

October 2023



The Trust Receives \$100,000 from The Speaks Foundation

Have you heard the news? The Trust has received a \$100,000 gift from Brad and Mary Kay Speaks and the Speaks Foundation. This is a transformational gift that will be invested in supporting and enhancing our workforce development tools, to continue our work connecting you with the future stars of the profession, and to provide them with the tools to get them to the next level.

Brad's words make clear his appreciation of his Selected roots. "We are proud of our

...and we were made clear the appreciation of the Selected Trustees. We are proud of our Selected Independent Funeral Homes heritage and have learned so much from our peers over the years. The value of the association cannot be overstated. Now it's time to give back out of gratitude and a desire to continue making a difference in funeral service." We thank Brad and Mary Kay for this overwhelming show of support and faith in the work of the Trust.



Last Call for Second-Career Scholarship Applications

Do you know someone that is in mortuary science school and pursuing funeral service as a career later in life? [Second-Career Scholarships](#) offered by the Selected Educational Trust are the perfect way to support the development and growth of the apprentices and funeral assistants on your team. Thanks to sponsor and Selected Premier Preferred Partner [C&J Financial](#), two \$1,500 scholarships will be awarded this December. But don't wait, applications must be received by Tuesday, October 31.

Apply Today



Introducing the Newest Trustees

The Trust is pleased to announce the appointment of four new members to the Board of Trustees (pictured above left to right):

- Robert Justen, Justen Funeral Home & Crematory, McHenry, IL;
- Leigh Klemencic, Physicians Mutual, Omaha, NE;
- JimmiAnne Lowe, Lowe Funeral Home & Crematory, Inc., Burlington, NC; and
- Jason Winters, McClendon-Winters Funeral Home, Okmulgee, OK.

"We are honored to welcome all four of these individuals to our Board during an important time in the Trust's continued evolution," said Stefanie Favia, Senior Director of the Trust. "The forward-thinking perspectives and many skills and talents of these professionals will be instrumental in 2023 and beyond as we continue to hone and execute on our vision of ensuring lifelong learning in independent funeral service."

THE
WHITT
GROUP



Sponsor Spotlight: Who is the Whitt Group?

If you were at the Selected Educational Trust Reception in Chicago last week, you may have had the pleasure of meeting Bronze Sponsors Jeff and Mindi Whitt of The Whitt Group! The Whitt Group is your preneed marketing partner with over 20+ years' experience in the funeral profession. Working with independent funeral homes, consulting and customizing preneed solutions that fit your needs. We elevate preneed and at-need market share through multiple avenues of marketing and branding using the most up to date technology and social media options.

When Jeff & Mindi are not in the field working hands on with funeral homes, they enjoy hiking outdoor activities and spending time with their grandchildren.

Why choose The Whitt Group?

- Top Tier Commissions to Owners & Agents
- Hands On Support to Small & Large Firms
- In House Model or Agent Provided Options
- All-Inclusive Marketing, Technology & Social Media Options
- Quality Leads

- 20+ years Industry Experience Building Sales Teams Nationwide
- Fixed or Adjustable Growth Rate Options....Your Choice

[Contact Jeff and Mindi](#) or [visit their website](#) to learn more.

GIVING TUESDAY

Only 40 Days to Giving Tuesday

On November 28, 2023, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

This year, the Selected Educational Trust is participating in Giving Tuesday! Our goal is to raise \$5,000 to fund scholarships, education, and job fairs designed to connect the next generation of funeral professionals with independent funeral homes like yours—but we'll only reach that goal through the kindness and generosity of people like you. Will you help?

Here is how you can get ready to give:

[Follow us on Facebook!](#) We'll share updates all through October and November about how much you and others are making a difference for the future of the profession.

Spread the word. Encourage your colleagues to join you in creating real impact on November 28 by sharing what our mission means to you and why you support the Trust.

Give. On November 28, go to selectedtrust.org and give.

We're only able to further our mission of lifelong learning in independent funeral service because of supporters like you. We hope you'll join us on Giving Tuesday!





It's National Estate Planning Awareness Week

Did you know most Americans put off creating their estate plan until much later in life? In fact 66% of Americans don't have an up-to-date will. National Estate Planning Awareness Week is an awareness week founded by the National Association of Estate Planners & Councils in 2008 with the goal of helping people understand the importance of having a plan in place to protect their assets and loved ones.

It takes place the week of October 16-22, and it's the perfect time for you to review and update your will. Been thinking about making a planned gift to the Trust? Just adding one sentence to your will can help to ensure the future of the independent funeral service profession. Contact [Stefanie Favia](#) to take the first step.



Make Your Giving Count

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

[Make a Gift](#)

Thank You to Our Donors

September 1-30, 2023

Jack W. Allen, Ingram Funeral Home and Crematory, Inc. *(In honor of 2023 Ambassador of the Year Award Recipients)*

Hatch Bailey, Wilkirson-Hatch-Bailey Funeral Home, Waco, TX *(In honor of 2023 Ambassador of the Year Award Recipients)*

Ambassador of the Year Award Recipients

Ann Ciccarelli, Bisbee-Porcella Funeral Home, Saugus MA *(In honor of 2023 Ambassador of the Year Award Recipients)*

Arthur I. Erickson, Beecher & Bennett, Inc., Hamden, CT *(In honor of 2023 Ambassador of the Year Award Recipients)*

Laurens B. Fish, Weed-Corley-Fish Funeral Home, Austin, TX *(In honor of 2023 Ambassador of the Year Award Recipients)*

Game Changers Selected Study Group *(In memory of Charles Greco)*

John W. Haben, Haben Funeral Home & Crematory, Skokie, IL *(In honor of 2023 Ambassador of the Year Award Recipients)*

Jake J. Johnson, Johnson Consulting Group, Scottsdale, AZ *(In honor of 2023 Ambassador of the Year Award Recipients)*

Porter Loring, Porter Loring Mortuary, San Antonio, TX *(In honor of 2023 Ambassador of the Year Award Recipients)*

J. Todd Lumbard, Speers Funeral Chapel, Inc., Regina, SK *(In honor of 2023 Ambassador of the Year Award Recipients)*

James Tolleison Morriss VI, J.T. Morriss & Son, Inc., Petersburg, VA *(In honor of 2023 Ambassador of the Year Award Recipients)*

Michael J. Pierson, Pierson's Funeral Service, Ltd., Calgary, Alberta, Canada

Randy Schoedinger, Schoedinger & Company, Columbus, OH *(In honor of 2023 Ambassador of the Year Award Recipients)*

Brad Speaks, Speaks Chapel, Independence, MO *(In honor of 2023 Ambassador of the Year Award Recipients)*

Bruce Tannahill, Tannahill Funeral Home, Owen Sound, ON, Canada *(In honor of 2023 Ambassador of the Year Award Recipients)*

Richard C. Tetrick *(In honor of 2023 Ambassador of the Year Award Recipients)*

*Make your gift in memory or in celebration of a loved one, family member, colleague or friend
For more information on ways to give, contact [Stefanie](#).*

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Be sure to add our email address to your address book or safe senders list so our emails get to your inbox.

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