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FOR IMMEDIATE RELEASE

St. Pierre, Baue Named 2025 Ambassadors of the Year

LINCOLNSHIRE, IL — July 15, 2025 — The Selected Educational Trust is proud to announce the recipients of the 2025 Ambassador of the Year Awards. This year's honorees exemplify professional excellence, philanthropic leadership and an enduring commitment to the future of the profession.

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

Established in 2021, the Ambassador of the Year Awards Program honors individuals for their outstanding support of the mission and vision of the Selected Educational Trust, their meaningful contributions to the independent funeral service profession, and their dedication to providing lifelong learning opportunities for all who serve within this time-honored profession. Each year, one Funeral Service Professional and one Industry Partner Leader are selected by the Board of Trustees to receive this distinguished recognition.

The Ambassador Award Ceremony will take place during the Selected Educational Trust Reception on Sunday, September 28, at The Ritz-Carlton New Orleans, held in conjunction with the Selected Independent Funeral Homes Annual Meeting. The reception is open by invitation to all donors and supporters of the Trust. Donors who make a gift in honor of the awardees will be recognized as Ambassador Envoys during the celebration.

"Paul and Lisa are visionary leaders whose personal commitment, generosity, and integrity set the standard for others in funeral service," said Stefanie Favia, Executive Director of the Trust. "They not only serve today's profession with distinction—they're building bridges for tomorrow's leaders. We are honored to celebrate their contributions."

The Ambassador of the Year Awards Program is generously sponsored by Physicians Mutual.

"Congratulations to Paul and Lisa on this well-deserved recognition," said Tim Reed, Vice President of Preneed at Physicians Mutual. "Their dedication to advancing the independent funeral service profession reflects both passion and purpose, and we look forward to celebrating with them in September."

To learn more about the Selected Educational Trust or to attend the event, visit www.selectedtrust.org or contact Stefanie Favia at stefanie@selectedtrust.org. To make an *Ambassador Envoy* gift in honor of the recipients, visit www.selectedtrust.org/ambassador-of-the-year-awards-program.

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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 and networking and employment opportunities through its *Workforce Development Centers*.



Images included: Headshots of Paul St. Pierre (L) and Lisa Baue (R)