

**Massachusetts Board of Registration in Embalming and Funeral Directing**  
**Public Session Minutes**  
**DATE: February 16, 2021**  
**TIME: 10:00 a.m.**

**A regularly scheduled open public meeting of the Massachusetts Board of Registration of Embalmers and Funeral Directors (“the Board”) was held via Videoconference and Conference Call due to the Executive Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, § 20.**

**Board Members Present:**

Paul Phaneuf  
Patrick Driscoll  
David Brezniak  
Janet Leombruno  
Richard Gormley

**Staff Members Present:**

Thomas F. Burke, Assoc. Executive Director  
Peter M. Kelley, Board Counsel  
Robert Williams, Board Investigator

**Members of the Public Present:**

None

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**Call to Order:**

Mr. Phaneuf called the meeting to order at 10:09 a.m. Evacuation procedures were tabled.

**Review of Minutes:**

The Board reviewed staff prepared public session minutes of the meeting held on January 19, 2021.

**Mr. Driscoll moved to accept staff prepared public session minutes of the meeting held on January 19, 2021. Ms. Leombruno seconded the motion. Motion passed by a roll call vote: Mr. Phaneuf: “Yes”, Mr. Driscoll: “Yes.”, Mr. Brezniak: “Yes.”, Mr. Gormley: “Yes”, Ms. Leombruno, “Yes”.**

**Apprentice Extension Request**

- Lauren Campbell

Ms. Campbell appeared before the Board with her employing Type 3 supervisor, Glenn Campbell to request a reinstatement and extension of her apprentice embalmer registration. Ms. Campbell’s registration expired after six years in 2018. She stated that she is currently enrolled at FINE Mortuary school, for which she provided proof of enrollment from the registrar. She expressed eagerness to complete her studies and resume her apprenticeship.

**After discussion, Mr. Driscoll moved to grant a reinstatement and one-year apprentice embalmer extension for Ms. Campbell. Mr. Gormley seconded. Motion passed by a roll call**

**vote: Mr. Phaneuf: “Yes”, Mr. Driscoll: “Yes.”, Mr. Brezniak: “Yes.”, Mr. Gormley: “Yes”, Ms. Leombruno, “Abstained”.**

**Report from Associate Executive Director, Thomas Burke:**

Mr. Burke confirmed Michael Hawley’s retirement effective February 5, 2021. Mr. Burke reported that staff has received approximately 500 pre-need reports for the 2020 calendar year. He will provide additional details to the Board at a subsequent meeting. Mr. Burke reported that the following applicants and continuing education course offerings have been administratively approved for registration:

**EM Board Licensed Registrants**

Bethany Antunes (51299-EM-3) at Manuel Rogers in Fall River on January 20, 2021  
Manuel Rogers Funeral Home (1055-FE-FE) on January 12, 2021  
Kurt Eckstein (51300-EM-3) at Richardson Funeral Home on January 12, 2021  
Richardson Funeral Home (1056-FE-FE) on January 12, 2021  
Michael Heath (51291-EM-3) at Diaz Healy in Lawrence on December 15, 2020  
J. Peter Rowe (PCS) at Short & Rowe Funeral Home in Marlborough on February 5, 2021  
Jawad Benazzi (PCS) at Robert J. Miller, Inc. in Webster on February 11, 2021

**Continuing Education Courses**

**KAVOD Jewish Funeral Chapels**

What Will Not Work in 2021 For Getting More Cases – April 11, 2021	1.5 CE hours
Traffic is Pointless if Your Website Doesn’t Convert – April 12, 2021	1.5 CE hours

**National Funeral Directors Association (“NFDA”)**

**A. Books and DVD Study Guides**

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|--|---------------|
| • Bereavement Groups and The Role of Social Support  | 8.00 CE Hours |
| • Control the Conversation: How to Charm, Deflect and Defend Your Position Through Any Line of Questioning | 4.00 CE Hours |
| • Embalming and Renal Failure: A Silent Danger for Embalmers   | 4.00 CE Hours |
| • Embalming Standards of Care  | 6.00 CE Hours |
| • The Essential HR Handbook – A Quick and handy Resource for Any Manager or HR Professional                | 4.00 CE Hours |
| • 2020 Annual All-Staff FTC Training   | 3.00 CE Hours |
| • Aftercare: Strengthen Your Families and Business   | 2.00 CE Hours |
| • Brining Ritual to Cremation Arranging  | 2.00 CE Hours |
| • Connecting with the LGBTQ Community  | 2.00 CE Hours |
| • Cremation Litigation: How to Avoid the Courtroom & What to Do When You Can’t                             | 2.00 CE Hours |
| • Defusing Conflict in the Arrangement Conference  | 2.00 CE Hours |
| • Five Keys to Cremation Success   | 2.00 CE Hours |

• Funeral Rule Update	2.00 CE Hours
• Is it Sexual Harassment?	3.00 CE Hours
• It's Not Just a Cremation	2.00 CE Hours
• Lessons Learned from Mystery Shoppers	2.00 CE Hours
• Therapy Dogs: Mans Best Friend	2.00 CE Hours
<b>B. NFDA 2020 Online Learning Program (previously approved in 2020)</b>	
• Approaching Trauma Cases with Confidence	3.00 CE Hours
• Conflict Management for Funeral Directors: Successful Interpersonal Communication Practices	4.00 CE Hours
• Deathcare Marketing: 25 FAQ's	6.00 CE Hours
• Demonstration of Soft Tissue Repair	4.00 CE Hours
• Do-It-Yourself Memorials (with a Little Help from the Funeral Director)	2.00 CE Hours
• Embalming Perspectives and Paradigms Challenged	6.00 CE Hours
• Embalming Risk Management 4.0	3.00 CE Hours
• Embalming the Obese Case	3.00 CE Hours
• Funeral Service Ethics	2.00 CE Hours
• Marketing a Funeral Home for Long-Term Profitability	3.00 CE Hours
• Mastering the Art of Funeral Home Etiquette	3.00 CE Hours
• Offering Funeral Packages in Compliance with the FTC Funeral Rule	2.00 CE Hours
• Professional Ethics in Funeral Service: NFDA's Code of Professional Conduct	1.00 CE Hours
• Relevance of Restorative Art	3.00 CE Hours
• RSVP: I'll See You at My Living Funeral	2.00 CE Hours
• Supporting Pregnancy Loss Families	3.00 CE Hours
• Ten Tools for Stress Relief	3.00 CE Hours
• The Funeral: A Chance to Touch, A Chance to Serve, A Chance to Heal	4.00 CE Hours
• Understanding the Child's Greif: Insights for Funeral Home Owners, Directors, Staff	3.00 CE Hours
• Understanding and Managing Grief	6.00 CE Hours
• Understanding the Practice of the FTC Funeral Rule	3.00 CE Hours
<b>C. 2021 Virtual Professional Women's Conference</b>	
• Prospecting to Women – April 7, 2021	1.00 CE Hours
• The Millennial Funeral Director – April 7, 2021	1.00 CE Hours
• Defusing Conflict in the Arrangement Conference – April 7, 2021	1.00 CE Hours
• What Holds Us Back at Work: How to Communicate with Colleagues, Managers and Clients – April 8, 2021	1.00 CE Hours
• Inside the Courthouse – April 8, 2021	1.00 CE Hours
• Helpful Embalming Tips – April 8, 2021	1.00 CE Hours
• Creating Small Moments of Ceremony During the Initial Transfer April 8, 2021	1.00 CE Hours

### Matthews International

Casket Selection: Helping Families See Value – ongoing in various locations	1.00 CE Hours
Plant Tour/Understanding the hardwood Casket Construction Process A-Z	2.00 CE Hours
The Beauty, Characteristics, and Value of Wood and Metal Caskets	1.00 CE Hours

## MKJ Marketing

MKJ Marketing Ski Summit – Beaver Creek, CO	13.5 CE Hours
MKJ Sea Marketing Summit – Naples Beach, FL	13.5 CE Hours
MKJ Mastermind Program – Naples Beach, FL	4.50 CE Hours
MKJ Managing Funeral & Cemetery Arrangements Remotely – Online Learning	5.00 CE Hours

## Massachusetts Funeral Directors Association (“MFDA”)

Funeral Service Industry Statistics & Trends and What They Mean for Your Business – Virtual and on Various Dates through 2021 calendar year	1.00 CE Hours
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**Mr. Brezniak moved to accept the Executive Director’s Report. Mr. Driscoll seconded the motion. Motion passed by a roll call vote: Mr. Phaneuf: “Yes”, Mr. Driscoll: “Yes.”, Mr. Brezniak: “Yes.”, Mr. Gormley: “Yes”, Ms. Leombruno, “Yes”.**

## Report from Board Counsel, Peter Kelley:

No report

## Discussion

- Impact of COVID-19

The Board discussed an increase in COVID-19 related deaths and smaller numbers of the public present for funeral gatherings at establishments in the Commonwealth.

## Executive Session:

At 10:42 a.m., Ms. Leombruno moved to exit open session and enter executive session under G. L. c. 30A, § 21(a)(7), to comply with the provisions of the public record law, G. L. c. 30A, § 21(a)(7), ¶ 26(a) and to preserve the confidentiality of criminal record information pursuant to G. L. c. 6, § 172, and then and enter into closed session to conduct investigatory conferences, pursuant to G.L. c. 112, §65C. Mr. Brezniak seconded the motion. **Motion passed by a roll call vote: Mr. Phaneuf: “Yes”, Mr. Driscoll: “Yes.”, Mr. Brezniak: “Yes.”, Mr. Gormley: “Yes”, Ms. Leombruno, “Yes”.**

## Closed Session: Investigatory Conferences, pursuant to G.L. c. 112, §65C.

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

- 2020-001035-IT-ENF – Referred to Prosecutions.
- 2020-001226-IT-ENF – Dismissed.

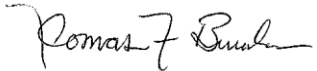
Ms. Leombruno left the meeting at 11:45 a.m.

At 11:50 a.m., Mr. Brezniak moved to exit closed session and thereafter to adjourn the meeting. Mr. Gormley seconded the motion. **Motion passed by a roll call vote of Board members present: Mr. Phaneuf: “Yes”, Mr. Brezniak: “Yes”, Mr. Driscoll: “Yes.”, Mr. Gormley: “Yes”.**

**List of Documents used at the meeting:**

1. Agenda
2. Public Session Minutes from January 19, 2021 meeting.
3. ED Report of administratively approved registrants and CE provider courses.
4. Apprentice Extension Request Letters and School registration

Respectfully submitted,



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Thomas F. Burke  
Associate Executive Director