

November 2025



Our Donors Met the Challenge and NGL Doubled Your Dollars

Thanks to a generous donation match challenge issued by [NGL](#), the Selected Educational Trust raised \$40,000 in donations from Selected member firms, individuals, and supporting organizations between September 15 and October 31. Combined with the original pledge to match donations dollar for dollar up to

\$10,000, these gifts brought the donation total to \$10,000, these gifts brought the donation total to \$50,000!

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.



Spotlight on Trust Scholarship Recipients

In a panel discussion moderated by Selected member and past Trustee Rachel Gunderson, “Attracting and Retaining Talent: Insights from Selected Educational Trust Scholars,” put past Trust scholarship recipients Ryan Essington, Kassandra DiNardo and Mike Smith center stage for a panel discussion about how to cultivate an employee-centered culture that enhances staff satisfaction, professional growth and long-term retention. Watch the session [here](#).



Countdown to Giving Tuesday

Save the date! December 2 is Giving Tuesday, and the Selected Educational Trust will be raising money for scholarships. Have you been thinking about starting a memorial scholarship as a way to establish your firm's legacy? The Trust makes it easy, just like we did for Megan Comer and Nicole Comer-Postma, who chose to honor their father by establishing the Stuart Comer Memorial Scholarship to the Selected Annual Meeting. That scholarship helped to send Andrew Goodwin to the meeting for the very first time. Email stefanie@selectedtrust.org to learn more.



Celebrating the Trust at Selected's Annual Meeting

Donors and supporters of the Trust gathered in New Orleans last month to cheer on the organization's efforts. The Selected Educational Trust Reception included the 2025 Ambassador of the Year Awards Ceremony honoring Paul St. Pierre and Lisa Baue.

"One of the great privileges of my life has been supporting the Selected Educational Trust. I believe deeply in education's power to change lives not just for individuals but for families and for entire communities," said Paul St. Pierre during his acceptance remarks.

The entire event was buzzing with excitement in celebration of the Trust's accomplishments in the past year. A special shout out to Selected Study Group Trendsetters for winning a 24-hour giving challenge, earning them the title of 'Greatest of all Time', and corresponding trophies to go along with the title.

Watch the full ceremony [here](#) and check out photos shared on Facebook [here](#).

Thank You to Our Donors

October 1 - 31, 2025

A.S. Turner & Sons, Inc., Robert "Cy" Hume, Decatur, GA
Answering Service for Directors (ASD), Kevin Czachor, Media, PA
Monte Crabbs, Parker, CO
Daniels Chapel of the Roses Funeral Home and Crematory, Wesley Daniels, Santa Rosa, CA
(In honor of the Pettigrew Family)
Deborah and Ralph Sebrell, Sebrell Funeral Home, Ridgeland, MS *(In memory of Mary Hughes)*
Downing & Lahey Mortuaries & Crematory, Thomas R. Morris, Wichita, KS *(In memory of Mary Hughes)*
Etzweiler Family Funeral Service, Ashlee G. Etzweiler, York, PA
Haben Funeral Home & Crematory, John W. Haben, Skokie, IL
Hackman Family Funeral Homes, Gregory B. Hackman, Sturgis, MI
Haisley Funeral and Cremation Service, Richard F. Haisley, Fort Pierce, FL
Hoff Celebration of Life Center, Ashley Czaplewski, Goodview, MN
Holloway Funeral Home, PA, Johnathan Holloway, Salisbury, MD
Iles Funeral Homes, Inc., John Wild, Des Moines, IA
Lensing Funeral & Cremation Service, Michael Lensing & Alex Lensing, Iowa City, IA
Brian Ostrowsky, Certified Safety Training, Jacksonville, FL
Panebaker Funeral Home & Cremation Care Center, Inc., C. Michael Newman, Hanover, PA
(In memory of Robert Luke)
Pines Funerals, Robert Nunnaley, Carthage, NC
Quinn McGowen Funeral Home, Chris Debnam, Burgaw, NC
Selected Group 2 Fund *(In memory of Karen Lawson)*

*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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One Overlook Point, Suite 530, Lincolnshire, IL 60069