

November 2023



## Celebrating the Trust at Selected's Annual Meeting

Donors and supporters of the Trust gathered in Chicago last month to cheer on the organization's efforts. The Selected Educational Trust Reception included the 2023 Ambassador of the Year Awards Ceremony honoring James H. Busch and Dean Lambert. The ceremony was led by Leigh Klemencic, Director - Preneed at Physicians Mutual, sponsor of the Ambassador of the Year Awards program since its inception in 2021.

"The Trust is so relevant because it is educating today's leaders and creating lifelong learning opportunities for all of us," said Jim Busch during his acceptance remarks.

The entire event was abuzz with excitement in celebration of the Trust's accomplishments in the past year. Watch the full ceremony [here](#) and check out the Facebook album [here](#).

2023 SILENT  
AUCTION



ITEMS  
SOLD



## by the NUMBERS

TOTAL FUNDS RAISED **\$ 19,487**

### Most Sought-After Items

The Mickey Mouse Fun Package garnered 29 bids, the most of all items, followed by the Crystalline vase with 21 bids.



### Trips Galore

Bidders won trips to Tuscany, to see the US Open, a Firestone Golf package, and a Leadership Coaching retreat in Denver.



The Selected Educational Trust's annual silent auction in October concluded with a flurry of bidding in support of its scholarships and programs. Thanks to the support of generous donors and bidders, the event raised \$19,487 for the Trust, the most in four years!



Sunshine Smith



Sonya Timmons

## Inaugural Ralph S. Turner Memorial Scholarship Recipients Announced

The Selected Educational Trust is pleased to announce Sunshine Smith and Sonya Timmons as the inaugural recipients of the Ralph S. Turner Memorial Scholarship Program. Funded with a gift from A.S. Turner and Sons, Decatur, GA this scholarship program was established to grant two \$1,500 awards to students graduating from mortuary science school in the state of Georgia this year.

“Funeral service is a calling, a rewarding one where we walk with a family every step of the way as they honor their loved one,” said Cy Hume of A.S. Turner and Sons. “But it also requires deep commitment and hard work. Mr. Turner knew this well and exemplified it every day. Which is why we have chosen to establish this scholarship in his honor—to help lift up those new to funeral service that have demonstrated their willingness to serve in duty of this honorable profession.”

This sentiment is clear in the words of scholarship recipient Sunshine Smith, “I aspire to dive in full force doing everything in my power to be the best funeral

aspire to give in full force doing everything in my power to be the best funeral director and embalmer I can be, open to always learning anything and everything new that the funeral service profession entails. I always want to do whatever I can to lighten the load for the families I serve aspiring to bring whatever comfort I can through a service to honor their loved ones."

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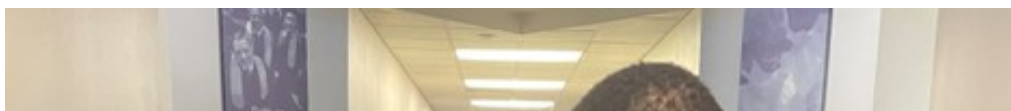
### **New Employee Candidate Listings in the Career Center**

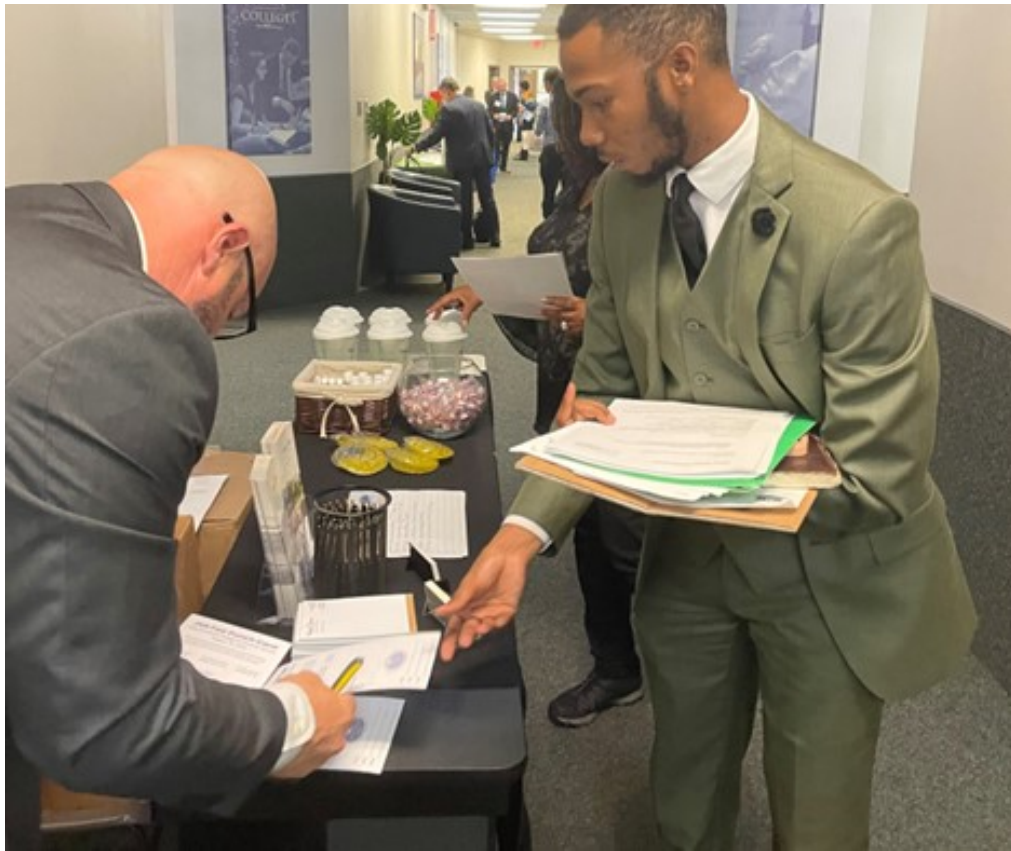
Looking to hire or simply want to see what kind of candidates are available? When is the last time you checked out the Trust's Career Center?

The Career Center offers any funeral service professional seeking to make a change in their employment setting the opportunity to post their professional qualifications anonymously and for free. These listings are then available exclusively to Selected member firms. New candidates have uploaded their qualifications and some may be in your area.

[\*\*View Eligible Candidates\*\*](#)

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## Only 19 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 like the one held at Gupton-Jones earlier this year, pictured above. 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 month 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](https://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

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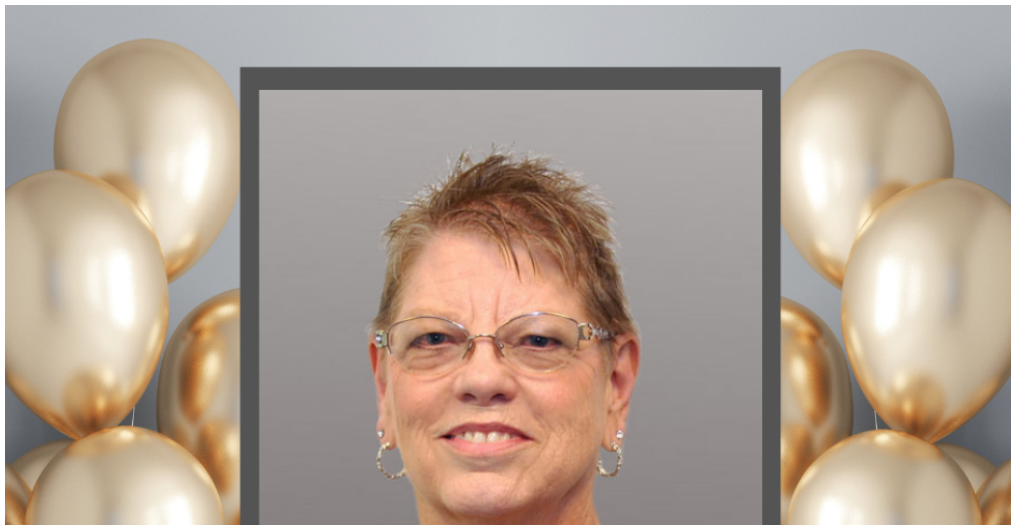


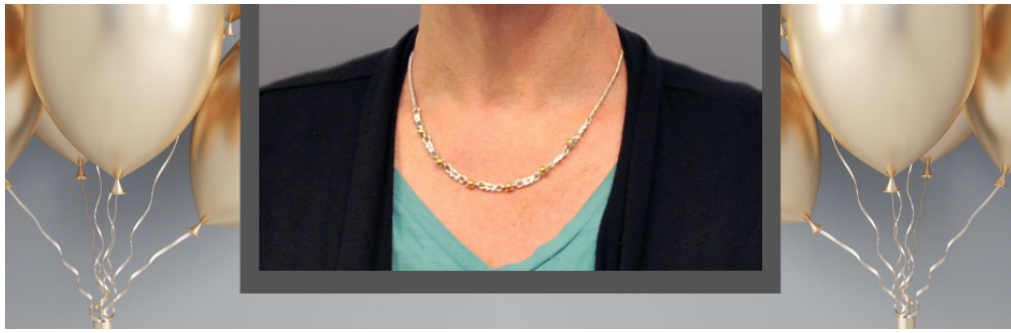
## **Our Donors Met the Challenge and NGL Doubled Your Dollars**

Thanks to a generous donation match challenge issued by [National Guardian Life Insurance Company](#) (NGL), the Selected Educational Trust raised \$14,400 in donations from Selected member firms, individuals, and supporting organizations between September 1 and October 15, 2023. Combined with NGL's pledge to match donations dollar for dollar up to \$10,000, these gifts brought the donation total to \$24,400!

The money raised during this challenge will be implemented to enable the Trust to continue its important work of connecting independent funeral homes with the next generation of the profession, and to provide scholarships and progressive skill development training for funeral service professionals at all stages of their career.

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## **Farewell, Deb!**

If you have made a donation to the Trust, applied for a scholarship, registered for an Institute course, participated in a Silent Auction, or in just about any other way interacted with the Trust over the last several years, chances are that you had a pleasant exchange with the Trust's Administrative Assistant, Deb McReynolds. Deb has served as the central nervous system of the Trust for many years, but now we prepare to bid her farewell as she heads toward retirement.

Her last day with the Trust will be Wednesday, November 22. [Send Deb your well wishes.](#) Deb, you've been an integral part of the Trust, and we wouldn't be where we are without you!

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## **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](#)

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## Thank You to Our Donors

October 1 - 31, 2023

Anthony Funeral & Cremation Chapels, Mark K. Anthony, Rochester, NY  
Busch Funeral and Crematory Services, James H. Busch, Cleveland, OH (*In memory of Patricia Heald*)  
Busch Funeral and Crematory Services, James H. Busch, Cleveland, OH (*In memory of Pat Iles*)  
Busch Funeral and Crematory Services, James H. Busch, Cleveland, OH (*In memory of John Wild, Sr.*)  
Carlisle-Branson Funeral Service and Crematory, Chris Branson, Mooresville, IN (*In honor of J Mitchell*)  
C&J Financial, LLC, Jamie Meredith, Rainbow City, AL  
Downing & Lahey Mortuary, Thomas R. Morris, Wichita, KS (*In memory of John Wild, Sr.*)  
M. Robert Etzweiler Funeral Home, Ashlee G. Etzweiler, York, PA  
Kimberly Farris-Luke, Farris Funeral Service, Inc., Abingdon, VA  
Geisen Funeral, Cremation & Reception Centre, Larry Geisen, Crown Point, IN  
Hackman Family Funeral Homes, Gregory B. Hackman, Sturgis, MI (*In memory of Robert and Barbara Hackman*)  
Iles Funeral Homes, Inc.-Dunn's Funeral Home and Crematory, John Wild, Des Moines, IA  
Luce, Luze & Reck Funeral Homes, Tiffany Hofer, Miller, SD (*In honor of Stefanie Favia*)  
McClendon-Winters Funeral Home, Jason Winters, Okmulgee, OK  
Scott Meierhoffer, Meierhoffer Funeral Home & Crematory, St. Joseph, MO (*In honor of 2023 Ambassador of the Year Award Recipients*)  
Barbara Risher Welch, Risher Mortuary & Cremation Service, Montebello, CA  
The Speaks Foundation, Brad and Mary Kay Speaks, Independence, MO  
Waite & Son Funeral Homes Medina Chapel, Christopher Waite, Medina, OH (*In honor of Waite & Son Funeral Home 10 year Selected Membership*)  
Waite & Son Funeral Homes Medina Chapel, Christopher Waite, Medina, OH (*In honor of 2023 Ambassador of the Year Award Recipients*)  
Whitney & Murphy Funeral Home, Al Asta, Phoenix, AZ  
Denise Zoepfel, Lakemoor, IL (*In honor of Stefanie Favia*)

*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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