



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.

March 2020

Due to preventative measures concerning the coronavirus (COVID-19), Selected Educational Trust staff will be working remotely March 16 until further notice. If you have any questions, please contact us at info@selectedtrust.org.

Trust Job Fairs Coming to Your Area!

The Selected Educational Trust is hosting six Job Fairs in the next four months and you're invited to attend! Take advantage of this terrific no-cost opportunity to find your next full-time funeral director from among the upcoming graduates of some of the finest Mortuary Science Schools in the country.



Join top-notch professionals like Mike Smits of Gunderson Funeral and Cremation Care in Madison, WI; Vince Smith, Brown-Butz-Diedring Funeral Service & Crematory, Anderson, IN; David Speaks, Speaks Chapel, Independence, MO; and Bill McReavy, Washburn-McReavy Funeral Chapels, Inc., Minneapolis, MN; who all made successful hires from attending a Trust Job Fair.

Don't miss out! **Register now** to complete your staff roster.

- ~~March 18 - John A Gupton College, Nashville, TN~~ **Cancelled due to the coronavirus (COVID-19). Please look to Selected Educational Trust for a revised schedule.**

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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](#)

INSTALL ROUNDUP

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



Become a Partner for the Future!

Have you thought about how you can make a difference in the

- June 5 - Worsham College of Mortuary Science, Wheeling, IL
Many thanks to Ring Ring Marketing for sponsoring this Illinois Job Fair!
- June 24 - FINE Mortuary College, Norwood, MA

independent funeral service profession? Well, let the Selected

Winners Circle

Bobby Weston Williford is the first-ever Trust Memorial Scholarship Winner.

Pastor Weston, as Bobby is known to his congregation in Sandersville, GA, for the past nine years, has been a very busy young man. Having completed two degrees including a Master of Divinity from Liberty Baptist Theological Seminar, Bobby decided to take on a second job to help support his wife of 10 years and their three small children.



With a servant's heart, Bobby began working for May and Smith Funeral Directors of Sandersville, an independently owned firm, as an assistant, helping out with funeral service set-up and preparation and managing the myriad tasks affiliated with technology-related issues in the firm.

But Jeffery Smith, owner of the firm, saw potential and spirit in this young man. So, Jeffery approached Bobby after only a month or so on the job and asked him if he would like to pursue a career in Mortuary Science and Bobby leaped at the chance.

But going back to school was costly. Bobby applied to and was accepted at Ogeechee Technical College. This Georgia-based mortuary Science School provided Bobby with a flexible schedule in which to complete his studies while still working as a pastor and at May and Smith's. So, Bobby applied for the Selected Educational Trust Second-Career Scholarship – a scholarship specifically designed for students pursuing Mortuary Science as a second-career.

And Bobby won. In fact, Bobby Weston Williford, was the first awardee chosen to receive a Trust Memorial Scholarship – a scholarship funded solely from funds contributed to the Trust in memory of an honored loved one, colleague or friend.

“I am extremely grateful to have been chosen to receive the first-ever Selected Educational Trust Memorial Scholarship.” Bobby told the Trust in a video testimonial he sent us. “This scholarship truly helps support my education at Ogeechee Technical College.” Since his graduation in 2020 Bobby has continued to serve his community in Sandersville and feels that without this scholarship, it simply would not have been possible.

Well, Bobby, on behalf of the Trust, we are happy and proud to have provided you with the assistance you needed to complete your education in this time-honored profession and that you continue to serve your community, your employer, your family and your friends!

[Click here](#) for more information about the Selected Educational Trust Second-Career Scholarship program or contact [Bea Pedersen](#).

Second-Career Scholarships Now Available!

Through a grant from [Batesville](#), the [Selected Educational Trust](#) will be offering two \$1,500 scholarships to students in [Mortuary Science School](#) pursuing this time-honored profession as a second-career! The Trust's new application procedure is available now **online only**.

[Click here to apply](#). Spring Scholarship Deadline: May 31, 2020. For more information contact Deb@SelectedTrust.org.

Institute Updates

The Institute for Exceptional Funeral Service is on the move and we are rapidly approaching take-off. The Trust fully understands that to merely “serve” our clients is not enough. Going the extra mile, providing exceptional customer service, adhering to the best practices of this time-honored profession and developing the consummate funeral service professional are the goals of every independent funeral home owner.



Where Education Meets Excellence

But with Mortuary Science School curricula already stretched to the max, providing the courses necessary to instill this advanced level of learning among its students is often not possible or financially feasible.

Therefore, it is often up to the funeral home owner to further educate their interns and neophyte funeral directors with those enhanced level skills so necessary to providing exceptional customer service. And, again, time and finances often constrain the employer from adequately providing these necessary customer service skills.

And that is why the Selected Educational Trust developed the **Institute for Exceptional Funeral Service**. With a generous grant from the Baue Family Charitable Fund, this online, skills-enhancement program was designed specifically to bridge-the-educational-gap between Mortuary Science School and on-the-job training while still providing ample opportunities for even the most seasoned professional to “refresh” those best practices skills so necessary to providing exceptional customer service.

Educational Trust help you do just that. Here's how the Trust puts your dollars to work:

\$15,000. Become a member of the Trust's exclusive [Pyramid Builders Society](#). Join dynamic professionals such as Chip Billows, Kim Farris-Luke, Paul St. Pierre, Mark Higgins, Jimmy Shure, and Eric and Barbara Trimble, who have laid the foundation of support for the future of this profession through a pledge to the Selected Educational Trust.

\$10,000. Become a Matching Gift Sponsor for one month pledging your support of up to \$10,000 for all donations made to the Trust during that 30-day window. Your firm's name will be shared with thousands of professionals all over the country who will have a chance to double their dollars due to your generosity. Pick your month now before they are all taken:

- March • April • May • June
- July • August • September (Annual Meeting special)
- October • November • December.

Contact [Bea Pedersen](#) for more information about this special offer!

\$3,000. Become a Bronze Level Sponsor of Selected's Annual Meeting Welcome Celebration and receive two tickets to the dinner and the exclusive VIP Reception just prior to this opening night extravaganza in Montreal, Quebec on September 30th!

\$2,500. Sponsor a Job Fair! Put your dollars to work by helping funeral home owners find much-needed employees. When staffing is at a premium, the Trust is matching up soon-to-be

In August of 2020 the Institute plans to launch its first series addressing **Funeral Service Excellence** and featuring four segments which will be offered as individual courses:

- Making the Best Impression
- Being a Successful Professional
- Gaining Respect and Building Trust
- Helping Families

Authored by industry-leaders such as Mark T. Higgins, each course in this series will be offered over a four-week period through a unique Learning Management System including video presentations, printed manuals, instructional film segments, professional testimonials, an interactive forum and quiz evaluations section guiding the participant step-by-step through the course and eventually to state-required CEU credits.

Future courses in this series, which will be unveiled in successive months throughout the coming year, will lead the participant to a Certificate of Completion in Funeral Service Best Practices.

Scholarships for this series have been provided by a generous grant from ASD (Answering Service for Directors).

For more information on this program, contact Bea Pedersen.

graduates with full-time jobs in positions all round the country.

But we can't make these networking sessions possible without your help.

\$2,000. Fund a Second-Career Scholarship! Assist a Mortuary Science student who has made the mature decision to pursue this time-honored profession as second-career. These mature individuals are often not eligible for any other financial assistance than the generosity of organizations such as the Trust that make these much-needed funds available. If you fund the scholarship, you can Name the scholarship. Honor the memory of a friend, colleague or loved one and support the future of the independent funeral service profession today!

\$1,500. Sponsor one of the Trust's Workforce Development Opportunities Centers such as the Employment Center, the Career Center or the Mortuary Science Student Center. Put your dollars to work and let the Trust do the work for you!

\$1,000. Make that one-time special gift in memory of someone you love or admire. Honor the memory of that special someone today. Donate now.

For more information on how you can support the Trust, contact Bea Pedersen. ***Become a Partner for the future of the independent funeral service profession today!***

Bea Pedersen, Executive Director • 847-236-0150 • bea@selectedtrust.org

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