



AFCCA Board of Directors Meeting
Green Acres Mortuary & Cemetery • Scottsdale, AZ

Thursday, August 8, 2019
10:30 AM – 12:30 PM

In attendance:

Board of Directors

Ethan Bueler, President
Russell Persinger, Vice President
Dan Salter, Secretary
Hillary Adair
Joseph Stone
Michelle Green
Steve Handley
Stephanie McNaughton

Absent

Steve Palmer, Treasurer
Renee Corbelli
Greg Coury
Patricia Rodriguez
Hallie Lang
Donna Backhaus

Guest

Karoline Davidson

Staff

Heather Long, Executive Director

Call to Order

Meeting Called to order at 10:40 AM by President, Ethan Bueler

Reports

1. Secretary's Report

Daniel Salter presented the July 10, 2019 Meeting Minutes.

Motion to approve the minutes from the July 2019 Meeting by Russell Persinger, seconded by Joseph Stone. Motion approved unanimously.

2. Treasurer's Report

a) Approval of P&L

A motion to table the treasurers report until Steve is in town was made by Daniel Salter, seconded by Joseph Stone. Motion approved unanimously.

3. Executive Director Report

a) CFAE Meeting Report

Heather attended the CFAE (Council of Funeral Association Executives) Meeting, held after the NFDA Leadership conference in San Diego. NFDA sponsored a representative from ASAE

AFCCA Mission

Encouraging the continuance of education of our members, promoting high ethical standards in our industry, and providing advocacy for death care professionals and the families they serve.



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to speak to our group and he helped go through a SWOT analysis and a Member Matrix, which helped identify where state associations need to focus to engage membership and provide educational content that is relevant to members at different stages of their career.

There was also discussion on the different states CEU Requirements, Endorsements and Reciprocity Laws. NFDA would like to focus on assisting at the state level to encourage in person CEU classes and helping create consistency across the board where they can.

b) NFDA National Conference

Heather received her annual comp'd registration and asked the board for approval of funds to cover the travel expenses to Chicago. Heather estimated that it would be around \$1000 total for hotel, airfare and food per diem.

A motion to send Heather to NFDA was made by Daniel Salter, seconded by Joseph Stone. Motion approved unanimously.

It would also be beneficial to send Ethan as our current AFCCA President. Stephanie McNaughton is going to see if they have free passes to give from Matthews, and Heather will also investigate ways to make it inexpensive to send Ethan as well.

4. Legislative Update

Trish Hart sent over the Funeral Escort Bill to review. The board didn't have much to change on the bill but wanted to make sure that there will still be training required and had questions on the insurance requirement.

Heather will be setting up a meeting with John and Trish to discuss next legislative season and other needs the Association feels that need to be addressed including:

- Legislation needed that does not allow a funeral home to not become executor of estate.
- Address the lack of a requirement for refrigeration in Arizona
- Address the issue of Heritage/Legacy Group inappropriately advertising in Arizona and causing problems for many of our members. Perhaps create a rule that says a location must have a "Brick and Mortar" business to advertise funeral services in Arizona.

A motion made to bring the above topics to John and Trish for Legislative made by Russell Persinger, seconded by Hilary Adair. Motion approved unanimously.

5. National Updates

Karoline Davidson came to talk about her experience at the NFDA Leadership Conference. She is excited about her future in the profession and hopes to become a leader as she grows and learns.



She was extremely grateful to the AFCCA Board for selecting her to attend the conference, and also to Bunkers for encouraging her attendance and on assisting the association on travel costs.

Hillary Adair reported on the NFDA Policy board meeting prior to the NFDA Leadership Conference. The Policy Board elected Linda Allan, of Collinsville, IL, and Daniel J. Ford, CFSP, CCSP, of Cheshire, CT, as At-large Representatives to the NFDA Board of Directors. They will begin their two-year terms of service immediately following the 2019 NFDA International Convention & Expo in Chicago.

During the state report, Hillary reported to the policy board on an unsuccessful State Board action against a funeral director that had been appointed executor of an estate and overcharged the estate for body storage. She also reported that the State Board was successful in disciplining a funeral director for stacking bodies.

Scott Gilligan reported on several new developments. The recent Supreme Court case which upheld Indiana's law requiring aborted and miscarried fetuses to be buried or cremated. The FTC has scheduled the start of the Funeral Rule review for the latter half of 2019, but nothing can be guaranteed. A wage and hour claim against a funeral home in Texas that was dropped by the Department of Labor and updated the Policy Board on Washington's new human composting law. Updates on the problems caused by Heritage Cremation Providers/Legacy Funeral Services. Credit card surcharges are now legal for funeral homes in California, Florida, New York and Texas because legal challenges overturned state laws prohibiting a merchant from imposing a credit card surcharge.

6. Supplier Representative Report

Stephanie McNaughton gave the supplier report. She will be working with Heather to get in contact with current supplier members to create relationships and learn more about how the association can help them.

7. Foundation for Children Report

The Foundation for Children is working toward developing new ways to give back to the community while still adhering to the mission statement. They are looking forward to the Topgolf Fundraiser on August 17th.

8. Education

School is back in session on August 19th.

Business Items

1. Educational Events – Happy Eulogy Hour

Heather met with a Hospice Volunteer who is interested in creating educational programs for the community to learn better how to deal with grief and to plan for their future. She is truly interested in helping individuals work on their legacy for after they pass. She is interested in working with



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members of the AFCCA board to create content that talks about why it's important to work with a funeral director, what they need to know about cemeteries and cremation.

She is hosting an event on August 15th where individuals can do an open mic "Eulogy" for anyone who has passed, still alive or even their own eulogy. Heather thought it might be beneficial for someone to attend to keep on top of the narrative that is out in the community. We are the experts, and we should also be helping in the education of the public.

Dan Salter and Ethan both said they would try to attend and report back.

2. 2020 Convention Planning

The conference planning committee will be doing site visits of three properties for the 2020 annual conference on August 13th. Using a cost analysis of past six events, the committee will be choosing a property based on profitability and also a place that will attract attendees to come.

The board is still working on a theme and topic ideas.

3. Other Business for the Good of the Order

None at this time.

Adjournment

A motion to adjourn the meeting by Hillary Adair, seconded by Joseph Stone. Motion carried unanimously.

Meeting adjourned at 12:59 PM by President, Ethan Bueler.

Next Full Board Meeting – Thursday, September 12, 2019 at 10:30 AM; Green Acres Mortuary & Cemetery Market Office unless otherwise noted.