

**Massachusetts Board of Registration in Embalming and Funeral Directing
Public Session Minutes
Meeting of 8/20/19**

Held at
1000 Washington Street, Boston, MA, 02118
At 10:00 a.m.
Room 1D

Board Members Present:

Paul Phaneuf
Richard Gormley
Janet Leombruno

Staff Members Present:

Thomas F. Burke, Assoc. Executive Director
Bruce Hopper, Chief Board Counsel

Board Members Absent:

David Brezniak
Patrick Driscoll

Members of the Public Present:

Jessica Vazza
Peter Caggiano
Nicole Simulynas
Louis Vazza
Douglas S. Shepherd
Garrett McDonald

Dana Malozzi
Jeffrey E. Megna
Dwane A Willis, II
Marc Gaudreau
Brian Moore

Call to Order

Mr. Phaneuf called the meeting to order at 10:14 a.m. Board staff reviewed building evacuation procedures and noted the location of restrooms.

Review of Minutes

The Board reviewed staff prepared public session minutes of the meeting held on July 16, 2019.

Mr. Gormley moved to accept staff prepared public session minutes of the meeting held on July 16, 2019. Ms. Leombruno seconded the motion. Motion passed unanimously.

Report from Associate Executive Director Thomas Burke

Mr. Burke noted that license registration is underway and reminded funeral registrants to complete continuing education hours prior to submitting license registration renewal forms. Mr. Burke stated that current applicants approved for funeral registration at this meeting would receive an expiration date of October 31, 2020.

Report from Chief Legal Counsel, Bruce Hopper

No Report.

Application Review:

Type 6

- Jessica Vazza
- Dana J. Malozzi
- Nicole Simulynas

Mr. Gormley moved to approve the above candidates for licensure. Ms. Leombruno seconded. The motion passed unanimously by the Board members present.

Funeral Establishment and Type 3

- **C.C. Shepherd Funeral Home**
- **Garret McDonald – Type 3 Funeral Director**

The Board reviewed the C.C. Shepherd Funeral Home Establishment Certificate application in conjunction with Mr. McDonald's Type 3 Funeral Director application. The funeral establishment was inspected by Mr. Robert Williams and is in compliance. After brief discussion, Ms. Leombruno moved to approve both the Type 3 and Establishment Certificate application for C.C. Shepherd Funeral Home and Mr. Gormley seconded. The motion passed unanimously.

Funeral Establishments

- **Beers & Story South Hadley Funeral Home**
- **Beers & Story Palmer Funeral Home**
- **Beers & Story Belchertown Funeral Home**

The Board reviewed the applications for the above-mentioned funeral establishments. Mr. Marc Gaudreau appeared before the Board with his attorneys. Mr. Gaudreau acknowledged that he is to be the sole Type 3 owner of the three funeral establishments. The applications were in order and each establishment was duly inspected by Mr. Williams. After further review, Ms. Leombruno moved to approve the Establishment Certificate application for all three applications and Mr. Gormley seconded. The motion passed unanimously.

Mr. Hopper arrived to the Board meeting at 10:45 a.m.

Discussion:

- **Establishment Certificate Application Review**

At the Board chair's urging, the topic was tabled for further discussion until the September Board meeting or until all Board members are present.

Continuing Education Provider Applications:

NFDA

- Tech Talk! User Experience: Differentiating Between the Good, the Bad, and the Ugly
- Recomposition

2019 NFDA Home Study Courses

- Bereavement Groups and the Role of Social Support
- Do Funerals Matter?
- Educating the Families you Serve about the Why of Funerals: A Guide for Funeral Staff
- Embalming and Renal Failure: A Silent Danger for Embalmers
- Embalming Standards of Care
- The Good Funeral: Death, Grief, and the Community of Care
- Making Your Phone Ring with Internet Marketing for Funeral Homes
- Turning Art into Science: Unit One
- Turning Art into Science: Unit Two
- Turning Art into Science: Unit Three
- Turning Art into Science: Unit Four
- 10 Technologies that Will Transform Your Business
- 50 Shades of Green
- Aftercare: Strengthen Your Families and Business
- Are You in the 40 Percent? Planning for Succession
- Are You Secure? No, You're Not! Digital Security and You
- Be the Best Crematory Operator in Your Community
- Bringing Ritual to Cremation Arranging
- Connecting with Women: The World's More Powerful Consumer
- The Continuum of Care: Is Your Funeral Home Inside the Circle of Trust?
- Create Experiences, gain Market Share
- Creating Loyalty and Lifelong Memories through Creative Customer Engagement
- Five Keys to Cremation Success
- FTC Compliance: Handling the General Price List (Video)
- FTC Funeral Rule: Reducing Your Risk
- Helping Families After Suicide Loss
- Hospice from the Inside Out
- How Green Practices Benefit Your Business
- The New American Way of Death Starts with Promoting Resilient Kids
- Overcoming Objections During the Arrangement Conference
- Self-care for the Funeral Professional
- Providing Care through the Grief Journey

- Reinventing Your Funeral Home: Five Keys to Sustained Profitability
- Secrets for Digital Marketing Success
- Should I Buy or Should I Sell?
- Successful Family Succession: Transfer Power, Not Assets
- Understanding Legal Issues in the Arrangement Conference
- What Happens to Your Families Following the Funeral
- Your Value Statement: The Key to Success in the Arrangement Process

New York State Funeral Director Association

- Tackling the Dreaded “C” Word in Deathcare
- Maintaining a Healthy Balance while Delivering Extraordinary Service in Extraordinary Times
- The Millennial Solution: Inspiring. Engaging. Retaining.
- In Case of Emergency: How Your Mobile Device Can Save Your Life
- Youth and Funerals
- The Good Funeral
- Opioid Embalming: The New Difficult Case
- Concierge Level Service at Your Funeral Home
- Online Reviews: How to Get Good Ones and Fix the Bad Ones
- Passwords: The American Art of the Eulogy

ICCFA

- 2019 Executive Leadership Summit

Funeral Service Academy

- Funeral Service Ethics

Massachusetts Funeral Directors Association

- Building a Better Business CEU Session: 2019 Professional Embalmer’s Session
- Due Diligence for Funeral Homes Utilizing Third-Party Crematories
- Controlling Your Accounts Receivable
- Creutzfeldt-Jakob Disease: A Report to Embalmers Preparation Guidelines
- The Disposition of Medical Devices
- Distracted Driving - Cell Phone Policies for Funeral Homes: Is It Time For Funeral Homes to Ban Employees’ Use of Cell Phones While Driving?
- Expanding Funeral Ethics
- Complying with the FTC Funeral Rule on Third Party Merchandise
- Funeral Ethics
- Funeral Home Confidentiality Policies & Practices
- Funeral Home Customer Service A-Z

- Opioid Epidemic: How Funeral Directors Can Respond
- Pregnancy in the Prep Room
- Screening & Hire: An Expert Guide to Making the Right Hire
- 2019 OSHA Training
- OSHA Training for Funeral Professionals

New Jersey Funeral Service Education Corporation

- Ethical Dilemmas in Funeral Service

The Dodge Company

- 2020 Dodge Technical Series – Maui, Hawaii

Ms. Leombruno moved to approve and accept all of the above continuing education courses. The motion was seconded by Mr. Gormley. The motion passed unanimously by Board members present.

Closed Session: Investigatory Conferences, pursuant to G.L. c. 112, §65C, and Adjudicatory Conference, pursuant to G.L. c. 30A, §18,(5)(d).

At 11:35 a.m., Ms. Leombruno moved to suspend the open meeting and enter into closed session to conduct investigatory conferences, pursuant to G.L. c. 112, §65C, and adjudicatory conference, pursuant to G.L. c. 30A, §18,(5)(d). The motion was seconded by Mr. Gormley. **The motion passed unanimously by Board members present.**

During the closed session, the Board took the following actions:

- 2019-000490-IT-ENF – Dismissed with Advisory.
- 1038-FE-FE – Provided guidance to the investigator.

New Business:

- Discussion of email from M. Nolan regarding preneed transfer. The Board discussed and its initial reflections indicated funeral director must make up the difference in the preneed value. The Board requested further guidance from Board Counsel.

Adjournment

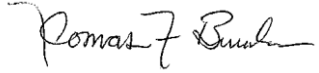
At 12:00 p.m. Mr. Gormley moved to adjourn the meeting. Ms. Leombruno seconded the motion. Motion passed unanimously.

List of Documents used at the meeting:

1. Agenda
2. Minutes from July 16, 2019 meeting.

3. Applications for personal registration
4. Continuing education provider applications

Respectfully submitted,

A handwritten signature in cursive script, reading "Thomas F. Burke".

Thomas F. Burke
Associate Executive Director