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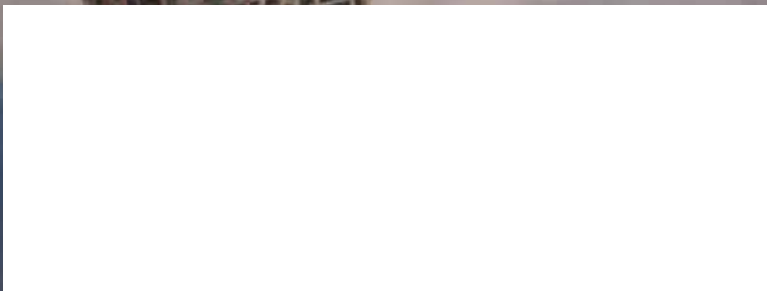
**Meet
Kermit the Dog,
Austin's First
Grief Therapy
Pooch**

.....

**50 Years of Service:
Winston Moore, Jr**

**TFDA 2017
CONVENTION
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TFDA 2017 Convention and Expo

Join your colleagues for food, fun and adventures
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The Evolution of Change

As our seasons change, and the flowers are all in bloom, it occurs to me that not everyone may realize how change happens in this great association. It has taken five years to make the changes we have made to our annual convention, and while I know some are not comfortable with change, the overwhelming response has been very positive.

These "Waves of Change" started with Darryl Thompson at his convention in Galveston, continued with "Change is Making a Difference" with Charlotte Chism Waldrum in Arlington, and then Charles Hauboldt got us "Moving in the Right Direction" in Corpus Christi, which brought us to "Don't Stop Believing and Take the Journey with TFDA" in Austin this June.

We all worked together, along with our convention committee members, suppliers, board members, past presidents and Ann, Karen and Joyce to create this evolution of change.

I am not sure who all is aware of this, but our Convention Site Committee is responsible for finding new places for us to hold our annual convention and we are typically booked and contracts are signed five years in

advance, which means we have made commitments to room nights, reserved space for our expo, our meeting and classroom space, and ball rooms for our various events, etc. As you can imagine, getting venues to make changes to these commitments can be difficult and the earlier you start talking to them about changes the better chance you have to accomplish what you need to accommodate this evolution of change.

That, in and of itself, is one of the major reasons why these ideas started back with Past President Darryl Thompson and are finally really coming to fruition this year. Our Convention Site Committee is working on the location and venue for our 2020 convention and trying to find a way for us to try some new locations, but the difficulty is finding a place that can accommodate the space we need and will guarantee us the space and room nights.

For some of our major cities, we are just simply not a big enough convention for them to guarantee us that if a larger convention wanted the same timeframe we wouldn't get bumped.

As the president of this association, I would love to hear

from our membership on locations you would like for us to consider for our future conventions and for any ideas you have in further improving our events, expo, continuing education, etc. Please feel free to email me your suggestions at hhauboldt@tslic.com or give me a call at 325-370-3645.

Well, enough about that! I encourage everyone to visit the Texas Funeral Service Commission's website for the updates on the proposed rule changes that were discussed at their meeting on March 21. Some were approved and others were tabled for further due diligence and will be brought up again at their next meeting in June.

Whew, they say time flies when you are having fun, and that is certainly true about my year as your president! Can't believe as you read this I will be taking my "Spring Tour of Texas" installing our new officers in our regions and attending the NFDA Advocacy Summit in Washington, DC.

I will actually have to miss the Panhandle and West Texas regional meetings because they are the same week that I will be in Washington, so I would like to say a big thank you to Past President Charlotte Chism Waldrum for taking care of their installations. I will sure miss seeing everyone in Lubbock and San Angelo!

In continuation with last month's article, I would like to showcase a few more events for our annual convention being held in Austin June 4th through the 7th. The TFDA Disaster Committee is hosting

a family friendly fundraiser at Hill's Café on Sunday evening this year, which will include live music out on the patio with a southern buffet. There will be games to play, such as jumbo jenga, bean bag toss, horseshoes, etc. They will also be doing a live auction again to raise money to be used in the unfortunate event of a disaster in this great state of Texas. They are asking for items to be donated for the live auction, so if you want to donate an item, please call Karen at the TFDA office and let her know.

The welcome party is going to be held on Monday night this year and will also be family friendly at a great venue. We will have buses at the Hyatt Hotel to take us to The Domain to Punch Bowl Social, which has vintage bowling lanes, a 16-person foosball table (I definitely see some tournament opportunities with this!), pool tables, ping pong, shuffleboard, vintage arcade games, karaoke rooms, you name it and they have it. I truly think it will be lots of fun and will create a little competition. Of course, we will have food and drink stations scattered about, so no reason to leave hungry or thirsty! So again, mark your calendars because you do not want to miss the 131st TFDA Convention!

In closing, I would be remiss if I did not wish many, many blessings for each and every one of you during this this month of renewal and reflection. I hope your Easter basket is full of all of your favorite candy and gifts. Happy Easter! 🌸

Emerging Leaders Planning Session

Tuesday, June 6, 6:30 a.m.
Dominican Joe's Coffee Shop, 515 S. Congress Ave.

The Emerging Leaders will meet to go over current plans as well as future goals to gain momentum and build value in joining TFDA and the Emerging Leaders. This will be an open discussion and everyone is invited to attend.



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Interested in Serving?

TFDA's annual election will be held at the General Session on Tuesday, June 6, 2017 at the 131th Annual Convention at the Hyatt in Austin.

Licensed funeral directors with a strong commitment to serve are invited to run. The general membership will be notified of the candidates at least 15 days before the election for the following:



The office of **Secretary Treasurer** for the **Texas Funeral Directors Association** will be elected for a one-year term beginning June, 2017. This officer moves to President Elect the following year and then President of TFDA.

Please go to the TFDA website to view requirements: www.tfda.com, Members section, Code of Conduct & Bylaws, Candidate Qualifications for Secretary Treasurer.

If you are interested in running for

TFDA's Secretary Treasurer please email ann@tfda.com or send a letter to Ann Singer at TFDA, 1513 S. Interstate 35, Austin, Texas 78741. Letters must be dated and post marked no later than 30 days prior to the election (May 8th).

TFDA Mission Statement: The Texas Funeral Directors Association is a professional organization composed of funeral directors, embalmers and sales members.

The mission of the Texas Funeral Directors Association is to promote and improve the funeral profession and consumer relations. Through education and legislative representation, we empower our members to better serve their local communities.



There will be three (3) **director** positions available on the **TFDA Services, Inc.**

Board of Directors. Directors will serve a three-year term.

If you are interested in serving on the TFDA Services, Inc. Board of Directors, please email ann@tfda.com or mail a letter to Ann Singer at TFDA, 1513 S. Interstate 35, Austin, Texas 78741. Letter must be dated and post marked no later than 30 days prior to the election (May 8th).

Services, Inc. Mission Statement: The purpose of Services, Inc., and its board members, is to review, discuss, and enhance benefits offered to the members of the Texas Funeral Directors Association (TFDA). We will continually strive to act responsibly in our actions and make decisions based on ethical and sound business practices to enhance the financial stability of the Association.

"The best way to find yourself is to lose yourself in the service of others", Gandhi. ★

Join a TFDA Committee Today

President Elect Lee Castro is in the process of contacting individuals who are interested in serving on a TFDA Committee. Once appointments are made, you will serve from July 2017 - June 2018.

NAME: _____ FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

Phone: _____ Cell: _____

EMAIL: _____

Yes, I am interested in serving on the following TFDA committee(s):

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

I will serve where needed. _____

Committee choices:

Awards Committee, Bill Pierce Memorial Golf Tournament Committee, Budget Committee, Bylaws Committee, Convention Committee, Ethics Committee, John Cathey Memorial Golf Tournament Committee, Legislative Committee, Long Range Planning Committee, Media Relations Committee, Membership Committee, Nominating Committee, Programs and Education Committee, Resolutions Committee, TFDA PAC Committee

Thank you for your commitment and support of TFDA!



Bylaws Changes

TFDA's annual election will be held at the First General Session on Tuesday, June 6, 2017 at the 131st Annual Convention at the Hyatt in Austin.

Changes to bylaws are highlighted in yellow.

ARTICLE XI

COMMITTEES

Awards Committee. (Page 10)

The committee is also responsible to select the "Young Funeral Professional" Annual Distinguished Service Award. Nominees must be 40 years of age or under on December 31 of the year nominated. They also must be a **licensed funeral director who is employed by a TFDA member firm and/or be an individual member of TFDA.**

Nominees for such awards, will be the names submitted by each region for the

current year, but the actual selection of the designee shall be made by the last **three (3) two (2)** living recipients of the same award, except the Ed C. Smith Lifetime Achievement Award, and additional committee members to be appointed by the President of the Association.

Add: There will be one committee member from each region. The chairperson will be the Immediate Past President. Selection will be made by (sealed) ballot and votes to be counted by Executive Director & Immediate Past President. The recipient of each award will be kept anonymous until presentation.

Programs and Education Committee. (Page 12)

This committee shall be appointed by the President and made up of a chairperson, **one member from each TFDA region,** and Members at-large from each accredited Texas mortuary college. The duties of this com-

mittee are to provide an ongoing slate of programs geared toward management and staff levels which will address current industry concerns, promote personal and professional development, and enhance the quality of service rendered to the funeral consumer. ★

50-Year Licensee Ceremony

Do you know someone who was licensed in 1967? If so, TFDA would like to honor them at our annual convention in Arlington. The 50-year licensee reception will be held at 11:00 am at the Hyatt Regency Hotel Austin. Following the reception, they will be recognized at a special awards presentation and will receive a 50-year pin to wear proudly! Please contact Ann Singer at (512) 442-2304 or ann@tfda.com to make sure that all eligible recipients are invited to attend.

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Meet Austin's Melissa Unfred



Emerging Leaders: Meet Melissa N. Unfred, CFSP

Employer: Self Employed- Home Funeral Care Consultant, Green Burial Educator, The Modern Mortician

High school and date of graduation: Coronado High School, Lubbock Texas, May 1997

Mortuary school and date of licensure: Amarillo College, Department of Mortuary Science. Licensed: January 2012

Who have been your mentors? I have worked with many colleagues connected to my growth as a funeral professional who have taken the time to teach or share their knowledge with me. I have been fortunate in that there have been too many I consider

to have played a role as a mentor to me in one capacity or another to list only a few. To those of you – who may read this – that had a hand in guiding me along this path, I thank you.

Why did you decide to pursue a career in funeral service? Honestly? My decision to enter funeral service bothered my mother. At first, that was the reason I applied to work at my first funeral home the summer of 1996 while still in high school. After that, I was drawn to it naturally as an empathetic and artistic individual.

What surprised you most about mortuary school? What surprised me most was the difference between a private mortuary school and a public one. I am one of the few who has attended both in her educational pursuit.

If you went back to school, what class would you like to take that wasn't offered? Thanatology – a more in depth study of death and dying.

What has surprised you most about being a director? How difficult it is to get simple documents from some of the smaller towns. Some still use fax machines! And in 2017, how is it that fetal death certificates are still filed on paper. If any new students want to understand the earlier frustrations of paper filing each and every death certificate, offer to run a fetal dc to the doctor, etc. Get ready to spend several days in traffic and teaching a medical professional how to write within the lines so it doesn't get rejected by Vitals.

How and why did you become attracted to green burial? I have been performing Green Burial for every family pet I have ever had... first under the pecan trees at my grandparents' farm, and then later, my sweet cat Bella, I buried at Eloise Woods. I wrote a blog post about her death. I had a home euthanasia and home vigil for her before her burial.

I saw green burial first on HBO's "Six Feet Under," when I was an early student in funeral service in 2001. The family had wrapped the deceased in a shroud and were lowering him into a grave in a nature preserve... a beautiful natural return. I've chased it ever since.

Talk about your philosophy regarding grief dogs? I have read articles and studies on the benefits of dogs, not only for grief comfort, but also in health and wellness. I have now witnessed, first hand, what grief therapy dogs can do. They provide a sense of comfort and trust – to the families we serve and to ourselves as well.

What one piece of information would help the general public when it comes to funerals? Remember, the funeral is for you – the living – to celebrate the life of another being and the impact of that life on you and others...and you can have as much or as little hands-on as you want with that.

In your estimation, what can be done to



educate the public about options when death occurs? We have to talk about death. Scratch away at the taboo, and be open and communicative about death and death care. As young funeral professionals, we should be actively educating our communities on every choice available to them. We must be knowledgeable in our field, and creative and flexible enough to fulfill the desires of our client families without making ourselves obsolete.

Why did you join TFDA? I joined TFDA for camaraderie. Most people in our daily lives don't really understand being a funeral professional. I felt strongly about being involved with other funeral service professionals in a leadership capacity.

If you were speaking to mortuary school students, what TFDA offering do you think would appeal to students most? The ability to network with a wide array of professionals, making your growth in the profession a bit easier.

If TFDA could offer one new service to directors, what would it be? A free and easy to navigate online job bank with pho-

tos and bios of students seeking clinical and apprenticeship positions, AS WELL AS funeral service operations and employers seeking students to fulfill these roles within their establishments. Each establishment could be rated by former students and apprentices – how easy it was to get cases, how was the staff at mentoring, etc. All funeral homes, TFDA member or not, should be represented, with higher search results given to the members of TFDA first.

Or assign a mentor!

What's your greatest challenge as a funeral director today? Shutting off my brain at night. I think that could be a challenge any day for a funeral director. You're always thinking ahead.

As a funeral director, what is your greatest reward? Bringing comfort to chaos.

What funeral service will you never forget? April 2013 – The West Fire Fighters funeral at Baylor in Waco. Fourteen men lost their lives in an explosion, and I watched a community of funeral professionals from all across Texas come together to help however they were needed at Adershold Funeral Home – from meeting with families to creating memorial tribute videos, folders, orchestrating every detail as a professional family. From standing by the night of the explosion, to the heart-wrenching funeral service finale with the POTUS in attendance, it was a service I will never, ever, forget. ★

Know an Emerging Leader?

We would like to interview folks new to the funeral profession. Email us their name and contact information and we can feature them in *Texas Director*.

Email Kimberly Scheberle at kscheberle@austin.rr.com.

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Meet Kermit the Dog, Austin's First Grief Therapy Pooch

First, some statistics:

- Dogs have been companions to humans for about 32,000 years.

- In the United States, there are approximately 77.8 million dogs living in homes as pets.

Dogs enhance our lives in many ways – always glad to see us when we come home, always there for us when we need comfort. Yes, dogs tend to be innately sensitive to human emotions, more than other animals.

Therapists often recommend clients stroke their dogs to help lower anxiety and help them relax. A study by Judith Siegel, Ph.D., indicates that petting a dog increases serotonin and dopamine levels. Other health benefits include lowering stress and blood pressure, something mutually beneficial because the dog's blood pressure is also lowered.

Today, dogs are not just companions but also can be trained helpers. There are comfort and therapy dogs that go into schools to help students learn how to read, as well as hospitals, airports, prisons, nursing homes, and hospices. Some psychotherapists use dogs in their sessions. Psychiatric service dogs have been used for people with severe PTSD. Anywhere there is tension or anxiety, people are likely to find a comfort dog. Comfort dogs have been used at almost every major tragedy from 9/11 to the recent flooding in Louisiana, according to a Sept. 19, 2016 posting on the Psychology Today website.

More recently there is a growing movement among funeral homes to utilize dogs to help soothe mourners in their time of grief. D'ann Downey, PhD, is the president of Compassionate Paws, Inc. in Rome, Georgia. She facilitates the training of the dogs and handlers and has witnessed the life enhancing benefits they provide. Dr. Downey shared a story about how a patient in a nursing home who had not spoken in years began to speak to the dog that she was petting. She also said while dogs are typically used, cats, small horses and even llamas have been trained as comfort animals.



The G.H. Hermann Funeral Home in Indianapolis employs six service dogs that work on different shifts. The dogs are an integral part of the funeral home. They greet people at the door and frequently are invited to accompany the mourners who come to make funeral arrangements.

April Williams, funeral director at the Hermann Funeral Home, said they have only had two families who have chosen not to have their dog present. Reportedly many of their dogs have become “rock stars:” The dogs have fan clubs, families and individuals come back to visit them, children write, and send them pictures they have drawn.

While every visitor is positively impacted by the dogs' presence, children and adolescents receive the greatest benefit. Adolescents in particular will talk to the dogs and feel free to express their emotions without fear of judgment.

When a loved one dies, there are many things that need to be done. No one enjoys going to the funeral home to make arrangements. It is a time of much grief, stress, and tension. The funeral service, itself, is a time of great sorrow. Having a dog to pet or hug provides a brief respite from the sadness and gives comfort because all of us need as much help as we can get to make it through one of the worst times of our lives.

Now meet Kermit the Dog, Austin's popular grief therapy dog! He's a Border Collie with a wee bit of Aussie, but his appearance is distinctive because one eye is blue while the other is brown.

Kermit the Dog's journey actually began 10 years ago – long before he was born – when his owner-handler and TFDA member Melissa Unfred first heard about a grief dog at Ballard-Durand Funeral and Cremation Services in White Plains, New York. “That dog had been trained to kneel and pray,” she remembered. “Her name was Lulu, a goldendoodle, and, for some reason, images of her working just stuck with me.”

Then last year, after her beloved cat died, the funeral director found a Waco No-Kill Shelter called “Fuzzy Friends” through petfinder.com. “I emailed them, saying I was looking for a rescue dog. They responded, saying they had a good candidate, so I drove up to find Kermit and his brother, running in a field. They were three months old and sadly malnourished.”

While Kermit was more docile, his brother – named Slash – was all over the place. The choice was easy and Kermit The Dog had found a loving new home that sunny day.

Unfred had already found a trainer for Kermit, Janet Perry, an Austinite who had been training dogs since high school and was now in her 60s. “I liked the way she handled her own dog, Max,” Unfred remembered. “Janet spoke softly and Max listened. She used correction and redirection. She also had trained service dogs for veterans.”

Kermit The Dog spent two nights at Melissa's home, to get accustomed to his new surroundings before he went into training. Perry trained Melissa, too.

“Kermit The Dog goes everywhere with me, and when I go to the Medical Examiner's Office, where dogs are not allowed, he stays crated in the car with the AC on,” the director said. “He has his own rubber booties for the crematory.”

But, Kermit's life is far from all work and

no play. "Because it's so important to socialize him, he's invited when I go out with friends, we go to dog parks to be with other dogs, and while he's playing, I have an opportunity to talk about end of life planning with other dog owners," she said.

"The most difficult part of training Kermit," Unfred said, "was training me. As an example, when I first taught him to knock at a door, he was to sit and bark. Shortly thereafter, he got my signals confused and barked in a church. His bark echoed through the sanctuary. We've corrected our signals now. Potty training, like with small children, came with a few accidents at first. Now he's good to go anywhere."

With his ever-present backpack, Kermit The Dog is self-sufficient as he carries a little bag of food, a poop clean-up bag or two, a pop-up water dish, balls – his reward for riding – extra chews and a spare leash.

The techs at the Travis County morgue come out to the parking lot to see Kermit, nurses in area hospitals love him and he is becoming a familiar figure at South Central Funeral Directors functions.

When Unfred makes a removal, she takes Kermit – not a cot – in with her first. "I ask permission for him to sit with us while I take some information. As he sits with them, many begin petting him, and this brings down the family's anxiety level," the director explained. At graveside services, Kermit The Dog stays on his leash beside his handler, after she has asked the family's permission.

The director said she's always amazed as Kermit's knack for knowing who to go to first. "One evening two women came to view one of the women's brother," she remembered. "I introduced Kermit to them, and before they went in to view the brother, Kermit approached the sister of the deceased. Then, as she stood by the casket, crying over her brother, Kermit went and sat down by her."

Next, Kermit, who will be a year old in May, will begin certification training with the Austin Dog Alliance so he can be called upon for service in nursing homes, hospitals, etc.

Unfred encourages funeral homes to add grief dogs to their staffs. "They can be trained to work with mourners and to attend funerals...and any time they want to make a change, the funeral home can adopt the dog out to someone who needs a service dog," she said, adding, "Training a service

dog is not without its costs, including food and regular vet visits, but the investment is well worth it when the dog brings calm to nervous and anxious families, even in adversarial situations."

She also suggests looking for a dog at a shelter rather than buying a dog from a breeder. "If, for some reason, the dog doesn't work out, you can always take them back to the shelter. A breeder's dog is usually non-returnable and non-refundable."

Along with his own business cards, Kermit has an Instagram following so fans can see how he's growing and what he's doing. His followers include vet techs, medical ex-

aminers, nurses, funeral directors and the children he meets during his work days.

When asked what Kermit The Dog has added to her own life, Funeral Director Melissa Unfred's list is long. "He keeps my spirits high, keeps me on routine, makes it easier to talk to people about death, about planning. He also makes people smile when they come to the funeral home and brings light to a very dark time. He also makes me laugh and it's like having a best friend and co-worker. I'd say Kermit The Dog has enriched my life, alot."

"I've always loved animals, but I didn't expect it to this degree," she added. ★

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Veteran San Marcos Funeral Director Honored by Hays County Friends of Scouting



Bill Pennington and his high school bandmates from "The Traits"

Second-generation funeral director Bill Pennington was recently honored as a pillar of the San Marcos business and philanthropic community at the 2017 Hays County Friends of Scouting luncheon.

Presented by the Texas Pioneer Foundation, this annual event raised more than \$40,000 for a wide array of youth-serving programs provided by the Capitol Area Council, Boy Scouts of America in communities across Hays County.

Also attending the salute was Bill's wife, Linda, and his daughter, Kristin Pennington Wingard.

"Back in the 1960s, they needed a district chairman for the Boy Scout Council, so I said I would do it," Pennington recalled. "I had no idea what I was getting into, but I was young so I was the chairman for Blanco, Hays and Caldwell Counties. Col. William Edward Speir was running the Texas Department of Public Safety and was the Council Commissioner and President of the Capitol Area Council."

"So I went to the DPS office and there

was a roomful of serious-looking men," Pennington said. "That year, I was in charge of the Scout-a-rama, where all the Boy Scouts and Cub Scouts came to San Marcos and spent the day swimming, running races, doing archery, target shooting and camp-out in City Park."

"Ever since then, I've just been helping out with whatever the Council needed," the director said, adding he had never been in Scouting as a boy.

When he was approached about being honored, Pennington was his usual bashful self, but at the urging of a very persuasive Scouting official, he finally gave in – and felt extremely honored at being chosen.

The icing on the cake was when long-time friend Fred Markham of Texarkana flew to Central Texas to attend the event. "Fred and I were in the same Sunday School class and we worked together on the Texas Higher Education Authority," the honoree said.

Emcee Jimmie Scott, president of San Marcos Academy and one of Pennington's friends, saluted the funeral director as an

example of the kind of service- and values-oriented leader Scouting aims to produce.

"For 107 years in America, Scouting has taught young men the importance of helping others," said Ellen Ault, event co-chair. "Bill Pennington's dedication to community service and honest, compassionate business practices present a perfect example to all Scouts. Imagine what kind of world we would have if more people and businesses followed Bill's example."

Pennington has served in dozens of professional, community, and charity leadership positions, including roles with the Texas Funeral Directors, Capitol Area Council Boy Scouts of America, San Marcos Jaycees, American Heart Association, San Marcos Rotary, Hays County Youth Association, San Marcos Historical Society, First United Methodist Church, San Marcos Chamber of Commerce, Texas State University and several more.

Along with many more activities and achievements, the Guest of Honor was inducted into the Rockabilly Hall of Fame in 2007 with bandmates, Roy Head & The Traits, with whom Pennington played since his high school days.

In 2009, TFDA named Pennington "Funeral Director of the Year," based on his active support of funeral directors and Texas Funeral Directors Association, and at the TFDA State Convention in 2011, the director was honored with the presentation of the coveted "50-Year Service Pin." ★



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It's that time of year! The time when you start looking forward to summer and all that entails. Kick your summer off by joining your colleagues from around the state for the Annual TFDA Convention and Trade-show.

Austin loves playing host, and you won't be disappointed in your time here. In addition to all of the planned activities with TFDA, you can count on terrific food, fun outdoor adventures, music listening opportunities and a particular "weird" vibe the city creates.

Don't delay in registering for your room and signing up so the TFDA staff can make appropriate plans.

Convention Speakers All Funeral Directors Can Enjoy



Jim Kurtz



Chris Layton



Jimmy Lucas



Ken Whittaker



Soo Teal



Ryan Thogmartin

While the highlight of the TFDA Convention & Expo for most funeral directors usually has more to do with the social events and the late night (and golf course) activities, don't underestimate the exciting time that awaits attendees with a stellar lineup of educational speakers. This month and next month we'll profile the professionals who will be filling out the CEU classes. In this issue, we'll focus on day one of the educational offerings.

Panel Discussion Funeral History, Best Practices

The convention CE will kick off Sunday mid-morning with a panel discussion on Funeral Industry History & Best Practices, moderated by **Jim Kurtz** and including **Chris Layton**, **Jimmy Lucas**, **Ken Whittaker** and **Jay Carnes**.

Moderator Jim Kurtz is the president-elect of the North Texas Funeral Director Association. He has been a licensed funeral direc-

tor and embalmer since 1973 and is currently regional sales manager in Texas for SinoSource, International, SunBridge Caskets. He is also a noted funeral historian and educator.

Christopher Layton has a bachelor's degree from Arizona State University and a master's degree from the University of Houston. Layton graduated from the mortuary science program at Cypress College in Cypress, Calif., and is a licensed funeral director and embalmer in Arizona, California and Texas.

Layton began working, as a teenager, for his cousin's funeral home in Safford, Ariz. While attending Arizona State University, he served his apprenticeship at Messinger Mortuary in Scottsdale, Ariz. After graduation, he relocated to Los Angeles, where he taught school and continued working in the funeral profession on the weekends. In 1988, he joined the training department of Pierce Brothers Mortuaries, one of the largest and oldest funeral firms in Los Angeles. In 1991, he accepted a position

with the training department of Service Corporation International in Houston. At that time, he began teaching part-time at Commonwealth Institute and full-time in 1992, he accepted it. He is currently Dean of Students and teaches mainly in the funeral service arts.

He currently serves on the board of the Houston Metropolitan Funeral Directors Association and chairs the Programs and Education Committee of the Texas Funeral Directors Association.

Jimmy Lucas graduated from Stephen F. Austin State University with a Bachelor's Degree in Social Work and worked for Child Protective Services for several years prior to joining his family's funeral and cremation business. The Lucas family owns and operates 18 funeral homes, two crematories, manages one cemetery and most recently began a start-up online cremation company, Simple Cremation.org. Jimmy is a member of ICCFA, CANA, NFDA, TFDA, the North Texas Funeral Directors Association and other prestigious organizations. He is very active in the Keller community and donates his time and gifts to many local and nonprofit charities.

Ken Whittaker has been affiliated with funeral service for over 53 years and has been a licensed funeral director and embalmer for over 45 years. He is founder, consultant, education director and sole proprietor of Whittaker Funeral Support Services, L.L.C.

Whittaker previously served as a consultant and education director for Pierce Companies, Dallas, Texas having been with the Pierce organization for over 37 years. Additionally, he was employed with the Dallas Institute of Funeral Service for over 33 years having served as Dean of Students and full-time instructor in the subjects of Embalming, Restorative Art & Cosmetology, Speech, Funeral Service Ethics, Funeral Service History and Texas State Law.

He is a current member and former member of several associations including: NFDA, ICCFA, TFDA, North Texas FDA, the Dallas County Funeral Directors Association and The British Institute of Embalmers

Jay Carnes owns Carnes Funeral Home Texas City, Carnes Funeral Home South Houston, Bay Area Funeral Directors Texas City, and Cremate Texas Crematory South Houston. Carnes Funeral Home ranks at the top of the largest funeral organizations in Texas handling 4,000 cases each year. Carnes Funeral Home holds the State of Texas TDCJ contract, Harris County Indigent Services contract, multiple whole body donation contracts and many county medical examiner contracts.

Jay graduated in 1989 from Stephen F. Austin State University with a BBA in Management and Marketing. He graduated in 1999 from Commonwealth Institute of Funeral Service. He began working in the funeral industry at a young age with his brothers Rusty and Michael Carnes, who own Carnes Brothers Funeral Home in Galveston. In 2002, Jay and his wife, Lori, opened their own funeral service operations.

The Texas City couple have been married for 23 years. They have an 8-year-old daughter, Elizabeth, who is the joy of their lives.

Vital Statistics

Sunday afternoon will feature **Soo Teal** on Vital Statistics. Soo Teal graduated from Texas Women's University in Denton, Texas with a

Bachelors in Sociology and Social Work. She has been with VSU for over four years. Prior to her position in Field Services, she worked as an early education teacher in North Texas, investigated abuse for DFPS, and has worked for the State of Texas for over eight years.

Social Media

Round out your Sunday education with a presentation from **Ryan Thogmartin** on How to Drive Leads on Social Media, It's Not Just 'Good Will' Marketing.

Ryan Thogmartin is a death care entrepreneur, the CEO of DISRUPT Media and creator of ConnectingDirectors.com. DISRUPT Media is a social media first marketing company that focuses on social storytelling for funeral companies. DISRUPT uses insights gained through analytics to build creative campaigns that achieve actual business goals.

ConnectingDirectors.com is the leading online daily publication for funeral professionals with a reader base of over 45,000 of the most elite and forward-thinking professionals in the profession. With ConnectingDirectors.com Ryan has created a global community through an online platform allowing funeral professionals to Stay Current, Stay Informed, and Stay Elite. ★


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Golf Tournament at Panther Trail
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 August 7, 2017
TFDA Leadership Conference
 at The Woodlands Resort
 August 8-9, 2017
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Continuing Education Schedule

Sunday, June 4

10:00 a.m. 2 hours

Panel Discussion – Funeral Industry History & Best Practices

Jim Kurtz, Moderator

Chris Layton/Ken Whittaker/Jimmy Lucas/Jay Carnes

1:30 p.m. 2 hours

Vital Statistics – Soo Teal

3:30 p.m. 2 hours

Social Media – Ryan Thogmartin

Monday, June 5

8:00 a.m. 2 hours

Pre-Need Updates – Jesse Saucillo / Eric Dahlquist

10:00 a.m. 2 hours

Rules and Regulations Update – Kyle Smith

1:30 p.m. 1 hour

Panel - Green Burial – Melissa Unfred/

Ellen Macdonald/Sarah Wambold

Tuesday, June 6

8:00 a.m. 2 hours

Ethics – Mark Owen

2:00 p.m. 1 hour

Keynote Speaker/General Session

Wednesday, June 7

10:00 a.m. 1 hour

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CONVENTION AT A GLANCE

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Saturday, June 3

Past Presidents & Former First Spouses Dinner (invitation only)

Sunday, June 4

Registration Open CEU - 6 hours
 Mike Honeycutt Memorial Bike Ride
 Committee Meetings
 Disaster Team Meeting
 TFDA Board Meeting
 Disaster Fund Raiser, Hill's Café

Monday, June 5

Registration Open CEU - 5 hours
 John Cathey Memorial Golf Tournament
 Falconhead Golf Club
 Wine Pairing
 Welcome Party, Punch Bowl Social

Tuesday, June 6

Registration Open CEU - 3 hours
 Services, Inc. Meeting
 Service of Remembrance

50-year Licensee Reception
 50-year Award Presentation
 Sales Club Lunch & Business Meeting
 General Session/Keynote Speaker
 Quarter Century Club Meeting
 PAC Reception
 Emerging Leaders Event

Wednesday, June 7

Registration Open CEU - 1 hour
 Ribbon Cutting
 Exhibits Open (9:00 - 4:00)
 Breakfast and Lunch in Exhibit Hall
 Kids Zone
 Idea Center Stage
 TFDA Board Meeting
 President's Reception
 Gala
 Awards Presentation
 Raffle Drawing
 Entertainment by Groove Knight
 Casino Parlor

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AFP Horizon
American Mortuary Service
ASD - Answering Service for Directors
B & L Cremation Systems, Inc.
Bass-Mollett Publishers
Batesville
Body Scoop by B-Mobile
C & J Financial, LLC
C & M Concrete - Precast
Capital Mortuary Services
Cathedral Park Urns
Classic Coach & Limousines
Commonwealth Institute of Funeral Service
Custom Air Trays
Dallas Institute of Funeral Service
Directors Choice Assignment Service
Dodge Company
Eagle's Wings Air (EWA)
Federated Insurance
First Call Coaches
FRIGID FLUID
Full-Circle Care Program
Funeral Directors Life Insurance Company
Global Atlantic Financial Group
Homesteaders Life
Hoyt Matise Corporation
ICCFA
Infinityurns, LLC
JST Architects
Legacy Touch
Live Oak Bank
Messenger
Miller & Sons Funeral Car Sales
Mission Valley Bank
MKJ Marketing
Monarch Resources
Mortuary Lift Company, Inc.
National Funeral Directors Association
NGL Insurance Company
Passare
Pierce
Precoa
Reeder Vogel Advertising
Regions Bank
Riley-Gardner Memorial
Roark Casket Company
San Antonio College
Security National Life Insurance
Sentiments Unlimited

Shields Professional Vehicles
SinoSource Intl.
Skyways Media
Southeast Texas Crematory
Southwest Professional Vehicles, Inc.
Texas Funeral Service Commission
Texas Service Life Insurance Company
Trust 100
Tukios Inc.
United Benefits, Inc.
Unity Financial Life
US Cremation Equipment
Vaughan Specialty Automobiles
Wilbert Funeral Services, Inc.
Wise Products, Inc.

Wine Pairing



Monday, June 5, 2017

3:00–5:00 pm

Hyatt Regency Austin

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\$65 per person

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**John Cathey Memorial Golf Tournament
Falconhead Golf Club
15201 Falcon Head Blvd.
Austin, TX 78738**

**Monday, June 5, 2017
9:00 a.m. Shotgun Start
4-Man Best Ball Team Scramble
Benefitting TFDA PAC**

Transportation is provided

**\$150 per golfer or
\$500 for 4 person team
\$40/ per team Mulligan**

\$200 per hole sponsor

Team Information
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Player 2 _____
Handicap: _____

_____ Contact Person

Player 3 _____
Handicap: _____

_____ Mailing Address

Player 4 _____
Handicap: _____

_____ City/State/Zip

_____ Company Name

_____ Cell Phone #

To register for the golf tournament, return the flyer to: TFDA, 1513 S. IH 35, Austin, TX 78741.
Make checks payable to TFDA PAC.

For credit card payment: Name on card: _____

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For more information contact: Mike Dolan (214) 883-2033

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TFDA Disaster Team Fundraiser

Sunday, June 4, 2017
Hill's Cafe
6:30—10:30
Tickets \$40 Adults
\$10 Children 12 & Under



After a day of Continuing Education, put on your boots or dancing shoes and come for a fun night of music and good ol' Texas grub at Hill's Cafe. Hill's Cafe is a South Austin Tradition established in 1947. All proceeds from this fun event will go to the TFDA Disaster Team to help them respond to communities when mass casualties occur. Come out and support the Team!

SPONSORS NEEDED! If you are interested contact Ann Singer (512) 442-2304 or ann@tfda.com.



Transportation provided

TFDA Gala

June 7, 2017

President's Reception 6:30—7:00

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Gala 7:00

Dinner

Awards Presentation

Music and Dancing

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Don't Stop Believing

Become a Convention Sponsor

Today

Contact Ann Singer for details

Welcome Party
Punch Bowl Social at the Domain
Monday evening

This is a fantastic way to start this year's convention. The Punch Bowl Social is a cool concept offering: Bowling, ping pong, video games, darts, board games, foosball, shuffle board and karaoke. There is a 360-degree bar, tasty food in a fun packed, family friendly atmosphere!

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Watch Your Language

The Scene: A family, one who has recently relocated in your city, comes to your firm, saying their beloved son, 42, passed away, unexpectedly, this morning at the state school, 100 miles away. They are requesting his body be transported to your funeral home for cremation and a memorial service.

No one in the room has used the word, but the “state school” implies intellectual and/or physical disability. This is an opportunity for the funeral director to demonstrate their understanding of the world of the disabled and their families.

Here’s why:

Despite the efforts of disability advocates – through advertising, the media and social media, a new national poll finds use of the word “retard” remains commonplace and many Americans see nothing wrong with it. It is, however, considered hurtful by the disabled and their families.

More than 90 percent of teens and adults say they’ve heard someone refer to another person as “the r-word” Roughly half of those polled said the reference was aimed at an individual with intellectual disability.

An online survey of 2,319 adults and 512 teens ages 13-17 across the country, conducted by The Harris Poll between January 24 and February 3, reported these findings.

In cases where participants reported hearing a person called a retard, about 50 percent said they felt bad or sorry for the subject of the attack and the same number reported they told the perpetrator it was wrong to say.

Women were more likely to speak up against the label, as were those living in a household with someone with intellectual disability, the survey found. Both men and women were more likely to speak against the label in cases where the person called “the r-word” had intellectual disability.

The Harris Poll found there has been little change in American habits surrounding such language, even as Special Olympics, Best Buddies and other disability advocacy groups have worked in recent years to call attention to use of the word and its offensive connotations felt by those touched by disabilities.

The Harris survey found 27 percent of teens and 38 percent of adults said there was nothing wrong with describing a thing or situation as “retarded.”



And, adults today are more likely to say they’ve heard someone called “a retard” than a year ago. Meanwhile, 91 percent of teens said as much, down just slightly from 95 percent in 2008.

However, there are signs that young people are becoming more sensitive.

The vast majority of teens said they know someone with intellectual disability and the number of adolescents who indicated they

intervened when they heard someone called the r-word jumped 21 percentage points compared to nine years ago. What’s more, almost none of the teens said they were indifferent or joined in when these situations arose.

“Teens embracing inclusion and advocating against the demeaning and dehumanizing use of the r-word are spreading a new conversation of acceptance, friendship and empowerment,” said Soeren Palumbo, co-founder of the “Spread the Word to End the Word” campaign, a push to get people to commit to stop using the word retard.

Roughly 9 in 10 of those surveyed said they are comfortable being neighbors with or participating in a group with people who have intellectual disability. Only 13 percent of adults and 10 percent of teens indicated they would not want to be friends with someone with such a diagnosis. ★

Editor’s Note: This story is based, in part, on an article by Shaun Heasley published in the March 2017 edition of Disability Scoop.

Tips on Helping Patrons with Physical and/or Intellectual Disabilities

What should funeral directors keep in mind when dealing with patrons with both physical and/or mental disabilities.

1. When speaking to someone with obvious disabilities, it is important to make eye contact.
2. When speaking to someone in a wheelchair – if possible – get on their eye level. This may mean sitting in a nearby chair, bending down or squatting down to achieve this eye-to-eye communication. If the person in the wheelchair has to look up to gain eye contact with you, it may be painful, especially in their necks.
3. Make certain the funeral home and/or church have doors wide enough to accommodate wheel chairs and all areas are accessible for people in wheelchairs (with ramps, no stairs), on walkers and motorized scooters.
4. Make certain there are accessible restrooms available that meet ADA requirements.
5. Seat older mourners closer to the front of the church or chapel so they will be able to hear and see without problems.
6. For services where older mourners or mourners with disabilities are expected, assure your staff is trained to assist them in and out of the visitation area, in and out of the chapel or church. Your staff should be aware of the locations of ramps and/or accessible options, such as churches with stairs, etc.
7. If a reception is planned, staff should be available to assist older mourners or mourners with disabilities, i.e., carrying drinks and plates to tables, etc.
8. Staff should always be available to open doors, guide to arrangement office and assist with opening and closing doors at the end of the arrangement conference when people with disabilities come to the funeral home to make arrangements.
9. It is always important to ask permission to help a person with disabilities, “How can I help you? Do you need help, transferring from the wheelchair to a chair? May I help with doors? Do you know where the ramps are located? May I hold that for you? May I help you to your car?”

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50 YEARS OF SERVICE:

Winston Moore, Jr.

Growing up raising peanuts and watermelons on a farm in Nixon, Winston Moore, Jr., knew – when he graduated from Nixon High School in 1962 – he was not, in any way, interested in farming.

“I had no clue what I was going to do,” confessed Moore, owner of Moore Funeral Home in Refugio (pronounced Rah-furr-ee-o), about 20 miles east of Beeville and 44 miles north of Port Aransas. In 2014, there were close to 3,000 residents in this town, known mainly for its multi-state championship football team.

“Yes, Refugio’s high school has a lot of talented athletes,” agreed Moore, who was in attendance at AT&T Stadium, Dec. 15th, when the mighty Refugio Wildcats beat Crawford, 23-20 to add another state championship trophy to the high school’s trophy case.

That win capped off a good year for Moore, who was honored in Corpus Christi at the TFDA convention, when he received his 50-year service pin.

As it happened, Winston and his future wife had been friends almost all their lives. “The first funeral I attended, Judy – who was 10 – played the piano for the service.

“The funeral was held at Country Church in Union Valley, and it was for a young boy who was killed in a motorcycle accident.

“Judy, who was salutatorian of our graduating class, played piano for her sister, who sang for funerals in our hometown and the surrounding communities,” Moore continued. “After I completed mortuary school,” Judy and I married. That was 52 years ago.”

Moore attended San Antonio Community College until 1964, and still had not found his professional passion.

“Judy and I were engaged in 1964 and it was Judy who first brought up mortuary school.” After thinking about it, Moore registered at Commonwealth College in Houston and arrived, right on time for his first day of classes.

“I didn’t know what to expect,” he admitted, “so when Tex Garton, the instructor, came in and began speaking, he captured me. It felt like falling in love all over again for the first time.”

Little did he know, once his class graduated, it would be the last class Garton taught, due to illness related to the pancreatic cancer that would take his life a few years later.

“Tex Garton was probably one of the smartest and most dedicated men I know,” Moore shared. “His lectures were so filled with information, you had to take notes to help remember it all, and he taught me, above all, we are a part of a service-based profession – something I think about every

day. Tex Garton was a hero and mentor to me, and I respected him highly.”

Moore said there were 150 students in his graduating class from Commonwealth. Only two – Ted Adams and Moore – were on hand to receive their 50-year-pins last June.

After working for Lewis Hill, a Gonzales funeral home owner, Moore thought he might have to rethink his career choice. “We were on call 24 hours a day and in six months, had only been allowed a half-day off,” he remembered. “I was making \$200/monthly. My wife was making \$100/monthly as a teacher’s aide and we were starving.”

He sought the counsel of another funeral director and past TFDA President Robert Goodwin, who owned a funeral home in Sinton. “I had gone to mortuary school with Robert’s father-in-law and respected both men a great deal,” Moore explained.

After working and learning alongside Goodwin for almost five years, Winston Moore, Jr., became the youngest director in the area when he purchased the funeral home in Refugio. He was 24 years old.

“The funeral home was old and run down,” the 50-year veteran recalled. “We built a new facility in 1988, but in the beginning, we had ambulance service and answered all emergencies. My son Mark is licensed and works with me. We’ve been here for 48 years, we know everyone and I am fortunate (with my wife’s help) to have chosen a great profession.”

Truly a family funeral home, Judy Moore handles the books while her husband and son meet families, make arrangements and direct funerals and burials.

“We’ve served three generations in many Refugio families,” the director said. “It’s like you have a ministry, but it’s in funerals. It’s a service-oriented business. Unlike the chain stores that have replaced Mom-and-Pop shops and no longer offer service.

“Families we have served come back because of the way they’re treated,” Moore continued. “They know we won’t take advantage of them...they trust us and know we’re fair.”

Moore also is proud to say his funeral home has served all races, all religions from its beginnings. “We are here for everyone in their time of need,” he said, “and our staff through the 48 years we’ve been here has represented every area of our community.”

About his recent honor in receiving his 50-year service pin, Moore thinks before saying, “Fifty years goes by in a hurry,” he began, “but if you’re doing something you love, it’s like you’ve never worked a day in your life.” ★

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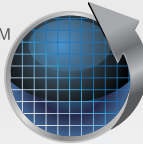


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...Dylan Stopher

I am a funeral director and embalmer. I am also a husband, father, friend, musician, teacher, author, poet, small group leader, and myriad other things. But I am a funeral director and embalmer.

I'm 37 years old, and I started in the funeral profession when I was 19. Like most directors, it was something that just sort of "happened," and I couldn't really explain to you at the time why I was okay with moving from bartending and restaurant management to funeral service. But I can now tell you, I am so glad that it happened... and I'd make this leap a thousand times over.

I started young, yes, and I worked in a

state that allowed me to complete half of my apprenticeship before going to school. I did 4 of the 6 months, and then moved away. Once I enrolled in school, I started work for a funeral home in the city. It was an amazing time of growth and learning, both in the book smarts of the business and the common sense, practical wisdom from the directors I served with. (If any of them are reading this now, they'll know who they are... and how much they mean to me.)

After school I returned home to complete the remaining 8 months of apprenticeship, and then received my license. I worked for a couple years, and then there was a change needed... due to an immaturity and inability to deal with the death of children. This is a very real issue in our business and it caught up to me quickly. But I did something unique with that opportunity... I left and expanded my skill set.

I sold cars. I know...not exactly what you'd think a director would turn to, but it turned out to be phenomenally helpful. I learned the ability to qualify what someone needs, rather than what they want, and methods to keep them from going into financial ruin. It is vital we, as funeral service professionals, recognize that there are people who do have a champagne taste with a water bottle budget, and we need to protect them from themselves in this debt-ridden culture. Trust me, they'll appreciate that much more than the collection notices and bills that follow the funeral.

Then a hurricane forced relocation, and I started selling homes (after a brief and uneventful return to the restaurant business). Real estate is a slower selling process, one that

requires finesse and a deeper client relationship. It was in the sale of homes I discovered how to truly build a bond with a client, asking the right questions to gain the right answers. Working through a slower process allowed me an immense amount of insight into the pre-arrangement side of our profession, working with clients all the way up to their time of need. It is a phenomenal skill to have.

Then I took a turn in retail, working for a cellular company that holds many awards for their distinguished program of coaching and developing leaders and teammates. I spent a few years with them in a leadership position and learned how to coach people to greater levels of success. I also learned how to read through the numerical side of a business and analyze patterns to forecast greater success in the future. These skills, combined with excellent practice in building relationships and rapport, would serve to be the launch pad for much greater success in my career than I ever could've hoped.

I took a job to reciprocate my license into the state in which we were living, and that was the sole and express purpose of that role. I am grateful to that firm for allowing me the chance to do so, and we were all aware it would be that and likely nothing more. When I was done, with a fresh license in hand, I went to work for a firm in a different part of our city, requiring my family to move... and there is where I began the greatest journey you could imagine.

I was a funeral director... an embalmer... then an assistant manager of a stand-alone... then an assistant manager and care center supervisor of the largest combo in the group... then a location manager of our newest acquisition. I served a team of wonderful directors, and we led our region in averages in almost every category (trumping our far larger competitors both in percentage and dollar amounts).

I assisted our corporate trainer at times with insight, and was allowed the opportunity to train several directors in specific metrics. And in 2012, I was awarded the Funeral Director of the Year for the highest overall sales average in both burial and cremation, both pre-need and at-need in our region. It was phenomenal.

During that time, I met my current leader,



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owner of a vault production and sales license in our area of the US. The first time I met him in 2010, I told him when he was ready to replace himself, I'd like to have the opportunity to interview. It took about four years, but I finally made the switch.

First, I have always wanted the opportunity to train professionals to be more successful. I'm an avid believer our profession thrives on education to the consumer, and that directors and counselors can only educate and serve properly if they are educated and served thoroughly. I love to see people gain a higher level of success, and I find joy in that.

Second, I don't do as well in a single office. In my favorite role in a funeral home, when I managed a team of funeral directors and ran a care center in the same building, I was always busy... always running... always having a meeting for something. I found great pleasure serving in that specific role, and it was challenging every day. However, it was not as much fun, or as exciting, as being able to visit with as many professionals as I do now. I drive... a lot. And some days are very boring, riddled with windshield time spent, only to find my intended visit for the day has had a walk-in or a death call, and had to leave the office. But I visit with over 200 people annually, and I get to learn from their individual business models, and share wisdom to them from a specific niche in our profession.

Third, I speak their language. I have literally sat across a table from thousands of people who have needed the service of a funeral professional, and I've done what my clients do. I know their stressors, I know their pain, I know their love for serving others... and I know if they say they need to meet another time, they mean it. I also know when there is an issue that needs discussion, they don't have a ton of time to go through every fine detail. They need answers quickly, and I can deliver them in a way they understand. (And I mean no disrespect to those who are vendors that are not also funeral directors and/or embalmers... please don't think that.)

Last, and probably most importantly, I'm crazy just like they are. Why? For the same reasons as above. I've seen what they've seen, and I've listened to what they've listened to. I know the pain of carrying the countless secrets that are shared in an arrangement office, and I know the joy of a family thanking you for a once-in-a-lifetime tribute that fits perfectly to the life of their loved one. We laugh about the same things... and we clutch our knees in a corner and cry about the same

things. So when I speak to my clients, I'm one of them as much as I'm their vendor.

So given my path to becoming a vendor, there's only a few things I can share with you in closing. First, vendor spots are rare. If this is something that calls to you as it did to me, seek it out and don't give up until you get the position you want. Second, there's nothing wrong with staying in a funeral home. I do miss serving families directly, and I can name some of those families and tell you exactly why I miss them... don't feel like the only path up is the path out to vendor life and away from direct service to the families in need.

And lastly, possibly the most important thing I can share with you: never stop being a funeral service professional. That might sound silly, but let me explain. I keep my li-

censes current, and I'm ready to go and serve if called upon. I maintain close friendships with the directors I know, and I forge new ones with those I meet. I understand and remember what it's like to be in the shoes of a funeral director under extreme pressure, and I will always temper myself towards that level.

I am a funeral director and embalmer. I am a vendor, yes... and I serve the larger populace by serving the funeral professionals... but I am, first and foremost, a funeral director and embalmer. ★

Dylan Stopher wears all the hats he mentions in his article. More specifically, he is Regional Sales Manager in the Greater Houston Territory for Wilbert Vaults - Houston...and lucky for us, he likes to write!



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Is Your Firm a Danger Zone?

Sometimes, we're so familiar with a space and its furnishings, we fail to see the hazards, but it is possible for any area of a firm to present hazards. Who knew, right?

You even may be surprised to learn that roughly 80,000 private-industry office employees and administrative workers suffer on-the-job injuries each year, based on Bureau of Labor Statistics estimates. Want to guess the most common culprits? If you said slips, trips and falls you are exactly right, and those are followed by being struck by, caught on or knocking into objects and ergonomic injuries — most, if not all, of which are preventable injury accidents.

So let's talk about compliance with OSHA regulations and safety codes. As you know from experience, compliance is usually up to each employer. In funeral service, the main focus is, first and foremost, creating a safe work environment in the prep room because of the chemicals involved.

This task also requires common sense on every embalmer's part. In addition to wearing Personal Protection, keeping fingers



away from sharps and not looking down at your phone while you're racing out of the prep room, here are a few basic no-brainers to keep people safe at your firm.

Keep it clear. Keep it tidy.

Get rid of storage boxes, discarded office chairs, broken coat racks, old holiday decorations and any other detritus that might have been piled up or abandoned in the hallways

or between desks. Also, make sure electrical and computer cords aren't stretched across possible pathways where they can trip people up.

Open it? Then close it!

If you open a desk drawer, file cabinet or closet, close it — even if you're going to open it again in a couple of minutes. You'd be amazed how many people bark their shins, trip, fall or run into doors that were momentarily left ajar.

And open just one drawer at a time. It's not only dangerous, but nobody wants to be the one who has to put everything back in its proper place when a file cabinet tips over!

Keep your feet on the ground

Don't stand on chairs, desks, bookcases, file cabinets or fellow employees to reach something or put up that mistletoe over your cubicle. If you are aiming high, use a proper stepladder that is fully opened and placed on level ground. Don't climb higher than the step indicated as the highest one that is safe to stand on.

Slack your Stacks

Speaking of reach, use some common sense when stacking stuff. Don't pile boxes too high, and make sure the weightiest ones are closest to the floor. Try not to put heavy books or objects on top shelves or atop cabinets. Most important, make sure nothing — including furniture — is higher than 18 inches below fire sprinkler heads.

Adjust yourself

Because you probably spend the bulk of your day seated at your desk working on a computer, you might think getting flabby is the biggest risk you face. But office work also makes you prone to strains, pains and repetitive stress injuries that can become quite debilitating. Make sure you have adjustable equipment — chair, keyboard, monitor, mouse, etc. — and know how to make it work in a way that protects your health.

Going to the office every day shouldn't be dangerous. Keep these rules in mind and you're a lot less likely to ever get injured on the job, need worker's comp or end up sitting next to Andy Dwyer in the ER. ★

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— Theodore Roethke—



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Why Coffee Breaks are Important (Even in Texas)

Everybody loves their afternoon coffee. Funeral directors and funeral home employees don't often have the luxury of a formal coffee break, so many find themselves heading for the coffee machine during lulls in activities. However, most visitors to Texas funeral homes are offered coffee, tea or water.

These coffee breaks serve as a mental, emotional and physical refresher and, like the name implies, a break – or a rest – from the usual grinding routine.

But nobody enjoys formal coffee breaks quite like the Swedes. In fact, gathering for afternoon coffee has become a bonafide ritual for the majority of the country's caffeine addicts. This gathering, otherwise known as taking part in "fika," the act of having a coffee socially with friends, family, or coworkers.

More often than not, Swedes consume coffee alongside traditional Swedish pastries, otherwise known as fikabrod, and usually includes those delicious, gooey cinnamon buns (kanelbulle)...and in many Swedish companies, it's not just a ritual — it's actually mandatory for employees of these companies to take two fika breaks per workday.

In a New York Times review in 2010 about author Stieg Larsson's hit Swedish trilogy (*The Girl Who Kicked the Hornet's Nest*, *The Girl Who Played With Fire* and *The Girl With the Dragon Tattoo*), the Times reviewer wrote incredulously about



how the books' scenes seemed to always revolve around endless servings of coffee:

"...everyone works fervidly into the night and swills tons of coffee; hardly a page goes by without someone "switching on the coffee machine," ordering "coffee and a sandwich" or responding affirmatively to the offer "Coffee?"

So where exactly does Sweden's rich coffee tradition come from? According to historical accounts, coffee made its way to Sweden in the mid-1670s and found popularity among the wealthy about 100 years later. But in 1746, the king imposed a hefty tax on the newly popular beverage, which the Swedes refused to pay.

Ten years later, coffee was banned from Sweden, though that didn't stop the locals from continuing to drink it. Higher taxes were imposed on coffee, leading to a black-market-type situation of coffee con-

sumption among the Swedes.

King Gustav III, who suffered from acute paranoia, feared coffee consumption caused health problems. But he also worried these secret coffee meet-ups would lead to planning to overthrow the monarchy.

He decided to use science to ban coffee. A set of twins proved handy; the two had been condemned to death, and the king offered them life imprisonment instead, on the condition that they partake in a health experiment. One twin would drink three pots of tea daily for the rest of his life, while the other would drink three pots of coffee daily.

In an ironic twist, both twins outlived the doctors monitoring their health, and the king was assassinated in 1792, prior to any results being revealed. But the irony doesn't stop there. The tea drinker actually died first, at a whopping 83 years old, while the coffee-drinking twin continued to live. Understandably, multiple failures of the ban resulted in its removal in the 1820s, when coffee drinking skyrocketed.

Nowadays, the Swedes generally take two fika breaks a day: once in the mid-morning, and again around 3 p.m. The word "fika" actually derives from the 19th-century slang word for coffee, kaffi. It's pretty simple: Invert the word kaffi, and you get fika. And for the Swedes, fika is pretty serious business; along with Finland and the Netherlands, Sweden rounds out the three biggest coffee-consuming nations in the world.

In 2015, the percentage of Americans who drink a cup of coffee every day declined for the third straight year, the National Coffee Association (NCA) reported, reflecting slacker consumption from older drinkers.

The National Coffee Drinking Trends study in 2015 showed 59 percent of Americans drank a daily cup of coffee, down from 61 percent in 2014 and 63 percent in 2013. It was the lowest level since the NCA changed its methodology in 2012 to be more inclusive of ethnic minorities.

Sixty-five percent of Americans, aged 60 and older, said they drank a cup of coffee the prior day, the same rate as 2014 but down from 76 percent in 2013. While the 60-plus demographic includes the country's biggest coffee drinkers, it is tracking the trend toward lower consumption in the population as a whole. ★



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Levingston

Joel Levingston, rancher, funeral director, husband and father, and most important to him grandfather, died February 27. He was the founder of Levingston Funeral Homes in Groves and Port Neches, and was named TFDA Funeral Director of the Year in 1997.

He was born on September 19, 1931 in Port Arthur, Texas to Capt. S.W. and Aileen Keeney Levingston.

Joel was a native of this area his entire life, except for time in college and the military. He was a graduate of Thomas Jefferson High School and attended Landig Mortuary College in Houston where he received his degree in Mortuary Science. He held both a Texas Funeral Director's and Texas Embalmer's license. Joel served in the United States Army during the Korean Conflict as head of a Graves Registration Lab.

He established Levingston Funeral Home upon his return in 1955. Joel dedicated his life to funeral service. By the age of nine he was washing cars for a local funeral home.

That same year he married Portia Smith – who he had dated since she was 15 years old.

Together they built Levingston Funeral Home into one of the most successful in

the state. Today his children, Kathy and Jay Levingston run the business.

He was named by Groves Jaycees as "Business Person of the Year" twice, Funeral director of the year by Texas Funeral Directors Association- and too many awards to mention.

Joel was a member of The Methodist Temple, serving as Chairman of the Board, Methodist Men's, usher and other positions thru the years. He served on the Boards of First Bank and Trust, Doctor's Hospital and Groves Senior Citizen Center. He was a member and past president of Groves Rotary Club, member and past president of Groves Chamber of Commerce, Groves Masonic Lodge #1315, member and past president of El Mina Shrine, past president and member of Bachelor's Club, and past chief of Cav-oil-cade Commodores.

He was a lifelong Boy Scout. He earned the rank of Eagle Scout, served as Scoutmaster in Groves and formed Sea Scout Ship #501. He received the Silver Beaver Award, highest honor in scouting.

Joel served as Groves Civil Defense Director for many years following the loss of their first funeral home to the tornado that struck Groves in 1957. At one time he served as Emergency Management Director

over the entire Gulf Coast.

Joel was a member of Tejas Vacqueros and a lifetime member of the Houston Livestock Show and Rodeo and served on the Breeder's Greeters Committee.

He served as Commissioner for Drainage District #7 for eight years during which time the levee protecting our area was built. He also served on Drainage District #3 for 20 years.

Joel was appointed to the State and National D-Mort Teams. He was activated during 9/11 attacks and served in New York City.

Funeral services were held March 2 at Levingston Funeral Home in Groves with a military graveside following in Greenlawn Memorial Park.

Joel is survived by his wife, Portia A. Levingston of Port Neches, daughter, Kathy Levingston Lewis and husband John of Port Neches, son, Jay Levingston and wife Belinda of Hamshire, four grandchildren, Kara Scott, Katie Scott, Brooks Levingston and Brock Levingston. Joel will be missed by his companion "Lil Buddy".

Joel dedicated his life to serving others. Those that knew him know he did just that.

Mumaw

Myra Belle Swindell Boggs Mumaw, age 96, quietly and graciously unclasped her earthly bonds on March 10, 2017, and was welcomed into her Heavenly home by her loving Father where she embraced so many beloved family members. She is the mother of Alice Berthelsen Adams, longtime editor of this publication.

Born November 25, 1920, in Childress, TX, Myra Belle grew up in Dallas, where she lived with her parents, the late Ridley Williams Swindell and Little Effie Swindell, where she was an active member of Oak Lawn United Methodist Church and, later, Lovers Lane United Methodist Church.

She was the second of five children, including Betty June Metz, the late Mary Alice Abel, the late Dorothy Jeanne Brinson and the late Ridley (Sonny) Swindell, Jr., Myra Belle's five-year-old baby brother. His death – the result of the simultaneous onset of measles and pneumonia – before antibiotics.

When she was seven, Myra Belle and her family gathered with other Dallasites along Oak Lawn Avenue to see Charles Lindbergh pass in an open car during a parade in his honor after his trans-Atlantic flight.

She and neighborhood girls had planned to shout out, "We love you, Lindy!" when the ruggedly handsome aviator passed, but when the moment came, the girls stood in stunned silence as their hero rode by.

Graduating with North Dallas High School's Class of 1938, Myra Belle was offered a math scholarship to then-Hockaday Jr. College, but as her mother rationalized, "A college degree doesn't make having babies any easier," so, instead of going to college, Myra went to comptometer (first commercially successful key-driven calculator) school.

After her daughters earned their first degrees, Myra returned to the classroom at Brookhaven College and earned more than 30 credits toward her bachelor's degree.

After completing her business school training in 1930, she was hired as a comptometer operator for Otis Elevator and eventually, Sears, Roebuck & Co., on Ross Ave., where she also modeled hosiery in the 1940s.

During WWII, she volunteered as a hostess for the USO in downtown Dallas.

In wartime, and the Swindell family hosted many soldiers and sailors at their home at 2726 Welborn for Sunday dinners and Saturday night dances. For the latter, they rolled up the rugs, moved furniture from the large living room and played records on their Victrola.

Myra Belle had a beautiful voice, loved to dance and enjoyed the orchestra music on the rooftop of the Hotel Adolphus, in the ballroom of the Baker Hotel, Cotton Club, and others. One evening popular orchestra leader Joe Reichmann heard Myra Belle sing and offered her a job. However, her parents nixed the idea of her traveling with the band, unchaperoned, and so the disappointed songbird returned to her job at Sears the following Monday.

Myra Belle's magnetic smile and cheerful attitude attracted people to her, and she made many, many lifelong friends during her life's journey.

She met Herschel Jefferson Boggs at the Farrow Class at Oak Lawn Methodist in 1944. Herschel, who had been working as a Spanish interpreter for the State Department in Washington during WWII, had been given a new assignment in the Dallas area. After an appropriate and proper courtship, the couple married at Oak Lawn Methodist Church, the Rev. Dr. John Donaho officiating. The wedding reception was

held at the home of the bride, after which the couple left for a honeymoon in Monterey, Mexico,

Mr. and Mrs. Boggs moved to San Angelo, Herschel's hometown. There they had two daughters, Alice Ann (1946) and Susan Dale (1949). Myra Belle served as mother and homemaker as well as volunteer in the Santa Rita Elementary School PTA, room mother, Brownie Scout leader, costume designer for the girls' dance recitals, San Angelo Cotillion, the Beta Sigma Phi sorority, an active member of First Presbyterian Church and Sunday school teacher, Vacation Bible School Director, ladies circle leader, Candlelighting Service Director and anything else she was called on to do.

The Boggs family moved to Dallas in 1957, where a third daughter -- Melinda Lee (1957) -- was born. Again, Myra Belle was involved in PTA at Caillet Elementary, E.H. Cary Jr. High and Thomas Jefferson HS. Along with making a home, she participated in church activities at Oak Lawn Methodist, women's and dinner bridge clubs, scouting, etc.

She was an excellent seamstress, sewing most of her daughters' clothing, a gourmet cook, a fine Christian role model and a loving wife. She dedicated herself to providing her family with a comfortable home and a wonderful life...and when it came time for the girls to go away to college, Myra Belle took a job, first with Sanger-Harris at Highland Park Village and then as medical office

manager for a number of physicians in the Locke Medical Building. When she retired, she had also worked for the late Leonard Gravier, M.D., a pediatric surgeon, for more than a decade.

After all three girls had earned their bachelor degrees, Myra Belle and Herschel filled their empty nest with activities, travel, and friends.

Herschel Boggs died in 1980 after a valiant, two-year battle with lymphoma, and for the next 8 years, Myra continued loyal attendance at Lover's Lane United Methodist and the Swingin' Saints Square Dance Club. She also enjoyed daily three-mile walks on the track at Town North YMCA, her group of widowed lady friends, appropriately calling themselves "The Girls" and traveling.

Over her lifetime, Myra Belle visited a number of countries, including the United Kingdom, Russia, France, Germany, the Mediterranean, Scandinavia, and others.

After meeting the newly-widowed James L. Mumaw through her volunteer work with Widowed Persons Services, the two married a little more than a year later at Lovers Lane United Methodist Church. Jim, who was a bomber pilot during WWII and retired as a captain from Braniff Airways, consented to take square dance lessons. Later, the two also took round dance lessons. On the many cruises they enjoyed, they commanded the dance floor with their dance expertise and were applauded by their audiences around the world.

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After 20 years of marriage, the two traded the burdens of home ownership for a care-free lifestyle in The Tradition senior community. As Myra's health became more fragile, they moved again, this time to Caruth Haven Court. Jim passed away May 2016.

Myra is survived by her daughters Alice Ann, Susan Dale, and her husband, Sam, and Melinda Lee, and her husband Bill, nine grandchildren and 21 great-grandchildren. In addition, she is survived by Jim's two children, Ted Mumaw, and his wife Jackie, Linda Douglas, and her husband Ron and their families. She is also survived by her sister, Betty Metz and numerous nieces and nephews.

Myra's Heavenly journey leaves many with heavy hearts, and at the same time, we rejoice in our bountiful memories and the knowledge our loving mother has realized God's promise for everlasting life and the eternal peace only angels can know.

"Precious in the sight of the Lord is the death of his saints."

---Psalm 116:15

Funeral direction was entrusted to Syd Waldman with Syd Waldman Funeral Care in Houston. Visitation and interment were under the direction of Restland Funeral Group of Dallas. After family graveside rites at Restland Memorial Park on March 20, a celebration of Myra Bell's life was held at Lovers Lane United Methodist Church.

Siebel

A full of life, 64 year-old who was a beautiful person, loving wife, sister, mother and grandmother should not need an obituary at this early time.

Sadly, Leslie Seibel of Austin, Texas passed away after a brave and courageous battle with cancer on March 15, 2017 surrounded by her husband, sons, daughters-in-law and grandchildren. She is the wife of Ron Seibel, who works with TFDA Endorsed Provider Advanced Benefit Solutions.

She was born April 22, 1952 in Columbus, Ohio. She was preceded in death by her Father, Harold Boyd Woodward and Mother, Jane Claire (McFeely) Woodward. Leslie is survived by her husband of nearly 43 years, Ronald E. Seibel of Austin. In addition, she is survived by her sons Philip M. Seibel (Charity), Geoffrey S. Seibel (Kristin) and four granddaughters, Allison, Brooklyn, Madeline and Shelby. She is also survived by her sisters Beth Hanley, Ellen Meranda and Laurel Woodward Straker (Norm).

Leslie and Ron had a blessed life together and were truly in love from the moment they met in Washington, D.C. Leslie was an insurance benefits advisor for over 20 years and worked with her husband in a family owned insurance agency, but she was most admired for her infectious smile, spunky attitude, care for

others and love for her husband and family. Leslie was also a gifted organizer, cook, decorator, shopper and conversationalist. She always thought of others before herself and never liked attention. Her wedding anniversary was more important to her than birthdays and her four granddaughters meant the world to her.

She enjoyed camping, hiking, beaches, the outdoors and being with friends and family. She was a graduate of Norwalk High School (Norwalk, Ohio) and received her Bachelor's Degree from the University of Phoenix. She was a member of the Austin Association of Underwriters and a lifetime member of the Girl Scouts of America.

A celebration of Leslie's blessed life was held on March 20 at Harrell Funeral Home in Austin with burial at Phillips Cemetery in Dripping Springs, Texas.

Family encourages financial gifts made in memory of Leslie Seibel to Hospice Austin, 4107 Spicewood Springs Rd., Austin, TX 78759 or on-line to hospiceaustin.org. You may also make a donation to Texas Oncology Foundation, 12221 Merit Drive, Suite 500, Dallas, TX 75251 and please indicate Clinical Research in the memo line of the check.

Slavik

Emma Florence Slavik, 96, of Edna, passed away on March 14, 2017. She was the former co-owner of Slavik Funeral Home in Edna, which was established in 1946.

She was born on March 6, 1921 in Weimar, Texas to William and Antonia Kofron Lichnovsky. Emma attended St. Michael Catholic School in Weimar and graduated from Weimar High School. She received her RN Diploma from St. Joseph Hospital in Houston.

On April 6, 1942, she married Charles Slavik, and they were blessed with three sons and one daughter. Emma and Charles were members of St. Michael Catholic Church in Weimar until they moved to Edna where they joined St. Agnes Catholic Church, where she became a member of the Catholic Daughters and taught third grade Sunday School

Her funeral was held March 17, 2017 at St. Agnes Catholic Church with interment at the Memory Gardens of Edna. Services were under the direction of Slavik Funeral Home.

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ASD — Answering Service for Directors was the first answering service devoted solely to serving the needs of funeral directors and has been family-owned and operated since 1972. Many funeral directors began using this service at its inception and continue using it today. ASD maintains the highest degree of professionalism with extensive training, cutting-edge technology and an unmatched level of service. Contact Jason Bathurst at (800) 868-9950 or jason@myASD.com.

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Live Oak Bank provides financing solutions to funeral home and cemetery owners nationwide. Beginning with funeral home lending and later expanding to funeral and cemetery trust services, we are dedicated to helping funeral professionals succeed. Our team works solely with funeral home and cemetery owners allowing us to truly understand the unique needs each client faces. To learn about Live Oak Bank, visit liveoakbank.com/funeral or contact Tim Bridgers the General Manager of Funeral Home Lending at Tim.bridgers@liveoakbank.com or 910-685-7446.

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Federated Insurance Cos. is the endorsed TFDA Services, Inc., property/casualty, liability and workers' compensation insurance provider. Federated is recognized as the national leader in partnering with trade association and buying groups and has been endorsed by 29 state funeral directors associations. The company has more than 100 years' experience providing insurance and risk management services to business owners. They currently have 29 representatives in Texas to serve you. Federated offers very competitive rates.

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APEX Continuing Education Solutions is now partnering with TFDA to help you meet your continuing education needs. To qualify for the TFDA partnership, simply go to TFDA.com and click on "Continuing Education" and then on the Apex link. You will

be taken to their website where you can sign up for CE hours. TFSC has approved all the continuing education modules. It is possible to get all 16 hours, including the required hours, through this program. You may study the modules and take the tests online, or order the modules through the website and have them mailed to you. The cost is reasonable and the process user-friendly.

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SimplySmart Solutions offers competitive non-biased electricity bids from multiple Retail Electric Providers with personal attention, accessibility and customer service. The team works together with each customer to ensure that member's electricity needs are met in a timely and cost-effective way.

Contact: Jessica Dusek at (512) 691-6260 or Jessica.duske@nrgsimplysmart.com.

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Full Circle Care is a unique service will provide your families with the assistance they need to finalize matters such as credit cards, bank accounts, credit bureaus, pensions, social security and much more. They make calls with the family on a three-way conference call. For more information, please call Matt Van Drimmelen, (888) 713-4625, matt@finalassistance.com

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Stairway Lending is a quick and easy way for your family to secure a loan for funeral expenses. They assist the family in their time of need from a large pool of lending institutions. It is much like a personal loan. The funeral director has no obligation to follow

up for payments. For more information, contact Josh Holloway (205) 572-5640 or email jholloway@stairwaylending.com. Website: www.stairwaylending.com

Group Health – Retirement (401k)

Advanced Benefit Solutions offers TFDA members a free confidential evaluation of their employee benefit program. ABS can offer proven cost-saving alternatives and increased benefits. Products include employee retirement programs, group life insurance, long-term disability, dental and group medical insurance. Call Ron Seibel at (800) 291-2009 or fax (512) 582-9493. Customer service and satisfaction is guaranteed.

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Online Newsletters

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.

Phone "On Hold" Systems

HEAR HERE "On Hold" Systems offers customized music and message "on hold" service to TFDA and its members. They can help you project your professional image each time you find it necessary to place a caller "on hold" by creating custom productions especially for your business. They are proud to offer their services without any equipment to buy or contracts to sign. You can hear a sample of their service by calling the TFDA office. For more information about this great image enhancing marketing tool, call Vince at (800) 613-3197 or visit them online at www.hearhere.net.

Do you "Drive S.A.F.E."?

How often do you consider that there are far more serious consequences to unsafe driving than just getting ticketed? In most states, if you killed or injured someone because of distracted driving or playing a role in a road rage incident, you could be criminally charged. If that's not bad enough, these risky driving behaviors also put your loved ones in harm's way, whether or not they are even in the vehicle with you. Think about it: What would your loved ones do if your behind-the-wheel conduct resulted in your being seriously injured or killed in a car crash, or you are sent to prison because your actions contributed to another's injury or death? Bottom line: Poor driving decisions could ruin your freedom and tear your family apart.

At some point, everyone has made a poor driving decision: speeding to make up for lost time, reading an incoming text message, driving when too tired, or letting emotions take over when encountering a "crazy" driver.

The majority of all auto crashes can be traced back to four driving behaviors: Speed,

Attention, Fatigue, and Emotion. Branded "Drive S.A.F.E.," Federated Insurance's driver awareness program helps business owners and risk managers call attention to these behaviors to help their employee drivers understand the risks each can present, and their resulting consequences.

Risky driving habits typically develop over time and can be hard to break. Keeping the S.A.F.E. factors in mind may help you overcome the temptation to engage in behind-the-wheel conduct that puts you and others in danger. Before each trip:

Give yourself ample time to get where you're going. Not only does it feel good to be early and not rushed, you can significantly reduce your chances of being involved in a crash.

Make a commitment to pay attention to the task at hand, mentally and physically. Be on the lookout for inattentive drivers and drive defensively.

Get enough rest to help ensure peak mental awareness so you can react to hazards that may require split-second maneuvers.

Remain in control of your emotions and act responsibly. Put space between you and motorists whose actions aren't sensible.

Drive S.A.F.E. has one goal: to help keep you and your loved ones out of harm's way. Please make it home safely today! For more information on all of Federated's risk management programs, contact your local marketing representative today, or visit our website www.federatedinsurance.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.

Verizon Wireless Service TFDA members (all existing and new customer Verizon accounts) will receive an 8 percent discount off their monthly bill along with discounts of up to 25 percent off all accessories. This discount applies to business accounts and personal accounts. All activation fees will be waived for new services provided, along with early termination fees up to \$350. All agreements will be for a duration of two years. Apple products will not receive discounts. To initiate your account, contact Will Godfrey (832) 349-5106, will.godfrey@cellularsales.com.

El Dorado Motor Group offers TFDA members and their employees the ability to purchase GM vehicles at fleet pricing. El Dorado Motors will sell all eligible vehicles at GM Supplier Pricing as detailed on the manufacturer's invoice. This is truly a "no hassles/no haggle" process. For each vehicle purchased, they will donate \$50 to the Colin Owens Memorial Scholarship Fund. Contact Tom Bresnahan in McKinney, Texas, at (972) 569-0101.

Funeral Service Credit Union, located in Springfield, Illinois, is a state-chartered credit union established in 1983 that provides financial services to funeral service professionals, their employees and immediate families. This credit union is endorsed by NFDA, many other national funeral service organizations and state funeral directors associations. They offer many services and very competitive rates. For more information, visit www.fscunet.org or call toll-free (866) 701-3728 or (217) 546-5480.

Music Licensing TFDA members are eligible for the same low rate for music licensing as is available to NFDA members. NFDA allows members of the state associations to receive a discounted music license. The 2017 music license is \$246. This is a considerable discount over the price you would pay to become licensed directly with each agency (ASCAP, BMI and SESAC). For a copy of the 2017 NFDA music license renewal form, go to www.tfda.com and click on "Helpful Forms." Failure to obtain an annual license may result in substantial fines.

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2017 TFDA CALENDAR OF EVENTS

April		
4 Tu	East Texas Meeting	Mineola
6 Th	Southeast Texas Meeting	College Station
10 Mon	North Texas Meeting	Fort Worth
12, 13	South Texas Meeting	Laredo
18 Tu	TFDA Services, Inc. Board	Austin
19 W	TFDA Board Meeting	Austin
25 Tu	Panhandle Meeting	Lubbock
26, 27, 28	Advocacy Summit	Washington, DC
27 Th	West Texas Meeting	San Angelo
June		
4-7	TFDA Convention	Austin
August		
7, 8, 9	TFDA Leadership	The Woodlands
October		
24 Tu	TFDA Services, Inc. Board	Austin
25 W	TFDA Board Meeting	Austin
29 – Nov. 1	NFDA Convention	Boston, MA

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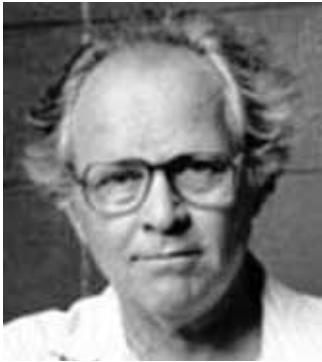
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Why Was this Man Buried in a Pringles Can?



As funeral directors, you've probably had more than one unusual request when it comes to disposition of human remains...like the motorcycle rider's friends who asked the director to turn his back while they took one more toke with a deceased friend...or the well-to-do Galvestonian whose wife asked the director to place a bottle of a favorite bourbon and some riding boots in the vault before her husband's casket was lowered...but who would request their family to bury a portion of their cremated remains in a Pringles can?

It seems one Dr. Fredric J. Baur, Jr., of Cincinnati, died May 4, 2008 at Vitas Hospice in Cincinnati. He was 89.

According to Baur's children, on their way to the funeral home, they stopped by a Walgreen's drug store and decided their dad would prefer the original flavor of the popular snack food container he developed for Proctor & Gamble back in 1966.



After the funeral service, the three Baur children honored the chemist's request to bury him in one of the cans by placing part of his cremated remains in a Pringles container in his grave in suburban Springfield Township in Ohio.

The rest of his remains were placed in an urn buried along with the can in a grave beside his wife, Elaine Baur, who died in 2001, in Arlington Memorial Gardens in Cincinnati, with some placed in another urn and given to a grandson.

Baur requested the burial arrangement because he was proud of his design of the Pringles container, said his son, Lawrence Baur, of Michigan.

Born June 14, 1918, in Toledo to Fredric, Sr., and Sophia Baur, Fredric Jr., was an only child.

An excellent student through high school, Baur graduated from the University of Toledo and received both his Masters and PhD degrees in organic chemistry at Ohio State University.

He enlisted in the Navy on April 15, 1944 as an aviation physiologist stationed in San Diego during World War II. Aviation physiologists conducted research on the medical aspects of flight.

In the late 1940s, after the war, Baur went to work for Cincinnati-based Proctor & Gamble. His initial job was as a chemist and food storage technician who specialized in research and development and quality control.

The invention of the Pringles chip, which used potato flakes rather than slices, was a bit fragile, calling for specially designed packag-

ing. Baur designed a foil lined can made by rolling lengths of cardboard into a cylindrical tube. The tube protected the chips which are stacked, thus preventing much breakage.

Baur held the patent for the tubular Pringles container and for the method of packaging the curved, stacked chips in the container. His other accomplishments included development of frying oils and freeze-dried ice cream.

A 2008 Time magazine article quipped, "If there were a junk food hall of fame, the original Pringles can would stand proudly next to a Toblerone pyramid in the exhibit on ingenious packaging shapes."

"Baur's canister has become a treasured symbol of snack culture around the globe, as recognizable as a Hershey bar or Coke can from Argentina to Zambia."

Pringles, the potato and wheat-based stackable snack chips, were first sold in the U.S. in 1967 and were originally marketed as "Pringles Newfangled Potato Chips." Pringles today are sold in more than 140 countries and were the fourth most popular snack brand after Lay's, Doritos and Cheetos in 2012, with 2.2 percent market share globally, compared to Lay's share of 6.7 percent. ★

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