

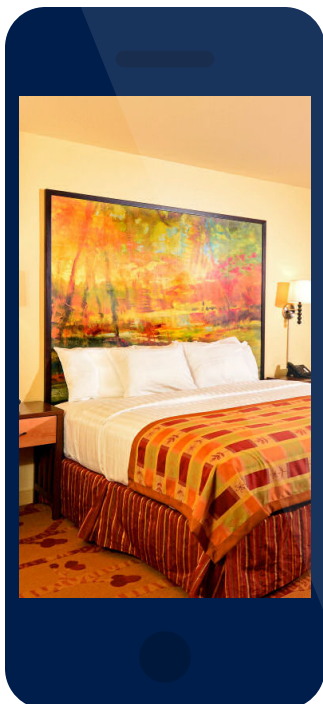
# WVCFA NEWSLINE

FIRST QUARTER EDITION - MARCH 2018

## 2018 WVCFA 68th Annual Convention



# JOIN US!



**Picture yourself here!**

**2018 Annual Convention  
August 10 & 11, 2018  
Canaan Resort - Davis, WV**

**Additional information  
can be found on page 6.**

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## NEWSLINE

### WVCFA

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### 2017-2018 WVCFA Executive Board

President: Mrs. Linda Mayle  
Vice President: Mr. Earl Hurd  
Secretary/Treasurer: Ms. Kaye Ballard  
Past President: Mr. Dave Harless  
Director: Mrs. Lajeana Aldredge  
Director: Mrs. Venetta Broyles  
Director: Mr. James Aliff  
Director: Mr. Brian Brooks  
Director: Mrs. Eldora McCoy  
Director: Mr. Greg Boggs  
Director: Mr. Jeff Phares  
Director: Ms. Elizabeth Keatley  
Director: Mr. Ed Ashworth  
Supplier Member: Mr. Mike Ash  
Master Trust: Mr. Keith Unger  
Gov. Relations: Mr. Chad Robinson

### 2017-2018 Schedule of Events

- April 18-21, 2018  
ICCFA Annual Convention & Expo  
Mandalay Bay - Las Vegas, NV
- August 10 & 11, 2018  
68th Annual Convention  
Canaan Resort - Canaan, WV

*Opinions and statements in the WVCFA Newsline are those of the authors and not those of the WVCFA, unless so stated. The WVCFA assumes no responsibility for, and does not warrant the accuracy or appropriateness of, recommendations or opinions of the authors or of any product, service, or technique referred to in the WVCFA Newsline. Published advertisements are not an endorsement of any product or service.*

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## Contact Us!

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**office@wucsi.com**



# The President's Corner

How many changes have we seen in our industry just this year? What have we done to be prepared for the coming year based upon those changes?

The WVCFA is here to support each and every one of you and to keep you posted with changes that we seen on the horizon. However, our Association, YOUR Association, needs your input and support as well. If we all have the attitude of "let someone else do it", who will be there tomorrow or even next year to keep our network of support in operation?

I challenge each of you to think about what our industry, our individual parks and our Association can do this year to keep on top of the changing needs and how we can change our way of thinking to keep our bottom line strong. Think outside of the box if you would!

I also challenge each of you individually to get more involved by asking yourself what can I do to support others that may be struggling and how you can become a backbone in our Association. While the Army may be looking for a few good people who are willing to work - So is the WVCFA!

Thanks!

*Linda Mayle*

Mrs. Linda Mayle  
WVCFA President



# WVCFA Board of Directors

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## Presidential Memorial Certificates - US Dept. of Veterans Affairs

**Presidential Memorial Certificates** - A Presidential Memorial Certificate (PMC) is an engraved paper certificate, signed by the current President, to honor the memory of deceased Veterans who are eligible for burial in a national cemetery.

**History** - This program was initiated in March 1962 by President John F. Kennedy and has been continued by all subsequent Presidents. Statutory authority for the program is Section 112, Title 38, of the United States Code.

**Administration** - The Department of Veterans Affairs (VA) administers the PMC program by preparing the certificates which bear the current President's signature expressing the country's grateful recognition of the Veteran's service in the United States Armed Forces.

**Eligibility** - A PMC is authorized for Veterans who are eligible for burial in a national cemetery by reason of any of paragraphs (1), (2), (3), or (7) of section 2402(a) of title 38 U.S. Code §112.

**Application** - An eligible recipient (i.e., next of kin, a relative or friend upon request, or an authorized service representative acting on behalf of such relative or friend) may apply for a PMC by completing a VA Form 40-0247, Presidential Memorial Certificate Request Form. More than one PMC may be requested. To expedite the processing of the claim, please submit the Veteran's military discharge documents and death certificate. Do not send original documents, as they will not be returned.

**Check the Status** - If you have already requested a PMC more than sixteen (16) weeks ago and have not received it yet, please call 1-202-565-4964 to find out the status of your request. Please do not send a second application unless we request you to do so.

**Veteran Service Officers and Funeral Homes:** If you have questions about the status of a request please contact us at 1-202-565-4964. You may also send request for status by email to [pmc@va.gov](mailto:pmc@va.gov). Our application form (VA Form 40-0247) is shown above. Please save this form to your computer and make as many copies as you might need.

*Copyright © US Department of Veterans Affairs - December 18, 2017.*

## WITH CREMATION ON THE RISE, IS YOUR CEMETERY STILL RELEVANT?



### Transform Your Cremation Business

Matthews can position you for success in today's growing cremation market with our comprehensive cremation solutions. From strategic consultation, design and financing through expert installation and effective selling, we provide complete and sustaining support to deliver a strong ROI.

### QUESTIONS?

Contact your Field Sales Manager at: 1-800-628-8439



# 2018 68th Annual Convention

## August 10 & 11, 2018 - Canaan Resort - Canaan, WV

Plan to attend the 68th Annual WWCFA Convention on August 10th & 11th, 2018 at the beautiful Canaan Resort conveniently located in Canaan, WV!

### Tentative Schedule of Events

*\*\* Please Note: Schedule of events may be changed or altered without any notice.*

#### Thursday, August 9, 2018

- 6:00pm - WWCFA Board Meeting (Dinner on your own)

#### Friday, August 10, 2018

- 9:00am - Welcome by WWCFA President, Mrs. Linda Mayle
- 9:15am - Introduction of Mr. Barry Mitchell
- 9:00am-12:00pm - Class
- 12:00pm-1:00pm - Lunch
- 1:00pm - Introduction of Ms. Kathy Baker
- 1:15pm-4:15pm - Class
- 6:00pm - Cookout



#### Saturday, August 11, 2018

- 9:00am - Welcome by WWCFA Vice President, Mr. Earl Hurd
- 9:00am-12:00pm - Class
- 12:00pm-1:00pm - Lunch
- 1:15pm-4:15pm - Panel Discussions
  - \* Moderator: Mr. Earl Hurd
  - \* Panel #1: Administration - Ms. Venetta Broyles
  - \* Panel #2: Leadership: Mr. Greg Boggs
  - \* Panel #3: Sales: Mr. Mike Phares
  - \* Panel #4: Maintenance/OSHA: Mr. James Aliff
- 6:00pm - Formal Dinner to Celebrate Sales People



### Hotel Reservations

The WWCFA has reserved a block of discounted rooms for our Annual Convention. To reserve a hotel room reservation, please contact Canaan Resort at (800) 622-4121.

Room Block Discounted Rates is as follows:

- Single/Double Occupancy - \$109.00 per night, plus taxes & fees.

**The discounted room block will end on July 10th, 2018, so please make your room reservations ASAP!**

# Supplier Member Spotlight - Company Name

Flowers For Cemeteries, Inc. (also known as Ruby's Silk Flowers) is a national supplier of top quality silk flowers and holiday wreaths. The company was started in 2002 by cemeterians Ruby & David Broel - located in Marietta, GA. Ruby and David owned cemeteries in Ohio and then worked throughout West Virginia (Princeton), Tennessee and Georgia managing sales departments for cemeteries and funeral homes. One consistent problem existed in every cemetery. Families would complain about missing flowers! It became a goal to help our industry elevate this problem once and for all.

The beginning foundation of Flowers For Cemeteries was the design of the Stay-In-The-Vase® silk flower holder. By using our design verses a foam material the flowers would not blow out or float out of the vases. Families loved the idea. The flowers would be in the vase when they returned to visit. As a result of the positive feedback we began contacting cemeteries to offer this product directly to their families.

We offer a full selection of silk flowers for the ground vases, mausoleum vase, niche vase, saddles for monument, wreaths and Christmas trees, and casket sprays. There are large, medium, small, and custom value sizes. Special designs for Mother's Day, autumn colors and a variety of Christmas reds including poinsettias.

Please visit: [www.flowersforcemeteries.com](http://www.flowersforcemeteries.com) for a look at all of our beautiful designs.

In addition to our flower selection, we offer several tools to help you market a flower program to your families. We print custom brochures, provide outside signage, FREE placement tracking, Free data storage for the placement program, custom login to reorder and enter placement contracts, the best customer service available and of course no minimums.

If you do not have a flower program, let's talk. It is a win-win. Your families will return every season to purchase flowers. That opens the door for sales opportunities.

If you have a flower program, let's talk. We have found that oftentimes our quality, our price and our customer service is worth looking into.

Every cemetery has a problem with missing flowers and the complaints of the flowers missing. We can help solve that problem.

Give Ruby or David a call (770) 428-8883. Let us help you develop a flower program for your families.



## FLOWERS<sup>TM</sup> FOR CEMETERIES

**Let us help you design,  
implement, and maintain  
a successful flower program.**



*Push Into  
Vase*



*Stays In Vase  
Will Not Blow  
Away Or Float Out*

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- Marketing Assistance

For more information, please contact:

- Quality Silks
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Ruby E. Broel, Pres.  
P.O. Box 1533  
Marietta, GA 30061  
T: (770) 428 - 8883  
F: (770) 422 - 4720

2.5-3.5 in Diameter Bronze Vase ©2016 Flowers For Cemeteries, Inc.





# Making the Sale - How the Best Salespeople Make the Sale

There are a lot of misconceptions about how to sell effectively. Some people dive in with just one goal in mind: To close the deal. Others wing it and hope that their charm, talent and knowledge of the product or service they are pushing will get them the sale. A few salespeople even think the best thing is to call a prospect repeatedly until they get an answer. Wrong. Sales pros talk about how the best salespeople make the sale.

## Finding the Appropriate Prospect

- Dedicate a lot of time to the process upfront. Use that time to find the appropriate client for the product or service you are selling. If you are not talking to a qualified prospect, the chances of anyone turning into a customer in the end are very minimal.

## Reaching Out to the Prospect

- After you have found the perfect prospect and have researched their business, it becomes time to reach out. You need to understand your audience prior to getting on the phone and learn about them as you go along. Once you make the first call, find out their preferred way of communication and use that throughout the rest of the process.

## Meeting the Prospect

- Call and ask for a face-to-face meeting. If that isn't possible, schedule a phone conversation to have an in-depth discussion about how your product or service can help the prospect. Figure out the prospect's needs and wants.

## Making a Plan

- At the end of the meeting, get some sort of agreement from the prospect about what will happen next. Ask if they would like to meet again, find out when they plan to have a decision for you, set up a follow-up call.

## Waiting for Their Decision

- The prospect will need some time to make a decision. Don't hound them. Get creative. Leave a message thanking them for their time and let them know you will call again next quarter.

## Dealing With Rejection

- If the prospect gives you a firm "no", find out why. Ask what went wrong and what you can do to solve the problem. Many salespeople will feel disheartened and rejected and walk away. Turn this into a learning experience.

## Closing the Deal

- Don't think your work is done once you close a deal. Thank the new client for their business and talk about what went well and why they chose to buy from you. Position yourself as a resource to the new client. Offer your client ideas that don't benefit you or your business in any way and find ways to make your new client look like a rock star.



## 7 Management Practices to Improve Employee Productivity

1. Design economic incentives so employees at all levels can benefit from them.

Management tends to focus on senior-level economic incentives. It's best not to neglect substantive incentives for lower-level employees.

2. Provide meaningful feedback in a constructive manner on a regular basis.

The ability to provide regular, helpful feedback to employees in a manner that encourages them is a cornerstone of effective management.

3. Respect employees as individuals, in addition to the job they do.

Respect can be a simple but powerful motivator. When employees feel genuinely respected, they are much more likely to go the extra mile to help a company succeed.

4. Be sure management at all levels receives adequate training.

There is a tendency for companies to invest heavily in leadership training while focusing far less on supervisors and middle managers.

5. Provide support for employees when it's needed.

Valued support can take many forms. Management support in times of need won't be forgetting. It builds employee's goodwill and loyalty to the company.

6. Don't be emotionally stingy.

There is nothing for management to gain by withholding praise and recognition when it's warranted. Focus on general employee productivity where the broadest gains can be made.

7. Ensure senior leadership models behavior that makes the rank-and-file proud to be part of the team.

Nothing demoralizes employees more quickly than seeing senior leaders act in a way they don't respect and few things energize employees more than a senior team they admire. *Copyright © www.forbes.com, December 21, 2017.*



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# How to Ship Cremated Remains with the USPS

There may be different reasons why you would need to ship cremated remains: you're a relative entrusted with transporting or distributing the remains of a loved one; you need to ensure that a pet cremation urn is safely sent back home; or you're in the death care business and your funeral home needs to transport cremated remains frequently. Whatever the reason may be, the USPS can help you make the process as painless as possible. The first thing to know is that you can only use the USPS to ship cremated remains. Courier services like FedEx and UPS do not allow this. Therefore, you can use your USPS platform to ship cremated remains.



## Preparing your package

The USPS allows for shipping cremated remains by Priority Mail Express service only. Keep in mind that there are packaging requirements—USPS requires that the inner container be stable, shock-proof, and sift-proof (i.e. sealed against leakage during transit). Since the USPS requires full return and delivery addresses be included on the outside of the package, we recommend using the USPS Shipping Label feature to meet this guideline and also receive free tracking. Under our “Packages” section, you can select one of our “Shipping Label” options. You can easily print a trackable label on plain paper or on one of our self-adhesive labels.

## Identifying your package

Remember also to declare the Special Contents when you print your Shipping Label. After selecting the Priority Mail Express mail class and entering all of the appropriate criteria (addresses, weight, etc.), click on the “Select” button next to “Add'l Options.” Click on “Special Contents” and select “Cremated Remains.” For peace of mind and to ensure respectful handling, we also highly recommend using the additional marking provided by Label 139, a postal label indicating “Cremated Remains,” which can be ordered for free here:

[https://store.usps.com/store/browse/productDetailSingleSku.jsp?productId=P\\_LABEL139](https://store.usps.com/store/browse/productDetailSingleSku.jsp?productId=P_LABEL139)

## International Mailing

For international mail, you may only use Priority Mail Express International to ship cremated remains. Cremated remains must also be shipped in a funeral urn. Remember to double-check whether the country to which you are mailing allows this type of shipment. Some countries, such as Belgium, Ireland, Kyrgyzstan, Portugal and the United Kingdom do not allow entry of cremated remains. Some countries also do not support Priority Mail Express International. We recommend researching this prior to mailing by accessing the Individual Country Listings here:

<https://pe.usps.com/text/imm/immctry.htm>

Remember to fully and clearly identify the contents on your customs form. The USPS makes the process easy and efficient by combining postage and the Customs Declaration Forms into the same documentation/international shipping label. In the Customs Information window, under “Type of Contents,” select “Other” and type in a detailed description under “More Info.” In the itemized package content details, please also enter a detailed description to remain compliant with USPS guidelines.

Since you are using Priority Mail Express, you can schedule a free pickup to avoid going to the Post Office. Learn more at [www.usps.com](http://www.usps.com) - Publication # 139.

# WVCFA Master Trust Update

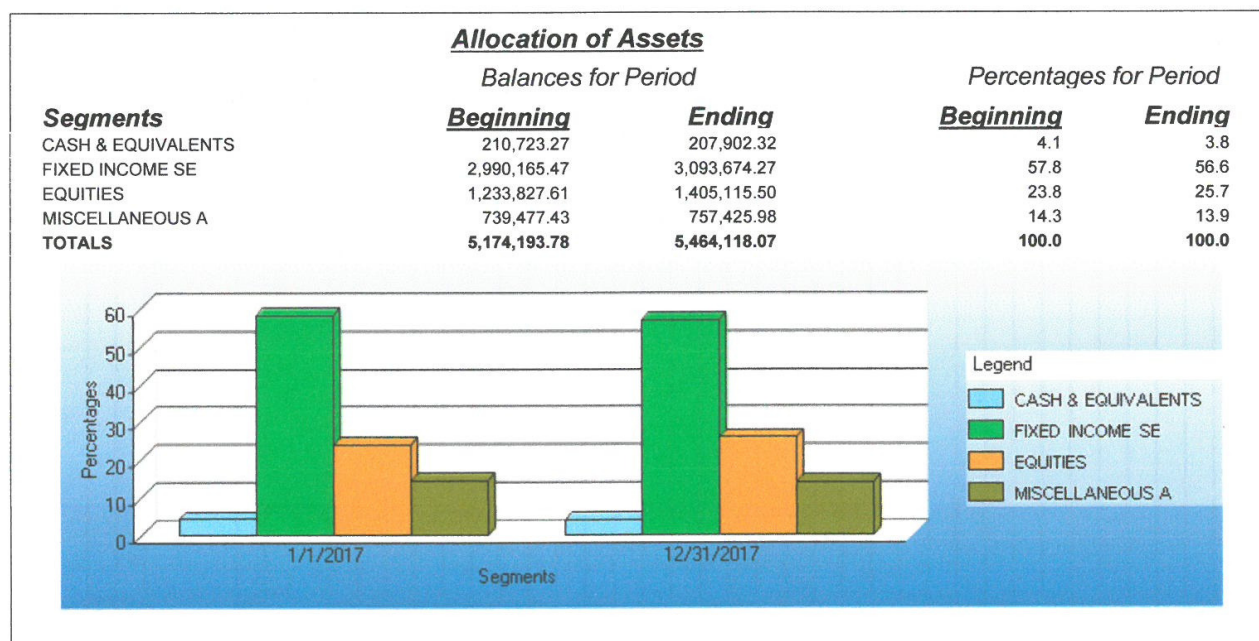
Update from City National Bank Trust & Wealth Management - Mr. Keith Unger



As of June 30, 2017, we had 32 accounts in the Master Trust (20 perpetual care trusts and 12 pre-need trusts). Your referrals for new members are greatly appreciated!

Through the end of June 2017, the stock market (S&P 500) was up 8.24%. Corporate earnings continue to be mostly positive supporting higher stock price valuations. Analysts continue to see an outlook for low inflation and slow but steady growth in the economy. Despite three rate increases in the overnight rate, long term interest rates have been fairly steady since the end of the year. However, from a year ago, the ten year US Treasury rate has increased from 1.5% to the current rate of 2.36%.

For more information about the WVCFA Master Trust, please contact Mr. Keith Unger at (304) 264-4542 or email him at [keith.unger@bankatcity.com](mailto:keith.unger@bankatcity.com).



## Just a Reminder!

If you are a WVCFA Member, your trust is provided by City National Bank and you receive these rates.

**Non-Members do not receive this rate.**

**Want to join as a WVCFA Member? Or know someone who may want to join?**

**Contact the WVCFA office today and receive a membership application!**

**Call us at (304) 342-3769 or email us at [office@wucsi.com](mailto:office@wucsi.com).**



**Cemetery & Funeral Association**

[www.wvcfa.org](http://www.wvcfa.org)

*18 California Avenue  
Charleston, WV 25311*

**Are you sharing the WVCFA Newsline with everyone in your office?**

**The WVCFA Newsline includes information for yourself and your staff members! If they are interested in receiving a copy of the Newsline, please have them contact Hannah at the WVCFA office by calling (304) 342-3769 or email her at [office@wucsi.com](mailto:office@wucsi.com).**