



CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

New Jersey Office of the Attorney General

Division of Consumer Affairs
State Board of Mortuary Science of New Jersey
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December 10, 2015

By Certified and Regular Mail

Randy Goldy
McGuinness Funeral Home
573 Egg Harbor Road
Sewell, NJ 08080-2335

Re: Uniform Penalty Letter in Lieu of Formal Disciplinary Complaint
Our File #15-50, 23JB00100200

Dear Mr. Goldy:

This letter is to advise you that the New Jersey State Board of Mortuary Science (the "Board") has had an opportunity to review your matter regarding false advertisements, in which McGuinness Funeral Home has been advertising free caskets, urns and an unlicensed person.

Upon review of all available information, the Board has found that you have violated N.J.A.C.13:36-5.12(i), in that you failed to advertise the specific casket or urn to which you were giving away for free. More specifically, McGuinness Funeral Home advertised free casket or urn for Veterans without indicating the model number for each item. Also, advertising item(s) such as "free" means no additional charges shall be made.

Upon further review, the Board has found you have also violated N.J.A.C.13:36-5.12(g)(1), in that you failed to advertise Ms. Elisha Elliot as unlicensed in the field of Mortuary Science. More specifically, McGuinness Funeral Home advertised Ms. Elisha Elliot as the community outreach director without the following phrase "unlicensed and not qualified to make funeral arrangements, embalm or conduct funerals".

The Board has determined that it will first offer you an opportunity to settle this matter and thereby avoid the initiation of formal disciplinary proceedings. Should you wish to avail yourself of this opportunity, you should sign the acknowledgment below and agree to pay a penalty of **\$750.00** (to be paid immediately upon your signing of the acknowledgment accompanying this letter).

Alternatively, you may waive your right to a hearing and submit a written statement or explanation to the Board. The Board will then consider your submission and render a final decision, which may include any of the terms set forth above. Any disposition by way of a settlement will be a public record, and will have the same effect as an order of the Board. Any failure to comply with the terms to which you agree will be deemed a violation.

If you do not wish to settle this matter, you may request a hearing. In that event, this letter will serve as notice of the charges against you and a hearing will be scheduled before the Board. At the hearing, either personally or with the assistance of an attorney, will have an opportunity to respond to the charges, submit evidence and present testimony as may be necessary in order for the Board to make a final determination concerning the charges of unlawful activity. You should be aware that in making its final decision, the Board may, if unlawful activity has been proven, assess civil penalties in an amount greater than that offered in this letter. Additionally, the Board may, if the facts are found to so warrant, enter an order requiring you to reimburse certain monies, directing you to cease and desist from engaging in unlawful acts and/or requiring you to pay costs incurred in the matter.

Should you have any questions concerning this letter of the settlement offer herein, I suggest that you contact Deputy Attorney General Meaghan Goulding, who may be reached at (973) 648-4741.

The enclosed certification should be completed and returned to the Board within fifteen (15) days following your receipt of this letter. In the event that the Board receives no response from you within fifteen (15) days, the Board's settlement offer will be withdrawn, and you will be deemed in default. The allegations against you will be deemed uncontested. The Board will then proceed to schedule the matter for final review and will enter an appropriate order. Once an order has been entered, your failure to pay any penalties may result in further action to suspend or revoke your registration.

NEW JERSEY STATE
BOARD OF MORTUARY SCIENCE

By: Quin Archer
Quin Archer
Executive Director