

Curriculum Vitae

Name: Gail Rubin, CT

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Website: <http://AGoodGoodbye.com>

Current Positions

A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die, The Doyenne of Death®, Certified Celebrant, consultant, author, speaker, insurance agent (since 2009)

Host of *A Good Goodbye* TV interview program (2013)

Host of *A Good Goodbye* Internet radio program (2013-2014)

Light Tree Press, Publisher (since 2010)

Osher Continuing Education Instructor, University of New Mexico (since 2012)

Gail Rubin Public Relations, Principal (since 1990)

Previous Positions in Public Relations & Communications

Devillier Communications, Inc., Washington D.C., Senior Account Supervisor (1998-2009 and 1985-1990)

American Laser Games, Albuquerque, NM, Public Relations Director (1993-1996)

Rubin Strascina Public Relations, Albuquerque, NM, Vice President (1991-1993)

C-SPAN, Washington, D.C., Producer (1980-1985)

Education

Certified Thanatologist, Association for Death Education and Counseling, 2014

Certified Celebrant, Insight Institute, 2011

College of 21st Century Funeral Services, ICCFA University, 2011

B.A. in Communications and Film, University of Maryland, College Park MD 1980

A.A. in Radio, TV and Film, Montgomery College, Rockville, MD 1978

Memberships

Association for Death Education and Counseling (ADEC)

International Cemetery Cremation and Funeral Association (ICCF)

National Speakers Association, New Mexico Chapter (NSA)

Toastmasters International

SouthWest Writers

National Federation of Press Women

Jewish-Christian Dialogue of New Mexico

Conference Presentations

“Laughing in the Face of Death” breakout session at the California Hospice and Palliative Care Association 2014 Annual Conference, Las Vegas, NV, November 2014

“A Good Goodbye: Funeral Planning for Those Who Don’t Plan to Die” breakout session at the National Funeral Directors & Morticians Association’s 77th Annual National Convention & Exposition, Dallas, TX, August 2014

“Doctor, How Long Do I Have?” breakout session at the 36th annual New Mexico Conference on Aging, Albuquerque, NM, August 2014 and at the Uniting New Mexicans Against Adult Abuse conference, October 2014

“Facing Death and Transformation in the Film Departures” breakout session at the Association for Death Education and Counseling’s 36th Annual Conference, Baltimore, MD, April 2014

“Jewish Funeral Traditions on Film” breakout session at the International Cemetery, Cremation and Funeral Association annual convention, Las Vegas, NV, April 2014

“Everybody Dies: Lessons from *Six Feet Under*” breakout session at the 21st Annual Uniting New Mexicans Against Adult Abuse conference, Albuquerque, NM, October 2013

“Hollywood’s Visions, Trips and Crowded Rooms” breakout session at the 35th Annual New Mexico Conference on Aging, Albuquerque NM, August 2013

“Laughing in the Face of Death: Funny Films for Funeral Planning” keynote at the Funeral Consumers Alliance of Vermont annual meeting, May 2013

“Laughing in the Face of Death: Comedies for Funeral Planning” breakout session at the 35th annual Association for Death Education and Counseling Conference, Hollywood, CA, April 2013

“A Funny, Fractured History of Funerals on Film” keynote at the North Texas Funeral Directors Association spring meeting, March 2013

“Laughing in the Face of Death: Funny Films for Funeral Planning” keynote at the Funeral Consumers Alliance of Western Massachusetts annual meeting, October 2012

“Laughing in the Face of Death: Funny Films for Funeral Planning” at the American Academy of Estate Planning Attorneys Fall Summit, San Diego, CA, October 2012

“Ashes to Ashes, Dust in Your Face: Cremation Comedy and Creativity” at New Mexico Conference on Aging, Albuquerque, NM, August 2012

“Grave Expectations: Trends in the Cemetery Trade,” keynote at the Ohio Cemetery Association annual meeting, Columbus, OH, August 2012

“The Funeral Director on Film” and “Funny Films for Funeral Planning,” Texas Funeral Directors Association annual meeting, Corpus Christi, TX, June 2012

“Ashes to Ashes, Dust in Your Face: Cremation, Comedy and Creativity” and “Jewish Funeral Traditions on Film,” Funeral Consumers Alliance biennial meeting, Tucson, AZ, June 2012

“Using Comedy Films to Start Serious Conversations,” movie night presentation at the American Psychosocial Oncology Society annual meeting, Miami, FL, February 2012

“A Good Goodbye: Funeral Planning for Those Who Don’t Plan to Die,” continuing education presentation to the Funeral Directors Services Association of Greater Chicago, Chicago, IL, January 2012

“Creating Desire to Engage in Funeral Planning Conversations,” Selected Independent Funeral Homes annual meeting, Scottsdale, AZ, September 2011

“Using Comedy Films to Start Funeral Planning Conversations,” Association for Death Education and Counseling 33rd Annual Conference with the 9th International Conference on Grief and Bereavement in Contemporary Society, Miami, FL, June 2011

“Funny Films for Funeral Planning,” New Mexico Conference on Aging, Albuquerque, NM, August 2010

In addition to conference presentations, Ms. Rubin has spoken to seniors, hospice volunteers, nurses, social workers and general public audiences at numerous community outreach talks. Talk locations have included Chicago, Washington, D.C., Denver, Dallas, Las Vegas, Albuquerque, Santa Fe, Los Alamos, Corpus Christi, TX, Longmont, CO and Nederland, CO.

Publications

A Good Goodbye: Funeral Planning for Those Who Don’t Plan to Die, Light Tree Press, NM, 2010. Print and ebook versions available.

Information from the book is also presented in a television interview series available on DVD from Light Tree Press. The 12-episode TV series is titled *A Good Goodbye: Funeral Planning for Those Who Don’t Plan to Die*.

A Girl’s Pocket Guide to Trouser Trout: Reflections on Dating and Fly-Fishing, AuthorHouse, IN, 2004.

Selected Articles

“2014 NFDA Report” in *Mortuary Management* magazine, December 2014, pp 16-17.

“Denial of Death Influences Funeral Planning,” in *Mortuary Management* magazine, November 2014, pp 20-21.

“How Create a Great Funeral Day Can Promote Preplanning,” in *ICCFA Magazine*, October 2014, pp 64-65.

“An Interview with Stephanie West Allen, Founder of Create a Great Funeral Day,” *Mortuary Management* magazine, October 2014.

“October Pre-Need Marketing Ideas,” *Funeral Business Advisor*, September/October 2014, p 80.

“When Funeral Directors Go Shopping,” in *Mortuary Management* magazine, July/August 2014, pp 22-23.

“It’s a Dead Man’s Party: Frozen Dead Guy Days 2014,” in *Mortuary Management* magazine, June 2014, pp 26-27.

“After Care Programs: There’s Something About Tuesdays,” in *Funeral Business Advisor* magazine, May/June 2014.

“Today’s Funeral Services & Certified Celebrants,” in *Mortuary Management* magazine, May 2014, pp 20-21.

“Aftercare: Grief is Physical as Well as Emotional,” in *Mortuary Management* magazine, April 2014, pp 14-15.

“What Fans of Walter White Can Teach Us About Funerals,” in *ICCFA Magazine*, March/April 2014, pp 96-101.

“Unconventional Preneed Planning Tools,” in *Mortuary Management* magazine, March 2014, pp 26-27.

“Memorable Memorial Service Mementos,” in *Mortuary Management* magazine, January 2014, pg 22.

“NFDA’s 2013 Convention and Expo New Developments,” in *Mortuary Management* magazine, December 2013, pp 16-17.

“Death Cafes: Sharing some coffee, some cake, and lots of talk about death and dying,” in *ICCFA Magazine*, October 2013, pp 50-53.

“Understanding QR codes and how they add value to funerals, memorials,” in *ICCFA Magazine*, January 2013, pp 20-23.

“Using humor and movies to help talk about death and preplanning,” in *ICCFA Magazine*, March/April 2012, pp 92-95.

“Using Create a Great Funeral Day to reach out to your community,” in *ICCFA Magazine*, October 2011, pp 68-72.

“30 funerals in 30 days – Observing how today’s families are saying their final goodbyes,” in *ICCFA Magazine*, March/April 2011, pp 44-49.

“Don’t Fear the Funeral Planning” op-ed in *Albuquerque Journal*, October 2011.

“First Triathlon and Breast Cancer at Fifty,” in *Duke City Fit*, Spring 2011.

“It’s Your Funeral - Plan It Your Way,” in *Prime Time Monthly*, April 2011.

Monthly blog posts since 2010 for the American Academy of Estate Planning Attorneys: <http://www.aaepa.com/blog/author/grubin/>

Ongoing blog posts since 2010 on The Family Plot Blog: Funeral Planning for Those Who Don’t Plan to Die: <http://agoodgoodbye.com/the-family-plot-blog/>

Honors & Awards

Awards for book *A Good Goodbye: Funeral Planning for Those Who Don’t Plan to Die*:

- 2011 New Mexico Book Awards: Best of Show, Winner in Family and Relationships Category, Finalist in Nonfiction, Other; Self-Help Book; Religious Book; and Reference Book Categories.
- 2010 ForeWord Reviews Book of the Year Award, Finalist, Family and Relationships Category.
- 2008 SouthWest Writers Writing Competition, First Place Award, Nonfiction Book Category.

Awards for TV interview series *A Good Goodbye: Funeral Planning for Those Who Don’t Plan to Die*

- National Federation of Press Women 2014 Communications Contest – Second Place for a Television Series produced/aired in 2013
- New Mexico Press Women 2014 Communications Contest – First Place for a Television Series produced/aired in 2013

Speaking Awards: Toastmasters 1st Place in Area International Speech Contest and 2nd Place in Division International Speech Contest, April 2013.

Awards for *A Girl's Pocket Guide to Trouser Trout: Reflections on Dating and Fly-Fishing*:

- 2004 ForeWord Reviews Book of the Year Award, Bronze in the Humor Category.
- 2000 SouthWest Writers Writing Competition, First Place Award, Nonfiction Book Category.

Volunteer Positions

Greater Albuquerque *Chevrah Kaddisha*, the Jewish burial society, performing the ritual washing and dressing of bodies in the traditional Jewish manner. (2009 to current)

Cemetery Committee for the historic Congregation Albert Cemetery in Albuquerque, facilitating improvements, selling burial rights, educating on Jewish funeral and burial traditions (2009 to current)

New Mexico Jewish-Christian Dialogue, explaining Jewish traditions in dialogue with Albuquerque Catholics and other Christians (Currently President, served as Vice President 2012 to 2014)

SouthWest Writers Elert Mistress, sending twice monthly emails to members of this writing organization in Albuquerque since 1998.