Adair Funeral Homes



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I. Describe one or more different innovative programs fitting this category. Each additional program listed will qualify as a separate criterion.

As of October, 2006, Adair Funeral Homes now employs a Funeral Director whose sole responsibility is to serve as a liaison between the funeral home and the community. It has long been the belief of Adair Funeral Homes that providing community education is one of the best ways to prepare families when they are faced with a loss, as well as to answer the many questions people have and to dispel the myths associated with funeral service. We are currently working with area churches to provide seminars to their congregations, not only for those who have already experienced a loss, but for those who may just be interested in learning more about the intricacies of funeral service. We have also implemented a program to open a line of communication between funeral homes and facilities that provide end of life care, such as hospitals, nursing homes and hospices. We are finding that many of these facilities have misconceptions about funeral homes, and are often passing along incorrect information to the families that they serve. We have been very successful in educating many of the workers at these facilities about our procedures following a death, and in turn, our staff is gaining a better understanding of the day to day operations of these facilities. We truly believe that through cooperation and dialogue between funeral homes and these facilities, bereaved families in our community will be better cared for, and the transition from end of life care to funeral home will be eased.

In our ever present effort to meet the changing needs of the families we serve, we found ourselves, in our opinion, falling short in our After Care Program. Our expectations of our level of service demanded that we do more in the area of After Care. Widows, widowers and many family members find themselves alone, asking themselves, "What are we going to do now? What has to be done now? Who do we need to call?" Their need for some type of direction was evident which set the "wheels in motion" to come up with a program and a guide to help those families in need.

Much thought and prayer was put into implementing a new direction for our staff and the services that we provide by adding a full time After Care councilor to our staff. Linda Fisher, a small lady in stature, but full of energy and a robust personality was hired for the position. The soul objective through this plan was for the staff, along with Linda to provide additional value added services to the families we serve.

Our "Resource Guide" was developed through careful study, planning and input from many different sources, including questions that seem to come up over and over again from families. The Resource Guide includes information about our after care programs, "The Circle of Friends" and "Days of Hope." Vital information on estate settlement, social security benefits, insurance benefits, Veterans benefits, wills and banking are included in the Resource Guide. The guide concludes with "how to" acknowledge those who were involved in the service along with pre-need information for yourself and other phone numbers that may be needed.

Seven days after the family has concluded their services, Linda calls on the family to deliver death certificates and pick up any paperwork that may have been sent to the

family. It is Linda's role on this visit to reassure the family they are not alone, and that all of our resources continue to be at their disposal. The unfamiliar duties facing families after a loss can become a burden and can often get confusing, funeral home personnel can help by bringing a sense of order to an otherwise confusing situation. Linda then sets up a time to meet with the family in their home and present the "Resource Guide," posing and answering questions as they work through each section. It is important that the guide be given to the families, as it is a lasting source of reassurance. After the family has time to review the guide (a few days) Linda again follows up, to answer questions and meet any needs that have surfaced. Follow up is most important in implementing the After Care Program with the "Resource Guide." The results have been positive and in some cases even unbelievable.

Families often assume that the hearse will be clean for the funeral service or flowers will be delivered to the right residence, but a book that will help guide and answer questions after the service is "unheard of." Sometimes, in life, the small and often "unheard of" actions bring the most satisfaction to a grieving family.

Implementing our After Care Plan, has resulted in even a higher level of satisfaction from families that we have served.

Reynolds-Jonkhoff Funeral Home

"Tell me a Fact and I will Learn. Tell me the Truth and I will Believe. But tell me a Story and it will live in my Heart forever." This Indian proverb provides the base from which Certified Funeral Celebrants serve families. From the heart of Doug Manning, one of the country's leading authorities on grief, and author of dozens of books on the subject, the Celebrant Movement was born. Using his 40+ years of experience as a Baptist Minister, Doug saw a need for someone to step in to help families going through a death, who may have no church home, little spiritual base, yet still wanted a significant end to their loved one's live. And with the ever growing population of those checking "No Religious Affiliation" on their census form, Doug's sense of other's need took over. Since the initial training sessions in 1998, over 1,000 women and men from all walks of life have received certification from Doug Manning's "Insight Institute".

Having been exposed to the new concept of Funeral Celebrants, Dan Jonkhoff sought to offer this personal service for the families he and his staff serve. He approached Tim Moeggenberg, a local business man who Dan knew had ministerial training and inclinations. Tim joined the staff in June of 2006 and within weeks was sent to Celebrant Training and received his certification. Since that time, Tim has served over 50 families with services ranging from full funerals to grave side committals. Each service is custom tailored to individual families requests, needs and lifestyles. Tim's life in the retail service industry uniquely prepared him for personally meeting with each and every family to learn and absorb the life of their loved one and the level of grief the family was experiencing - to "get in their bucket" as Doug Manning puts it. Without this level of empathy, a Funeral Celebrant falls short of providing this highly personal product to the families they serve.

On-going training is highly valued at Reynolds-Jonkhoff. In May of 2007, Tim attended the first

annual Celebrant Convention in Oklahoma City with over 60 other Certified Celebrants from the United States, Canada, New Zealand and Great Britain. Topics and seminars ranged from marketing to public speaking forums where dozens of viewpoints, ideas and traditions were shared. Tim came home to Traverse City with a renewed sense of mission and a better understanding of how important the Celebrant's service is to the healing of a grieving family. He also continues to be in contact with his fellow Celebrants through their very own website, where they continue to share ideas, stories and techniques used to personalize a lasting tribute to a loved one's life.

It is for this reason - personal and intimate end-of-life service - that Reynolds-Jonkhoff Funeral Home initiated their Certified Funeral Celebrant service and will continue to build on this special way to serve families in need.

Supporting documentation as well as many thank you examples appear on pages 14 to 22.

II. CONTINUING EDUCATION AND STAFF DEVELOPMENT

E. Licensed funeral directors, Dan Zolik and Christy Jonkhoff are enrolled and pursuing certification in the Academy of Professional Funeral Service Practice. Adam Hilt just received his certification on June 28, 2007 - yah! Our other licensed funeral directors, Dan Jonkhoff, licensed in 1976- CFSP in 2001, John Roeser licensed in 1972 - CFSP in 2000, and Rick Harkert licensed in 1976 - CFSP in 2000 have achieved certification with the Academy of Professional Funeral Service Practice as well as re-certification this year.

Our funeral home prides itself in exceptional continuing education opportunities especially for licensed funeral directors. Examples of OGR phone conferences they benefitted from this year are as follows: Planning for Disasters and Keeping Your Doors Open When They Occur (January

18, 2007) Techniques to ask Families for Payment and to Collect Bad Debts (February 15, 2007)