

OKLAHOMA

# DIRECTOR

October 2022 • Issue 10

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<sup>1</sup>Adobe Campaign Management Report.

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## OKFDA is an Investment in Your Professional Future

Phillip Hart  
OKFDA President

We have just come through fall meetings and your OKFDA Board is headed to Baltimore the second week of October to represent you and your firms at the NFDA Convention. It is time for membership statements to go out for the coming year, and we need all hands on deck.

This is my tenth year serving with OKFDA and in that time we have never launched such a membership drive as you are about to witness. The deathcare industry in our state needs us to step up and team up. You



need only to attend a State Funeral Board meeting to realize how quickly things can change and see how many different directions and angles the tug of war is coming from. Your association has your back, we are in your corner and we are making a difference together.

There is strength in numbers, and we need more numbers. We need your knowledge, your advice, your faithfulness to the association and yes, we need some of your financial resources. I would like you to think of your

OKFDA dues as an investment rather than a fee or even a burden. An investment defined is a thing worth buying because it may be profitable or useful in the future. Or, an act of devoting time, effort or energy to a particular undertaking with the expectation of a worthwhile result. Sounds like your investment in OKFDA, along with your boards exhaustive investment of time and effort, can work together perfectly for a positive result in our industry and communities. You have a realm of influence that can reach people and places OKFDA can't yet reach. Please join us in the effort to build up our membership like never before. Help spread the word!

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## Queen's Funeral a Reminder of the Value of Ritual, Gathering

Dustin Pierce  
OKFDA Executive Director

Happy fall y'all! Doesn't seem like it is fall, but here we are. Football season has started; now the weather just needs to catch up. We finished our district meetings, and they were well attended. It was nice to see everyone. A big thank you to everyone who participated and helped make them successful! Especially: LifeShare of Oklahoma, American Century Life Insurance Company, Monarch Resources and Lynch Supply. Shout out to LifeShare of Oklahoma for sponsoring the meal portion of our meetings.

OKFDA has started its 2023 Membership Drive, and your support has never been more important. Your membership is what helps the association carry out its mission, the mission to enhance and cultivate the funeral service profession by advocating for its members through educational development, legislative representation and resource guidance. OKFDA offered 24 hours of continuing education throughout 2022. OKFDA has represented your business at the State Capitol by helping affect legislative change through several key legislative efforts. Please consider joining OKFDA in 2023. Through your investment and partnership, the sky is the limit on what OKFDA can do!

We are also scheduled to launch our new website this month. Hopefully by the time you read this article, our website will be up and running. Your board has pulled out all the stops when it comes to a new website and management software. You will be able to access anything OKFDA 24 hours a day, 7 days a week. You will be able to register for meetings, continuing education seminars, convention and a whole lot more.

Don't forget our Certified Celebrant Training that will take place on November 9-11 in Oklahoma City. It is a chance to help raise the bar when it comes to serving families. The cost is \$850 for members and \$995 for non-members.

September started out with a quick trip to the mountains of Southern New Mexico to see family. Then September 8 came along,

and the world stopped for the next 10 days! Queen Elizabeth II passed away, like all of us will. Her Majesty the Queen's funeral should remind us all of the importance of ritual. As funeral professionals we didn't go into the business to provide direct disposals. We went into this profession because we believe in what a funeral can do to help families. It takes them from a place of despair and puts them on the track of healing. A funeral doesn't take away from the hurt of losing that person, which I believe a lot of people are trying to avoid when they select direct disposals. Gathering with the ones who mean the most to us helps us realize that we are not alone regardless of how we feel. The look on His Majesty the King's face when his mother's body was being lowered into the

Royal Vault is a face we've all seen. The face of a grieving son, who after 73 years, lost the one constant in his life, his mom.

Please don't forget that you are the one person who can lead a family to a place of healing. You can't heal them, but you can put them back on a firm foundation and send them down the road knowing they can heal from the loss they experienced.

As always, OKFDA is here to help in any way we can. Please call, text or email with any questions, concerns or ideas. I'm here to work for you!

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# Certified Celebrant Training

## Take Your Firm's Services to the Next Level

Set your firm apart from the competition and offer more to the families you serve! Take advantage of InSight Institute's Certified Celebrant Training Program, hosted by OKFDA.

As families' wishes continue to evolve, it is more important than ever to offer various services that meet their needs and exceed their expectations. Fewer families are celebrating the

lives of their loved ones – how do you fill that gap? Many funeral homes look to Celebrants and find it most economical to train their staff to accommodate this growing demand for customized services.

A Certified Celebrant works with the funeral director to provide a funeral service, memorial service, or tribute that is personalized

and individualized to reflect the personality and lifestyle of the deceased. Word will spread quickly about the meaningful and caring funerals being conducted at your firm!

**November 9-11**  
**Certified Celebrant**  
**Training**  
**Oklahoma City**

In a creative and collaborative environment, you will develop such skills as:

- Articulating the Value of the Funeral
- Facilitating Family Meetings
- Using Music and Readings Resources
- Art of Ceremonial Writing
- Presentation Skills
- Master of Ceremonies
- Developing the Celebrant Concept in the Community and so much more!

You'll also receive tools for success, the ability to network with other Certified Celebrants, and the opportunity to earn up to 17 CE hours.

### Cost

OKFDA Member	\$850
Non-Member	\$995
Includes Breakfast, Lunch, & Refreshments	

### Date/Location

November 9-11, 2022  
Aloft Oklahoma City  
Downtown-Bricktown  
202 N. Walnut Ave  
Oklahoma City, OK 73134  
\$129/night  
\$17/day Parking

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### Schedule

Day 1 1:00 p.m.-6:00 p.m.  
Day 2 8:00 a.m.-6:00 p.m.  
You will have homework.  
Day 3 8:00 a.m.-12 Noon

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# Certified Celebrant Training

## November 9-11, 2022

### COST

OKFDA Members \$850.00  
Non-Members \$995.00

This class will be limited to 30 participants. Ability to travel and participate in-person is required for the entirety of the training. Breakfast, Lunch, and Refreshments will be provided.

**Payment is due 14 days prior to the training session. Please make checks payable to OKFDA or by Credit Card.**

### MATERIALS

All materials will be provided when you arrive for training. Full participation is required for you to receive your certificate.

### REGISTER

Register through  
Oklahoma Funeral Directors Association  
[www.okfda.com](http://www.okfda.com)  
405-843-0730

Email this completed registration form to:  
[info@okfda.com](mailto:info@okfda.com)

or mail to:

Oklahoma Funeral Directors Association  
6801 N. Broadway #212  
Oklahoma City, OK 73116

### SCHEDULE

Day 1	1:00-6:00
Day 2	8:00-6:00
	YOU WILL HAVE HOMEWORK
Day 3	8:00-12 Noon

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### CANCELLATION POLICY

Payment is due 14 days prior to training or registration will be subject to cancellation.

If you need to cancel your paid registration, the following will apply to your paid registration:

30 days before training	100%
15 days before training	75%
14 days or less	0%

*Note: OKFDA will make every effort to assure an adequate number of participants in order to hold the training. However, this is not completely in our control. In the rare event that we determine that it is not feasible to hold the session, we will contact you immediately. We will be happy to refund your registration fee, however we are not liable for any other cost that you might have incurred.*

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POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

NAME AS YOU WISH IT TO APPEAR ON YOUR CERTIFICATE

### PAYMENT

TOTAL \_\_\_\_\_

CREDIT CARD# \_\_\_\_\_

EXP DATE \_\_\_\_\_ CVC \_\_\_\_\_ ZIP CODE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

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### CE INFORMATION

The Academy of Professional Funeral Service Practice: 17 hrs.  
Contact Dustin Pierce for more information, [info@okfda.com](mailto:info@okfda.com)

### QUESTIONS?

Contact OKFDA  
405-843-0730  
[info@okfda.com](mailto:info@okfda.com)

# Ron Died

By Wally Hooker

This month instead of a technical article, I'm going to share a related story, which I urge you to read to the end.

In retrospect, Ron was fortunate. He was just a few months shy of his 90th birthday and diagnosed with stage 4 colon cancer with metastasis. He passed just a little over 60 days from the diagnosis, only enduring a few bad weeks. He had served in the United States Marine Corps and retired from farming after nearly 50 years on the same farm. He was a tough rascal and fought until the end.



Ron died peacefully at home surrounded by family, who were lovingly holding him as he took his last breath. When the family was ready for Ron to be taken into my care, I asked, would it be okay if I took Ron past the family farm on one last "road farming trip" before I took him on the 70-mile trip to the funeral home. They thought it was a great idea! Not only did I take Ron out past the farm, but seven family vehicles also followed. We stopped at the homestead where many photos were taken and tears shed. It was a beautiful evening with the sun just setting behind the corn on the land he and his father had farmed. It seemed appropriate watching the sun set beyond the fields of corn.

As Ron and I headed to the funeral home, I was thinking ahead to what chemicals and fluids would be appropriate. It was my desire to restore this now frail man back to the robust, handsome, tanned farmer he always was. I had formulated a plan in my mind but didn't want to overdo it. Sometimes we can turn the clock back too far and this does not serve us well.

The embalming went well; he had great color and looked like a million bucks! It is my opinion to inject color for a more natural appearance, lessening the need to over cosmetize, especially men. Using accessory fluids to plump his tissue was a success. Both his face and hands were uniformly plumped and not much tissue building or cosmetics would be necessary.



I dressed Ron in his finest, all the way down to his favorite pheasant tie tack. He looked great, but I'm always fearful when I think my bodies look great that the family won't. Once he was casketed in a Pecan casket with a John Deere tractor headpanel, I was sure all would be well.

Since the services would be 70 miles from my funeral home, we engaged an event center to hold the visitation and funeral. Ron's church had many steps, narrow aisles and concerns with COVID. The staff of this facility went above and beyond on every expectation I had. They even had a separate room for the family

with refreshments and would host the luncheon following his funeral.

The day of the visitation was like most. The hustle and bustle of florists, making sure the lighting was just right over Ron and to ensure he looked perfect, family bringing photos, memorabilia, video, working strategically to make sure everything would be just right for this family. Even a 1946 UTU Minneapolis Moline Tractor that Ron had bought from his father and farmed with, and had been meticulously restored by his son, was sitting under the entry carport so guests could see it as they entered.

The entire arrangement was befitting to a



man of the land. A large shock of corn was on display with the floral arrangements at the head of the casket. Ron had often lamented: I want no tears! I want laughter, Eddie Arnold and Statler Brothers music and my neighbor to officiate my funeral. We gave him his wish and a little more!

The funeral was a celebration of Ron's life, just as he requested. Complete with laughter, tears, remembrances, gratitude and gratefulness. When the funeral procession arrived at the country church yard where Ron and his family had attended, his flag draped casket was transferred to a hay wagon. The wagon was hooked to the same tractor that sat outside the visitation. The pallbearers and immediate family accompanied Ron on the wagon as his son drove the tractor to the gravesite. Over 100 guests followed in silence, many taking photos and videos. They were met at the gravesite by an American Legion Honor Guard and honors team from the Marine Corps. The stainless-steel vault carapace had a sunset farm scene that seemed appropriate for a retired farmer. It was a surprise for the family.

In my mind, everything had gone very well, especially considering the logistics involved. The big question, what would his daughter think? She had second-guessed everything, questioned everything, as though it was my first service. As people began leaving the cemetery, the daughter told me, "everything was absolutely perfect, I don't know what more we could have done." She hugged me and said thank you! This was a huge relief for me. You see, the daughter is Julie, and she is my sister. Ron was our dad.

Preparing for this service was a double-edged sword. It was both a privilege and honor to handle the details of Dad's service. However, it doesn't leave much time to mourn his loss. I felt totally alone attending to the details. But who else should do it? After I finalized Dad's arrangements, the calls starting coming in from friends and colleagues in funeral service offering their assistance. I was able to finally step back, be a son, and allow my friends and staff to take control and do the leg work.

How humbling and what a reminder that we aren't in this alone when death hits home. To experience colleagues flying in, driving in from great distances, spending the night to attend the funeral, the surprise to see long lost family, friends and colleagues who care enough to be with you is indeed healing. They all get it; they understand and it totally amazed me to see so many colleagues.

For me personally, the healing began the evening of Dad's visitation. The stories shared, the love felt, the hugs, the continuous line of people, the comments on how great he looked, feeling the support and respect of those in attendance was therapeutic. The value of seeing Ron look so at peace, so handsome with that little smirk to the grandchildren, great-grandchildren, his wife, brother and family was invaluable for them to begin the journey to live a life without Ron.

I am left without words. I am just incredibly humbled and honored by the calls, emails, texts, cards, memorial contributions, personal visits and the outpouring of love and support from around the world. I am truly blessed to be friends and associated with such kind, loving professionals. This is why we do what we do. Let us never lose sight of the foundation

on which funeral service was built, the dead human body!

From the bottom of my heart...I thank you!

*This article is the third in a series to appear in Oklahoma Director. Wallace P. (Wally) Hooker, CFSP, MBIE, is the owner, funeral director and embalmer of Family and Friends Funeral Home of Wingate, Indiana. He and his wife, Janet, designed, established and built their funeral home in 2004. Wally is a graduate of Worsham College of Mortuary Science, where he serves on the Advisory Board. He is past president of the Indiana Funeral Directors Association and board member of North American Division of the British Institute of Embalmers. In addition, he has served as the chief deputy coroner/investigator of Fountain County, Indiana, for 24 years.*

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# 2022 Twitter Trends & What They Mean for Deathcare

By Welton Hong

Twitter recently mined its data, analyzing billions of tweets for the past two years, to discover what's on top when it comes to trends. In its Twitter Trends Report 2022, the social media platform revealed three important considerations for marketers:

- A general consumer movement toward restoration and mission-minded purchasing
- The growing control of fans and target audiences
- The disruption of crypto in a variety of markets

At first glance, you may not think these have much to do with deathcare. But all online trends can inform your marketing strategies. Taking time to dissect significant

trends, such as those that power conversations on Twitter, to find relevant truths for deathcare marketing can help you stand out online and connect more organically with audiences.

Let's dig deeper into each of these trends and how they might inform your deathcare marketing business and strategies in 2022 and 2023.

## Consumer Desires for Restoration and Mission

Analysis of tweets for the past two years shows that increasing numbers of Twitter users are calling for change and restoration

following the stressors of the pandemic, political and social upheaval, and other events in 2020 and 2021.

Words used often in tweets during the past two years include *accountability*, *green energy*, *shop local*, *climate action*, *sustainability*, and *brand activism*.

The takeaway here is that missions and visions are likely to shape success in the future, with consumers investing in

firms that demonstrate values that match their own.

Deathcare firms aren't immune to this trend. In fact, individuals investing in final arrangements may even be more apt to



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**Weekly Summary**

TRIPS	MILES	TIME	EVENTS
24	235.2	3h 45m	37

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choose a firm based on values because they see it as part of a final legacy.

For deathcare marketing, this can mean a need for:

**Increased transparency:** Consumers understand that every service won't align 100% with perfect ideals. They appreciate honesty and comprehensive information so they can make educated decisions about services. Deathcare firms should be transparent about how they're able to support social and environmental missions and not overpromise in these areas just to get traction with marketing campaigns.

**Emphasis on values:** Ensure you put an emphasis on values that align with your target audiences. If you support green burial, donate to a worthy cause, or have a program that provides dignity in deathcare for the less fortunate, include that information on your website and in other marketing content when appropriate (without outright bragging about it, of course).

**Clear solutions to perceived social challenges:** Think about how you can offer solutions potential clientele might find valuable. Green burial options are one example, as they speak to consumer desires for sustainability.

## Growing Control of Fans and Target Audiences

This Twitter trend is admittedly most relevant to creators. Trending phrases include *fan empowerment*, *Patreon*, *fan marketplace*, and *world building*. The overall message is that fans and consumers support creators and want a place at the table in influencing what's created.

There is a takeaway here for deathcare firms: consumers want to know that their opinions, preferences, and needs are valued.

Deathcare firms can demonstrate this is true in marketing content by clearly explaining options and customizations, ensuring potential clientele know they're in charge of their final arrangements, and responding to consumer questions and comments.

If your firm has an active social media profile, make sure someone checks it regularly and engages with followers and commenters. And make a habit of responding to your Google reviews—whether it's to thank someone for the honor of serving them/their family or to tactfully tell your side of a story on a negative review. These interactions demonstrate that your firm cares about clientele and listens when they communicate.

## Increased Interest in Crypto

Twitter noted that crypto continues to trend, with phrases such as *Ethereum*, *Bitcoin*, *decentralized exchanges*, and *portfolios* showing up often.

For deathcare firms, the takeaway here is that flexible and varied payment methods are essential in today's market. If you only take cash, check, or credit card, it's time to branch out.

Look at options for PayPal and other online payment methods as well as the ability

to accept crypto. Setting these foundations now can help you expand your target audience and business in the future.

Welton Hong is the founder/CEO of Ring Ring Marketing ([ringringmarketing.com](http://ringringmarketing.com)), which specializes in helping funeral homes and cemeteries grow and protect their market share. He's also the author of the books *Making Your Phone Ring with Internet Marketing for Funeral Homes* and *Making Your Phone Ring with Internet Marketing for Cemeteries*.



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## “Take 5” for Yourself: NFDA Offers Free Online Self-Care Series for Funeral Service Professionals

Funeral service is a high-touch, high-stress career that, unfortunately, comes with a high-degree of compassion fatigue and burnout. To help members of the funeral service profession understand when on-the-job stress might be impacting them and steps they can take to better cope with and preserve their emotional well-being, the National Funeral Directors Association (NFDA) has introduced the free Take 5 self-care series.

“Effectively managing that stress is so very important because, when we take care of ourselves, we’ll be better able to take care of the families who are depending on us,” said

NFDA President Randy Anderson, CFSP, CCO. “The new Take 5 self-care series is a free resource developed by NFDA to help anyone – regardless of membership status – identify and address the stresses in your life that come with being a funeral service professional.”

Available online 24/7, Take 5 is a series of short activities designed to give funeral service professionals – both NFDA members and nonmembers – information and practices to better care for themselves. The interactive series features short videos, quizzes, self-assessments and self-care tips and is based on the Funeral Service Foundation’s “Caring for

Families & Caring for Yourself: A self-care handbook for funeral service professionals,” written by Dr. Alan Wolfelt.

### Take 5 viewers will learn to:

- Identify their sources of stress that personally impact them on the job and at home and gauge their level of burnout.
- Recognize symptoms of burnout and common, often unhealthy, coping mechanisms.
- Use strategies for minimizing the impact of stress on the job and tips to develop a personal plan for self-care.
- Be proactive and prioritize your self-care in small, manageable steps.
- Understand the wide range of free resources available to funeral professionals to further explore self-care and mental health with articles, screenings and toolkits.

Funeral service professionals can access the Take 5 series online, [www.nfda.org/Take5](http://www.nfda.org/Take5).

### Other Resources

To help members be at their best so they can effectively support families, NFDA has partnered with SupportLinc to offer a member assistance program. This confidential support service is available 24/7, 365 days per year at no charge to NFDA members and their immediate family members (e.g., spouse, children).

Administered by CuraLinc Healthcare, SupportLinc offers in-the-moment support and short-term counseling by phone, web, text or mobile app with a licensed clinician; digital support group sessions; legal consultation; financial consultation; and more. Information about the tools, resources and information available to NFDA members can be found online at [www.nfda.org/SupportLinc](http://www.nfda.org/SupportLinc).

“Caring for Families & Caring for Yourself: A self-care handbook for funeral service professionals,” the booklet on which Take 5 is based, along with a companion “Self-care Manifesto poster,” are available at no charge via the Foundation’s website, [www.funeralservicefoundation.org/resources](http://www.funeralservicefoundation.org/resources).

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Oklahoma Funeral Directors Association

# 2023 Membership Dues Notice

Primary Member Name: \_\_\_\_\_

Funeral Home: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

	Annual Case Volume	Before January 31, 2022	After January 31, 2022	TOTAL
<b>Regular Plan Dues</b> This membership includes dues for your funeral home (one physical location), one OKFDA voting membership (name listed on application), subscription to the <u>OKLAHOMA DIRECTOR MAGAZINE</u> , and one admission for member and their spouse to Annual Convention.	0-99 100-199 200-299 300-399 400-499 500+	\$310.00 \$620.00 \$980.00 \$1150.00 \$1300.00 \$1450.00	\$410.00 \$720.00 \$1080.00 \$1250.00 \$1400.00 \$1550.00	\$ _____
<b>Active Professional</b> This membership is available to all licensed employees. This membership is <b>NOT</b> available to principal owners, FDIC, or managers of the establishment. This membership includes one OKFDA vote and a subscription to the <u>OKLAHOMA DIRECTOR MAGAZINE</u> .		\$115.00	\$135.00	\$ _____
<b>Non-Active (Retired or Out of State)</b> This membership is available to all licensees not currently working in a funeral home in Oklahoma or anyone residing outside of the state. This membership includes a subscription to the <u>OKLAHOMA DIRECTOR MAGAZINE</u> . This is a non-voting membership.		\$60.00	\$75.00	\$ _____
<b>Limited Licensed Establishment (Embalming Service)</b> This membership is available to Embalming Establishments. This membership includes one OKFDA Vote and a subscription to the <u>OKLAHOMA DIRECTOR MAGAZINE</u> .		\$350.00	\$450.00	\$ _____
<b>Student</b> This membership is available to all enrolled mortuary students. This membership includes a subscription to the <u>OKLAHOMA FUNERAL DIRECTOR MAGAZINE</u> . This is a non-voting membership.		\$15.00	\$30.00	\$ _____
<b>VOLUNTARY CONTRIBUTIONS</b> Oklahoma Funeral Directors' Scholarship Fund (recommended \$50) Legislative Fund (recommended \$50) Disaster Fund (recommended \$50) Additional <b>Oklahoma Director Magazine</b> (\$35.00 each subscription, please include name & address)				\$ _____ \$ _____ \$ _____ \$ _____
<b>TOTAL:</b> .....				\$ _____
<b>CREDIT CARD (\$20 Convenience Fee)</b> Name on Card (if different from above): _____ Card Number: _____ Exp: _____ CVC: _____ Address: _____ City: _____ State: _____ Zip Code: _____				

## MISSION STATEMENT

The Oklahoma Funeral Directors Association enhances and cultivates the funeral service profession by advocating for its members through educational development, legislative representation, and resource guidance. We are the voice for Oklahoma Funeral Service Professionals—challenging members to serve their communities with excellence and integrity.

## NOTICE REGARDING TAX DEDUCTIBILITY OF OKFDA DUES

Generally, funeral homes that pay OKFDA dues are able to deduct 100% of those dues as ordinary business expenses for federal tax purposes, but due to the Budget Revenue Reconciliation Act of 1993 (the “Act”), any dues revenues utilized by a professional or trade association for lobbying purposes cannot be deducted by a member who paid dues. In accordance with the Act, the Oklahoma Funeral Directors Association is hereby notifying its members that it estimates that 1.80% of your 2023 dues will not be deductible as ordinary business expenses for federal tax purposes. This estimate is to be utilized by OKFDA members in determining what portion of their dues are deductible. Please provide a copy of this notice to your accountant and/or tax preparer.

## CODE OF CONDUCT

It is understood and agreed that members in OKFDA is conditioned upon adherence to the Constitution, By Laws, and Code of Professional Conduct. Violation of any of these may results in disciplinary measures imposed by OKFDA including, but not limited to, expulsion from membership.

## PLEASE LIST ALL LICENSED STAFF WORKING IN YOUR FUNERAL HOME

(IF NOT AN INDIVIDUAL MEMBER)

1. \_\_\_\_\_ E-Mail \_\_\_\_\_
2. \_\_\_\_\_ E-Mail \_\_\_\_\_
3. \_\_\_\_\_ E-Mail \_\_\_\_\_
4. \_\_\_\_\_ E-Mail \_\_\_\_\_
5. \_\_\_\_\_ E-Mail \_\_\_\_\_
6. \_\_\_\_\_ E-Mail \_\_\_\_\_

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## RETURN FORM TO:

Oklahoma Funeral Directors Association  
6801 N. Broadway Ext Suite 212  
Oklahoma City, OK 73116  
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Additional Subscriptions to the OKLAHOMA DIRECTOR magazine.

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I understand that by providing our mailing address, e-mail, phone number, and fax number, we consent to receive communications sent by or on behalf of the Oklahoma Funeral Directors Association (OKFDA).

☐ Please check here if you DO NOT wish to receive communications from or on behalf of OKFDA.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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*For more information:*



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