

February 2023



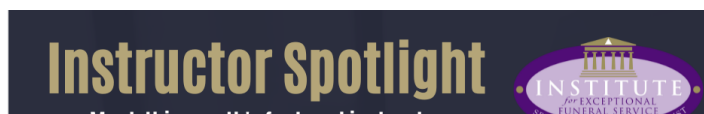
JoeyLynne Luck
Panebaker Funeral Home & Cremation
Care Center, Inc., Hanover, PA
*First to Receive Institute's
Funeral Service Excellence Certificate*

First Service Excellence Certificate Awarded by Institute

JoeyLynne Luck, funeral director with Panebaker Funeral Home and Cremation Care Center in Hanover, PA, is the first recipient of the Funeral Service Excellence certificate, offered by the Institute for Exceptional Funeral Service. JoeyLynne completed all four courses in the Funeral Service Excellence Series, a set of courses designed to develop and enhance the fundamental skillset of funeral directors in their first three years.

"What an honor it is to have the privilege to complete the entire series," said JoeyLynne. "The format of the classes is incredible because it's work at your own pace. I wouldn't trade my time with these courses for anything and definitely intend to take more in the future." Watch JoeyLynne's full video message [here](#).

Check out upcoming Service Excellence courses and everything the Institute has to offer here. Spring session begins April 3. Selected members are eligible for \$100 off the full price per person. [Request your coupon code](#). Group rates are available. Contact [Stefanie Favia](#) to learn more.





Spotlight on Institute Instructor Rachel Gunderson

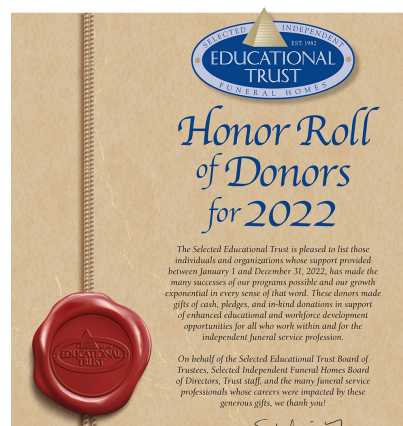
We took a moment to chat with Institute instructor Rachel Gunderson about her course, *Gaining Respect and Building Trust*. Throughout the month of February, we will share highlights from our interview with her on our social media. Follow us on Facebook and LinkedIn to catch every installment and see first-hand Rachel's passion for teaching this course.

"We're often never explicitly taught how to gain others respect, or be trustworthy, yet these are fundamental to our success as funeral directors and professionals. Often, as employers, we assume students entering the workforce already understand these concepts. That's why I love teaching this course; it gives students the opportunity to explore what trust and respect mean in the professional realm."

The Institute's self-paced online courses feature a flexible and convenient format and a roster of well-respected instructors from across the funeral service profession. Work independently online to complete lessons and assignments and to interact with instructors, wherever and whenever fits your schedule, all while earning up to 8.0 hours of continuing education.

Space is limited, [register your staff today](#). Group rates available. Selected members are eligible for a \$100 discount per course; email institute@selectedtrust.org to request your coupon code.

What else does the Institute offer? [Learn more here.](#)





Presenting the 2022 Honor Roll of Donors

It all starts with a mission. But we can't award scholarships or connect employers to qualified prospects, or develop premium educational content without our donors. We are pleased to share with you the [2022 Honor Roll of Donors](#). This very special book is a testament to the power of generosity when it is combined with vision and mission, highlighting every gift of support to the Trust in the form of a pledge, direct contribution, sponsorship, or in-kind donation made last year. We thank each of our supporters for their unending commitment to supporting our mission.

You have the opportunity to embed yourself and your firm within the legacy and the story of the Selected Educational Trust. [Donate now](#) to secure a spot in next year's pages, or contact [Stefanie Favia](#) to learn about the many ways you can contribute to the growing legacy of the Trust.



Staffing Tools for Employers

Did you know the Trust has a whole suite of tools to aid in your workforce development efforts?

- Post your job listing in the [Employment Center](#).
 - Peruse qualified candidate listings in the [Career Center](#).
 - Connect with students currently enrolled in mortuary science programs via the [Mortuary Science Student Center](#).
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John and Claudia Kepner, Raymer-Kepner Funeral Home, Huntersville, NC

Pierson's Funeral Service, Ltd., Michael J. Pierson, Calgary, AB, Canada (*In memory of W. Allen Bailey*)

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Wise Funeral Service, David E. Wise, Bucyrus, OH

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