



2009-10 *Pursuit of Excellence*[®]

Basic Requirements for International Participants

No matter the location of your funeral home, most criteria in the *Pursuit of Excellence* Guidelines are based upon programs, services and activities your funeral home is offering. However, as operating/licensing requirements vary by country/province, it may be challenging to fulfill criteria in the first category of achievement, **Basic Requirements**, as some of the criteria may not apply to funeral homes outside the United States. **The following criteria may be substituted by international participants for the Basic Requirements category:**

I. Basic Requirements

All program entries must meet certain basic requirements in order to be considered for the Pursuit of Excellence Award. Incomplete or unsatisfactory information in this category will lead to immediate disqualification.

Complete ALL of the following criteria:

- _____ **A:** Pledge of Ethical Practices signed by all full-time staff. (See registration form.)
- _____ **B:** Please list and explain your firm's or staff's specific licensing/operating requirements. If your funeral home or staff is not required to be licensed, please briefly explain your country or municipality's operational requirements.
- _____ **C:** Provide a statement on funeral home letterhead, signed by the funeral home owner or general manager, which states the funeral home and staff are knowledgeable and compliant with the national and local funeral home regulations and laws.
- _____ **D:** Provide a statement on funeral home letterhead, signed by the funeral home owner or general manager, which states the funeral home and staff are knowledgeable and compliant with the national and local occupational health and safety regulations and laws.



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- _____ **E:** Submit an essay (250-word minimum) describing an innovative program, service or ongoing activity conducted by the funeral home. **(Participants are encouraged to describe a program/service other than a personalized funeral service.)** The essay should describe what the funeral home did, the reasoning behind the idea and the benefits provided to families and/or the community at large and the funeral home and its staff. All essays must have supporting documentation if your firm wants to be considered for Best of the Best recognition. Duplicate essays from previous submissions will not be accepted. Describing a previous program/activity will only be accepted if changes or improvements are noted within the essay. **If you are describing this program or service in another location's *Pursuit of Excellence* entry, each location's essay should indicate what its staff did to participate in the activity and the activity's impact on those served. The idea described in this essay can be used to fulfill one criterion in categories II-VI.**
- _____ **F:** If “a picture is worth a thousand words,” what do you want your *Pursuit of Excellence* “snapshot” to say about your funeral home? Along with your entry, send in a photo that captures a program or service from 2009-2010 criteria fulfillment. (Examples include a picture from a holiday program, unique advertisement, community presentation or event, etc.). This photo will be included in a video scrapbook featured at NFDA's International Convention & Expo. Photo can be mailed with your entry as a color print or emailed as a JPEG file to pursuit@nfda.org. **Please include a one-sentence description of what your photo depicts.**

Contact International Relations Member Services Representative Rose Pena at + 1-262-789-1880 for questions related to the *Pursuit of Excellence* program.