



WASHINGTON CEMETERY, CREMATION
& FUNERAL ASSOCIATION

THE *Insider* Newsletter

News for Death Care Professionals

Winter 2021



Featured:

**HIRE EDUCATION
101: HOW TO RE-
TAIN THE BEST WE-
BINAR**

Featured:

**WCCFA BOARD
MEMBERS SHARE
THEIR COVID VAC-
CINE EXPERIENCE**

Featured:

**2021 SPONSORSHIP
OPPORTUNITIES**



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Dear Members,

Happy New Year! Whew, we made it to 2021! Thinking back to the last year, the words fear, frustration, exhaustion, confusion, and chaos all come to mind. 2020 made even the most skilled professional a newcomer. I cannot tell you how many times over the course of the year, I did not have an answer or a confident definitive answer. I say kudos to all of us, we are surviving a pandemic with no experience at all.

So, the question I asked myself once I saw that clock hit midnight on January 31st, 2020 was, how is this year going to be different even though there is no end in sight anytime soon. The answer came with ease. Live, keep living and adapt.

The words for 2021 is vaccine and hope. If I may be honest, I would say I was the most cowardly and fearful as a leader (for my organization) about COVID more importantly about getting sick and dying. My statistics were simple, you either survive or died from COVID. I had a 50/50 chance. For all the statisticians, you know that is not how statistics work. The reality is my fear was based on my lack of knowledge and understanding of this disease. Media and social media are not helpful. Now let us talk about the politicizing of this illness and the conspiracy theorist who led you down the rabbit hole of crazy making.

January 2021 brings great hope. The hope of receiving the vaccine. The hope we can see life like it was in 2019 and before. Then disappointment, the disappointment to learn that as a profession we were not listed on any roll-out phases. WCCFA as well as our counterparts WSFDA went to work independently to right this injustice. Not one person with WCCFA gets the credit for this work. The collective efforts of the professionals throughout this membership working together to provide leads on how to have access to this vaccine righted this wrong. This is a powerful testimony to membership. Together we are better and stronger. What we learned is that the quickest and effective way was working with local health departments in the counties rather than getting bogged down with the bureaucracy at the State level.

Now that we are starting to gain access to the vaccine along with First Responders, many of us are faced with the question of to vaccinate or not. Trust me, I made myself sick with fear. I made an appointment and canceled it. The courage to change my mind came from my courageous Funeral Directors who stepped up before me. I received my first dose on January 14th, 2021. I am told there is still a chance for a third limb growth or now the Government can track me. I will take my chances. To quote my boss: "courage does not mean being afraid. Courage is standing up and doing what is right in the face of fear". Being vaccinated felt like the right thing to do even though I was afraid.

Vaccinating is such a personal choice and the best thing we can do for each other is to be kind whether people choose to vaccinate or not. Remain judgment-free.

2021 is going to be great if we make it great. We are resilient and have much to be thankful for, even if it does not seem like it. I look forward to serving you in 2021.

Sincerely,
Sandra Walker

Hire Education 101: How to Retain the Best

"Hire Education 101: How to Retain the Best"

Learning Objectives

- Why employee retention is even more important than recruiting and selection.
- The power of first impressions.
- Simple, take-home tips and tools to retain the best.
- Why retention is never about the money.
- How to create a “culture of accountability” that “retains the best, but not the rest”



Date: Wednesday, March 10th, 2021

Time: 5:30 - 6:00 PM Networking Social half hour, 6:00 - 7:00 PM Presentation Webinar

Cost: WCCFA Members - \$25 | Non-Members - \$45

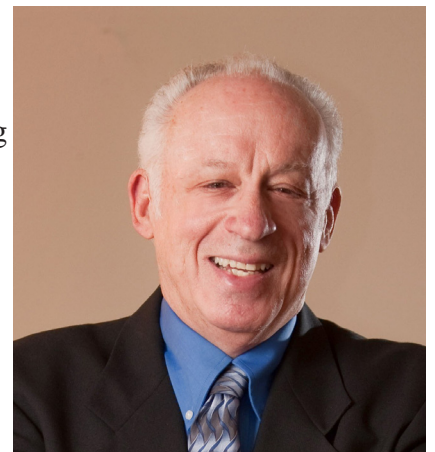
Register: [Click here](#) to register to attend.(1 CEU provided!)

Meet Our Presenter:

Mel Kleiman, Humetrics

Certified Speaking Professional Mel Kleiman is an internationally-known speaker, trainer, author, and consultant whose expertise is employee recruiting, selection, and retention. With over 30 years of research and consulting work to his credit, Mel is known for helping organizations improve their employee hiring and retention processes through high impact, high energy presentations that deliver hands-on, practical information and advice that can be put to immediate use.

He also serves as president of Humetrics (which he founded in 1976) and is a member of several human resource-related boards and organizations as well as a longstanding member of the Society for Human Resource Management and the National Speakers Association.



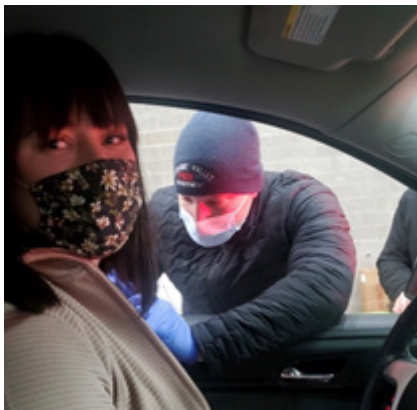
The author of five books, including the bestselling *Hire Tough, Manage Easy*, Kleiman has also written hundreds of articles for business, trade, and association websites and publications..

WCCFA Board Members Share their COVID-19 Vaccine Experience



Receiving the vaccine was a pretty painless process. The Spokane Fire Department ran a well-organized vaccine clinic that was quick and took under half an hour from start to finish for both shots. Both times, I did not feel the needle going in. Both times my arm did hurt for a day afterwards but nothing Tylenol did not resolve. My symptoms from the first one was mostly tiredness. The second vaccine was the same other than a couple of hours of chills and a sore body. Tylenol is the miracle drug. I am relieved that I am now heading towards 95% of immunity from COVID. My choices were getting COVID or the Vaccine. Neither sounds fun but I placed my bets on the vaccine. Glad I did it. – **Sandra Walker, WCCFA President**

Upon receiving my appointment for the first vaccine shot I immediately scheduled my appointment with Safeway in Lakewood which was one of the approved sites. There were long lines, and the appointment time was missed by just over a half hour. The injection went well with no immediate side effects. There was strong pain at the injection site for a couple of days. Injection number two was better as I believe the pharmacy had obtained enough experience to avoid the long lines of twenty-eight days earlier. The injection was given five minutes early. Again, there was pain at the injection site. This time the pain was more severe and day two I felt sluggish all day. Day three and all was back to normal. – **Hank Kerns, WCCFA Board Member**



The entire vaccine process was pretty easy. The Department of Health and the Spokane Fire Department made it easy to schedule an appointment through their web portal, with appointments scheduled every 5 minutes. We headed out to the Fire Department testing facility where they checked our voucher upon arriving and then escorted us into the large garage where we were greeted by the Spokane and Spokane Valley Fire Department volunteers. After closely reviewing our voucher and forms, the shot was given, and we were done! Once they administered the shot, we were instructed to pull out of the garage and wait in a line of cars for 15 minutes where volunteers could monitor any reactions. After the first vaccine shot, I experienced tiredness and a sore injection site for a day or so and then I was good to go! The 2nd vaccine was relatively painless, and I did experience a

few weird symptoms as many said I would, including waves of nausea a couple hours after the vaccine. I woke up in the middle of the night, about 18 hrs. after the vaccine and experienced body aches, joint pain, chills and pain at the injection site. I took some Tylenol and slept through the rest of the night with no issues. I woke up the next morning feeling somewhat sluggish all day but overall, no other symptoms. I am excited for two weeks from now when I will be 95% immune and to continue seeing the covid numbers decrease as more people are vaccinated.– **Candace Aramburu, WCCFA Board Member**

2021 Sponsorship Opportunities

TAKE ADVANTAGE OF THESE OPPORTUNITIES TO HAVE YOUR COMPANY RECOGNIZED
THROUGHOUT THE YEAR!

[CLICK HERE TO PURCHASE YOUR SPONSORSHIP ONLINE TODAY](#)

Thank you to our Platinum Sponsors!



\$1,600 Platinum Package

- Company Logo linked to your website on WCCFA's website as Platinum Sponsor
- Company Logo on all yearly Communications as Platinum Sponsor
- Platinum Sponsor of five 2021 Webinars (includes your company logo linked to your website on our website, all webinar advertisement, and on a sponsor slide on the webinar itself)
- Sponsor Commercial (60-second video to play during social ½ hour and pushed on Social Media)
- Membership Directory Advertisement
- Annual Membership Dues
- Business Card Ad in quarterly Newsletters
- Your company as the subject of a feature article in one quarterly newsletter



\$1,200 Gold Package

- Company Logo linked to your website WCCFA's website as Gold Sponsor
- Gold Sponsor of four 2021 Webinars (includes your company logo linked to your website on our website, all webinar advertisement and on a sponsor slide on the webinar itself)
- Sponsor Commercial (45 second video to play during social ½ hour and pushed on Social Media)
- Membership Directory Advertisement
- Annual Membership Dues
- Business Card Ad in quarterly Newsletters



\$800 Silver Package

- Company Logo linked to your website WCCFA's website as Silver Sponsor
- Silver Sponsor of two 2021 Webinars (includes your company logo linked to your website on our website, all webinar advertisement and on a sponsor slide on the webinar itself)
- Sponsor Commercial (30 second video to play during social ½ hour and pushed on Social Media)
- Annual Membership Dues



\$400 Bronze Package

- Company logo linked to your website on WCCFA's website as Bronze Sponsor
- Bronze Sponsor of one 2021 Webinars (includes your company logo linked to your website on our website, all webinar advertisement and on a sponsor slide on the webinar itself)
- Sponsor Commercial (15 second video to play during social ½ hour and pushed on Social Media)
- Company Logo in quarterly Newsletter

***Don't want a sponsorship package?**

Webinar, Newsletter, and Website Sponsorships are available à la carte!

Contact the [Association office](#) for opportunities and pricing!



DEATHCON 2021

Dear Members,

The DeathCon committee is working hard to plan this year's conference!

We hope to have the conference in-person, but are working on alternative solutions as well.

Deathcon 2021 is currently scheduled for August 17th - August 19th.

Please mark the dates on your calendar and stay tuned!

IDC #DEATHCON
POWERED BY WSFPA-WCCFA



Member Spotlight



I am Annette Drennen, and I am a Funeral Director with Heritage Funeral Home in Spokane, WA. I have always been in the medical field, taking care of individuals as well as their families. I have always been drawn to care taking, I just had not found the right fit. I switched careers in 2015 from Pharmacy Technician to Nursing Assistant. In 2019 I was accepted into Nursing School but was not as excited as I thought I would be. I began researching careers online and came across Funeral Directing. My original plan was to finish school, get my intern hours over and primarily embalm. I had no desire to direct.

I would say my exit timing was perfect, in that I was gone from the hospital just as COVID hit hard in Spokane. I would say my entrance timing was anything but perfect. Here I was, starting a new career, to help families with their grieving process and literally no way to do that. Meeting with families was heartbreaking, as they had not been able to be their loved ones as they were passing. They didn't get to say their goodbyes and it felt like we were asking them to put their grief on hold, as we could not have services for them. I found that by asking families to tell me about their loved ones, allowed them to share their story. I went home angry, hurt, upset, and devastated for these families and the grieving that they were not allowed to start. Never once did I feel that I had made the wrong career choice.

We navigated through the complete shutdown, and into the slow, yet very small opening back up. I continue to ask my families to tell me about their loved ones. I have found that this allows me to suggest ideas about services, caskets, urns, memorial folders and music, when it all feels so overwhelming to them. Somewhere along this awful, seemingly never-ending pandemic, I found my way. I found a career that brings me joy and I am still care taking. I have found that meeting with my families and helping them to navigate through these first steps of grieving is rewarding. I am a funeral director who cannot imagine not directing.

I was recently asked what the favorite part of my job is. The favorite part of this job is asking my family about their loved one. This allows me to see them as human, that they are not just a case file. It makes me envious of the families that have great stories to share, of lives well lived, and well loved. It makes me understand the distance in some families, and how they just want everything to be over so that they can move on. Most of all, it made me want to direct.

Job Opportunities

Licensed Funeral Director or Mortuary College Graduate

Company: Heritage Funeral Home

Location: Spokane, WA

Heritage Funeral Home in Spokane Washington is looking for a Licensed Funeral Director or Mortuary College graduate looking to do their internship. This is a full time benefited position.

To learn more about the position please contact Sandra Walker at 206-852-4752 or send resumes to swalker@fairmountmemorial.com.

Location Manager

Company: Evergreen Washelli

Location: Seattle, WA

Our associates celebrate lives. We celebrate our associates. Consider the possibilities of joining a Great Place to Work!

Manage the daily operations of a premier Seattle, WA Funeral Home. The Evergreen Washelli name has a 130 + year history in the Northwest. We are looking for a dedicated, creative, and forward-thinking leader. This unique position provides the opportunity to lead, manage and develop an amazing team of people that will help serve over 1,000 families in the coming year. This role provides the platform to foster a sense of ownership in the location and pride in the staff, manage costs in a disciplined manner, and encourage profitable case volume growth. Responsible for short-term planning as well as achieving annual sales revenue and production targets, Profit & Loss (P&L) goals, developing a professional and effective staff, and exceeding client family expectations. This opportunity provides a long term career path with stability and growth into larger roles for the right individual. With an already effective and collaborative team, we are positioned well to win with the right leader.

Click here for job responsibilities and requirements.

Please send inquiries and/or resumes to: scott.sheehan@dignitymemorial.com

FULL-TIME REMOVAL TECHNICIAN – CARE CENTER SUPPORT TEAM MEMBER

Company: BONNEY WATSON

Do you want to work for a company that makes a difference in our community? BONNEY WATSON is a family-owned company that has provided funeral, cremation, and cemetery services to generations of families just like yours; forming solid relationships with both the people and the communities we serve. We are looking for a Full-time Removal Technician to join our team!

Summary: Assists the Funeral Directors/Embalmers in transportation and transfer of deceased to Mortuary for preparation.

Schedule: Full-time in office schedule with 4 on-call nights per week (must be able to work on-call nights). Exact schedule to be discussed and rotating weekends are an option.

Dress Standards: You must be able to meet these standards to apply for this position: You are expected to maintain the dignity of our services by dressing in a professional, conservative manner. All clothing should be well fitting, clean, pressed, and in good repair. Fashion extremes are inappropriate in our industry. Jewelry may be worn but is important to be mindful and consider what is appropriate for our conservative industry. Excessive or obtrusive jewelry is not appropriate. Visible tattoos must be covered. Body piercing jewelry, other than earrings, are not permitted. Fragrances and cosmetics, if worn, should be conservatively applied. High standards of personal hygiene are essential. This includes general cleanliness, use of deodorant and well-groomed hair and nails.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Provides transport and transfer of deceased from residential homes, hospitals, nursing homes, medical examiner's or other locations to the Mortuary or airport.
- Acts as evening on-call duty team member to respond to first calls.
- Provides funeral-related errands as needed.
- Assists in the maintenance and upkeep of all funeral service and transfer vehicles.
- Maintain the highest level of professionalism in all areas including dress and personal hygiene.
- Valid Current Washington State driver's license. Current Hepatitis B vaccination is required.

Interested candidates, please send your resume to kuyematsu@bonneywatson.com and hr@bonneywatson.com

Full-time Licensed Funeral Director

Company: Cedar Lawns Funeral Home

Location: Redmond, WA

This position offers a great opportunity for a qualified candidate. Must be compassionate, detail oriented, fun, reliable, have excellent office experience, and be willing to work hard, with a heartfelt interest in serving families. Will work in a team environment and will be responsible for performing and working directly with the public and client families. Arrange and coordinate a variety of service options. The successful candidate will be customer service oriented, a multi-tasker, and a fast learner with a positive attitude. Office hours are the Monday – Friday with an occasional weekend.

[Click here](#) for the full job announcement.

Interested candidates should send resume to Tina Rodriguez, General Manager at tina.rodri-guez@dignitymemorial.com.

Funeral Director/Embalmer

Company: New Tacoma Cemeteries, Funeral Home & Crematory

Location: University Place, WA

A unique opportunity for the elite person to work for a private funeral home/cemetery, in business since 1875, and assisting 450 families per year. Must be proficient in self-direction, excel in a team environment and possess strong computer and communication skills, MIS knowledge a plus. Candidates will have a clean driving record, Washington State dual licensure or ability to reciprocate and a genuine desire to make a difference as well as an appearance and grooming habits that match the industry's expectations. Minimum 2 years of experience preferred. Competitive salary, full benefits, 401k w/ match.

Send resume to:

Dan Lasham, New Tacoma Funeral Home,
9212 Chambers Creek Rd W

University Place WA 98467 or email to: dan@newtacoma.com.

No phone calls please.

We are an equal opportunity employer.

Funeral Director/Embalmer

Company: Einan's at Sunset

Location: Seattle, WA

We are looking for a full-time Funeral Director/Embalmer. Qualified candidates have completed Mortuary Science School and must have or be eligible to obtain a Washington State Funeral Director/Embalmer license. This candidate must BELIEVE in exceptional customer service, understand the value in celebrating life, exemplify strong verbal and written communication skills, be detail oriented, able to work in a fast paced environment but able to keep busy when business is slow and be open to change. He/she must be sensitive to the feelings of others and be able to feel empathy for the grief and stress others are experiencing. Must have a valid driver's license with insurance, have a clean driving record and be able to work nights, weekends and holidays. He/she must be able to obtain Alcohol Server Permit, Food handlers' card and be able to physically lift, push, and/or move up to 100 pounds. Must be proficient with computers and technology. Bilingual in English and Spanish preferred but not required.

Click [here](#) for more information on the position. Interested? Please email letter of interest and resume to holley@einansatsunset.com.



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