

July 2025



Meet the 2025 Ambassadors of the Year

The Trust is pleased to announce its 2025 Ambassador of the Year Award recipients. Established in 2021, this award honors individuals for their outstanding contributions to the mission and vision of the Selected Educational Trust, their personal 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 recipients are honored during a ceremony held at [Selected's Annual Meeting](#). This year's recipients are:

- **Paul St. Pierre**, St. Pierre Family Funeral and Cremation Services, Indianapolis, IN, 2025 Ambassador of the Year - Funeral Service Professional
- **Lisa Baue**, Funeral Women Lead, Parker, CO, 2025 Ambassador of the Year - Industry Partner Leader

Please join us in congratulating and honoring these distinguished Ambassadors of the Year.

The Awards Ceremony will take place during the Selected Educational Trust Reception, to be held on Sunday, September 28 at The Ritz-Carlton New Orleans, in conjunction with Selected's Annual Meeting.

The Trust thanks [Physicians Mutual](#), sponsor of the Ambassador of the Year Awards Program since its inception in 2021.

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 of these outstanding professionals.

Make a Gift in Their Honor



Leverage a Donor-Advised Fund for Smart Giving

Want to make your charitable giving more strategic and impactful? In this month's issue of the Trust's Guide to Smart Giving, written by Chad Davidson of Good Fellow CFO, we dive into Donor-Advised Funds. A Donor-Advised Fund, or DAF, offers flexibility, immediate tax benefits, and long-term planning advantages. Learn how this smart giving tool can help you support the causes you care about on your timeline. [Read more about how a DAF works and why it matters.](#)



Last Chance to Apply for the Stuart Comer Memorial Scholarship

The [Stuart Comer Memorial Scholarship](#) will grant a registration and travel package for one member of Selected Independent Funeral Homes to attend the [Selected Annual Meeting](#) in New Orleans this fall. Stuart Comer was a Past Board Member of the association and valued Selected for its ability to unite the best and brightest to learn from each other and grow together. This scholarship was designed to put access to the Annual Meeting within reach for all members. The July 31 application deadline is approaching quickly; apply today!

[Apply Now](#)



What Will You Donate to this Year's Silent Auction?

Tickets to a Major League Baseball game. A pizza oven. Handcrafted custom shirts. What do these things have in common? They have all been auctioned off during the Trust's Silent Auction in past years! The Trust is now accepting items for the 2025 Silent Auction—what will you donate? All auction proceeds go directly to supporting the Trust's programs.

Donating an item couldn't be simpler! Just submit an online form describing your item and email a photo to [Ashley Gottlieb](#) by August 29.

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

Donate an Item to the Auction



Where Are They Now: Catching Up with Past Scholarship Recipients

We've reached out to past scholarship recipients to find out how receiving a scholarship from the Trust impacted their path as funeral service professionals.

Kassandra DiNardo received the Mark L. Justen Memorial Scholarship in 2023 and will be featured in a past scholarship panel at the 2025 Selected Annual Meeting in New Orleans this September. "I enjoy working with families. I find it really nice when everything comes together for them and they can see their loved ones off in the way that they envisioned."

Click the image above to hear Kassandra share her story. [Watch more stories of our impact](#), or [share yours with us](#).

Thank You to Our Donors

June 1 - 30, 2025

Alhiser-Comer Mortuary, Megan Comer, Escondido, CA
A.S. Turner & Sons, Inc., Robert "Cy" Hume, Decatur, GA
Baue Family Charitable Fund, Lisa Baue, Parker, CO (In memory of Paul Messinger)
Study Group I² (International Improvements), (In memory of Lt. Col. David Beavers, U.S. Air Force, Retired)
Downing & Lahey Mortuaries & Crematory, Thomas R. Morris, Wichita, KS (In memory of Paul Messinger)

Morris-Baker Funeral Home, Inc., T. Preston, McKee, Johnson City, TN
NGL (National Guardian Life Insurance Company), Madison, WI
Physicians Mutual, Omaha, NE
Raymer-Kepner Funeral Home, John and Claudia Kepner, Huntersville, NC

*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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