



eNews

A monthly news update for the Wilbert Licensee Network

December 2021



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Any Personnel Changes for the Directory or eNews Subscription?

Kindly report any changes in your Licensee information to Susan Barry at sbarry@wilbert.com or call Susan at 708-865-1600 at your first opportunity when changes occur. Thank you!



We'd Like to Hear from YOU!

What have you found that works in your experience? Anything poignant or tastefully funny that you would like to share? Old photos of Wilbert products or employees from days gone by that would be interesting? Please email your stories to Ken Moore at kmoore@wilbert.com. If you're not comfortable writing, don't worry – he will be happy to help.

We encourage you to circulate this issue of eNews to others in your organization.

Wilbert Will Match Your Donation to the Wilbert Foundation

Mark Bates, President and CEO of Wilbert Funeral Services, has pledged that for every donation of \$20 or more received between November 16 and December 3, 2021, Wilbert will match the donation!

Please join us to help make a significant and lasting contribution of Bertie Bears for the Pediatric Chaplains Network.



Columbaria Project Completed

Craig Neal writes that on November 16, the New England team, in conjunction with Wilbert Memorials, completed a 128-niche columbaria project at Glenwood Cemetery in Lebanon, New Hampshire. The project consisted of two – 64 niche units and are constructed of maple granite with mahogany granite doors pictured here. The tepee in the picture is one of many placed throughout the city to decorate city owned properties. This was decorated by the citizens and is covering an old fountain. This is one of nine cemeteries owned and operated by the City of Lebanon under the direction of Patrick McCarthy, Sexton.



Granite Choices™ Installations

Mike Forbes wanted to share pictures of some recent feature installations by Granite Choices in Calvary Cemetery located in Tulsa, OK. India Red, polished, and tooled, the Our Lady of Guadalupe feature will be placed atop a new columbarium which is currently in production.

Also, there will be a statue of a Guardian Angel for the newly added Baby Land Garden in the cemetery. The Angel is Tooled Gray granite.



Cremation Choices® Catalog Price Lists Available on Wilbert.com

Many licensees have called the Broadview office to obtain copies of the 2021 Cremation Choices catalog price lists.

While we are happy to email the price lists, they are available for licensees to download from Wilbert.com.

Simply follow this path to access the price lists:

Licensee login > Marketing > Print > Brochures & Catalogs > Scroll down to the Cremation section.

Once in the Cremation section you will see “Cremation Choices Pricing Information Effective October 1, 2021”

Click on the desired price list.

As always, if you have a question on any of the cremation price lists, please contact Mike Devaney at mdevaney@wilbert.com / 708-681-7617.

WilbertEDU® Updates



WilbertEDU continues to be a huge success! Thanks to all of you and your outreach to funeral professionals, we continue to see our webinar attendance rise each session and to date have seen over 13,000+ attendees since we began one year ago in November 2020. We continued to have informative industry experts in November.

Recapping the Sessions Sponsored in November

On the November 4th webinar, attendees heard from Pat Lynch CFSP, Funeral Director, President, and Co-Founder of the Lynch and Sons Funeral Home in Clawson, Michigan. This is one of several funeral homes owned and operated by the Lynch family.

Mr. Lynch spoke on The Importance of the Graveside Service. It is one of the most meaningful ceremonies where you go the distance, accompany your loved one to the grave, and say your final goodbyes. Pat talked about how the Lynch family was instrumental in the filming of the Frontline PBS Documentary, The Undertaking! Cameras were allowed into Lynch and Sons to give the audience a rare and behind-the-scenes look at life as a funeral director. The film takes the audience on a journey starting with the initial call, through the funeral, and concluding with accompanying the deceased to the final place of rest. Pat acknowledged that while difficult, the graveside committal service is a most rewarding experience, and families value the graveside service at the cemetery “as important as” or “more important than” the service conducted at the funeral home or chapel.

Many families opt to stay until the vault is sealed and lowered into the grave, perhaps taking a shovel of earth and placing it into the grave. Pat shared that this an important part of the funeral and we should encourage

families to go to the graveside to say goodbye. If you did not have a chance to attend this webinar, you can always watch the recording on the resource page!



On November 18, Linda Stuart joined the WilbertEDU stage again for Self-Connect to Re-Connect. During this informative session, Linda reminded us that Funeral Professionals spend their careers catering to the tender needs of others. They are everything for everyone else, their wells dry up, their oxygen runs out and over time, they can slowly lose themselves. Linda, putting on her hat as a Reinvention Life Coach, spoke to how we are so plugged into others that we can lose the ability to assess and access our own needs and desires. This combination of living on autopilot and disconnection from self can result in feelings of isolation, emptiness, and confusion.

Linda taught us some very useful tricks to make ourselves a priority by listening to the wisdom within us, exploring our inner world, and that by honoring our own needs, we can restore balance and connection to who we are and live a more passionate, authentic, and joyful life.

WilbertEDU® Sessions for December

Poul Lemasters rejoins the WilbertEDU Stage on December 2nd, to talk about a very popular topic, Funeral Ethics, and Law for the Deathcare Provider. Poul's professional career covers both funeral service and law. He has worked in the funeral profession for over 25 years and holds both a funeral director's license and embalmer's license in Ohio and West Virginia. His deathcare experience includes managing both small and large funeral homes and working with both independent and corporately owned funeral homes. He remains active in local, state, and national funeral and cemetery associations.

As an attorney, Poul is admitted to practice law in both Ohio and Kentucky. He currently works with funeral homeowners, funeral directors, embalmers, cemeteries, cemeterians, cremationists, and crematory owners. He assists in areas of legal, compliance, regulatory, litigation, and operational issues. Poul also serves in various roles with national groups, knowing that as deathcare providers, we are trained to help. Sometimes when we focus on helping, we can unwillingly create problems. Unfortunately, what we perceive as good intentions cannot protect us when it comes to the law. In today's world, ethical dilemmas are becoming a common problem that ultimately becomes public, which can alter the definitions of what is ethical and what is not.

Poul details real-life scenarios, how ethics can break a company, then will demonstrate how to develop ethical guidelines for success. Let Poul help you, your business, and your employees understand how ethics can build or break any company. Ethics aren't simply subjective thoughts; they are objective baselines that must be measured. Join us as Poul educates the audience on the world of ethics in funeral service today!

Our last webinar of the year is entitled "What is Probate Court and How Does It Impact Funeral

Service." Our presenter, Donald B. Ferfolia, Jr., is the fourth generation of the Ferfolia family to serve families at Ferfolia Funeral Home in the Cleveland area as a Licensed Funeral Director. He is a graduate of John Carroll University and earned his license in 2001. While caring for families at the funeral home, Don continued his education at the University of Akron and earned his law degree in 2007. He was admitted to the Ohio Bar in 2007 and focuses his legal work on assisting families when settling a loved ones' affairs, adding a unique dimension of service to families served by Ferfolia Funeral Home.

Don also enjoys speaking to the community on topics that deal with funeral service, the legal questions surrounding the death of a loved one and is frequently a speaker at Ohio Funeral Directors educational events covering topics such as probate, pre-need, and legal issues in the funeral profession. Don is also part of the mandatory master's training educational programming required when an apprentice is hired in Ohio.

Probate court is a specialized type of court that deals with the property and debts of a person who has died. The basic role of the probate court judge is to assure that the deceased person's creditors are paid and that any remaining assets are distributed to the proper beneficiaries. Probate is a legal procedure by which a court oversees the distribution of property of a person who has died. Many states have a specialized probate court and in some states, it is called by other names, such as Surrogate's Court, Orphan's Court, or Chancery Court.

In this December 16th WilbertEDU seminar, Don will give insight into what probate is and what the difference is between when one has a will and when one does not. He will also talk about probate and its role in the funeral, and ultimately, the funeral home.

P450 Vertical ClearVault® To Be Discontinued

As you are aware we previously discontinued the P455 Horizontal ClearVault due to quality issues from the manufacturer.

We continued selling the P450 Vertical ClearVault with the caveat that the units available for sale were first inspected and free of blemishes. Unfortunately, we have come to the end of our stock of inspected "good" units. We will therefore discontinue the P450. We have looked at other

manufacturing options, but currently there are no viable alternatives.

We apologize for any inconvenience this causes. Our primary concern is the products we offer meet the highest quality standards possible.



Wilbert Foundation Holiday Donations



WILBERT
FOUNDATION

If you are looking for a holiday gift for your customers, a donation in their name to the Wilbert Foundation is a convenient way to show you care. In return for your donation, we will print and provide thank you cards acknowledging the gift which can be sent to each of your customers. An example of the verbiage appearing inside this year's card is:

The Wilbert Foundation continues its mission to help children by providing pediatric chaplains with the tools they need to comfort patients and their families. We are pleased to inform you that in this holiday season of giving, {Company Name} has donated to the Wilbert Foundation in honor of you, your staff, and your company.

The Wilbert Foundation is a non-profit organization founded in 2002 with a mission of providing resources to help children cope with the trauma of grief and death. The foundation, in partnership with the Pediatric Chaplains Network, has developed tools benefiting children and their families during difficult times.

Through donations and support, the Wilbert Foundation can continue its heartfelt mission of helping children. On behalf of the Foundation, especially the many children and families touched by our program, we wish you a happy and safe holiday season.

If you plan to make a holiday donation to the Foundation, then keep in mind that you could donate stock in lieu of cash. When you donate stock, you avoid capital gains tax while earning a bigger tax deduction; and the Foundation also gets to keep the appreciated value, so everyone wins. To place an order or ask additional questions, please contact Terry Whitlock at 708-681-7040.

Poul Lemasters Telethon

Poul Lemasters is a great friend of Wilbert Funeral Services, working with the WilbertEDU® program and WMA. Poul was the keynote speaker for the WMA meeting in Deer Valley, Utah this past fall and is always so generous with his time when it comes to helping us and the Wilbert network. We felt it was our turn to help him in his recent telethon for the Lemasters Coat Drive.

Though it's grown into quite the operation, donating almost 2,000 new coats to various Tri-State organizations, including local schools and St. Vincent de Paul most recently, when it started it was just a family affair. It started off small by teaching his children the art of giving back. They bought four new coats and took them to St. Vincent de Paul so they could see what it was like to give. The next year it was his children that asked if they were going to buy coats to do it again and of course Poul said yes. This was the beginnings of his nonprofit organization to collect monies to buy coats for kids!

For more than a decade, Poul has been giving the gift of warmth during the holidays through his annual Coat Drive. This year, inspired by his pandemic quarantine cocktail show, he decided to host a telethon for 24 hours, serving 50 cocktails to bring in more money for more coats. So, Poul and his team readied the Blue Monkey Quarantina to serve up cocktails for coats the weekend of November 13 and 14.

This year Poul received 50 sponsors for 50 cocktails. Three of those sponsors were from the Wilbert family! We had the Wilbert Foundation in slot #4 at 9pm with the Fuzzy Bear, Pierce Chemical with the Hot Tamale in slot #8 at 10:30pm and Baxter Wilbert Burial Vault with a morning Mimosa in slot #26 at 7:30am. Here is the link to the entire telethon! [deathlawguy - Twitch](#) You can also find the Telethon on YouTube at <https://www.youtube.com/c/PoulLemastersBlueMonkeyQuarantina/videos>



Poul did a wonderful job explaining the Bertie Bear Kit, who was there in person, and the Chaplaincy programs. We were all especially proud of him being up and behind his bar creating the libations for 24 plus hours. In total, the telethon raised over \$8,000 from people calling in during the telethon - PLUS another \$40,000 in donations before the show started. All-in-all that's almost \$50,000 for new coats for kids in need. There is still time to donate to the Coat Drive by following this link. What a great way to thank Poul for his help while helping the St. Vincent DePaul Society. [Donate — Lemasters Coat Drive](#)

Commemorating First Responder Staff Sergeant Jesse Sherrill

Staff Sergeant Jesse Sherrill

E.O.W. Thursday, October 28, 2021

Barrington, NH — Jesse E. Sherrill of Barrington, New Hampshire died in the line of duty while working a construction detail guarding a highway road project along Interstate 95 in the City of Portsmouth on October 28, 2021.

Jesse is survived by his wife; their two children; his brother, and his parents.

Arrangements were made under the direction of Purdy Funeral Service, Dover and Lee, NH.

Wilbert Funeral Services in Oakville, CT, was honored to provide the family a Stainless Steel Triune® burial vault with a Treasured Tribute™ image, along with a graveside service.

Sgt. Sherrill's family loved the Treasured Tribute so much that Craig Neal from Wilbert Funeral Services worked with Sgt. Matt Amatucci, of the New Hampshire State Police, to provide a footstone to place at the graveside. The Treasured Tribute artwork was placed on the footstone for the family to view and touch.



Holiday Hours and Inventory Dates

With the holidays and year-end physical inventory fast approaching, we want you to be aware of the following schedule so that you can plan your orders and deliveries accordingly. Please be sure to have your liner load scheduled with the following dates in mind so you have the material necessary to meet your production needs.

Locations	Inventory Thursday, Dec. 2nd	Inventory Thursday, Dec. 9th	Inventory Friday, Dec. 10th	Christmas Observed Friday, Dec. 24th	New Year's Day Observed Friday, Dec. 31st
Broadview	Open	Closed	Open at 10	Closed	Closed
Charlotte	Closed	Open	Open	Closed	Closed

For Christmas and New Year's weeks, we strongly suggest that you plan to have deliveries made by the previous Wednesday rather than the day before the Holiday to ensure receipt of products.

If you have any questions related to the schedule outlined above, please contact Eileen Murray, Inside Sales Manager, or Terry Whitlock, SVP Licensee Products & Services.