

Directions

January 2022 A members-only publication of the New York State Funeral Directors Association, Inc.




NYS
FUNERAL
DIRECTORS
ASSOCIATION, INC.

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NYSFDA Officers

John J. Kelly
 President

Schroon Lake | 518.744.0157

Robert J. Hogan
 President-Elect

Queens | 718.353.5166

John O. D'Arienzo
 Treasurer

Brooklyn | 718.388.0235

Scott C. Hendrix
 Secretary

Ilion | 315.894.3781

William J. Villanova
 Immediate Past President
 Manhattan | 212.628.4641

Michael A. Lanotte
 Executive Director
 800.291.2629

Randy L. McCullough, CAE
 Deputy Executive Director
 800.291.2629

Bureau of Funeral Directing
 518.402.0785

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 Directors Association, Inc.

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1 South Family Drive
 Albany, New York 12205
 p: 800.291.2629
 f: 518.452.8667
www.nysfda.org
 email: info@nysfda.org

Please send all contributing
 articles, photos and story ideas
 to info@nysfda.org.

Directions Magazine Schedule:
 The March 2022 publication deadline
 is **February 15th**. If copy is not received
 by that date it will be saved for an
 upcoming **Directions** issue.

Follow NYSFDA on



Happy 2022!

Here's to yesterday's achievements and tomorrow's bright future. Thank you for your continuing confidence and partnership. *We wish you and yours health and happiness in the New Year.*

In Remembrance

Dr. Vanderlyn (Van) R. Pine, 83, passed away on November 9, 2021. Van was founder of NYSFDA Member Advantage Partner American Funeral Consultants.

Anna E. Scamardella, 96, passed away on November 11, 2021. Anna, along with her husband Matteo (1999), founded NYSFDA member firm Matthew Funeral Home and Cremation Services, Inc. on Staten Island. She is also the mother of long-time NYSFDA members John and Matthew J. Scamardella.

Sean "Seanny Bernie" Patrick Doyle, 34, passed away on November 19, 2021. Sean was a licensed Funeral Director and the son of NYSFDA Past President Timothy Doyle of Timothy P. Doyle Funeral Home in Poughkeepsie.

Louis F. Biundo, passed away on December 14, 2021. Louis was a retired Funeral Director and previously worked with NYSFDA member firm Frederick J. Chapey & Sons Funeral Home, Inc.

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Presidential *Directions*



Well, here we are in the year 2022. Hopefully we will see some positive changes in the way we are forced to do business in the never-ending world of Covid. People are frustrated with the leadership on the national and state levels, and some county governments decided not to enforce the latest state mandates. I don't feel our funeral directors should be required to act as Covid inspectors for the state or federal government, and they admit they cannot enforce their own mandates.

In the north country we are seeing some dramatic increases in Covid infections and related deaths. The numbers, based on percentage of population, are near 10% and could get higher as the variants invade the area. The nursing home where our problems began seems to be the area that is seeing the greatest number of cases, both vaccinated and unvaccinated.

The Membership Task Force has done some great work and is near to presenting a final report to the Board of Directors for consideration. I want to thank all of the Task Force members for serving on the Task Force and for providing a quality document; your work is greatly appreciated.

The Workforce Committee met for the second time and had some lively discussion about the several topics they are working on. This is not an easy task, and we are fortunate to have great leadership from Mike Lanotte as the facilitator and some very bright and ambitious members who all contribute to the conversation. There are several very important issues being considered, all of which I am confident will be of assistance to our members should they subscribe to the new recommendations. The Committee has a timeline to meet, and I am sure they will make every effort to deliver the product before the deadline.

As I write this in mid-December the grass is green, no snow, but some frosty nights. The ski areas made snow and but there isn't ice on the lake. Cold, damp and very unusual for our area of the state. Rarely is it 48 degrees this time of year, but we will take it and save a little money on fuel oil.

I have had conversations with many of our members from around the state and it seems many of them have seen substantial increases in their case load this year, which has caused some issues with burnout from the lack of help and the inability to find anyone. I worry about the future if the job market stays the same. We can only do so much regardless of the demand. Please take care of your health and that of your workforce.

Have a Happy and Health New Year, and May the Good Lord bless you as your dear ones gather round.

May your laughter be hearty, and love and joy abound.

A handwritten signature in black ink that reads "John J. Kelly". The signature is written in a cursive, flowing style.

John J. Kelly



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NYS
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Executive Directions



Happy New Year! I hope 2022 is starting off well for you. It's hard to believe we have flipped the calendar from 2021 already. Like I say most Januarys, there were things about last year that seemed to move in slow motion and make the year drag on and others that I wish could have lasted forever. While I'm sure those things are different for each of us, I'm also pretty sure there is one thing that everyone wishes was behind us and no longer a nasty 5 letter word...COVID. As we head into the beginning of our third year dealing with the pandemic, we are thankfully no where near the death surge we experienced in 2020. And while COVID deaths aren't in the headlines, the impact of COVID on our personal and professional lives can still be felt daily.

I know I'm not telling you anything new when I say COVID has created pressures on businesses of all types. Phrases like the 'great resignation' and 'supply chain shortages' have become commonplace. Countless articles have been written about businesses having difficulties hiring staff and others struggling with revenues. Funeral service is not immune to these issues and while it has directly impacted you, there are also what I will dub indirect pressures being exerted as well. We have seen non-traditional players encroaching on the industry as the pandemic endures, most notably in the area of preneed, both prearranging and prefunding.

The insurance industry has more vigorously renewed their efforts to wedge themselves into funeral service. As you know, they have sought to offer preneed insurance as a way to compete with trusts. They have now expanded their efforts and are once again making a push to change the law to allow them to offer 'funeral planning services.' Needless to say, we vehemently oppose any such attempt and, as we have successfully done in the past, and will continue to oppose any legislation to do so.

We also have a new death care stakeholder who, due to financial need, is aggressively promoting the sale of life insurance to pay for a funeral. The Catholic church, or more specifically at the present time, the Albany Diocesan Cemeteries, are marketing the Catholic Funeral Plan to its parishioners and the general public within their footprint. Under the guise of helping to ensure a traditional Catholic funeral and, in our opinion, deceptively and illegally offering consumers prearrangement services, they entice consumers to purchase a life insurance product to cover the cost of their funeral. As we have with the insurance industry, we will fight to ensure consumers are not misled and that our members have the tools they need to educate their families on all aspects of the prefunding options available to them. We are also, actively working to ensure the Catholic Funeral Plan's marketing materials are accurate and truthful.

The pandemic has brought many expected challenges to our lives over the past several years and, as you can see, it has also opened the door for some additional, non-traditional challenges. NYSFDA stands ready to fight for our members to meet all the challenges we face, regardless of when or from whom they come. Together, we have stood tall and strong from the onset and together, will continue to do so through the end.

A handwritten signature in black ink that reads "Mike". The signature is fluid and cursive, written in a professional style.

Michael A. Lanotte

Are Past Dues Impacting Your Revenue?

Is your funeral firm unable to decrease late payments or lack of payments but do not have a plan to improve the bottom line? How do you stop them from happening? Resolve them if they have already occurred internally or through a partnership? Here are some quick tips to put you on the path to recovery.

How do I keep past dues from occurring?

Regardless of the reason for late payment or lack of payment with self-pays, by taking a look under the hood of these categories can decrease the number of late payments at your practice.

- 1. Process and Policies:** Creating a timeline and workflow for dealing with past dues is the first step to ensuring its success. Start with defining a timeline; what is considered “past due?” What is considered a “defaulted payment?” How will each be handled; will a late notice be sent with a follow up phone call? Which role or staff member will complete the workflow?
- 2. Communication:** Once a standard process and policy is created, communicate the necessary information to leadership, staff, and customers. Consider signage and details on billing statements for customers. Create scripts for staff to discuss when scheduling new patient visits. Revisit workflows during annual training sessions and add to new hire training.
- 3. Support, Enforcement, and Follow Through:** Policies need to exist more than on paper. Ensure leadership supports staff when following through with past due conversations and provide time for training and practice. Most importantly, staff must be assigned the responsibility to follow up based on their desire and skill set and be given time to complete the workflows. Verbal conversations regarding arrears can be difficult and take time.

What if I already have past-dues?

Resolving past dues as quickly as possible is the key. Consider the following.

- **Quickly resolve concerns.** Are patient disputes/ concerns assigned to a specific role and a person who makes this a top priority?
- **Communicate regularly with additional fees.** Ensure late statements have fees added and verbiage on next steps if there is lack of payment. Remember, you can always “waive” a fee; be sure to document “forgiven fees” for transparency!
- **Verbal discussions are best!** Do you have a process for payment conversations during check-in

or -out? Do staff follow up with phone calls? Are those having verbal conversations confident and trained in the “art” of difficult conversations?

When do I need help with past dues?

Consider these indicators that outside help may be needed.

- I am short-staffed in the billing department OR my staff do not have time to follow up on past dues.
- My staff are not trained in past-due conversations OR prioritize other work above this.
- I have a self-pay guarantor who is non-communicative.

Can a Third Party Collection Agency help?

Engaging with a collection agency can provide the relief you need to allow staff to complete other work and remove the stress of dealing with past dues. Choosing an agency that aligns with your business is important.

- **Find an empathetic agency.** Empathetic debt collection involves listening, understanding, and being sensitive to the thoughts, feelings, and experiences of the debtor. [What is Empathetic Debt Collection?](#)
- **Find a reputable collection agency.** This could include visibility, involvement in professional collections associations and their community, transparency, collaborative processes, and high level of collaboration with you and your customers. [What is a reputable debt collection agency?](#)

These steps and introspective approach can put you on the path to past-due recovery!



This article was written by **Katie Borchers, RN MSHA**, owner and President of **Beyond Green Solutions**. Katie, a former pediatric nurse and healthcare IT project director, started Beyond Green Solutions to bring empathy and technology into the collection industry. Once a nurse, always a nurse.

NYSFDA Sets 2022 Government Agenda



On November 30, 2021, the NYSFDA Government Affairs Committee under the Chairmanship of William (“Bill”) McVeigh met to discuss and formulate our priority legislative/regulatory issues for the upcoming 2022 Legislative Session. The Board of Directors ratified them the following day.

It is important to note that, while these issues reflect the general action priorities for NYSFDA going into 2022, each will be worked on equally – either to initiate and advance legislation, or to amend and/or defeat certain bills. As is always the case, there may be unforeseen legislation that gets introduced that could require our direct and intense involvement, depending on the impact it has on our members. Particularly if it is something we strongly oppose, that legislation would and must take precedence for our concentrated focus and efforts, thereby potentially upending our own set priorities. This is by its very nature one of the key uncertainties of the legislative process.

What follows is a list of the priorities we have established for 2022:

- **EDRS Burial Permit Fee:** Seek the Introduction of legislation to repeal the \$20 EDRS Burial Permit Fee. If that proves to be a non-starter, we will seek legislation to allow charging the fee to consumers as a cash advance with posting on the GPL.
- **Clarify Hospice Responsibility with Death Certificates:** Initiate the Introduction of legislation that will clarify the responsibility of Hospice Agencies for securing a signed death certificate for Individuals who are under hospice care and pass away at home or in any setting other than a hospital or nursing home.
- **Strengthen and Streamline the NYS Final Disposition Law:** This law has been in effect since 2006 -07, and funeral directors’ experiences with it since then will allow us to seek various amendments to the law to make it more workable for our members. A bill was introduced late last Session to allow for majority control of siblings, children and distributees. Other components of this will include bills to be introduced that will:
 - Clarify Public Administrators’ Authority to Authorize Cremation;
 - Provide Funeral Directors with Disposition Authority if No One Else Exists or Steps Forward;
 - Allow Charges for the Sheltering of a Body until Family Disputes are Resolved.
- **Nursing Home Refrigeration Storage Plan Requirement Bill:** This bill would require nursing homes to have a plan, approved by the NYSDOH, to designate dedicated, refrigerated space for the storage of the bodies of deceased persons. This legislation is being requested by the Nassau-Suffolk FDA.
- **Life Insurance Companies Selling Funeral Services:** Oppose legislation (Breslin/Pretlow) that would allow life insurance companies to include and sell funeral planning and grief counseling services as part of their life/health insurance policies unless the bill is amended to incorporate our amendments removing such services.
- **Natural Organic Reduction Facilities Bill:** Oppose legislation (Comrie/Paulin) that would allow cemeteries to own and operate “Natural Organic Reduction Facilities” to provide this alternative form of disposition unless funeral homes are also allowed to own and operate such facilities. NYSFDA will continue to seek amendments to the legislation to accomplish this.

Depending on the issue, and the dynamics of what may be involved in either advancing or defeating legislation, you may be called upon as our grassroots champions to assist by contacting your own legislators in this effort. Your willingness to respond to our “Calls to Action” are critically important and have made significant differences over the years in our legislative efforts in Albany.

As always, should you have any questions, please do not hesitate to reach out to me.

Randy L. McCullough, CAE



NYSFDA Reminds You *to Renew Your 2022 Music License Now!*

Your NYSFDA membership gives you access to the discounted music license rate of **\$280!** *No other membership is required.*

U.S. Copyright law requires a music license for all funeral establishments and a **\$54** webcasting license for online services.

Download the Application at my.nysfda.org/music

Contact us for more information at info@nysfda.org.



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Tax Season is Coming

By Melissa Sargalis | Director of Preneed Trust Services



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As we start 2022 (and tax season), we wanted to take the time to reflect on another tremendous year. Please know all of us here at [PrePlan Funeral Trust](https://www.preplan.org) sincerely thank you for your participation and confidence. We appreciate your steadfast dedication to your profession and the families you serve.

In December 2019, the “Preneed Trust Accountability Act” was signed into law, requiring any entity holding preneed funds - such as banks, credit unions and funeral trusts - to **abide by a higher, uniform set of best financial practices**. Specifically, these entities have to **undergo an annual audit** which will provide more financial information to consumers (and funeral homes) about their preneed accounts. We’re pleased to share that following the first year under this law, PrePlan again **received an unqualified (“clean”) 2020 audit report**. This is just one more confirmation that all our **investments are fully secure and compliant**, checks and balances are in place, and **all legal requirements are met. The Gold Standard. Our commitment to you.**

Grantor Trust Tax Statements Coming Soon

It’s that time of year again...PrePlan will mail out more than 114,000 Grantor Trust Tax Statements (aka “tax statements”) this month. Soon our phones (and yours) will ring with consumers calling to obtain their Grantor Trust Tax Statements. When you receive calls, please share the following information regarding 2021 statements:

- Tax statements are generally mailed between January 25th and January 31st

- Tax statements are released to www.preplan.org and available to consumers after January 31st by clicking on the green “Consumer” tab at the top right-hand corner and entering the following information:

- PrePlan account number
- Last 4 digits of purchaser’s Social Security Number
- Purchaser’s last name

Tax statements are also available to the funeral home by logging into your funeral home account at www.preplan.org; click on the “Funeral Home” tab. [Click here for step-by-step instructions.](#)

We need your help! Approximately 2,500 Grantor Trust Tax Statements are returned to our office each year. Our office researches each item for forwarding information and address updates. In addition, each returned statement goes through an extensive process to ensure both the funeral home and PrePlan are compliant with Dormant and Abandoned Property criteria. In March we ask that you please check your fax machine for statements that we have been unsuccessful in finding a valid address. If you would kindly reach out to those consumers directly for updated address information and forward to our office, we’d appreciate it. Thanks in advance for your help, and please don’t hesitate to contact us with any questions: **800.577.3752.**

Welcome New Members!

PrePlan welcomed the following funeral homes in 2021:

- Buszka Funeral Home, Inc., *Buffalo*
- Edwards Funeral Chapel, *Suffern*
- Elmont Funeral Home, *Elmont*
- Empyrean Funeral Service LLC, *Brooklyn*
- Flynn Funeral & Cremation Memorial, *Monroe*
- Fortune-Keough Funeral Home, Inc., *Saranac Lake*
- Joseph A. Slinger-Hasgill Funeral Service, *Amityville*
- Kenneth L. Bennett, *Franklin*
- Leon Pucedo Funeral Home, Inc., *Endicott*
- Weldon Funeral Home, *Penn Yan*

NYSFDA Membership

2021



2022

LOADING

What Your Dues Do for You

- Free CEUs
- Go-to resource for compliance questions
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- News, information & resources
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- And more!

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Discover Matthews Aurora™ Funeral Solutions.

Please contact us at 1.800.457.1111 to be connected with your Matthews Aurora Funeral Service Consultant.

NYSFDA Chapter Model Pilot Program Enters Year Two



Last year NYSFDA embarked on a Chapter Model Pilot Program, designed to enhance collaboration between the state association and local associations. While the first half of 2021 was dedicated to planning, the program hit the ground running in September with in-person CE sessions, Regional Food Bank volunteer day, and a D.C. Lobby Day. The three events were overwhelmingly successful and helped strengthen relationships.

As we kick 2022, NYSFDA looks to build up last year’s events and activities, including:

- **Continuing Education Sessions:** NYSFDA will co-host one CE session per quarter with each participating Chapter. Plus, we’ll work to offer roundtable discussions and networking events in conjunction with in-person CE sessions.
- **Legislative Event:** While the trip to D.C. last October was worthwhile, a State Lobby Day in Albany will be planned for the Spring of 2022. By doing so, we’re hopeful more members will be able to participate.

- **Volunteer Day:** We will again organize a Regional Food Bank volunteer day for Fall of 2022. To maximize experience, participants from 2021 will serve as group captains for first-time volunteers.

Stay on the lookout for details on these upcoming events.

Next Steps

Leaders from participating pilot Chapters and NYSFDA leaders and staff will meet regularly to finalize plans for 2022. Similarly, the working group will continue discussions surrounding membership categories, finances, and structure.

Members interested in learning more about the Chapter Model Pilot Program should reach out to your local association or NYSFDA headquarters at info@nysfda.org or 800.291.2629.

Get to Know Your NYSFDA Staff



Erin Townsend

PrePlan Administrator

Hometown?
Colonie, NY

What school did you attend?
The College of St. Rose in Albany

What did you do before joining NYSFDA?
I worked for a local credit union for 10 years.

How long have you been with NYSFDA?
Four years this month.

What is your favorite part of the job?
The PrePlan team, my coworkers.

What are 3 things we (probably) don’t know about you?

1. My original career path was broadcast journalism.
2. If I could travel to one place, it would be Spain.
3. The *Goonies* is my favorite movie - *Uncle Buck* is a close second.

Kick off the New Year

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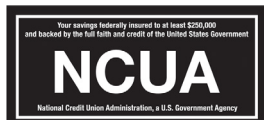
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Upcoming Events



January 2022

17 **NYSFDA Offices Closed**
In observance of Martin Luther King Jr. Day

26 **What Businesses Need to Know About NYS Workers' Compensation, Disability & Paid Family Leave**
Virtual Webinar | 2:00 p.m. | 1 CEU

February 2022

16 **Battling Burnout & Building Resilience: Supporting & Retaining Funeral Professionals**
Virtual Webinar | 1:00 p.m. | 1 CEU

21 **NYSFDA Offices Closed**
In Observance of Presidents' Day

NYSFDA 2022 Webinar Series



What Businesses Need to Know About NYS Workers' Compensation, Disability & Paid Family Leave

January 26, 2:00 p.m. - 3:00 p.m. | *Approved for 1 CEU*
Presented by Neil Gilberg

Join Neil for a presentation on Workers Compensation, Disability & Paid Family Leave with related COVID-19/Delta variant details for small to large businesses, corporations and non-profit enterprises.

[Click Here to Register](#)

Battling Burnout & Building Resilience: Supporting & Retaining Funeral Professionals

February 16, 1:00 p.m. - 2:00 p.m. | *Approved for 1 CEU*
Presented by Dr. Jason Troyer

Funeral directors are asked to perform a wide variety of roles and work in conditions that place them at an increased risk for burnout. This presentation will review the challenges that funeral directors face and how burnout can impede funeral directors' effectiveness. The primary focus of the presentation will be discussing practical strategies for reducing burnout and creating a more positive work environment.

[Click Here to Register](#)

Communicating Value *Clearing Up Confusion*



NYSFDA Aims to Help Families Understand Value of Working with Licensed Funeral Directors

Throughout 2021, a new funeral planning product was introduced in various locations throughout New York State. Actively promoted by Catholic dioceses and cemeteries to their parishioners, the Catholic Funeral Plan claims to be able to guarantee one receives a Catholic Funeral Mass, Vigil service, and Rite of Committal as prescribed in the **Order of Christian Funerals**. Their promotional materials and presentations are misleading and confusing.

In response, NYSFDA has developed the following list of Frequently Asked Questions (FAQs) our members have received in response to increased advertising from the Catholic Funeral Plan. For each question, we've crafted a suggested response designed to help you best inform consumers about the value of making funeral arrangements with licensed funeral directors. We encourage you to share this information with the families and communities you serve.

Frequently Asked Questions:

The Ritual of Roman Catholic Order of Christian Funeral (Vigil, Funeral Mass, Rite of Committal) Arrangements

Q: How can I ensure I receive a Catholic Funeral Mass?

The **ONLY** way to guarantee you receive the services you want is to make arrangements with a licensed Funeral Director. **ONLY** a licensed Funeral Director

has authority to make said arrangements for or supervise funeral services.

Q: How will I benefit from preplanning my funeral services with a licensed Funeral Director?

By working with a licensed Funeral Director, your wishes for any of the three parts prescribed by the Roman Catholic Church in the *Order of Christian Funerals*; the Funeral Mass, Vigil service, or Rite of Committal (burial) will be clearly outlined. Plus, licensed Funeral Directors are trained, experienced, and obligated by law to carry out your desired end-of-life plan.

Q: How will my family benefit from me preplanning my funeral services with a licensed Funeral Director?

When you work with a licensed Funeral Director, you provide peace of mind to your loved ones. By outlining your wishes for a Catholic Funeral Mass, Vigil service, and Rite of Committal, your family will be relieved of the burden of making those decisions and have no doubts as to your wishes.

Q: Can a licensed Funeral Director guarantee my funeral arrangements will contain all the traditional elements outlined in the Ritual?

Absolutely! By meeting first with a licensed Funeral Director, you'll have the opportunity to execute legal documents detailing your personal and specific selections for the funeral service that most closely meets your religious and spiritual preferences. From the beginning, your Funeral Director will serve in two capacities: your adviser, explaining all your

options and coordinating services with the Church and cemetery of your choosing, and your advocate, ensuring your wishes are carried through at the time of your death.

Q: How does working with a licensed Funeral Director differ from a cemeterian or salesperson?

Licensed Funeral Directors are the only professionals educated and trained to arrange and carry out all aspects of a funeral service. New York State's funeral service industry is highly regulated with oversight from the NYS Department of Health and others, ensuring the appropriate and compassionate care of the deceased is carried out.

Licensed Funeral Directors know how to craft end-of-life wishes thanks to years of experience coordinating funeral services with area Churches and cemeteries, guided by deep ties to their local community. Understanding the customs and values of the Roman Catholic Church globally, and locally, offers you consultation with a unique and preeminent source of information unfounded anywhere in your death care community... certainly not found with a single-minded, single-skilled salesperson from a cemetery office.

Finally, licensed Funeral Directors have a fiduciary responsibility to ensure you receive the services you desire at a fair, reasonable, agreed-upon price. By preplanning with a licensed Funeral Director, you have true piece of mind. They will outline all services and merchandise necessary to carry out your end-of-life wishes, giving you a comprehensive and accurate cost, rather than an estimate that is not guaranteed to cover everything.

Q: Does it cost me anything to preplan my funeral arrangements with a Licensed Funeral Director?

No. Prearranging with a licensed Funeral Director allows you to get all your wishes for a traditional Catholic funeral and burial outlined in writing. While others require the purchase of an insurance policy, there is no financial obligation when working with a licensed Funeral Director.

If you choose to prefund your funeral arrangements, licensed Funeral Directors can provide various options that offer a greater financial benefit to you as a consumer.

Preplanning your funeral is a gift to yourself, and those you love. It is meaningful and important. And it needs to be done using the best and highest available information, in partnership with the best and highest trained professionals. So, ask yourself: would you go to a funeral home to purchase space in a cemetery? So conversely, why would you go to a cemetery to arrange a funeral?

A New York State licensed Funeral Director is your authority for the best and highest available information on arranging and coordination of all aspects of your funeral wishes and desires.

The cemetery is only your source for selection of inground, above ground, or columbarium space for disposition.

Over the next several months NYSFDA will embark on a consumer campaign designed to inform and educate consumers about the value of working with licensed Funeral Directors. If you need materials or resources to share with your local families, please contact us at 800.291.2629 or info@nysfda.org.



*There is surely a future hope for you,
and your hope will not be cut off."*

Proverbs 23:18

*Celebrating a
New Year
and
New Beginnings in
2022*

Abigail

Remembering *Franklin O.L. Steinberg*

By Dan McManus, Clark Associates Funeral Home

In 2018 the funeral service industry laid to rest another true original when Franklin O.L. Steinberg passed from this life. Born in 1934 in Queens, Franklin grew up in Great Neck. Joseph Steinberg, Franklin's father, started the Concord Fuel Company and Depot in Far Rockaway in the 1920s. His company was an initial provider of airplane fuel to Idlewild Airport (now JFK International), as well as fuel for the Levittown housing complex in Suffolk County and residential customers throughout Brooklyn, Queens and Nassau County. In the 1950s Franklin and his younger brother, Stephen, opted out of the lucrative family business. Their father then sold the business so that his sons could follow their vocation in funeral service.

While both brothers attended the McAllister School of Embalming in the 1950s, Franklin went on to serve his apprenticeship at the Gutterman Funeral Home on Church Avenue in Brooklyn and later became their manager. In 1958, with Stephen having finished his apprenticeship at Stutzman's Funeral Home in Queens, the Steinberg Brothers built Sunset Chapels in Manhasset, an impressive facility of 17,000 square feet that served a predominantly Jewish Heritage clientele on the North Shore of Long Island.

From the opening of Sunset Chapels, Franklin was a true advocate of the funeral service profession. He was an active member, and Past President, of the Metropolitan Funeral Directors Association and a member, and member of the Board of Directors, of the New York State Funeral Directors Association. For three decades he was a member and regular attendee at all the meetings of the Jewish Funeral Directors of America.

Franklin Steinberg, a lifelong learner, was a great believer in the value of education. He spoke proudly of the principles of protection and representation offered by the New York State Funeral Directors Association. Most importantly, he valued his colleagues and enjoyed any opportunity to gather together, especially at the NYSFDA Annual Convention. As many remember with great fondness, he especially enjoyed events at the casino.

Concord Fuel Company and Depot's loss was assuaged by what the funeral profession gained in the presence and professionalism of Franklin O.L. Steinberg. Rest well, good friend and colleague!



Foundation Board Dedicates Room to Franklin O.L. Steinberg

On December 1, 2021 the NYS Tribute Foundation Board dedicated the NYSFDA headquarters board room to Franklin O.L. Steinberg in recognition of his commitment to the future of funeral service and in appreciation of his generous donation to the Tribute Foundation. Pictured here are Tribute Foundation Chair Michael Gorton, Jr., NYSFDA President John Kelly, and NYSFDA Executive Director Michael Lanotte.

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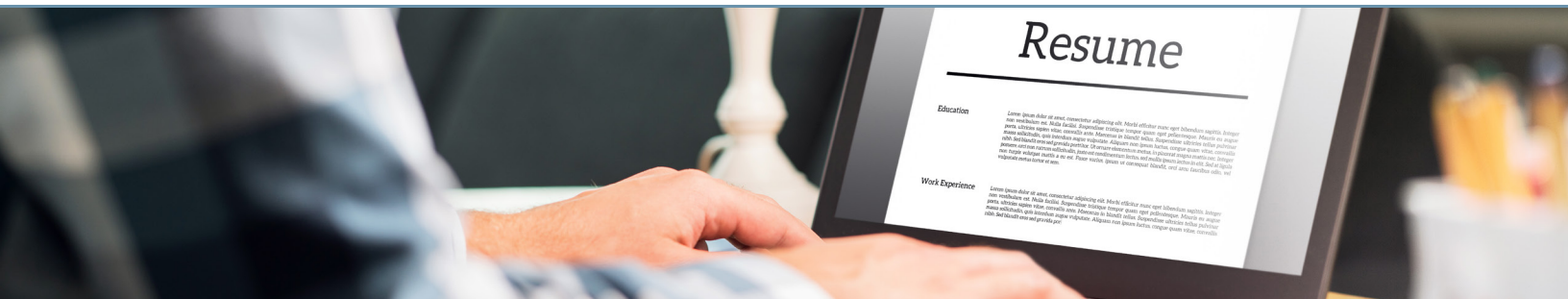
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