

*Past,  
Present and  
Future*

## 2017 Annual Conference Speakers

### **Carol Thomas Williams, Ed.D, CFSP, CPC, COCP**

Born in South Carolina, Carol Thomas Williams is married to Carl M. Williams and resides in East Point, Georgia. She is the Executive Director for the National Funeral Directors and Morticians Association, Inc. Carol was an instructor at Gupton-Jones College of Funeral Service and she supports her husband in their family owned and operated business, Carl M. Williams Funeral Directors, Inc. Prior to working alongside her husband, Carl, in the business, Carol was a teacher with the Atlanta Public Schools for twenty years where she received numerous accolades for outstanding commitment to education.

After completing three years of undergraduate studies at South Carolina State College in Orangeburg, South Carolina, Carol completed her studies and earned the Bachelor of Arts degree, Salutatorian Magna Cum Laude, from Morris Brown College in Atlanta, Georgia. Subsequently, she received an Associate degree from Gupton-Jones College of Funeral Service in Decatur, Georgia, a Master of Arts Degree from Central Michigan University in Mount Pleasant, Michigan, and a Doctoral degree in Education with a specialization in Curriculum Studies Multi-Culturism from Georgia Southern University, Statesboro, Georgia. Carol is a licensed Funeral Director and Embalmer in the states of Georgia and South Carolina and has a T-7 teaching certificate in the state of Georgia.

A member of several professional organizations, Carol renders service and expertise to the National Funeral Directors and Morticians Association, Georgia Funeral Service Practitioners Association, where she served as the Education and Research Director, Ninth District of the Georgia Funeral Service Practitioner Association, National Funeral Directors Association, Epsilon Nu Delta Mortuary Fraternity, Pi Sigma Eta National Morticians Fraternity, National Board of Funeral Service Certification Association, Academy of Professional Funeral Service Practice (CFSP), American Board of Funeral Service (board member), Delta Epsilon Iota Academic Honor Society, Delta Sigma Theta Sorority, 100 Black Women in Funeral Service, Women For Morris Brown College, and American Society of Association Executives. Carol is an author and public speaker.

While her awards are too numerous to mention, four of her most recent citations include recipient of the Distinguished Service award from Gupton-Jones College of Funeral Service in 2012 and Morris Brown College Distinguished Business Award in 2014. Carol also received the Atlanta Business Award Community Service award in March, 2015. She has been featured in the *Atlanta Journal-Constitution*, the *Atlanta Daily World* Newspaper, *Goodlife Magazine* and the *Atlanta Business Journal* for her outstanding contributions to the funeral service profession. She wrote several articles that were featured in the *Atlanta Daily World* Newspaper and the *NFDMA Scope Magazine*.



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### **Carole Jones Banks, CFSP**

Carole Banks brings 25 years of hands-on experience to the funeral service profession. She holds a Master's Degree in Higher Education from Kaplan University, in Ft. Lauderdale, Florida, Bachelor's Degree of Science in Sociology from the University of Arizona, and an Associate of Science degree in Funeral Service from Gupton-Jones Mortuary College. Employed as an educator in the Funeral Service Program (Bishop State Community College), sparked Carole's desire to teach other industry professionals the fine craft she is so proud of.

Carole has implemented OSHA programs in several funeral homes and assists new and existing firms in organizing marketing strategies for their firms. Her fields of practicing and presenting expertise are:

- ◆ Embalming/Advanced Restorative Art
- ◆ Funeral Service Law and Management
- ◆ Funeral Service and Business/Professional Ethics
- ◆ OSHA Standards
- ◆ Insurance Practices/Processes
- ◆ Survivor Benefits
- ◆ Women in Business
- ◆ Gender Compatibility in the Workplace
- ◆ When Children Die
- ◆ Communicational Skills

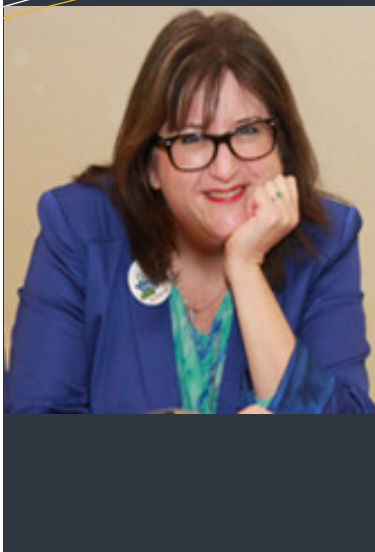
Active in several funeral service associations, Carole has served as Chairman of the Alabama Board of Funeral Service, President of the Alabama Funeral Directors and Morticians Association, President of Epsilon Nu Delta National Mortuary Fraternity, Inc., 2<sup>nd</sup> Vice President of Pi Sigma Eta National Morticians Fraternity, Inc. She currently serves on the Alabama Department of Public Health Disaster Relief/Emergency Response Board and as the Membership Chair for NFDMA. She has been recognized for her role in Funeral Service by 100 Black Women in Funeral Service and has various funeral service related articles published in NOMIS News, ICCFA and other industry publications.

After giving nearly 25 years to her family firm, Carole Jones Banks decided to take the love for funeral service and the professional work ethics that her grandfather instilled in her and apply it to her independent venture - Banks Memorial Funeral Home & Cremations, in Monroeville, Alabama. In addition to being a Certified Embalmer and Funeral Director, she deals with compliancy matters, grief counseling, business management, finances, and staffing for two locations. Standing side-by-side to her husband, Frank Banks, she realized a dream.



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### **Beth Ziesenis, Author, Speaker, Technology Expert**

Ever wonder if there IS an app for that? Just ask *Your Nerdy Best Friend*, Author and nationally recognized speaker, Beth Ziesenis. Beth has made a verb out of the word "nerd" by dedicating her life to finding free and bargain tech tools to make people's lives easier.

Speaking to chambers and associations throughout North America, Beth keeps up with the latest technology to entertain, enlighten and empower attendees to embrace their inner nerds to become more efficient, more productive and definitely more nerdy.



### **William A. O'Leary, Esquire, LLM Taxation**

William "Bill" O'Leary is a Jacksonville attorney concentrating in estate planning, elder law, and probate and estate administration. He is passionate about making the planning and administration process understandable and comfortable. He has dedicated his legal career to helping families preserve and protect personal and business legacies, promote family harmony and achieve peace of mind.

Bill earned his Juris Doctore from Temple University School of Law in 1988 and an LL.M in Taxation from the University of Florida College of Law in 2012. He will be speaking to IFDF Annual Conference attendees about the importance of Business Succession Planning.



### **David Levine**

David Levine is the co-founder and CEO of the American Sustainable Business Council, a growing coalition of business organizations and businesses, collectively representing over 250,000 businesses, committed to advancing market shifts and policies that support a vibrant, just and sustainable economy.

He has worked as a social entrepreneur for over 30 years focusing on the development of whole systems solutions for a more sustainable society through building strategic partnerships and broad stakeholders initiatives. Previously, he was the Founding Director of Continuing Education & Public Programs at The Graduate Center, City University of New York. From 1984-1997, David was Founder and Executive Director of the Learning Alliance, a popular independent education organization.