



## Creating a “Culture of Care” in Funeral Service

University of Louisville Golf Club  
401 Champions Way, Simpsonville, KY 40067  
Thursday, December 1, 2022  
10 a.m. – 2 p.m.

### Session Breakdown:

9:30 a.m.: Doors Open/Registration

10:00 a.m. - 10:10 a.m.: Welcome and Overview

10:15 a.m. - 11:00 a.m.: Will Obert, Resthaven Cemetery, Louisville, KY

“Establishing and Building Connections with Families in a Pre-Need Situation”

Mr. Obert will present and demonstrate methods of outreach to begin a dialogue with families for pre-need services. Speaking tips, seminar organization, presentation methodology, and much more will be demonstrated in this interactive presentation.

11:00 a.m. – 11:05 a.m.: Break

11:05 a.m. – 12:10 p.m.: Glenda Stansbury, In-Sight Institute

“Every Life is Worth Remembering, Services for Today” (see attached)

12:10 p.m. -12:45 p.m.: Lunch

12:50 p.m. – 1:50 p.m.: Melanie Salsbury, Cave Hill Cemetery, University of Louisville

“Continuing Care after the Funeral Service: Understanding Grief and Methods of Connection” (see attached)

1:50 p.m. – 2 p.m.: Q & A Final/Concluding Messages

2:00 p.m.: Program Concludes

## **Every Life is Worth Remembering— Ceremonies for Today**

Why do we have funerals? What does a funeral offer to a family? Isn't it just easier to not do anything? How can professionals in caring capacities help their families know what to do? How do we articulate the value of the funeral? How do we serve as consultants or guides for our families? How does the change in religious preferences and the growth in cremation choices affect a funeral home's business model?

The discussion focuses on the need for a personalized ceremony, options that are available to families and how everyone on a funeral home or cemetery staff can make the service a memorable and meaningful event. It will provide statistics about the changing demographics, provide sample ceremonies and services that can be provided for those families who wish to have a specialized funeral service, and give practical actions for funeral professionals in serving their families in new and unique methods.

- I. Listen, Listen and Listen some more
- II. Creativity and imagination are your best tools
- III. Offering guidance and options—be the expert
- IV. Sample Ceremonies that can be implanted tomorrow

### **Glenda Stansbury, MA, CFSP, LFD**

VP Marketing and Development Director, In-Sight Books;  
Dean and Training Coordinator, In-Sight Institute

BS Special Education, Central State University 1976  
BS Funeral Service, University of Central Oklahoma 2005  
MA Administrative Leadership, University of Oklahoma, 2009

Before joining In-Sight Books, Glenda worked for 12 years for the Oklahoma Education Association as a trainer/facilitator. She was responsible for developing and delivering teacher training all over the state of Oklahoma and was cited by the National Education Association as one of the top trainers in her field.

She has worked as VP of Marketing and Development for In-Sight Books since 1995, publishing over 45 resources in the areas of grief and elder care written by Doug Manning. She has been Dean of the In-Sight Institute since 1999, co-training over 4700 Funeral Celebrants around the world with Doug Manning. She is a full-time instructor in the mortuary program at University of Central Oklahoma, part time instructor at Worsham Mortuary College, Chicago, a licensed funeral director/embalmer, and practicing Funeral Celebrant.

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## **Continuing Care after the Funeral Service: Understanding Grief and Methods of Connection**

Families look to funeral and cemetery professionals to guide them through one of the most difficult times in life. However, this guidance often does not stop at the conclusion of a funeral service. Grief is firmly planted within the context of living, which creates a range of emotions and unparalleled dynamics that we must be prepared to help families navigate. Grief is often summarized by contextual 'phases', but time has proven that this is not always the case. Other theorists, such as Lois Tonkin, have developed a more comprehensive view of the psychology of traumatic situations that is helpful to understand when providing guidance. These theories, and a context of grief, trauma, and trauma-informed care will be explored in this portion of the presentation.

Additionally, there is generally a community of family or friends that gather as a support network immediately after a loss has occurred. After time, this network dissipates. Some individuals remain isolated and alone, which can even more devastating as a person attempts to continue living after a traumatic event. A general understanding of the benefits to being "in continual community" will be explored through collaborative programs that can be easily developed. Additionally, a variety of resources will be reviewed for easy implementation, all of which can keep people connected with each other.

### General Course Outline

- I. Definitions of Grief and Trauma
- II. Trauma-informed Care
- III. Historical Models of Grief
- IV. Tonkin Model of Grief
- V. Community Program Ideas
- VI. Resource Development Ideas

**Melanie Salsbury, MSSW, CT, GC-C**  
**Program Coordinator, Walking through Grief,**  
**Cave Hill Heritage Foundation, Inc.**  
**Faculty, Kent School of Social Work, University of Louisville**

Melanie Salsbury, MSSW, CT, GC-C, facilitates the Walking through Grief program on behalf of the Cave Hill Heritage Foundation. Melanie is a native of Louisville, KY and has been working in the areas of social work and gerontology since 1995. Melanie is a master's level certified social worker, licensed nursing home administrator, and holds certifications in Grief Counseling and Thanatology; the study of death, dying & bereavement. In addition, Melanie serves as part-time faculty at the University of Louisville Kent School of Social Work.