



TRUST UPDATES

To provide the best educational opportunities
for the advancement and support of all who work within
and for the independent funeral service profession.

February 2020

Dear Readers...

The Selected Independent Funeral Homes Educational Trust e-newsletter has a new format and here it is—the first issue of *Trust Updates*. We are excited to bring you this issue featuring the topics you see listed at the right and more!

Your gifts to the Educational Trust have made possible the programs and success stories featured in this issue. And for that, we are deeply grateful. So read on, because you made this news possible!

Trust Announces Bea Pedersen as First Executive Director

Bea Pedersen has been named the Educational Trust's first Executive Director. She joined Selected in January 2018 as Director of Development, a role for which she came highly qualified and eager to assume. Bea previously had worked as a development officer for the American Dental Hygienists' Association, the Chicago Sunday Evening Club, Feed My Starving Children and Prairie State Legal Services. She came to Selected with a strong development and management background, but what put her at the head of the list was her passion to serve.



“When I was 13,” she told *Trust Updates*, “I would accompany my older sister, a beautician, to our local funeral home to assist her prepare the hair for the home’s clients. I was fascinated by this work and learned as much as I could about the different aspects of running this business from the funeral home owner. Little did I know that I would one day have the privilege to serve this fantastic profession!”

[Click here](#) to congratulate Bea and learn how you can support the Educational Trust.

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DONATE NOW!

Supporting the Educational Trust is an investment in the future of independent funeral service and lifelong learning. [View Our Giving Levels!](#) Contributions are tax deductible.

QUICK LINKS

- Our Website: www.selectedtrust.org
- Email us at info@selectedtrust.org
- Call us at 888-708-7878 or 847-236-0150
- [Visit us on Facebook](#)

Winners Circle

INSTALL ROUNDUP

Alissa Dodds is a Funeral Director and Manager at Conroy-Tully Walker Funeral Homes, Portland, ME, and recipient of the 2019 Selected Leadership Academy Scholarship.

“I didn’t even know about the Selected Leadership Academy program, let alone the scholarship,” Alissa told *Trust Updates* “My boss, Adam Walker, suggested I apply. Conroy-Tully Walker is a small funeral home, but Adam is a great believer in supporting his staff and providing opportunities for us to enhance our education.



“He told me to apply for the Leadership Academy scholarship, and if I won, he would make it possible for me to take time needed to complete the two-year program,” she continued.

Well, Alissa did win the full-tuition scholarship plus an annual stipend sponsored by Homesteaders Life Company. When she learned more about this exceptional program provided by Selected Independent Funeral Homes, she knew it was something that would change her life. Alissa has now completed the first year of the Academy under the tutelage of Marguerite Ham. Her class, which will graduate in 2021, has named themselves "All In!", because they understand that to succeed at anything they must put their all into it!



And that’s exactly what Alissa has done. She’s been exposed to a wide array of new books and ideas. She’s had the opportunity to share ideas, methods, and procedures with funeral service professionals from across the country—broadening her horizons as never before.

“When I won this scholarship,” she said, “Homesteaders sent me a book about the struggles and achievements of a rowing team. I really connected with that book because I used to row! And Marguerite helps all of us see deeper into ourselves and do some self-analysis we might never have without being a part of this program.”

This introspection, self-awareness, learning, exchange of ideas, and overall growth is helping Alissa become a better manager. She’s learned that management is not only telling others what to do but rather helping others learn and grow through coaching. “And the most important aspect of coaching is discovering how to help someone else achieve their goals,” Alissa concludes.

Welcome to the Trust Winners Circle, Alissa! You are definitely going places, and we are proud to have helped you along the way!

RoundUp is a mobile app that allows you to donate your spare change to the Future of Independent Funeral Service.

Physicians Mutual®

Matched \$10,000 in Trust donations, raising a total of more than \$20,000 in the month of December for Trust programs!

Remembering Our Colleagues

The Trust is honored to recognize donations made in 2019 in memory of the following individuals.

Gordon A. Bakker

- Glenn Funeral Home and Crematory
- Bart Miller
- Selected Independent Funeral Homes

Ashley P. Beggs

- Carson McLane, Inc.

Allan R. Bellows

- Baue Funeral Homes, Crematory and Cemetery
- Bibber Memorial Chapel
- Glenn Funeral Home and Crematory
- Selected Group 1 Fund
- Selected Past Officers Spouse Organization

Max B. Branson

Participate in an Upcoming Job Fair in Your Area!

The Educational Trust will be hosting four on-site Job Fairs and one Virtual Job Fair this spring. These unique networking sessions (see listing below) are a perfect opportunity for funeral home owners and managers to meet current mortuary science students eager to find their first professional position.

And, this year, due to the high demand for securing quality staff among all funeral service providers today, the Selected Educational Trust has expanded these Job Fairs to the entire funeral service industry. However, as a Selected member firm, the Trust wants to offer you an early bird registration opportunity to these limited participation events.



[Sign up by clicking this link](#), and prepare to staff your firm with these highly qualified funeral service professionals. For more information about these Job Fairs and other Workforce Development Opportunities offered by the Selected Educational Trust, please contact [Bea Pedersen](#).

March 5, 2020 – Pittsburgh, PA

Pittsburgh Institute of Mortuary Science

March 10, 2020 – Virtual Job Fair

Available exclusively to members of Selected Independent Funeral Homes

March 12, 2020 – Miami, FL

Miami-Dade College, North Campus

March 18, 2020 – Nashville, TN

John A. Gupton College

June 5, 2020 – Wheeling, IL

Worsham College of Mortuary Science

[Sign up for any of these Job Fairs by clicking this link!](#)

• Bauer Funeral Homes and Cremation Services, Inc.

Bernard Brazeau

• Beatrice Pedersen

Thomas Broussard

- Baue Funeral Homes, Crematory and Cemetery
- Lisa Baue
- James and J. Mark Busch, Busch Funeral and Crematory Services
- Downing & Lahey Mortuary
- Glenn Funeral Home and Crematory
- Hackman Family Funeral Homes
- Hinsey-Brown Funeral Service, Inc.
- Keohane Funeral Home
- Robert Paterkiewicz
- Speaks Chapel L.L.C.

Kathleen K. Curtis

- Joseph W. Bliley Company, Inc.
- Carson McLane, Inc.
- Glenn Funeral Home and Crematory
- Christopher Robinson

John Michelotti

- James and J. Mark Busch, Busch Funeral and Crematory Services
- Keohane Funeral Home

Sylvia C. Mothe

- James and J. Mark Busch, Busch Funeral and Crematory Services

Joan Pierson

- James and J. Mark Busch, Busch Funeral and Crematory Services
- Keohane Funeral Home
- Selected Study Group F-Troop

Woodford R Porter Jr.

- Glenn Funeral Home and Crematory
- Tommy Prickett
- Fry and Prickett Funeral Home

Harold L. Rediske Jr.

- Baue Funeral Homes, Crematory and Cemetery
- Bibber Memorial Chapel
- Glenn Funeral Home and Crematory

Betty W. Rader

Institute for Exceptional Funeral Service

This past year, the Selected Educational Trust has grown by leaps and bounds. But our greatest achievement has been the development of the *Institute for Exceptional Funeral Service*—an online, skills enhancement educational series to be offered to all funeral service professionals to enhance the soft skills necessary to provide the *very best in customer service*.

Institute courses, which will offer continuing education credit, will be an easy, efficient, and economical way for younger funeral directors to enhance their skills and acquire finishing touches. In addition, seasoned professionals can take advantage of these courses to refresh and revitalize their approach to customer service. Look for more news to come on this exceptional educational opportunity from the Selected Educational Trust.

Sponsor Spotlight

The Trust is extremely grateful for the generosity of its donors, and we are particularly pleased to spotlight some very special donors who are supporting some of this year's programs. Please join us as we acknowledge and thank the following sponsors who have made some of our successes possible.



Answering Service for Directors (ASD) for their support of scholarships for the Institute for Exceptional Funeral Service.



Batesville for their support of the 2020 Spring Cycle Second-Career Scholarship Program.

Baue Family Charitable Fund for support to fund the establishment and continued growth of the Institute for Exceptional Funeral Service.



Homesteaders Life Company for their support of the 2020 Selected Leadership Academy Scholarship.

• Glenn Funeral Home and Crematory

Adam Robinson Jr.

- Lisa Baue
- Charles Billow
- James and J. Mark Busch, Busch Funeral and Crematory Services
- Downing & Lahey Mortuary
- Glenn Funeral Home and Crematory
- Christopher Robinson

Margot J. Robinson

- Bibber Memorial Chapel

Eugene M. Snider

- Glenn Funeral Home and Crematory

Kenneth E. Spoor

- Voss & Sons, Inc.

Michael R. St. Pierre

- Bibber Memorial Chapel
- Sumner Brashears
- Carlisle-Branson Funeral Service and Crematory
- Glenn Funeral Home and Crematory
- McComb Family Foundation
- Robinson Funeral Home, Inc.
- Selected Group 4 Fund
- Trimble Funeral Home & Crematory

Melba C. Wages

- Baue Funeral Homes, Crematory and Cemetery

Judy K. Williams

- Wilson St. Pierre Funeral Service & Crematory Greenwood Chapel

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Donate to Trust at www.selectedtrust.org/donate-now.