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FOR IMMEDIATE RELEASE

Busch, Lambert Named 2023 Ambassadors of the Year

LINCOLNSHIRE, IL — June 8, 2023 — The Selected Educational Trust is pleased to announce the 2023 Ambassador of the Year Award recipients:

James H. Busch, Owner and President, Busch Funeral and Crematory Services, Cleveland, OH, *2023 Ambassador of the Year - Funeral Service Professional*

Dean Lambert, Executive Director, Life Insurers Council, Windsor, CT, and former Sr. VP of Marketing and Communications at Homesteaders Life Company, *2023 Ambassador of the Year - Industry Partner Leader*

Established in 2021, the Ambassador of the Year Awards Program honors individuals for their outstanding contributions to the mission and vision of the Selected Educational Trust, their personal and significant contributions to the independent funeral service profession, and their commitment to provide lifelong learning opportunities for all who work within and for this time-honored profession. Each year, two individuals, a Funeral Service Professional and an Industry Partner Leader, are selected by the Board of Trustees to receive this distinguished award.

The Awards Ceremony will take place during the Selected Educational Trust Reception, to be held on Tuesday, October 10 at the JW Marriott, Chicago, IL, in conjunction with the Selected Independent Funeral Homes Annual Meeting. This reception is open to all donors and supporters of the Trust with invitation. Donors that show their support by making a gift to the Trust in honor of the awardees will be recognized during the event as Ambassador Envoys.

“We are so pleased to be able to honor those making an outstanding contribution to their profession and their communities,” stated Stefanie Favia, Senior Director of Development with the Selected Educational Trust. “We chose two leaders who have demonstrated their dedication and support of the Trust, as well as their personal commitment to the advancement of the profession.”

The Ambassador of the Year Awards program is sponsored by Physicians Mutual. “This marks the third year Physicians Mutual has had the honor of sponsoring this prestigious award, and we couldn’t be more pleased to recognize this year’s distinguished funeral professionals,” said Leigh Klemencic, director of preneed. “The work they do is critical to the ongoing success of the funeral profession and the communities they so dutifully serve.”

For more information about the Selected Educational Trust or attending this event, visit www.selectedtrust.org or contact Stefanie Favia, Senior Director of Development, at stefanie@selectedtrust.org.

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About the Selected Educational Trust

The mission of the [Selected Educational Trust](http://www.selectedtrust.org) (www.selectedtrust.org) is to provide the best educational opportunities for the advancement and support of all who work within the independent funeral service profession. To fulfill this mission, the Trust provides programs which offer scholarships to mortuary science students and funeral service professionals, education programs serving to bridge the gap between school and on-the-job training through its [Institute for Exceptional Funeral Service](http://www.funeral-institute.org) (www.funeral-institute.org) and networking and employment opportunities through its *Workforce Development Centers*.



Images included: Headshots of James H. Busch (L) and Dean Lambert (R)