

Winter Board Meeting will be held on February 10, 2020 at the Marriott Courtyard Conference Center in Plugerville, TX. Make your reservations today, but going to the ifta-texasinc.com website. See you there!

Happy Veteran's Day

Happy Veterans Day To Those Who Chose To Serve!

Veterans Day 2019 is here on November 11th. It's a day set aside to thank our Nation's Veterans for the service given and sacrifices made to protect the freedoms of our country.

I'd like to salute the men and women in uniform who served this country in foreign and domestic deployments granted.

Let me share a story

I served in the United States Army and had the privilege of waking up one morning and heading to formation and just like any other day was ready to get my day started. Well, on this particular morning the 31st Air Defense Artillery Brigade was being informed that they had been selected to join the

Migrant Crisis effort in Guantanamo Bay, Cuba. I was excited for those who were going to be selected to represent the Brigade. The Company Commander starting calling names, and I beamed with a smile while standing at attention in formation. Then I heard, Specialist Sheffield fall out to the rear of the formation you've been selected. It wasn't until the soldier next to me bumped my arm that I realized I was chosen.



Now, being a country girl from Longview, Texas, this would be

my 1st time out of Texas and Louisiana so I was terrified. I went that same to day to get shots and prep for this assignment. I remember calling my Mom and I think she dropped the phone.

I left 2 days later on a plane from Fort Hood on a military plane with over 250 men and I was the only female.

Upon arriving to Guantanamo, I was scared to death. I was a part of the Deployable Mass Population Identification Tracking System. I learned a lot about myself and my had to grow up real fast. It was difficult at first but I learned to stay away on my 3pm to 3am shift. I learned the program and even learned Haitian. I met some amazing people from all walks of life and we worked together to survive and serve our country. I'm proud to be a Veteran!

I can honestly say, the military was easier then than the Death Care Industry.

Fetal Death Certificates.....Now On TxEVER

Did you know

Starting on August 1, 2019, Fetal Deaths will be able to be reported using the Electronic system, TxEVER. Pre-

viously, this was a manual/paper process. DSHS will be offering training on fetal death training reporting in July via

webinars and conference calls. Look to the TxEver page for more information.

Trending Trumps Traditional

The Death Care industry is facing an era of change in this 21st century. It's been a tumultuous change that has shifting the Death Care Industry. Funeral Service is the African American Community has normally been very traditional, but I'm witnessing shifts from traditional to non-traditional do to the change in Customer Requirements.

So let's discuss some of the new trend sand how they're affecting funeral homes and their consumers.

Affordable Cremation

Cremation has soared in the last 10 years, and in the last 2 years has become the preferred option for most Americans and is soaring among the African American Community. According to CANA the Cremation rate reached 55% last year alone and is set to reach 71% by 2030.

Although some families choose cremation with a funeral or memorial service, it's the demand for Direct Cremation as a quick and easy, no fuss and affordable funeral service alternative that is making up the core of the cremation business? Has your firm seen a rise in cremations? Are you

dropping prices and to make Direct Cremation Affordable? Do you see the value in Cremation?

Are you noticing the break away from traditional services?

Society is changing, and how we approach traditional funerals in the African American Community is part of the change. There have been changes in how consumers request to honor their loved ones. No longer are consumers wanting traditional programs of how things have always been done. Now consumers are thinking outside of the box for Life Celebrations.

Are you encouraging how families want to celebrate their Loved One's? Is your staff coming up with new inexpensive ideas or options for the families?

Lastly, Personalization is getting quite a buzz from consumers.

Everyone looks for conventional ways to personalize our lives. By personalizing our daily lives and possessions to leave the mark to our identity, so why not chose to assist a consumer with a funeral that exemplifies that type of quality.

Are you catering to adapt to this trend? Are you able to use your resources to personalize and help your bottom line? It's a market that's a win-win for the consumer as well as for the funeral director.

Remember no one has a problem investing in what they find value in. Increase the value in educating consumers and increase your profit margin.

According to
CANA
Cremation
Association of
North America
Cremation rate
last year
reached 55%.

Let's Be Great This Holiday Season.... Will You Make Memories

To Be A Great Leader, We Must Stand Alongside Our People, Not Above Them

When we hear the stories of Christmas and the New Year there are so many takeaways that help us be a better person as well as more effective in our businesses—including our leadership..



This Holiday Season remember this list of quality principles that will mean a great deal in our organizations

- Humility— Let us strive to be better every day, individually and as a team.
- Gratefulness— Let us appreciate the gifts we have been given i.e. our leadership and certainly

our colleagues Let them know we value them and their ideas.

- Respect— Treat every person with respect. Give them honor and dignity, which we all deserve. In doing so, we bring out the potential and greatness in others.
- Establish Accountability — Good people want to be accountable.

It is important that we understand how much timeliness matters. We must be accessible to our people, and return calls and other requests with professionalism and compassion.

We must step up to our responsibility to address issues and problems promptly with our staff and as well as those we serve.

Let us gain inspiration from these

meaningful holiday messages to continue to improve our leadership and develop our organizational culture, aiming for enthusiastic teamwork, collaboration and positive energy. May we bring out the best in our people and our teams by caring deeply about the well-being and happiness to our people.

Wishing you a successful Healthy and Joyful Holiday Season. Let's make memories, those we will cherish forever.

In the Death Care Industry the holidays are a very stressful time of year. We serve those whose most precious gifts are no longer physically with them. So the stress of the holidays and our challenges while serving make it difficult to be in the holiday spirit and not feel a little guilty about our happiness or the joy of the 'Reason for the Season'. Remember we must mentally detach

We must step up to our responsibility to address issues and problems with our staff promptly with our staff as well as those we serve.

Millennials In The Death Care Industry

A recent article in America's Connecting Directors website identifies the rapid cultural change Millennials are making to the funeral and cemetery industry in a very short space of time.

The millennials are forcing change as there is significant increase in people classifying themselves as "religiously

unaffiliated" and not spiritual but not religious. People are already starting to seek out more than the traditional funeral, families and friends want something personalized, family oriented, and unique. Weddings are now more likely to be officiated by a celebrant than a minister

so why would funerals be any different. Millennials are consumers but also employee's within the cemetery and death care they are also impacting change in their workplaces with a new expectation in the way

businesses should run and cater to customers.

In being flexible and open to doing business in a different way; the death care industry can meet the changing demands.

So what does this mean for your business?



Organization

Independent funeral directors of texas, inc

Primary Business Address

Address Line 2

Address Line 3

Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

Email: someone@example.com

Business Tagline or Motto

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual

charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.