



an

Idaho Funeral
Service Association
Quarterly Publication

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by the IFSA offices

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IFSA 2015 2nd Qtr.

As my year comes to an end, I would like take this opportunity to thank you, the membership, for electing me to serve as your president for our association. It has certainly been a privilege to work with this current board of Officers and Trustees. I would also like to thank three very special people who have been a tremendous help to me with their dedication to IFSA.

We are so fortunate to have Ken Mallea as our executive director. He has always been available to me throughout this past year for guidance and direction. To serve on our board with Ken is an education that everyone should take advantage of. I would also like to recognize our Policy Board Representative, Steve Gordon. His service to our association as Idaho's representative to NFDA has actually lasted longer than some of his prayers, but I seriously thank him for both. And finally, I would like to thank Kate Wake for taking the "torch" and helping me with the countless tasks of putting together the convention. We were disappointed to see Leisa move on, but Kate stepped up at a critical time to help organize this conference.

It is also important to recognize, thank, and support our allied members and suppliers who generously contribute to the overall success of our convention and our industry. Please take the time to welcome and thank each of them.

The future of IFSA is in the hands of you, the members. We have the leadership and staff to remain the envy of many other states. Please do not be reluctant to serve. I thank you again for giving me this opportunity. It has been an experience of education and growth that I truly appreciate.

Eli D. Yates
IFSA President

2014-2015 IFSA Officers

The 2014-2015 IFSA officers were elected and sworn in at the 2014 IFSA Annual Convention in McCall, Idaho on June 22, 2014. New IFSA President, Eli Yates, was sworn in by IFSA Past President, and his father, Dexter Yates; vice president and second vice president were sworn in by Mike Watkins, CFSP, NFDA Representative.

IFSA Officers

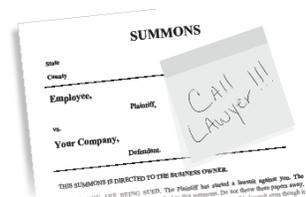
<u>President</u> Eli Yates (208) 664-3151	<u>Second Vice President</u> Kevin Bodily (208) 522-7424
<u>First Vice President</u> Kerry Morrison (208) 436-1800	<u>Past President</u> Dorn Rademacher (208) 344-4441

IFSA Trustees

<u>Coeur d'Alene District</u> Eric English ('14-'19) (208) 664-3143	<u>South Central District</u> Dustin Godfrey ('13-'18) (208) 944-3373
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<u>Lewis & Clark District</u> Jason Harwick ('11-'16) (208) 743-4578	<u>Trustee At Large</u> Adam Krause (208) 459-0833

**“Sometime you will never know the value
of a moment until it becomes a memory”**

-Dr. Seuss



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Visit www.federatedinsurance.com to find a representative near you.

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All in the Family

In Remembrance

Deon Roseanna Whitaker was born on August 14, 1961 in El Centro California to Duane and Rose Fugere. The family lived in Holtville, California, which is in the Mojave Desert just above Mexicali, Mexico. There was a theme of having the letter "D" in the names of her brothers and sisters: The six of the children are Diane, David, Dorothy, Dana, Deon, and Doug. Then to make things more confusing were that her aunt and uncle are Don and Donna and they had six children: Debbie, Dan, Darrell, Denise, Darla, and Delinda. Her father was killed in an auto accident when she was eight, and Rose brought the family to Oregon. Deon attended Beaver Acres Elementary School, Mt. View Jr. High, and graduated from Aloha High School. She started dating her future husband, Scott while she was in her teens. She and Scott met on a blind date camping trip that two of their high school friends had set up. Scott moved to Alaska for six years, during which time she lived in Oak Harbor, Washington, and in Houston, Texas before returning to Aloha, Oregon in 1989. While living in Texas she gave birth to her first child, Forest. Upon her return to Oregon, she and Scott started dating again and they would be together for the rest of her life. She and Scott married in Las Vegas on November 23, 1996. Deon and Scott had two more children, Brook and Steven. They raised their children while living in Tigard, Oregon and later in Beaverton. Deon was a very caring and compassionate person who had a real zeal for life. She was extremely talented in all kinds of arts and crafts. She was an excellent hostess who was well known for throwing Tupperware parties and especially tie-dye parties. The tie-dye parties were a blast where she would prepare all of the dyes and friends would come and bring articles of clothing. Everybody would all sit around the front yard, get out the rubber bands and she would teach you how to prepare the clothes for dyeing. After the clothes were all dyed, a feast was had by all. The family enjoyed camping trips and spending time at the Oregon coast. Deon and Scott worked with the entertainment staff at the Alaska State Fair for many years, and traveled to Alaska yearly to work the fair for 10 days, and then spend an additional week with Alaskan friends and going on many adventures, camping and fishing trips around the state. Deon passed away suddenly, but very peacefully, on April 29th in a Hillsboro, Oregon hospital with about 25 family members and friends at her side. Deon was preceded in death by both of her parents, and by her son Forest. She is survived by her husband Scott; her children Brook and Steven; her brothers & sisters: Diane, David, Dorothy, Dana, and Doug (Lisa) Fugere; her father and mother-in-law, Larry and Paula Whitaker; sisters-in-law Debbie (Jerry) Van Kirk and Lynn (Paul) Szasz; along with a host of other family members and countless friends. She is gone, but her spirit is still among us, and she will never, never be forgotten. Those who wish may contribute to their own favorite charity in her memory.



SAVE THE DATE!

Mark your calendars now
and plan to attend the

Idaho Funeral Service Association 2015 Annual Convention

June 28-30, 2015

Shore Lodge—McCall, Idaho

1- 800-657-6464



www.shorelodgemccall.com

www.mccallchamber.org

Speakers/Presenters for this year include:

Billy Riggs

"The Doctor Phil of Magic", Certified Speaking Professional, Author and Magician. Since 1995, he has breathed **The Magic of Attitude** into people, companies and organizations.

Walker Posey

Within the death care industry Walker is a nationally recognized speaker on Leadership, Technology and Industry Trends. A fourth generation funeral service professional.

For more information, registration, sponsorship, donations, or questions, please contact IFSA at 208-888-2730, ifsa@ifsa.us.

IFSA Thanks Our Allied Members

Batesville Company (812) 943-7500
Lloyd Fledderman

Community Tissue Services (208) 389-2194
Sally Kurdy

Federated Insurance Co. (800) 527-5999

FSN Funeral Homes (807) 215-5444
Loranne Atwill

Great Western Insurance Co. (800) 621-5688
(801) 557-4094
Chad Iverson

LifeCenter Northwest (425) 201-6656

Matthews Cremation Division (800) 327-2831
Michael Marganti x 126

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Dennis Beverlin

Ric's Capital City Florist (208) 377-0120
Ric Martindale

SinoSource, International (801) 589-0222
Jess Hunsaker

The Dodge Company (800) 443-6343
Bill Martin (206) 953-0269
Scott Whittaker (503) 313-7833

United Heritage Life Ins. Co. (208) 475-0999
Patty Blaine

Wells Fargo Master Trust (208) 393-5449

WMS Financial Group (303) 843-0782
Don Williams

IFSA 2015 Annual Convention

SCHEDULE SUBJECT TO CHANGE

June 28, 29, 30  Shore Lodge
McCall, Idaho

Sunday, June 28

1:00 pm– 4:00 pm	Board of Trustees Meeting	Shore Lodge Mill Room
4:00 – 6:00 pm	Registration Table	Payette Pavilion, Upper
4:00 – 6:00 pm	Vendor Meet and Greet Social Hour	Payette Pavilion, Upper

Monday, June 29

7:45 am – 8:30 am	Breakfast	Payette Pavilion, Upper
8:30 am – 10:00 am	Speaker - Billy Riggs	Payette Pavilion, Upper
10:15 am– 10:30 am	Sponsor Introductions and Break	Payette Pavilion, Upper
10:30 am –12:00 am	Speaker-Billy Riggs	Payette Pavilion, Upper
12:15pm – 2:30 pm	Ladies Lunch & Kids Movie and Crafts	Narrows Dining Room
1:00 pm – 6:00 pm	Golf Tournament (John Yraguen)	Whitetail Golf Club
1:00 pm – 6:00 pm	Free Time	Various Locations
7:00 pm	BBQ Dinner	Payette Pavilion, Upper
7:45 pm	Magic Show by Billy Riggs.....	Payette Pavilion, Upper

Tuesday, June 30

7:30 am– 8:00 am	Breakfast	Payette Pavilion, Upper
8:00 am – 8:30 am	Service of Remembrance - Doug Coltrin.....	Payette Pavilion, Upper
8:30 – 10:00 am	Speaker- Walker Posey	Payette Pavilion, Upper
10:00 am – 10:30 am	Break – Sponsor Display Open	Payette Pavilion, Upper
10:30 am – 12:00 pm	Speaker– Ken Mallea & Business Meeting	Payette Pavilion, Upper
1:00 pm – 5:00 pm	White Water Rafting	Riggins
1:00 pm – 6:00 pm	Free Time	Various Locations
7:00 pm – 9:30 pm	President’s Banquet & Officer Installation	Payette Pavilion, Upper
7:00 pm	Kid’s Pizza and Movie	Payette Pavilion, Lower
	BINGO—Dodge Boys	Payette Pavilion, Upper

A **HUGE THANK YOU** to our sponsors! **NFDA**-Monday Breakfast, **Memorial Monuments**– Tuesday Breakfast, **Matthews International**-Golf, **Great Western Insurance**-Bingo prizes, **Federated Insurance**-Bingo supplies and prizes, **United Heritage**-Meet & Greet

NFDA Spotlight

FTC Consumer Complaint Scam is Back

The FTC alerted businesses that an old scam is back. A number of businesses throughout the country have received an email notifying them that a consumer has filed a complaint with the FTC; the emails look official and contain the FTC seal and links and email addresses that appear to be legitimate. **Do not click on any of the links in these emails;** clicking on a link in these email could do serious damage to your computer or allow scammers access to your systems. Visit the FTC website to learn what you should do if you receive one of these emails.

Unclaimed Veteran Remains: Casket or Urn Reimbursement Program

The U.S. Department of Veterans Affairs (VA) program to reimburse the cost of a casket or urn used to inter an eligible unclaimed veteran in a VA National Cemetery is now in effect. The program allows for reimbursement to any individual or entity that purchased a casket or urn for a veteran who died on or after January 10, 2014; there are standards for the type of casket or urn eligible for reimbursement.

For eligible Veterans who died on or after January 10, 2014, and were interred in a VA national cemetery prior to May 13, 2015, there are special instructions for applying for the reimbursement.

Cyber Monday Is Coming: Make a Difference for the Families You Serve

On Monday, June 15 you can unite with funeral directors from every town in America to make a difference in Washington, D.C. ... and the best part is you don't have to leave your office. The NFDA Advocacy Department's Cyber Monday "virtual" event is a great opportunity for anyone who attended the Advocacy Summit to follow up on their visits with members of Congress. If you weren't able to attend the Summit, you will be able to make your voice heard on key issues that impact the families you serve. Go to <http://nfda.org/government-relations-/legislative-action.html> to learn more about NFDA-endorsed bills that are currently before Congress.



Proud Member
2015

The Top 10 Funeral Rule Compliance Issues

Originally published in the Memorial Business Journal – May 28, 2015

By T. Scott Gilligan, NFDA General Counsel

During a recent FTC Funeral Rule teleconference that included me and Craig Tregillus, FTC Funeral Rule coordinator, as presenters, several important compliance issues were discussed. From the two-hour seminar, we were able to distill the following list of the top 10 tips to assist NFDA members in staying in compliance with the Funeral Rule:

1. Combine price lists. One of the easiest ways to avoid being cited by FTC undercover shoppers for failing to hand out a Casket Price List and/or an Outer Burial Container Price List is to combine the Casket Price List and Outer Burial Container Price List with the General Price List. If a funeral home lists all of the caskets and alternative containers that it routinely offers for sale on its General Price List, it does not need a separate Casket Price List.

In addition, by listing the outer burial containers that it routinely offers for sale together with the mandatory disclosure that must appear on the Outer Burial Container Price List on the General Price List, the funeral home may do away with a separate Outer Burial Container Price List. Instead of having to worry about when to hand out three separate price lists, the funeral home now only needs to hand out the General Price List in a timely manner.

2. Use care with package price lists. While funeral homes that offer packages may list the packages on a separate Package Price List, there is a danger in doing so. The danger is that the funeral home will hand out the Package Price List before handing out the General Price List.

The General Price List must always be given out before the Package Price List is shown to a consumer. For this reason, it is generally advisable that packages appear on the General Price List and not on a separate Package Price List. While that is not required, it protects funeral homes from inadvertently distributing the Package Price List before handing out the General Price List.

3. Be careful where funeral arrangements are made. Tregillus reported that several funeral homes have been cited for Funeral Rule violations because they made arrangements in rooms with casket and/or outer burial container displays.

Undercover shoppers were seated in the room before a funeral director came in to discuss arrangements. Since the shoppers were being shown caskets and outer burial containers before being given a Casket Price List or an Outer Burial Container Price List, a Funeral Rule violation took place. Therefore, if funeral arrangements are going to be made in rooms containing casket or outer burial container displays, make sure that the family is given a General Price List, Casket Price List and Outer Burial Container Price List before or as soon as they enter the room.

4. Point out the GPL in funeral home packets. Many funeral homes give families packets or folders that contain information on various items such as Social Security benefits, veterans' benefits, death notification checklists, etc. Often these packets also contain the General Price List. When presenting the packet, it is important that the funeral director point out that the packet contains the General Price List. The FTC does not want funeral homes to disguise the distribution of the General Price List by hiding it in a packet or folder.

5. Avoid laminating the GPL. Tregillus reported that several funeral homes have been cited for failure to give out a General Price List for retention because they utilize a GPL that is covered in laminated plastic. While this may make the GPL appear more professional, it also implicitly suggests to the family that the GPL is not being given to them to keep. Therefore, make sure that the family is always given a copy of the GPL and emphasize to the family that it is their copy to keep.

6. Update price lists. Another failing Tregillus noted is the receipt of a price list that has an effective date that is four or five years old. The FTC doubts that any funeral home has not updated its price lists in the last four or five years. Therefore, if you are using a price list with an effective date that is several years past, the FTC is going to presume that you have failed to update the effective date on the GPL.

7. Undercover shopping myth #1. It was recently reported in another funeral trade publication that the FTC is more likely to shop a funeral home that is located within 100 miles of an FTC regional office. Not so, reports Tregillus. The cities that are shopped are selected for reasons other than the location of FTC regional offices. (The FTC has regional

offices in Atlanta, Chicago, Cleveland, Dallas, Los Angeles, New York City, San Francisco and Seattle).

8. Undercover shopping myth #2. It was also reported in the same article that a funeral home is more likely to be shopped if the funeral home has had a recent change in ownership. The attorney quoted in the article reports that he estimates that 75 percent of the funeral homes that are shopped have recently transferred ownership. Again, Tregillus reported that there is absolutely no factual basis for this claim.

When the FTC selects a city for undercover shopping visits, it has no idea which funeral homes have recently had a change in ownership as the FTC does not track that information, said Tregillus.

9. Undercover shopping myth #3. As noted above, if a funeral home provides a consumer with a Package Price List before it hands out a GPL, it is a Funeral Rule violation. However, the attorney quoted in the recent funeral trade publication article also claimed that if a funeral home has packages in the front part of its GPL instead of itemized prices, it is also a possible Funeral Rule violation since the family receiving the GPL would view the packages before viewing the itemized prices. Tregillus confirmed to NFDA that this is not a violation of the Funeral Rule. Packages can be placed anywhere on the GPL, including the front page. As long as the GPL is handed out to the family in a timely fashion, it does not matter that the first thing the family sees in the GPL are package listings.

10. Filling fee for urns. During the teleconference, several funeral homes had questions regarding filling third-party urns. Tregillus and I both responded that those issues had not yet been addressed by the FTC staff in Advisory Opinions. However, we both expressed our own personal opinions that a funeral home could legally refuse a family request to fill a third-party urn with cremated remains. However, on the issue of whether a funeral home could impose a fee for filling a third-party urn when it does not charge the same fee for filling an urn purchased from the funeral home, both opined that this practice could be viewed as an unlawful handling charge.

I recommended that if a funeral home wishes to impose an urn-filling fee, it should list the fee on the GPL and apply the fee to all urns, including those sold by the funeral home.

In Case you

10 Tips for Great Customer Service

Courtesy of American Funeral Director Magazine

1. **Attitude**– You have control over your attitude. No matter who or what you are dealing with, it is easier to deal with when you have a great attitude. Attitude is permanent, and a mood is temporary.
2. **Don't be too busy to be nice**– Being too busy does not make it acceptable to be rushed. Customers want and deserve your full attention. If you appear too busy, your customer may go elsewhere. Work on appearing calm and collected even if you are busy.
3. **Finish the day ready to begin**– Before you leave work for the day, have your work area ready for the next day. Have a to-do list written out for when you return the next morning. This will keep you organized and productive. If you have a few items on your list that you are excited about, this will help you have a more positive day!
4. **Skip the company jargon**– Your customers may not know certain industry jargon. Use terms your customer will understand. This will help eliminate mistakes and miscommunications.
5. **Be disciplined**– Having great self control and great work habits translates to a great performer.
6. **Empowerment**– empower your employees to handle situations on their own. It should not take two people to make a decision or handle a situation. Things might get done faster and the customer might be happier not having to wait for an additional person. If the employee makes a mistake, let them know what went wrong, let them know how to handle it next time and move on.
7. **Know your objectives**– Objectives are like maps. If you have a map you know where you are going, but without it, you might run in circles. Have an objective when speaking to your customer. Knowing exactly what you need to say/ask is important.
8. **Leave a good, lasting impression**– leaving a lasting impression is as important as making a good impression. Say “Thank you” and/or shake your customers hand when closing the call or meeting.
9. **People before paperwork**– when a customer enters your establishment, put your paperwork down, and acknowledge that customer with a smile. This will show the customer that they are your first priority. Having good rapport starts with immediate attention. Paperwork can wait.
10. **It's “we” - not “I” or “you”**- When we use “we” statements with customers, it creates a more person relationship.

These are tips from Nancy Friedman, founder and president of the Telephone Doctor. To download a complementary copy of her e-book, visit www.telephone-doctor.com/client-relationship/get-a-free-customer-service-ebook/.

Foreverence

Looking for more out-of-the-box personalized urn options for your customers? Foreverence creates one-of-a-kind cremations urns using 3-D printing. From a spaceship to ballet slippers to cowboy hats to classic car urns, there is a special urn that can be created for anyone. Check them out at www.foreverence.com.

Missed it...

Toronto Archdiocese Adds its First Funeral Home

Courtesy of ICCFA Magazine

In fall 2014, Catholic Cemeteries & Funeral Services-Archdiocese of Toronto opened Holy Cross Catholic Funeral Home on the grounds of Holy Cross Catholic Cemetery. In Toronto, it is challenging for a bereaved family to make at-need arrangements with a funeral home, cemetery, church, monument dealer and reception hall. CCFS offers Catholic families a full service cemetery/funeral home combination at one location. The funeral home has five visitation rooms, a lounge, a reception room that can accommodate up to 200 and the chapel which has seating for 200. State of the art video or pictorial remembrances can be shared on monitors and on a large screen during services. Funeral services can be broadcast via the internet.

YourDash Stores Memories Online

Courtesy of www.YourDash.com and ICCFA Magazine

What is YourDash? "YourDash offers a way for you to protect and share what matters to you most — your legacy. We make it easier than ever to organize and tell all of life's stories through your favorite photos, videos, letters, and more. It is your very own visual biography that you can pass down for generations without the worry of hosting fees. Don't let your legacy be forgotten. Start protecting your stories with YourDash today."

Their mission is to protect and share everyone's life stories for generations to come. YourDash allows families to create and share their own stories and stories of loved ones on their own personal website. There are user friendly templates that can be tailored to your own interests or the interests of your loved ones. Families will receive a personalized website, a memorial video that can be used at the funeral service or viewed online, hassle-free set up, easy customization, limitless photo and story uploads, no hosting fees: once the site is purchased, it is theirs forever with no annual fees.

Facebook Accounts After Death

Courtesy of ICCFA Magazine

What happens to someone's Facebook account after they pass? Facebook has updated their policies to be more sensitive to grieving family and friends. A family member or close friend can notify Facebook with the required name of the individual, date of death and link to the obituary or copy of death certificate. The account will then become memorialized and turn into a place where family and friends can share photos and memories of the decedent. Facebook will also add the word "remembering" next to the name of the individual. Privacy is preserved; no one can log into a memorialized account, but can see what was previously there. The person will no longer show up in "People You May Know" and Facebook will not remind you to wish them a happy birthday. Alternatively, prior to death the user may choose to have their account deleted once they pass. They will just need to indicate that in their settings and once the family reports the death to Facebook, the account will be permanently deleted.

Idaho Funeral Service Association
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calendar

2015

June 21 Father's Day

June 28-30..... IFSA Annual Convention

September 7 Labor Day

July 4..... Fourth of July

October 12 Columbus Day

October 16 Boss's Day

October 31Halloween

November 3Election Day

November 11.....Veteran's Day

November 16.....Thanksgiving

November 27.....President's Day

December 25Christmas Day

December 31New Year's Eve