

**THE NEW JERSEY STATE BOARD OF MORTUARY SCIENCE
124 HALSEY STREET, NEWARK NJ, 07101
HUDSON ROOM, 6TH FLOOR
9:30 A.M., TUESDAY, APRIL 5, 2011
<http://www.state.nj.us/lps/ca/nonmed.htm#mort7>**

OPEN SESSION MEETING MINUTES

ATTENDANCE

Thomas C. Brown, Secretary
Edith C. Churchman, Ph.D., CFSP
Curtis S. Macysyn (Public Member)
Richard W. McCriskin
Bayode Olabisi (Public Member)
John Radzieta
Louis J. Stellato Jr, Ph.D
Lloyd Wimberg
Ana Zevallos

ABSENT

Richard J. Galante Jr., President
Marius R. Lombardi (Government Member)
Philip Scheps (Public Member)

ALSO ATTENDING

William Mandeville, Executive Director
Susan Berger, Deputy Attorney General
Sabrina Tabron, Administrative Assistant
Cynthia Khalil, Principal Clerk Transcriber

APPROVAL OF MINUTES

New Jersey State Board of Mortuary Science Open Session Meeting Minutes for March 1, 2011.

On motion made by Mr. Wimberg, seconded by Mr. Radzieta, the Board voted to accept the minutes as read. All voted in favor of the motion.

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NEW INSTALLATIONS

Branch Brook Memorial Home LLC, Belleville, Mgr., Jeffrey Macanka

This was for the Board's information.

CONTINUING EDUCATION

A) National Funeral Directors Association: Kathleen Walczak

1) Annual FTC Staff Update & Training (5/5/11) **2hrs**

B) New Jersey Funeral Service Education Corp: Emily Moscetti

1) 2011 Mandatory OSHA Training (5/5-25/11) **2hrs**

C) International Order of The Golden: Lisa Krabbenhoft

- 1) Going Green Practically and Profitably (4/28/11) **1hr**
- 2) Getting Started On Facebook (6/23/11) **1hr**
- 3) Telephone Etiquette (8/25/11) **1hr**
- 4) Financial Foundations For Success (10/27/11) **1hr**
- 5) Updating Your Prep Room (12/15/11) **1hr**

D) National Funeral Directors Association: Kathleen Walczak

- 1) Preventing The Most Frequently Cited Violation...(5/26/11) **2hrs**
- 2) Innovative Ideas To Boost Your Business (4/7/11) **1hr**

E) Selected Independent Funeral Homes: Amy Hunt

1) Legal Issues Affecting Funeral Service (4/19/11) **2hrs**

F) MKJ Marketing: Krystal Casey

1) Improving Communication With The Cremation....(3/23-24/11) **12hrs**

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G) Advanced Funeral Service Education Programs: David Penepent

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| 1) Military Death Benefits, Entitlements....(2/21/11) | 2hrs |
| 2) Christianity & Cremation (2/21/11) | 1hr |
| 3) Healing The Heart of The Funeral Director (2/21/11) | 1hr |
| 4) OSHA: Don't Put Your Business In Jeopardy (2/21/11) | 1hr |
| 5) Military Funeral Honors: Law & Procedures (2/21/11) | 1hr |

H) Batesville Casket Company Inc: Deb St. Pierre

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| 1) A Better Way to Assist: Today's Value Driven...(on-going) | 2hrs |
| 2) The Zero Turn Lawnmower And Your Funeral...(on-going) | 2hrs |
| 3) Research To Results (on-going) | 2hrs |
| 4) Communicating With Families- Making More....(on-going) | 3hrs |
| 5) Seven Secrets Consumers Don't Share (on-going) | 2hrs |
| 6) Acting On Cremation Challenges-ACT By..(on-going) | 2hrs |
| 7) Plant Tour And Product Knowledge (on-going) | 2hrs |
| 8) Creating Value For Families Through Meaningful..(on-going) | 3hrs |
| 9) Getting to Know The Cremation Consumer....(on-going) | 2hrs |
| 10) Using E-Business to Create A Meaningful...(on-going) | 2hrs |
| 11) Exploring The WHY of Meaningful Funerals..(4/19/11) | 3hrs |
| 12) Creating Strategic Planning Surrounding The..(on-going) | 2hrs |

I) Selected Independent Funeral Homes: Amy Hunt

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| 1) 2011 Spring Management Summit (5/11-13/11) | 7.5hrs |
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J) American Academy McAllister Institute of Funeral Service: Brian Kasler

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| 1) Marketing By Demographics (4/30/11) | 1hr |
| 2) Pre-Need Finance 101 (4/30/11) | 1hr |
| 3) Workers Compensation Basics (4/30/11) | 1hr |
| 4) Funeral House, Home or Corp: What's The Difference?..(4/30/11) | 1hr |
| 5) Building Your Brand Using Social Media... ((4/30/11) | 2hrs |
| 6) Protecting And Valuing The Funeral Home (4/30/11) | 1hr |
| 7) Qualified Plan Solutions For Funeral Homes...(4/30/11) | 1hr |

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K) MKJ Marketing: Krystal Casey

- 1) Communicating Effectively With Your....(3/21-22/11) **12hrs**

L) Thanos Institute: Mary Rizzo

- 1) OSHA Compliance & FTC Rules (on-going) **10hrs**
2) Unexpected, Traumatic Death and the Funeral..(on-going) **10hrs**
3) Restorative Art & Cosmetology (on-going) **10hrs**
4) Bereavement and the Funeral Director (on-going) **10hrs**
5) Funeral Customs Past & Present (on-going) **10hrs**
6) Management Skills For Funeral Directors (on-going) **10hrs**
7) Forensic Pathology For Funeral Directors (on-going) **10hrs**
8) Ethics In Funeral Service (on-going) **10hrs**
9) Grief Counseling For The Funeral Directors (on-going) **10hrs**
10) Embalming (on-going) **10hrs**
11) A Student Dies, A School Mourns...Are You...(on-going) **10hrs**

M) FuneralCE: Lesli Leakey

(Additional course material provided to Ms. Churchman only)

- 1) Basic Funeral Customs for the 21st Century....(on-going) **2hrs**
2) Decision Making In The Funeral Industry (on-going) **2hrs**
3) Effective And Ethical Communications With Seniors (on-going) **6hrs**
4) Ethics Of Making Funeral Arrangements (on-going) **3hrs**
5) Funeral Customs With Military Honors (on-going) **3hrs**
6) Funeral Rule (on-going) **2hrs**
7) Goal Setting In The Funeral Industry (on-going) **2hrs**
8) Green Funerals; What Every Funeral Director Should..(on-going) **5hrs**
9) History of Preserving Human Remains (on-going) **1hr**
10) HIV/AIDS (on-going) **1hr**
11) Personalization In The Funeral Industry (on-going) **4hrs**
12) Pre-Need Planning (on-going) **5hrs**
13) Stillborn Support (on-going) **1hr**
14) Targeting Your Primary Markets In The Funeral...(on-going) **2hrs**
15) The Funeral Director As An Event Planner (on-going) **5hrs**
16) Understanding The At-Need Consumer's Buying..(on-going) **2hrs**
17) Working With Difficult People In The Funeral...(on-going) **1hr**

N) Advanced Funeral Service Education Programs: David Penepent

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| 1) The Rise Of The Celebrant and the Decline....(2/22/11) | 1hr |
| 2) Trauma And Healing: Dealing With Trauma...(2/22/11) | 1hr |
| 3) Improving Your Leadership Handicap (2/22/11) | 2hrs |

O) Catholic Cemetery, Archdiocese of Newark: George Jeffery Lovas
(Course previously approved)

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| 1) Common Footing On Sacred Ground (3/10/11) | 1hr |
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P) FuneralCE: Lesli Leakey

(Additional course material provided to Ms. Churchman only)

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| 1) Public Speaking for Funeral Directors (on-going) | 5hrs |
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Q) Smith Wilbert Inc.: Antonio Genise

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| 1) We Don't Want A Funeral We Want A Cremation (5/11/11) | 2hrs |
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R) Catholic Cemeteries Archdiocese of Newark: Andrew Schafer

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| 1) Common Footing on Sacred Ground | 1hr |
| 2) Green Burials | 1hr |
| 3) Catholic Cemeteries Response to 9/11 "A Place to Heal" | 1hr |

The committee reported that section Q) Smith Wilbert, Inc., was approved, but needs to provide the Board with the location . On motion made by Mr. Stellato, seconded by Mr. Radzieta, the Board voted to accept the committee report as read. All voted in favor of the motion.

CORRESPONDENCE

New Jersey Cemetery Board Public Session Agenda for March 10, 2011. This was for the Board's information only.

Invitation from Robert Smith to be his guest at the Funeral Service Advisory Commission Meeting, which was held on March 31, 2011 @ 1:30 p.m. This was for the Board's information only.

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John Gorny needs further clarification on operating a dual operation. The Board determined to send a letter advising that each registration is responsible for their own action.

LICENSING MATTERS

James Pflieger, is requesting permission to proceed with his internship although he was charged with a DUI. The Board had determined that he needs to submit a letter of explanation, explain what happen and why he was arrested to the Board's office.

OPEN DISCIPLINARY MATTERS

#07-01 The Consent Order for James Henry was filed with the Board on March 7, 2011. This was for the Board's information only.

#10-56 Plinton Curry Funeral Home, Westfield, Mgr., James R. Curry submitted a written statement for the Board's consideration for the violation of N.J.A.C.13:36-5.12, N.J.A.C.13:36-5.10 and N.J.A.C.13:36-5.1. On motion made by Mr. Stellato, seconded by Mr. Radzieta, the board determined to uphold the uniform penalty letter. All voted in favor of the motion.

#10-50 Oliverie Funeral Home, Manchester, Mgr., Geraldine Oliverie submitted a written statement for the Board's consideration for the violation of N.J.A.C.13:36-1.9. On motion made by Mr. Radzieta, seconded by Mr. McCriskin, the Board determined to rescind it's decision to assess a penalty in the amount of \$2,500.00, and to advise that the funeral home logos are considered advertisements and consumers should not be charged for such advertisements even if the family is offered a discounted charge for funeral services. The Board is requesting that monies be refunded to consumers that were charged for the funeral home logo and submit a copy of the refund check to the Board's office within thirty (30) days and to cease charging consumers for placement of your funeral home logo in death notices. The Board is requesting that you provided it with the last five (5) at-need funeral arrangements your firm has made and provided copies of the following: Statement of Funeral Goods and Services, General Price List, copy of the death notice, copy of the invoice from the newspaper listing and the final statement within ten (10) days. All voted in favor of the motion.

On motion made by Mr. Stellato, seconded by Mr. Radzieta, the Board determined to recess for a five (5) minutes. All voted in favor of the motion.

ITEMS FOR DISCUSSION

None.

PUBLIC COMMENTS

Adam Guziejewski, NJSFDA, thanks the Board for the CEU's courses being online and for consideration of the temporary registrations.

EXECUTIVE SESSION - 11:05 A.M. on motion made by Mr. Stellato, seconded by Mr. Radzieta, the Board determined to go into executive session to 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.

Respectfully submitted,

Thomas C. Brown
Secretary

Dated