

July 2023



Get to Know 2023 Ambassador of the Year Jim Busch

Each year, the Trust honors two individuals for their outstanding contributions to the mission and vision of the Selected Educational Trust through the [Ambassador of the Year Awards Program](#), sponsored by [Physicians Mutual](#). We recently sat down with Jim Busch, named the 2023 Ambassador of the Year - Funeral Service Professional, for a conversation about history, family and lifelong learning.

You own and operate a fourth-generation family-owned business. Who has inspired you along the way?

"My dad was clearly my biggest mentor. The previous two generations unfortunately transferred the business upon their death, but my father didn't want that to be the case, so at a considerably young age for him, and a young age for his two sons, he started a progressive transfer of the business when I was a mere 25 years old. Others that have inspired me are

my peer study group that I have been involved with since 1991."

Did you always know you were going to join the family business?

"I first was introduced to the firm in junior high school, when I began helping with outdoor activities. I continued to work through high school at the family firm, and during my senior year I did a full-time work co-op in the family business. I then went off to Hiram College and graduated with a communication major and one credit hour short of a theatre major while simultaneously playing fall/spring season of rugby throughout college. Even then, I didn't know I was planning on joining the family business, as my real aspirations were to be in landscape design. However, during my college summers with my brother, we realized we had a unique opportunity to grow our family business."

Why do you support the Trust?

"I just feel called to give to a profession that has had such an impact on our four generations. To have this educational component with lifelong learning really resonates with our family's mission to educate and genuinely care for others in the community."

The mission of the Selected Educational Trust is to support lifelong learning that furthers the profession. How do you believe that you exemplify that commitment to lifelong learning?

"As a student of the original funeral service foundation, management classes, study groups, various summits and ongoing current involvement with the DiJulius Group, an organization specializing in the customer service revolution and world class internal culture."

Your firm has been a continuous member of NSM/Selected Independent Funeral Homes since 1944. What does membership in Selected mean to you?

"I've been active in several associations with Selected Independent Funeral Homes being truly my favorite, serving as Secretary/Treasurer in 2015, following in the footsteps of my father, John Busch, Secretary/Treasurer in 1978, and my grandfather, Milton Busch, in 1954. Being a selected member has always meant a lot to me; I remember feeling fortunate that my father brought me to the annual meetings right out of college. It was there that I made these long-lasting friendships through peer groups that have helped shape my career."

Can you share a little about a recent accomplishment that has been meaningful to you?

"The greatest past accomplishment has been most recently, leading a team through this most recent pandemic. I have never been more inspired by our team and the sacrificial attitudes and actions that they displayed when we saw levels of business we had never ever witnessed."

Tell us about your family and how you spend your time outside of the firm.

"My wife and I live in Bay Village, OH with our two golden retrievers, Riggs and Rayne. We are fortunate to have our beautiful daughters and their husbands still live local. Our son is currently in seminary and is a reserve in the United States Coast Guard living in Charlotte, NC with his wife. I have my two wonderful grandchildren who keep Papa young! I've always enjoyed anything having to do with the water, whether it be fishing or sailing, and who could turn down a good round of golf? I enjoy cheering on our hometown sports teams (even when it hurts) and making weekly trips to Cleveland institutions like the West Side Market. My wife and I have a passion for finding local, independently owned shops and restaurants in the area to support local business owners."

Jim will be presented with this award during the Selected Educational Trust Reception, to be

held on Tuesday, October 10 at the JW Marriott Chicago in conjunction with Selected's Annual Meeting.

Be an Ambassador Envoy! Make a gift to the Trust in honor of this year's Award recipients and be recognized as an Ambassador Envoy to show your support.

Make a Gift in Jim's Honor



Two In-Person Job Fair Networking Opportunities This Summer

The Trust has scheduled two unique multi-faceted networking events for Selected members to connect in person with graduating mortuary science students. Job seekers and prospective employers will meet each other to share perspectives and find the best fit for the future of the profession. Find your next employee from among upcoming classes of mortuary science school graduates at one of these upcoming events.

The first will be a unique lunch networking event held at Worsham College of Mortuary Science in Wheeling, IL on Wednesday, July 26.

An in-person Job Fair and Networking Event has also been scheduled for Wednesday, August 16, hosted at Gupton-Jones College of Funeral Service in Decatur, GA.

A big thank you to sponsors [Kelco Supply Company](#) and [ASD](#) for making these events possible.

[Visit the Job Fairs Center](#) to learn more and to register.

Register Now





Silent Auction is Right Around the Corner

Tickets to a Red Sox game, David Yurman diamond earrings, and a one-week stay at a vacation home in Cape Coral, Florida. What do these things have in common? You could bid to win any of these and many more during the Trust's Silent Auction this fall.

Join in on the fun and donate your spectacular gift today. Donor names are featured in all promotions for this event being held during Selected's Annual Meeting in Chicago, IL, October 10-13. What we're looking for:

- Electronics (Smart Watch, iPad, Headphones)
- Fine Jewelry, Handbags, accessories
- Tickets to Sporting Events
- Professional Services
- Gift Certificates for Fine Dining Experiences
- Family-fun Experiences (Disney, River Boat Rides, Outdoor Fun)

Donating an item couldn't be simpler! Just submit an [Item Contribution Form](#) and email a photo of your item to [Deb McReynolds](#).

Stay tuned later this summer to learn more about the auction items and how to participate in the auction virtually!



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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