

THE NEW JERSEY STATE BOARD OF MORTUARY SCIENCE
124 HALSEY STREET, NEWARK NJ, 07101
HUDSON ROOM, 6TH FLOOR
9:30 A.M., TUESDAY, FEBRUARY 7, 2012
<http://www.state.nj.us/lps/ca/nonmed.htm#mort7>

OPEN SESSION MEETING AGENDA

1) OPEN STATEMENT

2) ROLL CALL

Richard J. Galante Jr., President
Edith C. Churchman, Ph.D., CFSP, Secretary
Marius R. Lombardi (Government Member)
Curtis S. Macysyn (Public Member)
James J. Marrocco
Bayode Olabisi (Public Member)
Anthony J. Papavero Jr.
John Radzieta
Philip Scheps (Public Member)
Louis J. Stellato Jr, Ph.D
Lloyd Wimberg
Ana Zevallos

3) APPROVAL OF MINUTES

A) December 6, 2011

4) EXECUTIVE DIRECTOR'S REPORT

A) Total number of complaints received in December: 1 Total for 2011: 44

B) Total number of complaints received in January: 5 Total for 2012: 5

C) Next regular Board meeting: Tuesday, March 6, 2012 Hudson Room, 6th floor.

D) 7 Candidates registered for the February 17, 2012 Jurisprudence Examination.

Open Session Agenda

5) **INTERN REGISTRATIONS**

- A) William Ariza Jr., Ana Marie Zevallos-Skrocki Home For Funerals
- B) Katherine Romano, Alloway Funeral Home

6) **NEW LICENSEES**

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|------------------------|-------------------------|
| A) Rita Alvarez | Licensed by Application |
| B) Colleen E. Banasz | Licensed by Application |
| C) Caroline L. Bennett | Licensed by Application |
| D) Ashley R. Caruso | Licensed by Application |
| E) Mary A. Cavaliere | Licensed by Application |
| F) Allen Jones | Licensed by Application |
| G) Laura E. Mann | Licensed by Application |
| H) Michael Mc Ginley | Licensed by Credentials |
| I) Joshua Neri | Licensed by Application |
| J) Paul Padgett III | Licensed by Application |
| K) Angelica R. Pavone | Licensed by Application |
| L) Joseph W. Ryan | Licensed by Application |
| M) Patrick R. Schumann | Licensed by Application |
| N) Anthony S. Tenga | Licensed by Credentials |
| O) David M. Walsh | Licensed by Credentials |

*Licensed by Application for 2011:***44**

*Licensed by Credentials for 2011:***5**

*Licensed by Application for 2012:***1**

*Licensed by Credentials for 2012:***1**

7) **NEW INSTALLATIONS**

- A) Adams Funeral Home, Woodstown, Mgr., Marc Adams
- B) Affordable Burial And Cremation Service, Phillipsburg, Mgr., Cramer Stiff
- C) Blessing Funeral Home Inc., Cliffside Park, Mgr., Han Ik Son
- D) Evergreen Memorial Funeral Home, Middletown, Mgr., Robert D'Amico
(Correction made to the mgr.'s name from the November 2011 agenda)
- E) Jersey Shore Cremation Service, Manasquan, Mgr., David Vasilenko
- F) Michigan Memorial, Paterson, Mgr., Guillermo M. Guerra
- G) The Hindu Funeral Home LLC, Highland Park, Mgr., Gregory W. Young

Open Session Agenda

8) CONTINUING EDUCATION

(Approved courses are found on the state website www.njconsumeraffairs.gov/mort under the licensee tab)

A) National Funeral Directors Association: Kathleen Walczak

	1) Smart Phones.... Smarter Business (2/2/12)	1hr
	2) 30+ Innovative Price List Offerings (2/23/12)	1hr
	3) Upping Your Game: What To Do When The Competition...(1/12/12)	2hrs
	4) Advertising Strategy In A Challenging Economy (3/15/12)	
1hr	5) Certified Preplanning Consultant-Correspondence (open)	16hrs
	6) Certified Preplanning Consultant-FastracII (2/22-23/12)	8hrs

B) International Cemetery & Funeral Association: Daniel Osorio

	1) 2012 ICCFA Annual Convention & Exposition (3/19-22/12)	17hrs
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C) National Funeral Directors Association: Kathleen Walczak

	1) How Large Companies Are Managing Cremation (2/8/12)	1hr
	2) Upping Your Game: What To Do When The Competition...(2/8/12)	2hrs
	3) Cremation Does Not Mean A Cheap Alternative to Burial (2/8/12)	1hr
	4) The Evolution Of A Green(er) Cremation (2/8/12)	1hr
	5) Marketing Cremation In A Tough Economy (2/8/12)	1hr
	6) Using Technology To Better Connect With Cremation....(2/9/12)	1hr
	7) Cremation Gardens, What Are They And What Do They....(2/9/12)	1hr
	8) CANA Statistics And Idea Exchange-Sharing For Success (2/9/12)	1hr
	9) Cremation Litigation: Must-Know Information (2/9/12)	1hr

D) Mid-West Eye Bank/Lions Eye Bank of NJ: M. Renee Strong Lewis

	1)The Gift Of A Lifetime: An Opportunity for Donation...(2/23/12)	1hr
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Open Session Agenda

E) National Funeral Directors Association: Kathleen Walczak

3hrs	1) ADA Employer Compliance: Title I.....(self-study)	
2hrs	2) Communicable Disease: Safeguarding The Funeral... (self-study)	
3hrs	3) Communicable Diseases: What Every Funeral... (self-study)	
4hrs	4) Conflict Management For Funeral Directors..... (self-study)	
6hrs	5) Deathcare Marketing: 25 FAQs (self-study)	
2hrs	6) Demystifying Succession Planning For The Small... (self-study)	
	7) Embalming Perspectives & Paradigms (self-study)	
6hrs	8) Embalming The Obese Case (self-study)	3hrs
	9) Five Ways to Improve Prep Room Ventilation.....(self-study)	
2hrs	10) Funeral Service Ethics (self-study)	2hrs
	11) Grief Management-The Role of the Funeral Service....(self-study)	
6hrs	12) Guaranteed Funeral: Is Preneed Right For You? (self-study)	
2hrs	13) Hazard Communications in Funeral Service (self-study)	
1hr	14) Learning To Be A Leader (self-study)	3hrs
	15) Marketing A Funeral Home For Long Term...(self-study)	3hrs
	16) Offering Funeral Packages In Compliance....(self-study)	2hrs
	17) Personnel Management In Funeral Service (self-study)	4hrs
	18) Professional Ethics In Funeral Service: NFDA's.... (self-study)	
1hr	19) Profit By Pleasure: Practical Marketing.... (self-study)	
4hrs	20) Proven Green Funeral Home Practices (self-study)	4hrs
	21) Public Speaking-Comfortably (self-study)	
2hrs	22) Risk Management: Controlling Risk For Small (self-study)	2hrs
	23) Serving Hispanic Families (self-study)	4hrs
	24) Simple And Practical Best-Practice Ideas (self-study)	

2hrs	25) The Funeral: A Chance To Serve, A Chance (self-study)	
4hrs	26) Understanding A Child's Grief (self-study)	
3hrs	27) Understanding Adult Grief: Developing Ways To (self-study)	4hrs
	28) Understanding & Creating Exceptional Funeral...(self-study)	
3hrs	29) Understanding And Managing Grief (self-study)	
6hrs	30) Understanding Preneed (self-study)	4hrs
	31) Understanding The Practice Of The FTC....(self-study)	3hrs
	32) Wage And Hour Laws For Funeral Home...(self-study)	3hrs
	33) What To Do When Families Say "NO"...(self-study)	2hrs
	34) What Matters Most: The Heart's Desires In Life...(self-study)	
6hrs		

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F) Insight Institute: Glenda Stansbury

1) Certified Funeral Celebrant Training (various)	17hrs
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G) Epsilon Nu Delta Mortuary Fraternity Inc.: Shun Newbern

1) Re-Evaluating Our Profession And The Future..... (3/26/12)	1hr
2) The Above Average Embalmer (3/26/12)	1hr
3) "Career Advancement In Funeral Service: Round Table..."(3/26/12)	1hr

H) MKJ Marketing: Krystal Casey

1) "The Value Of A Funeral- Part II" (2/13-16/12)	12hrs
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I) New Jersey Funeral Service Education Corp: Emily Strausser

1) Reducing Funeral Home Risk- Best Practices....(3/29/12) **2.5hrs**

J) FuneralDirectorCEUs.com: Robin Heppell

1) Telephone Etiquette And Best Practices For Funeral Homes (4/26/12) **3hrs**
2) Understanding Google: The External & Internal Effects... (2/16/12) **3hrs**
3) Facebook Best Practices For Funeral Directors (11/1/12) **3hrs**
4) Social Media & Funeral Service Of Facebook, Twitter....(2/16/12) **3hrs**
5) Public Speaking 101 (4/26/12) **3hrs**

K) MKJ Marketing: Krystal Casey

1) “Improving Communications With The Cremation....” (3/18/12) **7hrs**

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L) National Funeral Directors Association: Kathleen Walczak

1) 30 Days to Social Media Success: Making The Most....(Online) **8hrs**
2) 151 Quick Ideas To Inspire Your Staff (Online) **8hrs**
3) Building Customer Loyalty From The Inside Out (Online) **8hrs**
4) Capitalizing On Kindness: Why 21st Century... (Online) **8hrs**
5) Creating Meaningful Funeral Experiences (Online) **6hrs**
6) Customer Service in an Instant: 60 Ways....(Online) **8hrs**
7) Ethics In Funeral Service (Online) **6hrs**
8) The Five Ways We Grieve (Online) **8hrs**
9) Funeral Home Customer Service A-Z (Online) **8hrs**
10) Funeral Service Psychology & Counseling (Online) **6hrs**
11) Good Words: Memorializing Through a Eulogy (Online) **8hrs**
12) Great Answers to Difficult Questions About Death...(Online) **6hrs**
13) Grievors Ask: Answers To Questions About Death...(Online) **8hrs**
14) Healing a Child’s Grieving Heart (Online) **6hrs**
15) Healing a Friend’s Grieving Heart (Online) **6hrs**
16) Healing the Adult Child’s Grieving Heart (Online) **6hrs**
17) Make Every Second Count: Time Management Tips...(Online) **8hrs**
18) On Grief and Grieving (Online) **8hrs**

19) Traversing The Minefield, Best Practice:...(Online)	10hrs
20) The Widower's Toolbox (Online)	8hrs
21) You Don't Have To Like It, But You Do Have to....(Online)	8hrs
22) Advance Cremation Arranging (Online)	4hrs
23) Annual FTC Funeral Rule Staff Update....(Online)	4hrs
24) Ethical Thinking in Today's World (Online)	2hrs
25) Formaldehyde: Health Effects, Precautions....(Online)	2hrs
26) GPL Funeral Packages-Doing Them Right (Online)	2hrs
27) Hispanic Funerals; Need-to-Know Insights (Online)	4hrs
28) It Is Easy Being Green (Online)	4hrs
29) Preneed Ethics In Demanding Times (Online)	4hrs
30) Tips For Marketing a Pet Death Care Business (Online)	4hrs
31) Understanding Personalities: Working & Coping...(Online)	2hrs
32) With the Push to Cremate: 5 Reasons to Encourage...(Online)	2hrs
33) The Art of Facial Reconstruction (Online)	4hrs
34) Embalming Difficult Cases: Donor Cases (Online)	10hrs
35) Restorative Arts: An Artist's Perspective (Online)	4hrs

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M) American Academy McAllister Institute of Funeral Services: Brian Kasler

1) Alternative Funerals and Green Burials (4/28/12)	2hrs
2) Succession Planning, Valuing Your Business... (4/28/12)	2hrs
3) OSHA Annual Compliance Guidance For.....(4/28/12)	2hrs
4) Funeral House, Home or Corp: What's the....(4/28/12)	1hr
5) Workers Compensation Basics (4/28/12)	1hr
6) Using the Internet to Build Market Share (4/28/12)	1hr
7) Marketing By Demographics (4/28/12)	1hr

N) The Dodge Institute for Advanced Mortuary Studies: Debbie Dodge

1) 2012 Dodge Seminar (3/19-23/12)	18hrs
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O) MKJ Marketing: Krystal Casey

1) "Improving Your Business During Challenging Times" (3/5-6/12)	12hrs
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2) “Communicating Effectively With Your Community....”(3/7-8/12) **12hrs**

P) National Funeral Directors Association: Kathleen Walczak

1) Certified Preplanning Consultant (various) **16hrs**
2) Certified Preplanning Consultant-Fastrac II (10/6-7/12) **8hrs**

Q) Bergen County Funeral Directors Association: Craig Reiman

1) 10 Things Prof. Need To Know About.... (3/7/12) **1hr**
2) Fundamental & Pre Need (2/1/12) **1hr**
3) Hearts & Crafts Counseling (4/4/12) **1hr**

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9) CORRESPONDENCE

A) NJ Cemetery Board Public Session Agenda for December 8, 2011. **FYI.**

B) Letter from Robert Smith III, of Mercer County Community College (MCCC) regarding Mercer County Medical Examiners utilizing the MCCC embalming facilities, while they undergo a four month renovation.

C) Dalene Paull informed the Board that the International Conference of Funeral Service Examining Board completed a 10 month job/task analysis. Following the review, it was determined that the National Examination needed to be updated to include the current practices of Mortuary. The new examination is scheduled to begin on September 1, 2012. **FYI.**

D) Laura Bobbe Trust Administrator of Choices, informs the Board that they were authorized to prepare the notification letters to the preneed purchasers, regarding the move of the DeMarco-Luisi Funeral Home. **FYI.**

E) Dianne Tamaroglio, Executive Director of the New Jersey Cemetery Board, informs the Board that the Thursday, January 5, 2012 meeting was adjourned. The next scheduled Board meeting will convene on Thursday, February 9, 2012. **FYI.**

F) Wilson Beebe, submitted a letter discussing implementation of the continuing education regulation N.J.A.C.13:36-10.3(b)1 and N.J.A.C.13:36-10.3(b)2.

G) Bria Zacharczyk submitted a memo regarding the previously approved courses and the revised CEU requirement.

H) Wilson Beebe provided the Board with an advance copy of an article that will appear in the Forum titled "Too Much BAD Rulemaking".

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I) News article titled " N.J. parole board denies release of Newark mortician who harvested body parts". **FYI.**

10) OPEN DISCIPLINARY MATTERS

A) 10-60 Berschler and Shenberg Funeral Chapel, Medford, Mgr., Howard Shenberg paid the penalty of \$5,000.00 on January 5, 2012 for the violation of N.J.A.C.13:36-11.10, N.J.A.C.13:36-11.16 (d), N.J.A.C.13:36-11.16 (c)3 and N.J.A.C.13:36-1.9 (c). **FYI.**

B) 11-10 Alloway Funeral Home, Merchantville, Mgr., John Alloway, paid the penalty of \$1,000.00 on January 5, 2012 for the violation of N.J.A.C.13:36-1.8. **FYI.**

C) 11-37 Carl Miller Funeral Home, Lawnside, Mgr., Pamela Dabney, paid the penalty of \$250.00 on January 18, 2012 for the violation of N.J.A.C.13:36-5.5 (a)1. **FYI.**

D) 11-38 Carl Miller Funeral Home, Camden, Mgr., Pamela Dabney, paid the penalty of

\$900.00 on January 10, 2012 for the violation of N.J.S.A.2A:102-13. **FYI.**

11) EXECUTIVE SESSION - Discuss consumer complaints and/or conduct investigative inquiries. The results of these deliberations will be made known when and if the Board determines to initiate disciplinary or other law enforcement action. If the Board determines to issue uniform penalty letters, that action will be taken in public session immediately after the executive session.

12) ADJOURNMENT