

the

DIRECTOR

JUNE 2007

50.000 \$

40.000 \$

Dozens of funeral professionals gather to learn new skills, share ideas and improve service to families during NFDA's 2007 Professional Women's Conference

The final session on Saturday featured Justin Zabor of The Zabor Funeral Home, one of the men featured in the *Men of Mortuaries* calendar, who shared personal observations about what it takes to be successful in the media and visible in your community. He explained how supporting a cause that people can rally around could lead to positive media exposure for funeral homes. Proceeds from sales of *Men of Mortuaries* calendars support the KAMM Cares Cancer Foundation.



Funeral Service Hunk Justin Zabor with NFDA CEO Christine Pepper (left) and Senior Vice President of Professional Development Connie Smith following his remarks to attendees on the importance of community involvement and working with the media to secure positive exposure.