Cremation Association of North America • 499 Northgate Parkway, Wheeling, IL 60090 USA

Research on a Shoestring Budget
Let’s Give Them Something to Talk About
CANA’s 96th Annual Convention Wrap Up
A Plea for Reuse of Pacemakers and Defibrillators
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The Cremation Association of North America's Crematory Operations Certification Program™ (COCP™) features all new content designed by industry experts to strengthen your success.

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The program provides death care professionals of all backgrounds and levels of experience a thorough knowledge of the practice, the risks, and the effective advance procedures that will help avoid future litigation. These are the elements that lead to a prosperous cremation practice. The program is approved for up to 6 CE hours by the Academy of Funeral Service Practice and numerous states and provinces. This program meets the requirements of all states requiring crematory operator certification.

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The Little Speedboat that Could

CANA is a great association. We’re small, we’re agile, we’re decisive, and our board of directors and committee leaders are not afraid to maneuver quickly.

As I start my year-long term as President, I want to affirm that CANA is a great association. We’re small, we’re agile, we’re decisive, and our board of directors and committee leaders are not afraid to maneuver quickly. I like to say that we’re not burdened down like a cumbersome cargo barge—we’re a speedboat. We’re ideally suited to steer through the turbulent waters of an industry that’s rapidly changing.

During the year ahead, I want to see CANA explore new opportunities. Thanks especially to my talented predecessor, Immediate Past President Rick Wiseman (who lived up to his name while spearheading the debut of the new CANA COCP™), we’ve proven we’re adept at partnering with other professionals and organizations to best serve the needs of the death care industry and CANA members. This collaborative model will be a crucial part of our game plan in the future.

We’re also going to continue to invest our dollars in education. CANA will push our programs further out to be accessible to more people. Part of this means we’re going to offer information and training online to enhance the reach of the in-person training we already offer so well.

For me, 2014-15 is all about getting CANA and important cremation topics in front of those of you we don’t always get to see in person at industry meetings and events. We’re going to provide special opportunities for the business owner who is geographically challenged, pressed for time, or unable to afford the travel expenses involved with attending a far-off meeting. We want to be aggressive with providing you with the tools you need to succeed.

I have a special place for CANA in my heart because of the kind of amazing work we have been able to accomplish during my years on the board, and I am looking forward to the coming months with great enthusiasm.

CANA President Bob M. Boetticher, Jr. is a second-generation funeral director. With over 20 years of experience, Bob is a funeral, cemetery, and cremation expert who is dedicated to improving the funeral profession. As Director of Support for Carriage Services, Bob works with the organization’s front-line teams to achieve their business goals.
CHANGING THE WAY PEOPLE THINK ABOUT CREMATION
Cremation in the Curriculum

by Linda Wilson

When customs and commerce undergo the sort of dramatic revolution that the growth of cremation has brought to funeral service, the impact on every sector of the industry is profound. It affects everything from consumer expectations to discussions in the arrangement room to the style and tone of the final memorialization. It also helps to shape the curriculum where the training of industry professionals takes place.

This is true in mortuary science and funeral service education programs around the country. In 2012, the American Board of Funeral Service Education (ABFSE)* made some changes to cremation curriculum requirements for its accredited programs. The Conference of Funeral Service Examining Boards revised the National Board Exam with the addition of a new section on cemeteries and crematory operation. The ABFSE followed up with a survey of its member schools this past spring to discover how their programs responded to the changes in the requirements. CANA is aware that information about cremation in the curriculum is certainly valuable to readers of The Cremationist, many of whom work directly with these students after graduation.

* ABFSE has been recognized as the sole accrediting agency in funeral service education by the U.S. Department of Education since 1972 and by the Council for Higher Education Accreditation (CHEA) since 2006. A total of 6006 students are enrolled in the 58 accredited funeral service programs located in 34 different states and the District of Columbia.
After reading a summary of the responses (see box, p. 8), CANA hoped to ask representatives from the various education programs a few additional questions about their cremation content. With generous guidance and suggestions from ABFSE’s Executive Director, Robert G. Smith III, CANA was able to craft a follow-up survey and send it out to the same ABFSE schools. Twenty-seven of the ABFSE-accredited programs responded and twelve of those agreed to take part in an e-mail interview to elaborate on their answers. CANA asked questions that were general to the profession and specific to the way cremation is taught within a given program. Selected responses appear below (please note: responses have been edited for clarity and to avoid repetition).

What are the various reasons students enter mortuary school?

**Michael Daley:** It really varies. Some have had exposure to funeral service through either their employment or prior schooling which has developed an interest in the field. This can include those involved with nursing, law enforcement, or EMT/fire service, or retired clergy. Regardless, the most common response as to what has drawn them toward this line of work is the desire to help people during their time of loss.

**Glenn Bower:** Most of the students who enter into funeral service education have either had a good personal funeral experience and they want to repeat that experience with the families they serve or the students have had a bad personal funeral experience and they do not want any family to have that same experience.

**Mark Evely:** Some have family in funeral service and that is an influencing factor. Many enter school because they became interested in funeral service from attending the funeral of a relative or friend.

**Michele Rupar:** Some are first-generation funeral directors who are interested or feel a calling, and some are successors to funeral home owners. We are also experiencing a higher percentage of second- and third-career students, such as clergy and veterans of the military who feel a calling into this ministry. Each reason varies and is unique to the individual. Often, students have experienced some sort of a relationship with a funeral home or with a death experience.

**Lauren Budrow:** Many of my students indicate they have been inspired by the way a funeral director treated them or their family during the planning and execution of a recent funeral. Other students feel they have the skills and the desire to work more behind the scenes in the preparation room. Ironically, most of my students themselves indicate they want to be cremated and not viewed, but a significant number of them still find viewing the body prior to cremation as important to the acceptance of the death. In essence, students come because they want to have a job that has a meaningful impact on society during a difficult time. No one says it’s for the money, for the potential to move around

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the country with a transferrable skill, or for business ownership potential. And it is quite common for my students to say it’s something they have always secretly wanted to pursue but that family members or friends felt it was too macabre.

**Gene Ogrodnik:** Some students are attracted to the preparation room for their life’s work.

**What kind of feedback, if any, do you receive from former students about their experiences with cremation in the professional world?**

**Michael Daley:** Most current licensees are inclined to comment on the changing landscape of funeral service. There are concerns about maintaining profitability and being able to earn a living wage as well as complaints regarding the complicated logistics that sometimes arise (e.g., tracking down estranged family members to sign cremation authorizations). However, much of the feedback revolves around new ways to memorialize the dead.

**Michele Rupar:** Most of the feedback we receive is favorable in regard to their education regarding cremation. We have worked to incorporate cremation into our curriculum and examine topics such as Due Care/Negligence, Best Practices in cremation, and the importance of documentation/verification procedures. With cremation rates on the rise, we hope to further the students’ knowledge of cremation. Students will have to be able to serve the families who wish to use cremation as their form of final disposition while meeting the demands of the family as well as the funeral industry. The funeral director of today will look very much like the funeral director of yesterday with the exception that they will be more informed about the changing needs of the client families they serve.

**Karl Kann:** Initially, funeral directors did not know how to have the conversation about cremation. Now it’s viewed as another form of disposition. Our students have adopted this ideology and realize they must spend time educating families about their choices.

**David Hess:** In the state of Utah one can work as an apprentice before, during, or after attending mortuary school, so many of my students already work in a funeral home and have had experience with cremations. These students are helpful in relating real life experience within the classroom in regards to cremation.

**John Fritch:** Most comments focus on the ever-increasing number of people selecting cremation. It is also common for graduates to discuss the importance of offering services to families that select cremation; they almost feel they have not fully served a family that has opted for a direct cremation. They at least want all families to be aware of the various options.

**Gene Ogrodnik:** Some report frustration with those employers that still consider the cremation service to be an immediate disposition. Others that find employment with a firm that is “ahead of the curve” find the experience to be rewarding and educational.

**Bill Harvey:** I think they know it is a very needed part of the profession but they would prefer that more embalming was done.

**Lauren Budrow:** This is a high cremation state so experience with cremation is not an issue. My students are taught about the procedures and expectations of cremation providers, we discuss the mistakes that are still too commonly made regarding cremation, and they share with each other their own personal experiences about cremation. The thing that students are discovering about society and cremation is that our region is treating cremation as simply the low-cost alternative. There are many and highly competitive discount firms in this area and students are seeing the subcontracting of the cremation process as a negative thing professionally. The problem with this is these discount operations are slowly conditioning the public that cremation should be cheap, have no ceremony, and merchandise

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**Some Cremation Highlights from the ABFSE’s Survey...**

**Cemetery/Crematory Operations in the Curriculum**

- 50% added this subject matter to existing courses
- 29% made no changes because the subject matter was already covered in existing courses
- 10% added new courses
- 11% Other or not aware of changes

**To which courses was cemetery/crematory operations added?**

- 74% Funeral Directing (or similar)
- 23% Funeral Service law
- 24% Other
- 5% Embalming

**How is cremation education included at your school/program?**

- 75% Imbed cremation content into one or more existing courses
- 8.33% Students attend seminar, field trip or other cremation training
- 8.33% Offer designated course(s) on cremation topics
- 8.33% Other
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is unnecessary. Students are taught the value of cremation in the profession, but they are seeing the de-valuing of it in professional practice.

Do you consider alkaline hydrolysis to be the procedure of the future? Do you expect it to eventually replace the traditional flame cremation procedure?

Michael Daley: At this point it would seem unlikely. The legislative change that would be required along with the size of investment necessary to make it profitable (installing a large enough container to store a sufficient quantity of bulk chemicals) are big hurdles to competing with flame-based cremation. Essentially a funeral home/cemetery/crematory would have to take a huge gamble on a process that is more costly to perform while hoping that the consumer can differentiate between fire and water cremation.

Glenn Bower: Alkaline hydrolysis is just coming into the focus for the public. It has been around over 100 years but only recently has it been made available to the consumers. I do not see alkaline hydrolysis becoming more popular than fire cremation. It may be more acceptable in certain market areas but it will not be acceptable in all market areas. I do foresee different funeral associations starting in the near future keeping track of the alkaline hydrolysis disposition rates just as they do with cremation. Regardless of disposition, I believe the funeral industry should focus on the value of the funeral service with the families and not just the form of disposition.

Kevin Patterson: While it will probably never completely replace traditional cremation, it is an option that may be the preferred choice for some families.

Michele Rupar: I do see alkaline hydrolysis to be the procedure of the future. With the increased awareness of leaving a carbon footprint, we will see a movement towards being more environmentally responsible. There are some states, such as Minnesota and Florida, that are already utilizing the alkaline hydrolysis process for cremation. It is being received well and requires little difference in the process leading up to cremation.

Kevin Davis: No, not unless technology of the procedure improves.

John Fritch: I personally do not see this taking over for traditional cremation, but only time will tell.

Karl Kann: It’s been used for years in medical research. Rather than viewing alkaline hydrolysis as replacing cremation, I see it as another option for families to select.

Lauren Budrow: I consider alkaline hydrolysis to be one of the procedures of the future. I don’t believe it will overtake traditional cremation, although I do feel it will be a significant competitor of cremation once it becomes allowed in all states. The same issues arise with AH as with cremation when it comes to how firms market and offer the service to the public. How it is priced, presented, and how involved the family can be with the process will be essential to how the public chooses to embrace it. There are still ethnic and religious considerations regarding the significance of cremation, which is why I don’t believe AH will replace it completely.

Gene Ogrodnik: Yes. Whether it will replace the flame process will largely depend on the economics of the service and/or decision.

Bill Harvey: Yes, but the cost has got to come down considerably. I do think that we will always have the regular cremation and [alkaline hydrolysis] will be slow going until maybe 50 years out.

David Hess: I believe it will be an option that will become more readily available, but I do not see it replacing cremation.

Meeting with families is one of the most challenging and sensitive areas of funeral service. Do you offer role-playing exercises that help students express themselves appropriately when discussing cremation?

Glenn Bower: In the advanced Funeral Service Counseling class, we have the students participate in various role-playing exercises dealing with families choosing multiple forms of disposition, including traditional ground burial and cremation with memorial service. The students participate in the entire arrangement conference as the families select merchandise, service options, and disposition options. We practice working with the students on how to facilitate the family’s options with all of the various merchandise choices. Whether it’s urn shapes or sizes, rental or full cremation caskets, scattering at sea or taking the urn home, we have the students role-play and participate in all of the various aspects of the complete funeral arrangements.

Above: Students at Ogeechee Technical College with Instructor Michele Rupar.
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Michael Daley: We do extensive role-playing in regard to offering proper counsel to families. While this does include dealing with families choosing cremation and those families that are divided on the issue, the thrust is more general rather than cremation-specific. However, Mercer County Community College does have an anatomical donation program, from which we get human remains to teach embalming. The students are responsible for explaining this program to potential donor families, which includes a discussion of the subsequent cremation that follows the donation. They are also responsible for arranging and directing services for the cremated remains of donors that are veterans.

Mark Evely: We have mock arrangements that deal with both burial and cremation. Additionally, students are required to participate in a practicum program where they are exposed to real-life funeral arrangements at their funeral home sites.

Kevin Patterson: As part of the practicum experience, students are assigned the task of meeting with a faculty member to conduct an arrangement conference. During these arrangement conferences, about half of the students are given...
Responses to cremation

Responses to cremation typically fall into several categories: The traditional response whereby the funeral director bemoans the loss of the traditional funeral with casket and vault sale. The negative response from those who (still mistakenly) assume that cremation means no service, no ceremony, nothing—direct disposition.

The nouveau response from those who recognize that regardless of the method of disposition, there is still an opportunity to serve a family. The enlightened response comes from those who finally realize that cremation families still want service and ceremony. They simply opt for cremation as the method of disposition.

Alkaline hydrolysis

Alkaline hydrolysis is new and is getting attention for that reason, but the public in general is still unaware of its existence and/or what it really is. Actually much of the funeral profession is still unfamiliar with many of the details of alkaline hydrolysis. However, the same was true of cremation when Dr. LeMoyne built his cremation unit in Washington, PA. I do think the funeral profession needs to be aware of the possibilities and opportunities or concerns that alkaline hydrolysis presents. Maybe it is a stepping stone to some other as yet unidentified technique.

Role-playing exercises

I cannot speak for every school or program, but a recent article in The Director magazine highlighted the role-playing activity at the funeral service program at Mercer County Community College. At our recent ABFSE annual meeting, University of Minnesota attendees described how they bring in community volunteers to work with the funeral service students (see photo, right) for simulated arrangement conferences of all types. With cremation rates at 30-50% in many areas of the country, funeral service education cannot overlook some of the unique considerations that accompany all aspects of cremation.

Merchandising

The most recent curriculum review sessions and curriculum outline updates have emphasized the importance of merchandising service and merchandise. If we are going to adequately serve the public, we must offer the consumer something of value. Not everyone wants direct cremation; trinkets and “doo-dads” don’t impress everyone. To be effective means finding a way to fulfill the needs and wants of the consumers with merchandise and service.

Metal Recycling

In my opinion, metal recycling is a topic that is still relatively uncharted territory for many. As a society, we have become increasingly more aware of what cremation is all about. However, for a long time many consumers viewed cremation as the end and any discussion about what to do with the cremated remains came as a surprise. As we became more enlightened and aware, the options for disposition of cremated remains increased dramatically.

In many respects understanding the issues of implanted devices is much like that and is still in its infancy. Coming from a state where third-party crematories were the norm, I can say that if the crematory operator doesn’t ask about implants, the funeral director doesn’t ask about implants and then no one thinks of it.

In the area of implants and metal recycling there is much room for improvement in the dialogue between funeral service and crematory operators. Discussion of implanted devices is part of the recently reviewed cremation curriculum of the ABFSE. With the recent availability of crematory operator programs from CANA, ICCFA, and NFDA, awareness of implanted devices should increase significantly. Funeral service education does rely on input from leaders in the profession to insure the currency of our curriculum.

Unlike some current practitioners, mortuary science students rarely hold a prejudice against cremation; however, their ability to articulate the value of funeral service often needs development. This is a skill we strive to impart to them, and one that we hope benefits our profession as a whole.

—Angela Woosley, Teaching Specialist, University of Minnesota’s Program of Mortuary Science
burial for disposition with the other half given cremation as disposition. All students must be prepared to arrange for both burial and cremation options.

**Michele Rupar:** We do a quite a bit of role-play with our students. We talk about the challenges and best practices of serving today’s families. Each family scenario will be different, so we try and play the devil’s advocate with role-playing. We talk about unexpected issues that could arise and the best ways to deal with them.

**Karl Kann:** We offer classes in funeral arrangements and business management where students are given the opportunity to role play. Additionally, we have about 45 area funeral homes that provide living and working arrangements for our students, which affords them the opportunity to observe arrangement conferences and other aspects of the profession. We also invite experts from ICCFA to teach the cremation arrangers certification to our students.

**Kevin Davis:** We have our students sit in on real arrangement conferences.

**Lauren Budrow:** Role-playing is key to understanding how a family may act. I have brought in play actresses to work in scenarios with students to make arrangements; I have personally done mock arrangements with students, and I have students perform mock funerals that are primarily cremation services so they can plan and orchestrate a service without a body present.

**Gene Ogrodnik:** There is probably not enough time spent on this topic, even in light of the fact that PIMS presents a fully functional, three-credit course on cremation. This course, now offered in its sixth year, is perceived by the students as one of the favorites in the curriculum.

Since the CANA survey indicates that merchandising is a major component of cremation sales, how do you approach this subject?

**Michael Daley:** Our merchandising units are based on managerial decisions regarding the amount of options to make available as well as general theories on the percentage of markup. While there are ample discussions on new cremation products, this tends to be included in current events topics rather than testable information.

**Mark Evely:** It is integrated into the lectures dealing with merchandising. Cremation merchandise is discussed, guest presenters speak about cremation merchandise, and we display cremation merchandise in our selection room at the school.

**Michele Rupar:** I approach this by explaining to them that cremation is a form of disposition. It has little impact on the services offered to the family. For example, if I was sitting with a family making arrangements and they told me that they wished to have their mother cremated, I would simply say something like this: “OK, we can certainly help you with this form of disposition. Have you given any consideration to the type of services you would like to have to honor your mother and her memory?” I would further explain that cremation is only a form of disposition, it isn’t considered a part of the funeral services designed to honor their loved one.

**John Fritch:** We approach this as providing families with options. Cremation is a method of disposition (not final disposition, as something must be done with the cremated remains) and all other options regarding service are available for the cremation client as with the burial client.
because they can explode. We cover this in our role-playing as well; how to

Michele Rupar: implications are discussed in the Mortuary Law class.

cremation and the processing of cremated remains. Dealing with implanted

Mark Evely: Students make an off-site visit to a crematory to witness a

Michael Daley: We have a field trip to a crematory where the owner

Michele Rupar: Students are taught that pacemakers must be removed

How do you approach the topic of metal recycling with students? Do you address the potentially sensitive issues of what does and does not survive the cremation process?

Michael Daley: We have a field trip to a crematory where the owner explains what does and does not survive the process as well as options for what can be done with post-cremation implants. The students are told that they should be sensitive to what the family may want to be returned, such as gold teeth or fillings, to explain and get authorization to remove pacemakers and defibrillators as well as the importance of getting authorizations in writing. The owner also explains factors that impact the process that are normally outside of their control: the finish on any particular casket, protocols for handling obese remains, and the residue that is left from breast implants.

Mark Evely: Students make an off-site visit to a crematory to witness a cremation and the processing of cremated remains. Dealing with implanted medical devices after cremation is discussed during this visit, and the legal implications are discussed in the Mortuary Law class.

Michele Rupar: Students are taught that pacemakers must be removed prior to cremation. Radioactive devices cannot be placed inside the cremator because they can explode. We cover this in our role-playing as well; how to continued on page 17
As part of its commitment to all things cremation, CANA has taken great efforts to disseminate crucial knowledge and raise the bar of professionalism through development of its CANA Crematory Operations Certification Program (COCP). For its part, Worsham College of Mortuary Science has taken the lead in recognizing that a thorough grounding in the basic principles of cremation operation is an essential for every mortuary science student graduating from the school.

“Cremation has affected our profession immensely, and we feel that CANA’s COCP fulfills our responsibilities for comprehensively training the next generation,” says Worsham College President Karl Kann (top photo, below). “Partnering with CANA provides our students with the opportunity to learn the most current information regarding cremation training and certification.”

Since 2009, Worsham has incorporated the entire CANA COCP—the instructors, the manual, and the exam—directly into its own program. All students at the college are required to attend, and the cost is built into Worsham’s tuition so that there are no extra fees due from the students for taking this specialized cremation training.
Cremation in the Curriculum, continued from page 15

Kevin Davis: We explain what materials survive the cremation process and how to dispose of them.

John Fritch: We explore items such as implants and medical devices as well as other items that may partially survive the cremation process. We also discuss the importance of appropriate authorization and the removal of such items.

Lauren Budrow: We discuss what should or should not go into a retort. We also examine the removal of metal rods, staples, screws, joints, etc. post-cremation. I’ve had families ask to have various “parts” returned so I share that with students, and we discuss why a family might ask for those. Recently, some of my students sat through a nonprofit group presentation making them aware of a recycling effort for pacemakers, so they can be implanted in people with heart conditions in other countries. Students are generally excited to learn about organizations that do this sort of thing. Recycling is a significant part of living in the Pacific Northwest, so a topic like this is of great interest.

Bill Harvey: This is primarily covered in Funeral Service Ethics and Law. We show the necessity of a good cremation contract that allows the funeral home the right to properly dispose of implants, primarily as medical waste.

David Hess: The main portion of the cremation curriculum deals with due diligence. I stress that they must always follow laws, rules, and correct procedures. My students are required to outline the protocol when performing due diligence in cremation procedures and understand that even one minor mistake can be costly. It is within this discussion that we cover the topic of implants, the disposal or recycling of implants or other artificial parts and how to communicate to the family about these procedures.

Conclusion

The study of funeral service and mortuary science is part of an ongoing continuum. In this ever-evolving profession, the training never stops. The initial student experience is followed by years of on-the-job experience, supplemented with a healthy complement of continuing education. All of us in the industry—students and educators, schools and associations, employees and employers—have a deep and abiding interest in investing our time and resources to develop an educational support system that fosters lifelong learning for the betterment of the families we serve.

Linda Wilson is a California-licensed funeral director with 16 years of experience in funeral service. Currently, she works as a medical communications writer for WellPoint, Inc., specializing in the Medicaid Disease Management unit. She is also a freelance food history writer. Linda can be reached at lcarolewilson@gmail.com.
Research on a Shoestring Budget
by Joe Weigel

Large, established companies spend millions on sophisticated surveys from established researchers to determine whether their products or services will appeal to customers at a price they’re willing to pay. But for funeral directors and cremation societies operating on a limited budget, there are ways to gather key information about your families without hiring an outside research firm. Here are six practical suggestions to keep in mind.

1. Conduct research at the end of the arrangement conference.
“Market research” may bring to mind long lists of survey questions and colorful pie charts, but your first step can be to “interview” your families at the conclusion of the arrangement discussion at your funeral home or cremation society.

By the end of most arrangement conferences, you have established a nice rapport with the family. So, the next time you meet with the family, at the end of the conference, ask a few simple questions:

- Would you mind telling me what you liked about the discussions we just concluded?
- Was there anything that you didn’t like?
- What will you tell your friends when they ask about your experience today?

Granted, most people may hesitate to be totally objective with their answer, but I think you’ll be surprised at what you learn. And you’ll be getting answers from families while things are fresh in their minds.

2. Mine public data.
You’ve already paid for some of the most expensive market research available—with your taxes. The U.S. Census Bureau website contains demographic information you can use, often broken down to the county, city, and neighborhood level. The census data are far more detailed than just population and income levels. Trying to reach customers with radio commercials during their morning commute? Find out what time most people in your county leave for work. Want to know how many folks have a connection to the military? Check how many veterans live in your county.

3. Recruit B-school students.
You may not be able to afford professional researchers, but you can call a local university or business school and see if a marketing class can help you with your research needs. Many professors are eager to create assignments from projects for small business owners, and students benefit from real-world experience. Your obligation is to provide the time, share information about the company, and give feedback to the students when it’s all over.

A marketing class won’t match the depth or access to specialized sample groups that professional firms offer. But you’ll get a
Toolkits
for building your cremation business

Margin-boosting displays, videos and more
Growing the profitability of your cremation business just got easier, with new educational toolkits and commemoration services packages from Wilbert.

These interactive tools include:
- Cremation Animation™ interactive video monitor for selection rooms
- Educational videos for families
- Commemorations packages that bundle cremation services, urn selection and memorialization products
- WilbertDirect.com – 24/7 access to popular cremation products

Each toolkit is designed to better educate families who choose cremation, while helping you grow both margins and referrals.

To learn more, contact your Wilbert licensee today!

Open your toolbox here:

wilbert.hmsbox.com/cremationtoolkits
rigorous study at little, if any, cost. The MBA students learn very systematically all the methods. They are taught phone surveys, focus groups, in-depth interviews. The result can be a high-quality but low-cost research study.

4. Survey online.
You can select from an array of Internet survey companies to get a quick take on your operations. Hopefully, you’ve gathered e-mail addresses as folks have signed up for newsletters and other information from your website. As they sign up, be sure to ask if it would be okay to occasionally solicit their opinions on topics related to your operations. Online polls like SurveyMonkey are free or available at a reasonable cost and very easy to implement.

5. Leverage your online community.
Post questions to your Facebook page and monitor the responses. If you make it a contest of sorts, this will increase participation. A funeral professional in Michigan routinely posts questions about funerals and related topics and encourages responses from followers such as what was the most meaningful funeral service they had ever attended. If you take a moment, there’s any number of questions you might ask.

6. Recruit a friend.
Identify someone whose opinion you trust and who hasn’t yet visited your funeral home or cremation society. Ask them to come by for a visit and have them wander through the public spaces and take notes. When they are through, ask them what their impressions were about the facilities, the décor, the colors, the restrooms. How did they feel as they entered each room? Were they comfortable or intimidated?

While the results using these suggestions may not provide the certainty and clarity of a formal research study from an outside firm, they can provide directional information about your operations at a fraction of the cost. Take the insights that you have discovered and test them first in your organization. Your results may lead to changing the way you conduct your arrangement conferences, how you communicate your marketing message, or what changes should be evaluated for your facility.

If you want to improve the chances of success but have a limited marketing and research budget, all it takes is a little dedication on your part to make it work. The rewards will be worth the effort.

Joe Weigel is the owner of Weigel Strategic Marketing, a communications firm delivering expertise and results across three interrelated marketing disciplines: strategy, branding, and communications. For more information, he can be reached at 317-260-8515 or joseph.weigel@gmail.com.
QUALITY SERVICE and REPUTATION SINCE 1993

KEEPSAKEPENDANTS

Dogwood Blossom

Puff Heart

Love Cross

Celtic Cross

Fillable Keepsake Pendants are available in an assortment of precious metals and can be worn as a necklace, bracelet, or displayed in a Keepsake dome.

The opportunity to choose a Keepsake Pendant presents itself only once – the comfort a Keepsake Pendant offers, lasts a lifetime.
Let’s Give Them Something to Talk About

By Linda Darby

When it comes to conversation, do most women really talk more than men? A recent study, conducted by the University of Maryland School of Medicine, found that women use an average of 20,000 words per day, compared to men, who average only 7,000 words per day.

As women, what are we using all of those words to talk about? There are so many things that we experience in our lives and so many big moments that shape us: from graduation to getting our first job, to falling in love and getting married, to having children and grandchildren. When we reflect on our lives, it’s these memories and milestones that may come to mind first. But everyone’s life story is much more than the landmark events. The small moments and people we meet along the way are a part of us and help shape who we are and what we value.

But regardless of how many words are spoken in a day, there is one subject that most people probably haven’t brought up in casual conversation: how they would like to be remembered.

These conversations are already happening across the country. An NFDA survey conducted in April 2014 reported that almost 60% of consumers who had heard of the campaign said it encouraged them to talk to their family about memorialization. That’s a lot more conversation about a topic that is usually left off the table.

How do you get people in your community talking? As a member of CANA, you have access to download multi-media materials from http://www.famic.org/campaign. You can contact CANA for login information. You can post the video and images to your website, print customized brochures, talk about the campaign during pre-need appointments, speak to groups in your community, and share on your social media.

The time is now. Your involvement will be what helps us begin to change consumer opinions and attitudes toward memorialization. Whether you are a woman who uses lots of words during her day, or a man who uses fewer, when you endorse “Have the Talk of a Lifetime,” you can enrich the fabric of our communities and grow your bottom line.

As I hope you already know, the Funeral and Management Information Council (FAMIC) has launched a powerful consumer campaign. “Have the Talk of a Lifetime” encourages families to have conversations with their loved ones about life, the things that matter most to them, and how they would like to be remembered. Our industry is coming together and speaking with one voice, and FAMIC is inspiring the conversation.

Linda Darby is Chief Executive Officer for Trigard, Trigard Memorials, a memorial park, and seven funeral homes across Illinois, Indiana, and Arizona. She is the current FAMIC President. Her family has been in the funeral industry for four generations, helping families remember, celebrate and heal. Learn more at www.trigard.com.
As more and more crematories begin recycling their post-cremation metals, more recyclers are popping up to collect the metal and return the proceeds. But let the crematory beware.

Not all recyclers are what they represent themselves to be. Most are middle-men who pass the metals from you to the refiners and take their cut for their efforts. So you get a smaller proceeds check. Some have even gone as far as to say they are direct refiners when in fact they are not. But it's the fees they assess and the meager size of the checks that give them away.

For the record, we are a direct refiner. We own the refinery, and have for 35 years. We refine for some of the largest corporations in America. We do everything in strict EPA compliance, which protects your operation as well. And of course, we pay full value on your metals so you can put more money to the best possible use.

Now isn't it better to do business with someone who has absolutely nothing to hide?
ANA played host to another marvelous meeting this summer. The 96th Annual Convention took place in the friendly and fun City of Lakes, Minneapolis, Minnesota.

Before the convention started, over 60 people descended on the Batting Cages of Minnesota to take advantage of the CANA Crematory Operations Certification Program™. The facility is owned by Kevin Waterston, the chair of the 2014 convention and a resident of Minnesota.

With over 250 participants, the convention in Minneapolis successfully combined networking and education with a healthy dose of fun. On Wednesday, CANA's own Rick Wiseman threw out the first pitch when the Minnesota Twins played the San Diego Padres (San Diego is the site of next summer's 97th Annual Convention). A suppliers' cocktail reception was followed by a rooftop gathering at the Seven Steakhouse across the street from the convention hotel.

On Thursday morning, keynote speaker Thom Winninger opened with a presentation about seizing opportunity based on your brand advantage. Then Dean Fisher and Jason Bradshaw discussed alkaline hydrolysis, followed by the CANA business meeting, where President Rick Wiseman passed the gavel over to CANA's new leader, Bob Boetticher, Jr., Bill McQueen tackled third-party crematories and liability, and Michael LuBrant and Sandra Myers talked about their fascinating research on dental mercury and cremation emissions. The final presentation of the day dealt with cremation fundamentals as interpreted by David Navarrete, Nick Savage, and Larry Stuart, Jr.

On Friday morning, Bob Boetticher, Jr. presented the preliminary figures for the upcoming annual CANA Cremation Statistics Report. Bill McQueen and Alan Creedy followed up with a session on succession planning. The convention ended with two tours. Participants were moved by the austere beauty of the new mausoleum during a visit to the historic Lakewood Cemetery. They also benefitted from a behind-the-scenes look at the workings of the alkaline hydrolysis operation in the Bradshaw Celebration of Life Center in nearby Stillwater.

We hope to see you in San Diego, CA for another productive and fun-filled CANA gathering next year. Be sure to join us, July 29-August 1, 2015, for CANA's 97th Annual Convention.
CANA’s got the best supplier members. They’re enthusiastic about discussing their products and services with attendees and they’re really loyal to this association and what it’s trying to accomplish on behalf of cremation and the people who provide it. CANA’s annual meetings would be impossible without the support and generosity of those suppliers who donate funding for various convention activities.

**Alviti Creations**
Although our company is a new member of CANA, we are not new to manufacturing. Our family has been providing memorial products for over 40 years in a variety of industries. CANA is an impressive organization of cremation professionals dedicated to providing outstanding services and products. —Paula Alviti

**Aurora Casket Company**
We’ve been members of CANA since 1970, going back to the Meijerhohn-Wengler days. This is one of the conventions we consider a “don’t-miss.” It’s not the largest, but there are high-quality people here. It’s a great place to introduce new ideas because it’s attended by the leading cremation thinkers in North America. —Steve Jones

**Avenue of 444 Flags**
Tom Flynn and his companion animals Soloman and Flynn IV (not pictured) were on hand to represent Avenue of 444 Flags at the CANA convention.

**B&L Cremation Systems**
I think it’s great what CANA has been doing. The education is good. —Kevin Looker

**Beacom Energy**
As a new partner with CANA, we were happy to meet so many great members and suppliers, all of whom were so welcoming here at our first CANA convention. We look forward to meeting more at the next convention and hopefully helping members with their energy purchasing. —Ryan Beacom

**Brown-Wilbert, Inc.**
The number one thing I take from a CANA convention is that it’s a really collaborative event. The people here are very professional and very nice.—Jamie Peterson

**Capsule Urn**
Capsule Urn relies on CANA to help raise awareness of our contemporary American cremation memorials, keepsakes, and pet urns. CANA’s focused and passionate audience means they are the thought leader on the important issues surrounding cremation and related services. —Steve Prastka

**Church & Chapel Metal Arts, Inc.**
Being a CANA member, I feel like I’m part of the “in crowd” in cremation and funeral service. Everybody has products. At Church & Chapel, we stress service. —Frank Taddeo

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Coldspring
We look to CANA as a valuable resource and partner to understand trends in cremation that allow us to respond to the needs of the market, CANA’s members, and the families they serve.
— Mark “MAC” Cariveau

Cremation Metal Recycling
With CANA, CMR is now working with the most professional group in the cremation industry. I’m pleased to be a member and learning and growing with this organization. — Gerald Brown

Cremation Systems
There’s been rapid growth for cremation in the past four or five years. I appreciate the brand awareness that CANA has provided for us.
— Thomas Krowl

Crematory Manufacturing & Service
CANA’s contribution to the profession continues to elevate cremation and funeral service. We value our partnership and look forward to changing the way people think about cremation together.
— Larry Stuart, Jr.

DDS Refining
We’ve really enjoyed the interactions at the CANA convention. Everyone has been very open to discussing our precious metal refining services.
— Kevin McKay

DNA Memorial
We’re excited to have the opportunity to provide a solution for consumers through funeral service providers and get in front of an issue.
— Jeff Harbeson

The Dodge Company
The CANA convention provides a venue for Dodge to spend time with our customers while focusing on our cremation product line. Dodge has been manufacturing and distributing urns and cremation merchandise for over 30 years, and the CANA event is a tremendous opportunity to showcase our products. — Timothy Collison

Eastman Studios
It was a pleasure to be at the CANA convention as a new exhibitor introducing my urns. I was warmly welcomed and look forward to continuing business relationships and friendships.
— Linda Sue Eastman

Eckels and Company
I’ve attended CANA since 1990, first as a funeral director then as a vendor. This group is ten years ahead of the industry. — Richard Steele

Eickhof Columbaria
After 30 years as a company focused on quality columbaria, we rely and count on CANA’s support. The information CANA puts out is vital to our customers understanding why cremation is an important form of memorialization.
— Brent Thorson
Enchanted World of Boxes
In an age of largely digitized commerce, face-to-face social networking at an industry event is always refreshing.
—Andrew Young

Facultative Technologies
Being a sponsor and exhibiting at the CANA convention allows us to discuss our technologically advanced cremation system products with existing and new customers. The quality of cremationists attending CANA conventions is second to none. It is a wise investment for our business and we look forward to another successful year.
—Ernie Kassoff

Funeral Home Gifts
Tribute blankets will change your business, and so will the CANA convention.
—Megan English Clancey

FuneralNet
We look forward to the CANA convention every year. It is one of the few conventions that provides a cutting-edge view of the world as it will be tomorrow, not yesterday. Our CANA-member customers have the most progressively managed and operated business.
—Michael Turkiewicz

funeralOne
Embracing change, innovating the future. Thanks for the opportunity to attend. Most insightful.
—Mike Cyplik, Harry Joachim

Funeral Services, Inc.
In order for our company to serve our clients in an era of ever-increasing cremation rates, we felt that we needed to be well-educated on cremation. That is why we joined CANA.
—Paul E. White

Glass Remembrance
Glass Remembrance's membership in CANA has enabled us to keep informed and in contact with industry leaders and trends. We look forward to another successful year.
—Leatrice Guttentag

Granville Urns
We launched our new line of urns at the CANA convention and have had a wonderful experience and warm welcome to the industry.
—Craig and Fletcher Hassenfelt

Halo International
Twenty-six years. We're the longest, oldest, continually exhibiting vendor on the floor. Always a good time.
—Mark Pennington

Implant Recycling
The Cremation Association of North America has been an outstanding partner in advocating for the green practice of recycling at the crematory as a standard method of addressing the metallic by-products remaining post-cremation.
—Ken Allen

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**Kates-Boylston Publications**
We enjoy a strong relationship with CANA built on a shared vision. As cremation rates continue to grow and the needs of families change, we will continue to be united in providing death-care professionals with the knowledge, education, and tools they need.
—Allison Sullivan

**Kelco Supply**
We find real value in our CANA membership. We know we have partners in numbers in an association that values its members and is working towards the betterment of funeral service as a whole.
—Alicia Carr

**KMI Columbaria**
We’ve been coming to CANA’s conventions since the 80s. The camaraderie at CANA is exceptional. It’s a family atmosphere where you can speak in real time with people. It’s not a business thing, it’s a relationship.
—Jeffrey Hardy and Derek Maher

**Legacy Touch**
With regard to cremation, CANA is the leading authority on policy, practices, and product. CANA members are the cutting-edge cremationists in their communities and are always willing to listen, learn, and implement new practices.
—Jamie McDermott

**Live Oak Bank**
Live Oak Bank is excited to be at the CANA convention. It is a great opportunity for us to meet with the members and further support CANA and the industry through funeral home financing.
—Michelle Canerot

**MacKenzie Vault**
CANA membership provides us with a host of premiere benefits not available anywhere else, as well as access to first-class networking events with industry experts, thought leaders, and decision makers.
—Scott MacKenzie

**Madelyn Co.**
I’ve always thought of CANA as forward thinking. I like being surrounded by forward-thinking people.
—Joni Cullen

**Matthews Cremation Division**
Matthews Cremation has been a member of CANA since day one, and we’re proud to be a major sponsor of the convention. The people we deal with at CANA are tops.
—Don Collins

**Meadow Hill Corporation**
Meadow Hill would like to thank CANA for all its help over the years. We look forward to a long and prosperous future together.
—Bob Vokoun

**Memory Glass**
CANA provides us an intimate opportunity to connect with and present our unique products to the decision-makers in the industry.
—Nick Savage
Messenger
Messenger is the leading supplier of stationery products in the death care industry. Having recently celebrated our 100th anniversary, our goal is to be a complete solutions provider to our valued customers.—Robert Hoaglund

NADCO Marble
The CANA convention is a great resource to meet users of our product face-to-face. More importantly, it’s a way to generate feedback, share ideas, and do some market research. There’s a total focus on cremation here, because the members have embraced it.—Mark S. Johansen

NGL
We love CANA because it’s a progressive organization. CANA is out front on the number one issue in funeral service. The convention set up is conducive to interacting with CANA members.—Robert A. Baculik

OrthoMetals, B.V.
I think that CANA’s meeting provides excellent content for the funeral service and cremation industry. This convention makes it possible for us to get in touch directly with CANA members.—Ruud Verberne

Pacific Traditions Urns
Owners Sharon and Richard Purcell represented Pacific Traditions at the CANA Convention.

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Passages International
Passages International is delighted to be an active member of CANA. Our products align perfectly with a cremation family’s desire for unique, natural, and affordable urn alternatives.
—Darren Crouch

Timberland Urns
This is our first time at a CANA convention. The environment is very friendly, and I met quite a few people.
—Vitaly Grinshpun

Precoa
This is our first CANA convention. We’re very pleased with the turnout, contacts, and networks within CANA and very excited to support such a progressive organization.
—Jason Widing, Cameron Black

United Heritage Life Insurance Co.
United Heritage Insurance has been supporting the funeral service industry for 25 years. This is our first year at the CANA convention and we look forward to supporting it in the years to come.
—Bob Hanson

SinoSource International
SinoSource is proud of its 17-year relationship with CANA. Innovation, professionalism, and friendship are what we appreciate most.
—Robert Hunsaker

US Cremation Equipment
It is our opinion that the convention was well attended as it seems that every year it gets better. CANA’s current leadership is doing an outstanding job improving the quality of our industry.
—Luis Llorens

Starmark Funeral Products
The CANA convention allows us to visit with our customers face-to-face. The educational sessions allow us to gain a better understanding of what our customers have to consider or may be experiencing.
—Mark and Julie Elder

Terrybear
CANA’s convention provides a unique atmosphere due to the fact that the sessions are in the same space as the exhibits. The size is great, too. Attendees really respond and talk to vendors, and the vendors learn from the sessions.
—Julie Myser
Potential for Reuse of Pacemakers and Defibrillators after Death – A Plea to CANA Members

by Aaron Kunamalla, BS, and Behzad B. Pavri, MD, Thomas Jefferson University Hospital, Philadelphia

The past several decades have been marked by the advent of novel technologies designed to improve quality of life and save lives. Cardiac pacemakers (PMs) and implantable cardioverter-defibrillators (ICDs) are widely used in developed countries like the United States to reduce suffering and prolong lives in patients with heart disease. PMs and ICDs are battery powered, and these batteries typically last from 6 to 12 years. Many PM and ICD patients die from other causes well before their device battery is exhausted.

It is a sad truth that healthcare access is highly inequitable around the world, and patients in low-income countries have very limited access to such life-saving medical technology.1 This is entirely due to a lack of financial/economical resources, not for lack of medical expertise. It is estimated that roughly 1-3 million patients die annually due to a lack of PMs!2 Many concerned physicians have, over the past three decades, proven that reuse of PMs and ICDs (taken from hospitalized patients at the time of device infection or upgrades) is a safe and effective option for poorer patients who would otherwise have no other means of obtaining such devices. There have been multiple papers published in prestigious medical journals that attest to the safe removal, cleaning, resterilization, and re-implantation of PMs and ICDs into deserving patients.3, 4

But individual doctors can only provide a small number of such devices. A potential large resource could be after patient demise, as long as the PM or ICD has more than three years of remaining battery life. After death, implanted PMs and ICDs are routinely removed by morticians before cremation to prevent explosions; however, for burial, the majority of these devices are buried with the patient. Studies have shown that up to 33% of such devices have sufficient remaining battery life to allow reuse, although currently almost all (>80%) such devices are discarded as medical waste. This represents a travesty, with thousands of reusable devices being wasted. Studies also show that >90% of patients and their families are supportive of the idea of their device being removed after demise and being made available for reuse in poorer nations; the concept of a “Device Will” is being explored,5 but raising awareness in the community at large and among death care professionals in particular is the first step.

The authors hope that the funeral industry can help support the reutilization of PMs and ICDs by retrieving these life-saving devices rather than allowing them to go to waste.

5 http://www.myheartyourheart.org/ (last accessed on July 12, 2014).
Passages Celebrates 15 Years

Passages started serving the funeral needs of communities in Northern New Mexico and Southern Colorado over 50 years ago. It was in 1999, in the back of the family funeral home, that the warehousing and production of biodegradable urns began. The idea was simple: provide funeral homes with affordable, dignified, and natural products to offer families that did not want a permanent urn. Since then, Passages has continued to grow each and every year to become a global leader in eco-friendly funeral products. The company has introduced several new products this year and has many more on the way.

Says Passages President Darren Crouch, “It’s been a great 15 years and you are all a big part of that. So, thanks for supporting and believing in us.”

Terrybear Urns and Memorials Welcomes Lavina Lau as President and CEO

Terrybear Urns and Memorials is pleased to announce the addition of Lavina Lau as President and CEO. Ms. Lau is a highly regarded executive with extensive experience in strategic planning, product design and development, importing, and team building. She is currently the CEO of two companies, Terrybear Urns and Memorials and River of Goods, a product development and sourcing company for unique home décor products.

Ms. Lau's understanding of importing products from different companies started when she was 16 years old. She traveled to Germany with her father to source and import auto parts to Hong Kong. She has ever since been passionate about purchasing and buying products. She loves to travel to find unique product development design opportunities.

Ms. Lau brings expertise in identifying long-term strategies and executing action plans to achieve goals. Her unending focus on win-win solutions, leadership, and team building will provide a solid foundation for directing the growth of Terrybear Urns and Memorials. For more information on Terrybear Urns and Memorials, visit www.terrybear.com.

Introducing FuneralProChat, a new Podcast Series for Funeral Professionals

Funeral writer and media consultant Nancy Burban and ASD – Answering Service for Directors, the leading funeral home answering service, are pleased to announce the launch of an exciting new Podcast series for funeral professionals, FuneralProChat. The series will feature directors and experts discussing the latest funeral trends, news, and customs. The goal is to inform and enlighten funeral professionals on a range of subjects that interest them. Every month, two podcasts will be released to the Apple App Store and Google Play Store and can be downloaded for free.

Each podcast consists of an interview with a specially selected guest who will offer insight on a particular topic. Nancy and an ASD employee will co-host the first podcast each month. The second monthly podcast will focus on African-American, Latino, and other minority funeral customs. Hosts Steven C. Turner, a 30-year veteran of New York news media and partner at Burban-Turner Media, and Eleanor Davis Starks, Executive Director of the 100 Black Women of Funeral Service association, discuss the high cost of dying in minority communities. Eleanor offers insights on rising funeral costs and the importance of educating the public about preplanning.

To download FuneralProChat podcasts to your mobile device, visit the App Store or Google Play store. You may also stream the podcast online at www.FuneralProChat.com.

For more information, visit www.myASD.com or call 1-800-868-9950.

Matthews Announces New, Second-Generation Bio Cremation® Equipment

Matthews International announced the release of a new Bio Cremation® unit designed for the North American market. The new cremator uses the water-based alkaline hydrolysis (AH) process that Matthews helped introduce to this market in 2009, and features enhancements to improve performance, consistency, reliability, and cost.

“We’ve been looking forward to these enhancements for a long time,” says Steve Schaal, President of Matthews Cremation, North America. “The first-generation unit proved that AH could be done at all. Now with this second generation unit we’re proving that it can be done better, and at a substantially lower cost.”

The new Bio Cremation unit offers improved performance and consistency. It also offers a substantially lower cost than the first design—as much as 40% in some configurations. “The lower cost was an important goal for us,” says Schaal. “It makes Bio Cremation feasible for many more crematories, without sacrificing the extra safety and protection of high pressure/high temperature processing.”

The second-generation design was developed under a new partnership between Matthews and BioSafe Life Sciences, a...
U.S.-based company that builds alkaline hydrolysis equipment exclusively and holds a number of patents for the technology. BioSafe and Matthews have been working together to develop this new design for the cremation market around the globe.

“Having a domestic partner with a national service presence makes it easier to deliver the performance, reliability, and service that Matthews customers expect,” Schaal says. “When we couple those with improvements in pricing, we expect it to be a powerful combination.”

“Our first design was developed by Resomation, Ltd., a Scottish company that deserves a lot of credit for their historical work pioneering some of the early AH ideas. The industry owes them a debt of gratitude for the role they played in helping to bring some of these early concepts to the market,” Schaal said. Matthews had a distribution agreement with Resomation, Ltd. that ended earlier this year.

The Dodge Company Announces Its Updated, User-Friendly Website and Web Store

The Dodge Company is pleased to announce the implementation of its updated, user-friendly website, www.dodgeco.com and web store, shop.dodgeco.com, where embalmers and funeral professionals will have full access to online ordering. Registering is a simple task. Just go to dodgeco.com, click on the link marked Dodge Web Store, and you will be walked through the registration process. You’ll have access to online ordering, technical resources, catalogs and price lists, The Dodge Magazine, professional partners, and periodic special offerings.

The new and improved user-friendly website includes access to information and history on the Dodge Company, the latest funeral service news, contact information for the Dodge Company and our Dodge sales representatives, and a portal for the Dodge Web Store.

Tim Collison, Vice President, Sales & Marketing, notes, “We know that time is an increasingly precious commodity in funeral service, so we are very happy with the updated website and new web store. Whether our customers are looking for product information, news regarding the Dodge Company, or to place an order, all are now available at their convenience and on their schedule.”

DNA Memorial Website Launched

CG Labs Inc. is pleased to announce the launch of the website for their flagship product, DNA Memorial, at www.dnamemorial.com. “As funeral professionals, we all are aware that cremation is irreversible, DNA is destroyed by cremation, and, after burial, disinterment is costly, both emotionally and financially” says Jeff Harbeson of CG Labs. “The newly designed DNA Memorial website is the initial step of our launch to both funeral homes and consumers filling an important gap that exists in the funeral industry: collecting and banking DNA of the deceased. The importance of collecting and banking personal DNA prior to final disposition is an increasing request from consumers and it’s our obligation at DNA Memorial to provide funeral directors with education, information, services, and products to meet those needs.”

With new and exclusive Home Banking and Custom Jewelry offerings, DNA Memorial provides funeral directors a variety of options for the families they are serving. DNA Memorial has created a CEU, “Why DNA is Relevant to the Funeral Industry,” to be offered to funeral directors in the fall of 2014.

DNA Memorial has completed its beta test in funeral homes across the U.S. and Canada with funeral directors and families during actual at-need arrangement sessions. Families are choosing DNA Memorial for collection, Banking, and Custom Jewelry at funeral homes. Everyone in the process wins; the family has their deceased loved one’s DNA because the funeral home is providing them the information to make an educated decision. Funeral homes increase revenue per call and reduce future liability. For more information, visit the newly refreshed www.dnamemorial.com.

Merger: Wilbert and Suhor Industries

Wilbert Funeral Services, Inc. (WFSI) and Suhor Industries, Inc. (SI) officially merged on July 1, 2014. Wilbert Funeral Services, Inc. is the surviving corporate entity. SI was the largest Wilbert licensee and had controlling interest in WFSI. This merger now brings all SI facilities, services, and products under the WFSI umbrella. Funeral industry products include burial vaults, monuments, lawn crypts, columbarium niches, mausoleums, and the Signet Supply line of caskets. Cemetery construction is also offered. In addition, precast concrete products are provided to the construction, agricultural, and wastewater markets.

The merger results in an extremely strong and financially sound organization with a solid, well-experienced management team. In addition to strengthening the Wilbert brand, the merger is seen as advantageous to the entire Wilbert Licensee network.

“The joining of the two companies will provide a platform for growth and diversification programs to be shared with the Wilbert Licensee network,” said Dennis Welzenbach, President and CEO, Wilbert Funeral Services, Inc. “With our experience in diversification we can provide guidance and even business plans to Licensees who want to expand and strengthen their businesses. While many Licensees are already active in other markets, particularly precast concrete, we want to help all of our Licensees wherever we can.”

CREMATIONIST – Vol. 50, No. 3 33
The Funeral Service Association of Canada (FSAC) is pleased to announce that Roberta Sulpher is its new Executive Director, effective August 5. Sulpher has a proven track record in association management, strategic planning, and operations.

Sulpher is the former Executive Director for the Canadian Association of Physical Medicine and Rehabilitation, and the Canadian Physiatrists Research and Development Foundation. In this capacity, she was responsible for strategic management and operations of both organizations. Sulpher also provided overall strategic management and liaised with several health care and medical organizations during her tenure at the Royal College of Physicians and Surgeons of Canada.

Sulpher has successfully managed association budgets, annual conferences, and operations. She is particularly adept at enriching relationships with external stakeholders.

“The FSAC Board of Directors is confident that Roberta Sulpher has the skills and experience to take the association to the next level,” said Phil Fredette, President. “We welcome Roberta to the association and look forward to working with her on many exciting projects that will benefit Canadian funeral professionals and the families they serve.”

Roberta Sulpher to Head The Funeral Service Association of Canada

The 125-year-old Connecticut Funeral Directors Association is comprised of funeral directors at more than 220 funeral homes. Based in Wethersfield, it is committed to the promotion and advocacy of high ethical standards in funeral service. This includes the development and presentation of ongoing professional training opportunities for practitioners and educational programs for association members and the public. For more information about the Connecticut Funeral Directors Association and its scholarship program, call 860-721-0234 or 800-919-2332, or visit www.ctfda.org or Connecticut Funeral Directors Association.

International Association of Pet Cemeteries and Crematories (IAOPCC) Announces New Worldwide Accreditation Standards

In an industry requiring very little oversight other than environmental regulations and the usual business licensing, pet aftercare has been largely a self-regulated profession. Currently there are only two states in the U.S., New York and Illinois, that have any legal standards for pet cremation. With the introduction of the IAOPCC Accreditation Program, the IAOPCC has given the industry and the pet owner a measure of protection in the integrity of the pet aftercare processes from those pet crematories who seek out accreditation and inspection.

In an unprecedented and historical first, the IAOPCC is the only organization that currently has any published recommended procedures for every step of the pet cremation process, including transportation, each type of pet cremation, readily retrievable records, facility standards, and continuing education for pet crematory staff members. Following nearly five years of study and research, these accreditation standards, processes, and programs of inspections were rolled out in January 2014 across the United States, Canada, and worldwide to the association’s

continued on page 36
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members. Since 2009, the IAOPCC’s Standards Committee, made up of a group of seven pet crematory owners and operators located throughout the U.S. and Canada, met monthly to develop the intense and rigorous standards.

Through the IAOPCC Accreditation Program, pet crematories are evaluated against a pool of more than 240 standards that represent the best practices in pet cremation care and pet crematory management. An international task force of crematory operators and a veterinary professional created and continually update the standards to reflect the latest developments and improvements in pet aftercare, pet cremation techniques, records, cleanliness, staff and client safety, and a host of other areas essential to excellent pet and client care.

Founded in 1971, the IAOPCC is a not-for-profit organization dedicated to advancing the standards, ethics, and professionalism of pet cemeteries and crematories worldwide. Recognized as the leaders of the pet aftercare industry, it has members in more than 15 countries.

A Beloved Friends Pet Crematory of Northern Nevada, in Reno, was the first pet crematory in the United States to successfully complete this accreditation and inspection process. It was awarded its accreditation status on April 1, 2014.

Pet Crematories are awarded points for each standard they meet, and they must amass a certain score in order to pass the evaluation. With the IAOPCC Accreditation, pet owners and veterinarians can feel reassured about the care their deceased pets receive.

IAOPCC Standards Committee Charter Members included Board of Directors members Scott Hunter of Gateway Pet Memorial in Ontario, Richard Hobart of Veterinary Referral Cremation Services of Ontario, Keith Shugart of Deceased Pet Care Funeral Homes in Atlanta, Georgia, Steve Woods of A Beloved Friends Pet Crematory in Nevada, Steven Hellus of White Rose Pet Memorial Services in Vermont, Frank Nash of Rose Lawn Pet Cemetery in Colorado, Dennis Mastny of Craig Road Pet Cemetery & Crematory of Las Vegas, and Kevin Woronchek of Until We Meet Again of British Columbia.

**Walter Crox, Jr., Incoming President of Gupton-Jones College of Funeral Service**

Pierce Mortuary Colleges is pleased to announce the addition of Walter Crox, Jr., CFSP, as Incoming President of Gupton-Jones College of Funeral Service, Decatur, Georgia. Crox will work in transition with current President Patty Hutcheson until her retirement from the college later this summer.

Crox brings nearly twenty years of funeral service and management experience to Gupton-Jones and is a licensed embalmer and funeral director in the states of Georgia and Tennessee. As the fifth generation in his family to be involved in the funeral service profession in Tennessee, Crox has been around the funeral industry most of his life, in one way or
another. He has also managed a funeral home as well as working in nearly every capacity in funeral service.

Crox is a graduate of Mid-America College of Funeral Service, another Pierce Mortuary College located in Jeffersonville, IN. He holds both a Diploma of Funeral Service and an Associate's of Applied Science in Funeral Service degree from Mid-America. He earned both a Bachelor's degree in management and a Master's in Business Administration at Ottawa University, Jeffersonville, IN. While at Ottawa, Crox served as assistant director for the Center of Adult and Professional Services program and helped develop an articulation agreement with Gupton-Jones College.

“I firmly believe that a well-rounded education assists both the mortuary students as well as their future employers,” says Crox. “Certainly my personal educational experience with articulation programs helped form my belief in a comprehensive education which I believe will serve me well in my role at Gupton-Jones.”

Crox also has a wide-ranging background, having served his hometown of Cleveland, TN as a reserve sheriff’s deputy and as a full-time police officer. He is a member of the Masonic Blue Lodge in Charleston, TN and the York Rite. He is also a member of the Alhambra Shrine Temple in Chattanooga, TN.

“We are very pleased to welcome Walter Crox, Jr., as incoming president at Gupton-Jones,” says Dr. Jill Karn, Chief Operating Officer of Pierce Mortuary Colleges. “He brings a wealth of experience as well as a personal passion for funeral service and education and I am confident that he will quickly forge ties with his team and continue the fine legacy at Gupton-Jones of preparing future funeral professionals for success.” For more information on Gupton-Jones College of Funeral Service, visit www.gupton-jones.edu.

Handbook on Cremation: Discount Offered by the International Cremation Federation

According to the ICF, “There have been many developments since the founding of the ICF. The world has changed and so has cremation. Education and training are the keystones of achieving the best possible quality in what we do.”

The history of cremation is described by Todd van Beck, complemented by an article from Roger Arber about the development of cremation and statistical global cremation data and a description of the International Cremation Federation and its goals by the Secretary-General of the ICF, Henry J. Keizer.

The ethical aspects of cremation are predominately focused on in the contributions of the following authors: Professor Davies writes about the ethical foundations of cremations in religions; Jan Gabriels, M.D., is the author of the legal and ethical aspects of the use of metals after cremation; Shoji Eguchi’s contribution gives a detailed description of cremation in Japan; and the planning and operational aspects for a crematory are summarized by Peter McLean.

Several detailed contributions cover the technological aspects in a crematorium. Designs for furnace constructions (Dr. Gebhard Schetter, Dieter Zahn), designs for filter technology (Dr. Ole Petzoldt), emissions and emission control (Benjamin Wiechmann/Markus Gleis), developments in filter techniques for crematoria and saving energy and sustainable development (Andrew Mallalieu), measuring and control technology for emission control (Bruno Vater), and sanitary requirements at crematories (Dr. Gabriele Righi/Dr. Edda Guareschi) provide a broad and extensive overview of today’s technology. The fourth part of the book is entitled “Standards and Qualifications,” which includes articles about the standardization for crematories by Peter Plegnière, quality assurance for crematories by Svend-Jörk Sobolewski, and professional formation and development concepts for crematory employees by Duncan McCallum, as well as educational aspects—now and in the future—by Dr. Rolf Lichtner, who is also the editor of the book.

The Federation received tremendously positive feedback on its book. CANA members can purchase the Handbook on Cremation at a special discounted rate of $35 per copy, including postage. E-mail info@CremationAssociation.org or phone 312.245.1077 to order.
CANA Welcomes New Board Members

New Members Elected, Officers Advance at 96th Convention

GREAT leaders are the driving force behind every successful professional association. CANA is proud to announce that the progressive, forward-thinking tradition of its governance continues unabated with the latest board installation. During its 96th Annual Convention, August 6-9, 2014, at the Minneapolis Marriott City Center in Minneapolis, Minnesota, CANA’s membership elected two new directors to the CANA Board. Several other board members advanced into new officer positions.

Faccinto and Hunter Join the Leadership

Vinnie Faccinto, Vice President for Growth and Development for Smart Cremation in Cookeville, Tennessee, is one of the newly elected board members. The other is Scott Hunter, Owner and President of Gateway Pet Memorial Services, Inc. in Guelph, Ontario.

CANA Board Officer Advancement

Known for his charisma, boundless energy, and decisive command of the industry’s “big picture,” Robert M. Boetticher, Jr., known as “BBJ,” is now installed as CANA’s Board President. BBJ is an expert at the strategic analysis of the Annual Cremation Statistics Report and plans to make quality education opportunities the focus of his year as CANA’s President. Rick Wiseman, Porter Funeral Homes and Crematory, is now Immediate Past President. Sheri Stahl, Vice President and Business Manager of Island Funeral Home in Hilton Head, South Carolina, is CANA’s President-Elect. The association’s First Vice President and Treasurer is Tim Borden of Louisville, Kentucky. Tim is Founder and President of Borden Mortuary Group. CANA’s Second Vice President is Michael Sheedy. Mike is Market Director for Service Corporation International (Canada) out of Ottawa, Ontario. Mitch Rose, CEO and President of The Woodlawn Cemetery, is now the Third Vice President.

CANA Executive Director Barbara Kemmis is enthusiastic about the new administration. “CANA’s Board of Directors is passionate about its work and astute about the potential growth and the challenges for the cremation industry in the current environment,” she said, adding, “These leaders are ready to tackle the development of programs, studies, and member benefits that will advance the association and the important services its members provide.” More information about CANA and the new board can be found on the association’s website at www.CremationAssociation.org.
The Benefits of CANA Membership: Access the tools and expertise to build your business.

**CANA Annual Cremation Statistics Report** • Our exclusive industry statistics provide a powerful insight into detailed cremation trends in North America

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**CANA Member Print Materials** • Brochures, sample forms, and TSA Cards to help you manage and publicize your business

CANA is continually evaluating and developing an array of benefits, programs and events for our members. The goal is to locate partnerships, resources, services and discounts that will help you communicate with the public, convey the value of cremation, and plan and build your business.
Joan B. Boylston, 87, of Hilton Head, SC, passed away on Wednesday, July 2, 2014. She was born on June 28, 1927, in Astoria, NY. The daughter of the late Joseph Butterfield and Catherine (Brown) Butterfield, Mrs. Boylston was a former educator, a wonderful wife, mother, and grandmother. She moved to Hilton Head in 1985 from Manhasset, NY. She was a member of Holy Family Church, Holy Family Adoration Society, Holy Family Office, Sea Pines CC Tennis, and the Art League. Mrs. Boylston leaves behind her loving husband, Adrian, three daughters, Karen Boylston of Chapel Hill, NC, Cynthia Ondrey (Kevin) of Manhasset, NY, and Robin Boylston (Glenn) of Hooksett, NH; one son, Bruce Boylston (Mary) of West Chester, PA, and five grandchildren. She was pre-deceased by her daughter, Kathy Boylston. A Mass of Christian Burial was held on July 5, 2014, at 10:00 am. Burial followed in the Six Oaks Memorial Park in Sea Pines Plantation. The family suggests that those who wish may make memorial donations in Joan’s name to the Holy Family Adoration Society, 24 Pope Ave, Hilton Head Island, SC 29928 or Parkinson’s Disease Foundation, 1359 Broadway, Suite 1509, New York, NY 10018.

Thomas O. Hornstein, retired general manager of Allegheny Cemetery in Lawrenceville whose idea launched a first-of-its-kind association for the purpose of saving and restoring the historic cemetery’s structures and serene and scenic grounds, died October 18, 2013, at his home in Moon from complications following a stroke. He was 85.

“He was a superb head of [Pittsburgh’s] most historic cemetery. He recognized the architectural and landscape values and worked hard to restore and retain them,” said Arthur Ziegler, president of the Pittsburgh History & Landmarks Foundation and a longtime acquaintance of Mr. Hornstein.

Mr. Hornstein, who was general manager at the cemetery from 1961 to 1989, worked with the foundation to establish in 1980 the Allegheny Cemetery Historical Association, a nonprofit arm through which people could make donations. The effort raised money to restore the Penn Avenue Gateway and Butler Street Entrance buildings, among other structural and landscape features at the nearly 170-year-old cemetery.

Mr. Hornstein was a foundation trustee for many years, remaining active with the group until his death, Mr. Ziegler said. “He was really devoted to historic preservation.”

Born and raised in Aliquippa, Mr. Hornstein’s father and grandfather were both in the funeral business.

Mr. Hornstein was a foundation trustee for many years, remaining active with the group until his death, Mr. Ziegler said. “He was really devoted to historic preservation.”

Mr. Hornstein was a foundation trustee for many years, remaining active with the group until his death, Mr. Ziegler said. “He was really devoted to historic preservation.”

In 1998, Mr. Hornstein established a charitable fund in his name at the Pittsburgh History & Landmarks Foundation. A fund also was established in his wife’s name.

In a 1999 interview for the foundation’s newsletter, Mr. Hornstein said his charitable work was a habit instilled during childhood.

“I went to school in Aliquippa during the Depression and my father always gave me 56 cents so I could buy one milk for myself and help one other student buy milk,” he said.

In addition to his wife, Mr. Hornstein is survived by a sister, Patricia Ford of Huntington Beach, CA; four children from his first marriage, Thomas Jr., Dale and Richard, all of Syracuse, NY, and Betty Anne Hornstein of Destin, FL; and seven grandchildren. Mr. Hornstein’s obituary was written by Patricia Sabatini for the Pittsburgh Post-Gazette.
William P. “Bill” Rutherford, president and CEO of Rutherford Funeral Homes and Crematories, died on August 24, 2014, at his home. He was 91.

A past president of CANA, Rutherford had been a funeral director since 1944 and had been active in the industry for years. Over his seven-decade career he also served as president of the central Ohio, state, and national funeral directors associations.

Rutherford saw many atypical requests over the years. While he preferred traditional interment — “where you have a place to go, so you can say, ‘This is Mother’s or Daddy’s grave,’” as he told The Dispatch in 2001—he understood that it was more meaningful for some to scatter the ashes of their loved ones in unusual locations.

“Some people have odd ideas as to what they want scattered and where—maybe a favorite hunting or fishing area, or in the ocean or something like that,” Rutherford said at the time.

Bill was preceded in death by his loving wife of 70 years, Helen Tracy Rutherford. He is survived by his children, W. Arch (Carolyn) Rutherford and J. Lynn (W. Joseph) Harper, five grandchildren, and twelve great grandchildren.

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