

September 2025



Get to Know 2025 Ambassador of the Year Lisa Baue

Each year, the Trust honors two individuals for their outstanding contributions to

of the Year Awards Program, sponsored by [Physicians Mutual](#). We recently sat down with Lisa Baue, named the 2025 Ambassador of the Year – Industry Partner Leader, for a conversation about empowering the women of the profession and building a legacy.

Tell me a little bit about your professional history and how you got where you are today.

“I became a licensed funeral director in 1987 after the sudden death of my father, who was a second-generation funeral director and business owner. Stepping in to lead Baue Funeral Homes at a young age, I grew the company into one of the most comprehensive funeral, cremation, and cemetery organizations in the Midwest. I retired from Baue’s in 2019 when my son and I transitioned the business to the Park Lawn Corporation.

“In 2021, I founded Your Funeral Coach to support owners and leaders through consulting and business coaching. In 2024, I founded and launched the Funeral Women Lead Foundation, the first nonprofit focused entirely on advancing women in the funeral profession. This year we are introducing two historic and new programs to support women in the profession. We will also be establishing a community with support and resources to help women in our profession throughout their professional journey. This year I am publishing my first book titled Wake-Up Calls, A Journey of Learning to Lead and Succeed in the Funeral and Deathcare Profession. It is a hybrid memoir where I share the many leadership lessons I learned from my 45-year career journey as well as the support I received from mentors over the years, many of them Selected members.

“Throughout my career, I’ve been inspired by the strength of my family members and the men and women of Selected, formerly NSM. Both my grandfather, Art, and dad, Dave, served on the Selected board. They were amazing role models to me, along with my grandmother, Vi, and mother, Jill, who were also licensed funeral directors. The entire family volunteered in our community and in the profession, giving back to support those in need and to provide guidance and mentoring. They helped raise me and my brothers to value charitable works, from supporting our community to volunteering whenever there was a need and giving back to our profession.

“After my dad died when I was 30, I was lost, I had no idea how to run and operate a funeral home, and I did not understand how to be a leader. It was members of Selected and my dad’s study group that took me under their wings, helped and supported me. Each and every year I attended a Selected event, a group meeting or roundtable and the men and women were there to include me in dinners, coach and guide me on business decisions. They were always there to answer my call whenever I needed them and for that I will always be grateful.

“Being a member of Selected Independent Funeral Homes as a past member and former board member, and now as a Preferred Partner, has been such a great

honor in my professional life. It is a community grounded in excellence, ethics, and peer support. Through Selected, I have built lasting friendships and found invaluable professional insight. It is a place where mentorship happens naturally, and where you are encouraged to both lead and learn. I am proud to support the Trust and to help carry forward the values that have defined this organization for generations.”

You have accomplished so much; what things are you most proud of, both professionally and personally?

“Some of the milestones that mean the most to me include growing my family’s business into one of the leading funeral firms in our region. We expanded to multiple locations, created one of the first centralized care and cremation centers in the area, and introduced grief and aftercare programs that became models for others. I’ve mentored dozens of emerging leaders and founded Funeral Women Lead to help women across the profession build confidence and step into leadership roles.

“I am proud of helping build a future where more women are seen, supported, and celebrated in funeral service. Being a continued part of Selected and now being honored as an Ambassador this year, along with founding Funeral Women Lead has been some of the most meaningful professional achievements of my life.

“Personally, I am proud of my resilience and my ability to turn loss into purpose. I am proud of my family and the relationships I have built both in my local community and the profession through the years. I am proud that I can support and develop professionals in the profession and continue to lead with authenticity, gratitude and joy. Writing and publishing my book and sharing my story has been a powerful personal milestone.”

You have made some very generous contributions to the Trust. Why do you give?

“I give because I believe in investing in the future of our profession. The Educational Trust supports leadership, learning, and innovation, and those values have always been at the heart of my work. I love the work the Trust does, from its second career scholarships to designing the Institute for Exceptional Funeral Service with online classes that truly give those in our profession high quality education at affordable rates. When I was a young funeral director, I attended the National Foundation of Funeral Service which was housed in the same building with Selected. Most of their members were our instructors. They instilled in us very early the value of continuing our education.”

What does your life after hours look like?

“My family means everything to me. I have a close-knit group of loved ones and absolutely cherish time with my children, stepchildren and our 6 grandchildren

and extended family members in MO, CO and IL. I enjoy traveling, reading, spending time at our family lake house and with our horses and pups in Colorado, and finding time in nature to reflect and recharge. I love great conversations, beautiful spaces, and meaningful connections. After hours, I focus on joy, rest, and living a life filled with purpose and heart.”

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 Lisa's Honor

DOUBLE YOUR DOLLARS, DOUBLE YOUR IMPACT!

All donations to the Selected Educational Trust
between now and October 31, 2025
will be matched dollar-for-dollar up to \$10,000!

*Through a generous grant by
National Guardian Life Insurance Company*



Just Announced: Make a Gift and Double Your Impact

The Selected Educational Trust has just launched a matching gift challenge in partnership with [National Guardian Life Insurance Company \(NGL\)](#). Beginning Monday, September 15, NGL will match dollar-for-dollar all gifts made to the Trust through October 31, up to a total of \$10,000.

“Our donors recognize that the Trust is making a meaningful impact by supporting scholarships, career development resources, and education that help shape the future of the funeral service profession,” said Stefanie Favia, Executive Director of the Trust. “This

matching gift challenge gives every donor the chance to double their impact, and we are profoundly grateful to NGL for their generous support and commitment to our mission.”

Double My Donation



Bid Big, Support the Trust!

The countdown is on. Our signature fall fundraiser is almost here! The Selected Educational Trust's Silent Auction kicks off soon, and you won't want to miss it. This year's catalog is packed with amazing finds, including:

- Hosting a tasting night? How about a **bourbon bundle** featuring Booker's, Eagle Rare, Weller Special Reserve, and Caribou Crossing; or a collection of six red wines from Sheehan Winery?
- Looking for something fun and functional? Check out the **Blackstone 28" Omnivore Griddle** or the **Solo Stove Ranger 2.0 Portable Fire Pit**. Outdoor entertaining has never been easier.

- If you're in the mood for style, don't miss the **Marc Jacobs Softshot Denim Chain Bag**, the **Sapphire Trio Bracelet by Vincero**, or the **Tory Burch Gold Quilted Card Case**.

Here's what you need to know:

- Bidding opens Wednesday, September 17 and closes at 5:00 p.m. CDT on Tuesday, September 30.
- The Trust partners with SilentAuctionPro to host the auction online, so before you can bid, be sure to set up your account and enter a credit card.
- All bidding is conducted online, so anyone can participate from anywhere!

All proceeds from the auction directly support the Trust's scholarships, career development programs, and resources for the independent funeral service profession. Every bid makes an impact, all while giving you the chance to snag something amazing!

Peruse the Auction Catalog



Now Accepting Applications for Three Scholarships This Fall

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. Two \$1,500 scholarships will be awarded this December, thanks to sponsor [Chptr](#). Applications must be received by Friday, October 31.

Apply for a Second-Career Scholarship

Applications for the 2025 Ralph S. Turner Memorial Scholarship are now open. This scholarship will grant one \$5,000 award to a student graduating from mortuary science school in the state of Georgia in 2025 or 2026. Applications must be received by Friday, October 31.

Apply for the Ralph S. Turner Memorial Scholarship



All Eyes on Our Scholarship Recipients

A bonus session at Selected's [Annual Meeting](#) this month will put Trust scholarship recipients center stage for a panel discussion about how to recruit and retain the next generation of funeral service professionals. During Attracting and Retaining Talent: Insights from Selected Educational Trust Scholars, participants will witness the impact that the Trust's programs are having on the future of the profession and gain practical takeaways on how to cultivate an

employee-centered culture that enhances staff satisfaction, professional growth and long-term retention.



Announcing the First-Ever Recipient of the Stuart Comer Memorial Scholarship

Congratulations to Andrew Goodwin, Wilks Magic Valley Funeral Home, Twin Falls, ID for being chosen to receive the [Stuart Comer Memorial Scholarship](#). With this scholarship, Andrew will attend the [Selected Annual Meeting](#) in New Orleans this month for the first time ever.

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.

Thank You to Our Donors

August 1 - 31, 2025

Alhiser-Comer Mortuary, Megan Comer, Escondido, CA
 The Billow Funeral Homes and Crematory, Charles Billow, Akron, OH (*Ambassador Envoy Gift*)
 Bozell Funeral Homes, Todd Bozell, Lapel, IN
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 Selected Group 1 (*In memory of David Dery*)
 Tom Johnson Memorial Classic Golf Event, Jake Johnson, Scottsdale, AZ (*In memory of Tom Johnson*)
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 Whitney & Murphy Funeral Home, Al Asta, Phoenix, AZ (*Ambassador Envoy Gift*)

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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