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KEYNOTE PRESENTATIONS

The Art of Innovation
Guy Kawasaki, best known for his work turning Apple into a successful and beloved brand, knows what it takes for a company to capture the hearts of its customers, to take on seemingly unbeatable competition. He'll examine the process cemeteries and funeral homes need to undergo if they are to reinvent themselves and their ability to serve the marketplace of tomorrow.

How To Help Families Dealing With Pet Loss
Dr. Marty Becker, known as "America's Veterinarian," will offer a fascinating exploration of the human-pet connection and its profound effect within the lives of pet owners. Becker will offer his insights into how death care professionals can offer a skilled, warm hand to pet owners to validate their loss and gently guide them along the rocky road of grief.

The Secret Lives of Visionaries
According to neuroscientist and business executive Eric Haseltine, being a visionary doesn't mean seeing things others can't see. It means seeing the same things everyone else does, but seeing them in a different way. Haseltine will show you how to refocus and redefine the business realities and opportunities that exist right in front of you. He'll examine specific issues facing our industry and challenge you to reenvision them to achieve both short- and long-term market advantages.

Creating White Space
White space, also known as "breathing space," is the part of a printed page that has nothing on it. But it is not nothing. It is as critical to the message as the text and graphics. Imagine a page with no line spaces, paragraph breaks, columns, margins or open areas. The top complaint among successful business people today is having too much to do with too little time. Juliet Funt will share simple yet powerful strategies to help you create the white space you need to make your "page" more effective and worth reading.

The Cremation Customer
- The Time to ACT Is Now
- The New Arrangement Conference
- Making the Cremation Arrangement Conference More Efficient and Inviting
- How to Profit and Grow in a High-Cremation Market

The Cremation Coaching Center LIVE!

The Cremation Case: A Step-by-Step Guide to Avoiding Liability
- Alkaline Hydrolysis Summit

The Second Annual PLPA Conference
- PLPA Discussion of Standards/Definitions/Education, Coleen Ellis and Bill Remkus
- Pet Care, Pet Loss: Working Together

BREAKOUT SESSIONS LED BY INDUSTRY LEADERS

- Strategic Planning That Works: A Skeptic's Story, Gary Freytag
- Recruiting: Building the Team of Tomorrow, Barbara K. Milton
- Stop Praying for Talent ... and Start Predicting It, Anthony Casablanca
- The 4 Keys to Improving Employee Competence, Ingrid Gudernas
- Beating Burnout: Caring for the Caregiver, R. Scott Boots, MPA
- Marketing to Boomers, Julie A. Burn, CCrE, CSE; Mark Gudernas
- Strategies and Tactics for Capturing the 60+ Consumer, David Weigelt
- Becoming an "Undercover Boss," Richard F. Perl, CCFPE
- Building a Funeral Service Experience that Will Build Your Business, Paul Seyler
- Partnering with Hospice, Kim Medici Shelquist
- Embalming Experts Roundtable, Melissa Johnson Williams, CFSP (moderator): Robert G. Mayer, CFSP; Sharon Gec; Karl Wenzel, CFSP
- Can the Best Embalmers Still Learn Something?, Ken Whittaker
- Waterless Embalming, Mark E. Fisher

...and more!

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Volume 2 • Issue 1

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The Compass is published by Innovative Publishing Ink, 10629 Henning Way, Suite 8, Louisville, KY 40241 • 502.423.7272
Innovative Publishing Ink specializes in creating magazines for associations and businesses. Please direct inquiries to Aran Jackson at ajackson@ipipub.com.

Prepared December 2010

APFSP The Compass 3

Being chosen for leadership from among my peers to serve as the Academy president is among the highest honors of my professional life. I am humbled to follow in the footsteps of so many significant members of our great profession who have led our organization to become one of the oldest and most noted secondary credentialing agencies in existence. Receiving the gavel from President Kathleen Berry, whose leadership made such great strides in our growth, vision and outlook, is a responsibility I do not take lightly, and I will lean heavily upon her wisdom and experience in the coming days. Your Board of Trustees is a diverse group of professionals, now welcoming our first member from outside the United States, demonstrating the fact that the Academy is truly an international organization, pertinent to the professional acumen of practitioners around the globe. The mission of the Academy, strengthened by its ambassadors and members, will see continued growth and vitality and find new ways of serving those who serve. The organizational and business skills of our executive director, Kimberly Gehlert, are exceeded only by her kindness and dedication to the Academy’s success. I am grateful for the opportunity to play some small role during these exciting days of change and progress.

I was recently reminded of a story, old but true. A man once lived whose name was Fleming; he was a poor Scottish farmer. One day, while trying to make a living for his family, he heard a cry for help coming from a nearby bog. He dropped his tools and ran to the bog, and there, mired to his waist in the black muck, was a terrified boy, screaming and struggling to free himself. Farmer Fleming saved the lad from what could have been a slow and terrifying death.

The next day, a fancy carriage pulled up to the Scotsman’s sparse home. An elegantly dressed nobleman stepped out and introduced himself as the father of the boy Farmer Fleming had saved. “I want to repay you,” the nobleman said; “You saved my son’s life.” “No, I cannot accept payment for what I did,” the Scottish farmer replied, waving off the offer. At that moment, the farmer’s own son came to the door of the family home. “Is that your son?” the nobleman asked. “Yes, it is,” the farmer proudly replied. The nobleman responded, “Let me make you an offer. Let me provide your son with the level of education that my own son will enjoy. If the lad is anything like his father, he’ll no doubt grow to be a man we both will be proud of.” And that he did. Farmer Fleming’s son attended the very best schools and, in time, graduated from St. Mary’s Hospital Medical School in London and went on to become known throughout the world as the noted Sir Alexander Fleming, the discoverer of penicillin.

Years afterward, the same nobleman’s son who was saved from the bog was stricken with pneumonia. What saved his life this time? Penicillin. The name of the nobleman? Lord Randolph Churchill. His son’s name? Sir Winston Churchill.

Funeral service professionals, no matter their geographical location, are always on the forefront of service, not only in their careers but also in their communities. Giving of themselves to the betterment of others, whether in the funeral home, the boardroom, the church or in any position of volunteerism, funeral directors know that planting the seeds of service will always result in harvests of goodwill, community trust and self-satisfaction. One great symbol of your commitment is a dedication to lifelong learning, as exemplified by your Academy membership. Spread the word. In changing times, the best days for funeral service are yet to come.
Wilbert’s *Cremation Choices* catalog has been honored the past five years for its outstanding content and intuitive design, both within and outside of the industry.

An indispensable tool for funeral professionals, the consumer focus of the catalog helps educate families about cremation and illustrates the importance of tribute in celebrating a life and coping with grief.

To receive your complimentary copy of the 2010-2011 *Cremation Choices* catalog, contact your local Wilbert Licensee or email your request to more-info@wilbertonline.com

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Nu Chapter presents their 2 Day Embalming and Restorative Art Conference in Los Angeles, CA
Thursday, April 28 and Friday, April 29, 2011

Speakers include:
Vernie Fountain
Dr. Edith Churchman
Frank Walton and so many more

This conference is approved for 12 CEU for The Academy and Several State Boards

Additional information and discounted registration can be found at www.epsilonseminar@eventbrite.com

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CFSP Renewals Mailed on November 15

CFSPs who are not Lifetime members, began receiving their annual renewals and official certified transcripts on November 17. Watch your mailbox for this important notice.

Please take a moment to send in any activities you have completed this year. You can use the online Activity Reporting or fax an Activity Report to (614) 899-6206. This will help expedite the renewal process.

New this year — we will be sending a press release to each of the state associations with a list of all of the current CFSPs in their respective states. Please be sure to send your dues no later than February 15, 2011, to be a part of your state’s list.

If you are not yet certified, your dues renewal is due on your anniversary date. If your Academy ID number is 08-05-2389, the middle digits indicate the month you joined us, which is May in this example. We always mail non-CFSP dues renewals 30 days prior to your due date.

Renew Quickly Online

For your convenience in paying your renewal, we accept MasterCard, VISA, Discover and American Express or transfers directly from your bank account using PayPal. Call us at (866) 431-CFSP or visit apfsp.com/renew.htm to pay online.

Watch for Our New Series of Ads/Press Releases

The Board of Trustees wants to develop an advertising campaign that focuses on What It Means to Be a CFSP.

We recently asked the APFSP ambassadors to tell us what it means to them to be a CFSP to gather firsthand testimonies. We will use to produce ad copy for major trade publications and press releases with this theme in a campaign to get the word out about the value of the CFSP designation throughout funeral service.

Tear Soup Books Available

We have about 25 copies of Pat Schweibert’s book, Tear Soup, available for purchase for $12 plus shipping (U.S. funds). This book normally sells for $19.95, but we are just interested in covering our costs for the books left over from our Annual CFSP Recognition Event in New Orleans. Order your copy today by calling the Academy office or sending an email to kgehler@apfsp.com.

Has Your Address Changed?

Don’t forget to notify us of any changes in your address, phone number, fax number or e-mail address. For your convenience, please call or e-mail your changes to our office at kgehler@apfsp.com.

Joseph Marsaglia, CFSP, Earns EdD from Walden University

Joseph Marsaglia, CFSP, of Pittsburgh, Pennsylvania, was recently conferred the degree of doctor of education (EdD) from Walden University.

Dr. Marsaglia is currently dean of faculty and students at Pittsburgh Institute of Mortuary Science, where he has been employed full-time for more than 15 years. He managed a large funeral home in Pittsburgh for 12 years prior to joining PIMS full-time. An advocate of continuing professional education, Dr. Marsaglia’s dissertation was entitled: Funeral Directors’ Perceptions of Continuing Professional Education: A Phenomenological Study. Dr. Marsaglia is a four-year Marine Corps veteran and a past president of the Allegheny County Funeral Directors Association, and he has been a CFSP member since 2006. Congratulations to Joe for his achievement!
The Importance of Strategic Planning for the Betterment and Future of the Academy

On Friday, September 10, 2010, the Board of Trustees for the Academy met in Columbus, Ohio, for its second Strategic Planning Meeting to position the organization as the premier voluntary certification program to funeral service practitioners. Strategic planning is an organization’s way of defining its direction and making decisions on allocating its resources to pursue its strategy, including its capital and membership. The planning meeting dealt with three key questions: “What do we do?” “For whom do we do it?” “How do we excel?”

The Board of Trustees has a responsibility to the membership to determine where the organization is going; the Academy needs to know exactly where it stands, then determine where it wants to go and how it will get there. The strategic planning meeting served as a tool for the board members to effectively plot the direction of the organization.

Strategic innovation and “tinkering” with the strategic plan will be a cornerstone strategy for our organization to survive the turbulent business climate that we face in today’s economy. The Academy has a clear-cut mission statement and goals for the organization.

The fruit of the 2009 Strategic Planning Meeting included the Academy’s own magazine, The Compass, which is sent to each member, all state boards, educational providers and suppliers, as well as state and national associations. The other major initiative from this meeting was to have a presence at the ICCFA Convention in San Antonio, Texas, last March. And the final key initiative implemented as a result of this meeting was the introduction of the CFSP Family Cards.

At the close of the 2010 Strategic Planning Meeting, the Board had laid out another aggressive plan to continue to add value for our members while exploring new ways to attract new members and promote the value of lifelong learning.

Strategic innovation and “tinkering” with the strategic plan will be a cornerstone strategy for our organization to survive the turbulent business climate that we face in today’s economy.

As a result, you should expect to see a marketing campaign that focuses on What It Means to Be a CFSP, the development and launch of the Academy Legacy Endowment Fund and the redevelopment of our membership Web tools and Web presence, while we build deeper relationships with mortuary schools, state and national associations, and educational providers.

The Board of Trustees is excited about our defined direction and fulfillment of our stated mission to provide a voluntary certification program to funeral service practitioners that is affordable, accessible and meaningful and that shows families your commitment to continued exceptional service through lifelong learning.

Valerie J. Wages, CFSP, served on the Academy Board of Trustees for a total of six years, serving as secretary/treasurer from 2006 to 2008 and as vice president from 2008 to 2010. Valerie graciously used her extensive training and development experience to facilitate the two Strategic Planning Meetings the board had in 2009 and 2010.
Congratulations to the New CFSPs!

Congratulations to the following APFSP members, who achieved the designation of Certified Funeral Service Practitioner since our fall issue. Please help us congratulate these members for their hard work!

Carmine J. Berardinelli, CFSP  
1640 Center Street  
Point Pleasant, NJ 08742

Norma E. Boudreau, CFSP  
C.H. Boudreau Funeral Home  
PO Box 99  
Arichat, NS, Canada B0E 1A0

W. Christopher Bruce, CFSP (Christopher)  
Combest Family Funeral Home  
2210 Broadway  
Lubbock, TX 79401

M. Faye Doucette, CFSP (Faye)  
Belvedere Funeral Home  
175 Belvedere Avenue  
Charlottetown, PE, Canada C1A 2Y9

William J. Fay II, CFSP  
Callahan and Fay Brothers  
61 Myrtle Street  
Worcester, MA 01608

Pasquale S. Folino, CFSP  
Thomas L. Neilan & Sons  
12 Ocean Avenue  
New London, CT 06320

Catharine Orr Hartzler, CFSP (Kit)  
Hartlzer Funeral Home  
PO Box 249  
New Windsor, MD 21776

Douglas Henry Hunter, CFSP (Doug)  
Lancaster Morgan Funeral Home  
11 Clover Street  
Caribou, ME 04736

Steve A. Jackson, CFSP  
Chandler-Jackson Funeral Home  
208 S Main Street  
Abbeville, SC 29620

Jeanette Mechell Kelley, CFSP (Chip)  
904 Northwest 108 Avenue  
Plantation, FL 33324

David R. Kolbe, CFSP (Dave)  
1370 Quaker Way  
Dayton, OH 45458

Benjamin A. Kyle, CFSP  
Stewart-Kyle Funeral Home  
407 W. Liberty Street  
Hubbard, OH 44425

Thomas Preston McKee II, CFSP (Preston)  
Morris-Baker Funeral Home  
2001 Oakland Avenue  
Johnson City, TN 37601

Kristan Ida McNames, CFSP  
Grace Funeral & Cremation Services  
PO Box 8748  
Rockford, IL 61126

Lisa D. Meehan, CFSP  
8104 Taos Drive  
Amarillo, TX 79118

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PO Box 414  
Mount Airy, MD 21771

Frank R. Perman, CFSP  
925 Saxonburg Blvd.  
Pittsburgh, PA 15223

Mark Dewayne Slaton, CFSP  
Laughlin Service Funeral Home, Inc.  
2320 Bob Wallace Avenue  
Huntsville, AL 35805

Michael Todd Smith, CFSP  
Paul R. Young Funeral Home  
7345 Hamilton Avenue  
Cincinnati, OH 45231

David W. Smith, CFSP  
Royal Funeral Home  
4315 Oakwood Avenue  
Huntsville, AL 35810

David Halstead Twiford, CFSP  
503 Continental Drive  
Elizabeth City, NC 27909

Make it your goal to be in the list of new CFSPs in the next issue!

Here’s how:
• Check out the continuing education programs on our website
• Complete your Career Review if you haven’t already done so
• Tell us about any activities you have completed that do not appear on your transcript

Legacy Endowment Fund  
Established by Trustees on November 4

The Academy of Professional Funeral Service Practice Board of Trustees has adopted a resolution to establish the Legacy Endowment Fund to accept donations from all eligible sources for the purpose of promoting education in funeral service and mortuary science.

Any donor who gives $1,000 or more to the Legacy Endowment Fund, either in a lump sum or through installment payments, will be recognized as a Legacy Fellow and will receive a Legacy Fellow pin that signifies the donor’s generosity and commitment to continuing education and lifelong learning.

The Board of Trustees of the Academy will grant scholarships and make bequests from the income, appreciation and any other earnings generated by the Legacy Endowment Fund for the purpose of funding mortuary science and funeral service education for mortuary science students and funeral service practitioners.

Visit apfsp.com/legacy.htm for online donations, or call (866) 431-CFSP (2377) to learn more about the APFSP Legacy Endowment Fund.
To be eligible for certification, one must achieve 18.0 Continuing Education Units (C.E.U.’s). One CEU consists of ten contact hours in an approved continuing education experience after licensure. Therefore, the 18.0 CEUs required equal 180 contact hours in the four categories listed below. The maximum CEUs that may be acquired in each category are as follows:

A. Academy Activities – 10.8 CEUs
B. Professional Activities – 7.2 CEUs
C. Career Review – 5.4 CEUs
D. Public Education and Service – 1.8 CEUs

To give every practitioner the opportunity to earn CEUs in Section A, home study and home reading courses have been designed and made available. Already fifty-four registrants have enrolled in one or more of these home study/reading courses.

For this program to have a lasting credibility, following the first three-year accreditation, each practitioner, to maintain his certification, must acquire 2.0 CEUs per year, one-half of which must be through activity in Section A. Periodically, a list of approved activities is sent to each registrant. However, any activities in which you participate and which could be interpreted as applying to any of the four listed areas may be submitted to the Evaluation Committee of the assignment of an appropriate number of contact hours. This request should be submitted no later than sixty days after the event occurred.

At this point you well may be saying “What is the reason for all of this?” The overriding reason beyond all else is to improve the quality of Funeral Service by improving the skills and knowledge of those who provide these services. More specifically, the stated objectives of the Academy are:

1. To raise and improve the professional standards of funeral service practice by giving special recognition to those practitioners who complete certain qualifying activities.
2. To identify and recognize those practitioners who have voluntarily entered a program of professional growth and development.
3. To encourage practitioners to make continuing education a lifelong process in their own self-interest, the interest of the persons they serve and the community in which they serve.

However, there are many reasons that might not be so obvious or general.

First, through the Academy, Funeral Service will visibly demonstrate to the public that we are committed to equipping ourselves to assume the role in society that we claim we are fulfilling. We now have an accepted means of recognizing those who have achieved and are maintaining a level of competence in our field following their initial schooling in colleges of mortuary science. Does it not seem incredulous that we may have functioned in this sensitive and dramatically changing area of society without having acquired any additional education since licensure, some possibly eight, ten or fifteen years?

In virtually every profession, it is a requirement to have incorporated in its list of standards some program of continued education and recertification. Thereby the Academy program will do much to sustain the credibility of our claim that much of what we do is professional in its nature. Hence, the standard of the profession and its acceptability should be raised to a much higher level.
None of us exist on bread alone. We must feel that throughout our life there is a learning and growing process in our chosen profession which is beyond just the financial return. Through the initial certification and recertification, we can add a new dimension to our lives by knowing that it is recognized that we are continuing to be a better practitioner this year than we were the last.

An employer, besides sharpening his own skills, will be able to look at the certification efforts of an employee and perceive not only how that employee has continued to grow in Funeral Service, but he can also determine just what community responsibility that employee feels and what involvement within the profession he has had. Thereby he can pretty well determine the level of competence he can expect from that person and how much responsibility he can be expected to be able to assume.

On the other hand, a certified employee can, through the presentation of his Academy transcript, document his learned skills, his involvement both in and out of the profession and, most importantly, the depth of his commitment to Funeral Service as demonstrated by the time and effort that he has spent improving his abilities in this profession he has chosen.

The last of many other reasons that could be pointed out as to the timeliness of the Academy program is that many states have had a continuing education requirement for some time. Others are going to be faced with this requirement in the near future as the various states include continuing education in the new statues which will result from the scrutiny of Sunset Law Committees. Again, I state, the Academy is a concept for its time in that it will be a ready-made program to be used to satisfy all or part of many of the new laws that are sure to come.

Therefore, I would challenge each of us to think very seriously about our place as a practicing mortician in today’s society. Am I really competent to meet the needs of those we are serving today at a professional level, and will that competence be recognized by society as a whole? If you are not, and I feel that hardly any of us are, I would urge you, for your own self-improvement as well as the improvement of Funeral Service, to complete a registration form for membership in the Academy and be a part of what can be one of the more important programs available to us to raise the public’s awareness of your high level of professionalism and that of Funeral Service.

It is interesting to note there are 55 funeral directors who are still active members of the Academy from the 868 registrations that Porter referred to in his article. Also, in approximately 35 years, the initial registration fee has increased from $25 to $85. In 1976, it cost 11 cents, compared to 44 cents, for renewal notices or 61 cents for envelopes containing plaque stickers and date drops for the CFSP renewals.

Almost 20 years ago, the Heritage Club graciously provided the Academy of Professional Funeral Service Practice a grant to computerize our membership records, a project which was successfully completed in early 1993. Without this generous grant, the Academy would not have been able to grow our membership and expand our services in the approval of continuing education programs to the extent we enjoy today.

In October 2010, we asked the Heritage Club Officers and Trustees to consider the business case for the funding of a development effort to further expand the computerization of our records to the Internet through Web tools for our membership, consumers, state licensing boards and continuing education providers. We’re very grateful to the Heritage Club, because it has approved our request and has generously provided another grant to help fund this effort.

We have reached a critical point where our current Web infrastructure is outdated and manually maintained, which causes inconsistency in information — a situation that many of you may have experienced during the last year. We have begun outlining detailed business and technical specifications for website upgrades.

By embarking on this project at this time, we sincerely believe the results of this development effort will be an invaluable resource in our membership’s commitment to lifelong learning, a higher level of professionalism and greater exposure for their achievement with consumers. The Heritage Club is a charitable group dedicated to securing a positive and progressive future for the funeral service profession. While established in 1978 by past presidents of the National Funeral Directors Association (NFDA) as an independent, tax-exempt educational foundation, it is not directly affiliated with NFDA.
Amazon is probably the number one e-commerce site in the world. Here is a little strategy that it uses. You could borrow this to help you build a little bit more credibility — using the term “reviews” and not “testimonials.”

We have always been told that we need to get testimonials, and then we put testimonials up on our websites. If you go to Amazon.com and look at a product it will say, “Click here to see the reviews.” The reason why they use the term “reviews” is because it sounds more volunteered, but a testimonial is something you have acquired. It sounds like you have procured it, versus reviews that are freely given. It is just terminology, but it can help. If you don’t have testimonials on your site, you need to get some up there, but you are going to call them reviews now.

The book *Influence: The Psychology of Persuasion* by Robert Cialdini, talks about the six weapons of influence. Weapon number 5 reflects why it is important to use these terms correctly.

In discussing weapon number 5, Cialdini cites that:

• People are easily persuaded by other people like themselves.

• The marketing of Tupperware works because you see other people that you know and like using the same stuff. You really see this on Amazon — if you want to buy something, you find one or two people who seem similar to you, and then you take their word for it and hope they did all their homework. We always get referrals and recommendations when we want things. When we can’t do it personally (when people are online), we go to the reviews.

• People were more likely to buy if they liked the person selling it to them.

• Some of the many biases favoring more attractive people are discussed.

In order to implement Cialdini’s theory into practice, you will need actively collect testimonials. Collect them as testimonials, and put them out as reviews. Get permission to use the person’s full name and city. That carries a lot more clout than the person’s initials, because people may think that they were made up. The more information, the better; if it is a real person’s name, all the better.

Create a “Reviews” page on your website. Every time you get a new one, add it to the page. Ask your biggest fans to also add a review to your Local Business Center (Google Maps) listing. One way to get to the top is to add continuously to your Local Business Center. I have a tutorial on the website about that.

We may be pushing the boundaries here, but you could have your staff write reviews on why they love working at the funeral home.

It is hard to build credibility online, and reviews will not only help your ranking in Google’s eyes but will also give prospective clients confirmation and approval through other sources that your offerings are indeed credible.

Robin Heppell, CFSP, combines his expertise in technology and pre-need, his formal business knowledge and his deep-rooted legacy in the funeral profession so that he can help funeral homes and cemeteries be more competitive, be more profitable and provide the best possible service for the families they serve. For more information on Funeral Futurist Websites, visit http://www.FuneralFuturistWebsites.com.
CFSP Family Cards
Are You Promoting Your Designation?

We are including a personalized CFSP Family Card with each of the CFSP Renewals again this year. We have designed a professional, high-quality, personalized card describing what it means to be a CFSP. We hope you will use these cards to share your accomplishment with the families you serve by placing the CFSP Family Folder Card in each family folder to promote the value of your CFSP designation.

Many of our members have found the CFSP Family Cards to be a valuable tool with their families. Offering the CFSP Family Card was an idea that our Board of Trustees felt was very important to implement after its strategic planning meeting last year to increase the understanding with families about the value of the CFSP designation.

Diana Duksa Kurz, CFSP, a past president and current trustee on our Board, offered to share her experience in sharing the CFSP Family Cards with the families served by Newington Memorial Funeral Home in Newington, Connecticut.

Here’s how Diana uses the CFSP Family Card:

“When I meet with family members to help them prepare funeral arrangements for a loved one, I present a folder filled with information to take home. Included is our General Price List, the Statement of Goods and Services, a variety of information concerning the details of the funeral, as well as bereavement advice, a copy of the obituary, my business card, and more ... but what gives me the greatest satisfaction and pride is when I slip in the Academy of Professional Funeral Service Family Card.”

“This one item speaks volumes! It allows every family that I sit with to recognize my commitment to the quality of care that I am providing. It assures them that I am going above and beyond and doing all that I can throughout my career, to improve myself in order to serve them better. This card reinforces that the decision to turn to our funeral home and to me, to care for them and their loved one, in a time of need, was the RIGHT ONE!”

“The fact that the Board of Trustees endorses me and commends a family for choosing me as its funeral director adds strength and credibility to the card’s message. I truly believe that this card makes a difference, and I would like to encourage you to consider using the cards in your funeral home as well.”

For more information about how to order your personalized CFSP Family Cards, please visit our website at apfsp.com or review the information sent in your CFSP membership renewal. If you have any questions, please call the Academy office.
Waiting for the economy to change?

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