, make sure you keep moving it forward,” Simon says. “People will typically tell you how they love something new and then quickly revert to the old habits even without knowing it.”

*Andi Simon, author of On the Brink: A Fresh Lens to Take Your Business to New Heights, is a corporate anthropologist, award-winning author and trained practitioner in Blue Ocean Strategy® ([www.simonassociates.net](http://www.simonassociates.net)). She is the founder and CEO of Simon Associates Management Consultants, designed over a decade ago to help companies use the tools of anthropology to better adapt to changing times. Simon also is a public speaker and an Innovation Games facilitator and trainer. She served as a tenured professor of anthropology and American studies at Ramapo College of New Jersey, and was a visiting professor teaching entrepreneurship at Washington University in St. Louis. Simon has appeared on “Good Morning America” and has been featured in the Washington Post, Business Week and Forbes, and on Bloomberg Radio.*

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## Selected Independent Funeral Homes' Educational Trust Announces Two Second-Career Scholarship Winners



Michael Danis



Ryan Essington

Selected Independent Funeral Homes' Educational Trust has announced two new recipients of the Second-Career Scholarship in the amount of \$1,500 each. The winners are Michael Danis of Pooler, GA and Ryan Essington of Westmont, IL. This scholarship is sponsored by Batesville Casket Company and was created to meet the educational needs of the increasing number of second-career professionals entering independent funeral service seeking positions as funeral directors and future leaders.

Michael Danis, enrolled in the Funeral Service Program at Ogeechee Technical College, will graduate in August 2018. Currently employed at Gamble Funeral Service in Savannah, GA, Danis plans to continue his employment there after graduation. Danis comes to the funeral profession after working 20 years in the hospitality industry.

Ryan Essington, a full-time student at the Worsham College of Mortuary Science, expects to graduate in March 2018. Essington spent nearly 10 years working professionally in Christian ministry and currently works as a Student Funeral Assistant at Modell Funeral Home in Darien, IL.

"I selected funeral service as my career be-

cause I know that it will make an impact in the lives of people," said Essington. "While some may consider life in funeral service somewhat dark and morbid, I believe it is a profession that celebrates the lives of people, honoring their dignity and memory even after death and offering hope to the living."

Since the award was first launched in late 2010, the Board of Trustees have awarded 33 Second-Career Scholarships to deserving individuals seeking a career in funeral service. For more information on scholarship parameters, as well as the official application and complete list of previous winners, visit the website.

## Passare® Releases of the Next Generation of the Family Collaboration Center

Passare, Inc. has released the next generation of the online Family Collaboration Center.

Passare's Family Collaboration Center helps funeral directors connect and communicate with families throughout the funeral planning process, from imminent need planning to follow-up items such as death certificate tracking. Family members, friends, and even caregivers can be invited to collaborate on arrangements in real time to enter biographical information, service preferences, obituary information, and much more. The next generation of the Family Collaboration Center is even more intuitive, versatile, and user-friendly, and it includes many new features and updates.

"We are very excited to unveil the next generation of Passare's Family Collaboration Center," said Jay Thomas, CEO of Passare. "We have added explanatory and educational videos that guide families through the funeral planning process and provide answers to frequently asked questions. A new section called 'Loved One's Story' was added where family and friends can share important information

that helps to build a more personal and meaningful tribute for their loved one. We have also added document sharing capabilities, links to funeral planning resources, reminders, and much more."

Every piece of information shared in the Family Collaboration Center is accessible from the platform's case management system, saving time on data entry for each case. Having the family enter the biographical and other information online at their own convenience allows funeral directors to spend more time during the arrangement conference creating a more personalized and meaningful funeral experience.

To view the new Family Collaboration Center, go to <http://bit.ly/PassareNow>.

## New Memorials Direct Introduces New Products



New Memorials Direct has released several new products: personalized comfort stones, earring and leather bracelets.

The personalized comfort stones are offered in sterling silver. For the earrings, they now offer sterling silver petite hearts and petite oval styles with a 3D print engraving. Anything from finger or hand prints, baby footprints, pet paw and nose prints, can be engraved on the jewelry. They also feature a French wire back. This bracelet is suitable for both men and women. It can be personalized with any type of print engraving, whether it be a fingerprint, handprint, or footprint etc. Custom signatures can also be accommodated alongside a print or displayed alone. The bracelet is designed with a stainless steel front and a durable, adjustable black leather band. The band is made adjustable by a classic pin-hole closure.

All of the items are guaranteed to turn around in 24 hours. For more information visit [www.newmemorialsdirect.com](http://www.newmemorialsdirect.com).



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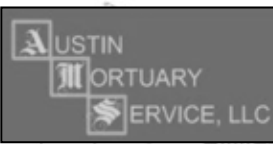
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## New Member Profile: Ingrid Rubin

Ingrid Rubin of BlueSky Strategies, Inc., has been in the funeral home, cemetery, and cremation industry for over 15 years, resulting in extensive knowledge of the death care industry. She is familiar with, and has worked with the sensitivities required for all communication needed for at-need and aftercare situations.

A graduate of the University of Witwatersrand, South Africa, Rubin and her husband Walter and their two sons immigrated to Toronto from Johannesburg during the crisis brought on by apartheid. "As the situation became more dangerous, it was recommended we leave the country," she recalled.

Her communications firm became agency-of-record for the Alderwoods Group. "At the time we were working with Alderwoods, they were North America's second largest operator of funeral, cremation and cemetery services.

"We were instrumental in developing and creating Alderwoods' brand identity including



all collateral materials, print, TV and radio advertising campaigns," she said, "and their incentive and events.

SCI began acquisition of The Alderwoods Group in 2006. By 2007, the integration of Alderwoods's locations and operations was complete.

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"We have had relationships with the funeral home, cemetery and crematory professions for more than a decade," Rubin said, "and have been active in the advertising and public relations arena for more than 15 years."

For fun, she enjoys reading and her two grandsons, adding she has developed long-lasting friendships with members of the funeral profession.

She has been recruited as a member of TFDA by Sabrina Young of Harper-Talesek Funeral Home in Temple.

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**Mildred Nimmo Lucas**

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 Alice Adams

**Jasek**

Verline Rose Jasek, age 85, went to be with the Lord on Jan. 19, 2018. She was the wife of Larry Jasek, chairman of Geo. H. Lewis & Sons in Houston.

She was born on September 4, 1932, to John and Julia Minarcik in Willow Springs, Texas. She led a life devoted to family and God. Verline was an active member of St. Jerome Catholic Church since 1968 serving on the Alter Society and as a Eucharistic Minister. While she was very proud of graduating valedictorian of Fayetteville High School at the age of 16, her true pride and joy was her family.

She is survived by her devoted husband of 65 years, Lawrence; children, Larry Ronald (Sylvia), Norman (Marsha), and Kenneth (Joanna); grandchildren, Marilyn Triolo, Amanda (James) Merta, Derrick (Jessica) Jasek, Kathryn (Ryan) Casbeer and Matthew Jasek; great-grandchildren Haleigh and Brock Triolo,

Zachary Merta, Hollace and Cassidy Jasek, and Blake Casbeer. She is also survived by her sister, Evelyn Vitek, and numerous nieces and nephews. She was preceded in death by her parents and brother, Alvin Minarcik.

Visitation for friends was held at the Jasek Chapel of Geo. H. Lewis & Sons in Houston.

The funeral mass was offered the following day at St. Jerome Catholic Church, followed by interment at Memorial Oaks Cemetery in Houston.

**Lucas**

Mildred Nimmo Lucas went to be with her Lord and Savior on January 14, 2018. She was the matriarch at Lucas Funeral Homes in Fort Worth.

Funeral services were held at Peace Lutheran Church in Hurst under the direction of Williams & Lucas Funeral Home. Interment followed at Bear Creek Cemetery, Euless, Texas.

**Marshall**

William "Bill" H. Marshall passed away on December 29, 2017 in Aransas Pass. Bill was born on April 9, 1949 in Beeville, TX to Charlie W. Marshall and Violet "Vi" Marie Mason Duncan. He was a lifelong resident of Aransas Pass where he graduated from Aransas Pass High School.

Bill enrolled in the Commonwealth College of Science in Houston in 1969. He graduated in 1970 with a dual license, funeral director/embalmer and went to work at his father's funeral home, Charlie Marshall Funeral Homes located in Aransas Pass and Rockport, TX. He retired from the funeral business in 2014.

He was preceded in death by his father, Charlie W. Marshall, mother, Violet "Vi" Marie Mason Duncan, brother, J.T. Marshall, and sister, Marty Sue Marshall.

He is survived by his son, Charlie Marshall Arnold of Oakville, TX; daughter, Kandice Jarvis of Springtown, TX; six grandchildren; and numerous nieces and nephew.

Visitation was held on January 4, 2018 with a funeral service held the following day at the Charlie Marshall Funeral Home Chapel in Aransas Pass. Burial followed at the Marshall Family plot at Prairie View Cemetery in Aransas Pass.

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MultiView produces and provides a weekly email newsletter, Funeral Trends, to the TFDA membership. The information in the newsletter is industry related covering a variety of news stories from across the country. They also sell advertising on the TFDA website. Members have the opportunity to purchase advertisements in the newsletter or on the website. For information on advertising rates, please contact Geoffrey Forneret at (469) 420-2629 or email [gforneret@multibriefs.com](mailto:gforneret@multibriefs.com).

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**TFDA Job Bank** assists funeral homes, commercial embalming establishments and crematories looking for personnel. Information is posted to the TFDA website for 90 days unless otherwise stated. Using the TFDA job bank significantly increases your applicants and shortens your search time. Licensed funeral directors and embalmers are encouraged to email their resumes to joyce@tfda.com so that potential employers can contact them. Contact the TFDA office at (512) 442-2304 for more information.

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TFDA Leadership Conference

Amarillo

## September

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Texas Funeral Service Commission

Austin

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# Mildred Nimmo Lucas

## The Passing of a Legend in Texas Funeral Service

Funeral Director Mildred Nimmo Lucas went to be with her Lord and Savior on Sunday, January 14, 2018, the day after she directed her last funeral, a service for one of her closest friends.

Mildred was born Aug. 3, 1922, in Godley, Texas, to Harvey Pringle and Jimmie Ruth Nimmo. Mildred lived a life of service and loved her family, her friends, the funeral home and the Lord.

After losing their family farm during The Great Depression, the Nimmos moved to Tarrant County to live on her Uncle Rufe Snow's farm so Mildred's father could find work. In 1938 at the age of 16, Mildred graduated in the first class of Riverside High School in Fort Worth.

On April 9, 1942 she married the love of her life, Robert Joseph Lucas of the Lucas Funeral Home family.

To this union three children were born: Bob, Jim and Ruth Ann. Mildred was content to be a homemaker; however, tragedy struck in 1962 when Robert Joseph and her son, Bob died just 12 days apart. In order to help provide for her family, Mildred enrolled in the Dallas Institute – Gupton Jones College and graduated with a degree in Mortuary Science in 1966.

Mildred soon found herself managing the family business, compassionately serving thou-

sands of families for over a half century and providing a role model of excellence for future



Lucas generations. She would often say it was her greatest honor to help families during life's most difficult time.

With the support of her family, co-workers and neighbors, Mildred was afforded the independence she so cherished and up to the day of her passing, she worked 7 days a week at Lucas Funeral Home on N. Sylvania Ave.

She could always be found, poised at her famous desk, just inside the front door to greet those visiting the funeral home. The last family she had the honor of serving was that of her best friend.

Most who met her described Mildred Lucas as a graceful, el-

egant and loving woman...and each family she served, whether a member of Fort Worth's elite or a family with little means, she treated as the most important people in her life.

No doubt she was a beautiful soul and an angel of comfort. You only had to meet her once to be impacted by her generosity and genuineness.

Mrs. Lucas was a member of the National Society Daughters of The American Colonists; National Society Daughters of the Colonial Wars; The National Society of Colonial Dames of America; The National Society Daughters of the American Revolution; National Society Daughters of The War of 1812 and The Daughters of the Republic of Texas.

She was the North Texas Funeral Directors Association's Funeral Director of The Year. In addition, Mildred was an officer and was affiliated with many different organizations, i.e. Church, Riverside High School Alumni Association and Riverside Lady Lions.

The Lucas family is humbly grateful for the care and comfort given to their beloved "Mom" by Mrs. Lopez and family.

Mildred was preceded in death by her parents, Harvey Pringle and Jimmie Ruth Nimmo; son,

Bob; sisters, Florene Stevens and Pat Nimmo Riddle; daughter-in-law, Judy Rawls and Robert Joseph Lucas.

Survivors include: son, Jim Lucas and wife Taresa; daughter, Ruth Ann Williams and husband Marlin; grandchildren, Shelly Green and Monte Hulse, Robby Williams, Bobby Rawls and wife Stacey, Luke Smiley and wife Patty, Bobby Joe Lucas and wife Jennifer, Kelly Sadlovsky and husband John, Casey Moore and husband Greg, Jimmy Nimmo Lucas and wife Jennifer, Nicole Shannon and husband Boyd.

Mildred's great grandchildren are Mattie, Lauren, Samantha, Jacob, Sterling, Coulter, Carson, Ashlyn, Blake, Lucas, Meagan, Ryan, Patrick, Liam, Nathan, Maddie, Peyton, Lucas, Grace and Abigail; great-great grandchildren, Bella, Olivia, Cannon; son-in-law, Ronnie Rawls and many nieces, nephews and cousins.

The Lucas family received friends January 18th from 5 p.m. to 8 p.m. at Williams and Lucas Funeral Home, 517 N. Sylvania Ave., Fort Worth.

A Celebration of Life was held Saturday, January 20th, beginning at 1 p.m. at Peace Lutheran Church in Hurst. Interment followed at Bear Creek Cemetery in Euless.

To honor Mildred's memory, contributions may be made to her favorite charities found here: <https://tinyurl.com/MildredLucasMemorialFund>.

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