

March 2023



Jill Lazar



Ping Wu

Leadership Academy Scholarship Recipients Announced

The Selected Educational Trust has announced two scholarship recipients for the 2023-2025 class of the [Selected Leadership Academy](#):

- Jill Lazar, Hoffman Funeral Home, Carlisle, PA, recipient of the 2023 Leadership Academy Scholarship sponsored by [Homesteaders Life Company](#)
- Ping Wu, Cypress Lawn, Colma, CA, recipient of the Chester T. French Memorial Scholarship

These scholarships, valued at more than \$5,000 each, provide the recipient with full two-year tuition plus an annual stipend to participate in the Selected Leadership Academy, a unique and rewarding educational opportunity offered exclusively to members of Selected Independent Funeral Homes. The Academy is a personalized journey for those, no matter title or position, who believe their leadership matters and choose to become better.

The need for programs like this is extremely timely, as recipient Jill Lazar succinctly explains. "As the funeral profession continues to change, there will be a need for leadership qualities to

guide and bring staff together throughout those challenges. As we experience a shortage of licensed directors, there is a demand for leaders who work to solve problems and be inclusive in a diversified workspace."

The end goal is always service to families, says recipient Ping Wu. "When I can help my team do their job better, the impact trickles all the way down to the families we serve."

"It's an immense commitment of time and effort on the part of the participant," stated Stefanie Favia, the Trust's Senior Director of Development, "But the reward is equally great. We are honored to be able to propel these dynamic professionals forward with this opportunity to grow and lead."

A graphic titled "Instructor Spotlight" featuring a circular portrait of Tim Bridgers. The text includes "Meet this month's featured instructor", the website "funeral-institute.org", and his title "SVP - Head of Funeral Home & Cemetery Lending" at "Live Oak Bank". The Institute logo is in the top right corner.

Instructor Spotlight
Meet this month's featured instructor

funeral-institute.org

Tim Bridgers
SVP - Head of Funeral Home & Cemetery Lending
Live Oak Bank

Spotlight on Institute Instructor Tim Bridgers

This month, we took a moment to chat with Institute instructor Tim Bridgers about his course, *Financing Fundamentals: Business Growth & Acquisitions*. Throughout the month of March, we will share highlights from our interview with Tim on our social media. Follow us on Facebook and LinkedIn to catch every installment and learn why Tim's course is one of the Institute's most popular offerings.

"In this course, you will learn the basic financial knowledge important to operating or owning a business, identify key financial metrics that tell a story about your business's health, and learn how to use that information to positively impact profitability."

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





Where Education Meets Excellence

Spring into New Skills with a Course from the Institute

The Spring Session of the Institute for Exceptional Funeral Service starts Monday, April 3. Build effective teams this year with flexible, self-paced courses for professionals at every level of their learning journey. Work independently online to complete lessons and interact with instructors, wherever and whenever fits your schedule, all while earning up to 8.0 hours of continuing education credit.

- **Being a Successful Professional:** Learn the keys to presenting yourself as a professional and reliable member of your funeral home team, regardless of your title. *Part of the Service Excellence certificate series.*
- **Making Best Impressions:** Learn to present yourself and communicate to ensure successful interactions with your colleagues and client families. *Part of the Service Excellence certificate series.*
- **Mastering the Inquiry Phone Call:** Convert any inquiry phone call into a successful interaction for every client family.
- **Financing Fundamentals: Business Growth & Acquisitions:** Whether you want to improve your business finances or grow your business through acquisition, learn the essential steps to position your business for success.

Space is limited, [register yourself and your team](#) before the Friday March 31 registration deadline. 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.](#)



Fresh Job Listings in the Employment Center

New job listings are live in the Employment Center - [view and apply here](#). Looking for a job? Selected members are the best in the profession--independently owned funeral homes with a common interest in continuous growth and serving families with compassionate care [and professional integrity](#).

Another great way to get noticed by Selected member firms actively hiring is to [create a candidate profile](#) in the Career Center. It's anonymous and visible exclusively to Selected members.



Make Your Giving Count

Supporting the Trust is an investment in the future of independent funeral service and lifelong learning. Contributions are tax-deductible.

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Thank You to Our Donors

February 1-28, 2023

Jennifer Bauer Eroh, Bauer Funeral Homes and Cremation Services, Inc, Kittanning, PA (*In memory of W. Allen Bailey*)
Tribute Technology, Middleton, WI

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