

A publication of the Academy of Professional Funeral Service Practice



The Compass

Winter 2013

Maintaining Competence
in Embalming

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New APFSP Board
of Trustees Installed

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THE FUTURE IS TODAY IN TAMPA BAY

Including sessions on topics that can help you grow your business:

Hospice and Funeral Care: The Half-Factor Half of all deceased people in the U.S. in 2010 had been under hospice care before they ever got to a funeral home. That means hospice caregivers had a very personal relationship with half of your customers immediately prior to the death of a loved one. **Kim Medici Shelquist**, with 10 years of experience in hospice work, and **Ernie Heffner, CFuE**, with eight years of experience in conducting hospice educational programs, will share their insight into why and how you can serve with seamless and meaningful end-of-life transition while growing your market share and increasing your profitability.

Conducting High-Profile Funerals Most of the services you conduct are well-rehearsed and follow a similar schedule. But what should you do when throngs of people turn out to honor a local celebrity, or if protesters show up? Forest Lawn Memorial-Parks & Mortuaries president and CEO **Darin Drabing** will provide a list of things you need to consider and plan for, including your property rights, media management, internal security, barricades, privacy policies, traffic flow and much more.

The 60 Minutes Syndrome: How to Make News Exposés Work to Help Your Business In the past few years, several media stories have exacerbated a less-than-great public opinion of our profession. How can you avoid fallout and being tarred with the same brush when another company gets in trouble? ICCFA



executive director and general counsel **Robert Fells** will teach you ways to make media calls work in your favor.

How to Market To Affluent Families **John Callaghan** will discuss specific research on the growth of the affluent sector of the economy and how these consumers make their purchase decisions. Learn how to implement a marketing program aimed at the high-income consumers and how to deliver a style of service that they will cherish. Also learn a new approach to the obituary that dramatically increases the value of your services.

STUDENT SESSION: Introduction to the Industry A panel of funeral home, cemetery and cremation professionals will lay out a broad view of our line of work for mortuary school students and newcomers to the industry. Discussion will include what to expect in the first years out of college, typical work/life balance, career path options, what prospective employers are looking for, the latest growth sectors, lessons learned and much more.

Cremation Products That Grow Revenue Trends show that cremation consumers want a special place to inurn. Carrier Mausoleums Construction's **Jeff Johnson** will share the latest proven building, product and marketing strategies for cemeteries to get ahead of the demand curve, think outside the box and grow revenue.

Slow Down, Reconstruction Ahead Eckels & Company's **Jeffrey Chancellor** will share video examples and facilitate a discussion to examine the topic of embalming excellence from the perspective of re-constructing workflows, human remains, consumer expectations and the embalming room to be the best they can be.

...and many more!



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William P. Joyner, CFSP
APFSP President

Beginning the Journey

"It is amazing what you can accomplish if you do not care who gets the credit." — Harry S. Truman

These words rang true in my first Board of Trustees meeting. I had used this saying in running for election to the Board four years ago. Sitting at that conference table in Ohio among the leaders in funeral service, many of whom who had already achieved national recognition and status, was a very humbling experience. Our dinner the night before had sort of set my mind at ease; however, the butterflies were still there, and they had not yet started to fly in formation.

When our then-president, Kathleen Berry, opened the meeting, my mind was made up — just listen, observe and keep silent. I admired Kathleen's leadership as she kept our meeting focused and on target with our agenda. What a learning experience that and future Board of Trustees meetings have been. David Akins provided very complete financial records, giving account as to how the Academy funds were being used. I marveled at the knowledge of marketing and goal-setting Valerie Wages put together in assisting us in setting up our long-range plan to grow the Academy. Diana Duksa Kurz giving so much professional insight and suggestions on the changing face of our industry and how the Academy can play a vital role. Interesting comments were given by Edward J. O'Sullivan on the future of the Academy. I have listened to Arvin Starrett, whose talents go

far beyond the boundaries of the funeral profession, give insight on where we need to focus to further our growth and contributions to our industry. Mark Musgrove with his ever-present enthusiasm and ideas making our Board meetings fly by. James Dorn giving updates on the Academy's continuing education programs. Watching Kimberly Gehlert keep us all in line and making sure all was running smoothly. I realize why she is known as the face and backbone of the Academy and why so many folks ask "Where's Kimberly?" when they come by the Academy booth at conventions. Last, and by no means least, is J. Daniel Hutcherson, who spoke the language of a "country boy," like me, who set my mind at ease. When we talked of day-to-day activities on the farm, we provoked interest in our conversations from fellow Board members. For some "city folk" on the ride to the airport, it was an "educational experience" for those not accustomed to living in the country.

The talented individuals on our current Board with whom I will have the pleasure of working with compose a great team to represent the Academy.

Words cannot express my appreciation of this honor to serve the Academy as its president. I thank each one of the Board members for his or her confidence in selecting me for this privilege and all the CFSPs who cast their vote to start me on this fantastic journey. We have a lot to accomplish and many goals to achieve, so let the journey begin! ■

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Maintaining Competence in Embalming

by Melissa Johnson Williams, CFSP, and Robert G. Mayer, CFSP, Co-Founders, American Society of Embalmers

The Academy of Professional Funeral Service Practice is “committed to lifelong learning and excellence in funeral service.” The voluntary participation in continuing education has become a hallmark of the best of the best in funeral service. Funeral service has seen many changes in the last 25 years, including the implementation of Federal Trade Commission rules, OSHA governance and preneed funeral payment issues and concerns, to name just a few.

All national funeral-service organizations provide extensive continuing education programming at their annual meetings. However, one of the weakest and least-observed offerings is in embalming. Continuing embalming education is more critical today than at any time in our past. We see challenges in our preparation rooms every day, and, unfortunately, meeting the needs of those who do that work is not keeping pace. Many of the challenges we see are focused on the condition of the remains in our care.

The innovations we see in medicine to help people survive can also create problems when they die. Some of the problems identified by embalmers as challenges include edema, obesity, infectious diseases, chemotherapy treatments for a variety of illnesses, trauma and deaths following long-term institutional care. Embalmers must be able to access the remains in their care and effectively prepare them so there are no problems that develop during the course of the visitation until final disposition. The number of lawsuits that have been filed during the last 15 years regarding poor embalming has shown that we need to make available more post-mortuary-school education for embalmers.

There are many sources available for this education. Embalming-specific associations such as the American Society of Embalmers, the Ohio Embalmers Association, the Michigan Embalmers Society and the Academy of Graduate Embalmers of Georgia offer continuing education programming on a yearly basis with up-to-date programs that help not only the embalmer but the funeral-home owners stay current on embalming-related issues. Yes, funeral-home owners need education too. They need to understand the challenges that their staff members face to make open-casket services possible.

In addition, Fountain National Academy offers specialized restorative art classes to make it possible to keep caskets open and support families that wish to see their loved ones after trauma and other body-altering conditions. The Dodge Company is one of the oldest organizations that provides ongoing support of the embalmer through the *Dodge Magazine* and, for more than 50 years, annual embalming seminars.

Every funeral-home owner should encourage and support the continuing education of his or her embalming staff. Every embalmer should seek to keep his or her skills current and updated. Everyone benefits from this united educational effort — most importantly, the family and friends who will be able to see their loved ones and have a positive experience from the viewing. The funeral home benefits because it will give more families the proof that viewing is possible and comforting, not something to be dreaded and avoided. It also benefits by the positive experience of those who come to the visitation and see the deceased. If any given funeral has only 50 people who attend, those 50 people who go out and positively speak of the experience they had can translate into hundreds of cases of mini free advertising for the funeral home. No one can ignore these powerful benefits for any funeral establishment through educational commitments. ■

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 \$20,550 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 Charlotte, North Carolina, on October 8.

Sumner Brashears, CFSP, of Brashears Funeral Home in Huntsville, Arkansas, was the winner of the raffle, and he used the funds to purchase a Lifetime membership for a member of his staff.

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. ■

New APFSP Board of Trustees Installed

Edward J. Fitzgerald, CFSP, past president of the Academy of Professional Funeral Service Practice, recently installed the officers and new Board members of the Academy of Professional Funeral Service Practice at the annual CFSP Recognition Luncheon, held on October 8, 2012, in Charlotte, North Carolina, in conjunction with the National Funeral Directors Association's annual convention.

William P. "Bill" Joyner, CFSP, of Raleigh, North Carolina, was installed as president. Along with Mr. Joyner, the following officers were also installed: Robert E. Parks, CFSP, of Charleston, South Carolina, as vice president, and John T. McQueen, CFSP, of St. Petersburg, Florida, as secretary/treasurer. Arvin W. Starrett, CFSP, of Paris, Texas, will serve as immediate past president.

The Academy membership elects new Board of Trustees members for a term of six years. Ruthann Brown Disotell, CFSP, of Clinton, New Jersey; John W. Evans, CFSP, of Norwalk, Ohio; and Donald B. O'Guinn, CFSP, of Clio, Michigan, were recently elected to the Board and were also installed by Past President Fitzgerald. Robin M. Heppell, CFSP, of Victoria, British Columbia, Canada, and Valerie J. Wages, CFSP, of Snellville, Georgia, also serve on the Board of Trustees.

Diana Duksa Kurz, CFSP, of Newington, Connecticut; Mark D. Musgrove, CFSP, of Eugene, Oregon; and Kathleen M. Berry, CFSP, of Cleveland, Ohio, were recognized for their outstanding service and leadership of the Academy during their terms as trustees and officers of the Academy. ■



From left to right: President Bill Joyner, Valerie J. Wages, Immediate Past President Arvin Starrett, John W. Evans, Robin M. Heppell, Ruthanne Brown Disotell, and Vice President Robert E. Parks. Absent: Secretary/Treasurer John T. McQueen and Donald B. O'Guinn

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APFSP Honors Legacy Fellows

The Academy of Professional Funeral Service Practice has recently honored several members as Legacy Fellows in the APFSP Legacy Endowment Fund for their generosity and commitment to continuing education and lifelong learning.

Robin Heppell, CFSP – Victoria, British Columbia



Robin Heppell, of FuneralFuturist.com, is a Certified Funeral Service Practitioner, an ambassador and a member of the Board of Trustees of the Academy of Professional Funeral Service Practice. Heppell combines his expertise in marketing, technology and preneed, his formal business knowledge and his deep-rooted legacy in the funeral profession to help funeral homes and cemeteries be more competitive and more profitable and provide the best possible service.

This “Funeral Futurist” has more than 20 years’ experience in a highly competitive, high-cremation (90 percent) market. He is a fourth-generation funeral director and a certified celebrant. Heppell is a former faculty member of the Canadian College of Funeral Service and a contributor to *Mortuary Management* and the *Canadian Funeral News*, and his own websites include FuneralGurus.com and FuneralFuturist.com.

Arvin W. Starrett, CFSP – Paris, Texas



Arvin is a Certified Funeral Service Practitioner, an ambassador and immediate past president of the Academy of Professional Funeral Service Practice. Arvin has been a funeral director in the Paris area for nearly 30 years and is president and owner of Starrett Funeral Home. Arvin attended Baptist Bible College, Springfield, Missouri, then completed his studies at Southwest Missouri State University. He is a graduate of the Dallas Institute of Funeral Service,

where he was named a member of the Pi Sigma Eta honors fraternity, and is a licensed funeral director and embalmer in the states of Texas and Oklahoma. He formerly served as a clinical instructor for the Dallas Institute, who honored him with a Distinguished Service Award in 2004.

A past president of the East Texas Funeral Directors Association, he was named East Texas Funeral Director of the Year in 2001. He served on the Board of Directors and the Executive Board of the Texas Funeral Directors Association, Austin, Texas, then represented the state of Texas for three terms as a member of the Policy Board of the National Funeral Directors Association (NFDA) in Brookfield, Wisconsin. He was then elected to serve on the nine-member Executive Board of NFDA. He currently represents NFDA on the National Spokesperson Team. Arvin has been featured in the *San Francisco Chronicle*, *The Dallas Morning News*, *The Kansas City Tribune*, the *San Antonio Express-News*, *USA Today* and many other national publications; he has appeared on numerous television programs, and has been a featured presenter on National Public Radio’s Marketplace. Arvin was named the Texas chairman of the World War II Memorial project and was honored to represent funeral service as a VIP at the formal dedication of the memorial in Washington, D.C. He is a member of the Fundraising Resources Advisory Board of the American Cancer Society, Atlanta, Georgia; a past member of the Liaison Advisory Board of the Foundation of Thanatology, Columbia Presbyterian Medical Center, New York, New York; and a past member of the Funeral Director Advisory Board

of Fortis, Inc. Arvin is a member of the Association for Death Education and Counseling (ADEC), the Funeral Ethics Association, TFDA’s Quarter Century Club, and a former member of the British Institute of Embalmers and a member of the American Society of Embalmers.

Valerie J. Wages, CFSP – Gwinnett County, Georgia



Valerie returned to Tom M. Wages Funeral Service in 2006 after a 15-year career in consulting with and developing funeral home personnel throughout the United States, as well as abroad. She was recognized during that time as one of the most sought-after public speakers in the funeral service profession. Valerie graduated from Georgia College & State University, Milledgeville, Georgia, in 1971 and was an honor graduate from Gupton-Jones College of Funeral

Service in Atlanta on August 19, 1977. She has received numerous awards and recognitions in her career, such as serving as the first woman president of the Georgia Funeral Directors Association (1988-89) and the first licensed woman embalmer and funeral director to serve on the Georgia State Board of Funeral Service. She recently was asked by the National Funeral Directors Association (NFDA) to serve as one the three speakers for its Meet the Mentors Program in March 2012 in Atlanta, Georgia.

Valerie served on the Academy Board of Trustees for six years, as secretary/treasurer between 2006 and 2008 and as vice president between 2008 and 2010. Valerie facilitated the two Strategic Planning Meetings the board had in 2009 and 2010. As always, Valerie’s desire to improve client-family satisfaction, along with her gift of meticulous attention to detail and compassion, has been her hallmark of service, and she has now returned to the board to complete a vacant term until 2016.

About APFSP and the Legacy Endowment Fund

The Academy of Professional Funeral Service Practice is one of the oldest organizations providing a program for professional certification in the United States. With almost 2,200 members worldwide, 1,500 of whom have achieved the designation of Certified Funeral Service Practitioner, the Academy offers a voluntary certification program for funeral-service practitioners to accomplish educational, professional and community-oriented goals in an organized fashion, recognizing funeral directors who raise and improve the standards of funeral service.

In late 2010, the Academy Board of Trustees adopted a resolution to establish the Legacy Endowment Fund, which will accept donations from all eligible sources for the purpose of promoting education in funeral service and mortuary science. 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.

For more information about the Legacy Endowment fund or the Certified Funeral Service Practitioner (CFSP) designation, please contact Kimberly A. Gehlert, executive director, at (614) 899-6200.

WELCOME THE NEW APFSP MEMBERS!

The following individuals have enrolled as members to begin earning their CFSP designations. 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. **Members whose names are bolded joined as Lifetime members.**

Students may also join the Academy and work on the requirements of the CFSP while they are completing mortuary school or their internships, but student members are not permitted to complete a Career Review as part of their qualifying activities toward certification. (Students have an asterisk after their names.)

Karen Joanne Atkins Cloquet, Minnesota	Chelsea L. Fichmann* Medford, New Jersey	David Marlow Hindsville, Arkansas	Daniel Simone (Dr. Dan) Freehold, New Jersey
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APFSP News & Notes

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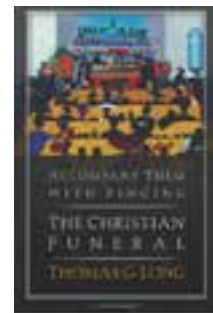


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DR. LONG'S SIGNED BOOKS AVAILABLE

We have about 25 copies of Dr. Thomas Long's book, *Accompany Them with Singing – The Christian Funeral*, available for purchase for \$15 plus tax and shipping (U.S. funds). This book normally sells for \$24.95, but we are just interested in covering our costs for the books left over from our Annual CFSP Recognition event in Charlotte. Order your copy today by calling the Academy office or by sending an e-mail to kgehlert@apfsp.com. ■



Social Media Simplified: Minimum Effort for

Welcome back to Social Media Simplified. I trust that you got your accounts set up and verified so that you are ready to roll up your sleeves and get started.

In the conclusion of this two-part series, you will discover the tools that you can use to automate a good portion of your social media plan. Also, I will show you how and where to gather information that you can share to position yourself as a local expert on the topics of death, grief, funerals and cremation. I will also lay out a yearly, weekly and daily plan that will take you or your social-media staffer only about 20 minutes a day. I hope that you got your accounts in place, because now we start to execute your social media strategy.

Automation

The first part — automation — is a little technical, so I would suggest that you hire someone to get this done.

One of my rules of productivity is “Learning a skill that you are only going to use once is useless and a waste of time, so hire someone to do it and get it done.” You can then focus on learning skills and strategies that you will use over and over again. Make sense?

If your website is current, it should be RSS-enabled, meaning that the content of your site can be easily syndicated throughout the Internet. What this means to you is that your obits and other blog posts or articles can be easily — I mean automatically — sent to your social media sites.

- **Feedburner:** With this Google-owned, free product, you can use the “Publicize” feature and select “Socialize” where you integrate your Twitter account. You can specify what the intro text would be and any hashtags that you want to use in your tweets.
 - o **Bonus:** In this same section, you can choose “Email Subscriptions” and create your own e-mail newsletter. We use this feature for all of our obituary notification updates for client websites — again, it’s all automated — easy-peasy.

- **Facebook App - RSS Graffiti:** This app will push your obits or blog posts to your Facebook page (not profile).

If you don’t have an RSS-enabled website, or if you directly post to your Facebook page or profile, you can easily push those Facebook posts to Twitter. It takes just 50 seconds:

1. Log into your Twitter account.
2. Log into your Facebook account.
3. Go to www.facebook.com/twitter
4. Select the page or profile that you want to link, and press the “Link to Twitter” button.
5. Agree to the authorization in the Twitter window, and you’re done!

Account Management

If you are going to be serious about getting the most out of social media with the least effort, you must use a social media account aggregator like Hootsuite. In Hootsuite, you can manage your Facebook, Twitter, LinkedIn, Google+ and even MySpace accounts — all from one convenient dashboard.

This means that you can log in to one convenient location and send tweets, posts and updates. You can perform these updates live or even schedule them to be posted in the future. For the ultra-keeners, you can upload a spreadsheet of numerous updates and have them scheduled to be posted in the future. Also, Hootsuite can track and measure the reach of your social media efforts. (To get a free account, go to: <http://hepp.ly/hootsuite>.)

So now you have all of your accounts hooked up, automated and integrated into one convenient place — so what now? What are you going to talk about? Let me funnel you a barrage of useful content that you can share so that you can be seen as the funeral and end-of-life expert within your community.

Information Dashboard

You will have all of the information that you need to be able to share with your community with just three free services from Google:

- **Google Reader:** which displays all of the (RSS-enabled) blogs/websites that you subscribe to for free — such as www.FuneralFuturist.com/feed. This will pull

all of your favorite website content into one spot without the temptation of getting distracted by the website owner’s banner ads (actually, on that note — don’t use the RSS subscription feature on my site — visit it once a week and look at and click on all of those pretty banners). But, for all other useful sites, add them to Google Reader.

- **Google Alerts:** You already should be using this service to be monitoring your company’s brand and your competitors’ brands. Besides that use, you can create Google Alerts for specific keyword phrases that you want to be notified about. This could be general terms like “Hospice [Your City]” or even a more current issue that you need immediate notification about like “Wisconsin preneed.”
- **Google News (widget/gadget/plugin):** If you use dashboard services like iGoogle (which, unfortunately, is closing its doors next year) or Netvibes (this is where my next Info Dashboard will be) and install the Google News widget, you can set it to track a number of predefined keyword phrases, and this tool will deliver the latest articles and news items on these topics. Here are some keywords that I think you should start with:
 - o Seniors Guide
 - o Estate Planning
 - o Nursing Homes
 - o End of Life
 - o Elder Care
 - o Hospice

Again, you won’t have to go look for the latest content on all of these subjects; they will be delivered to your dashboard as they happen!

Now you can’t give me the excuse that you have nothing to write about — by harnessing these three Google services, you will have all of the content that you need to disseminate to your community!

You say, “But, Hepp, that is not my information — it’s someone else’s. What good will that do, since I didn’t write it? Will my community/audience think less of me?”

Maximum Effect – Conclusion

Have you heard of Oprah, Larry King or Anderson Cooper? Or what about CNN, Fox News or MSNBC? These people and organizations — plus many others — take other people’s information, put their interpretation on it and then disseminate it to their audience — it’s no different than you sharing information with your community. In the social media world, this is called curating.

Besides Google, the next best place to get content to share is from your own website. Intersperse parts of your website content with your curated content. Any lists, forms and resources are all great things to share in your social network. You don’t want to share too much of just your own content — remember these aren’t promotional networks — they’re social networks.

In the next section, I will share with you my strategy for sprinkling in content without ticking people off — take it from someone who has pushed the balance of social and promotional to the limits (and a bit beyond): you want to make sure that you get the right balance.

Your Social Media Plan

First off, this isn’t rocket science, it’s building relationships by being seen as a trusted source of information. If you share a helpful article titled “How to Talk to Your Parents About Moving into a Nursing Home,” and someone reads it and finds that it was really helpful, he or she won’t remember who wrote it; he or she will remember who gave it to them. And where’s the next move from the nursing home?

I want to keep this section simple and to the point. A lot of people overcomplicate their social media efforts, and, as I promised in the beginning: Minimum Effort with Maximum Effect.

Annual Plan: Two Hours

Get a copy of my latest Social Media Marketing Calendar (it’s free), and fill in the blanks with any events or community-outreach programs that you will be conducting.



Weekly Plan: One Hour

Glance at your calendar to see if there is anything that you should share for the week. Then go to your Information Dashboard and scan the blog posts and Google News items. Pick out five (or 10 for the keeners) content items that would be beneficial to share with your audience (community). It’s good to add some of your own spice into your content-sharing strategy, so I would suggest mixing in about 20 percent of the updates from your own content (e.g., from your website or a FAQ). Then, in Hootsuite, schedule those items to be distributed throughout the week — one or two pieces of content a day. Send the info to Facebook, Twitter, LinkedIn and Google+.

Daily Plan: 20 Minutes

Log in to Facebook, and wish happy birthday to your connections who are celebrating today (this is a good habit, as it keeps you coming back every day). Then scan through your feed, and like and comment on other posts that are worthy. Check to see if there are any messages or friend requests, and respond to them. Now hop over to Twitter to see if

there are any messages, and do a quick scan of others’ tweets — retweet one or two of the best ones (Twitter can be checked right inside of Hootsuite if you want).

That’s it. I know, it sounds pretty simple, because it is — it shouldn’t be complicated — it’s just relationship-building.

For those who are more advanced and want to get a greater effect, share photos! People love photos. Take photos at community events, and upload them to Facebook (and maybe even to Pinterest and Instagram for the ultra-keeners).

Now, there are even more things that you can do, but in the big picture, I would question their effectiveness until you hammer out this basic plan.

Please share your thoughts and comments about this strategy. I hope that you can now see that social media is just part of your relationship marketing and overall marketing strategy. Don’t let others tell you it needs to be more complicated — they’re just probably trying to sell you something. ■

Congratulations to the New CFSPs!

Congratulations to the following APFSP members who achieved the designation of Certified Funeral Service Practitioner since our Fall 2012 issue. Please help us congratulate these members for their hard work!

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Make it your goal to be in the list of new CFSPs in the next issue!

Here's how:

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What's on your list of New Year's resolutions?

As we welcome 2013, here are some thoughts to help you with what you need for a successful year – with families and professionally! How many are you willing to add to your New Year's resolutions?

- Do we know what you have been doing? Report your activities from 2012 on apfsp.org.
- Not yet a CFSP? Send in your Career Review and/or complete home study programs to finish earning the requirements.
- Is your address correct? Log on to apfsp.org and check your contact information to be sure it's up-to-date.
- Are you a CFSP with a website? Check to make sure the hot link is active on the Active CFSP Members on apfsp.org.
- Going to the ICCFA Convention? Come visit us in Tampa! Going to the NFDA Convention? See you in Austin!
- Do your families know about your certification? Order or re-order CFSP Family Cards to include in arrangement folders.
- Have a little cash left over after the holidays? Think about sending a donation to the Legacy Foundation.

To find out more about any of the above suggestions, **call (866) 431-CFSP (2377) or visit www.apfsp.org**



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