

THE

I N D E P E N D E N T

The Association of Independent Funeral Homes of Virginia

Officers: Nathan Hines, Pres
Sammy Oakey Vice President
David Cecil, Sec/Treasurer
Katharine Samford, Past Pres.

Directors:

Pat Loving	Eric Bliley
Randy Minter	DD Watson
Willie Coffman	Johnny Muncey

Executive Director

Bruce B. Keeney, Sr. Exec. Director

Associate Director & Editor

B. Bennett Keeney Jr. "Bo"

2018-1



Greetings. Funeral Service Professionals Exhibitors and Friends.

The holidays are officially over and the cold weather is upon us and our favorite four legged friend has predicted six more weeks of bad weather. However I don't put any credence in the fur ball, I like to look at it as one more day closer to spring.

The legislature has been busy, but I found two points of interest the really struck me. SB 309 with the implementation of the EDRS at all teaching hospitals in the Commonwealth. Personally, I don't think this bill go far enough. It should be an implementation that all hospitals be required to file on the EDRS system. It will make our businesses run more efficient and would be most cost effective. I have not seen any reduction in time or cost efficiency when we still have to drop to paper and hand deliver to the doctor for certification. HB 315 was struck from the docket. I am a highly opinionated person and we as funeral service professionals have small staffs and are constantly trying to find ways of making our time count to better serve our families at a most difficult time. It should be that all physicians become a part of the registry.

It's that time of year again, with license renewal and trying to get our CE credits before that time. Our annual 1 day conference will be held Thursday, March 15 and 16 at the Hilton Garden Inn in Glen Allen, VA. If you are not a member of the IFHV, I strongly recommend that you consider becoming a member to see what we have for you. The cost of membership is nothing compared to the advantages.

Come out and network with your other funeral service professionals, exhibitors and friends. It is also a great time to see some colleagues that you have not seen in a while. The timing is right and we always have great speakers.

Hope to see you all in March.

With warmest regards,

Nathan A. Hines
President



***ASSOCIATION OF INDEPENDENT FUNERAL
HOMES OF VIRGINIA (IFHV)
1 DAY CE CONFERENCE***

THURSDAY MARCH 15, 2018

7:00 pm – 9:00 pm **IFHV Social and Dinner (Capital Ale House)**
~Right next to host hotel

FRIDAY MARCH 16, 2018

7:30 am – 8:45 am	Registration, Breakfast and Exhibits
8:45 am – 9:45 am	Laws/Regulations Update from the Board of Funeral Directors and Embalmers
9:45 am – 10:15 am	Refreshment Break and Exhibits
10:15 am – 11:15 am	Respirable Crystalline Silica and the Crematory
11:15 am – 12:15 pm	Opioids-Workplace Safety in A Changing World
12:15 pm – 1:30 pm	Lunch and Exhibits
1:30 pm – 2:30 pm	Preneed Quiz Bowl
2:30 pm – 3:30 pm	Education vs. Training: The transfer of knowledge

MEETING LOCATION

Hilton Garden Inn
4050 Cox Road
Glen Allen, VA 23060

Hotel Rooms (\$115/Night)

Call 804-521-2900 and mention IFHV or use the group code IFHV3 on www.Hilton.com

DIRECTIONS

From I-64 -
Take Exit 178 B to Route 250 East (West Broad Street).
Turn left at the 2nd stoplight onto Cox Road.
Hotel is 1 block on left.



Business Name:

Address:**Office Phone:**

Email: _____

\$_____ \$150 per IFHV Member

X # of Persons

\$ Total

Printed Names for Badges:

**Check/MasterCard/Visa). Mail Payment to: IFHV
at 4461 Cox Road, Suite 110 Glen Allen VA 23060
OR**

Name on card (print):

Card number:

_____ exp date
_____/____ CVV: _____

Billing Address & City (required):

Billing Zip Code (required)

Signature (required):

5 HOURS CE

Are natural cemeteries the new way to be buried?

Meagan Fredette, <https://www.yahoo.com/lifestyle/natural-cemeteries-new-way-buried-023043210.html>



Natural burials are less expensive and environmentally friendly. (Photo: Larkspurconservation.org)

Death is the one thing that all of us will experience, but after we die there are a variety of customs that dictate what happens to our bodies. Many of these customs depend on our faith and our cultural background, but regardless of where we're from, humanity is fond of burying our dead.

In the United States, it's no secret that funerals are costly, highly ritualized affairs. The bodies of our loved ones are preserved with an array of embalming chemicals for funeral viewing. Event space is reserved for family and friends to pay their respects, centered around the body displayed in a casket. Burial plots themselves are an additional expense, along with tombstones and securing transportation for the casket to the cemetery. All told, [the average](#)

[American burial](#) costs between \$7,000 and \$10,000, a cost that is not covered by insurance — this expense is usually paid for out-of-pocket by the family of the deceased.

A new burial space in Nashville seeks to upend these costly customs. [Larkspur Conservation](#), a 501(c)3 nonprofit organization, specializes in pandenominational “natural burials,” or burials that do not impede the natural decomposition process. Natural burials typically forgo the embalming process and use green materials to cover the body, such as a shroud, a fungal suit that feeds on bodies, or a biodegradable casket. Grave plots are shallow enough to allow the composting process to flourish.

The overall ethos is one that is harmonious with nature and mimics the death cycle in other forms of life.

At Larkspur, working in sync with natural ecology is key, and the driving force of their mission. Bodies are not embalmed, and tombstones are not allowed on the property. But the natural burials are not meant to dissuade from use of the park's overall green space: It boasts hiking paths, picnic spots, and an expansive wildflower-covered meadow to see wildlife. Burial plots in the meadow and woods are unmarked or noted by a flat commemorative stone, sometimes without any inscription. Visitors are encouraged to enjoy the beautiful scenery as they would at any other state park.

In doing away with many traditional aspects of burials, Larkspur also cuts costs associated with funerals. The ban on headstones alone [saves families up to \\$2,000](#). Indeed, cost-effectiveness is one of the selling points of natural burials. Becca Stevens, a reverend who is credited with the idea for Larkspur, [told Nashville Public Radio](#), “We need a place to bury like this, where it's your body in the ground, and all the stuff that they developed around all these false rituals that cost people money, and it feels so distant — it just felt like it needed to be simpler, more healing.”

Of course, not everyone feels that these rituals are “false,” but it's worth examining whether natural burials are challenging our notions of dying, both commercially and spiritually. The rise of so-called industry “disruptors” are looking to see where traditional business techniques can be updated to suit newer customers, and burials are certainly still an industry. Larkspur may not call itself a disruptor, but the idea of being buried in a shallow, unmarked grave is still deeply unsettling to many people.



REGULATORY SUPPORT SERVICES, Inc.

P.O. Box 3130 • Durham, NC 27715-3130 • (804) 784-7347 • Fax (804) 784-7349
www.regulatorysupportservices.com • mail@regulatorysupportservices.com

We were recently made aware of a letter dated January 2, 2018 sent to funeral homes from Funeral Consumers Alliance of the Virginia Blue Ridge. Some of our clients contacted us following receipt of the letter which requested a copy of the firm's current General Price List. Shown below is the letter's first paragraph with a quote attributed to the FTC publication, *Complying with the Funeral Rule*. We added bold font emphasis, so the quote is easy to identify.

"As a benefit to our members, Funeral Consumers Alliance of the Virginia Blue Ridge again is inquiring about funeral arrangements in our area. As you may know, *Complying with the Funeral Rule* states, "You must give a GPL to all persons who inquire about funeral arrangements. This may include competitors, journalists, and representatives of businesses, religious societies, government agencies, or consumer groups." We request a copy of your **CURRENT** General Price List. Kindly send it in the enclosed stamped envelope by January 18, 2018."

The quote contains only the last two sentences of a paragraph found on page 2 of the April 2015 edition of *Complying with the Funeral Rule*. Our concern is the omission of the complete paragraph that provides the full context of the FTC's interpretation and enforcement. The full paragraph appears below:

"You must give the General Price List to *anyone* who asks, in person, about funeral goods, funeral services, or the prices of such goods or services. You must give the GPL to such individuals to keep. The request for information does not have to come from a consumer or someone who wants to make funeral arrangements now or in the future. You must give a GPL to all persons who inquire about funeral arrangements. This may include competitors, journalists, and representatives of businesses, religious societies, government agencies, or consumer groups."

To the uninformed, a plain reading of the letter can easily misinterpret that the Funeral Rule requires distribution of the GPL in answer to all inquiries. Clearly the FTC interprets and enforces the Funeral Rule's GPL distribution requirement for in person inquiries for information about funeral goods, funeral services or the prices thereof.

To further clarify this, we again look on page 3 of *Complying with the Funeral Rule*. (Bold font added for emphasis.)

"What About Phone or Mail Inquiries?"

You must give certain information to people who telephone (see page 17), but the Rule does not require you to send callers a General Price List. Similarly, you do not have to send a GPL in response to mail inquiries about funeral goods and services. Of course, you certainly are free to send a GPL to someone who calls or writes for information if you wish to do so. However, if a telephone or mail inquiry is followed up by a meeting at the funeral home or elsewhere, you must provide a GPL at that time. Note: Some states require funeral providers to mail a price list upon request. You should check to see what the requirements are in your state."

Regarding the last line of the above paragraph, Virginia interprets and enforces the GPL distribution requirements in accordance with the Funeral Rule.

We are not suggesting that firms decline to send a GPL for inquiries delivered via telephone, mail, email or facsimile. As stated in the excerpt from *Complying with the Funeral Rule*, that is optional. We do however take exception to the letter's implication that providing a GPL is mandated regardless of how the inquiry is made.

Regulatory Support Services, Inc.

Virginia General Assembly – Legislative Report (As of 2/1/18)



HB 1071 - Heretick - Health regulatory boards; electronic notice of license renewal.

(H) Committee on Health, Welfare and Institutions

(H) VOTE: BLOCK VOTE PASSAGE (99-Y 0-N) 01/31/18

notes: Provides that the Board of Funeral Directors and Embalmers, the Board of Medicine, and the Board of Nursing may send notices for license renewal electronically.

HB 1158 - Wilt - Death certificates; medical certification, electronic filing, hospice.

(H) Committee on Health, Welfare and Institutions

(H) Subcommittee recommends reporting with substitute (10-Y 0-N) 01/30/18

notes: Provides that in cases in which a death occurs under the care of a hospice provider that provides services to recipients of medical assistance services pursuant to the state plan for medical

assistance services, the medical certification portion of a death certificate shall be filed electronically through the Electronic Death Registration System.

SB 143 - Spruill - Mortuary science education; practical experience required.

(S) Committee on Education and Health (S) Read third time and passed Senate (39-Y 0-N) 01/30/18

notes: Requires every public institution of higher education that offers a degree in mortuary science to require students to complete practical experience in the areas of funeral service and embalming during the first year of such program. The bill also provides that a person who is duly enrolled in a mortuary education program may assist in embalming while under the supervision of a funeral service licensee or embalmer with an active, unrestricted license issued by the Board of Funeral Directors and Embalmers, provided that such embalming occurs in a funeral service establishment licensed by the Board and in accordance with regulations promulgated by the Board.

SB 309 - Cosgrove - Electronic Death Registration System; implementation.

(S) Committee on Education and Health (S) Assigned Education sub: Health 01/16/18

notes: Electronic Death Registration System; implementation. Requires the Division of Vital Records and the Department of Health to work with any teaching hospital that is located in the Commonwealth and associated with a public institution of higher education or medical school to fully implement, by April 15, 2018, the Electronic Death Registration System. The bill requires such hospitals to utilize the system for all deaths occurring within any such hospital's facilities. The bill requires the Division of Vital Records to report on the implementation to the Chairmen of the House Committees on Appropriations and Health, Welfare and Institutions and the Senate Committees on Finance and Education and Health by April 15, 2018. The bill contains an emergency clause.

SB 357 - McClellan - Death certificates; electronic filing required.

(S) Committee on Education and Health (S) Assigned Education sub: Health 01/16/18

notes: Requires a death certificate, for each death that occurs in the Commonwealth, to be electronically filed with the State Registrar. Under current law, death certificates may be filed electronically or nonelectronically.

SB 831 - Reeves - Practice of funeral services; sale of certain items.

(S) Committee on Education and Health (S) Rereferred to Education and Health 01/22/18

notes: Excludes from the definition of "practice of funeral services" the sale to the public of receptacles and containers used for burial, entombment, or other final disposition of a dead human body or the remains thereof.

SB 881 - Spruill - Funeral Directors and Embalmers, Board of; increases membership.

(S) Committee on Education and Health (S) Rereferred to Education and Health 01/22/18

notes: Increases the membership of the Board of Funeral Directors and Embalmers from nine to 10 by adding one nonlegislative citizen member and increases from five to six the number of members that constitutes a quorum.

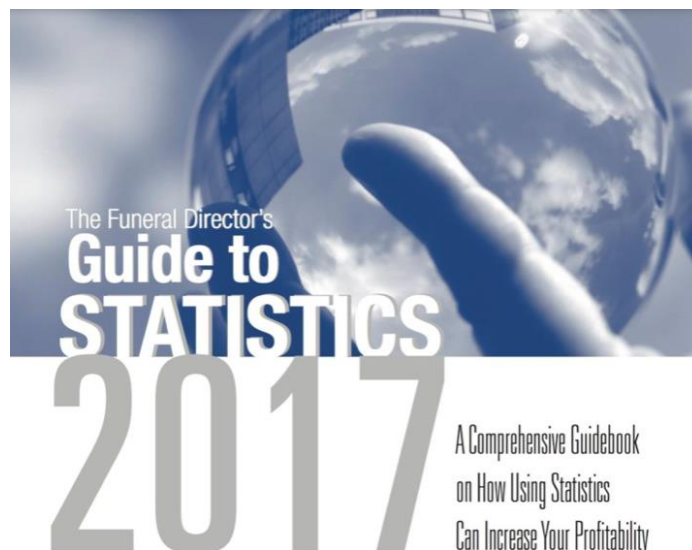
SB 959 - McDougle - Disposition of unclaimed dead body; final orders of transportation and disposition.

(S) Committee on Education and Health (S) Read third time and passed Senate (39-Y 0-N) 01/30/18

notes: Requires that a court enter a final order of transportation and disposition of an unclaimed dead body within one business day of receiving a request for such order by the attorney for the county or city in which the person having custody of the unclaimed dead body is located or, if there is no county or city attorney, the attorney for the Commonwealth in such county or city, and requires such request to include transportation and disposition instructions for the unclaimed dead body. The bill allows a court to authorize the clerk to issue a final order for disposition of an unclaimed dead body, without judicial review, to the attorney for the Commonwealth who has submitted a completed request for a final order.

Funeral professionals now have a valuable new resource to navigate changing consumer preferences, manage their costs and boost revenues with the publication of “The Funeral Director’s Guide to Statistics: 2017 Edition.”

The 2017 edition covers every key area of business operations. Articles include:



- Cremation statistics from the Cremation Association of North America.
- David Nixon’s latest “Listening to Cremation” study.
- Survey data on consumer spending from Johnson Consulting Group.
- Five numbers you need to know for preneed success from Preneed Funeral Program.
- Insights on motivations to preplan from Homesteaders Life Company.
- Funeral Service Insider’s compensation and casket surveys.

Enter Discount Code “stat99” when checking out at <https://tinyurl.com/yaegpz5v> to get the book for just \$99.



*Warfield-Rohr
Casket Co., Inc.*

IFHV MEMBER BENEFIT WITH WARFIELD-ROHR

To show support of Virginia’s independent firms and particularly IFHV members, Warfield-Rohr Casket Company just announced a special casket program just for IFHV firms. The program was reviewed and

unanimously endorsed by the IFHV Board of Directors.

The Warfield-Rohr Benefit Program for IFHV Members offers member firms a quantity driven discount plan of up to a combined Terms Discount/Rebate of up to 20%. The rebate program began on August 1 and ends July 31 of each year. The rebate program quarters will end on November 30, February 28, May 31 and August 31 of each year.

Quantity of Caskets Purchased	Terms Discount	IFHV Member Rebate	Total Percentage Rebate	Contribution to IFHV per Casket
1 – 25	5%	6%	11%	\$2.00
26 -39	5%	9%	14%	\$2.00
40 – 59	5%	10%	15%	\$2.00
60 – 99	5%	13%	18%	\$2.00
100+	5%	15%	20%	\$2.00

To further show support for IFHV and its members, Warfield-Rohr will additionally contribute \$2 for every casket sold by them to an IFHV member. This program is an example of the benefits of IFHV membership and how IFHV works for the mutual benefit of its firm and associate members. Any questions may be addressed by your Warfield-Rohr sales representatives.



13 Time-Saving Solutions For Busy Funeral Directors

1. Set Up Automatic Payments

With so many service details and obituary deadlines floating around in your brain, there is no need to add payment deadlines into the mix. You have enough to think about! Set up auto payments with the companies and organizations you regularly conduct business with so that your reoccurring payment is deducted without any effort on your part. ASD offers an auto-payment option that can be set up in just a few minutes with your checking account or credit card number. **To activate, log on to our website and click on the Billing link or contact the ASD Billing Department M-F, 9a-5p EST at 800-868-9950 ext. 1.**

2. Sync Your Website to Your Answering Service

Unless you're taking a keyboarding class, there is no good reason for you or anyone employed by your funeral home to retype something that has already been typed. In addition to being a waste of time, money and resources, duplicate data entry is also a liability as it increases the chances of errors. Even copy/pasting data can cause inaccuracies if the data fields do not match. By integrating your funeral home's website to your ASD account via [FuneralSync™](#), you can ensure information on your current services are always up-to-date. Best of all, you only have to type out an obituary one time – saving you time and eliminating headaches. This integration can be set up with just a quick phone call or email to your website provider with your ASD account number.

3. Call Forward Your Phone Lines Remotely

No more running back to the office every time you need to call forward your phone lines. Whether you live five or 50 minutes from your funeral home, it is still a time-consuming hassle to drive back to the office just to make sure your phone lines are protected overnight. If this has happened to you, it's time to contact your local phone company and ask them to enable [Ultra Call Forwarding](#) for your line. This gives you the ability to divert your phone lines from anywhere, giving you more flexibility to do business on the go and saving you from unnecessary trips.

4. Keep Information and Past Records Easily Accessible

Whether it's a family member needing a copy of an itemized bill from a funeral handled five years ago or an assisted living facility requesting a faxed prearrangement policy, funeral homes are often flooded with requests that require a search through the archives. These inquiries will only increase the longer a funeral home stays in operation. If your current system for locating old records is not up-to-date and streamlined, it can turn a routine request into a time-consuming nightmare. Find ways to organize and categorize your file documents to make looking up any record a fast and easy process.

ASD provides a [Deep Archive](#) search feature to help you achieve this goal. You can use this tool to locate call recordings and messages handled for you by ASD within the past five years. Search by name, phone number or key word. You can also filter messages using a date range or categories, such as 'prearrangement calls.' In addition to saving you a lot of time, ASD's Deep Archive can also help you evaluate staff performance and follow up on new business opportunities for the funeral home.

5. Use Mobile Technology to Simplify Tasks

It is quite a vicious cycle –you need to become familiar with [mobile apps](#) to help you save time and decrease your workload, but you're too busy and overworked to do the research. Here's where to start: make a list of all of your routine funeral home tasks. Next, cross off anything physical or any responsibilities that require a funeral director's license (such as embalming, transporting remains, etc.) What you are left with is a list of jobs you can most likely streamline in some way or complete remotely. Here are some examples:

- **Cash a check:** Skip the bank line and use your bank's mobile deposit app feature.
- **Fax a document:** Use a mobile fax machine app like [eFax](#) to send a fax from anywhere
- **Obtain a signature on a form :** Easily create documents and obtain signatures with trusted apps like [DocuSign](#)
- **Update a file:** Remote desktop apps like [Splashtop](#) allow you to access your office computer from any location.

See the rest at:

http://www.myasd.com/blog/13-time-saving-solutions-busy-funeral-directors?utm_source=PROSPECTS.+1.31.18&utm_campaign=January+Prospects+Constant+Contact&utm_medium=email

IMPORTANT UPDATES

All licenses with the Virginia Board of Funeral Directors and Embalmers **MUST** be renewed by March 31. If you have not yet received your application for renewal, you should immediately contact the State Board. Failure to receive your renewal notice is **NOT** an accepted excuse for non-renewal.

If anybody is short of required CE hours or lacks specific CE topics for renewal, **OR** if you just want to play it safe and obtain some extra hours. IFHV is sponsoring its "One Day Continuing Education Conference on

Friday, March 16. At this one sitting, attendees will obtain all of the hours and meet CE topic requirements that are required for license renewal.

Attention Owners and Managers of Record: Make sure all of your full and part-time licensed employees have received their license renewal applications. If they (or you) are short CE hours and want to play it safe by obtaining extra hours, encourage attendance at IFHV's March 16^h CE event. This year, the program includes vendor exhibits and lunch.

Most important, don't risk being short staffed. Remind everybody to renew their license.
This reminder is offered as a membership benefit service to IFHV members.



4461 Cox Road, Suite 110
Glen Allen, VA 23060