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**Books (B)**

**DVD (D)**

**Online Course (OC)**

**Continuing Education (CE)**

**Family (F)**

**PowerPoint on DVD (P)**

Products and prices are subject to change.

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Ready to order? Visit nfda.org/store or call 800.228.6332
New for 2020

2019 Annual All-staff FTC Training
By T. Scott Gilligan and Patti Poss
A guided review of price lists; preparing for an undercover shopper; mandatory disclosures; and requirements for itemization, price inquiries and package options.
Course Package Code: 19NFDAVR1QS
Member Price: $75
Nonmember Price: $125
P CE 3 hours

Asian Culture in Cremation and Funerals
By Charles An
When you plan a funeral service rooted in Asian cultural traditions, understanding the differences between the unique cultures, family dynamics and the role of the funeral professional is imperative. Gain knowledge of Chinese feng shui, Qingming (“tomb cleaning”), and Vietnamese, Buddhist, Filipino, Korean and Japanese funeral customs.
Course Package Code: 18NFDA-3QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Control the Conversation: How to Charm, Deflect and Defend Your Position Through Any Line of Questioning
By James O. Pyle and Maryanne Karinch
Learn how to manage four areas of disclosure: people, places, things and events. Develop competence in techniques to help take control and get your message across. Master answer enhancers (keywords and body language), analyze a question and understand its motivation, and use questions artfully as part of your response. You’ll also learn to apply these skills in specific applications, such as job interviews, sales, meetings and media. 212 pages. (Also available for CE; see page 24.)
Product Code: BK599
Price: $16.95
B

How End-of-Life Doulas are Changing the Face of Death
By Henry Fersko-Weiss
Doulas provide emotional, spiritual and physical support at an intensely personal and crucial time. They help people find meaning, create a legacy project, and plan for how the final days will unfold. Doulas also guide and support loved ones through the last days of life and ease the suffering of grief in its early stages. Learn how to effectively work with doulas to continue the physical, emotional and spiritual bond with the families you serve.
Course Package Code: 18NFDA-24QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Is it Sexual Harassment?
By Jamie Hasty
Every employee has the right to work in an environment free of behaviors that are sexual in nature, but are you certain your firm and employees know the definition of sexual harassment? Learn the difference between behavior that is unprofessional versus behavior considered harassment and/or discriminatory. Explore and learn how management can investigate and address allegations and workplace misconduct, as well as best practices to prevent harassment from occurring in the workplace.
Course Package Code: 18NFDA-26QS
Member Price: $75
Nonmember Price: $125
P CE 1.5 hours

Coping With Traumatic Death: Homicide
By Bob Baugher and Lew Cox
Intended to help you understand what to expect after the homicide of a family member or friend, this book is divided into sections that cover the first few days, weeks, months, the first year and beyond. 50 pages.
(Available in Spanish only.)
Product Code: BK601
Price: $7
B F
Lessons From the Dead: Breathing Life Into Customer Service
By John and Nikki McQueen
Whether you’re an entrepreneur looking for that competitive edge or a long-time business owner on a quest to improve performance, Lessons From the Dead provides you with practical, real-life examples and “how to” advice on providing your customers with exceptional service that drives both profitability and brand loyalty. The principles shared in this book will help you, your team, and your company take flight and soar to new heights through the application of proven techniques that bolster customer service. Although many of the techniques and examples shared are based on their business, the authors also provide examples of other companies that truly understand how to serve customers right. 179 pages.
Product Code: BK606
Price: $16.95

Little Footprints: A Special Baby’s Memory Book
By Dorothy Ferguson
A write-in memory book for parents whose baby died shortly after birth. Pages include: The Story About Your Birth, Last Moments, Your Mother, Your Father, Your Grandparents, Siblings, and Journaling. 74 pages. (Available in Spanish only.)
Product Code: BK602
Price: $5

Mastering the Art of Funeral Home Phone Etiquette
By Lacy Robinson
Make a great impression during every phone call! Robinson will help you overcome challenges with phone shoppers using NFDA’s Four-Step Process.
Course Code: OL159
Member Price: $35
Nonmember Price: $55
CE 1 hours

Desk Organizer
This leatherette, foldable desk organizer comes in a compact cube design and features a pen/pencil holder, memo pad, photo frame and two storage compartments.
Product Code: N101
Price: $15.50

Remembering A Life Candle
This pear-and-redwood-scented candle can be lit and enjoyed whenever an individual misses a loved one most or to mark a special day, such as a birthday, holiday or other significant moment.
Product Code: RALCAN
Price: $10

Remembering A Life Essential Oil Roller
This essential oil roller – a calming blend of sweet marjoram, orange and lavender – can be used as needed, whether first thing in the morning, throughout the day or before bed, to heighten feelings of healing, relaxation and mindfulness.
Product Code: RALOIL
Price: $10

Remembering A Life Grief Journal
Journaling provides the opportunity to write about grief in a private, cathartic manner. This journal features writing prompts, illustrations for coloring, and blank pages for drawing, doodling or scrapbooking.
Product Code: RALNOTE
Price: $15

Remembering A Life Memory Jar
When family members and friends jot down memories and place them in this memory jar, they keep the memories of their loved one alive to enjoy in the days, months and years that follow.
Product Code: RALJAR
Price: $10
New for 2020

Remembering A Life Self-care Box
Make a lasting impression on the families you serve and help them begin their grief journey with this keepsake box containing a journal, memory jar, candle, essential oil roller, dragonfly keychain, rose quartz stone and water bottle. Some of the items are sold separately (see page 12).
Product Code: RALBOX
Price: $50

Someone I Love Died From a Drug Overdose
By Melody Ray
The number of accidental substance overdoses continues to rise across our country, leaving families at a loss as to how to tell and assist grieving children. This story is an excellent tool for parents and caregivers, and includes a workbook, definitions, some facts and a note to the adult reading the story. 24 pages.
Product Code: BK600
Price: $9.95

Talking About Death
By Virginia Morris
Even in this candidly confessional age, we’ve been conditioned to avoid discussions of death. Our youth-worshiping culture does everything to deny death, which is why, when the end nears, most of us are inadequately prepared to deal with it. Morris skillfully weaves together personal stories and practical matters, scientific fact and spiritual sensitivity into an important book about how we can achieve a greater sense of peace in dying and rediscover the art of living. 292 pages.
Product Code: BK605
Price: $16.95

Turned Upside Down: A Flip Book – Turning Upside Down Right Side Up... By Connecting With the Other Side
By Teana Tache
Written to help guide children through the grieving process by way of their own journey, this book will help open conversations with children and adults, allowing them to process, understand and embrace the loss of their very special someone. 33 pages.
Product Code: BK604
Price: $17.95

2020 Conferences & Events

February 5-7
New! Napa Wine Train
Napa Valley, CA
nfda.org/adventures

February 21-23
Cremation Conference
St. Pete Beach, FL
nfda.org/cremationconference

March 8-10
Meet the Mentors
Atlanta, GA
nfda.org/mentors

April 24-26
Professional Women’s Conference
Miami, FL
nfda.org/pwc

April 29-May 1
Advocacy Summit
Washington, D.C.
nfda.org/advocacysummit

May 14-15
Embalming and Restorative Art Seminar
Pittsburgh, PA
nfda.org/embalmingseminar

June 5
New! Yankee Stadium
The Bronx, NY
nfda.org/adventures

August 2-5
Leadership Conference
Charleston, SC
nfda.org/leadership

September 22-23
New! Ryder Cup
Kohler, WI
nfda.org/adventures

October 18-21
NFDA International Convention & Expo
New Orleans, LA
nfda.org/neworleans2020
A Career in Funeral Service
By NFDA
This video presents what it’s like to work in funeral service – from the education required and day-to-day responsibilities in the funeral home to the personal qualities that help funeral directors make a difference in the lives of the families they serve. Perfect for presenting at schools or community organizations. Includes facilitator’s guide. 12 minutes.
Product Code: D338
Member Price: $15
Nonmember Price: $30

A Career in Funeral Service Brochure
By NFDA
Ideal for anyone considering a career in funeral service, this brochure covers what to expect when working in funeral service, the education required and the rewards of working in the profession. Use on its own or in conjunction with the “A Career in Funeral Service” DVD. Perfect as a leave-behind when speaking at a school or community organization.
Product Code: BR308
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Employee Discipline and Discharge Guide
By SESCO Management Consultants
Product Code: SR514
Member Price: $35

Family Business Succession Planning: An Administrative Guide
By SESCO Management Consultants
Product Code: SR505
Member Price: $75

Family Satisfaction Survey
By NFDA
Gain valuable feedback to ensure your firm is providing the best care to every family you serve! Each survey set includes a comprehensive survey form printed with your funeral home name and two additional lines of copy you provide, along with a postage-paid return envelope addressed to NFDA. Your firm mails the survey in your company-branded envelope, along with one postage-paid return envelope so families can mail the completed survey to NFDA, ensuring confidential assessment. NFDA enters responses into its Family Contact Survey database and then mails the surveys back to your funeral home monthly.
Product Code: SR3002
Member Price: $2/set

How to Comply With Federal Wage-Hour Regulations
By SESCO Management Consultants
Product Code: SR507
Member Price: $75

Human Resources Guide
By SESCO Management Consultants
Product Code: SR515
Member Price: $145

NEW! Lessons From the Dead: Breathing Life Into Customer Service
By John and Nikki McQueen
Whether you’re an entrepreneur looking for that competitive edge or a long-time business owner on a quest to improve performance, Lessons From the Dead provides you with practical, real-life examples and “how to” advice on providing your customers with exceptional service that drives both profitability and brand loyalty. The principles shared in this book will help you, your team, and your company take flight and soar to new heights through the application of proven techniques that bolster customer service. Although many of the techniques and examples shared are based on their business, the authors also provide examples of other companies that truly understand how to serve customers right. 179 pages
Product Code: BK606
Price: $16.95
Making Your Phone Ring With Internet Marketing for Funeral Homes
By Welton Hong
Conventional wisdom suggests that funeral homes shouldn’t market themselves the same way as other businesses. While that’s true to a degree, it’s just as true that deathcare providers need to evolve with today’s digital age just like any other business. Hong explains how a well-executed internet marketing plan can get your phone ringing off the hook with new business, make your revenue skyrocket, and ensure your business’ future today and for many years to come. 194 pages. (Also available for CE; see page 31.)
Product Code: BK591
Price: $7.93

Ready-to-use Employee Handbook
By SESCO Management Consultants
Product Code: SR500
Member Price: $149

SESCO Screening and Hiring Code
By SESCO Management Consultants
Product Code: SR510
Member Price: $55

2019 General Price List Survey
By NFDA
Now a free member benefit! Survey lists cost of an adult casketed funeral and how these costs have changed over time. Detailed costs are also listed for other funeral service products and services, such as cremations, funeral packages, types of caskets and vaults. Results are presented at the national level and also broken out by census district, case load and size of city. Also available for digital download.
Product Code: SR117
Member Price: Free!
Nonmember Price: $175

Creating a Meaningful Funeral brochure
By NFDA
Examines the many options a family has during this difficult time and guides them in creating a tribute that beautifully memorializes a loved one.
Product Code: BR315
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Embalming: Answers to Your Questions brochure
By NFDA
Explains the basics of the embalming process, why it’s important and when it is required or recommended. Written in easy-to-understand language, the brochure is appropriate for families choosing either burial or cremation.
Product Code: BR316
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Every Life Deserves a Tribute brochure
By NFDA
Encourages families affected by tragic death, such as suicide, drug overdose or homicide, to hold a meaningful funeral to honor their loved one.
Product Code: BR317
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Grieving the Loss of a Pet brochure
By NFDA
Offers support for those grieving the loss of a pet and examines the many options a family has to create a meaningful memorial for a beloved pet.
Product Code: BR318
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each
Have the Talk of a Lifetime
Conversation Cards
By NFDA
Sitting down with loved ones to talk about their lives can prove a rich and satisfying experience. Learning about memorable events, people, places, values and the lessons they have learned can help bring you closer to those you care about. It’s called “having the talk of a lifetime” and this deck of 50 conversation starter cards can help you do it!
Product Code: L800
Member Price: $5
Nonmember Price: $10

Have the Talk of a Lifetime Conversation Cards: Celebrations
By NFDA
Relive memories – both serious and humorous – while asking questions about family holidays and celebrations.
Product Code: L820
Member Price: $4
Nonmember Price: $8

Have the Talk of a Lifetime Conversation Cards: Kids
By NFDA
Include the youngest family members in the fun with this deck of questions that are both silly and serious.
Product Code: L821
Member Price: $4
Nonmember Price: $8

Have the Talk of a Lifetime brochure
By FAMIC
An introductory guide to help families hold meaningful conversations with their loved ones about life and the things that matter most.
Product Code: BR1201
Member Price: $45/100
Under 100/50¢ each
Nonmember Price: $55/100
Under 100/60¢ each

Healing After the Loss of a Loved One brochure
By NFDA
Addresses specific signs of grief – physical and emotional – and ways individuals can help themselves, such as contacting support groups and taking care of their health.
Product Code: BR319
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Helping Children Through Their Grief brochure
By NFDA
Helps adults identify and understand the different signs of a child’s grief so they can help them through this time.
Product Code: BR320
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Preplanning a Meaningful Funeral brochure
By NFDA
Examines the many options a family has during this difficult time and includes a worksheet to help create a meaningful funeral.
Product Code: BR321
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each
For Families

NEW! Remembering A Life Candle
This pear-and-redwood-scented candle can be lit and enjoyed whenever an individual misses a loved one most or to mark a special day, such as a birthday, holiday or other significant moment.
Product Code: RALCAN
Price: $10

NEW! Remembering A Life Essential Oil Roller
This essential oil roller – a calming blend of sweet marjoram, orange and lavender – can be used as needed, whether first thing in the morning, throughout the day or before bed, to heighten feelings of healing, relaxation and mindfulness.
Product Code: RALOIL
Price: $10

NEW! Remembering A Life Grief Journal
Journaling provides the opportunity to write about grief in a private, cathartic manner. This journal features writing prompts, illustrations for coloring and blank pages for drawing, doodling or scrapbooking.
Product Code: RALNOTE
Price: $15

NEW! Remembering A Life Memory Jar
When family members and friends jot down memories and place them in this memory jar, they keep the memories of their loved one alive to enjoy in the days, months and years that follow.
Product Code: RALJAR
Price: $10

NEW! Remembering A Life Self-care Box
Make a lasting impression on the families you serve and help them begin their grief journey with this keepsake box containing a journal, memory jar, candle, essential oil roller, dragonfly keychain, rose quartz stone and water bottle.
Product Code: RALBOX
Price: $50

Talking With Young Children About Death: A Message From Fred Rogers of Mr. Rogers’ Neighborhood brochure
Helps parents understand a child’s reactions to death, with insights and suggestions for adults to help young children cope with their grief and loss.
Product Code: BR107
Member Price: $55/100
Under 100/60¢ each
Nonmember Price: $70/100
Under 100/75¢ each

Understanding Cremation brochure
By NFDA
Focuses on important questions families have, including the role cremation plays in the context of a funeral, its religious acceptance and personalization.
Product Code: BR322
Member Price: $35/100
Under 100/40¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Public Service Announcements you can share with your community
nfda.org/psas
Funeral Service History

Cemeteries
By Keith Eggener
A visual journey from early churchyards and family plots to the establishment of the nation’s first rural cemeteries of the 19th century, and to the expansive memorial parks and green burials of today. Learn how burial grounds of all kinds have held a significant place in our culture. 320 pages.
Product Code: BK478
Price: $75

From Here to Eternity: Traveling the World to Find the Good Death
By Caitlin Doughty
Learn the powerful death rituals of the world unknown in America and discover how other cultures care for their dead. By comparing customs, it demonstrates that mourners everywhere respond best when they help care for the deceased and have space to participate in the process. 257 pages.
Product Code: BK585
Price: $15.95

“The Funeral” Poster
By NFDA
An affirmation of the value of the funeral, this beautiful printed piece with gold-leaf accents is ready to frame in two sizes (8x10 and 24x36) and serves as a beautiful conversation starter to engage families in a discussion about the importance of a funeral.
8x10 Product Code: M200
Member Price: $19.99
Nonmember Price: $29.99
24x36 Product Code: M201
Member Price: $34.99
Nonmember Price: $44.99

Going Out in Style: The Architecture of Eternity
By Douglas Keister
Step back in time and visit America’s forgotten architecture: the mausoleum. This book offers captivating photographs of cemetery architectural style and historical information. From Classical to Egyptian Revival, mausoleums assume many different architectural forms and represent a time capsule of a specific period of our history. 150 pages.
Product Code: BK589
Price: $26.95

The History of American Funeral Directing (9th Edition)
By Robert Habenstein and William Lamers
This comprehensive, richly illustrated occupational history of funeral service in the United States provides historical depth and significance to the principles and practices of American funeral directing, detailing its historical origins thousands of years ago in ancient Egypt and its rise in America since the Colonial period. 415 pages. Also available for digital download.
Product Code: BK583
Price: $75

Horse-Drawn Funeral Vehicles: 19th Century Funerals
By Carriage Museum of America
This is the most comprehensive book to be published on horse-drawn funeral vehicles, including hearses, undertaker’s wagons, embalmer’s wagons, pallbearer’s coaches and florist wagons. The book features illustrations, technical drawings, and specifications for these vehicles; histories of various leading hearse manufacturers; information on trimming (lamps, fringes, and hardware) for hearses; and many other topics of related interest. 414 pages.
Product Code: BK312
Price: $35

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Funeral Service History

**Smoke Gets in Your Eyes**
*By Caitlin Doughty*
Most people want to avoid thinking about death. This eye-opening, candid and often hilarious story is like going on a journey with your bravest friend to the cemetery at midnight. What is it like to work in a crematory? Learn about various mortuary practices from a personal experience. 254 pages.

Product Code: BK596
Price: $15.95

**The Undertaking: Life Studies From the Dismal Trade**
*By Thomas Lynch*
This chronicle of small-town life and death told through the eyes of a funeral director achieves an extraordinary range of tones united by the author’s good humor. It’s a personal look at life as a funeral director and an homage to all who have lost a loved one. 224 pages.

Product Code: BK273
Price: $14.95

**Walking Papers**
*By Thomas Lynch*
In Lynch’s fourth collection of poems, he attends to flora, fauna, and fellow pilgrims: dead poets and living masters, a former president and his factotums, a sin-eater and inseminator. Faux-bardic and mock-epic, deft at lament and lampoon, fete and feint. Lynch’s poems are powerful medicines, tonics for the long haul and home-going. 88 pages.

Product Code: BK417
Price: $24.95

Grief and Bereavement

**A Teacher’s Guide to the Grieving Student**
*By Hospice of Lancaster County*
A useful pamphlet for teachers or anyone working with schools. Includes common reactions to grief, types of loss, and guidelines and suggestions of books and articles about grief for children and adults. 33 pages.

Product Code: BK460
Price: $5

**Bereavement Counseling in the School Setting**
*By Luciano Sabatini*
A guide for school-based professionals, especially those involved in crisis counseling, on how to assist students through crisis-intervention teams, educational awareness and support groups. Sabatini shares his experiences in working with bereaved students and what he has learned from them in coming to terms with a devastating loss. He also offers school leaders best practices in supporting grieving students and in managing a school grieving the death of a student. 114 pages.

Product Code: BK533
Price: $9.95

**Grief Comes to Class: An Educator’s Guide**
*By Majel Glido-Braden*
Assists school personnel with how to serve as caregivers for bereaved students. 48 pages.

Product Code: BK490
Price: $5.50
NEW! Someone I Love Died From a Drug Overdose
By Melody Ray
The number of accidental substance overdoses continues to rise across our country, leaving families at a loss as to how to tell and assist grieving children. This story is an excellent tool for parents and caregivers, and includes a workbook, definitions, some facts and a note to the adult reading the story. 24 pages.
Product Code: BK600
Price: $9.95

The Invisible Tattoo: True Stories About Children Grieving, Living and Loving After Loss
By Karen Ali and Christina Miskura
Death is not easy to talk about; this book shows us that there is a way forward after profound loss. We can find hope in memories, friends, community and in knowing that those who we have loved are still alive within us. 120 pages.
Product Code: BK594
Price: $14.99

Talking to Kids About Death & Dying
By Joseph Primo
A guide to help you assist a grieving child through the grief process that contains activities for the child to share his or her thoughts and feelings. 77 pages.
Product Code: BK588
Price: $29.95

NEW! Turned Upside Down: A Flip Book – Turning Upside Down Right Side Up... By Connecting With the Other Side
By Teana Tache
Written to help guide children through the grieving process by way of their own journey, this book will help open conversations with children and adults, allowing them to process, understand and embrace the loss of their very special someone. 33 pages.
Product Code: BK604
Price: $17.95

Dealing With Bereavement

The Art of Helping Others: Being Around, Being There, Being Wise
By Heather Smith and Mark K. Smith
When searching for someone to help them reflect upon and improve their lives, people tend to be drawn towards those who are compassionate, committed and wise. This book is aimed at those who recognize these qualities in themselves and wish to develop their capacity to engage with and help others. Explore the key characteristics of those who counsel and teach, and examine aspects of the helping process, focusing on living life well, knowing and being oneself, relating to others and working to make change possible. 173 pages.
Product Code: BK473
Price: $29.95

Bereavement Groups and the Role of Social Support
By William G. Hoy
Practical techniques for organizing a grassroots bereavement group in your community, backed by solid, contemporary empirical studies. Readers will learn when well-loved practices make sense and are supported by sound evidence, as well as which practices should possibly be discontinued. 238 pages. (Also available for CE; see page 29.)
Product Code: BK582
Price: $44.95

Building Memories: Planning a Meaningful Funeral
By Doug Manning
Explains the healing value of a funeral, the importance of personalization and how to plan a funeral that fits you or your loved one. Great to use as a source of discussion and options for family meetings, as well as with celebrants, hospices, churches, and lay ministry teams. 47 pages.
Product Code: BK462
Price: $5
Grief and Bereavement

Dealing With Bereavement (Continued)

Caring for the Dying: The Doula Approach to a Meaningful Death
By Henry Fersko-Weiss
Explore how the dying and their families can bring deep meaning and great comfort to the care given as death approaches. The end-of-life doula model is adapted from the work of birth doulas and helps the dying find meaning in their life, express that meaning in powerful and beautiful legacies, and plan for the final days. The guidance provided can help a dying person, their family, and caregivers transform the dying experience from one of fear and despair into one that is uplifting and even life affirming. You will see death in a new light and gain a different perspective on how to help the dying. 222 pages.
Product Code: BK584
Price: $16.95

Creating Meaningful Funeral Ceremonies: A Guide for Families
By Alan D. Wolfelt, Ph.D.
Designed to complement the roles of clergy and funeral directors in the funeral planning process, this inspiring guide walks families through the many decisions they will make at the time of a death and helps them create a ceremony that will prove both healing and meaningful. Options are clearly explained, and alternatives are also given. 80 pages.
Product Code: BK209
Price: $12.95

Creating Meaningful Funeral Experiences: A Guide for Caregivers
By Alan D. Wolfelt, Ph.D.
Written in response to the current trend to de-ritualize death and funeral ceremonies, this book explores the ways in which caregivers and clergy can create heartfelt ceremonies that help the bereaved begin to heal. Explaining the purposes behind rituals, it reviews the many ways these have changed over the years and argues for a return to authentic, personalized and meaningful funeral ceremonies. The qualities in caregivers that make them effective funeral planners are examined, and practical ideas for creating authentic, personalized and meaningful funeral ceremonies are provided. 80 pages.
Product Code: BK288
Price: $12.95

Do Funerals Matter? The Purposes and Practices of Death Rituals in Global Perspective
By William G. Hoy
Explore the creative interweaving of historical, sociocultural and research-based perspectives on death rituals, drawing from myriad sources to create a picture of what death rituals have been and where, especially in the Western world, they are going. Death educators, researchers, counselors, clergy, funeral-service professionals and others will appreciate the book’s theory- and research-based approach to the ways in which different cultural groups memorialize their dead. Practical applications for serving the bereaved are also provided. 172 pages. (Also available for CE; see page 29.)
Product Code: BK550
Price: $37.95

Save the date!
2020 NFDA International Convention & Expo
October 18-21
New Orleans, Louisiana

nfda.org/neworleans2020

Live it up in NOLA!
The Good Funeral: Death, Grief and the Community of Care
By Thomas G. Long and Thomas Lynch
Two of the most authoritative voices in the funeral industry come together to discuss the current state of the funeral. Through their different lenses – one as a preacher and one as a funeral director – they alternately discuss several challenges facing “the good funeral,” including the commercial aspects that have led many to grow suspicious of funeral directors; the sometimes tense relationship between pastors and funeral directors; the tendency of modern funerals to exclude the body from the service; and the rapid growth of cremation. An essential resource for funeral directors, morticians, pastors and anyone else with an interest in current funeral practices. 237 pages. (Also available for CE; see page 29.)
Product Code: BK487
Price: $25

Grievers Ask: Answers to Questions About Death and Loss
By Harold Ivan Smith, Ph.D.
Whether readers find the answers they seek, new perspectives to ponder, or comfort from knowing that others ask similar questions, this valuable resource will guide both the grieving and those who wish to provide comfort. 200 pages.
Product Code: BK423
Price: $14.99

Grieving Dads: To the Brink and Back
By Kelly Farley and David DiCola
As any grieving parent will tell you, there are no words to describe the hell one experiences after the death of a child. Many men have no clue how to deal with or understand the myriad emotional, mental and physical responses experienced after the death of a child. Stories in this book were carefully selected to represent a cross section of fathers, as well as a diverse portrayal of loss. This approach helps reflect the full spectrum of grief, from the early days of shock and trauma to the long view after living with loss for many years. 127 pages.
Product Code: BK593
Price: $19.95

Healing Your Grieving Heart: 100 Practical Ideas
By Alan D. Wolfelt, Ph.D.
Acknowledging that death is a painful, ongoing part of life, this book explains how people need to slow down, turn inward, embrace their feelings of loss, and seek and accept support when a loved one dies. Helpful for anyone going through a healthy grieving process. 105 pages.
Product Code: BK307
Price: $11.95

No Time for Tears: Coping With Grief in a Busy World
By Judy Heath
A new kind of guide, rich with information and real-life stories, to help not only people struggling through grief due to the loss of a loved one but also those who counsel them. No Time for Tears offers practical and useful ways to traverse the pitfalls that might lead to unresolved and lasting grief in order to find comfort and peace. Those who counsel the bereaved will find new ways to inspire their practices and many tools to assist those in need. 269 pages.
Product Code: BK574
Price: $16.95

A Brush With Death
Produced by The Pulse of the Profession.
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nfda.org/abrushwithdeath
Grief and Bereavement

Dealing With Bereavement (Continued)

Sacred Moments: A Minister Speaks About Funerals
By Doug Manning
Manning wrote this book with the hope that he could impress upon ministers the importance of a meaningful, personalized and individualized funeral service based upon a family meeting and a partnership with the funeral profession. His message: people in grief need “Sacred Moments” and compassionate and caring professionals who are willing to provide those moments for them. 31 pages.
Product Code: BK431
Price: $3

What Will They Say About You When You are Gone? Creating a Life Legacy
By Rabbi Daniel Cohen
There’s not one person alive who hasn’t confronted his or her own mortality. Each of us, at some point, wakes up to the reality that our time on Earth is limited. But how do we lead lives with a sense of urgency every day? Through a unique blend of storytelling, practical exercises and profound wisdom, Cohen will teach you seven transformative principles to reverse-engineer your life to help you live with purpose and passion so the person you are today more closely aligns with the person you aspire to be. 245 pages.
Product Code: BK566
Price: $15.95

When Your People are Grieving
By Harold Ivan Smith, Ph.D.
This book calls upon pastors to embrace their positions of leadership and to serve as a means of grace and mercy to grievers during trying times. In this easy-to-read book, written directly to pastors, well-known grief specialist Ivan Smith probes the many facets of grief ministry, presenting practical advice in dealing with one of the most challenging yet rewarding parts of ministry in the local church. 176 pages.
Product Code: BK509
Price: $9.99

The Widower’s Journey: Helping Men Rebuild After Their Loss
By Herb Knoll
Knoll breaks down barriers that block men along their journey to recovery and helps them travel through many challenges, including grief, loneliness, mental and physical illness, and a life beyond their spouse’s death. He encourages men to seek the fellowship of other widowers and provides resources that men need to move forward. Knoll identifies how society fails widowers and spells out how institutions need to change so widowers can receive the support they deserve. The Widower’s Journey offers advice that can assist the friends and family of a widower as they attempt to comfort him. 200 pages.
Product Code: BK592
Price: $14.95

Yoga for Grief and Loss
By Karla Helbert
Yoga for grief relief is a psychotherapeutic process using yoga techniques as somatic tools to address the physical, mental and spiritual symptoms of grief toward self-re-identification following an important loss. 318 pages.
Product Code: BK573
Price: $21.95

For Children

Children’s Coloring Book Series
By Karen L. Carney
This series of coloring books offers information, education and support for end-of-life challenges. (Ages 3+)

Everything Changes, But Love Endures: Explaining Hospice to Children
Product Code: BK500
Price: $7.95

Honoring Our Loved Ones: Going to a Funeral
Product Code: BK495
Price: $7.95
Our Special Garden: Understanding Cremation
Product Code: BK496
Price: $7.95

Precious Gifts: Organ and Tissue Donation
Product Code: BK499
Price: $7.95

They’re Part of the Family: Talk to Children About Pet Loss
Product Code: BK498
Price: $7.95

Together, We’ll Get Through This!
Product Code: BK502
Price: $7.95

What is the Meaning of Shiva? Jewish Mourning Rituals
Product Code: BK497
Price: $7.95

By Daniel Schaefer, Ph.D., and Christine Lyons
The lives of many children are touched by a serious illness within their families, and some will face the loss of a parent or grandparent, or the death of a sibling or beloved pet. How can adults help young people cope with these losses? How do they explain and console in a language that a child can understand? This book provides strategies to assist children with grief and trauma, and offers time-tested advice and language that children can understand. 202 pages.
Product Code: BK433
Price: $16.95

Kolie and the Funeral
By Ralph L. Klicker, Ph.D.
A children’s coloring book that explains death and the funeral through simple pictures and terms that children can understand. 10 pages.
Product Code: BK244
Price: $2.50

What Do We Tell the Children? Talking to Kids About Death and Dying
By Joseph Primo
One out of seven children will lose a parent before the age of 20. Supporting grieving children requires intentionality, open communication and patience. Rather than avoid all conversations about death, or pretend like it never happened, normalizing grief and offering support requires us to be in-tune with kids through dialogue as they grapple with “how” and “why” questions. 129 pages.
Product Code: BK565
Price: $15.99

Draw it Out: Kit
By Art with Heart
This kit includes: A strength-based, therapeutic activity book, a Caregiver’s Companion, and a Memory Bank to help children gather the pieces of memories. Created for elementary school-age children experiencing grief and loss to help them ask questions they might be afraid to ask.
Product Code: M503
Member Price: $22.50
Grief and Bereavement

Grief and Bereavement

For Children (Continued)

When Someone Dies: A Child-Caregiver Activity Book
By National Alliance for Grieving Children
An activity book for children that also provides valuable information to parents and caregivers about how grief impacts kids. Contained within the pages of the book are activities for children designed to help them better express, understand and cope with their grief. Each page also offers guidance about how adults can connect with their child on the very difficult subjects of death, dying and bereavement. 78 pages.
Product Code: BK569
Price: $14.99

Youth & Funerals booklet (Pack of 25)
By the Funeral Service Foundation
Provides information on the important role that funerals and memorialization play in the lives of both adults and children.
Product Code: YF25
Price: $16

Holidays and Special Events

Healing Your Holiday Grief: 100 Practical Ideas
By Alan D. Wolfelt, Ph.D.
With compassionate insight, this guide helps those in mourning through what can prove the hardest time of year – the holiday season. Mourners will better understand their complex emotions after reading about such topics as honoring thoughts and feelings, creating new traditions, finding ways to de-stress, and incorporating healing rituals into the holiday season. 110 pages.
Product Code: BK364
Price: $11.95

Loss of Immediate Family and Sudden Loss

The Gift of Second: Healing From the Impact of Suicide
By Brandy Lidbeck
After a suicide, loved ones painfully struggle to make sense of the inexplicable tragedy. The Gift of Second helps survivors navigate the common pitfalls and offers hope and encouragement to guide them through this desperate time. 103 pages.
Product Code: BK578
Price: $13.99

Holiday Blues: A Self-help Manual on Grief Through the Holidays
By Dr. Clarence Tucker
Discusses how you can manage your grief during the holidays and other special days. Includes information on holiday feelings, pattern changes, and pre-planning advice. Easy-to-read booklet to help grievers manage their grief during the holidays and on other special occasions. 31 pages.
Product Code: BK426
Price: $4

Thoughts for the Holidays: Finding Permission to Grieve
By Doug Manning
The holidays are difficult for anyone in grief. The candles are lit, the houses are decorated, and the grieving person struggles to find any joy in the celebrations. Manning gives readers permission to find their own special way to cope, to remember and to survive the hurdles that the holiday season can present. 22 pages.
Product Code: BK429
Price: $3.25

The Gift of Second: Healing From the Impact of Suicide
By Brandy Lidbeck
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Product Code: BK578
Price: $13.99

Thoughts for the Holidays: Finding Permission to Grieve
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Product Code: BK429
Price: $3.25
Grieving for the Sibling You Lost: A Teen’s Guide to Coping With Grief and Finding Meaning After Loss
By Erica Goldblatt Hyatt, DSW
If you’ve lost a sibling, you feel sad, confused or even angry. For the first time, a psychotherapist specializing in teen and adolescent bereavement offers a compassionate guide to help you discover your unique coping style, deal with overwhelming emotions, and find constructive ways to manage this profound loss so you can move forward in a meaningful and healthy way. 176 pages.
Product Code: BK548
Price: $16.95

Healing a Grandparent’s Grieving Heart: 100 Practical Ideas After Your Grandchild Dies
By Alan D. Wolfelt, Ph.D.
This heartfelt manual is an indispensable and easily referenced resource for grieving grandparents, offering them a way forward after the death of a grandchild. Whether they were close to their grandchild and keenly feeling his or her absence, or even if they were not close to the child but are mourning the loss of a relationship they’ll never have, this book offers grandparents compassionate comfort and practical ideas for their journey through grief, while also addressing the unique pain of watching their children mourn the loss of their child. 109 pages.
Product Code: BK506
Price: $11.95

Healing Your Grieving Heart After a Military Death: 100 Practical Ideas for Families and Friends
By Alan D. Wolfelt, Ph.D.
When a loved one is killed in the line of duty, the survivors’ grief is shaped by the unique circumstances of the death. Because military deaths are almost always sudden and violent, the traumatic nature of the loss creates a two-part grief – one focused on the manner in which the person died, and the other focused on the long-term repercussions of life without this special person. This guide acknowledges the unique mixture of sadness, pride, anger and blame that often characterizes grief after a military death, including death resulting from suicide, and offers ideas for constructively expressing thoughts and feelings. 128 pages.
Product Code: BK547
Price: $11.95

Ready to order?
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Grief and Bereavement

Loss of Immediate Family and Sudden Loss (Continued)

Healing Your Grieving Heart
After a Miscarriage: 100 Practical Ideas for Parents and Families
By Alan D. Wolfelt, Ph.D.
The miscarriage of a hoped-for child is a shattering loss, and those who had already begun feeling attached to the baby will naturally grieve—particularly the mother and father, as well as the siblings this baby would have had, extended family, and friends. Fostering communication between partners, explaining the loss to others, and reconciling anger and guilt are some of the additional topics covered in this compassionate book for those grieving in the aftermath of a miscarriage or ectopic pregnancy. 112 pages.
Product Code: BK532
Price: $11.95

Memories Too Few: A Letter to Parents About Pregnancy Loss
By Kathy Manning Burns
Few people understand the true depths of pregnancy loss. Many treat miscarriage, stillbirth or newborn death as “minor grief.” Here, Burns offers a personal message to parents who have experienced the death of a child during pregnancy. 31 pages.
Product Code: BK430
Price: $3

Partnered Grief
By Harold Ivan Smith, Ph.D., and Joy Johnson
This compassionate resource for lesbian and gay individuals who have lost a loved one, and their families, examines healthy attitudes, grieving and moving forward. 21 pages.
Product Code: BK407
Price: $3.50

Surviving the Folded Flag
By Deborah H. Tainsh
This collection of more than 25 stories from Gold Star parents celebrates the lives of their sons who died in service and offers hope and advice for other families facing such a loss. Bonus essays from a casualty-assistance officer and a former soldier give deeper insight into how wartime death affects comrades. 184 pages.
Product Code: BK531
Price: $14.95

Self-care Box
The gift that says, “I want to help you on your grief journey.”
NFDA Merchandise

Tie
Show your NFDA pride with a trendy purple or pink design, or a classic blue stripe.
Product Code: Purple N102, Pink N103, Blue N104
Price: $20, $20, $20

NEW! Desk Organizer
This leatherette, foldable desk organizer comes in a compact cube design and features a pen/pencil holder, memo pad, photo frame and two compartments.
Product Code: N101
Price: $15.50

Membership Pin
NFDA logo in white with blue background and silver trim. (For NFDA members only.)
Product Code: L105 (tie-tack back)
Price: $8.95
Product Code: L106 (magnetic back)
Price: $8.95

Coffee Mug (12 oz.)
Color: White with NFDA and Remembering a Life logos
Product Code: N100
Price: $12

Koozie
Keep those cans cold and show your NFDA pride with this logo’d can koozie.
Product Code: M600
Price: $3

Membership Plaque
This specially crafted recognition plaque identifies you as a member of the National Funeral Directors Association. Three lines of personalization are available and can include your name, firm and/or city and state. (For NFDA members only.)
Product Code: MB2106
Member Price: $70

Scarf
NFDA logo (90 cm square; silk)
Product Code: L111
Price: $30
**NFDA Distance Learning Opportunities**

Earn CE from the convenience of your home or office! Access comprehensive and practical professional development resources – anytime, anywhere – from the largest network of funeral service experts in the world. With more than 70 distance learning CE options, NFDA helps you achieve more in your business, community and life through professional development and continuing education.

- **Interactive Online Learning**
  Engaging, on-demand courses allow you to earn CE hours at your own pace from the comfort of your home or office, while saving time and travel expenses. Online courses offer from 1 to 6 CE hours. Simple online purchase with same-day access includes online testing and immediate results.

- **Virtual Roundtables With Experts**
  Live online events allow you to engage with internationally known experts, as well as other participants. Join the roundtable from the convenience of your computer, tablet or smartphone and earn 1 to 2 CE hours.

- **Home Study Courses**
  Another opportunity to earn CE on your own schedule whether at work or at home. Course packages offer 2 to 10 CE hours and include one home study test, plus a book or video presentation. Additional licensees can earn CE for the same home study course by purchasing individual tests.

All NFDA courses are approved for CE by the Academy of Professional Funeral Service Practice (APFSP) and by most state licensing boards. Courses are approved through December 31 of the year purchased. 1 NFDA CE hour = 0.1 APFSP hour. For more information, call 800.228.6332 or +1.262.789.1880.

Because CE approval varies by state/province, it is the individual’s responsibility – before purchasing an NFDA distance learning course – to verify that the course is currently approved for CE in the state/province(s) in which the individual is licensed. All courses and events are subject to change.

nfda.org/education

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**Home Study Courses**

**Business Management and Operations**

**Are You in the 40 Percent? Planning for Succession**
By Jay Freireich
Explore the basics of succession planning under different scenarios and discover the unique challenges of each, including how to avoid common missteps.

Course Package Code: 16NFDA-29QS
Member Price: $75  
Nonmember Price: $125

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**NEW! Control the Conversation: How to Charm, Deflect and Defend Your Position Through Any Line of Questioning**
By James O. Pyle and Maryanne Karinch
Learn how to manage the four areas of disclosure – people, places, things, and events in time. Develop competence in techniques that will help you take control and get your message across during any kind of interview. Discover how to: master answer enhancers, such as keywords and body language; analyze a question and understand the motivation behind it; and use questions artfully as part of your response. With these skills as part of your repertoire, you’ll also learn to apply them in specific applications, such as job interviews, sales, meetings and media. 212 pages.

Course Package Code: BK599QS
Member Price: $76.95  
Nonmember Price: $121.95

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**Create Experience, Gain Market Share**
By Justin Baxley and Erin Whitaker
What’s your strategy for competing with value brands? Consumers want the best experience at the greatest value, and some providers are taking advantage of the opportunity. Learn the principles that work for the value-brand pioneers and discover practical insights applicable to your existing business or startup.

Course Package Code: 17NFDA-4QS
Member Price: $75  
Nonmember Price: $125
NEW! The Essential HR Handbook: A Quick and Handy Resource for Any Manager or HR Professional
By Sharon Armstrong and Barbara Mitchell
Whether you are a newly promoted manager, a seasoned business owner, or a human-resource professional, knowing the ins and outs of dealing with HR issues is critical to your success. *The Essential HR Handbook* is a quick-reference guide that sheds light on the issues that keep managers up at night. It is filled with information, tools, tips, checklists, and roadmaps to guide managers and HR professionals through the maze of people and legal issues, from recruiting and retaining the best employees to terminating poor performers. 245 pages.

Course Package Code: BK598QS
Member Price: $76.99
Nonmember Price: $121.99

50 Shades of Green
By Jim Olson
Be prepared to offer the green product and service options that today’s consumers want, while also making meaningful modifications to your business to save money and conserve resources. Eco-friendly alternatives aren’t just a trend – they are a business opportunity!

Course Package Code: 17NFDAWB02QS
Member Price: $75
Nonmember Price: $125

How Green Practices Benefit Your Business
By Carol Green and Robert Prout
Learn how to integrate green practices into your funeral home, profitably market them to your community, and how to implement cost-saving green work practices.

Course Package Code: 14NFDA-17QS
Member Price: $75
Nonmember Price: $125

Should I Buy or Should I Sell?
By Jake Johnson
With rising cremation rates, decreasing profit margins and changing consumer preferences, it’s easy to ask yourself, “Should I stay in the business or get out?” The only fair way to determine this is to conduct a strategic business review. Take a smart look at your business and learn what courses of action you can take regardless of whether the answer is buy or sell.

Course Package Code: 17NFDAWB04QS
Member Price: $75
Nonmember Price: $125

Compliance and Ethics
NEW! 2019 Annual All-staff FTC Training
By T. Scott Gilligan and Patricia Poss
Features a guided review of price lists; preparing for an undercover shopper; testing your knowledge on mandatory disclosures; and requirements for itemization, price inquiries and package options.

Course Package Code: 19NFDAVR1QS
Member Price: $75
Nonmember Price: $125

Embalming Risk Management 4.0
By T. Scott Gilligan and Jzyk Ennis
Similar to doctors and hospitals, embalmers might also face malpractice risks. Learn many commonsense steps to reduce liability exposure, including the importance of embalming documentation. Recorded at the 2018 NFDA Embalming and Restorative Art Seminar at the Pittsburgh Institute of Mortuary Science.

Course Code: OL157
Member Price: $75
Nonmember Price: $100

FTC Compliance: Handling the General Price List
By NFDA
Provides the information necessary to ensure that your funeral home and staff are in compliance with the FTC Funeral Rule. Includes study guide. 30 minutes.

Course Package Code: CS200QS
Member Price: $94.95
Nonmember Price: $164.95

NEW! Is it Sexual Harassment?
By Jamie Hasty
Every employee has the right to work in an environment free of behaviors that are sexual in nature, but are you certain your firm and employees know the definition of sexual harassment? Learn the difference between behavior that is unprofessional versus behavior considered harassment and/or discriminatory. Explore and learn how management can investigate and address allegations and workplace misconduct, as well as best practices to prevent harassment from occurring in the workplace.

Course Package Code: 18NFDA-26QS
Member Price: $75
Nonmember Price: $125

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Compliance and Ethics (Continued)

Understanding Legal Issues in the Arrangement Conference
By T. Scott Gilligan
Discover methods to greatly reduce legal liability for funeral homes, including presenting price lists in a timely manner and completing the appropriate forms during the arrangement conference. Gilligan emphasizes the importance of using forms as checklists, advisories and documentation for the protection of your funeral home.
Course Package Code: 17NFDA-16QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Cremation

Bringing Ritual to Cremation Arranging
By Mike Nicodemus
Provide the families you serve with practical tips to increase arrangement satisfaction. Learn how to differentiate your quality firm from the discount, direct-disposal and other cremation providers and put the value and ritual back into cremation arrangements.
Course Package Code: 17NFDA-25QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Five Keys to Cremation Success
By Mike Nicodemus
Families frequently don’t know their options with cremation. You can guide them by showing that there are several ways to make cremation a ceremonial act instead of just an industrial act. Learn how a well-trained staff, a great website and a beautiful facility can have a big impact on your bottom line.
Course Package Code: 17NFDAWB06QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Customer Service

Connecting With Women: The World’s Most Powerful Consumer
By Lacy Robinson
Understand why empathy is key to providing exceptional customer service and learn communication techniques to achieve mutually beneficial relationships with female consumers.
Course Package Code: 16NFDA-35QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Creating Loyalty and Lifelong Memories Through Creative Customer Engagement
By Valerie J. Wages
Discover strategies to help your staff consistently provide service that will delight the families you serve, from the initial call through aftercare.
Course Package Code: 15NFDA-26QS
Member Price: $75
Nonmember Price: $125
P CE 3 hours

Do-it-Yourself Memorials (With a Little Help From the Funeral Director)
By Lacy Robinson
Discover how you can reposition your role and partner with family members to bring additional value to life-tribute events through unique, new ideas and great resources, as well as the confidence you need to embrace the growing DIY culture.
Course Code: OL152
Member Price: $55
Nonmember Price: $75
OC CE 2 hours

NEW! Mastering the Art of Funeral Home Phone Etiquette
By Lacy Robinson
Make a great impression during every phone call! Robinson will help you overcome challenges with phone shoppers using NFDA’s Four-Step Process.
Course Code: OL159
Member Price: $35
Nonmember Price: $55
OC CE 1 hours
RememberingALife.com

A comprehensive resource that guides the families you serve in honoring a life well lived, from planning a tribute to mourning a loved one.

- Value of a Funeral Director, Service and Viewing
- Burial and Cremation Options
- Youth and Funerals
- Preplanning
- Grief
- Find an NFDA Member Funeral Home
- And More

Visit nfda.org/rememberingalife to learn more about sharing this resource with the families you serve.
Customer Service (Continued)

RSVP: I’ll See You at My Living Funeral
By Lacy Robinson
Living funerals represent a complete shift in what society thinks about death and dying. Learn how you can market living funerals through partnerships with hospice, long-term care communities, and senior adult centers.
Course Code: OL155
Member Price: $55
Nonmember Price: $75
OC CE 2 hours

Embalming and Technical Skills

Approaching Trauma Cases With Confidence
By Dominick J. Astorino
Featuring video from the 2018 NFDA Embalming and Restorative Art Seminar at the Pittsburgh Institute of Mortuary Science, Astorino will demonstrate restorative art techniques and emphasize the importance of cranial sutures, anatomical markings and bone structures, as well as proper chronological order of methods and techniques. Gain the confidence you need when trying new incisions, sutures and restoration techniques. (NFDA MEMBERS ONLY: Contains Graphic Content)
Course Code: OL161
Member Price: $139
OC CE 3 hours

Demonstration of Soft Tissue Repair
By Dominick J. Astorino and Wallace P. Hooker
Featuring video from the 2018 NFDA Embalming and Restorative Art Seminar at the Pittsburgh Institute of Mortuary Science, this practical demonstration of restorative art techniques includes the surgical reduction of swollen eyes, surgical reflection of facial tissue, and treatment of lacerations and abrasions of the face. (NFDA MEMBERS ONLY: Contains Graphic Content)
Course Code: OL158
Member Price: $179
OC CE 4 hours

Embalming Perspectives & Paradigms Challenged
By John S. “Jay” Rhodes III
Discussed are various perspectives, skills and techniques on a variety of embalming problems, current challenges and changing family expectations of higher embalming standards.
Course Code: OL107
Member Price: $140
Nonmember Price: $160
OC CE 6 hours

Embalming Standards of Care
By Jzyk S. Ennis, Ph.D.
Inspiration for the next generation of embalmers and for seasoned embalmers, as well. This course will help you achieve greatness through superior embalming science, standards of care and risk management. 98 pages.
Course Package Code: BK557QS
Member Price: $115
Nonmember Price: $160
B CE 6 hours

Embalming the Obese Case
By Vernie Fountain
Between 30-40% of bodies received for embalming are classifiably “obese,” so it’s prudent for professional embalmers to continue to learn and improve specific techniques to manage the obese case.
Course Code: OL101
Member Price: $75
Nonmember Price: $100
OC CE 3 hours

Turning Art Into Science, Unit One: Applying Chemistry to Funeral Service
By Damon de la Cruz and Robert Holmes
The technical skills involved in funeral service apply chemical science to the art of embalming. This unit is an easy-to-approach refresher on the fundamentals of chemistry – from the study of matter to the postmortem pH shift. 97 pages.
Course Package Code: BK581AQS
Member Price: $125
Nonmember Price: $160
B CE 4 hours

Turning Art Into Science, Unit Two: The Composition of Embalming Chemicals
By Damon de la Cruz and Robert Holmes
Funeral professionals need to be cognizant of the foundational elements of chemistry, but to take their art to the next level, a firm grasp of organic chemistry and chemical applications is key. This unit will enhance your understanding of the structure and properties of organic chemicals in funeral service. 81 pages
Course Package Code: BK581BQS
Member Price: $125
Nonmember Price: $160
B CE 4 hours
Turning Art Into Science, Unit Three: The Chemistry of Life
By Damon de la Cruz and Robert Holmes
When biochemistry is presented in the language of embalming, it becomes tangible. This unit introduces how biochemistry relates to embalming through familiar and relevant aspects of the human body – from lipids to putrefaction. 81 pages.
Course Package Code: BK581CQS
Member Price: $125
Nonmember Price: $160
B CE 4 hours

Turning Art Into Science, Unit Four: The Chemistry of Death
By Damon de la Cruz and Robert Holmes
By taking an embalmer’s perspective, we can connect chemical concepts with funeral service for practical, real-life applications. Learn how to tackle challenges with rigor, apply your learning to your embalming practice, and improve your art using science. 60 pages.
Course Package Code: BK581DQS
Member Price: $125
Nonmember Price: $160
B CE 4 hours

Grief and Bereavement

Aftercare: Strengthen Your Families and Business
By Nancy Weil and Charles Castiglia
Learn from the founder of one of the most comprehensive grief support programs about addressing aftercare content, looking at financial considerations and business benefits, building community partnerships and getting positive publicity.
Course Package Code: 17NFDA-3QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

NEW! Asian Culture in Cremation and Funerals
By Charles An
When you’re planning a funeral service rooted deep in Asian cultural traditions, understanding the differences between unique Asian cultures, family dynamics and the role the funeral professional plays is imperative. Gain knowledge of Chinese feng shui, Qingming (“tomb cleaning”) day, and Vietnamese, Buddhist, Filipino, Korean and Japanese funeral customs.
Course Package Code: 18NFDA-3QS
Member Price: $75
Nonmember Price: $125
P CE 2 hours

Bereavement Groups and the Role of Social Support
By William G. Hoy
Practical techniques for organizing a grassroots bereavement group in your community backed by solid, contemporary, empirical studies. Learn best practices that are supported by experienced grief support leaders. 238 pages.
Course Package Code: BK582QS
Member Price: $104.95
Nonmember Price: $149.95
B CE 8 hours

Do Funerals Matter? The Purposes and Practices of Death Rituals in Global Perspective
By William G. Hoy
Explore the creative interweaving of historical, sociocultural and research-based perspectives on death rituals, drawing from myriad sources to create a picture of what death rituals have been and where, especially in the Western world, they are going. Death educators, researchers, counselors, clergy, funeral-service professionals and others will appreciate the book’s theory- and research-based approach to the ways in which different cultural groups memorialize their dead. Practical applications for serving the bereaved are also provided. 172 pages.
Course Package Code: BK550QS
Member Price: $97.95
Nonmember Price: $142.95
B CE 8 hours

The Good Funeral: Death, Grief and the Community of Care
By Thomas G. Long and Thomas Lynch
Two of the most authoritative voices in the funeral industry – a preacher and a funeral director – discuss the current state of the funeral and the challenges facing “the good funeral,” including exclusion of the body and the growth of cremation. 237 pages.
Course Package Code: BK487QS
Member Price: $85
Nonmember Price: $130
B CE 8 hours
Grief and Bereavement (Continued)

NEW! How End-of-Life Doulas are Changing the Face of Death
By Henry Fersko-Weiss
Doulas provide emotional, spiritual and physical support at an intensely personal and crucial time. They help people find meaning, create a legacy project, and plan for how the final days will unfold. Doulas also guide and support loved ones through the last days of life and ease the suffering of grief in its early stages. Learn how to effectively work with doulas to continue the physical, emotional and spiritual bond with the families you serve.
Course Package Code: 18NFDA-24QS
Member Price: $75
Nonmember Price: $125

Providing Care Through the Grief Journey
By Jason Troyer, Ph.D.
How can funeral directors aid grieving families as they navigate the transitions between funeral rituals? You don’t have to be a mental health professional to benefit the families you serve. Troyer reviews contemporary grief models and provides practical advice that will help you support families at every step of service.
Course Package Code: 17NFDA-6QS
Member Price: $75
Nonmember Price: $125

Supporting Pregnancy Loss Families
By Sarah Rickerd
Gain a more complete understanding of how to provide support to bereaved parents, create a better experience for pregnancy- and infant-loss families, and establish your funeral home as a local leader within the local pregnancy-loss community.
Course Code: OL153
Member Price: $75
Nonmember Price: $100

Professional Skills

Conflict Management for Funeral Directors
By Stephen R. Rocco
Understand your role as a “caring expert” whose expertise can help reduce conflicts with both families and employees, and learn to recognize the significance of adopting an emotions-based philosophy in interpersonal relationships.
Course Code: OL114
Member Price: $90
Nonmember Price: $120

Educating the Families You Serve About the “Why” of the Funeral: A Guide for Funeral Home Staff
By Alan D. Wolfelt, Ph.D.
Safeguard the future of funeral service with this practical guide that will help funeral home staff educate today’s families about the value of a funeral. 74 pages.
Course Package Code: BK488QS
Member Price: $89.95
Nonmember Price: $134.95

Embalming and Renal Failure: A Silent Danger for Embalmers
By Jzyk S. Ennis, Ph.D.
This practical guide for embalmers suggests protocols for successfully embalming cases with regard to kidney disease, renal failure and dialysis. 64 pages.
Member Price: $77.95
Nonmember Price: $122.95

Overcoming Objections During the Arrangement Conference
By William W. McReavy Jr.
When you first meet a guarded family, how do you best address their hesitations without putting your foot in your mouth? Develop the skills to overcome these roadblocks by building trust through honest, open conversation, consistency, reliability and key listening skills. A vital communication refresher for both seasoned professionals and new funeral directors dealing with resistance during the arrangement process.
Course Package Code: 17NFDA-32QS
Member Price: $75
Nonmember Price: $125

NFDA Distance Learning Opportunities

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Ten Tools for Stress Relief  
By Nancy Weil  
Offers practical approaches to funeral service professionals to help mitigate on-the-job stress and prevent professional burnout through the establishment of a stress-management plan.  
Course Code: OL151  
Member Price: $75  
Nonmember Price: $100 

The Funeral: A Chance to Touch, A Chance to Serve, A Chance to Heal  
By Doug Manning  
This online version of Manning’s seminal book provides a comprehensive review of today’s funeral service challenges, as well as solutions to help funeral practitioners assume a new role required by changing times and new demands.  
Course Code: OL131  
Member Price: $90  
Nonmember Price: $120 

The Relevance of Restorative Art  
By Dominick J. Astorino  
This online course features video of Astorino’s captivating presentation at the 2018 NFDA Embalming and Restorative Art Seminar. The history of restorative art and its continued relevance to society and the profession is explored. Give families the gift of a proper goodbye and learn best practices for full restorative and open-casket viewing, even in cases when many would assume it is impossible. (NFDA MEMBERS ONLY: Contains Graphic Content)  
Course Code: OL162  
Member Price: $179 

Technology

Making Your Phone Ring With Internet Marketing for Funeral Homes  
By Welton Hong  
Conventional wisdom suggests that funeral homes shouldn’t market themselves the same way as other businesses. While that’s true to a degree, it’s just as true that deathcare providers need to evolve with today’s digital age just like any other business. Hong explains how a well-executed internet marketing plan can get your phone ringing off the hook with new business, make your revenue skyrocket, and ensure your business’ future today and for many years to come. 194 pages.  
Course Package Code: BK591QS  
Member Price: $67.93  
Nonmember Price: $112.93 

10 Technologies That Will Transform Your Business  
By Gene Marks  
HR apps, video, cloud accounting, mobile office collaboration, funeral tributes, customer relationship management – these major technology trends have a significant impact on how you do business, generate leads and keep employees happy. What decisions should you be making now that will increase revenues and value in the future?  
Course Package Code: 17NFDA-22QS  
Member Price: $75  
Nonmember Price: $125 

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**Educating the Families You Serve About the “Why” of the Funeral: A Guide for Funeral Home Staff**  
By Alan D. Wolfelt, Ph.D.  
A practical workbook to help funeral home staff educate today’s families about the value of funerals – to safeguard the future of funeral service. 74 pages. (Also available for CE; see page 30.)  
Product Code: BK488  
Price: $29.95

**Embalming and Renal Failure: A Silent Danger for Embalmers**  
By Jzyk S. Ennis, Ph.D.  
This practical guide for embalmers suggests protocols for successfully embalming cases with regard to kidney disease, renal failure and dialysis. 64 pages. (Also available for CE; see page 30.)  
Product Code: BK586  
Price: $22.95

**Embalming Standards of Care**  
By Jzyk S. Ennis, Ph.D.  
Inspiration for the next generation of embalmers and for seasoned embalmers, as well. New in 2016, this publication will help you achieve greatness through superior embalming science, standards of care and risk management. 98 pages. (Also available for CE; see page 28.)  
Product Code: BK557  
Price: $55

**Ethics in Funeral Service**  
By Ralph L. Klicker, Ph.D.  
Explores ethical decision-making for funeral service professionals with regard to the treatment of the deceased and business operations/practices. 75 pages.  
Product Code: BK436  
Price: $21.95

**Funeral Home Customer Service A-Z**  
By Alan D. Wolfelt, Ph.D.  
Explains the evolution and expectations of today’s “experience economy” customer and offers sound steps to exceed those expectations. A must-read for every funeral director. 240 pages.  
Product Code: BK200  
Price: $24.95

**NEW! Talking About Death**  
By Virginia Morris  
Even in this candidly confessional age, we’ve been conditioned to avoid discussions of death. Our youth-worshipping culture does everything to deny death, which is why, when the end nears, most of us are inadequately prepared to deal with it. Morris skillfully weaves together personal stories and practical matters, scientific fact and spiritual sensitivity into an important book about how we can achieve a greater sense of peace in dying and rediscover the art of living. 292 pages.  
Product Code: BK605  
Price: $16.95

**Turning Art Into Science: Applying Chemistry to Funeral Service**  
By Damon de la Cruz and Robert Holmes  
Explore the fun side of chemistry in a text that puts chemical applications into the language of funeral service and embalming. 354 pages. (Also available for CE; see page 28.)  
Product Code: BK581  
Price: $65
Resources in Spanish

Advance Funeral Planning brochure
By NFDA
Provides answers to consumer questions about advance funeral planning, including agreements and funding options.
Product Code: BR406
Price: $.25 each

Afterwords... Helping Yourself Heal
By Alan D. Wolfelt, Ph.D.
Offers compassionate and empowering messages about grief and healing to the newly bereaved. 7 pages.
Product Code: BK470
Price: $2

The Art of Facial Reconstruction
By Gary Sokoll
Provides detailed, step-by-step directions showing how to reconstruct the nose, mouth, chin, eyes and ears. 100 pages.
Product Code: BK514
Price: $25

Close to My Heart: A Guided Workbook for Children After a Loved One Dies
By Susan Foley, M.D., and Regen Foley
Guides children through the grief process with simple exercises to help them express their feelings. 30 pages.
Product Code: BK458
Price: $11.95

NEW! Coping With Traumatic Death: Homicide
By Bob Baugher and Lew Cox
Intended to help you understand what to expect after the homicide of a family member or friend, this book is divided into sections that cover the first few days, weeks, months, the first year and beyond. 50 pages.
Product Code: BK601
Price: $7

By Robert G. Mayer
Practical reference for student, novice or experienced embalmers, addressing embalming techniques and treatments based on the condition of the body, not the cause of death. Helps embalmers design the best method of body preservation for each situation. 731 pages.
Product Code: BK476
Price: $25

Grief: What it is and What You Can Do
By Joy Johnson and Dr. Marvin Johnson
Covers feelings, issues, other people, rituals and caring for yourself. 24 pages.
Product Code: BK403
Price: $3.50

Grieving the Loss of a Pet brochure
Offers support for those grieving the loss of a pet and examines the many options a family has to create a meaningful memorial for a beloved pet.
Product Code: BR405
Price: $.25 each
Resources in Spanish

Have the Talk of a Lifetime
Conversation Cards
By NFDA
Sitting down with loved ones to talk about their lives can prove a rich and satisfying experience. Learning about memorable events, people, places, values and the lessons they have learned can help bring you closer to those you care about. It’s called “having the talk of a lifetime” and this deck of 50 conversation starter cards can help you do it!
Product Code: L806
Member Price: $5
Nonmember Price: $10

Have the Talk of a Lifetime brochure
By FAMIC
An introductory guide to help families hold meaningful conversations with their loved ones about life and the things that matter most.
Product Code: BR1203
Member Price: $40/100
Under 100/45¢ each
Nonmember Price: $50/100
Under 100/55¢ each

Have the Talk of a Lifetime booklet
By FAMIC
A guide to help you capture meaningful conversations with your loved ones about life and the things that matter most.
Product Code: BR1202
Member Price: $80/100
Under 100/85¢ each
Nonmember Price: $90/100
Under 100/95¢ each

Healing After the Loss of a Loved One brochure
By NFDA
Addresses specific signs of grief – physical and emotional – and ways individuals can help themselves, such as contacting support groups and taking care of their health.
Product Code: BR402
Price: $.25 each

Helping Children Through Their Grief brochure
By NFDA
Helps adults identify and understand the different signs of a child's grief so they can help them through this time.
Product Code: BR403
Price: $.25 each

Kids Learn About Death and Celebrating Life
By Billie Staton Humphrey
A bilingual (English/Spanish) simple story though which children learn about death, grief, cremation and the funeral service as a celebration of life. 18 pages.
Product Code: BK468
Price: $12.95

NEW! Little Footprints: A Special Baby’s Memory Book
By Dorothy Ferguson
A write-in memory book for parents whose baby died shortly after birth. Pages include: The Story About Your Birth, Last Moments, Your Mother, Your Father, Your Grandparents, Siblings, and Journaling. 74 pages.
Product Code: BK602
Price: $5

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A Mural for Mamita
By Alesia K. Alexander
A bilingual (English/Spanish) book about a grandmother, “Mamita,” who dies of cancer and her granddaughter, who inspires the family to create a special mural to keep her memory alive. 40 pages.
Product Code: BK352
Price: $8.95

Planning a Meaningful Funeral brochure
By NFDA
Examines the many options a family has during this difficult time and includes a worksheet to help create a meaningful funeral.
Product Code: BR400
Price: $.25 each

Planning Your Funeral in Advance brochure
By NFDA
Leads readers through the process of planning their own or a loved one’s funeral, including personalizing the service and prefunding options. Comes with a detailed planning worksheet to complete before meeting with the funeral director.
Product Code: BR401
Price: $.25 each

We Will No Longer Have a New Baby: For Children Whose Sibling Dies Before Birth
By Marilyn Gryte
A storybook explanation for children about the sadness and loss of miscarriage. Assures children they are not to blame and that it’s okay to ask questions and have mixed feelings. 12 pages.
Product Code: BK404
Price: $3.95

Youth & Funerals booklet (Pack of 25)
By the Funeral Service Foundation
Provides information on the important role funerals and memorialization play in the lives of both adults and children.
Product Code: SYF25
Price: $16

Understanding Cremation brochure
By NFDA
Focuses on important questions families have, including the role cremation plays in the context of a funeral, its religious acceptance and personalization.
Product Code: BR404
Price: $.25 each
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Peaceful Journey: A Hospice Chaplain’s Guide to End of Life (BK552) ............ $10
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