

THE BULLETIN

APR | MAY | JUN | 2014

NEW LOCATION!
SHERATON VIRGINIA
BEACH OCEANFRONT



126th annual VIRGINIA FUNERAL DIRECTORS ASSOCIATION'S CONVENTION



President's Message: Our Future is Bright pg. 4
Executive Director's Message: Positive Change
and Exciting Progress pg. 5



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2014 CONVENTION

NEW LOCATION!
SHERATON VIRGINIA
BEACH OCEANFRONT



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Our Future is Bright

The families we serve want all of the funeral arrangements to go “just right.” We want all of the funeral arrangements to go “just right.” I guess it’s in our nature, as funeral directors, to view everything with a critical eye. After all, what better way to ensure that all of the arrangements go “just right” than to view it all from a critical perspective?

However, the inherent danger of that practice makes us cynical because we are always focusing on the negative aspects of everything...including our profession! Over the last few years, we seem to have been inundated with challenges to our profession that are either old and are being resurrected, or brand new challenges we’ve never experienced. Sometimes we need to just take a breath and appreciate all that our

**“...we’re
funeral directors,
we can handle
anything!”**

profession offers. I’m often reminded of a business professor I had in college who suggested how secure funeral service is because it will never go the route of the “buggy whip.” “Death,” he pointed out, “will never be replaced by

something else as the automo-

bile replaced the horse drawn buggy.” Our profession may change in many ways but we can rest assured it will never become obsolete!

While we face many challenges in our profession we have to ask the question, “are we up for the challenges of our profession?” While you consider that question, let me tell you a story of a hospice nurse that I met along the way. She told me that while she had the utmost respect for funeral directors, she could not imagine the life of a funeral director—the teasing and ridicule of our profession, the constant environment of grief and sadness, dealing with the erratic emotions of family members, the gore of traumatic deaths. I must say, I was really surprised to hear this coming from someone who deals, with what I felt, were similar situations. But what stuck with me the most was her last statement. She said, “I am convinced that anyone who chooses to be a funeral director can handle anything!”

So I ask again, “are we up for the challenge?” Absolutely. After all, we’re funeral directors, we can handle anything!

In closing, I just wanted to thank you all for the honor of allowing me to serve as president of our association. I’d like to express a “special thanks” to the Shenandoah District for all of their support and hospitality as well as the unprecedented action of allowing me to represent their district as president (even though I am not from their district). This year has been insightful and enlightening and I know I am a better funeral director for this experience! I would encourage all of you to get involved with our association. It not only helps our profession as a whole, but it will enrich you personally and makes you a better and more informed funeral director as well!

Thanks to you all for the privilege!



Sincerely,
Bob Oman

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Positive Change and Exciting Progress

As I am sitting here writing my Executive Directors message, we are having another snow storm in our area. Our UPS man braved the storm to leave convention boxes on my front porch. The schedule for convention is lying on my desk and I think, "Wow, we have come a long way from when I started 7 years ago."

What an amazing year this has been for the VFDA. I want to thank Bob and Cindy Oman for their hard work, support and forward thinking. We have accomplished so many wonderful things this year, from WebEx board of director meetings and committee meetings, traveling continuing education programs offered through the state workforce alliance group (allowing presenters to present remotely, cutting down on their travel and time out of the office) and changes in the convention schedule and exhibit hall.

Because of the uncertainty of the Cavalier Hotel, we are in a newly renovated oceanfront hotel in Virginia Beach that will allow us to modernize our convention with state-of-the-art conference rooms and table-top displays so exhibitors can have more networking time and cut down on the cost of a full booth space. Changes to our Winter Leadership Summit, emphasizing and growing a Political Action committee and improving the way we lobby for the coming year are just a few of the innovative and forward thinking ideas that came from your association president, Bob Oman. I commend him for taking a chance. I know that not everyone agrees with or likes change, but I hope you will give the new convention schedule and exhibit hall layout a chance.

I define a 'convention' as a meeting of representatives for discussion of and action on particular matters of common concern. I think we all have common concerns: growing our business, providing the best service for the families we serve, staying ahead of the curve and being innovative and thinking outside of the box. This is your opportunity to share your best practices and walk away with new ideas. That is what the convention experience should be about. It is time for the VFDA convention to

be the top convention in the state that will give you opportunities to grow your leadership skills, improve business practices, and network with other funeral professionals.

Although you can earn all 5 of your credit hours and CE requirements at this year's convention, don't forget to get involved in your districts. Along with your association, they give plenty of opportunities for members to get all 5 credit hours a year. The VFDA offers the traveling caravans six times a year. I hope you have liked the new format. We look forward to seeing you in Virginia Beach. Make sure you see all the nomination forms for convention and don't forget to nominate your "Funeral Director of the Year."

I am excited by the response to our e-mail about forming a hospice task-force this past February. The task-force met with representatives from the Virginia Association for Hospices & Palliative Care and came up with smaller workgroups to work on the programs for the Hospice & Palliative Care conference in May. Webinar presentation for the National Funeral Directors Association in September and three pilot programs we will host across the state to "Bridge the Gap Between Hospice Caregivers and the Funeral Director." These task-force members will also serve as liaison volunteers to the public who have questions or specific needs.

The VFDA has been working closely with the National Funeral Directors Association (NFDA) to bring certification programs to our state. Mark your calendars for the NFDA Certified Crematory Operators Training at the close of the convention on Wednesday, July 2, 2014 and the NFDA Certified Preplanning Consultant Program on August 21-22, 2014 in Ashland, Virginia.

I hope you all have a wonderful spring and I look forward to seeing you at the beach!

Sincerely,
Lacy Whittaker





head 'em up and move 'em out

TO THE

2014
FUNERAL DIRECTORS

CONVENTION AND EXPO

TUESDAY
SEPT. 30
THRU
THURSDAY
OCT. 2

TRUMP TAJ MAHAL
ATLANTIC CITY NJ

CASINO ROOM RATES THE LOWEST IN YEARS

STARTING AT JUST \$89 A NIGHT.

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WWW.NJSFDA.ORG/CONVENTION

Hosted by the New Jersey State Funeral Directors Association, Inc.

VIRGINIA FUNERAL DIRECTORS ASSOCIATION FOUNDATION ESSAY CONTEST

Are you interested in attending this year's NFDA Convention in Nashville, Tennessee for free? The Virginia Funeral Directors Association Foundation will select one licensed (FSL or Intern) funeral service professional to attend the National Funeral Directors Association (NFDA) Convention in Nashville, Tennessee on October 12-15, 2014. **The Foundation will cover the cost of one registration fee to attend the NFDA Convention and up to \$250 in travel expenses.**

**All we want from you is a short essay (no more than 500 words) on the following topic:
"My vision of the funeral service profession in ten years."**

The entry form is available on the VFDA website at www.vfda.net. Each essay should be returned to the VFDA Foundation office by June 1, 2014. Mail to: **VFDA Foundation, P.O. Box 395, Hanover, VA 23069**



The winner will be announced at the VFDA's annual business meeting on July 1, 2014 at the 126th Annual VFDA Convention in Virginia Beach. **Questions? Contact the VFDA office (804) 264-0505.**

**ENTRY DEADLINE:
June 1, 2014 (all entries must be postmarked by June 1, 2014)**

Going Green

We are phasing out our fax machine and trying to go a little more "green" here at the VFDA. If you have questions, concerns, comments, or you'd just like to send a friendly letter, feel free to email us: info@vfda.net. And as always, you are welcome to call us at (804) 264-0505.

Member Congratulations

Congratulations to new parents

Jeri-Lee and Justin Russ and Grandparents Jerry and Ann Andrews. Baby Penny is beautiful!



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WE'RE EXCITED TO KICK OFF THE 126TH ANNUAL VFDA CONVENTION 2014! Review the following pages for registration forms, reminders, a schedule of events, more information about the expo and to learn how you can contribute. Don't forget to pay close attention to the registration and application deadlines. The convention begins Sunday, June 29th and goes through Wednesday, July 2nd. Below you will find a copy of this year's convention schedule of events. Come prepared to enjoy new information, great company and lively entertainment.

ALL EVENTS TAKE PLACE AT THE SHERATON VIRGINIA BEACH OCEANFRONT HOTEL

Schedule at a Glance:

SUNDAY, JUNE 29, 2014

4:00 - 6:00 p.m.

Registration

6:30 - 7:30 p.m.

Welcome Reception

MONDAY, JUNE 30, 2014

8:00 a.m. - 1:00 p.m.

Registration

8:30 - 9:30 a.m.

Memorial Breakfast

9:30 - 10:15 a.m.

VFDA Service of Remembrance

10:30 - 11:30 a.m.

"Fabulous Food for Funerals; Catering the Funeral Experience," Justin Zabor (1.0 CE)

11:00 a.m. - 12:30 p.m.

Ladies Fashion Show & Luncheon

11:30 a.m. - 12:30 p.m.

University of Tennessee Forensic Anthropology Center's Body Donation Program, Jake Smith (1.0 CE)

12:30 - 1:45 p.m.

Lunch with Janet Rainey, Filing of the Electronic Death Certificates (1.0 CE)

2:00 - 4:00 p.m.

Exhibitor Set-up

2:00 - 3:30 p.m.

VFDA Board of Directors Meeting

5:00 - 8:00 p.m.

Ribbon Cutting/Beer, Blues and BBQ with Exhibitors

2nd Annual VFDA Foundation Silent Auction Opening

TUESDAY, JULY 1, 2014

9:00 - 11:00 a.m.

Registration

9:00 - 10:00 a.m.

OCME 101, Dr. William T. Gormley & Rick Sikon (1.0 CE)

10:00 - 11:00 a.m.

VFSSA Meeting

2nd Annual VFDA Foundation Silent Auction Opens

Virginia Laws and Regulations, Virginia Board of Funeral Directors and Embalmers (1.0 CE)

11:00 a.m. - 12:30 p.m.

Annual Business Meeting & Installation/Awards (1.0 CE)

12:30 - 1:00 p.m.

Silent Auction Last Call for Bids

12:30 - 1:30 p.m.

Past Presidents Luncheon & Scholarship Presentation *invitation only*

Exhibit Hall Opens/Lunch with Exhibitors

1:00

Silent Auction Closes (Winners will be called at 1:30 p.m.)

2:00 - 3:00 p.m.

"The Ten Keys to Turning Your Business Around in a Sluggish Economy," Tim Connor (1.0 CE)

3:00 - 4:00 p.m.

Preneed Recap, R.D. Monson, Homesteaders Life Company (1.0 CE)

5:30 - 8:30 p.m.

Summer Seafood Bash, Featuring King Edward & The B.D.'s Band

WEDNESDAY, JULY 2, 2014

All Day

NFDA/VFDA Certified Crematory Operators Training



126th annual VIRGINIA FUNERAL DIRECTORS ASSOCIATION'S CONVENTION

SUNDAY, JUNE 29 - WEDNESDAY, JULY 2, 2014, SHERATON VIRGINIA BEACH OCEANFRONT

FIRM MEMBER

Registration Form

All participants (including spouses, children, & guest) must wear name badges to all continuing education courses and optional events. All registrants attending the Monday and Tuesday night social events must present tickets at the door before entry.

	Number Attending	Cost Per Person	Attendees / Spouses / Guests Name	Total cost
Firm Member (1st person from firm)	1	\$300		\$300
Each additional person from firm		\$200		\$
Spouse/Guest/Children (No CE Credits)		Free		Free
VFDA Associate/Individual Member		\$300		\$
VFDA Student Member		\$35		\$
One Day Registration Fee		\$140		\$
ADDITIONAL EVENTS FOR MEMBERS				
Memorial Breakfast - Monday		Free		Free
Ladies Fashion Show & Luncheon - Monday		Free		Free
Beer, Blues & BBQ - Monday		\$65		\$
Past Presidents Luncheon - Tuesday (Past VFDA Presidents Only)		Free		Free
Summer Seafood Bash - Tuesday		\$65		\$
GRAND TOTAL				\$

ONLY MEMBERS WITH THEIR 2014 DUES PAID ARE ELIGIBLE FOR THE VFDA MEMBER RATE

Firm Name: _____	<input type="checkbox"/> VISA	<input type="checkbox"/> MC	<input type="checkbox"/> AMEX	<input type="checkbox"/> Discover	Expires: _____
Address: _____	Card #: _____ 3 or 4 digit code: _____				
Phone: _____	Name on Card: _____				
Email: _____	Signature: _____				
Emergency Contact Name: _____	Emergency Contact Number: _____				
Registration must accompany payment. Fax or mail this form and send payment to: VFDA, PO Box 395, Hanover, VA 23069 • Phone: (804) 264-0505 • E-mail: info@vfda.net • www.vfda.net					

Cancellation Policy: Full registration refunds will be given provided cancellation is received in writing via e-mail or mail by June 16, 2014. After that date, 50% registration refunds will be given providing cancellation is received in writing via e-mail or mail before June 29. No refunds will be given after June 29, 2014.



HOTEL & ROOM RESERVATION INFORMATION

We're excited to enjoy state-of-the-art resources and beautiful accommodations during the 2014 VFDA Convention at the Sheraton Virginia Beach Oceanfront Hotel.

Attendees must make their own reservations by calling the hotel directly at **757-425-9000** or Sheraton Central Reservations at **1-800-325-3535**. Reservations may also be made online at: <https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1311113186&key=E4F73>.

The cut-off date to make reservations is May 14, 2014. All reservations must be guaranteed with a valid credit card or accompanied by a first night room deposit. In order to receive the VFDA's special discounted rate, please mention 2014 VFDA Annual Conference & Expo when making your reservations.

The Sheraton Hotel will honor the VFDA room rate (based on availability) for those attendees wanting to arrive early or stay extra days. The extended days are three days prior to the convention

and three days post of the convention. If you would like to extend your stay, please contact the VFDA office at (804) 264-0505 or lwhittaker@vfda.net and we will make those arrangements for you. You will need to provide your check-in date and departure date along with a credit card number to hold your reservation. The hotel reservation line will not be able to help you with this extended date offer.

WHAT:	The Sheraton Virginia Beach Oceanfront Hotel
WHERE:	3501 Atlantic Ave, Virginia Beach
HOW:	Call 757-425-9000 or visit the listed website
RESERVE:	by May 14th, 2014

NFDA Certified Crematory Operators Training

On Wednesday, July 2nd, we will be privileged to take part in the NFDA Certified Crematory Operators Training. We have been working closely with the NFDA to bring certification programs to our state and we are excited for this opportunity.

The outline of the course includes information on:

- Principles of Combustion and Incineration
- Basics of Crematory Equipment Operations
- Cremation and Disposition Authorization
- Cremation Procedures/Process
- Shipping Cremated Remains

- Cremation Safety and Compliance
- Liability
- Public Relations
- And more!



The NFDA Certified Crematory Operator (CCO) course is approved by the Academy of Professional Funeral Service Practice (APFSP) for 7 CE hours and by most state licensing boards for up to 7 CE hours. We hope you are able to take advantage of this great opportunity! **See registration information on the next page.**

NFDANATIONAL
FUNERAL
DIRECTORS
ASSOCIATION**NFDA Certified Crematory Operator
Program™ Seminar ▪ Virginia Beach, VA****Virginia Funeral Directors Association ▪ 126th Annual VFDA Convention
July 2, 2014. Registration 7:30- 8 a.m. Seminar 8 a.m.- 4 p.m.****Sheraton Virginia Beach Oceanfront Hotel, 3501 Atlantic Avenue, Virginia Beach
7 CE FD Hours***

Registration Options						▪ Online www.nfda.org/cco	▪ Call 800.228.6332	▪ Fax 262.789.6977
Firm								
Address						City		
State		Postal Code		Phone				
Email						Fax		
Cremator Equipment Type								

Fees	VFDA or NFDA Member \$395		Non-Funeral Director \$395 (No CE)			
	Nonmember Funeral Director \$525		Student Member \$295 (No CE)			
Registrant Name (as it will appear on CCO Certificate)	Registrant Job Title	Registrant Email (required for CE)	FD Lic. #/s State/s	Academy # if applicable	Fee Amount	
1.						
<i>Currently cremator operator?</i>		<input type="checkbox"/> Yes <input type="checkbox"/> No	<i>If no, what is interest in program?</i>			
2.						
<i>Currently cremator operator?</i>		<input type="checkbox"/> Yes <input type="checkbox"/> No	<i>If no, what is interest in program?</i>			
3.						
<i>Currently cremator operator?</i>		<input type="checkbox"/> Yes <input type="checkbox"/> No	<i>If no, what is interest in program?</i>			
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<input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Check payable to NFDA (U.S. dollars on U.S. bank)						

Name on Card			
Account Number			Expiration Date
Authorized Signature			Today's Date

Registration confirmation and agenda will be emailed to you in advance of the NFDA CCO Seminar.*Approved by APFSP, Virginia licensing board and other state funeral licensing boards. It is your responsibility to verify that you meet all requirements for crematory operator certification in your state. *All events are subject to change.*

Cancellation. Cancellation must be in writing and is subject to a \$50 cancellation fee OR application fee may be applied to another CCO seminar. Substitutions permitted for registered candidates only. NFDA reserves the right to cancel a seminar due to circumstances beyond its control. Should circumstances arise that result in the cancellation of a seminar, candidates will have the option to either receive a full refund or transfer to another CCO option. NFDA's liability for any cancellation is limited to a refund of the CCO application fee and shall not extend to any other claims including, but not limited to, travel expenses, cancellation fees, lost wages, inconvenience, and other related costs.

convention speakers



Justin Zabor: Keynote Speaker

Justin Zabor is a third-generation funeral director and professional speaker who works with organizations to achieve greater levels of success in their personal and professional lives. Justin has been granted the designation of Certified Funeral Service Practitioner (CFSP). Justin is co-owner of

The Zabor Funeral Home in addition to operating his professional speaking business. He is a past president of the Ohio Chapter of the National Speakers Association. In addition to his speaking, Justin may be remembered as "Mr. March" when he appeared in the first ever "Men of Mortuaries" national charity calendar to benefit women diagnosed with breast cancer. Justin is also a professional actor, model, and voice over artist. He is a proud member of the following professional associations: NSA Ohio, NSA, ICCFA, OFDA, and SAG-AFTRA.

capacity during mass disasters as an embalmer and to assist with identification of skeletal and fragmented remains.



Janet Rainey

Janet Rainey is the Director and State Registrar for the Division of Vital Records at the Virginia Department of Health. She is a graduate of Smithdeal-Massey Business College. Ms. Rainey has 39 years of experience in the administration of the system of vital records. She is a member of

the National Association for Public Health Statistics Information Systems (NAPHSIS), State Child Fatality Review Team and the Advisory Committee National Violent Death Reporting System.



Dr. William T. Gormley

Dr. William T. Gormley, Chief Medical Examiner, has worked for the VDH as an Assistant Chief Medical Examiner since 2000. Dr. Gormley came to the VDH after a career in the Air Force where he served as a flight surgeon and forensic pathologist. In that capacity, he participated in

and supervised the medical investigation of many aircraft mishaps and a few mass fatality incidents. As the Assistant Armed Forces Medical Examiner, Dr. Gormley supervised the world-wide military system for medicolegal death investigations.



Jake Smith

Jake Smith attended JTCC, received a degree in Funeral Service, and is a licensed funeral director and embalmer in VA, FL and TN. He is currently a graduate student at the University of Tennessee, works with the Forensic Anthropology Center and his research is focused on decomposition. At

the completion of his degree, Jake's goal is to serve in a dual-

Shenandoah Valley Funeral Director's Association

President:

Brandon Cash

Bolling, Grose & Lotts Funeral Service,
Buena Vista, VA
mbc2959@gmail.com

Vice President:

Charlie Rimel

Henry Funeral Home
svfda00@gmail.com

Secretary/Treasurer:

Bradley Howdyshell
Thacker Brothers Funeral Home, Inc.
Bradley@thackerbrothers.com



Buena Vista

*Meetings are held on the third Thursday in
January, March, May, September and November.*

Installations third Thursday in May.

**Rick Sikon**

Rick Sikon is the Operational Director of the Virginia State Anatomical Program. He is the former Associate Professor and Department Chair of the funeral service department and Allied Health programs at JTCC. He currently serves as the Per-diem Tissue Recovery team leader and technician for LifeNet Health. He is a graduate of: JTCC with an Associates degree in Funeral Services, VCU with a Bachelor of Science degree, and U of R with a Master of Liberal Arts degree. He has over 30 years of experience in the funeral service profession.

**Lisa Hahn**

Lisa Hahn currently serves as the Executive Director for the Board of Funeral Directors and Embalmers, as well as the Board of Long-Term Care Administrators and the Board of Physical Therapy for the Department of Health Professions. She has previously served as the Deputy Director of Enforcement for the Department of Health Professions. Additionally, she served as the Chief for Private Security at the Department of Criminal Justice Service and was a former Richmond City Police Officer. Ms. Hahn holds a Master's Degree in Public Administration from VCU, and a Bachelor's Degree in Criminal Justice from the University of Maryland.

**Tim Connor**

Tim Connor has a simple driving business purpose - To help organizations increase their sales and improve their management focus, direction and effectiveness. Career Highlights: full time speaker & trainer since 1973, member of NSA since 1978, earned NSA CSP designation, author of over 80 books.

**Special Guest:
Robert "Bob" T. Rosson Jr.**

Robert "Bob" T. Rosson Jr., CFSP, CPC, CCO, co-manager of Waller Funeral Home in Oxford, Miss., is the 2013-14 immediate past president of the National Funeral Directors Association (NFDA). In his previous role as NFDA president, Bob worked with the NFDA Executive Board to continue the advancement of the Association's strategic plan, which includes delivering programs and services to help NFDA members improve their service to the dying, the dead and the bereaved. As immediate past president, Bob will serve as a liaison between the Executive Board and NFDA's past presidents. He will also represent the Association at state funeral association conventions, serve as an NFDA spokesperson and encourage other qualified candidates to run for office. Bob has been a licensed funeral director for more than 20 years. He graduated from Northwest Mississippi Junior College with a degree in mortuary science.

Southside Funeral Director's Association

President:**Kevin Brown**

Finch & Finch, Inc.

Altavista, VA

kbrown51885@gmail.com

Vice President:

VACANT

Secretary/Treasurer:**Les Powell, III**

Powell Funeral Home,

South Boston, VA

lespowell111@gcronline.com

Meetings are held quarterly and determined by district.



Altavista

Installations second Tuesday in May.



KEYNOTE SPEAKER JUSTIN ZABOR TO APPEAR AT VFDA CONVENTION

This year's convention will feature Justin P. Zabor, CFSP. Justin describes himself as "The director of death who speaks the language of life for you and your business." He is a third-generation funeral director and professional speaker. Justin works with associations, organizations, and corporations helping them create customer experiences "To Die For!" Justin ties together humor, professionalism and everyday experience to teach valuable and inspiring lessons. The following story will give you a taste of what you can anticipate from this year's keynote speaker.

On Funeral Service, Life...and Kevin Costner

By Justin Zabor, CFSP

Have you ever met someone famous? I have. And no matter what you think of his acting, either positive (think *Field of Dreams*) or negative (think *Waterworld*), my experience with Kevin Costner was great! An encounter with stardom taught me at least three valuable lessons about how to be a success in the funeral business and in life that I would like to share with you today; **1) Take Chances 2) Overcome Your Fears 3) Hit Your Mark.** I'll get into all 3 of these in just a little bit. But first a little background...

For the record, I am a third-generation funeral director and professional speaker but I'm also an actor as well. Right now you might be thinking, "So what you're saying, Justin, is that you're a jack of all trades but a master of none". And that may be true! I have been practicing the arts of all three for over a dozen years. As an actor, I can tell you that I have appeared in films, TV commercials, print media, and radio voice-over spots that you probably have never heard or seen. Trust me, most of them you probably never want to hear or see! But by far my highest profile gig to date will be the upcoming film "Draft Day" starring Kevin Costner (released April 11, 2014) and directed by Ivan Reitman (*Ghostbusters*). You can view the trailer right now on www.YouTube.com. The movie stars Costner as Sonny Weaver, General Manager of the Cleveland Browns and is the fictional story of how one team navigates the tricky inner workings of the NFL Draft. "Draft Day" is like the "Major League" of football movies.

It was a dream come true for someone like me who



grew up in Cleveland as a lifelong Browns fan. Here was a big time Hollywood picture shooting in my city and I had a chance to appear in it. I play a Cleveland Browns scout who works in the "War Room" on the day of the NFL Draft. I'm going to check my ego at the door right now. Truth be told, I am only an extra in the film and don't even utter a single line. However, that didn't prevent me from interacting with Costner who is one of Hollywood's best and

longest running talents. On a movie set, there is an unwritten rule that extras are not supposed to talk to principal actors while working. So for the 9 days I was on set acting out the War Room scenes I debated in my head what I would say to Kevin Costner if I got the chance after filming wrapped. All I wanted was a picture of the two of us on my phone to prove to family and friends that I met someone famous. I was working but yet had a front row seat to watch one of the finest actors of his generation perform scenes day after day.

On the last day of filming I finally got my chance. Our directions in the scene were to show our disapproval for a draft pick that Costner's character had made behind our backs. He was to say nothing and just walk out of the door while the rest of us sneered, jeered, and yelled at him. I was the last staffer he walked past on his way out. After a few takes of the scene and once the director yelled "cut" I decided to say something. So I mustered up the courage to speak to Kevin Costner because I may never have this opportunity again. I said trying to be as cool and casual as

possible, “This must do wonders for your self-confidence, huh?” He chuckled which was exactly the reaction I was going for!

Hollywood directors shoot as many angles of scenes as they can from 360 degrees around the room to have as many “takes” as possible. A few shots later on another angle the camera shows Costner walking past me out the door as my character glares at him and he says to me kiddingly off screen, “Don’t get any ideas or else you’ll hear from my lawyer!” I quipped back, “Don’t worry Kevin, I already figured you’re probably pretty lawyer-ed up”. Again he laughed. I was bantering with Kevin Costner!

On the last take of the scene I am supposed to walk into the frame and stand on a “mark” – a piece of colorful duct tape on the floor. Costner sees me eye my mark before I start walking. So after the director yells “cut” Costner says to me, “You know that you don’t have to look down at your mark? Come here”. He says and motions me over to him. Remember that he is not only a fine actor but an Oscar-winning director as well (*Dances with Wolves*). With an actor’s heart and a director’s head he says to me as he acts it out, “Look, you can feel the mark on the floor as you step over it. Try it”, Costner says to me and I do exactly as he instructed. He was exactly right. You can “feel your mark” as you step over it. Here was a Hollywood star teaching another actor his tricks of the trade learned over a long career. He wasn’t speaking loudly so that others could hear as if to say, “Look at me telling this lowly extra what to do”. There were dozens of other people in the room yet he made me feel like it was just him and I. Simply one actor giving a bit of helpful advice to another. So that’s my Kevin Costner story.

Right now you might be thinking, “It’s a nice story, Justin, but what does it have to do with achieving success in the funeral profession or in life?” That’s a great question, and here is the answer. I learned three things from acting in a movie with Kevin Costner and they are 1) Take chances 2) Overcome Your Fears 3) Hit Your Mark. Here are a few of the ways that you can apply these concepts.

Taking Risks

First, by talking to Costner I took a risk. That risk paid off and I have the story to prove it. I could have listened to the unwritten rule that said extras were not supposed to talk to principal actors and for eight days I did. It was only on the last day that I took the chance. Lucky for me I had nine days and several dozen takes to do it. Sometimes in life and business we have only one chance. What risk have you been thinking of taking in your funeral business? What should you capitalize on in your personal life before it’s too late? Do it right now and don’t wait otherwise you might regret it. I would have always been upset with myself had I not talked to Kevin Costner.

Secondly, you need to overcome your fears. I was afraid of speaking up at first. It could have been a disaster! Instead of laughing at my initial comment Costner could have glared at me as if to say, “Shut up kid! I’m working” and that would have been the end it. Luckily for me he did not. I overcame my fears, bent the rules a little bit and it paid off. Sometimes in business and life we need to just do that; assess the situation, overcome your fears, and take a risk.

Lastly, know how to “hit your mark”. Knowing how to hit a mark assumes that there is a mark in the first place. Without setting a goal or evaluating a situation we have no framework in which to operate. Without knowing where the bar is set how can we measure our success? If we set goals, develop a plan, and then execute that plan we are already reading ahead in the script. Sometimes that is all you need to achieve success. And sometimes it is more complicated than that.

Until you execute a plan you won’t know if you have hit your mark. The key is to take that first step, feel your mark and try. In funeral service, just as in life, we are already in the movie. There are stars, principal actors, extras, and many more cast and crew working behind the scenes. Your job is to learn from the best in the business and strive to constantly improve. By taking chances and overcoming your fears you can learn to feel for your mark and hit it with ease. Sometimes success just means seizing your moment in the spotlight!

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EXHIBITION INFORMATION AND HOURS

We've put together a diverse and poignant group of exhibitors for this year's convention. For more information, call the VFDA office at (804) 264-0505.

Exhibition Hours:

Monday, June 30: 5:00 - 8:00 p.m.
Ribbon cutting/Beer, Blues & BBQ with Exhibitors

Tuesday, July 1: 12:30 - 4:00 p.m.
Lunch on exhibits floor/exhibits open

2014 Registered Convention Exhibitors

(As of May 1, 2014)

- American Coach Sales (table 16)
- ASD-Answering Service for Directors (table 52)
- Aurora (table 26 & 27)
- B&L Cremation Systems, Inc. (table 49)
- Bass-Mollett Publishers (table 20)
- Batesville (table 14)
- Clark Grave Vault (table 28)
- Crain MM Sales (table 29)

VFDA will be giving out prizes for the best decorated exhibitors table!



- Golden Considerations, Inc. (table 50)
- Integrity Burial Boxes, LTD (table 15)
- Jones Professional Vehicles (table 8)
- MRC
- Office of Chief Medical Examiner/Virginia State Anatomical Program
- Pierce Companies (table 10)
- Pittsburgh Institute of Mortuary Science (table 24)
- Princess Cruises
- Provider/Horizon Trust (table 13)
- SinoSource International (table 25)
- Survivor Outreach Services; Casualty Assistance, Ft. Eustis
- The Dodge Company (table 35 & 36)
- The Heritage Company (table 23)
- Triangle Atlantic Casket Company, Inc. (table 51)
- Vantage Products Corp. (table 9)

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afternoon?***

Reserve your booth space before June 1, 2014. For this year's exhibitor packets, expo hours and floor plan, visit www.vfda.net/convention/2014-convention/

Questions?
Contact (804) 264-0505

ENTERTAINMENT!

King Edward and the BD's Band have become known as one of Richmond, Virginia's premier party bands, not just by playing the music you want to hear and dance to, but also by keeping the crowd involved. The BD's are sure to bring excitement and surprises to Tuesday night's event.

ENJOY COCKTAILS WITH THE PRESIDENT

Please join Bob and Cindy Oman for cocktails during the Convention. Cocktails will be served in the presidential suite on Monday, June 30 & Tuesday, July 1 from 9:00 p.m. - Until. (Room number will be announced during the socials events each evening.) Come relax, socialize and enjoy a cocktail with friends! Questions? Contact Lacy Whittaker at (804) 264-0505 or lwhittaker@vfda.net.



Southwest Funeral Directors Association

President: Andrea Horn
Hurst Scott Funeral Home,
Richlands, VA
andrea@hurstscottfuneral-homes.com

Vice President:
Jamie Broadwater
Gate City Funeral Home,
Gate City, VA
jamie@gatecityfuneral.com

Secretary/Treasurer:
P. Martin Hagy
Hagy & Fawbush Funeral
Home, Inc., Norton, VA
info@hagyfawbush.com



Richlands

*Meetings are held on the third Thursday
in March, June, September and December*

Installations in June

silent auction form

(Items need to be to the VFDA office before June 16th, please.)

P.O. Box 395, Hanover, Virginia 23069

Phone: (804) 264-0505, lwhittaker@vfda.net

VIRGINIA FUNERAL DIRECTORS ASSOCIATION FOUNDATION ORGANIZATION 126TH ANNUAL CONVENTION

June 29 - July 2, 2014

Sheraton Virginia Beach, Oceanfront Hotel

Please note that both corporate and personal donations are permissible.

These contributions are in support of the VFDA Foundation and are tax deductible.

Detailed description of item (please be specific):

Brand and Model # (if applicable) _____

Retail price or market value: \$ _____

Our item will be:

☐ Picked up by VFDA Representative (*Before June 16, 2014*)

☐ Delivered to VFDA (*Before June 16, 2014*)

☐ Sent to Winner Once Available

(VFDA will create certificates with your contact information for the winner)

Type of Donation: ☐ Company ☐ Personal

Name: _____

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126th annual

VIRGINIA FUNERAL DIRECTORS ASSOCIATION'S CONVENTION

JUNE 29 - JULY 2, 2014 • SHERATON VIRGINIA BEACH OCEANFRONT

Sponsorship Solicitation

DATE	ACTIVITY	SPONSOR
MONDAY, JUNE 30	EDUCATIONAL SESSIONS.....	\$7,000
	<i>Signage, website recognition, Bulletin recognition, acknowledgement convention program, recognition during event, 5 minutes to promote services</i>	
	BAR SPONSORS	\$3,000
	<i>Signage, website recognition, Bulletin recognition, acknowledgement convention program</i>	
	SOCIAL EVENT	\$5,000
	<i>Signage, website recognition, Bulletin recognition, acknowledgement convention program, reserved table at social</i>	
TUESDAY, JULY 1	LUNCH WITH EXHIBITORS.....	\$5,000
	<i>Signage, website recognition, Bulletin recognition, acknowledgement convention program, recognition during event</i>	
	EDUCATIONAL SESSIONS	\$4,000
	<i>Signage, website recognition, Bulletin recognition, acknowledgement convention program, recognition during event, 5 minutes to promote services</i>	
	SOCIAL EVENT	\$5,000
	<i>Signage, website recognition, Bulletin recognition, acknowledgement convention program, reserved table at social</i>	
ENTIRE EVENT	KEYCARD SPONSOR	\$2,000
	<i>The average hotel guest looks at and searches for their guestroom keycard more than 10 times per day. Attendees will carry your logo and information right in their pockets.</i>	
	REGISTRATION PACKETS.....	\$400
	<i>Clear vinyl packets, front cover will include company flier</i>	
CONVENTION SUPPORTERS	DIAMOND SPONSORSHIP.....	\$10,000
	PLATINUM SPONSORSHIP	\$5,000 - \$9,999
	GOLD SPONSORSHIP	\$1,000 - \$4,999
	SILVER SPONSORSHIP	\$100 - \$999
	<i>Website recognition, Bulletin recognition, acknowledgement convention program</i>	

For more information or to become a sponsor contact the VFDA office at (804) 264-0505.

P.O. Box 395, Hanover, VA 23069 • Phone: 804-264-0505 • Email: lwhittaker@vfda.net • www.vfda.net



PHIL'S COACHES

Phil's Coaches, c/o Funeral Car Store
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Heritage Hearse *by Federal Coach*



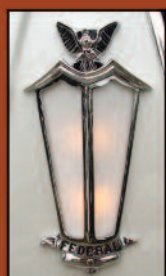
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Stratford Hearse *by Federal Coach*



Imagine the immense pride your bereaved families will feel as they witness their loved one treated like sheer royalty from the beginning of the funeral process to the cemetery. Please allow Phil's Coaches the opportunity to help you make that vision a reality. We share your philosophy that loved ones deserve respect and dignity, that is why we design and deliver the most elegant and stately vehicles in the funeral rolling stock market place. The cemetery is the repository of a family's precious history and Phil's Coaches wants to help you make the experience eternally memorable.



THANK YOU TO THE FOLLOWING SPONSORS

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Batesville	Heaven's Coach	Shenandoah Valley Funeral Directors Association
Bill Black Cadillac	Metropolitan Funeral Services, Inc. - Alexandria, VA	Southside Cremation Services
Blue Ridge Funeral Directors Association	Provider/Horizon Trust	Southside Funeral Directors Association

2014 AWARDS PROGRAM

golden licensee award

NOMINATION FORM

The Virginia Funeral Directors Association, Inc. will honor those individuals who have contributed fifty, fifty-five, sixty, sixty-five, seventy or more years of service to the funeral service profession. These individuals have actively participated in charting the

course for our future, and have contributed greatly to our history and tradition. These individuals are association members in good standing. If you, or someone you know is eligible for this award, please complete and return a copy of this form to VFDA.

I hereby certify that the person listed below to the best of my knowledge is eligible to receive the Virginia Funeral Directors Association, Inc. – Golden Licensee Award:

Please check one:

☐ 50 years ☐ 55 years ☐ 60 years ☐ 65 years ☐ 70 years ☐ 75 or more

Name of Golden Licensee: _____

Date of Licensure: _____ School Attended: _____

Firm: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Nominated by (Name): _____

Number of Guest(s) Attending Awards Ceremony: _____

Return form to: VFDA, P.O. Box 395, Hanover, VA 23069 • Deadline to receive nominations is June 13, 2014

funeral director of the year

NOMINATION FORM

A special award bestowed upon a VFDA member, recognizing his/her professional skills and talents displayed through involvement at the local, state and national level. This award is an honor, above all others, presented to the funeral licensee by his/her peers, citing expert leadership and professional integrity displayed within the funeral service profession. Our nominee should be a funeral licensee

who has served within the Virginia Funeral Directors Association, in various capacities. This individual should have displayed a dedicated spirit in the name of funeral service, for the collective good of our VFDA Membership and possess forethought for our future advancement. The nominee should be an association member in good standing and has not received the award in the past 10 years.

Name of Nominee: _____

Firm: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Number of Guest(s) Attending Awards Ceremony: _____

Achievements and Contributions:

A. Spirit of Service: (20%) Faithfulness to principles of service, funeral law and regulations and the Code of Ethics. Efforts to encourage good practice among other funeral directors, other members of the profession, time spent with the press and the general public, explaining all aspects of the Funeral Service Profession. _____

B. Activity in Civic Affairs: (25%) Local, state and national participation in civic, community service, religious, charitable, volunteer, fraternal, or political groups. _____

C. Activity in District Associations: (20%) Membership, offices held, seminar activity, special assignments, etc. _____

D. Activity in VFDA: (30%) Membership, offices held, committee work, seminar activity, special assignments, legislative affairs, convention participation. _____

E. Activity in NFDA: (5%) Membership, offices held, committee work, seminar activity, special assignments, legislative affairs, convention participation. _____

Present Business Affiliation:

Firm: _____

When Firm Founded: _____

How Long Affiliated With Firm: _____

Title: _____

Date of Licensure: _____

Other Comments: _____

Nominated by (Name): _____

Firm: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Return form to: VFDA, P.O. Box 395, Hanover, VA 23069 • Deadline to receive nominations is June 13, 2014

Proposed Bylaws Changes and Ballot

The VFDA Bylaws Changes and Ballots are available in the members only section of the VFDA website. You can vote prior to the Annual

Business Meeting on July 1, 2014 or vote during the meeting. Please visit our website or e-mail lwhittaker@vfda.net for a ballot.

2014 - 2015 NOMINATIONS FOR THE BOARD OF DIRECTORS BALLOT

Please take a moment to vote on the proposed VFDA candidates for the Board of Directors

Please check or write in one candidate for each office.

Second Vice President

☐ Robert Gallagher, Fairfax Memorial Funeral Home, LLC

☐ _____

Secretary-Treasurer

☐ Marty Hagy, Hagy & Fawbush Funeral Home, Inc.

☐ _____

*Please check **two** candidates for a one (1) year term.*

1 Year At-Large Directors

☐ Haile "Butch" Gatewood, Jr., Norris Funeral Service & Crematory, Inc.

☐ Clint Oxendine, Mountcastle-Turch Funeral Home & Crematory, Inc.

☐ Matthew Perry, Frost Funeral Home

Funeral Home Name: _____

Please return to the VFDA office before Friday, June 6, 2014. VFDA, P.O. Box 395, Hanover, VA 23069

Virginia Funeral Supply Sales Association

President:

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Messenger

sherrynoble@me.com

1st Vice President:

J.E.B. Cranford

Triangle Atlantic Casket Company

jeb@triangleatlantic.com

2nd Vice President:

Cliff Blasius, Jr.

SinoSource

ccblasius@verizon.net

Secretary/Treasurer:

Lori A. Eanes

C&L Containers

lorianneanes@yahoo.com



Meeting and Installation held in June during annual convention.



Certified Preplanning Consultant Seminar & Exam
August 21-22, 2014 • Ashland, Virginia
Host: Virginia Funeral Directors Association
Hampton Inn Ashland, 705 England Street

Host:

Virginia Funeral Directors Association



Seminar Location:

Hampton Inn Ashland, Virginia

Only 20 miles from Richmond International Airport and 2 miles from Amtrax Station. The historic town of Ashland is known as the "Center of the Universe" for its central location in the state of Virginia.

Seminar Agenda & CE

Thursday, August 21: Seminar 8 a.m. - 4:30 p.m., refreshments and lunch provided

Friday, August 22:
 Certification Exam 8:30 - 10:45 a.m.

Seminar approved for up to 8 CE hours by APFSP and licensing boards in most states.

Seminar Fee

\$370 VFDA or NFDA Member or Eligible Non-Funeral Director

\$525 Nonmember Licensed Funeral Director

Seminar fee includes CPC Standards Manual, seminar presentation, seminar lunch and refreshments, exam and scoring, CE processing, certificate, and certification benefits.

Seminar Location & Recommended Hotel

Hampton Inn, Ashland
 705 England Street, Ashland, Virginia
 Call 804-752-8444. Room rates from \$129.

The award-winning Hampton Inn is minutes from unique shopping options, a variety of locally owned restaurants, the James River Cellars Winery, and the Center of the Universe Brewing Co. The hotel provides a complimentary hot breakfast buffet, fitness center, and outdoor saltwater swimming pool.

Recommended application deadline:
July 31, 2014

The CPC Standards Manual must be studied in advance of the seminar. Early application is strongly advised!

Download application at:
<http://nfda.org/shippingevents/details/525-cpc-seminar-ashland-va.html>



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2014 Past Presidents Council Scholarship Application



VFDA is offering college scholarships to future funeral directors and those in the funeral profession. Scholarship(s) will be awarded each year based on the amount previously approved by the Past Presidents Council. Applicants will receive consideration without discrimination of race, creed, color, sex, age, marital status, national origin or handicap. Tell your friends! Apply today!

Qualifications for the Scholarship:

1. Virginia resident.
2. Employed and endorsed by a VFDA member firm in good standing.
3. Explanation of financial need.
4. 2.0 grade point average (on 4.0 scale)

5. Currently enrolled in an accredited Mortuary Science Program.
6. Written essay with the theme: "Why I Chose Funeral Service as My Profession." No less than 1,000 words and not to exceed 2,500 words. Essays must be typewritten, double spaced, with one-inch margins. Essays containing excessive spelling, punctuation or grammatical errors will be disqualified.
7. All applications/essays must be emailed to info@vfda.net or postmarked by **June 6, 2014**. Late or incomplete applications will not be considered.
8. Scholarships will be awarded at the sole discretion of the Scholarship Committee of the Board of Trustees of the Virginia Funeral Directors Association Foundation based on the evaluation of the above named items. All scholarship awards will be paid directly to the college where enrolled.

Name _____
Address _____
City, State, Zip _____
Firm _____
Endorsement Signature _____
Phone _____
Fax _____
Email _____

Date of High School Graduation or G.E.D. _____
School Address _____
City, State, Zip _____

Past College(s) Attended:

(1) Name of Institution _____
Address _____
City, State, Zip _____
Semester/Quarter Hours Completed _____
Degree _____ Year _____

(2) Name of Institution _____
Address _____
City, State, Zip _____
Semester/Quarter Hours Completed _____
Degree _____ Year _____

Current College Matriculation:

Name of Institution _____
Address _____
City, State, Zip _____
Semester/Quarter Hours Completed _____
Cumulative Grade Point Average _____

Employment:

Name of Employing Firm _____
Address _____
City, State, Zip _____
Duties Performed _____

Current Extracurricular Activities:

Special Skills and/or Hobbies:

I certify that to the best of my knowledge the information contained in this application is correct and complete. It is my intention to continue my Mortuary College Education and to enter the field of Funeral Service upon successful completion of professional education, examination and licensure

Signed _____
Dated _____
Witnessed (Employer) _____

Mail or email this form, explanation of financial need, and required essay to: VFDA, P.O. Box 395, Hanover, Virginia 23069
Phone (804) 264-0505 • E-mail: info@vfda.net

How to Contribute to the VFDA Foundation

VIRGINIA
FUNERAL
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Your donations to the Virginia Funeral Directors Association Foundation ensure the future of the funeral service profession. Your generosity enables students to attend school and pursue their educational studies in the funeral service profession. Donations also support current licensees across Virginia as they continue their leadership development and grow their business through leadership education programs.

To donate to the VFDA Foundation, visit www.vfda.net/the-foundation



Thank you for Contributing to the VFDA Foundation!

- Bennett Funeral Homes
- Lotz Funeral Homes, Inc.
- Mullins Funeral Home & Crematory, Inc.
- Rick Sikon
- Sheridan Funeral Home – In memory of Andrew M. Sheridan, Sr. & Virginia C. "Puddin" Sheridan

Welcome New Members!

Firm Membership:

Coffman Funeral Home & Crematory
Wright Funeral Service & Crematory
Advent Funeral & Cremation Services

Mortuary Science Student Membership:

Adrian K. Sheets

Associate Membership:

Joseph L. Briscoe, Jr.

In Remembrance

February 5, 2014 – March 31, 2014:

Gloria Roads

January 29, 2014 – *Northern District*

Ida B. Brown

February 25, 2014 – *Central District*

Dr. Benjamin J. Lambert, III

March 2, 2014 – *Central District*

Rev. Paul Franklin Presley

March 10, 2014 – *VFSSA*

Nina Helen Farmer Alderman

March 10, 2014 – *Blue Ridge District*

Elizabeth (Liz) R. Stegall

March 21, 2014 – *North Carolina Funeral Directors Association*

Charles R. "Dick" Stanton

March 25, 2014 – *VFSSA*

Robert M. Brunson, Jr.

March 25, 2014 – *Central District*

Clarence Robert "Dick" Bush

March 27, 2014 – *VFDA, Father of Dr. Leah Bush*



APPAREL SALE!

Based on Availability
Contact the VFDA Office at
(804) 264-0505 or
e-mail info@vfda.net



Devon & Jones Men's Full Zip Fleece Jacket
Black with Khaki Embroidery
\$40.00



Harriton Ladies' Full Zip Fleece Jacket
Charity Pink with White Embroidery
\$30.00



Inner Harbor Men's Full Zip Fleece Sleeveless Vest
Navy Blue with Khaki Embroidery
\$35.00

☐ VISA ☐ MC ☐ AMEX ☐ Discover

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Name on Card: _____

Expires: _____ 3 or 4 digit code: _____

Signature: _____

Northern Virginia Funeral Directors Association

President:

LaDonna Vincent

National Funeral Home

[ladonna.vincent@](mailto:ladonna.vincent@dignitymemorial.com)

dignitymemorial.com

Vice President:

Robyn Short

Fairfax Memorial Funeral Home

rshort@fmfh.com

Secretary/Treasurer:

Valarie Armstrong

Advent Funeral Home

varmstrong@adventfuneral.com



Morrison House, Alexandria

Meetings are held on the first Wednesday in March, June, September and December.

Installation – June

Value-Added Benefits With Optima Health Association Plans

If you are a dues-paying member of **Virginia Funeral Directors Association** and have between 51 and 99 employees - you are eligible to receive Optima Health value-added* benefits for your employees and their families.

What are the value-added benefits?

Groups** receive these value-added benefits at no additional cost to the member when received from an in-network provider:

- \$5 reduction for Primary Care Provider (PCP) and behavioral health Copayments (unlimited), offered on all Copayment Association plans
- \$5 reduction for Specialist visit Copayments (unlimited), offered on specific Association plans
- \$50 reduction for Outpatient Surgery copays (unlimited), offered on specific Association plans
- Three (3) Additional Employee Assistance Program (EAP) Sessions, offered on all Association plans

What is the cost?

There are no additional premiums for these value-added benefits. Once your company is insured by Optima Health at the determined premium level, indicate you are a member of **Virginia Virginia Funeral Directors Association** and these value-added benefits will be included in your plan at no additional premium cost.

What if we already offer Optima Health plans?

If you already offer an Optima Health plan, you can add these benefits to your plan at renewal at no additional cost. Contact your local agent for more information.

What if I don't have two or more employees and still need coverage?

Optima Health can also meet your unique needs with Optima Individual health plans. To get a free quote, apply online or to get more information, please see the contact information below.

How do I get more information? Contact your current agent or

Robert Kelly,
Independent Contracted Agent

804-931-6646,
robert.kelly@hbwinc.com

For additional information, please contact Suzanne Stewart with Optima Health at (804) 510-7433 or visit www.optimahealth.com/associations

* Value-added refers to an enhanced benefit design compared to non-Association group plans.

** Groups in the Association program are individually underwritten.

Optima Health is the trade name of Optima Health plan and Optima Health Insurance Company. All Optima Health plans have benefit exclusions and limitations and terms under which policy may be continued in force or discontinued. For cost and complete details of coverage, please contact Optima Health or visit optimahealth.com

Health Reform Questions? Visit www.optimahealth.com/healthreform



New VFDA Lobbying Team

The Virginia Funeral Directors Association is listening to our members needs and the need to increase our legislative services as well as communicating legislation year round. The VFDA is excited to announce the association's new lobbying firm and lobbyist, Angela Bezik and Julie Dime with Principle Advantage, Ltd. Please take a moment to read about Angela and Julie. We look forward to working with them over the summer to prepare for the 2015 Virginia General Assembly.



ANGELA I. BEZIK is a co-founder of Principle Advantage, Ltd., a Hampton Roads-based consulting and government

affairs firm with projects that extend regionally to Richmond, Northern Virginia and Washington D.C. She established Principle Advantage after serving as the managing director for the Hampton Roads office of a highly

regarded government affairs/lobbying firm.

As a lobbyist, Angie has developed successful strategies for legislation, budget items and project coordination with an array of clients at the state and local level, including clients within the alternative/renewable and traditional energy, health, technology, transportation sectors, and local government.

She is especially pleased to be able to represent her hometown of Virginia Beach. She has also worked on numerous grassroots and grass tops

efforts, coordinating messaging, delivery and tracking content. Prior to this position, she worked for seven years as the Legislative Director for a Virginia State Delegate, where she supervised and managed legislative and public relations strategies.

Through her career, Angie has established solid relationships with local, state, and federal representatives, departments and agencies. She currently serves on the Hampton Roads Association of Commercial Builders (HRACRE) Legislative Committee, and is the fund raiser for the Virginia Beach-based SAFE KIDS DAY.

Angie's work in renewable energy has been strongly based in offshore wind energy. She and business partner, Ann Flandermeyer Kirwin, have worked on issues and advocacy spanning academia and industry since



Central Virginia Funeral Directors Association

President:

Robert Colston

Woody Funeral Home

robert.colston@dignitymemorial.com

Vice President:

L. C. Corey

Morrisett Funeral and Cremation Service

larrycorey@comcast.net

Secretary/Treasurer:

Jim Dickerson

Bliley's Funeral Homes & Cremation Services

annjim70@netzero.net

Installations in November.



Maymont Gardens, Richmond

Meetings are held on the 2nd Tuesday in January, March, May, July, September and November.

2006. They have provided public outreach and government affairs services to SAIC Marine Renewables, the Virginia Coastal Energy Research Consortium (VCERC), the Virginia Offshore Wind Coalition (VOW), Gamesa, James Madison University and Virginia Tech ARI, among others. They developed and executed a very successful Virginia Offshore Wind Conference in June 2011, as well as the original Virginia Beach Workshop on Wind Conference in 2009. Angie serves as an advisor for Infocast on their North American Offshore Wind Summit.



JULIANNA M. DIME brings over 16 years of political and legislative experience to Principle Advantage. Prior to joining

Principle Advantage, Julie served as the Government Relations Advisor and Director of Northern Virginia Client Services for a highly respected government affairs/lobbying firm, where she worked with a variety of clients on a myriad of issues.

Julie served as the Legislative Director and Senior Campaign Advisor to Delegate Tim Hugo and former Delegate Tom Bolvin.

In her capacity as Legislative Director, Julie established solid relationships with legislators and staff, as well as Administration and state agency staff.

Julie has an extensive background in grassroots management, public speaking, fundraising, community outreach initiatives and both federal and state legislative processes. She has been active in Northern Virginia political circles for many years and as such, she has established a substantial network of resources and connections in the Northern Virginia and District

of Columbia area including local elected officials and business leaders.

Julie began her political career with former California Governor Pete Wilson, and also worked for Governor Wilson in his District of Columbia liaison office.

Julie has also worked for the National Association of Insurance Commissioners as the legislative assistant to the Director of Health Insurance Policy and for Baker and Daniels law/lobbying firm in the District of Columbia.

In addition to her legislative and political activities, Julie is active in her community and civic groups, including the American Cancer Society in Northern Virginia. Julie is often asked to speak to women's organizations and civic organizations on various political and legislative issues. She is an active member in Calvary Road Baptist Church in Alexandria, Virginia.

Tidewater Funeral Directors Association *Est. 1945*

President: Christopher Wilson

Hale Funeral Home
chriswilson06@mac.com

1st Vice President: James Quinn

H.D. Oliver Funeral Apts., Norfolk
hdofh@aol.com

2nd Vice President: Danielle Fitchett-Mann

Fitchett Funeral Home
dani23320@aol.com

Secretary: Jamie Karpa

R. Hayden Smith Funeral Home, Hampton
jamiekarpa@msn.com

Treasurer: Bryan Graves

H.D. Oliver Funeral Apts., Norfolk
digger9822@aol.com or hdofh@aol.com



Norfolk Botanical Gardens

1st Year Director: Patricia Louis

Sterling Brook Funeral Home
eplouishorizon@msn.com

2nd Year Director: Robie Gardner

Sturtevant Funeral Home

Meetings are held on the third Monday of the month except June, July, August & November

2014 Upcoming Events Calendar



May 8 - 9, 2014	Insurance Continuing Education Class, Richmond
May 9, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
June 29 - July 2, 2014	VFDA 126th Annual Convention, Sheraton Virginia Beach Oceanfront Hotel
July 15, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
August 21 - 22, 2014	NFDA/VFDA Certified Preplanning Consultant Program, Ashland
October 7, 2014	Virginia Board of Funeral Directors and Embalmers Meeting
October 11 - 14, 2014	2014 NFDA International Convention & Expo, Nashville, TN

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Homesteaders Life homesteaderslife.com	25
njsfda.org www.njsfda.org/convention	6
Optima Health 804-931-6646	29
Phil's Coaches 301-649-1113	21
Progressive Environmental Services 800-323-9785	33
Provider Horizon Trust 800-248-4188	7
Removal Services of Virginia 804-559-9930	4
Richards Wilbert 800-875-4591	19
Warfield-Rohr 804-771-1720	15

Blue Ridge Funeral Directors Association

President:

James Riffe, Jr., CFSP

Riffe's Funeral Service, Inc., Narrows, VA
riffefuneralservice@verizon.net

Vice President:

Jonathan Arritt

Arritt Funeral Home, Covington, VA
arrittfh@aol.com

Secretary/Treasurer:

Tony Mullins

Vaughn-Guynn-McGrady Funeral Home, Hillsville, VA
vgmcrady@comcast.net



Narrows

Meetings are held on the third Tuesday in January, March, May, July, and September

Installations in July



IS YOUR CREMATORY DEALING WITH A MIDDLE MAN IN REFINERS' CLOTHING?

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?




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Advertise with VFDA!

The VFDA is the leading state trade association for the funeral profession. Advertise today in our online membership directory, on our website: www.vfda.net, and in our newly updated *Bulletin* magazine! *The Bulletin* is one of our most popular member benefits, reaching over 400 member firms. Don't miss out on these opportunities to reach Virginia's funeral professionals with your product and service messages! **All funeral homes as well as suppliers can advertise with us.** See pricing below.

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

METHOD OF PAYMENT

Amount Enclosed: \$ _____

☐ **Check Enclosed** (payable to VFDA. VFDA Federal Tax ID #54-0419116)

☐ **VISA** ☐ **MasterCard** ☐ **AMEX** Expires: _____

Card#: _____ Security Code: _____

Name on Card: _____

Signature: _____

AD SIZE

PRICE

Bulletin only (all 4 issues)

☐ 1/4 page ad\$550

☐ 1/2 page ad\$800

☐ full page ad\$900

Online Membership Directory only

☐ 1/4 page ad\$400

☐ 1/2 page ad\$600

☐ full page ad\$800

Both Directory & Bulletin (all 4 issues)

☐ 1/4 page ad\$800

☐ 1/2 page ad\$1200

☐ full page ad\$1500

Website Ads:

Contact for website advertising only:

VFDA Office
lwhittaker@vfda.net
804-264-0505

PUBLICATION

ADS DUE

Online Membership Directory (2/14) 1/10/14

The Bulletin Magazine Jan|Feb|Mar 1/10/14

The Bulletin Magazine Apr|May|Jun 4/11/14

The Bulletin Magazine Jul|Aug|Sep 7/11/14

The Bulletin Magazine Oct|Nov|Dec 10/10/14

INSTRUCTIONS:

1. Mail or fax this form with payment information to VFDA, P.O. Box 395, Hanover, VA 23069 or fax to 804-264-3260
2. Email your *Bulletin* ad as a high-resolution .pdf or .jpg file to lwhittaker@vfda.net



**VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION**

For questions call the
VFDA office at
804-264-0505 or
e-mail lwhittaker@vfda.net.



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**VIRGINIA
FUNERAL DIRECTORS
ASSOCIATION**

P.O. Box 395
Hanover, VA 23069

Career Fair Highlights

The VFDA enjoyed another successful annual career fair at the office of the chief medical examiner on Thursday, March 20th. A special thank you to Dana Sikon, membership/outreach committee chair, for coordinating this year's career fair and making it a success.



Michael Nicodemus, NFDA



*Kathy Elliott and Abbey Shepperson,
Richmond Coach & Mortuary Service, Inc.*

We would like to thank the following organizations for their continued support:

Homesteader's Life Company

LifeNet

Morrissett Funeral & Cremation Service

Nicodemus & Associates

Richmond Coach & Mortuary Service, Inc.

Virginia Board of Funeral Directors and Embalmers

Virginia State Anatomical Program

Office of the Chief Medical Examiner

UVA Center for Applied Biomechanics

"I attended the event today and it was absolutely wonderful! For me, it was extremely informative, engaging, and enlightening. It also provided an opportunity to meet and dialogue with other students in the program."

- Jocelyn Henry-Whitehead



Larry Spiaggi and Krystina Diman, Morrissett Funeral and Cremation Service



Students enjoyed learning more about LifeNet and the opportunities ahead.



RD Monson Homesteaders Life Company