



eNews

A monthly news update for the Wilbert Licensee Network

September 2022



NFDMA Convention
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Commemorating First Responders
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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!



upcoming events

September 18-21

WMA Annual Meeting
Nashville, TN

September 19-23

Catholic Cemetery Conference
Palm Springs, CA

For additional information on CCC, contact [Kathleen Berry](#) or [Mike Nash](#).

October 9-13

NFDA Annual Convention
Baltimore, MD

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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 Exhibits at the CANA Convention

The Cremation Association of North America's (CANA's) 104th Annual Cremation Innovation Convention was held at the Omni Atlanta Hotel at CNN Center, August 17 – 19, 2022. A total of 284 people gathered, including 62 exhibiting companies and 25 sponsor companies. Mike Devaney represented Wilbert by exhibiting select new urns which will be featured in the upcoming Vol 10 Cremation Choices Catalog.

Wilbert sponsored a session featuring Barbara Kemmis, Executive Director of CANA, which covered the latest trends in cremation based on the CANA Annual Statistics Report. Barbara facilitated a discussion on the profession's response to cremation trends, excess deaths, and how businesses are diversifying through the addition of pet cremation.



2022 National Funeral Directors and Mortician's Association Convention

New Orleans, Louisiana hosted the 2022 NFDMA Convention, July 30-August 4, at the Ernest M. Morial Convention Center. The Wilbert group occupied a corner booth on the main aisle in the exhibit hall where burial vaults, urns, caskets, and Pierce products all were highlighted. The team shared information with many funeral professionals eager to learn about new products and services to help better their businesses.

Those staffers in attendance (L to R) included: Mike Nash from Wilbert, Monique Washington from Astral, Mark Evans from Wilbert, Tim Bond from Pierce, and Reggie Williams from Astral. Next year's convention will be held at the Marriott Gateway Atlanta Airport Complex and the Georgia International Convention Center in Atlanta, Georgia.



NFDA Baltimore October 9-13

Free Expo pass registration form must be filled in and returned to NFDA by September 22, 2022. If you are planning to attend NFDA this year, please send an email to Kathleen Berry (kberry@wilbert.com) and she will add you to the list. We need to have your email address, as this will be how you access your badge at the registration desk. For all other inquiries regarding schedules, events, exhibit hours, and hotel information, please visit International Convention & Expo (nfda.org). We hope to see you there!



Each year NFDA supplies exhibitors with free expo passes for the annual convention. This year is no exception. Feel free to distribute the passes so that your customers may attend the convention expo in Baltimore, MD on October 10, 11, and 12. They need to fill out the application and return it to NFDA before Friday, September 22, 2022.

[Click to download the Free Expo Only Pass Registration Form](#)

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 20,000 attendees since we began in November, 2020. We continued to have informative industry experts in August and look forward to more successful webinars in 2022.

WilbertEDU® Upcoming Sessions

Donald B. Ferfolia, Jr., J.D., CFSP will take the WilbertEDU stage September 15 to talk about the State of Pre-Need. Most everyone sells Pre-Need today, and each state has their own laws, rules, and regulations. With Don's help, webinar participants will consider various scenarios involving Pre-Need law and how to handle them within the framework. This will involve discussion, consideration of the issues, and potential answers. This webinar will speak to general Pre-Need law but will not be addressing the specifics of each state. Don's goal is to provide attendees with an update of the most recent revisions to general Pre-Need laws.

Don is the fourth generation of the family to serve 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 earning his Law degree. He was admitted to the Ohio Bar in 2007 and now focuses on assisting families when settling loved ones' affairs and adding a unique dimension of service to families served by the Ferfolia Funeral Home. He enjoys speaking to the community on the topics of funeral service and the legal questions surrounding the death of a loved one. He frequently speaks at Ohio Funeral Directors educational events covering such topics as probate, Pre-Need, and legal issues in the funeral profession. Don is part of the master's training educational programing required for Ohio apprentices. Join us for this highly informative webinar.

On September 29, another favorite, Nicole Wiedeman returns to the WilbertEDU stage to discuss another segment of Call Etiquette for the Death Care Profession, Creating Customer EXPERIENCES. This webinar will help demonstrate the need to create meaningful customer experiences as soon as you pick up the phone. Using the 6 Pillars of Customer Experience Excellence, this webinar will provide tools for you and your team to implement meaningful first (and last) impressions even BEFORE your client families walk in the door. Nicole will take us through the 6 pillars of Integrity, Resolution, Expectations, Time and Effort, Personalization, and Empathy. She will provide tips and real-life examples of effective (and not so effective) ways the death care profession can implement them. Nicole uses these pillars every day as she conducts the on-site and virtual sessions for Dead Ringers.

Nicole began her career in the customer call center for Central Trust Bank in Cincinnati. Her goal is to always provide the best customer service possible. Her career in the funeral industry is Pre-Need insurance sales, training, and managing an outbound call center. Providing stellar customer service always keeps her looking for ways to help the profession while creating customer experiences and great first impressions on the phone. Join in to see how you can create great customer experiences on the phone.

WilbertEDU® August Recap

On August 18, Melissa Posey Loose provided valuable instruction on bringing a funeral home to the height of quality customer service, how to leave the families served with a genuine feeling of caring and responsiveness. In her webinar entitled, Details Matter: Are We Paying Attention?, Melissa suggested many resources for helping families, and especially children, deal with death and grieving.



One very valuable resource Melissa provided is [HERE](#)

Other resource links:

[National Alliance for Children's Grief](#)

[Childhood Bereavement Estimation Model](#)

American Foundation for Suicide Prevention has some excellent resources for children, teens, and educators, including the following booklets and program:

[Children, Teens & Suicide Loss](#)

[Books for Loss Survivors](#)

[Postvention: A Guide for Response to Suicide on College Campuses](#)

[Healing Conversations - Personal Support for Suicide Loss](#)

Commemorating First Responder Sergeant Matthew Fishman

Sergeant Matthew Fishman was shot and killed while serving involuntary commitment papers. He passed away Tuesday, August 2, 2022.

The subject fired at Sergeant Fishman and two other deputies as they arrived at the home at about 10:30 am. Sergeant Fishman was transported to ECU Medical Center where he succumbed to his wounds the next day. He was 38 years old.

Sergeant Fishman had served with the Wayne County Sheriff's Office for 12 years and had previously served with the Mount Olive Police Department. He is survived by his wife, two children, and father.

Services were entrusted to the care of Shumate-Faulk Funeral Home, NC.

Arnold Wilbert Corporation, Goldsboro, NC was honored to provide the family a Stainless Steel Triune® burial vault with a Treasured Tribute image, along with a graveside service.



Commemorating First Responder Police Officer Noah Shahnnavaz

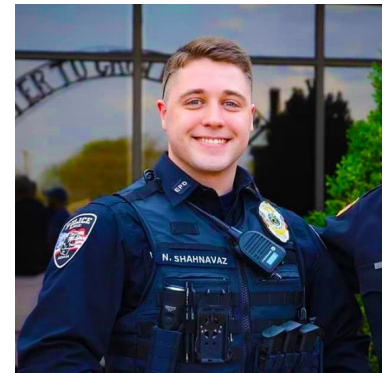
Police Officer Noah Shahnnavaz was shot and killed while making a traffic stop. He passed away Sunday, July 31, 2022. He was 24 years old.

The driver of the vehicle he stopped exited his car and opened fire on Officer Shahnnavaz before fleeing in his car. The man then led other officers on a pursuit after he was located in Hamilton County. The subject continued to fire at officers during the pursuit until officers with the Fishers Police Department conducted a PIT maneuver. The subject who shot him was a convicted felon who had been previously convicted of shooting at police officers in Indianapolis.

Officer Shahnnavaz was a U.S. Army veteran and had served with the Elwood Police Department for 11 months. He is survived by his parents, brother, and sister.

Services were entrusted to the care of Randall & Roberts Funeral Home, IN.

Indianapolis Wilbert Vault Co., Indianapolis, IN was honored to provide the family a Stainless Steel Triune® burial vault with a Treasured Tribute image, along with a graveside service.



Commemorating First Responder Police Officer Daniel Vasquez

Police Officer Daniel Vasquez was shot and killed while making a traffic stop. He passed away Tuesday, July 19, 2022.

The driver of the vehicle shot Officer Vasquez before fleeing. A backup officer who arrived at the scene began CPR before Officer Vasquez was transported to a nearby hospital. He succumbed to his wounds a short time later. He was 32 years old.

Officer Vasquez had served with the North Kansas City Police Department for two years.

Services were entrusted to the care of D.W. Newcomer's Sons White Chapel FH, Gladstone, MO.

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



Commemorating First Responder Mounted Deputy Nichole Shuff

Mounted Deputy Nichole Shuff succumbed to injuries sustained four days earlier when the horse she was riding fell as she responded to a medical call at the Clare County Fair. She passed away on July 29, 2022. She was getting off her horse to render aid to a citizen when the horse suddenly lost its footing and fell back. Deputy Shuff suffered a serious head injury as a result.

She was kept on life support so her organs could be donated. She was 33 years old.

Deputy Shuff had served as a volunteer deputy with the Clare County Sheriff's Office for two years. She is survived by her husband.

Services were entrusted to the care of Campbell Funeral Home, in Farwell, MI.

Saginaw Wilbert Vault Corporation, Saginaw, MI was honored to provide the family a Stainless Steel Triune® burial vault with a Treasured Tribute image, along with a graveside service.

