

VOLUME 7, ISSUE 4

# THE ARTERY

FALL 2015

## Osiris 2016

PRESIDENT'S MESSAGE

MEMBER SPOTLIGHT

EMBALMING



TECHNOLOGY:

JOIN OUR CONVERSATION  
ON FACEBOOK



New and Reinstated Members

## EPSILON NU DELTA PRESIDENT SPEAKS

Greetings Brothers and Sorors:

The Board Meeting in St. Louis was exciting, if nothing else! Despite the late start of the evening, we had a stellar attendance, great committee reports and a wonderful time of fellowship. As a body the Fraternity will consider ways to make the Fraternity meeting time more conducive for all. If you have any ideas, please let me or any member of the executive committee know.



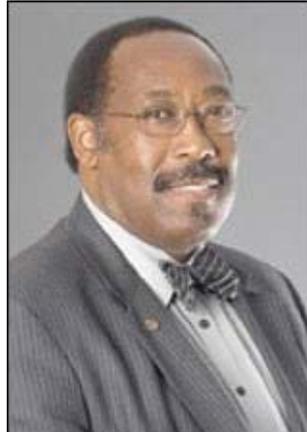
As in past years, we once again distributed book bags. This year's bags went to the Matthew Dickey Boys and Girls Club of St. Louis. This year marks the 16<sup>th</sup> year of back pack distributions by Epsilon, and to date we have given 1800 back packs to students.

We were delighted to again be able to give scholarships to deserving Mortuary School students. Elsewhere in the Artery you will find information about the two young ladies who received scholarships from us. Both of them have had interesting life journeys and will be in my opinion great additions to the field of mortuary science. It is our desire that soon they will be licensed and able to join the ranks of Epsilon Nu Delta.

The national meetings of Epsilon Nu Delta for the year 2015 have drawn to a close. Please continue to be active on your local level.

I take this opportunity to thank all of the Executive Committee for the fine job they have been doing over the past year.

I look forward to seeing each of you in San Antonio in February 2016.

**MEMBER SPOTLIGHT: BROTHER ALEXANDER WYNN****Artery: Why did you join Epsilon Nu Delta?**

Wynn: I joined because most of the members of the Florida Morticians Association are members of Epsilon. I felt it was the right thing to do.

**Artery: As a member of Epsilon Nu Delta as well as a member and now President of NFD&MA, what are your hopes for the organization?**

My hope is that both organizations can work together more harmoniously in the future for the good of all of us.

###

Epsilon Nu Delta takes this time to extend hearty congratulations to Brother Alexander Wynn who is the new President of the National Funeral Directors and Morticians Association. Brother Wynn has served as Southern Regional Vice President for Epsilon Nu Delta, and was honored as Embalmer of the Year in 2015 in Arizona by the Fraternity. He is a member of Alpha Gamma Chapter of Georgia, Florida and Alabama.

Brother Wynn attended Miami Dade College for mortuary school, and later attended Shaw University receiving a Bachelor of Science in Sociology with a minor in Business Administration. He was trained for funeral service at Wilson-Eichelberger Mortuary, Zanders Funeral Home and RJ Gainous Funeral Home. In 1995, he bought the RJ Gainous Funeral Home in New Smyrna Beach which is now Gainous Wynn Funeral Home. In 2003 I became sole proprietor of RJ Gainous in Daytona Beach. In 1996 I became co-owner with Gail Thomas DeWitt of Gail & Wynns Mortuary in Orlando.

He retired after many years of service with Florida Department of Juvenile Justice as a Governor Consultant. Brother Wynn is a member of Mt. Zion AME Church of Daytona Beach, Florida.

*Portions of the above information are from NFRMA.com*



The 2016 Osiris will be March 29-31 in San Antonio, Texas.

Our host hotel is the Embassy Suites San Antonio River Walk.

Registration materials have

been mailed to members, and the deadline for registration is March 15, 2016. If you have not received your registration, please contact Soror Patterson at [theendinc.@aol.com](mailto:theendinc.@aol.com)

We are being hosted by Alpha Iota, Psi and Zeta Chapters, and in Texas, they do it BIG! Come out and enjoy some Texas hospitality along with continuing education at San Antonio College of Mortuary Science, lunch at an authentic Mexican restaurant and the Embalmer of the Year formal.





Congratulations

This year, we were blessed to be a blessing to two students from Worsham College of Mortuary Science. We congratulate these two women who we are sure will go on to make outstanding contributions to the field of funeral service.



**Delia Warren** was a legal secretary for 28 years before coming to funeral service. In her scholarship essay, she talks about her time in her church's school of ministry. "I knew this was an area of ministry I want to explore. ...serving people, serving God and representing the ministry. Presenting eulogies and sermons along with spiritual guidance, I found to be something I truly enjoyed." Delia's letter of recommendation says that she "...has an innate compassion for others and a strong desire to service. She considers it an honor to provide comfort and care to those in need. Empathy, insight, consistency and flexibility are a few attributes I believe will make Delia successful in funeral service."

**Stacy L. Meeks** has a background in customer service. She said in her essay, "As a child my parents allowed me to attend funerals with them frequently. I was always interested in the staff and their timely actions in conducting the service. This interest carried into my adult life and I continue to attend funerals of family and friends." Her letter of recommendations states, "She has so much to offer a funeral home, a community and the families she will serve. I know she looks forward to her future as a licensed funeral director"

###

**Irene Lea Preston**, CFSP, of Phoenix, AZ has recently qualified the designation of Certified Funeral Service Practitioner (CFSP), by the Academy of Professional Funeral Service Practice.

A number of professions grant special recognition to members upon completion of specified academic and professional programs and "CFSP" is funeral service's national individual recognition.

Congratulations, Irene!

# Embalming Roundtable

by Shun Newbern, MS, CFSP



## 1.) Why do you feel that preparation arts and embalming are so integral to the funeral profession AND to the families it serves?

The center of funeral service is the decedent. Most individuals attend Mortuary College to learn the basic principles of the art of embalming. It is my hope that the national examining boards and the state boards will continually place focus on embalming and restorative art. The liberal arts, customer service skills are important, however when they become primary over embalming, the profession loses. Embalming and preparation arts are germane to our profession even as the demand for direct services increases. This increase is contributed to the economy as well as families' lack of value in excellent embalming. At our mortuary, we take quality time to explain the value of embalming and restorative art. We have found when consumers are educated on services and products that are being offered, their response is positively reflected in their choice of service. Families need and demand a positive farewell viewing when they experience a loss. As professionals we have to be knowledgeable and capable in the art of embalming.

## 2.) Although every prep art case is important, is there one that is especially important to you or one that sticks out in your memory?

The most challenging cases that involve decomposition accompanied with tissue gas seem to be the ones that embalmers remember the most. We think that these types of families would be more understanding and consider a closed casket, but it is often just the opposite. My observation is that they often are guilty that no one was there with them or perhaps if they were only found sooner things would have

been different. One situation involved a young man who was found in a car days later after his death. I convinced the mother to allow me to embalm now without delays due to his condition. She doubted that his condition was poor and demanded to see him before embalming began. She and the immediate family observed his poor condition and the odor that was present. This identification before embalming increased my credibility as an embalmer with this family and gave them a better appreciation for



the needed skill and ability to improve the situation on their behalf. Days later at the visitation I was overwhelmed with hugs, kisses and gratitude. This experience followed weeks later with multiple cards of thanks from this family.

### 3.) What are some advancements in the field of prep arts that you are excited about and want to share with us?

One of the challenges is being able to teach others how to repair trauma and relatable conditions. Daryl Hammond created the most realistic model heads to train with wax or cosmetics. I have used them several times with great response from novices and



the experienced embalmers; a unique tool for learning. The airbrush is a great advancement which has been on the market but still new to me and many others. Nevertheless, I have seen tremendous results for restorative art cases.

### 4.) What are some parts of the field of prep arts that you believe need some improvement?

There needs to be more support of continued education for embalming and restorative arts. Writers have expounded, researches of completed the data on the rising percentage of cremation and I believe that we are missing a fine component – the commitment to decedent care. As a profession we have to take care of the family and share the value of embalming and seeing their loved one for the last time. However, we have owners and managers who don't give a flip about the open casket concept or embalming. Therefore this is a lack of support for the embalmer to learn more through various avenues. I love embalming, and I am elated when those family members share positive accolades surrounding the time and the effort I have placed into art of embalming. Good embalming has to be demonstrated in order to be appreciated. Owners should support every effort to enhance the ability of their preparation staff.



**New Inductees and Reinstated Members**

Since we last met we have inducted **Brother Amari Adams**, Alpha Gamma Chapter, **Brother Anthony Bracy, Jr.**, **Brother Tom Breathett, Jr.** Gamma Chapter, **Brother Troy Calvert**, Psi Chapter, **Brother Ronald Jones**, Beta Chapter, **Soror Ebone' Lipsey**, Gamma Chapter, **Soror Madeline Lyles**, Gamma Chapter, **Brother Deon Moore**, Psi Chapter, **Soror Vonda Priester Orr**, Pi Chapter, **Soror Pamela Stewart**, Pi Chapter, **Brother Frankie Washington**, Zeta Chapter and **Soror Keri Washington**, Gamma Chapter.

###

We welcome back **Brother Donald Weaver**, Beta Chapter, **Brother E. Bruce Adams**, Alpha Gamma Chapter, **Brother C.F. Brittenum** Gamma Chapter, who filled out a reinstatement form but has been paying his dues.

**Brother Timmie Butler**, Psi Chapter, **Brother Cedric Collins**, Gamma Chapter, **Brother Jerry Cooley**, Gamma Chapter, **Brother James Cusack**, **Brother Robert Dorsey**, Zeta Chapter, **Soror Janice Matthews**, **Brother Freddie Faison**, Pi Chapter, **Brother Sam Guess**, **Brother R. Douglas Hawkins**, Pi Chapter, **Brother Eddie Hayes**, Beta Chapter, **Brother Oliver Lomax**, Zeta Chapter, **Brother John Martin**, Pi Chapter, **Brother Wendal Naylor**, Gamma Chapter, **Brother Keith Reed**, Gamma Chapter, **Brother W.W. Holt**, Alpha Chapter, **Brother Ted Yandell**, Beta Chapter, **Brother Ron Johnson**, At Large, **Brother Austin Layne, Jr.**, Beta Chapter, and **Brother Hayes Samuels**, Pi Chapter.

We have been blessed with the return of Zeta Chapter with **Soror Charlotte Faggett** as Chapter President, Beta Chapter with **Brother Michael Murray** interim Chapter President, and At Large members from Arkansas and Louisiana.

## The Old School Corner

The Artery interviewed Brother Herbert Barker in August 2015 in St. Louis Missouri. He had travelled to St. Louis by train from his home in Chicago. Brother Barker is the last surviving member of the Fraternity who knew our founders Brother and Soror Whibby. If you have not met Brother Barker, take some time to get to know him! He is certainly a jewel in the crown of Epsilon Nu Delta.

### Tell us when you joined Epsilon Nu Delta

I joined in 1948 while a student at Worsham College of Mortuary Science. Initially I was a member of the Horus Club (from 1948-1950) and when I was licensed I became a full-fledged member of the Fraternity. I was initiated in 1950 when I received my license. I have been a member of Epsilon Nu Delta continuously since 1948, and am now a life member.

### Do you have any remembrances of Worsham College you would like to share with us?

Of course I remember the Whibbys. I also remember members of Epsilon Nu Delta who have passed on who attended Worsham including Doris Furbush, Bernard Slaughter, Jarvis Stamps and Harry Carter. There were many other students of color at Worsham who did not join Epsilon Nu Delta.

### What offices have you held in the Fraternity?

I have been a member of Alpha Chapter, Chicago. I was president of Alpha Chapter. I later served as Treasurer of the National body for 14 years beginning in 1987.

### Please tell readers of the Artery a little about your work history.

After receiving my Illinois license in 1950, I worked for Miller Major Funeral Home in Chicago for 16 years. In November 1968 I opened my own funeral home. 38 years ago, I moved to my current funeral home address on S. Throop Street in Chicago, and I have resided there and run my business from there ever since. Ten years ago, I added the word 'cremation' to the funeral home name to better reflect changing times, and what I can offer to my community. At this point I still do all of the funeral arrangements and go to all funeral services.

### Share a bit of your personal life with us, please

I was married to Earthel for 52 years. She died in 2002. After being single for 3 years, I married Betty, and we have been married for 10 years. She is a retired teacher. All of our children have achieved great success, and I am enjoying my grandchildren as well. **(Editor's note:** of course all of us who attend Epsi-



## Do I Really Need a Website?

Perhaps you have considered if your firm needs a website or not. Let me give you a scenario: when I am looking for the address of an out of town funeral home, I often Google them. Google usually provides quick, reliable results. What often will come up is a listing which displays a photo, phone number, address and map for the funeral home. This is where you may find kind and unkind (but often no) reviews of the funeral home. Immediately under this listing are other funeral homes in the area. If the funeral home does not have a website, then their newspaper notices in certain publications pop up. If your funeral home has a website, it will pop up as well with a link to the website.

If a firm has a website, it makes me breathe a sigh of relief. All of the information I might need about the firm should be near at hand on the webpages: phone, fax, photos, and other information. If there are photos, I feel I have met the director in person. If the website is nonexistent, I must now call the firm to get the fax number or other information.

Your website doesn't have to be fancy or expensive. There are many firms that provide templates for websites, so all you have to do is fill in information and your site is ready to go. Of course having a webmaster means you don't have to do anything for your site: just tell the webmaster what you want, and they will take care of it.

If you're not sure what your website should contain, visit some funeral home websites and see what they have. If you do retain the services of a webmaster, they can show you the sites they have built for other customers, and you can pick and choose what you want. A webmaster that designs for several funeral homes may have sites that have the same feel or look, so make sure you make an effort to have your site stand out and look individual.

Pages within your website can be likened to chapters in a book. Each page, tab or series of pages tell about a different aspect of your services. So for example you might have a

welcome page, a current services page, a history page, and a page of items your firm can offer. I recently visited a funeral home website that was only one page. That's what works for them!

If you have an existing website, be sure the information contained on the site is current. Statistics point to the fact that most visitors to a funeral home's website are searching for information about current families a firm is serving. Many visitors will sign the guest book for a family. Making sure your case infor-



mation is up to date and correct is crucial. Ensure that entering cases onto your website is easily done. If you are not internet literate, this would be a great job for a trustworthy high school or college student who could enter cases even if they are not on your premises.

In today's age of information, I feel that having a website for your business is just as important as having a telephone, fax or business cards. A website puts your firm on the information super highway. It shows that you are a willing participant in the age of technology. A website is yet another service you can offer not only your fellow funeral directors and the general public, but the families you serve.

*Old School, continued from Page 9*

lon and NFD&MA will know Brother Barkers faithful son and companion Michael, and will know that he and his father often dress alike!).

#### **Do you have any words of wisdom for members of Epsilon Nu Delta?**

The Fraternity has been like a family to me, and I have enjoyed the fellowship. I remember the Osiris being in the summer months, and am a little sad about the change of the Osiris and Board Meeting times. New members are the life blood of any organization, and Epsilon is no exception. Continue to be progressive and embrace new ideas. I'd like to say "good job Brother President!"

Our interview ended with Brother Barker declaring "God is good". It was an interview to remember!

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Western.....Irene L. Preston

Southern.....Alexander Wynn III

South Western.....Vickie King-White



**FOR YOU WE ARE PRAYING**

Soror Beverly Cotton

Brother Clarence Glover

Brother Vincent Wilson

