



June 12, 2017

*VIA FEDEX and EMAIL*

Ms. Quin Archer, Executive Director  
New Jersey State Board of Mortuary Science  
124 Halsey Street  
P.O. Box 45009  
Newark NJ 07101

RE: Heritage Cremation Provider a/k/a Heritage Funeral Homes

Dear Ms. Archer:

Please be aware that on June 6, 2017 the Colorado Department of Regulatory Agencies, Office of Funeral Home and Crematory Registration (DORA) summarily suspended the registration of Heritage Cremation Provider, LLC a/k/a Heritage Funeral Homes (Heritage), after an intensive investigation, citing “that the public health, safety or welfare imperatively require emergency action.”

According to the official Order of Suspension, enclosed with this correspondence for your review, Heritage is ordered to “cease, desist and refrain from any further acts for which a registration to practice as a funeral establishment is required by the laws of the state of Colorado.”

The DORA investigation was prompted by several consumer complaints made against Heritage, including failure to disclose that it subcontracts services and does not actually employ licensed funeral directors or perform its cremations as it advertises.

DORA notified the Federal Trade Commission (FTC) of its findings, and has referred the matter to the Colorado Office of the Attorney General-Consumer Fraud Unit for further legal proceedings. There are currently approximately 30 complaints against Heritage registered with the FTC.

The New Jersey State Funeral Directors Association (NJSFDA) previously received complaints regarding consumers’ interactions with Heritage and suggested those consumers submit their complaints to the New Jersey State Board of Mortuary Science (Mortuary Board).

Additionally, NJSFDA members have raised concerns about the efforts of Heritage to appear as if they are licensed and registered as a mortuary in the State of New Jersey, when in fact, Heritage

retains no such registration. We believe the Mortuary Board may have also received some complaints along these lines as well.

We are hopeful that this information from the Colorado Department of Regulatory Agencies, Office of Funeral Home and Crematory Registration, will assist the Mortuary Board with any ongoing investigations regarding the same. We have also included an article from CBSDenver.com providing additional background information.

The NJSFDA has been a long-time advocate of consumer protection standards, and as such, has served as the primary author of most of the legal and regulatory provisions affecting consumer and funeral home interactions in the State.

In an effort to ensure continued protection of New Jersey's consumers, the NJSFDA plans to initiate legislation establishing legal parameters around what an out-of-state practitioner can and cannot do in New Jersey, as well clarifying what constitutes permitted and unpermitted use of a license and registration as issued by the Mortuary Board.

For your reference, we have enclosed our proposed draft legislation with this correspondence. We have shared this with the Mortuary Board at least once before under a prior Executive Director and have suggested that the Mortuary Board address this matter as part of its regulatory sunset review (as indicated in our memo submitted via email and regular mail on April 21, 2017). While we have advocated for these law changes since 2013, the Heritage suspension illustrates their importance more than ever, and as such, we will look to move this legislation quickly.

We appreciate the Mortuary Board's review of this information and your continued efforts in working with the NJSFDA to ensure the funeral service industry in New Jersey upholds the highest standards to protect New Jersey's consumers.

Sincerely,



Adam S. Guziejewski  
Deputy Executive Director

Enclosures (3)

Cc: Mr. Charles Bechtold, President, New Jersey Mortuary Board  
Ms. Meaghan Goulding, Deputy Attorney General, New Jersey Mortuary Board  
Ms. Ginny Sanzo, CFSP, NJSFDA President  
Mr. Ronald M. Mowad Sr., NJSFDA President-Elect  
Mr. Daniel J. Wright, NJSFDA Legislative and Law Committee Chair