

# CFDA NEWS

CFDA

Volume 2, Issue 2

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**CFDA/CAC  
Combined  
Convention**

**August 29-31,  
2007**

*Radisson Hotel &  
Conference Center  
Longmont, CO*

**Mark your calendar and  
watch for details!**

## Mortuary Science Licensing Bill Postponed Indefinitely for 2007

HB07-1231, the bill that would license mortuary science practitioners, was "postponed indefinitely" on February 22 by the House Business Affairs & Labor Committee upon recommendation from the bill's sponsor Rep. Debbie Stafford.

Recent feedback from the Colorado Department of Public Health & Environment (CDPHE) and the Department of Regulatory Agencies (DORA) led to Rep. Stafford's decision to "kill" the bill for the 2007 legislative session. Rico Munn, the new executive director at the Department of Regulatory Agencies, requested that a new Sunrise Review be conducted and stated that DORA should be the agency to provide oversight for a new mortuary science licensure system, as it does other licensed professions. It is also believed that the Department of Public Health & Environment was not in favor of the current legislation and would have recommended that Governor Ritter veto the bill if it passed through the House and Senate.

With assurances from Mr. Munn that a new Sunrise Review would be given fair consideration, Rep. Stafford asked the Business Affairs & Labor Committee to postpone HB 1231 indefinitely and noted that legislators should expect to see a new bill introduced during the 2008 legislative session.

Another bill being monitored by the CFDA is HB07-1311. This bill changes the Sunrise Review procedures of unregulated occupations and professions by DORA. It eliminates the requirement that persons wishing to regulate a profession submit an application and supporting documentation by December 1 to have a review conducted in the subsequent year. The deadline for DORA to complete a proposal evaluation is changed from October 15 of the year following proposal submission to 120 days after submission. The DORA may decline to conduct an analysis and must promptly notify proponents if:

- The proposal regulates fewer than 250 individuals; or
- It previously conducted an analysis of the profession or occupation and no new information has been provided since its last review; or
- A majority of states license, certify or require registration of the same profession or occupation.

DORA must also promptly notify proponents and the General Assembly if an unregulated profession or occupation under review poses an imminent threat to public health, safety, or welfare and establishes a time frame for the General Assembly to act under these circumstances. Finally, it repeals the provision that the General Assembly may only consider regulating five (5) or fewer professions during one session of the General Assembly.

CFDA representatives continue to work closely with Rep. Stafford and are concentrating efforts to consider and prepare for a Sunrise Review.

The Colorado Funeral Directors Association will continue to support and promote licensing and regulation for the funeral service profession. With the potential for licensing in 2008, funeral service practitioners are encouraged to consider professional certification programs such as the Colorado Funeral Service Board and begin gathering documentation that will evidence their education and experience in the funeral service profession.

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2006-2007**

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# President's Message

Steve Vessey, MSP, Vessey Mortuary Service, Fort Collins



Steve Vessey, MSP

Life is good in Colorado, no matter how you slice it. We have all survived a long, cold, snowy winter and we are now seeing the rewards of the winter weather in the form of green grass, sprouting tulips and a renewed sense of well-being as the days are getting longer and warmer. Oh yes, spring has sprung and we no longer have to scrape ice off the windshield to go on a midnight call. As we approach the Easter season, the CFDA year is roughly half over and we are on the downhill side of the year, culminated by the annual CFDA/CAC Combined Convention.

You may be asking yourself what all of this has to do with the funeral business in our state. Very simply, it is time to reflect on where we have been, and where we still need to go to accomplish our goals in the association. Under the direction of CFDA's executive director Steffani Blackstock, our association is growing by leaps and bounds and, hopefully, we are still progressing to an even greater level. Our membership is up, our numbers of certified individuals is growing, and I feel the professionalism in the state is at a new and higher level.

As we celebrate the coming of summer, filled with camping, boating, fishing, and all the outdoor activities that consume our leisure time, we need to also think about expanding our professionalism. Our embalming and funeral directing seminar last month was a huge success, but it is time for more. One overwhelming request from the attendees of the last seminar was a program on occupational safety and regulations compliance. As your association, we listened and are planning a seminar on just that subject on **Tuesday, June 5** in Grand Junction. Longtime CFDA member **John J. Berg, MSP/CFSP**, is a first-class presenter with the knowledge and experience to make such a presentation and the added ability to make it interesting and enjoyable. As you know, OSHA compliance is not a very exciting subject, but this seminar will offer a refresher and best practices on how to protect yourself and your establishment.

Back to the spring theme... Everywhere you look, it seems people are talking about being "green." To me, green is the color of the suit I put on this morning (I really did) and the color of money. To Al Gore, it is working on his solution for global warming and, to Toyota, it is a new gas electric car called the Prius. Lately, several articles have been written about a new concept of "green" cemeteries. Many authors have many new ideas about what a modern cemetery should look like. I read an article recently on how to integrate a pet cemetery into a human cemetery. I have heard rumors about a new "green" cemetery in Colorado which will have no memorial markers...lots of plants and trees, an area of nature trail, and a sanctuary for wildlife. It sound interesting and it points to the fact that funeral service in the United States is truly changing. With the fast increase in the cremation rate in Colorado, it is evident that we really are changing in a hurry. Hopefully, we can all embrace this new direction and, with open minds symbolic of springtime, lead ourselves to serve our families in a new and maybe even more meaningful celebration of life and disposition in a "green" manner.

Speaking of change, we are excited to be having the **2007 CFDA/CAC Combined Convention** at the **Radisson Hotel & Conference Center in Longmont - August 29-31**. What a great location - close to the metro area but far enough away to allow us to relax a bit! The Convention Planning Committee is working diligently to ensure a quality education experience and a first-class function.

Be sure to watch your mail and email for more information as CFDA continues to offer more programs to enhance your membership.

The CFDA News is published  
by the Colorado Funeral  
Directors Association.

**CFDA**

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The Colorado Funeral Service Board will meet on **Tuesday, May 8** to approve new applications for CFSB certification. Individuals who are applying for certification must submit their application form, application fees and other required documentation to the CFDA office no later than April 20.

**Colorado Funeral Service Board  
Statistics as of March 30, 2007**

Mortuary Science Practitioners	115
Certified Funeral Directors	29
Certified Embalming Technicians	5
Dual CFD/CET Certifications	25
Certified Intern/Trainees	21

**Total Certified Individuals 195**

*There were 181 certified individuals in 2006.*

## Is Your Business Senior Friendly?

Ed Pittock, President, Society of Certified Senior Advisors



In a society where it appears that youth counts and age doesn't, many businesses fail to realize that some 35 million seniors control 70% of the nation's wealth. As a result, the senior market is often overlooked and under-served.

Maddy Dychtwald, one of the nation's leading authorities on generational marketing, points out that a generation ago, one in four people age 65+ lived in poverty. Today it's fewer than one in ten. In the last fifty years, this segment of society has gone from being the poorest to the richest through a combination of saving, investing, pension programs and windfall profits from rising home costs.

More important, this market is growing significantly. Baby boomers are turning 50 at an unprecedented rate of 1 in every 10 seconds. That's more than 12,000 each day and more than 4 million a year for each year of the next decade!

If you currently serve or plan to tap into this profitable, expanding market, a few words of caution. To be successful, you must take the time and make whatever changes are necessary to ensure that every aspect of your business is senior-friendly.

Just what is a senior friendly-business? A senior-friendly business takes into consideration the needs and desires of senior customers and behaves in a manner that respects seniors and their contributions to society. It strives to meet seniors' expectations for quality service, comfort, personal contact, a satisfying experience, convenience and security.

One way to determine whether your business is senior-friendly is to conduct an audit of your facility, communications and operations. You can start by looking at how your staff perceives seniors. Do you or does anyone on your staff think of seniors as low-income, infirm, doddering old folks not worth their time or trouble?

If the answer is yes, it's time for a reality check. Seniors today do just about everything younger adults do. In general, seniors are healthier than ever before. They love to socialize and stay in touch with friends and family via the internet. They may work full or part-time, travel, exercise, volunteer or pursue hobbies. They can do what they want, when they want, because they have the time and money to do so.

Another question you should ask is: How does our staff talk about, talk to and serve seniors? Does anyone use pejorative terms such as "geezer," "over the hill," or "old as dirt?" Do they talk to seniors in simple sentences, very slowly or loudly as if they were talking to a child? Do they assume that someone with a physical impairment also has a mental impairment? Are they impatient when it takes longer for a customer to make up their mind, pay for something or use a credit card? Do they help younger more affluent-appearing customers first?

Watch your team and note if they get frustrated on the phone when the client doesn't hear well or understand what is said. Are they unwilling to spend the time necessary to solve a problem, locate what the customer wants or explain the product or service in-depth? Do they drop or ignore a senior customer if they can't close the deal or make the sale right away?

If the answer is yes to any of these, then re-training or re-evaluating your staff is in order.

(Continued on page 4)

## CFDA Allied Member Reference

Is your establishment looking for a specific product or service? Please consider these CFDA Allied/Supporting Members first!

### **Ace Funeral Supplies, Inc.**

Jack Kitchell  
303-791-5707  
2397 Greensborough Drive  
Highlands Ranch, CO 80129

### **Donor Alliance**

Sundee Clemans  
303-370-2786  
720 South Colorado Boulevard  
Suite 800-N  
Denver, CO 80246

### **Hollis R. Beasley (REDBOOK) C&H Enterprises**

Hollis Beasley  
850-803-8227  
1328 Miracle Strip Pkwy. #604  
Fort Walton Beach, FL 32548  
*REDBOOK Advertising*

### **Pierce Chemical / Royal Bond**

Randy Emmert  
417-389-1697  
1305 Sunshine Street  
Neosho, MO 64850

### **TimelessMemories.com**

Blake Kelley  
866-514-3019  
10134 Spotted Owl Avenue  
Highlands Ranch, CO 80129  
[www.timelessmemories.com](http://www.timelessmemories.com)  
*Permanent internet memorials.  
Customized video tributes on DVD  
produced in time for the service.  
Photojournals and photo albums in  
two hardbound editions.*

### **UBS Financial Services, Inc.**

D. Martin Scramstad  
303-679-2224  
32065 Castle Court, Suite 250  
Evergreen, CO 80439  
*Financial advisor for retirement  
plans, IRA's, annuities for business  
or individuals*



1-800-443-6343  
Fax 1-800-443-4034

**Ted Kinzer**  
**480-830-9747**

[www.dodgeco.com](http://www.dodgeco.com)

## Miscellaneous News

### 50+ Attend CFDA Seminar on March 6

More than 55 funeral service practitioners attended the CFDA Education Seminar at the **Olinger Crown Hill** Reception Center in Wheat Ridge on Tuesday.

In partnership with **Pierce Chemicals/Royal Bond**, the CFDA presented a half-day embalming and half-day funeral directing program instructed by Pierce representative Rick Rork.

Refreshments and lunch for seminar participants were sponsored by **Donor Alliance** and Si Funeral Services/Colorado Wilbert.

The seminar concluded with a slide show from Rork's recent trip to Columbia, South America in which he worked with Columbian embalming students, toured funeral establishments and learned about funeral customs in that country.

The CFDA is presenting an **OSHA Compliance** Seminar at Callahan-Edfast Mortuary in Grand Junction on **Tuesday, June 5**. Refer to the enclosed flyer for registration and details or visit the CFDA web site for updates and information.

### Horan & McConaty Opens New Location

Denver-based Horan & McConaty Funeral Services recently opened its newest facility in the south metro area.

Situated high on a bluff overlooking the South Suburban Golf Course with spectacular views of the Rockies, the new facility includes a chapel seating up to 200, a catering and reception center, and a cremation memorial garden.

The building is located at 5303 East County Line Road, just west of Holly, in Centennial.

*(Continued on page 5)*

*Is Your Business Senior Friendly? (Continued from page 3)*

Seniors should always be treated as welcome guests and offered help without being intrusive. At all costs, they should never be addressed as "dear," "sweetie," "honey" and the like.

When it comes to sales of a product or service, seniors appreciate advice but don't want to be talked down to or patronized. If what you are selling is complicated or a major financial decision, be aware that older people don't always process information quickly, so don't try to make a fast sales pitch. The best approach is one that demonstrates the advantages of your products or services and gives the prospect time to review their options and make a decision.

To be senior-friendly, your employees should come to the job with a positive, respectful attitude towards seniors, an understanding of the aging process and knowledge of common courtesies. Inappropriate dress, body art or piercing may also be a turn-off to a senior customer or client. Depending upon your product or service, you may find that more mature staff can relate better to seniors.

Finding the right employees and training and motivating them to provide seniors with high quality service can pay off big. Studies show that seniors place a high value on personalized service and see the service they get as important as the product they purchase. Seniors use an extensive referral network of friends and family before they buy so quality service can earn you new, repeat and referral business. This is where training from organizations such as Society of Certified Senior Advisors can be so valuable, because it improves understanding, communication and effectiveness with seniors.

Beyond the obvious necessity of having a team with a positive attitude and courteous and friendly demeanor with senior customers, there are physical and operational considerations that can make a big difference in how well you serve seniors.

Take your location for example. Is it close to where seniors live, shop, volunteer, socialize or work? Is the signage and directional information large and easy-to-read from the streets surrounding your business? Are you close to mass transportation? If not, can you cooperate with other entities or create a way to bring customers to you?

What about parking? The safest and most convenient option is a parking lot or garage that is adjacent to the entry to your building. If you have parking, ask your customers if they have any problems finding the entry and exit signs or difficulty parking their vehicles.

Three ways to make your location more attractive is to add more handicapped spaces than required, provide "senior only" spaces, and widen the size of each space or stall. While the "senior only" spaces would rely on people's good faith, the added parking would be an indication of your desire to serve senior customers.

Your building is the front door to your business. It should be welcoming and well-maintained. Make it easy for seniors to enter and navigate your premises. Seniors with arthritis or degenerative diseases may find it difficult to open heavy commercial doors. Installing automatic doors or push-button doors solves that problem. Customers with canes or with walkers or wheelchairs appreciate wide ramps, wide doorways, wide aisles and stairs with handrails. Look out too for dangerous buckling carpets and loose carpet strings. Highly polished or wet floors should be roped off and alternate routes should be well-marked. Clean restrooms, of course, are a must.

Examine your interior signage and office set-up. Are the various departments or divisions clearly marked? Is there someone right inside your door ready to welcome and assist your customers? Do you have comfortable chairs, a waiting room or conference room and a place to hang coats or store packages? Is there sufficient room for wheelchairs?

Seniors are busy people, often on the run. Do you offer your customers or clients complementary beverages or snacks? Are phone, fax, copy machines and internet access available in your waiting room or place of business?

**Seniors should always be treated as welcome guests and offered help without being intrusive.**

*(Continued on page 5)*

*Is Your Business Senior Friendly? (Continued from page 4)*

Professional services firms and financial institutions should pay special attention to issues such as lighting, noise and printed communications. Many seniors have good vision and hearing, others don't. They may have vision problems ranging from diminished eyesight to degenerative eye disease and/or various degrees of hearing loss. As a senior-friendly business, make sure you provide good lighting and quiet, comfortable spaces where senior customers can review documents and consult with you. Keep a magnifying glass and extra sets of reading glasses handy and keep piped-in music or other noise down.

Printed materials must be easy to read and easy for clients and customers to store. Communicating with seniors is a subject unto itself but here are a few pointers. Choose larger bolder type whenever possible on everything from business cards, brochures and sales pieces to financial documents, instructions and invoices. Reverse type, that is white type on a dark background, should be avoided as it is very difficult to read.

Review your materials with an eye to not only how they look, but also to how easy they are to understand and digest. Include a comprehensive index and mini-executive summary for each topic. Create headings and subheadings to explain what information will be covered in each section and use shorter paragraphs for easier reading. Finally, submit duplicate copies of the information and provide the materials in a bound format. Loose pages get lost or out of order and can be very frustrating to read and file. Once you've completed your internal audit, let your senior customers and clients know that you want to make your business more senior-friendly. Survey them and ask them what their expectations, likes and gripes are. Be thick-skinned and accept their insights graciously and gratefully. With the audit and survey in hand, you should be well on your way to creating a business that is truly senior-friendly. The process may seem like a lot of work but as one expert has so wisely pointed out, the management of a business that fails to pay attention to demographics for five years may wake up to find itself in a different business than it thought it was in-or not in business at all.

## **Special Opportunity for CFDA Members**

### **Save \$300 on CSA Designation Program Enrollment**

The Society of Certified Senior Advisors® teaches professionals what's important to seniors and how – always – to keep their interests first. The result is successful professionals and satisfied seniors. When you work with a professional who has added the CSA designation to his or her achievements, you know you're working with someone who has invested the time and effort in learning about the things that are important to seniors.

Candidates who successfully complete all program requirements and pass the CSA Designation Exam become Certified Senior Advisors and members of Society of Certified Senior Advisors™ (SCSA). Classroom, self-study and online training options are available.

SCSA has complete confidence in the value of the CSA Designation Program and offers a money back guarantee. If you aren't satisfied with the CSA Designation Program, SCSA will refund your tuition minus an \$85 cancellation fee when you return materials within three months of purchase.

**For more information and enrollment options, go to [www.society-csa.com](http://www.society-csa.com) or call 800-653-1785. Be sure to mention the Colorado Funeral Directors Association to ensure you receive the enrollment discount.**

## **Miscellaneous News**

*(Continued from page 4)*

### **Si Launches Funeral Planning Web Site for Consumers**

With 85% of Americans online, it's a fair assumption that millions utilize the internet to research how to deal with the death of a loved one.

To help meet a growing demand, a new web site was developed by Suhor Industries as a resource so that consumers will better understand what needs to be done and the many options that are available to them. This site also provides funeral homes with easy to understand information they can offer to the families they serve.

The Si Funeral Planning website includes:

- A checklist that outlines what should be done, step by step, after a death
- A glossary of terms
- Information on grieving with links to other online professional resources
- Answers to Frequently Asked Questions ranging from procedures at a funeral service for someone who wished to be cremated; incorporating religion into a service; and to how to personalize the service to honor the deceased
- Celebration of Life stories
- A Funeral Home Search that lists SI Funeral services pre-qualified funeral homes by name, zip code, or city and state.

The new web site is located at [www.sifuneralplanning.com](http://www.sifuneralplanning.com)



**Colorado Funeral Directors Association**  
**Colorado Funeral Service Board**  
 P. O. Box 631664  
 Highlands Ranch CO 80163-1664

**www.cofda.org**



**CFDA Education Seminar**  
**Tuesday, June 5, 2007, 8:30 a.m. to 3:00 p.m.**

*See enclosed flyer for registration information and seminar details.*

**OSHA Compliance: How to Protect Yourself and Your Establishment**  
**PLUS! Licensing in Colorado and What It Means for YOU \* The Aging Population**

Seminar will be held at  
 Callahan-Edfast Mortuary,  
 Grand Junction, CO

Refreshments and lunch sponsored  
 by Donor Alliance and  
 Society of Certified Senior Advisors

6 contact hours of CE credit  
 approved by the  
 Colorado Funeral Service Board

**In Memory**

**Willard Moore**, age 96, former owner of Moore-Howard Mortuary in Denver, died February 7, 2007. He was born in Denver and served in the U.S. Navy during WWII.

**Jack S. Allnutt**, age 79, passed away on March 16, 2007. He graduated from the Dallas Institute of Mortuary Science in 1951 and began a life long association and ownership with Macy's, now known as Allnutt Funeral Service. Jack was the fourth generation of a 120 year family funeral service. Friends may view the online obit, sign the guest book and send condolences at [www.allnutt.com](http://www.allnutt.com).

**Member Benefits**

The **CFDA Master Trust** was started by the Association in 1996. The trust was established to follow applicable Colorado Statutes which specifically pertain to these funds. Contract funds are commingled to ensure the highest rate of return possible, while each individual contract is managed, administered and reconciled on a separate basis.

**Enrolling in the CFDA Master Trust is easy.**

Contact Don Williams at WMS Financial Group to find out how you can get started today.

**(303) 843-0782**  
**or (888) 843-0782**

**Calendar**

**Tuesday, June 5, 2007**  
 CFDA OSHA Compliance Seminar  
 Callahan-Edfast Mortuary,  
 Grand Junction, CO

**August 15-18, 2007**  
 CANA 2007 Annual Convention  
 Fairmount Hotel, San Francisco, CA

**August 29-31, 2007**  
 CFDA/CAC Combined Convention  
 Radisson Hotel & Conference Center  
 Longmont, CO

**October 7-10, 2007**  
 NFDA 2007 Convention & Expo  
 Las Vegas, NV