

A publication of the Academy of Professional Funeral Service Practice



The Compass

Winter 2012

**Academy CFSP
Program Expands
in Canada**

PAGE 6

**APFSP Website
and Member Web
Tools Launched**

PAGE 7





THE IDEA FACTORY



2012 Convention & Exposition March 19-22, 2012

Mandalay Bay Resort & Casino
Las Vegas, NV

- More than 450 exhibit booths
- 50+ educational sessions on topics that most affect your business
- 19 hours of continuing education credit
- 3rd Annual Pet Loss Professionals Alliance Conference
- Jewish Funeral Directors Association meetings
- International Memorialization Supply Association meetings
- Networking luncheons, receptions and dinners
- Free food & drinks in the Expo hall
- 2011 Keeping It Personal (KIP) Awards presentation
- Hotel room block expected to sell out quickly with a discount room rate of \$199 per night

KEYNOTE SPEAKERS

Robert Cialdini

Influence: Breaking Down the Barriers to 'Yes'

Robert Cialdini, author of *Influence: Science & Practice*, will identify six universal principles of persuasion that move people toward "yes." You'll learn how to break through emotional barriers to reach both the minds and hearts of your customers, your prospects, your staff and your community. Cialdini is author of *The New York Times* best-seller *Influence: the Psychology of Persuasion*. His clients include such organizations as Google, Microsoft, Cisco Systems and Coca-Cola.



Cialdini

Libby Gill

You (and Your Staff) Un-Stuck

Eventually, every individual or organization gets stuck. This "stuckness" manifests as a lack of agility or an unwillingness to innovate or take risks. If your company ignores this stuckness, it runs the risk of mediocrity becoming the new normal. Gill will show you how to clarify a bold vision for success, simplify the most direct route to get there and execute a plan against measurable milestones. Gill was the PR/branding strategist behind the launch of the *Dr. Phil* show. She has shared her success strategies on the *Today Show*, CNN, NPR, and in *Business Week*, *Time Magazine*, *The New York Times* and *The Wall Street Journal*.



Gill

Stephen Shapiro

Speed Ideating

An innovative organization is built on new ideas—good new ideas. Bad ideas, or even "OK" ideas, if they are not as good as your competitors' ideas, aren't worth much. So how do you make sure you and your staff come up with good ideas, and how do you recognize a good idea when you see one? Shapiro will guide you through "Speed Ideating," a hands-on, rapid-fire creativity session where you'll gain insights into problem statement development, techniques for generating breakthrough ideas and tools for enhancing team creativity. Shapiro's work has been featured in *Newsweek*, *Investor's Business Daily*, *Entrepreneur Magazine*, *O Magazine*, *The Wall Street Journal* and *The New York Times*. His clients include Staples, GE, NASA, Johnson & Johnson, the U.S. Air Force, Fidelity Investments, Nestlé and Bristol-Myers Squibb.



Shapiro

Meet the 2010-2012 APFSP Board of Trustees

President

Arvin W. Starrett, CFSP
Starrett Funeral Home
425 South Church Street
Paris, TX 75460
Phone: (903) 784-4333 • Fax: (903) 784-7200
E-mail Address: starrett_funerals@sbcglobal.com
(Term Expires: 2012)

Vice President

Mark D. Musgrove, CFSP
Musgrove Family Mortuaries
P.O. Box 22210
Eugene, OR 97402
Phone: (541) 342-8281 • Fax: (541) 343-8583
E-mail Address: mark@musgroves.com
(Term Expires: 2012)

Secretary/Treasurer

William P. "Bill" Joyner, CFSP
Renaissance Funeral Home
7615 Six Forks Road
Raleigh, NC 27615
Phone: (919) 866-1866 • Fax: (919) 866-1606
E-mail address: bjoynercfsp@gmail.com
(Term Expires: 2014)

Immediate Past President

Kathleen M. Berry, CFSP
Wilbert Funeral Services, Inc.
P.O. Box 147
Forest Park, IL 60130-0147
Phone: (216) 521-1705 • Fax: (216) 521-1375
E-mail Address: kathleenberry@msn.com
(Term Expires: 2010)

Board Members

Diana Duksa Kurz, CFSP
Newington Memorial Funeral Home
20 Bonair Avenue
Newington, CT 06111
Phone: (860) 666-0600 • Fax: (860) 666-8377
E-mail Address: diana@newingtonmemorial.com
(Term Expires: 2012)

Robin M. Heppell, CFSP
FuneralFuturist.com (Div. of Heppell Media Corporation)
Box 8723
Victoria, BC, V8W 3S3
Phone: (250) 744-3595 • Fax: (250) 483-5455
E-mail Address: robin@funeralfuturist.com
(Term Expires: 2016)

John T. McQueen, CFSP
Anderson-McQueen Family Tribute Centers
2201 Dr. ML King Street North
St. Petersburg, FL 33704
Phone: (727) 822-2059 • Fax: (727) 342-6330
E-mail Address: robin@funeralfuturist.com
(Term Expires: 2016)

Robert E. Parks, CFSP
J. Henry Stuhr, Inc. Funeral Chapels and Crematory
232 Calhoun Street
Charleston, SC 29401
Phone: (843) 723-2524 • Fax: (843) 724-1548
E-mail Address: bob.parks@jhennystuhr.com
(Term Expires: 2016)

Randy A. Williams, CFSP
Cincinnati College of Mortuary Science
645 W. North Bend Road
Cincinnati, OH 45224
Phone: (513) 761-2020 • Fax: (513) 761-3333
E-mail Address: rwilliams@ccms.edu
(Term Expires: 2016)

Education Consultant

James M. Dorn, CFSP
Xavier University
Department of Chemistry
3800 Victory Parkway
Cincinnati, OH 45207
Phone: (513) 745-3351 • Fax: (513) 745-3695
E-mail Address: dornj@xavier.edu

Executive Director

Kimberly A. Gehlert
P.O. Box 2275
Westerville, OH 43086-2275
Toll Free: (866) 431-CFSP (2377)
Phone: (614) 899-6200 • Fax: (614) 899-6206
Cell: (614) 271-0091
E-mail Address: kgehlert@apfsp.com
Web for Members: apfsp.com
Web for Consumers: apfsp.org



Arvin W. Starrett, CFSP
APFSP President

Never Give Up!

In 1962, four nervous young musicians played their first audition for the executives of the Decca Recording Company. The executives were not impressed. While turning down this group of musicians, one executive said, "We don't like their sound. Groups of guitars are on the way out." The group was called The Beatles.

In 1944, Emmeline Snively, director of the Blue Book Modeling Agency, told modeling hopeful Norma Jean Baker, "You'd better learn secretarial work or else get married." Norma Jean persisted and later became the star called Marilyn Monroe.

In 1954, Jimmy Denny, manager of the Grand Ole Opry, fired a singer after one performance. He told him, "You ain't goin' nowhere, son. You ought to go back to drivin' a truck." The young musician went on to become the most popular singer in America, Elvis Presley.

When Alexander Graham Bell invented the telephone in 1876, it did not ring off the hook with calls from potential backers. After making a demonstration call, President Rutherford Hayes said, "That's an amazing invention, but who would ever want to use one of them?"

When Thomas Edison invented the light bulb, he tried more than 2,000 experiments before he got it to work. A young reporter asked him how it felt to fail so many times. He said, "I never failed once. I invented the light bulb. It just happened to be a 2,000-step process."

In the 1940s, another young inventor named Chester Carlson took his idea to 20 corporations, including some of the biggest in the country. They all turned him down. In 1947 — after seven long years of rejections — he finally got a tiny company in

Rochester, New York, the Haloid Photographic Company, to purchase the rights to his invention: an electrostatic paper-copying process. Haloid became the Xerox Corporation we know today.

Wilma Rudolph was the 20th of 22 children. She was born prematurely, and her survival was doubtful. When she was 4 years old, she contacted double pneumonia and scarlet fever, which left her with a paralyzed left leg. At age 9, she removed the metal leg brace she had been dependent on and began to walk without it. By 13, she had developed a rhythmic walk, which doctors said was a miracle. That same year, she decided to become a runner. She entered a race and came in last. For the next few years, she came in last in every race she entered. Everyone told her to quit, but she kept on running. One day, she actually won a race. And then another. From then on, she won every race she entered. Eventually, this little girl, Wilma Rudolph, who had been told that she would never walk again, went on to win three Olympic gold medals and was declared the fastest woman in the world in 1960.

As we enter a new year, all of us in funeral service are keenly aware of the obstacles and challenges that lie ahead. We serve an ever-changing world and must make a great effort to educate ourselves in how to best achieve in a multifaceted profession that seems to never remain static. Foremost among the credentials of success are the requirements to remain vigilant, trustworthy and constant, even when things may appear bleak or the obstacles appear insurmountable.

As we face this new beginning, we must all remember that *a winner is not one who never fails but one who never quits!* ■

Volume 3 • Issue 1 Contents



President's Message.....	3
Congratulations to the New CFSPs!.....	4
Welcome the New APFSP Members!.....	5
APFSP News and Notes	5
Academy CFSP Program Expands in Canada.....	6
APFSP Website and Member Web Tools Launched	7
Technology Tips.....	8
Thomas Lynch's Keynote Highlights Annual CFSP Recognition	9
CFSP Family Cards.....	10
Legacy Endowment Fund Update.....	10
Call for Nominations for the Board of Trustees	10



CONGRATULATIONS to the New CFSPs!

Congratulations to the following APFSP members who achieved the designation of Certified Funeral Service Practitioner since our Fall 2011 issue. Please help us congratulate these members for their hard work!

Josiah L. Anaya (Levi)
PO Box 820181
North Richland Hills, TX 76182

Bradford Joe Bailey (Brad)
1052 Campbell Road
Covington, GA 30014

Matthew R. Baskerville (Matt)
249 Jennifer Lane
Wilmington, IL 60481

Peggy S. Bourne
5035 Reliant Lane
Knoxville, TN 37914

Mike Burnett
Morris Sutton Funeral Home
68 Giles Boulevard E.
Windsor, ON N9A 4B7 Canada

Effie Y. Clay
PO Box 722
Forrest City, AR 72336

Ngaio Davis
Richmond Funeral Home
8420 Cambie Road
Richmond, BC V6X 1K1 Canada

Timothy P. Doyle (Tim)
Timothy P. Doyle Funeral Home
371 Hooker Avenue
Poughkeepsie, NY 12603

Terry Eccles
Arbor Memorial Services, Inc.
2 Jane Street
Toronto, ON M6S 4W8 Canada

Matthew J. Fiorillo (Matt)
11 Saddle Court
Bedford, NY 10504

Jeffrey Alan Fraley (Jeff)
Fraley Funeral Home, LLC
PO Box 89
Moorefield, WV 26836

Gregory Duel Greene
PO Box 512
Athens, AL 35612

Robert Steven Hannah (Steve)
Laughlin Service Funeral Home, Inc.
2320 Bob Wallace Avenue SW
Huntsville, AL 35805

David Wright Horner
Hooper-Huddleston & Horner LLC
59 N. Jefferson Avenue
Cookeville, TN 38501

Lindsey Marie Jonkhoff Rogers
Reynolds-Jonkhoff Funeral Home
305 Sixth Street
Traverse City, MI 49684

Donald Ray Kellerhall (Don)
1431 Ticonderoga Drive
Fairfield, CA 94534-3300

Eddie Lee Kerr
602 Bedford Drive
Anderson, SC 29621

Daniel P. Madden (Dan)
1221 Sharrott Run Place
North Lima, OH 44452-8502

Ryan D. Muskopf
Frank & Bright Funeral Home
500 N. Main Street
Flora, IL 62839

James Leroy Reeves (Jim)
401-7 Meadowland Court
Hope Mills, NC 28348

Shane A.S. Ritchie
1000 Norwood Avenue
Ashland, KY 41102

Randy James Rogalsky
The Dodge Company
1265 Fewster Drive
Mississauga, ON L4W 1A2 Canada

George Ronald Sabb
Gause Funeral Home
625 S. Holland Parkway
Bartow, FL 33830

Samantha Marie Stokotelnly (Sam)
Scott Funeral Home –
Brampton Chapel
289 Main Street N.
Brampton, ON L6X 1N5 Canada

Adam Clarke Tipert
C.F. Sweeny Funeral Home
51 Phoenix Street
Bridgewater, NS B4V 2W9 Canada

John C. Travis (Travis)
16542 S. Dobson Avenue
South Holland, IL 60473

Jane C. Woodward
PO Box 840
Silverton, OR 97381

Edith Denise Wynn
111 E. Susquehanna Avenue
Towson, MD 21286

Amanda J. Zeitz
761 E. Mount Morris
Mount Morris, MI 48458

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 ■

Welcome the New APFSP Members!

The following individuals have enrolled as members to begin earning their CFSP designation. Membership in the Academy is open to any funeral director or embalmer as recognized by his or her state's, province's or country's licensing board. Students may also join the Academy and work on the requirements of the CFSP while they are completing mortuary school or their internship, but student members are not permitted to complete a Career Review as part of their qualifying activities toward certification.

Carole Jones Banks
Monroeville, Alabama

Norris L. Gilbert
Indianapolis, Indiana

Todd Alan McCoy
Mountain Home, Arkansas

Elizabeth Anne Ryerson
Alto, Michigan

Kenneth R. Brewster (Ken)
Middle Island, New York

Craig G. Gill
Winnsboro, Louisiana

Owen Kenneth McKenzie
Portage La Prairie,
Manitoba, Canada

Timothy James Schramm (Tim)
Southgate, Michigan

Chris Edward Christian
Rogersville, Tennessee

Sonya Victoria Gonzalez
Norwalk, California

Wendy Leann McKnight-Wescott
Buena Park, California

Jeremy Todd Sparks
Oklahoma City, Oklahoma

Joshua Colt Combs
Honaker, Virginia

Aaron S. Gutting
Harrison, Arkansas

Christopher Bryant Miller (Chris)
Corona, California

Edwin Louis Sprague (Ed)
Lake Ronkonkoma, New York

Samuel Chase Croft (Chase)
Buchanan, Georgia

Geoffrey Lynn Halbrooks (Geoff)
Hartselle, Alabama

Douglas Ray Nie (Dutch)
Ann Arbor, Michigan

Rebecca Deane Watkins (Becky)
Hendersonville, North Carolina

John C. Dover (Jay)
Clover, South Carolina

Tommy Wayne Harris
Chesnee, South Carolina

Terry L. Palmer
Chillicothe, Ohio

Hilton D. West
Harrison, Alaska

Edward J. Fielding (Ed)
Covington, Louisiana

Bradley Keith Hays
Mountain Home, Arkansas

Jacob M. Penwell (Jake)
Shelby, Ohio

Donald Morris Wilkerson (Don)
Greenville, North Carolina

Patrick Joseph Fitzgerald
Rockford, Illinois

Robert J. Jastremski
Kingston, Pennsylvania

Terry W. Plummer
Litchfield, Illinois

Mark Andrew Worland
Indianapolis, Indiana

Jeffrey R. Fleming (Jeff)
Wall, New Jersey

Marshall Glenn McClatchey
Harrison, Arkansas

Alexander Brady Rydell (Alex)
Fargo, North Dakota

Tara Lynn Wright
Indianapolis, Indiana ■

Greg Winston Free
Marietta, Georgia

APFSP News and Notes

CFSP Renewals Mailed November 18

Academy members who have earned their CFSP designation should have already received their annual renewal and official certified transcripts. CFSP renewals are due on January 1, so please take care of your payment before January 15, 2012, to avoid the late fee. Lifetime members will receive their membership cards in mid-December.

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

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.org to pay online.

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, log in to the new website, apfsp.org, to update contact information, or e-mail your changes to our office at kgehlert@apfsp.com.

Thomas Lynch Books Available

We have about 25 copies of Thomas Lynch's book, *Apparition & Late Fictions*, available for purchase for \$15 plus shipping (U.S. funds). This book normally sells for \$24.95 U.S., \$31 Canadian, but we are just interested in covering our costs for the books left over from our Annual CFSP Recognition Event in Chicago. Order your copy today by calling the Academy office or sending an e-mail to kgehlert@apfsp.com. ■



Academy CFSP Program Expands in Canada

by W. Kent Milroy, CFSP, Canadian Ambassador

When any worthwhile program is exhibiting good results, its benefits become obvious. When those benefits are seen by others to be substantial, it stands to reason that interest would spread and the program would see growth.

During the past year, having been introduced to the program, the Board of Directors of the Funeral Service Association of Canada endorsed and adopted the Academy program for use across Canada. Following its initial launch in our country, much interest has been shown in its aims and objectives, and many funeral service professionals have seen that value and committed to a personal continuing education program through the Academy.

Prior to this venture, the CFSP program was largely unknown in Canadian professional circles. While the Academy was a well-established and respected part of the funeral service scene in the United States, its focus had not yet taken on the wider international aspect of what might be possible. Many progressive American practitioners had taken up the challenge to attain their CFSP designation, and it was common to see them at funeral service functions in the United States proudly identifying themselves as such. But it was virtually an unknown quantity outside the borders of the United States.

Two years ago, there were perhaps a half-dozen random Academy members in Canada. Last year, the Board of Directors of the Canadian national association formally approved and endorsed the Certified Funeral Service Practitioner program and began a campaign to offer its benefits to its licensed members. FSAC is now proud to announce that Canadians now number approximately 150 members of the Academy, with 25 of them qualifying as CFSPs. Not bad in our first year!

According to Executive Director Kimberly Gehlert, 77 new CFSPs were recognized at the Academy luncheon at the NFDA Convention in Chicago, and 11 of those new CFSPs were Canadian! And, with Robin Heppell of Victoria, British Columbia, assuming a director's position on the Academy Board, it is giving impetus to the Canadian program to reach greater heights. In fact, in one instance, Arbor Memorial Services, a national Canadian company



with almost 100 locations coast to coast has committed to the program by requiring its location managers and senior management teams to participate in the program and to prominently display their new credentials. This company has coupled a high-quality internal training program with the CFSP qualification to the benefit of not only the company but also the individuals who drive that company forward. We consider this to be a major step forward for the Academy in Canada.



Additionally, nearly all of the members of the FSAC Board of Directors now hold their CFSP designations, an indication that Canadian leaders value and find great worth in the Academy program. By adopting the program for Canadian funeral directors, the Funeral Service Association of Canada is ensuring that bereaved families are served at a level beyond their expectations by professionals who truly care to maintain superlative standards.

Your Canadian partners are grateful to the Academy Board and, in particular, to Executive Director Kimberly Gehlert for her stellar support of our effort to bring this exemplary program to Canada.

The program in Canada is jointly administered by the Academy office in Ohio and the Funeral Service Association of Canada office in Toronto. ■

APFSP Website *and* Member Web Tools Launched

By now, you should have received a letter from the Academy of Professional Funeral Service Practice with your personal login ID and password to the new website: apfsp.org. On December 31, 2011, the old site will no longer be available.

Initially, the Login ID was set to your e-mail address on file, and the password was set to be your Academy ID number. The first time you log in, we recommend you click on Update Contact Information to change your login ID and password to something you will easily remember, as well as to update your home, business, e-mail, phone numbers and website information with us.

After logging in with your personal member ID and password, you will have access to membership tools such as:

Activity Reporting and Career Review

- Click on **Go to Online Activity Reporting** to begin reporting new activity to be posted to your transcript
- Click **Print My Activity Report** once you have entered activities to track their status
- Paper forms are also available to download

Member Transcripts

- Select the Transcript you want to review from the dropdown and click the **Get My Transcript** button
- Use your Web browser's print button to print your transcript



Renew Your Membership

- If you have a PayPal account, you may pay your renewal online, change your membership to Lifetime or donate to the APFSP Legacy Endowment Fund

If you have any questions or suggestions for the Academy website, we'd love to hear from you.

Here's what Scott Raab, CFSP, told us after he used the site the first time: "I checked out the new APFSP website and like it quite a bit. I like the fact that you have the 'Public' and 'Members' (requiring login) sections. It is much more nicely streamlined and easier to navigate. I really like the fact that, once you are in the 'Members' section, you don't have to keep typing the APFSP membership number over and over with the reporting sections. Much better than the old version and updated!" ■

Educational Resources for a Brighter Future

More than 80 opportunities for approved CE to help you achieve more in your business, community and life!

NFDA offers a variety of opportunities to fit your continuing education requirements and your schedule. Choose from **online learning, live events, books, CDs, DVDs and more.**

Call 800.228.6332 or visit www.nfda.org for details today.

ELITE CONTINUING EDUCATION
RETIRED TO THE FUTURE BY ELITE CONTINUING EDUCATION

Every year more than 100,000 professionals choose Elite.

Why should you choose Elite over other continuing education providers?

- The Most Affordable Courses, Guaranteed.**
We will accept all competitors' price specials or coupons if their price is lower than ours.
- Trusted and Secure.**
Complete your course by mail, fax or online. Rated **A+** by the National Better Business Bureau Online Reliability Program.
- The best reason to choose Elite online?**
Unlike other continuing education providers, we do not require payment in advance. You can take your test online, see your results and upon passing, submit your payment information. It's that simple!

All courses are approved by APFSP
1-888-857-6920 • www.elitecme.com

Beware of Communal Advertising

The word *communal* just has a dirty feel to it, doesn't it?

Google defines *communal* as: "Shared by all members of a community; for common use." Communal restrooms, communal showers, communal laundry. Now, maybe in our younger days, when we were residing at college dorms or backpacking and staying in hostels, communal facilities could be put up with. But you never really knew how clean these facilities were.

Those facilities were only as clean as the dirtiest member of that community. I apologize if your skin is crawling a little, but that is why we now appreciate our own private facilities. The peace of mind we have staying at a nice hotel is knowing that everything has been cleaned just for us and that we don't have to share anything with anyone.

It comes down to this: you get what you pay for. Dirty and shared = cheap or free, and clean and private = more costs.

So why I am talking about dirty, communal facilities, and how does it relate to funeral home advertising?

Recently, my clients have been forwarding advertising offers to me that really just don't pass the smell test. They are all forms of communal advertising — and they STINK!

"What is communal advertising?" you ask.

Simply, it is where you pay to be listed with others — your (somewhat smelly) competition — and you all share the same advertising space.

The longest-running example of communal advertising would be the Yellow Pages. You pay to be listed alongside all of your competitors. One of the premium benefits of a Yellow Pages listing used to be that it was delivered to every household and business in your community. Now I don't have to tell you that the Internet has leveled the playing field for advertising, since more people — 97 percent, according to BIA/Kelsey — say that their buying process is shop/research online, then buy offline. In case you were wondering, this does include checking out funeral homes online.



The reason for this article is not to debate the merits of advertising in the physical Yellow Pages. A proper ad in the physical book can still yield a great ROI for some businesses. The purpose of me writing this for you is that I wanted to ALERT you to the online version of communal advertising — otherwise known as paid online directory listings!

I'm not saying all online directory listings are bad. But I highly recommend that you avoid the ones that make you pay to be listed, either with money or even backlinks to their website from yours. Now free listings, just like our cheap hostel example, would likely provide a lower quality of exposure. But this is to be expected, since it was free. On the other hand, paying to be listed where all your competitors are also appearing is just wrong.

You see, you have your own listing online. Your website and all of your other online properties that make up your virtual marketing platform form your own listing or Web footprint. So, unlike the physical Yellow Pages in the past that offered something that you didn't have (representation in someone's kitchen, for example), you now have every ability to promote your business online in a way that is much more effective than what these paid directories do. They bring nothing extra to your potential client family other than introducing them to your competitors! On the other hand, how you handle your own virtual marketing platform can set you apart from your competitors in a way that is both unique AND highly effective.

The biggest culprit of selling "dirty" online advertising is the Yellow Pages online package. It will charge you hundreds of dollars per month just to have a "featured" listing or even run a Google AdWords campaign on your behalf (sort of).

The problem is that you will get way more bang for your buck if you had your own Google AdWords campaign and directed that traffic to your site, instead of to where all of the competitors are in their communal directory.

There are also funeral industry online directories that make you pay \$200 to \$300 per month just to be listed ... near your competition. They also place Google AdWords ads for your area to drive traffic to their site. What you probably don't realize is that their ads are driving up the price of your cost per click if you have your own PPC campaign. In essence, funeral homes that pay these online directories are actually paying to have higher costs per click, and that really smells (just like that communal restroom on a weekend morning during frosh week).

Other online directories are a little sneakier around how they get you to pay them. Their currency is a very valuable backlink from your website to theirs. One directory actually calls this a free listing — but being made to link back to it is everything BUT free. To buy a link like that would cost you \$150 to \$300 —not a very good deal on your part, is it? Nope — but it gets worse ... it actually asks you to link to the city page for your town (not your own listing).

This really STINKS, because the reason why it wants you to link to the city page is so it will rank higher when someone searches for "[your city] funeral homes" — basically, you are helping these directories outrank you in Google! Do they think we are STUPID?!

Another quick point about directories is that Google is now giving them less relevance in the rankings for local searches to the specific local businesses

CFSP Family Cards

Are You Promoting Your Designation?

We included a CFSP Family Card Order Form 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.

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



Legacy Endowment Fund Update



The APFSP Legacy Endowment Fund accepts 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 current balance of the APFSP Legacy Endowment Fund is just under \$9,000 as of the beginning of November. The Board of Trustees held a 50-50 raffle to benefit the Endowment Fund at the Annual CFSP Recognition in Chicago, Illinois, on October 24. Jon Kirkland, CFSP, of Clark-Kirkland Funeral Home, Inc. in Cadiz, Ohio, was the winner of the raffle, and he very graciously donated his winnings to the fund.

When the fund reaches a sustainable amount, 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.org and log in to learn more about the APFSP Legacy Endowment Fund. ■

Call for Nominations for the Board of Trustees

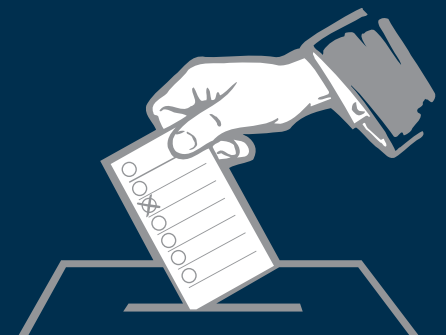
We will be electing three new Board members in the 2012 election. Any certified member interested in serving on the Board of Trustees of the Academy of Professional Funeral Service Practice should submit a letter of intention in one of the following ways:

- By U.S. mail
- By fax
- By e-mail to kgehlert@apfsp.com with a return receipt

The deadline for submissions is May 1, 2012.

We will send you a form to complete and return with a photograph. This information will be used in the preparation of the ballots. If you don't receive this form by May 1, please call the Academy office to be sure we've received your letter of intent to run for the Board of Trustees.

In addition, each of the candidates will be asked to supply the answers to a questionnaire for publication to our members. ■





Where can I get continuing education?

Thanos Institute

Continuing Education for Funeral Directors –

Approved by the Academy of Professional Funeral Service Practice

10 continuing education hours per course in Category A.

Also approved for ceu's in 32 states - Offered Online & In-print

Thanos Institute

PO Box 1928 • Buffalo, NY 14231-1928

1-800-742-8257

www.thanosinstitute.com

mrizzo@thanosinstitute.com



APEX

continuing education solutions

“Simply the best affordable C.E.”

Available online or by mail

www.apexces.com

800.769.8996

To advertise in
The Compass,
contact Jerry Stains
at 502.423.7272
or jstains@ipipub.com.

innovativepublishingink

www.ipipub.com

apfsp.org

GROWTH IS WITHIN REACH.

CHOOSE *Lifetimes* TO GET THERE

Whether you are looking to build on your current skills or discover ways to create long term satisfaction with families, continuing education with Aurora will take you further.

CALL YOUR TRAINING TEAM TO REGISTER NOW FOR LIFETIMES AT AURORA IN 2012!

1.800.457.1195

FACILITATED BY:
LACY ROBINSON,
CFSP
SENIOR
PROFESSIONAL
DEVELOPMENT
TRAINER



Approved by The Academy
8 CEUs Available in Most States

Aurora

CONTINUING EDUCATION
LEADERS IN LEARNING

MARCH 21ST
MAY 23RD
JULY 25TH
SEPTEMBER 19TH

Classes begin at
8:30AM and end at
5:00PM in Aurora,
Indiana

WWW.AURORAADVANTAGE.COM



Merchandising tool.



Educational resource.



Consumer guide.



Visual reference.



Wilbert's *Cremation Choices*™ catalog – presents more than 50 pages of products to help families commemorate their loved one and deal with grief. To receive your FREE copy of the updated *Cremation Choices* catalog contact your local Wilbert Licensee or email your request to more-info@wilbertonline.com

Cremation Choices

© 2011 Wilbert Funeral Services, Inc. All rights reserved.
A31-111210-1A&B-COMPASS

Exclusively by *Wilbert*



Academy of Professional Funeral Service Practice
 PO Box 2275
 Westerville, OH 43086-2275

PRST STD
 U.S. POSTAGE
 PAID
 CHAMPAIGN, IL
 PERMIT NO. 100



MANILA



MEXICO CITY



LONDON



MOSCOW

We make sure international ship-outs run like clockwork.

Finding flights for international shipping is complicated. On any given day, your staff must be prepared to determine which airline serves what destination, under what schedule, at what airline rate – **to anywhere in the world.** Why not put our team of experienced airline professionals and technology to work for you. Think of Eagle's Wings Air as your **Air Transportation Manager.** Then think of all the time you will save. You'll see we've got it down like clockwork.

Call or visit our website to learn more.



FRANK KAISER
 PRESIDENT & CEO
 AIRLINE SPECIALIST



Eagle's Wings Air
 Your Air Transportation Manager

866-550-1392 • www.eagleswingsair.com

