



THE INDEPENDENT[®]

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THE OFFICIAL PUBLICATION OF THE NATIONAL ORDER OF THE GOLDEN RULE

Service is Central to New OGR President Koven L. Brown, CFSP

Also Inside...

- Celebrant training
- Finding future talent
- Value of membership during hard times



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CALENDAR OF EVENTS

2009

May 21: Audio seminar:
“A Growing Need: Dealing
with Cremation Families”

June 8-9-10: Golden Rule
School, Renaissance Resort
World Golf Village,
St. Augustine, Fla.

June 18: Audio seminar:
“OSHA Update”

July 16: Audio seminar:
“FTC Review”

Aug. 20: Audio seminar:
“Demanding Families: An
Arrangements Conference
Challenge”

Sep. 17: Audio seminar:
“The Younger Funeral
Director: New Generation,
New Challenges”

Oct. 15: Audio seminar:
“Bloodborne Pathogens”

Nov. 19: Audio seminar:
“Innovative Ideas to Better
Serve Families”

Dec. 17: Audio seminar:
“What to Know Before
Expanding or Acquiring a
New Facility”

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Senior faculty lead classes on technology, prep room and personal service. Enroll your managers and staff in OGR's 2009 Golden Rule School

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Membership: Even More Important During Unstable Times

Koven L. Brown, CFSP

Over the past six to 12 months, those of us in the United States have not exactly been experiencing the American Dream, rather the American nightmare. We've seen our retirement accounts and pre-need trusts plummet, and those of us who were at least looking forward to retirement in the not-too-distant future may now have to reconsider our timelines.

As a country, we have spent recklessly and have made a number of bad choices that we now must live with, as we try to ponder a solution that will not put our children or grandchildren's future in peril. One of the things I always tried to teach my less-experienced funeral home staff is that mistakes are inevitable; we simply need to learn from them and not repeat them. I think we, too, as a country must learn from our past mistakes. Quite simply, we have been living above our means for too long, and our current state of affairs should be a major wake-up call for all of us.

Phases & Transitions

I openly admit that I have not always been as fiscally attentive to my businesses as I should have been. I took it for granted that, because we lived in the Bible Belt, we would enjoy many more years of traditional funeral services and that cremation would simply come gradually. Boy was I wrong.

This past year in Jacksonville we watched our cremation rate top 48 percent — a 15 percent jump from the previous few years. We in funeral service are used to going through phases of challenges. We went through the pre-need phase a number of years ago, and more recently have gone through, and continue to go through, the cremation phase. To a large extent, I think our next phase will be the *survival* phase.

We are going to need to utilize every ounce of savvy management skill we possess to keep our businesses intact and competitive. This could involve some painful decisions when it comes to reducing our licensed staff. But with a 48 percent cremation rate, a licensed embalmer will not be as important as it has been in the past. We may have to pick and choose the new ideas and products we try, rather than jumping at every new product or idea that comes along. That new funeral coach we wanted to buy may just have to wait a few years.

Surviving Hard Times

Most of us will continue to look for educational opportunities that will not only help us survive, but allow us to grow our businesses. That's where OGR can be your most valuable resource. OGR is committed to providing targeted educational opportunities that are

We are going to need to utilize every ounce of savvy management skill we possess to keep our businesses intact and competitive.

second to none. We pledge to keep providing members with the *best education* aimed directly at the independent firm and the *right tools* to grow your business and allow it to survive in these less-than-stable times.

I pledge to you a year of hard work and commitment as your president. And I trust that you, in turn, will join with me to strive for excellence in all we do through OGR and in our respective businesses. ■

Koven L. Brown, CFSP, is owner and president of K. L. Brown Funeral Home and Cremation Center in Jacksonville, Ala., and the K. L. Brown Memory Chapel in Anniston, Ala. He was installed as president on April 25, 2009, during OGR's Annual Conference in Nashville, Tenn.

Funeral Management Challenge: Finding Future Talent

By Edward E. Gordon, Ph.D.

Over the past decade, numerous reports from businesses and government agencies have clearly documented the growing talent crunch affecting many occupations in the United States and other nations. We are beginning to run out of younger, skilled, entry-level workers, particularly but not exclusively in science, technology, engineering and mathematics (STEM) related career areas.

There are just too many job-seekers who lack literacy, experience, education, specialized career training – and any career focus or even ambition.

There are just too many job-seekers who lack literacy, experience, education, specialized career training — and any career focus or even ambition. A rising tide of applicants does not even meet the minimum qualifications for an increasingly



The funeral industry needs to adopt a heightened sense of urgency...and become active participants in business-community partnerships...

sophisticated world of work. Funeral service clearly has been impacted by this trend.

During the past two years, small businesses in the U.S. and Canada were reporting a near record-high number of unfilled positions. Even in January 2009, a National Federation of Independent Business survey disclosed that its members had one million jobs vacant for over six months. When the recession ends, these numbers are expected to rise dramatically.

What is behind these deep talent shortages that now confront the United States, Canada, and much of the world? Three major economic/cultural forces have combined to produce this global talent showdown: the worldwide demographic shift; globalization; and a broken talent-prep system.

“Senior Tsunami”

Following World War II, from 1946 to 1964, the so-called baby boomer generation swelled populations around the globe. In the U.S., boomers are reaching age 60 at the rate of 8,000-plus a day, and are retiring even faster. The U.S. Department of Labor (DOL) predicts that between 2010 and 2020, 70 million Americans will retire, but only 40 million will enter the workforce. The overall size of the Canadian workforce also will shrink.

That means the number of retired people in the United States will grow 120 percent over the next 35 years; with 26 states seeing their over-65 population increasing by over 100 percent between 2000 and 2030. By then, the United

States will have six states in which 25 percent or more of the total population is over age 65. Centenarians (100 years or older) are one of the fastest growing of these demographic groups, swelling from 72,000 in 2000 to an expected 330,000 in 2020. William H. Frey, a researcher at the Brookings Institute, characterizes this graying of America as “a senior tsunami.”

Running on Empty: U.S. Talent

Last year, Manpower Inc.’s Annual Talent Shortage Survey of 43,000 employees in 32 nations found 31 percent “having difficulty filling positions due to the lack of suitable talent available in their markets.”

The DOL’s occupational employment projections help explain what is happening. Between 2006 and 2016, 50.8 million job openings are expected across the economy. But new jobs will number only 17.4 million, while replacement jobs will be nearly twice as many, at 33.4 million. This means that retirements will account for 66 percent of the jobs to be filled.

In the U.S. and Canada, many occupations face a steep job replacement curve between 2010 and 2020. Significant shortfalls are projected for both the healthcare and funeral service industries: nurses, 1 million to 2 million; doctors, 200,000; funeral service workers, up to 16,000.

What is driving these numbers is the fact that over 40 percent of the generation now entering the workforce did not have any college. Economist Robert I. Lerman tells us the resulting talent

shortage is happening “...because the segment of today’s workforce nearing retirement is much more highly educated than past retirees. As a result, we are very likely to be adding many more less-educated workers than we lose to retirement.”

Twenty-first century technology requires even larger cohorts of American workers who are both well-educated and possess specialized technical career knowledge. Regrettably, only about 25 percent of America’s current workforce comfortably meets these criteria. If lower-skilled jobs are added, these numbers could rise to 12 million jobs. And this trend will only accelerate during the next decade.

The Hard Reality

Let’s look behind these dark numbers. Over 90 million U.S. workers currently lack the reading, writing and math skills to do their jobs properly. Forty-two percent of Canadian adults read below the eighth-grade level. Finding competent people is very difficult. Aligned to these dismal results is the gradual decline of SAT and ACT college entrance exam scores since the 1970s. Although 64 percent of graduating high school seniors enter some form of post-secondary education, only 25 percent eventually graduate with a college degree. This is the lowest “survival rate” of any of the major developed countries.

Forty years ago, the United States was the undisputed leader in educating its population. Even though America’s technological progress increased the demand for talented people, the U.S.

educational system increased the supply of them even faster. Just think about “Rosie the Riveter,” the first generation of American women to attend high school, thus enabling them to quickly learn the tech skills behind the World War II production miracle.

But over the last few decades, things changed. Technology increased its pace, while education advancement and talent creation slowed. “The numbers are striking,” says Harvard economist N. Gregory Mankiw. Now other countries seem to be quickly catching up or even surpassing the United States.

Reading as an important leisure activity is in steep decline. Almost 90 million Americans today don’t read books. “As more Americans lose this capability our nation becomes less-informed, active and independent-minded. These are not qualities that a free, innovative or productive society can afford to lose,” notes Dan Gioia, National Endowment for the Arts chairman.

What’s the Answer?

The system is broken. The current recession will temporarily mask some of these shortages. However, the next economic upswing will only reinforce the need to build its replacement to prevent many businesses with unfilled key positions from disappearing into the talent gap. A practical solution is broader investment in updated community education by large and small businesses. U.S. business has already taken a leading role in helping to expand the proportion of highly skilled workers who can fill the widening talent shortfalls common in many American communities. I call these partnerships “Gateways to the Future.” These are a whole range of community-based or non-governmental partnerships. They bring together a network of relevant players — local businesses, labor unions, training organizations, government officials, schools, parent groups, colleges, universities, community activists and others — to redesign the local education, career training, job information systems and worker devel-

ABOUT THE AUTHOR



Edward E. Gordon, Ph.D. is president of Imperial Consulting Corporation. He taught at Chicago-area universities, DePaul, Loyola and Northwestern. Gordon is the author of

Winning the Global Talent Showdown, The 2010 Meltdown and Skill Wars, as well as numerous articles on workforce development and talent creation. Gordon is a presenter at OGR’s 2009 Annual Conference.

opment programs that will produce the pool of talent a community needs today and for the future knowledge economy.

The funeral industry needs to adopt a heightened sense of urgency regarding this talent showdown and become active participants in business-community partnerships that rebuild a shattered education-to-employment system at the local level. Your participation will help pave the way for a decade of growth across funeral service. **I**

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What Can Celebrants Do For You?

By Doug Manning and Glenda Stansbury

The truth is, a funeral led by a talented celebrant is the best model for a meaningful funeral, regardless of affiliation.

It's debatable whether to call this the *evolution of an idea* or the *evolution of a revolution*. Doug bumped into the celebrant idea on a tour of Australia in the early 1990s where he met people calling themselves "civil celebrants" at almost every stop. Not wanting to expose ignorance, he acted as if he knew all about the concept and then bombarded his host with enough questions to establish himself as a real pest. What he discovered was that, since a small percentage of Australians are involved in church, the state had started certifying lay people to do funerals and weddings. The movement was established through the work of one woman who would not be silent about the fact that the only funerals available were religious in nature, and that did not fit her lifestyle.

The idea intrigued us and after a visit to New Zealand where Doug spent most of his time digging into the concept of celebrants, we realized the same need is here in North America.

The fastest growing segment of the U.S. population consists of people who do not attend church. The number of people who checked "no preference" on their census cards doubled between 1990 and 2000. These families represent a large percentage of every funeral home's customer base, yet our industry has done nothing to meet these needs. These are the people most likely to turn their backs on our industry. There is a definite connection between church attendance and immediate disposition. The pattern is that people leave the church, but they return for weddings and funerals. Gradually, they stop coming back for weddings and funerals, and then they stop having weddings and funerals.

The evolution did not stop there. At first, the work was seen as strictly for the non-religious. The truth is, a funeral led by a talented celebrant is the best model for a meaningful funeral, regardless of affiliation. If the “cookie-cutter funeral” is the problem, then a life story told by a professional funeral celebrant is a great alternative and agent for change. Though we are called certified funeral celebrants, the title “life tribute professionals” was recently added to more completely describe what it is we do. The concept fits more than just the atheist, agnostic or adamantly non-churched families; rather celebrants can serve anyone who wants a personalized, individualized funeral.

What Celebrants do for Families

Funeral celebrants come from all walks of life — funeral directors, funeral staff, chaplains, writers, educators, clergy, health professionals, bereavement specialists. Each chooses this field for his or her own reasons, but one common purpose is that all want to help people by providing a meaningful, memorable funeral service for families’ loved ones. There are several distinctive steps that separate a celebrant funeral from the norm. The first, and maybe the most important, is the family storytelling experience. When Doug’s grandmother died, his family went to the funeral home to be with her the night before the funeral. They spent a couple of hours telling stories and building memories. That meeting meant so much to his family. It takes a family to grieve a loss, but something has to help that happen.

Three Concepts

We see three basic reasons to include celebrants in your service offerings.

1. Incorporating storytelling.

Incorporating family storytelling into celebrant training can be one of the most healing experiences you could hope for your families. Out of the storytelling time comes the life story of the loved one, which the celebrant uses as the basis for the individualized funeral. Families will spend hundreds of dollars to put a personal note in the newspaper’s obituary page or to put together a video tribute because they want the story told.

2. The healing power of the funeral ceremony.

The second most important concept is the knowledge and conviction of the value and healing power of the funeral ceremony. Celebrants are trained to understand that all people deserve a funeral that fits them, and they are equipped to work with the funeral staff to assure that the family is heard and helped.

3. Personalization is not a product.

The third concept that celebrants embrace is that “personalization is not a product.” Celebrants can offer the latest in online memorial books, web casting, video services, dove releases and person-

alized service folders. But until the service is focused on the life lived, all of our efforts are merely “set design.” Our profession seems to have gotten lost in the merchandise and technology, when what a family wants and needs, and will gladly pay for, is the opportunity to have someone honor the life and legacy of their loved one. That is what brings families back to a firm.

The Benefits

The results of a celebrant funeral can be long-lasting. Countless families return to a funeral home to discuss pre-arrangements, specifying they want a celebrant to do their service. Many celebrants are asked to do a second or even a third service for the same family, sometimes years apart, remembering how special the service was for their loved one and wanting that type of service again. Firms are now advertising that celebrants are available for families and putting the service on their GPLs. Celebrants can be utilized in many settings, from traditional or memorial services, to a holiday gathering, graveside service, or a special life tribute service during a wake or rosary. The options are unlimited.

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The Questions

Inevitably, questions are raised by funeral directors considering the use of celebrants.

1. "How much do celebrants charge?"

In the United States, the fee varies. Professional celebrants will spend eight to 10 hours preparing for a service, having a family meeting, working with the funeral director, creating ceremonies or assisting with music. But beyond the hours spent, telling a life story is a priceless service. The issue is truly not the fee; people will pay for what they value.

2. "All my families want a religious service."

Most of our families define themselves as "spiritual but not religious." They may find great comfort in prayers and scripture; they just do not want a theological or denominational emphasis. Using a celebrant does not prohibit incorporating religious elements into the service. The difference is that the *family* chooses the ceremonies, readings or music that is meaningful to them,

not something automatically or ritually included in every service.

To determine how often a celebrant could have served your families, review last year's records and count the number of times you called a "rent-a-minister" because the family was unaffiliated and had no one to officiate. Whether it's five, 50 or 500, that is your answer.

3. "Won't the clergy get angry?"

Families who are served by a celebrant are not usually members of a congregation, parish or temple. Increasingly, we are seeing clergy who have determined that they will only conduct services for their own members, leaving a growing number of people on the outside looking in and needing a professional who can conduct the funeral.

The second part of this answer is a little more difficult. Families need healing and meaningful services, and it is in your best interest as a caring professional and a business person to find ways to meet those needs, regardless of what others might think or say.

Why Celebrants?

All it takes is a look at the growing "cremation with no service" rate to know that families have rejected what we have to offer, opting instead to "do it myself." Unless we develop new choices, services and creative ceremonies that fit this generation, funeral service as we know it may go the way of the horse-drawn hearse and the home embalming machine. **I**

ABOUT THE AUTHORS

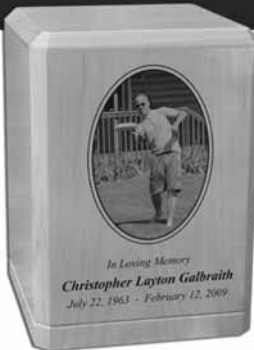


Doug Manning and Glenda Stansbury of Insight Books conduct celebrant trainings across the United States. For more information, visit www.insightbooks.com.

Celebrants can be utilized in many settings, from traditional or memorial services, to a holiday gathering, graveside service, or a special life tribute service during a wake or rosary. The options are unlimited.

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Families Trust Golden Rule Funeral Homes, Says Family Contact Report

Families clearly place high trust in Golden Rule funeral homes. The 2008 Family Contact Annual Report, tabulated and mailed to member participants in February, confirms what members largely know — that Golden Rule funeral homes can be depended on for caring service — and a whole lot more.

Last year, members earned a 99 percent rating from families who indicated they would recommend a Golden Rule funeral home to others. The data came from responses submitted by nearly 15,000 families served by Golden Rule firms.

“Because our members are committed to excellence and to OGR’s high standards of ethical conduct, it’s no surprise families trust the care and service they receive,” said Karen Gentles, director of membership. Other indicators of trust include high ratings for staff attitude and flexibility; personal attention and individualized service; and sensitivity of the funeral director.

Families say they chose a Golden Rule firm based on a number of factors, including: reputation; that the funeral home had previously served the family; the location of the firm; and because the funeral home is independent and locally owned.

In addition to these insights, members use Family Contact as a timely, effective tool for monitoring areas of the funeral home that need improvement and to applaud employees for superior service.

“With 83 percent of families saying they would pre-plan a funeral service,” notes Gentles, “Family Contact becomes a primary source of pre-planning leads and business growth.”

The SoftTouch Option

A new option recently added to Family Contact is the *Soft-Touch* system, administered by Preneed Funeral Program, a Preneed Alliance partner. With this option, colorful note cards are mailed to families after the service at no cost, provided the member writes its pre-need through PFP and

Golden Rule funeral homes can be depended on for caring service — and a whole lot more.

Get inspired about
the future.

R Reliable growth rates

O Ongoing support

W Wise choice

It's a good call.
Learn more
at 800.692.9515

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Homesteaders Life Company, another Alliance partner. This program gives members yet another way to differentiate themselves in their communities and boost their pre-need volume.

According to Billy Thomas, Thomas Funeral Home, Centerville, Iowa, Soft Touch is user-friendly and saves time. "I like how the cards go out. I like the immediate feedback I receive from the survey letter. Ninety percent of my families have returned the survey to me, giving me immediate feedback — and giving them the option of asking for information on pre-arranging!"

Think how you could put this valuable program to use. Contact the family contact coordinator, (800) 637-8030, iditmars@ogr.org. Or visit Family Contact at www.ogr.org under OGR Resources.

Using Family Contact, you'll learn:

- Why a family chose your funeral home (because of your advertising? clergy recommendation? facilities?).
- What the family thought of your services, merchandise and other characteristics.
- If you met their expectations of services and merchandise costs.
- How the family rated the services and products they selected and the ceremony.
- If they are interested in pre-planning or recommending you to others.

For Exemplary Service

Cassaday-Turkle-Christian Funeral Home, Inc.
Alliance, Ohio

"The funeral director made us feel at ease from the very beginning. We were unsure of how to proceed about something and he gave us suggestions. Since we were from out of town, he made calls for us and also found us phone numbers for calls later. Outstanding individual. The staff went above and beyond. Drove through an ice storm to pick up the deceased. Gave personal attention to each person as they arrived. All were friendly and outgoing. Very helpful, honored every request — often anticipated them! The facility had easy access for elderly. A nice covered area for people to come and go from their cars. It was wonderful that the staff cleaned off the snow and helped visitors to their cars. Really appreciated the care they gave to our family and visitors to the services."

Lakeside Memorial Funeral Home, Inc.
Hamburg, N.Y.

"**Charles Castiglia** was so professional. We dealt with him before. The kindest, most compassionate person I know. The staff greeted all our family and friends. They hung up their coats and were very friendly but most professional. I have been to other funeral homes and, by far, this was the most beautiful, warm and cozy. The ceremony was memorable. The funeral director always goes the extra mile, reading poems, real doves, handed out flowers and explained how to

leave our hand print on the casket as Mom left her print on all of us."

Pyatt Funeral Home
Pinckneyville, Ill.

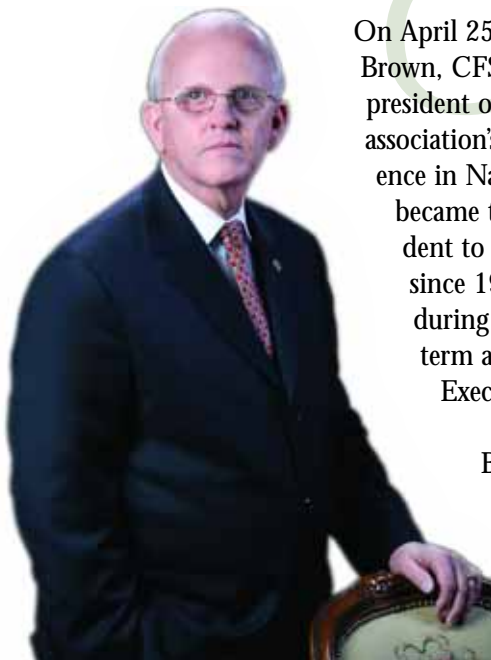
"At the visitation we had a lot of people. They were waiting in line one and one-half hours. The funeral home staff organized the line so that people were able to sit at times. They checked on us regularly to get us chairs or drinks or anything else we needed."

Zwick & Jahn Funeral Home
Decatur, Ind.

"Both **Jerry** and **Rose** were outstanding. From allowing food for family, to having tables set up in the garage, to help getting the coats on/off kids — wow! What service for such a sad time. Also loved the paper offered for grandkids to draw/write memories — very special! We were very impressed with the class, caring and sensitivity of the directors. We also loved the portrait and laminated obituary! Thank you for making our time of loss much easier — especially with such a large family."

The members shown here have been cited for providing exemplary service that goes beyond the normal and expected level. The comments were submitted by families responding to Family Contact survey forms. These members are now eligible for the 2009 Gold, Silver and Bronze Exemplary Service Awards. The winners will be honored at the 2010 Annual Conference.

Service is Central to OGR's New President, Koven Brown, CFSP



On April 25, 2009, Koven L. Brown, CFSP, was installed as president of OGR during the association's Annual Conference in Nashville, Tenn. He became the 52nd president to lead the Board since 1958. He will serve during the 2009-2010 term and will chair the Executive Committee.

Brown is the owner and president of K. L. Brown Funeral Home and Cremation Center in Jacksonville,

Ala., and the K. L. Brown Memory Chapel in Anniston, Ala. He began his career in 1969 at White Chapel Funeral Home in Montgomery, Ala. He has owned the Jacksonville location for 30 years, and founded the Anniston location in 1999. Brown attended the University of South Alabama and Jacksonville State University and is a graduate of the Kentucky School of Mortuary Science, where he was class president.

Brown has been a strong advocate for OGR since joining in 1998. He has served as a Regional Chairperson and was elected to the Board in 2004. In 2005, he created the Koven L. Brown Scholarship, which annually supports deserving mortuary science students in need of financial assistance.

His personal commitment to service is evident through his widespread professional and civic legacy. With his wife Mandee, the Browns have traveled extensively, including their recent mission to Ecuador, helping to rebuild a day care center (profiled in *The Independent*, November/December 2008, "Serving Others: It's What We Do").

Currently, Brown serves as vice chairman of Jacksonville State University's International House, a organization that promotes cultural understanding. He is on the board of the Northeast Alabama Regional Medical Center and belongs to its human resource and finance committees. He was chosen Small Business Leader of the Year in 1996 by the Jacksonville Area Council of the Calhoun County Chamber of Commerce and in 2007 won the Leadership Calhoun County Roy Crow Award.

He is an enucleation technician and a former trustee at the Birmingham Alabama Eye Bank. And he serves in the Region IV DMORT (Disaster Mortuary Operational Response Team), a program of the U.S. Department of Homeland Security that responds to mass casualty disasters. He was called up following hurricanes Katrina and Rita.

In addition, Brown is active with the First United Methodist Church of Jacksonville and volunteers for such charities as the United Cerebral Palsy, United Way of Calhoun County and Boy Scouts of America. Last year, he and his wife received the Jacksonville Exchange Club's Book of Golden Deeds.

Besides OGR, Brown holds memberships in the Alabama Funeral Directors Association, where he is a past president, the National Funeral Directors Association, Cremation Association of North America, and is a lifetime member of the Academy of Professional Funeral Service Practice.

His personal commitment to service is evident through his widespread professional and civic legacy.

Milestone Anniversaries

50 Years (1959)

MARCH
George Irvin
Green Funeral
Home, Inc.
Munhall, Pa.

Rose & Quesen-
berry Funeral
Home, LLC
Beckley, W.Va.

APRIL
Dorr & Clark
Funeral Home,
LLC
Falls City, Neb.

35 Years (1974)

MARCH
John Brust
Funeral Home,
Ltd.
Lombard, Ill.

30 Years (1979)

APRIL
Wappner
Funeral Directors
Mansfield, Ohio

20 Years (1989)

APRIL
Soderstrum
Funeral Home
Story City, Iowa

15 Years (1994)

MARCH
Pagenkopf
Funeral Home
Oconomowoc,
Wis.

APRIL

Flora Funeral
Service, Inc.
Rocky Mount, Va.

10 Years (1999)

MARCH
Hays Memorial
Chapel
Hays, Kan.

Ponders
Funeral Home
Dalton, Ga.

APRIL
Treadway & Wig-
ger Funeral Chapel
Napa, Calif.

5 Years (2004)

MARCH
Crawshaw
Funeral Home
Murphysboro, Ill.

Davis Funeral
Service, Inc.
Monroe, N.C.

APRIL

Mark A. Jones
Funeral Directors
Brownfield, Texas

Welcome New Members

Main firm
Rehkamp & Horvath
Funeral Directors
Quinn M. Horvath,
Marshall, Minn.

Affiliate members
Hosick Funeral Home
Keith Gilbert, Rosiclare, Ill.

Cox Funeral Home
Keith Gilbert, Rosiclare, Ill.

Main firm: Gilbert Funeral Home, Inc., Marion, Ky.

Change of Ownership
Main firm

Palmer & Shaylor
Funeral Home
Janet S. Putnam,
Middleburgh, N.Y.

NEW MEMBER PROFILE

Rehkamp & Horvath Funeral Directors

Rehkamp & Horvath Funeral Directors specialize in both traditional and contemporary funeral services, as well as pre-arranged, pre-funded and after-care services. Their experienced funeral directors and staff assist southwestern Minnesota families with the many decisions they must make at a time of loss, helping them to organize and arrange a personalized service. Please welcome **Quinn Horvath** by calling (507) 532-4522 or emailing Quinn@rehkamp-horvath.com

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In Memoriam

Carrol Kay Beckwith, owner of Beckwith Mortuary, Inc., Larned, Kan., and Beckwith Funeral Home, Jetmore, Kan. (OGR member firms), died on Feb. 25, 2009, at the age of 74. Mr. Beckwith is survived by his wife, Betty Jo Beckwith; his brothers, Keith Beckwith, Kim Beckwith (current owner) and Kevin Beckwith; his sisters, Carolyn Murphy, Clione Bieber and Kathy Johnson; his sons, Kendall Beckwith and Kyle Beckwith (current owner); daughter Krystal Watts; and four grandchildren. Memorials to: Welcome Inn Senior Center or the United Methodist Church in care of Beckwith Mortuary, Inc. The family may be reached at (620) 285-2024 or 219 E. 18th, Larned, KS 67550. Condolences at www.beckwithmortuary.com.

Eleanor T. Byles, mother of Donald W. Byles, the owner of the Byles-MacDougall Funeral Service, Inc., New London and Groton, Conn. (OGR member firm), died on March 1, 2009, at the age of 98. In addition to Donald Byles, she is also survived by another son, Robert W. Byles; four grandchildren; and a great-granddaughter. Memorials to: the Memorial Scholarship Fund, Groton Congregational Church or the Bill Memorial Library, 240 Monument St., Groton, CT 06340. Condolences at www.byles.com.

Carolyn (Connie) Fry, mother of David Fry, past OGR Board member and owner of Fry Funeral Home, Tipton, Iowa (OGR member firm), died on Feb. 28, 2009, at the age of 76. In addition to David, Mrs. Fry is survived by another son, Robert Fry; a sister, Mildred Martin; a brother, Dale Peterson; grandchildren; great grandchildren; nieces and nephews. Memorials to: Mediapolis Ambulance Service. Condolence at www.fryfuneralhome.com.

John J. Lee, 66, funeral director at Windsor Locks Funeral Home, Windsor Locks, Conn., died on Jan. 15, 2009. He is survived by his daughters, Sheri Lee, Gina Ahern and Tracy Lee; his son, Timothy Lee; brothers Albert E. Lee, Jr. and Dana Lee; and nine grandchildren. Memorials to: St. Mary Church, 42 Spring St, Windsor Locks, CT 06096, or www.windsorlocksfuneralhome.com.

William (Will) Gray Wasson, 17, son of Danny Wasson, co-owner of Wasson Funeral Home (OGR member firm) and a Regional Chairperson, died on Jan. 1, 2009. In addition to his father, he is survived by his mother, Carolyn Wasson; a step-mother, Lyn Wasson; a sister, Bryn Wasson;

a step-brother, Collin Stancomb; grandparents, Sharon and Bob Wasson (co-owner); aunts and uncles. Services were conducted on Jan. 5, 2009, followed by interment on Oak Hill Cemetery, Siloam Springs, Ark. Memorials to: Siloam Springs High School Scholarship Fund, 1500 W. Jefferson, Siloam Springs, AR 72761. The family may be contacted at P.O. Box 29, Siloam Springs, AR 72761 or at www.wasson-funeralhome.com.

Contribution Acknowledgement

The following donations were made recently to the Awards of Excellence Scholarship Fund.

*Cozen Memorial Chapel, Farmington, Mo.
Gene H. Corl Funeral Chapel, Inc., Monroeville, Pa.*

To contribute to the Awards of Excellence Scholarship Fund, send your check, payable in USD, to OGR, noting Awards of Excellence on the memo line. Mail to: OGR Awards of Excellence, 13523 Lakefront Dr., Earth City, Mo 63045. Donations may be made as a memorial tribute or in someone's honor.

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Designed for 21st-century funeral professionals, OGR's Golden Rule School provides the training managers and staff need to advance their practical, technical and managerial know-how of funeral service — so vital to maintaining a sound and growing funeral business.

Introduced last year, the school offers hands-on exercises and interactive learning forums presented by an experienced core faculty. Courses are geared for the new professional, as well as senior staff needing a refresher course.

"We were pleased at the reception the school received in Year 1, and we are preparing for what we anticipate will be

a highly successful Year 2," said George O. Dart, St. Catharines, Ont., OGR Past President who conceived the idea for the school and is serving as its chair this year.

"Members will find a challenging curriculum,

led by charismatic practitioners of the trade. It's a great chance to really delve into the subject."



Classes for 2009 will again be held for three consecutive days, this year June 8, 9 and 10 at the Renaissance Resort World Golf Village in St. Augustine, Fla. Enrollment will be accepted for individual classes or discounted for multiple class enrollments. Each class will be worth up to 7.0 CEUs in states where approved. Fees include course materials, a continental breakfast, box lunch and breaks.

Mail or fax the enrollment form on page 20 today. Or visit www.ogr.org to *download the brochure* and enroll securely online. For questions, contact the education/meetings department, (800) 637-8030, education@ogr.org.

The Golden Rule School

Advancing your funeral service knowledge—practical • technical • managerial

COURSES

Mon., June 8:

“Technology for Today’s Funeral Professional”

Faculty: Mike Hepburn,
FrontRunner Professional

This course will introduce you to technological advancements that can be used in your funeral homes to help with day-to-day staff efficiencies and/or family support.

You will learn about:

- Email and email programs (introduction to Virus and SPAM)
- Computer vs. laptops
- Spyware programs and protection
- Touch screen monitors
- All-in-one computers
- DVD tributes (built in-house or outsourced)
- Web camera’s for funeral broadcasting
- The function of a web site/graphic designer
- Cell phones, iPhones, BlackBerry (smartphone) devices

Tues., June 9:

“Sharpening Your Prep Room Skills”

Faculty: Alex Elder, MacKinnon & Bowes, Ltd.

This course will demonstrate, through the use of donor cadavers, the latest embalming and restorative arts techniques, much like a clinical lab in mortuary school. Participants will be transported to Florida Community College at Jacksonville-North Campus, which is providing use of its facility for the morning session, and will be returned to spend the afternoon in class discussion.



You will learn about:

- Preparing the non-viewable
- Managing edema
- Embalming history, theory and practice
- Air brushing

Wed., June 10:

“Seven Keys in Developing Personal Service”

Faculty: Michael W. Kubasak, president,
Kubasak Associates, Inc.

Funeral service may be the most personal of all personal service professions and businesses. Small, medium and large-size funeral homes take pride in the level of service they provide. When you ask a funeral director to describe his or her service, the response is usually: “Great personal service!” But is it? Just as consumers perceive differences in flavors, they also perceive differences in personal services received.

You will learn about:

- The meaning of personal service; how it’s defined by staff and management.
- How to provide personal service and to whom. Is it the same to every family or does it change?
- How service items differ and how creating and communicating those differences is central to success.
- How two services cannot be virtually identical in the people they attract, the work they inspire, the information that is passed along or the efficiency with which they work.

“As a mortuary science student, I found the Golden Rule School to be an excellent addition to my educational experience. The knowledge I acquired not only gave me an advantage over my peers, but also provided ideas as to how I can better myself as a funeral director — and better our family firm. The school has the potential to bring about success to those who use it as a means to not only gather continuing education credits, but to receive a much higher-quality educational experience than is usually provided.”

~ J. Curtis Goodwine, Goodwine Funeral Homes, Inc., Palestine, Ill.

THE FACULTY

Alex Elder has been working as a licensed funeral director in Ontario for 24 years. He currently serves as senior director at MacKinnon & Bowes Ltd., a funeral service repatriation organization and leader in all aspects of funeral service. Their clientele includes funeral homes across North America, coroners' offices and international organizations. They also provide mortuary affairs for the Canadian Department of National Defense. Elder worked as a social worker before transitioning to funeral service. He joined MacKinnon & Bowes in 2007. He is a board member of the Toronto and District Funeral Directors associations.

Mike Hepburn has been active with FrontRunner Professional since its inception in 1998. He worked in his family's funeral home for over 12 years, providing support when and where needed. FrontRunner Professional has been a Golden Service Supplier for nine years and is proud of its affiliation with OGR and its members.

Michael W. Kubasak is a licensed funeral director, embalmer and certified crematory operator. As president of Kubasak Associates, a management performance and consulting company, Kubasak coaches funeral professionals and personal service businesses on leadership and operational change, innovation and personal service in the marketplace, liability exposure and lawsuit prevention, new product and service development, and creating value for the consumer. Kubasak has authored *Cremation and the Funeral Director - Successfully Meeting the Challenge* and, most recently, *Traversing the Minefield - Best Practices - Avoiding Lawsuits in Funeral-Cremation Service*.

"I attended the school and was thoroughly impressed. The speakers were very well-informed and interesting. The groups were small, and staying together for an entire day rather than just short sessions I found was a much better opportunity for learning. I picked up many new techniques. The open forum and sharing sessions were also excellent. OGR, keep up the good work. We all benefit from it."

*-Shirley Proulx,
George Dart Funeral
Chapel, Inc., St. Catharines,
Ont.*

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ACCOMMODATIONS

The Renaissance Resort, World Golf Village, St. Augustine, Fla.

The Renaissance Resort at World Golf Village is located at 500 South Legacy Trail in historic St. Augustine, Fla. — *America's oldest city*. OGR has negotiated a room rate of **\$149 single/double** for Golden Rule School attendees. To reserve your room, call the hotel's reservation line, (904) 940-8000, and *identify yourself as an OGR attendee* to receive the negotiated rate. *This room block will expire on May 18, 2009*, so call as soon as possible.



Special features include:

- Shuttle service to and from the Jacksonville Airport
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- Unique shopping, outdoor activities, IMAX entertainment complex
- World Golf Village, boasting the only World Golf Hall of Fame

- ▶ For more information on the property, visit www.worldgolffrenaisance.com.
- ▶ For information about St. Augustine, visit www.getaway4florida.com.

Joint Meeting Opportunity

Following the Golden Rule School, OGR members are invited to attend the Independent Funeral Directors of Florida's (IFDF) 2009 Annual Conference & Trade Show, June 11-14 at the Renaissance Resort, at the IFDF member rate. To register or for details, contact Jan Scheff, IFDF executive director, (850) 222-0198, jscheff@ifdf.org.

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The Golden Rule School '09 ENROLLMENT FORM

Please type or print clearly and indicate the class(es) you wish to attend. Form may be duplicated for additional registrants.

Information

First Registrant _____
 Badge Name _____ FD/EMB Lic _____
 Addtl. Registrant _____
 Badge Name _____ FD/EMB Lic _____
 Addtl. Registrant _____
 Badge Name _____ FD/EMB Lic _____
 Firm/Company _____
 Address _____
 City, State, Zip _____

Choose your Class(es)

- 6/8 - "Technology for Today's Funeral Professional"
- 6/9 - "Sharpening Your Prep Room Skills"
- 6/10 - "Seven Keys in Developing Personal Service"

Fees

- One class: \$314 (member); \$447 (non-member)
- Two classes: \$589 (member); \$809 (non-member)
- Three classes: \$788 (member); \$1,140 (non-member)
- Student/educator* (member) (per day): \$45
- Student/educator* (non-member) (per day): \$105

Total: \$ _____

* Photo ID required.

Method of Payment

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Card number _____ Exp. date: _____

Signature: _____ Security#*: _____

* The small 4-digit number on front of American Express cards or last 3 digits in the signature panel of other cards.

Enrollment fees for the Golden Rule School include course materials, continental breakfast, box lunch and breaks. Each course will offer up to 7 CEUs per day in states where approved. In addition, participants will receive a certificate of program completion at the end of each day. Class sizes are limited and early sign-up is encouraged. Discounts apply for multiple class enrollments.

To enroll,

Call: **(800) 637-8030**

Email: **education@ogr.org**

Mail to: **OGR**
13523 Lakefront Dr
Earth City, MO 63045

Fax: **(314) 209-1289**

Visit: **www.ogr.org**

Registration/Cancellation Policy

Full payment must accompany your registration. We welcome checks, American Express, VISA, MasterCard and Discover. If you need to cancel your registration, please notify us in writing ten (10) days prior to the start of the event. Refunds will be processed minus a \$75 administrative fee. No refunds will be made less than ten days before the event or for no-shows. Cancellations may be submitted via email to education@ogr.org, via fax to (314) 209-1289 or via mail to: OGR Education/Meetings Dept., 13523 Lakefront Drive, Earth City, MO 63045. Substitutions may be made at any time. If you are unable to attend, someone else from your firm may attend. Again, please notify us in writing.



Making Independent Funeral Homes Exceptional

Audio Seminars Deliver Convenient, Cost-Effective Continuing Education



OGR's monthly audio seminars are a convenient, cost-effective way to keep up on current business practices. These practical, 60-minute programs are suitable for owners, managers and staff.

Just dial in at 1 p.m. (Eastern)/Noon (Central)/11 a.m. (Mountain)/10 a.m. (Pacific). Any number can participate from a single telephone connection for one flat fee. Each participant is eligible to earn 1 CEU where approved.

See the seminars slated for the remainder of the year and sign up for individual topics or the six-seminar savings package, good through July 16. For questions, contact the education/meetings dep., (800) 637-8030, education@ogr.org

- ▶ **Individual seminars:** \$120 (members); \$150 (non-members); \$100 student/educator. Includes presenter materials.
- ▶ **6-seminar savings package (through 7/16/09):** \$600 (members) - save \$120; \$750 (non-members) - save \$150; \$504 (students) - save \$96. Includes presenter materials, audio CD.



2009 Audio Seminars Registration Form

Please check the program(s) for which you are registering. Any number can participate from a single telephone connection.

(Please type or print clearly.)

Name: _____ Funeral Home: _____
 Address: _____ City: _____ State/Province _____
 Country: _____ Phone: _____ Fax: _____
 E-mail: _____

Registration Packages

	<u>Members</u>	<u>Non-Members</u>	<u>Students/Educators</u>
<input type="checkbox"/> 6-Seminar Pkg. (by 7/16/09)	\$600 (\$100/ea.)	\$750 (\$125/ea.)	\$504 (\$84/ea.)

Individual Seminars: \$120 (member); \$150 (non-member); \$100 (student/educator)

Presenter materials, audio CD included with seminar packages.

- 5/21: A Growing Need: Dealing with Cremation Families
- 6/18: OSHA Update
- 7/16: FTC Review
- 8/20: Demanding Families: An Arrangements Conference Challenge
- 9/17: The Younger Funeral Director: New Generation, New Challenges
- 10/15: Bloodborne Pathogens
- 11/19: Innovative Ideas to Better Serve Families

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* The small 4-digit number on the front of American Express cards or the last 3 digits in the signature panel of other cards.

Mail form with payment (USD) to: OGR Education/Meetings Dept., 13523 Lakefront Dr., Earth City, MO 63045, or **fax to:** (314) 209-1289, **call** (800) 637-8030, or **register online** at www.ogr.org

Excellence and Achievement Reign Among OGR Members

From individual accomplishments, to grassroots community involvement, to caring service shown toward client families, excellence and achievement are characteristics shared by the members singled out for recognition during 2008. OGR proudly salutes these members who have truly lived the Golden Rule credo: “Service measured not by gold, but by the Golden Rule.” All will be recognized at the Annual Conference in Nashville, Tenn. Information and guidelines for the 2009 award programs will be available in the fall. Watch www.ogr.org for up-to-the-minute details.

Golden Rule Community Service Award

*Winner: Charles Rader, LeRoy Rader Funeral Home
Longview, Texas*



The Golden Light Award, OGR’s most prestigious award, recognizes an individual for high achievement in funeral service — someone who has made specific, meritorious contributions to society through professional, community and/or voluntary service. OGR is privileged to bestow its 2008 Golden Light Award to Charles Rader, president of the LeRoy Rader Funeral Home in Longview, Texas, and the Charles Rader Funeral Home and Cremation Services in Henderson, Texas. Rader was selected by a peer committee, including chair Kevin Opsahl, Leonard Attrell, Gordon Flinn, Tom Hemmerle and Barbara Poole.

“Charles Rader has contributed to the funeral profession literally his entire life,” said Judy Gillentine, Rader’s aftercare support coordinator who submitted the nomination. “His grandfather, LeRoy Rader, started the business in 1938. Charles

“Service measured not by gold, but by the Golden Rule.”

Golden Rule Community Service Award

learned about the business early in life by observing his father, Charley, as well as from community leaders. He is a caring, committed leader for our funeral homes and for the communities.”

“This is a proud moment for me,” Rader said “To be nominated, and then selected, by my fellow funeral directors is a huge honor. During my 27 years of service, I have always counted it a privilege to serve my community. Being a third-generation funeral director, I am delighted to accept this prestigious award, not only for myself but also on behalf of my father. With that being said, allow me to thank you from the bottom of my heart for choosing me for OGR’s 2008 Golden Light Award.”

Rader is active in the Longview-Greggton Rotary Club, and served as its president. He is a Paul Harris Fellow and has volunteered actively for the American Heart Association, American Cancer Society, Windridge Therapeutic Equestrian Center, March of Dimes and the Greater Longview United Way. He is also a member of the Henderson Chamber of Commerce Board of Directors.

Rader directed the Bear the Burden, a program whereby families contribute a stuffed bear in memory of a loved ones. The donated bear is then given to children who have lost a family member or caregiver. The Rader Funeral Home also hosted a six-week Growing with Grief camp for children and teens.

Charles Rader has served on several OGR standing committees. His firm received honorable mention in the 2008 Golden Rule Community Service Award Program. The Longview location has been a member of OGR for 47 years; the Henderson location joined in 2006.



*Winner: Arnett & Steele Funeral Home
Pineville, Ky.*

Photo: Mary and Jay Steele

Arnett & Steele Funeral Home of Pineville, Ky., was selected as the winner of OGR’s first Golden Rule Community Service Award. The program was introduced last year to highlight the important work done locally by members during the cal-

endar year and to help them raise communities awareness of their efforts. The judging was done by members of the Communications Committee, consisting of chair Norm Juday, Don Green, Tom Hemmerle, Dwight Hooper, Will Hutchings and Tyler Pray.

The winning firm was cited for its campaign to raise enough funds to replace the K-9 service dog tragically killed, along with a county deputy sheriff, in the line of duty. They succeed in raising over \$25,000 between January and April 2008.

“They exceeded all the criteria,” said Tyler Pray, who found the firm’s efforts to translate the community’s loss into charitable action “an inspiration to others looking to give back in their own communities.”

“We thank Arnett & Steele for making a real difference in their community,” added Norm Juday. “We are proud to have Arnett & Steel as a Golden Rule member.”

“We were honored to provide the services for the deputy and his K-9 partner and wanted to help the community after this tragic loss,” said owner Jay Steele. “I think it is wonderful how the whole community banded together to raise the money very quickly to replace King and to provide a safer environment for our schoolchildren and our community.”

In addition to Arnett & Steele, Families First Funeral Home of Windsor, Ont.; LeRoy Rader Funeral Home of Longview, Texas; and Marrocco Memorial Chapel, Clifton, N.J., received honorable mention.

Exemplary Service Awards

The Exemplary Service Awards reflect service excellence demonstrated by members participating in Family Contact, OGR's family feedback program. Each year, OGR's Regional Chairpersons choose the top three firms that best qualify for the award, based on family comments published in *The Independent*®.

"We applaud the dedication by all of our members to serving families with care and compassion," says Guy Linnemann, CFSP, OGR president. "The Family Contact program is an invaluable way to hear from families and use their honest responses to give recognition for worthy service where it is due."

"Hats off also to our Regional Chairpersons who each year review the many entries and select those they feel best illustrate exemplary service," said Kevin Opsahl, Membership Committee chairperson. Excerpts taken from family comments on the three winning firms follow.

Gold Exemplary Service Award



Winner: Farmer & Son Funeral Home Inc.
Geneva, Neb.

Photo: P.R. Farmer (seated); standing (from left) John R. Brower, John D. Steider and Shaun P. Farmer

Comment: "Farmer and Son Funeral Home is a class act. From the time we called about the death of my father to the end of the service, they were there to help with our

every need. The staff walked us through each phase with professionalism and true caring. We were never pressured into a decision while picking out merchandise, and they answered our every question. They took care of little details as well.

Through the process, we talked about needing to call this place or that, but Farmer and Son had already taken care of it. During the visitation and service, you felt like they were part of your extended family. I could go on, but I think you understand how pleased my family and I were with Farmer & Son. As far as I am concerned, there is no one better."

Silver Exemplary Service Award

Winner: Connell Funeral Home, Inc.
Bethlehem, Pa.

Photo (from left): Matthew, Owen and Jamie Connell



Comments: "Jamie Connell Jr. was exceptional. He anticipated everything and was by my side always. Our grandson (only seven) was able to help by picking out his mom's things.

Everyone has gone far and beyond. They are still helping with the legal points and additional supplies. Anticipating a large crowd at the viewing, they arranged crowd control with non-stop viewing for three and one-half hours and about 450-500 viewers. Jamie suggested a candle-lighting ceremony for our us, our grandson, our two daughters and son. This reunited our family at this horrific time. People told us that our daughter's viewing and funeral was the most beautiful thing they had experienced."

"Outstanding and unforgettable! It has been the toughest time of my life and I felt taken care of. My husband was a musician and he always said he wanted music in his funeral. This is commonly done with Latino musicians. They supported us and helped us create a very personalized funeral. Because everyone in our family is Spanish-speaking and we had many family members visiting from Puerto Rico, they allowed us to have a service by a deacon in Spanish. They have a wonderful web page and they created a space where friends and family could write notes. A good friend who's in Iraq heard about our loss and was able to send us a note through this process. That was very special!"

Bronze Exemplary Service Award

Winner: Zwick & Jahn Funeral Home

Decatur, Ind.

Photo (front row from left): Bill Zwick, Jonathan Zwick and Mark Jahn

Comments: "Mark Jahn did a wonderful job in dealing with my seven-year-old daughter, allowing her to change things she thought should be different with her father. Everyone was very helpful to me and my family and guests. Privacy is very important, and the facility was set up for privacy. Zwick & Jahn's staff is wonderful. They visited me in the hospital to set up the funeral and waited until I was released to have it."

"The funeral director was the best. Available any time night or day to accommodate family coming in from Tennessee and others. Professional, caring, sensitive to needs of daughter vs. granddaughter. The staff was excellent. Obituaries were written, web site changes, updates to remembrance book, all were handled promptly and with caring professional



attitudes and skills. Bill Zwick went above and beyond when he transported the body over 800 miles to the cemetery. The ceremony was significant in its attention to the heritage and personality of the deceased. The coordination of the transport of the body and the details of the ceremony at the deceased's home town was appreciated."



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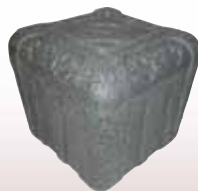
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- ▶ Invitations
- ▶ Response cards
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- ▶ Stationery

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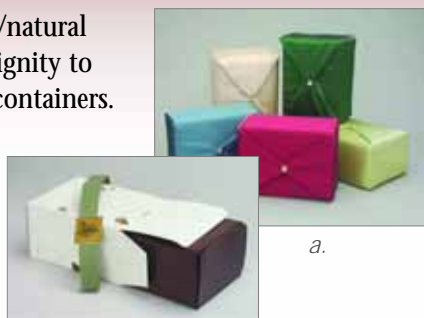
- ▶ A complete line of embalming fluids and chemicals
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- ▶ Urns

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Renaissance Urn covers adorn plastic or cardboard containers

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- ▶ Silk wraps in sage/hunter green, cream, maroon, sage blue (a)
- ▶ Ceremonial/seasonal silk wraps for winter, spring and fall
- ▶ Draw-on fabric pet urns
- ▶ Fabric urn sets
- ▶ Military patches
- ▶ Handmade paper urn covers, with a beautiful texture and attractive design (b)

Member Advantage: 15 percent off list prices.

www.renaissanceurns.com

Services

Aurora helps you maximize space and increase profits

The *Family Advisor Arrangement System* developed by Aurora Casket Company is a comprehensive, yet simple and efficient way to make arrangements with families. Through its convenient software system, compatible with SRS Computing management software, the process becomes more comfortable for families, more efficient for your staff and a better use of your floor space.

Lifetimes...A Balanced Funeral Arrangement is a one and one-half day training program designed to help you build long-lasting relationships with your families and balance their needs with the needs of your business. The program is conducted at Aurora's headquarters in Aurora, Ind.

During the training, you'll learn how to:

- ▶ Use the Family Advisor system
- ▶ Provide more personal and meaningful services
- ▶ Effectively showcase the range of options available to families at-need and pre-need

Member Advantage: Convenience and savings due to system compatibility.

Contact: Aurora, (800) 457-1111, for information about Family Advisor or to enroll in Lifetimes.

Eagle's Wings Air

Eagle's Wings Air appreciates the importance of safely returning a loved one to his or her final resting place. The company's Concierge Service coordinates *air transportation of human remains* at no additional cost to you or your families.

With one call, Eagle's Wings Air:

- ▶ Searches all available flights and selects the best itinerary
- ▶ Handles the airline reservation and pre-pays the air transportation charges
- ▶ Offers email or fax confirmation of the airline reservation to one or both parties
- ▶ Proactively monitors the status and ensures everything goes as planned
- ▶ Invoices the appropriate party for the airline charges

Member Advantage: Loyalty program rewards for each human remains transport.

Contact: (866) 550-1392, eagleswingsair.com, for airline reservations for human remains; for other information, call Frank Kaiser at Eagle's Wings Air, (260) 450-1589.

Be prepared for TSA "Known Shipper" mandate

The Transportation Security Administration (TSA) has mandated that, effective July 1, 2009, all human remains shipments originating in the U.S. (or its territories) must be tendered by a "known shipper." This policy applies to all airlines and will create difficulty for the unprepared funeral home. Visit News & Events at www.eagleswings-air.com to learn how to avoid airline service problems, how the requirements will affect your firm, and to download necessary forms.

Use F.A.C. Marketing to extend your staff

If you want to get more out of your *advertising* dollars, the professionals at F.A.C. Marketing have the experience and knowledge to enhance your image in the community, while staying within a reasonable budget. F.A.C. Marketing offers the advantage of having another person on staff, without paying the wages and benefits. Its Marketing Director Pro-

gram entitles you to a marketing expense analysis and recommendations, screening of advertiser solicitation calls, handling of media buys, and full-time consulting services, all for one affordable retainer.

À la carte services include:

- ▶ Newspaper ads
- ▶ Radio spots
- ▶ TV ads
- ▶ Web sites
- ▶ Logo design
- ▶ Market research
- ▶ Brochures
- ▶ Consultation services
- ▶ Pre-need mailers
- ▶ Customized newsletters

Member Advantage: 12 percent off most services.

Contact: Derek Baker, F.A.C. Marketing, (800) 800-5809, derek@facmarketing.com. www.facmarketing.com

Preneed Funeral Program enhances relations with families

SoftTouch is a *personalized note card system* administered by Preneed Funeral Program (PFP). Through a series of distinctive note cards, you'll enhance your image, differentiate your firm and boost your pre-need business, while strengthening relations with client families.

Each card has a specific purpose:

- ▶ The first card is mailed two weeks after a service and expresses gratitude for choosing your funeral home.
- ▶ Two other note cards convey personalized expressions. Each can be timed to deliver on the deceased's birthday, anniversary of the death or during a holiday.
- ▶ And if you are participating in Family Contact, your survey will be sent for you following the first note card mailing. Survey collection, scoring and reporting are done by OGR.

Along with a handwritten greeting and customized message, cards can include pictures of your staff, your firm or your logo. Best of all, the SoftTouch program is complimentary to members who write their pre-need through PFP and Homesteads Life Company.

Member Advantage:

Exclusive to Golden Rule funeral homes.

Contact: Quinn H. Eagan at PFP, (800) 529-7729, quinn@preneed.net.

PCS cares about the health of your business



For various reasons, you probably have families in debt to you. With over 42 years' experience in commercial and *consumer collections*, and a 75 percent recovery rate within the funeral industry, Professional

Collection Services (PCS) is your answer to debt collection. PCS understands the sensitive nature of your business and trains its employees to use a tactful, professional approach when collecting debts.

PCS prides itself on:

- ▶ Strict adherence to the Fair Debt Collection Practices Act
- ▶ Protecting their clients' image and public opinion
- ▶ Utilizing prominent legal representation
- ▶ Comprehensive bonding for clients' protection
- ▶ A dedicated collection program, based on clients' needs
- ▶ Timely and accurate reporting
- ▶ Immediate attention to client requests

Member Advantage: *Services performed on contingency.*

Contact: Jim Dorsa at PCS, (631) 265-8600.

T-Mobile has a plan that's right for you

T-Mobile has received top honors in overall customer care for seven of the past eight years, based on J.D. Power & Associate customer service studies. T-Mobile has won other J.D. Power awards as well, including recognition for call quality, and it has one of the industry's fewest dropped-call ratings. By combining attributes of its business services division with some of the best aspects of its retail offerings, the result is a unique program exclusive to OGR.

As an OGR member, you receive:

- ▶ Free activation
- ▶ A number of free phones to choose from (others at low prices)
- ▶ 14-day return policy on new activations
- ▶ Free shipping with two-day delivery
- ▶ 8 percent to 15 percent monthly discount (based on total participation) for new and existing customers

Even if you are already a T-Mobile customer but didn't activate through OGR, you can still receive the overall savings by migrating your current plan(s) into this program. Basic

plans start at just \$29.99/month; family plans start at \$59.99/month.

Member Advantage: *Exclusive program to members.*

Contact: Debbie Lindsey at T-Mobile, (314) 229-9767, debbie.lindsey@t-mobile.com (Ill., Kan., Minn., Mo., Wis.); other states, Kevin Dolohanty, (314) 359-5902, kevin.dolohanty@t-mobile.com. Contact Anna Marie Wehr at OGR for a migration form.

OGR Resources

Cremation: Options & Considerations

Although cremation is more popular and prevalent in certain areas, and even more in other areas, families still struggle with the options available to them. This booklet begins with a brief history about cremation and then discusses things that families should consider when planning a cremation, such as the process, final disposition, memorialization, services and gatherings, embalming, expenses, and making pre-arrangements.



(unimprinted)
 100 \$ 49
 250 \$116
 500 \$230
 1,000 \$442

Personal Profile

Designed to record the choices of anyone prearranging a funeral, *Personal Profile* features sections to use for arranging a funeral or memorial service. Unlike other preplanning guides, this booklet also offers pages for recording special choices and information that can be used to personalize the funeral service.



(unimprinted)
 250 \$153
 500 \$294
 1,000 \$571

Straight Talk About Funeral Planning & Pre-arrangement

Help families understand what is involved in planning a funeral. This booklet focuses on casket and outer burial container requirements and selection, as well as embalming guidelines. It helps a person understand the what, why and how of making pre-arrangements and the options for pre-payment or financing, specifically regarding trusts or life insurance.



(unimprinted)
 100 \$ 49
 250 \$116
 500 \$230
 1,000 \$442

Why Choose a Golden Rule Funeral Home?

This booklet describes the standard associated with selecting a Golden Rule funeral home, translating the requirements into benefits for families. It explains how you operate and serve your families by adhering to the Golden Rule, striving to be the best in areas of service, fairness, compassion and dependability.



100 \$ 22
 250 \$ 52
 500 \$ 98
 1,000 \$188

When We Remember: Comfort and Inspiration in Time of Sorrow

A complement to Melissa Abraham's other book, *Inspiration & Integrity for a Meaningful Funeral* (below), this volume has been used as a substitute for the standard register book. It

has pages for families to acknowledge significant dates, gathering/committal details and floral tributes and a place for visitors to write their names and addresses. Included throughout the book are many of the world's best-loved poetry and readings, over 100 song titles from many decades, a professional music CD, and stunning inspirational photographs.
\$34.95 ea.



When We Remember: Inspiration & Integrity for a Meaningful Funeral

This unique and highly acclaimed guide to funeral planning by Melissa Abraham addresses pre-need, at-need and aftercare, covering such topics as: reasonable expectations of a funeral home; service arrangement considerations; sacred texts, considerations for after the funeral; financial/legal considerations; thank you's; grief resources; and answers to common bereavement questions. The book includes many of the world's best-loved poetry and readings, over 100 song titles from many decades, a professional music CD, and stunning inspirational photographs.
\$34.95 ea.



Lapel Pins

OGR offers a variety of lapel pins that show support for families and those who serve in the military. These pins may be worn by the funeral director or offered to families as expressions of concern.

Awareness

(metal pins with silver finish; military clutch-style backing)

Grief (black ribbon) \$1.20 ea.



U.S./Peace (w/dove). . . . \$1.20 ea.

U.S.
 100 \$104
 300 \$297
 500 \$480



Dove (gold tone with white enamel inlay; attached to a card imprinted with a tranquil thought; perfect for memorial services)

100 \$104
 200 \$198
 300 \$297



Golden Rule

..... \$6 ea.



Patriotic

Metal Flag (gold tone finish; military clutch-style backing)

100 \$104
 300 \$297
 500 \$480



Plastic Flag

100 \$29
 250 \$69
 500 \$131



God Bless America pin. \$1.20 ea.



Armed Forces pins \$1.20 ea.

Air Force



Navy



Army



Marines



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Contact Us!

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