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ALUMINUM NAME PLATES

Available in polished or satin standard finish. There are many custom styles, including bright chrome and brass plated name plates available for an extra charge.

- Stock Finish - Polished Bright & Lacquered
- Slant Style Font available at no additional Charge
- Plates sold in pairs

PROFETTA

4" Block - Chrome Finish

2" Block, Standard or Slant \$12.50 per letter
Max 21 letters & spaces per plate

PRESTON

3" Block - Gold Finish

3" Block, Standard or Slant \$16.50 per letter
Max 13 letters & spaces per plate

3" Block - Gold Finish

4" Block, Standard or Slant \$18.75 per letter
Max 11 letters & spaces per plate

3" Script - Polished Bright Finish

3" Slant - Polished Bright Finish

2" Block - Polished Satin Finish

2" 2 Line Plate - Polished Bright Finish

2" Block - Polished Satin Finish

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Above prices are per letter, per plate.
Minimum charge per plate \$150.00

Double line plates are priced per letter -
at 2 times the longest line.

Upcharge for brass or chrome plating
\$150.00 per plate, per line.

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Through Stability and Trust, Preneed Programs Strengthen the Financial Foundation of Deathcare Firms

By Jack Hirsch, president, FSI

For generations, the care and support that funeral service professionals provide to families has been built on compassion, reliability and a commitment to helping through one of life's most difficult moments.

Today, even the most long-standing firms face cost pressures, changing consumer preferences and greater competition. With these pressures, one thing remains clear: it is essential to improve financial stability to serve the community for decades to come.

That's where preneed trust programs can make a substantial difference. Much more than a financial tool, these contracts are an extension of the same promise of care that defines our profession.

When managed properly, preneed contracts build a stable financial foundation, strengthen consumer trust and ensure families receive the service and support they expect.

Financial Security through Predictability

Revenue predictability is one of the greatest challenges for deathcare firms. Daily operations depend on fluctuating at-need volumes, often driven by factors outside of anyone's control. A well-structured preneed program brings consistency to the unpredictable environment.

By setting aside funds in trust for future services, funeral homes can forecast long-term revenue streams with greater accuracy, plan staffing and operations more effectively and reinvest in their properties.

Preneed also provides important insulation against inflation pressures and evolving consumer price sensitivity. Families commit to their funeral expenses at today's prices, creating financial clarity for the consumer while ensuring future service costs are covered for the firm. This balance of foresight and compassion is what makes preneed so uniquely aligned with the values of this profession.

Reassurance for Families

Selling a preneed contract allows families to make thoughtful, guided decisions in advance rather than in moments of stress and grief. The process opens space for meaningful conversations about remembrance and ensures any personalization whether in service details or memorials is prearranged.



Jack Hirsch

For the firm, reassurance translates into deeper trust and lasting relationships. Preneed families are more likely to become advocates, referring to others and reinforcing the firm's reputation for dependable, compassionate service.

Maintaining Integrity and Compliance

Disciplined trust administration is the key to a strong preneed program. Firms that partner with a professional gain not only robust recordkeeping and compliance support but also peace of mind that funds are being managed according to complex state laws and fiduciary standards.

This partnership allows directors and staff to focus on the families they serve, knowing the financial and regulatory details are covered.

Transparency also plays an essential role. Clear reporting, accessible customer documents and careful data management all reflect the professionalism families expect. While these behind-the-scenes strengths aren't always visible to consumers at first, they are critical to sustaining confidence.

Looking Ahead to Prioritize Care and Financial Stability

Preneed trust programs help firm owners create sustainable business models that honor families' wishes while securing the firm's ability to keep serving future generations.

As we quickly approach the midpoint of the year, now is the time to review or re-evaluate how preneed fits into your long-term strategy. With the right structure and administrative support, operators can continue to provide the personal attention families depend on, while strengthening the financial foundation that ensures your doors remain open for decades to come.

Jack Hirsch serves as president of FSI as of January 2025. Previously, he served as senior vice president of the Funeral & Cemetery Trust Division at Argent Trust, FSI's parent company. With more than 20 years of financial experience, Hirsch specializes in regulatory reporting, trust services, asset management, and tailored solutions for endowments and foundations. As FSI's president, he is focused on continuous improvement and helping operators reach families in meaningful, convenient ways by streamlining services and leveraging the strengths of FSI and Argent Trust.

Park Lawn Expands Footprint in Mississippi and Oklahoma

TORONTO, ON— Park Lawn Corporation (PLC) has expanded its United States presence through two strategic acquisitions that strengthen the company's footprint in both Mississippi and Oklahoma.

In March 2026, PLC acquired substantially all assets of **South Mississippi Funeral Services, LLC (SMFS)**, a group of businesses located across southern Mississippi. The transaction adds twenty stand-alone funeral homes and two combination funeral home and cemetery properties.

Jennifer W. Hay, CEO of Park Lawn, said the company is honored to welcome the SMFS businesses and their staff into the Park Lawn family, noting their strong community reputation and alignment with PLC's strategy of partnering with respected local operators while preserving their legacy and standards of care. Hay also recognized founders **John and Charlotte Pearce**, whose leadership helped build the organization.

Park Lawn also acquired substantially all assets of **Von-**

del L. Smith & Sons Mortuaries and Crematoriums along with **Heritage Burial Park at South Lakes**, all located in Oklahoma City, OK in January. The acquisition expands PLC's presence in the greater Oklahoma City market through the addition of two stand-alone funeral homes and one combination funeral home and cemetery property.

Hay said the Vondel businesses, which have served their communities for nearly seventy years, represent a significant addition to Park Lawn's existing regional footprint and strengthen the company's ability to deliver high-quality funeral and cemetery services to families throughout the area.

Park Lawn Corporation owns and operates cemeteries, crematoria, funeral homes, chapels, and event centers throughout Canada and the United States, providing customizable services and merchandise for both pre-need and at-need arrangements. The company currently operates in two Canadian provinces and eighteen U.S. states.

For more information about Park Lawn Corporation, visit www.parklawncorp.com.



Critical Thinking: The Evolution of the Funeral Profession

By Jon O'Hara, CEO, Great Lakes Partnership

The Weight We Carry and How We Set It Down

Funeral service prepares you for the work. We learn the mechanics, the law, the care, the details. We train for the job.

What we do not always train for is the emotional climate we walk into every day.

We step into homes, hospitals, and arrangement rooms where the air is heavy. We meet families on the worst day of their year, sometimes the worst day of their life. We listen to stories of sudden loss, long illness, regret, conflict, and trauma. We absorb anxiety. We steady the room. Then we go to the next call and do it again.

Most of us are good at showing up. We are built for it. But over time, the weight accumulates.

The problem is not stress in a single moment. The problem is stress that stays in your body when the call is over. It is the kind of stress that follows you home and shows up as short patience, poor sleep, and a mind that cannot shut off. It is compassion fatigue hiding behind professionalism.

If we carry that stress day after day, we need something that helps us set it down. Not once a year. Not when we hit a breaking point.

Positive mental health in funeral service is not a luxury. It is maintenance. It's how you stay present for families without losing yourself in the process.

In my experience, it starts with permission. We have to give ourselves permission to be human. You can be strong and still need rest. You can be capable and still need support. You can love this profession and still admit it takes a toll.

The next step is balance that is real, not theoretical. A hobby you actually do. A walk that gets you outside. Something that reminds your nervous system what calm feels like.

It also means boundaries. That is a word some of us avoid,

but boundaries are what make longevity possible. You cannot be on call forever without paying for it somewhere. If your schedule does not allow recovery, your body and mind will collect the bill later.

We should also normalize talking about the hard calls. The call that stayed with you. The family that broke your heart. You do not have to carry those alone. A strong team culture makes space for quick debriefs, not gossip, not drama, just a moment to say, "That one was heavy." Then you move forward together.

If you lead a funeral home, mental health is not only personal, it's leadership. Check in with your people. Protect time off. Encourage healthy routines. Make it acceptable to ask for help. Your culture will either keep good people or quietly push them out.

Funeral service is meaningful work. It is also demanding work. If we want to serve families well for the long haul, we have to take care of the people doing the serving.

The goal is not to feel nothing. The goal is to feel, recover, and come back ready to serve again.

Jon O'Hara is a forward-thinking funeral director and the CEO of Great Lakes Partnership, a strategic consulting and pre-need marketing organization for funeral homes. With a focus on innovation and collaboration, Jon has dedicated his career to helping funeral homes thrive in a rapidly evolving industry. He lives in the Detroit area with his wife, Michelle, two sons, Henry and Teddy, and Labradoodles Sydney and Annie. Contact Jon O'Hara at 586-636-6611 or johara@greatlakespartnership.com.



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