

From: Selected Educational Trust bea@selectedtrust.org
Subject: Trust Updates - August 2020 Issue
Date: August 6, 2020 at 4:50 PM
To: Nathan Drake info@jobs.selectedtrust.org



First Institute Course Fills to Capacity!



Making Best

Impressions, the first online course in the new educational series, *Funeral Service Excellence*, hosted by the [Institute for Exceptional Funeral Service](#), is full! Forty individuals from sixteen states enrolled for this exciting new skills-enhancement program offered through the [Selected Educational Trust](#).

"We are thrilled this course filled so quickly," Bea Pedersen, Executive Director of the Trust told Updates. "This was beyond our wildest expectations! Not only did we reach our maximum seating for this first course, but we attracted funeral service professionals which include current mortuary science student graduates, former Trust Scholarship recipients, seasoned professionals, interns and practitioners new to death-care service."

The course, which begins August 3 and runs for 30 days, allows registrants to complete each of the four units virtually and at their own pace, in the privacy of their home or office. In addition to the Instructor-Led Videos, the course Learning Path includes a printed (PDF) manual, self-assessment questions, a unit quiz, Best Practices Videos, and a Forum where students can exchange questions and ideas with the course instructor and each other.

This course, *Making Best Impressions*, will be available again in November along with the second course in the series, *Being A Successful Professional*. Look for these and more courses to come!

Contact [Leslie Kowalczyk](#) for more information.

- IN THIS ISSUE-----

First Course Fills to Capacity!

Ring Ring Marketing Sponsors Scholarship Program

First-Ever Virtual Silent Auction

Summer Sale - Post Job Openings-50% Off

Trust Prepares for Virtual Annual Meeting

-DONATE NOW-----

Supporting the 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](#)

Ring Ring Marketing Sponsors Scholarship Program

[Ring Ring Marketing](#) has joined forces with the Selected Independent Funeral Homes Educational Trust to award Second-Career Scholarships to professionals who aspire to work as a funeral director as a second career.



Through the generosity of [Ring Ring Marketing](#), two scholarships will be awarded in fall 2020. Each scholarship is worth \$1,500. Applications are available on the [Trust website](#) and will be accepted through October 31.

"I'm absolutely thrilled for the opportunity to help students pursue mortuary science as a second career," said Hong, Founder and CEO of [Ring Ring Marketing](#). "I have a great appreciation for people who are agile in their career goals. Before I founded Ring Ring Marketing, I was a full-on tech geek in research and development in Silicon Valley. When I transitioned into marketing, it really was a second career for me."

"Given recent events, with so many Americans out of work, it's especially critical to provide more opportunities for career education. The Selected Educational Trust scholarships have never been more important than right now."

For more information on the [Second-Career Scholarship Program](#), please contact [Bea Pedersen](#).

First-Ever Virtual Silent Auction: Contributions Needed

The Trust will hold its spectacular Silent Auction fundraising event during Selected's 2020 Annual Meeting in late September. As with last year's event, the bidding on all items will be open to the public and completed online.

This year's event will be our first-ever Virtual Silent Auction. This unique format will allow our bidders to view all the fabulous items virtually from their laptops, tablets, or phones—anytime, anywhere!

To see our current list of spectacular items and to register for online bidding, [click here!](#)

We are still looking for some phenomenal gifts to add to this



-USE ROUNDUP-----

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



-TRIBUTES-----

July 1 - 31, 2020

The Trust wishes to recognize those donors who graciously made a gift in memory of...

William "Bill" F. Allnut

**Downing & Lahey
Mortuaries &
Crematory, Wichita, KS**

Kerrie Peterson, Walloon
Lake, MI

-DONATIONS-----

The Trust wishes to recognize the Members of the Pyramid Builders Society who continue to support Trust Programs...

The Baue Family
Baue Funeral Homes,
Crematory and Cemetery,
St. Charles, MO

Charles M. Billow,
The Billow Funeral Homes
and Crematory, Akron, OH

Kimberly Farris-Luke,

We are still looking for some phenomenal gifts to add to this year's event. All donors will be recognized on the Trust website and in all materials promoting the auction. To find out how you can participate, contact [Bea Pedersen](#).

Farris Funeral Service, Inc.,
Abingdon, VA



Summer Sale on Job Postings!

Do you have a job opening that needs a qualified candidate?

Save 50% from now through September on the Trust's Workforce Development [Employment Center](#) and post that job today.

For just **\$47.50** (half the regular fee), your job posting will be listed on the Trust website for 60 days and available to the entire professional funeral service community.

Take advantage of this special opportunity now to fill that much-needed staff role with the help of the [Selected Educational Trust](#).

For more information, contact [Bea Pedersen](#).

Mark T. Higgins,
Durham, NC

James M. Shure,
Robert E. Shure & Son,
Funeral Home,
New Haven, CT

Paul C. St. Pierre,
Wilson St. Pierre Funeral
Service & Crematory,
Indianapolis, IN

**Eric and Barbara
Trimble,**
Trimble Funeral Home, &
Crematory, Moline, IL



Workforce Development

Employment Opportunities

Staffing | Careers | Teamwork

2020
ANNUAL MEETING
Sept. 30 - Oct. 2

Selected Educational Trust Prepares for First-Ever Virtual Annual Meeting

See how the charitable-arm of Selected has met this new challenge with open arms!

[Selected Independent Funeral Homes](#) will hold its first-ever **Virtual Annual Meeting** September 30 – October 2, 2020.

This exciting format will allow Selected to address a broader range of its membership than ever before. From the comfort of your office or home, from virtually any electronic device with Wi-Fi access, Selected members can partake of the wonderful array of educational programs, networking opportunities, industry products and so much more! And, funeral service

professionals, seeking to obtain those much-needed CE credits are also welcomed to join those sessions earmarked exclusively for that purpose!



The [Selected Educational Trust](#), the charitable-arm of Selected, is right there to offer all funeral service professionals an opportunity to meet our leaders, hear from our sponsors, discover how you can benefit from programs aimed specifically to meet the needs of the modern-day death-care practitioner and join in on all the fun!

You can also participate in our [Virtual Silent Auction](#)! See the array of items available and join the bidding which begins September 24th! Anyone can bid – so be sure to bid early and bid often!

Come Celebrate with the Trust! – an exciting on-demand video brought to exclusively by the Selected Educational Trust.

For more information on how you can participate in this unique event, contact [Bea Pedersen](#).

[Privacy Policy](#) | [Unsubscribe](#)

[Selected Educational Trust](#)
One Overlook Point, Suite 530, Lincolnshire, IL 60069

