

Curriculum Vitae

Name: Gail Rubin, CT

Address: 1913 Morningside Drive NE, Albuquerque, NM 87110

Office Phone: 505-265-7215; **Cell:** 505-363-7514

Email: Gail@AGoodGoodbye.com or Gail_Rubin@comcast.net

Websites: <http://AGoodGoodbye.com> and <http://BeforeIDieABQ.com>

Current Positions

A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die (since 2009)

- The Doyenne of Death®
- Certified Thanatologist (death educator)
- Certified Funeral Celebrant
- Preneed Funeral Planning Consultant
- Author, Speaker, Insurance Agent
- Coordinator of the Before I Die ABQ Festival

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

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

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

College of International Studies, ICCFA University, 2016

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

Publications

Kicking the Bucket List: 100 Downsizing and Organizing Things to Do Before You Die, October 2016, Rio Grande Books, Albuquerque, NM

Hail and Farewell: Cremation Ceremonies, Templates and Tips, 2015 Light Tree Press, Albuquerque, NM, 2015.

Celebrating Life: How to Create Meaningful Memorial Services, with Templates and Tips, 2015. Free eBook produced in association with In The Light Urns.

A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die, Light Tree Press, Albuquerque, NM, 2010 (Print and eBook versions). Information from the book is also presented in a 12-episode TV series titled *A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die*. The series' episodes can be purchased on DVD, viewed on YouTube and is available for national broadcast sponsorship.

Memberships

Association for Death Education and Counseling (ADEC)
International Cemetery Cremation and Funeral Association (ICCFA)
National Speakers Association, New Mexico Chapter (NSA)
Toastmasters International
SouthWest Writers
New Mexico Interfaith Dialogue

Conference Presentations

“Lessons on Grief and Mourning in Cartoons” breakout session at the Association for Death Education and Counseling (ADEC) conference, Pittsburgh, PA, April 27, 2018

“Lessons on Grief and Mourning in Cartoons” breakout session at the International Cemetery, Cremation and Funeral Association (ICCFA) convention, Las Vegas, NV, April 21, 2018

“Downsize and Organize for a Better Life (and Death)” breakout session at the New Mexico Conference on Aging, Albuquerque, NM, August 16, 2017

“A Good Goodbye” keynote session at the Cancer Support Now 6th annual conference, Living With and Beyond Cancer, Albuquerque, NM, March 18, 2017

“Laughing in the Face of Death: Movies, Medicine and Mortality” breakout session at the New Mexico Conference on Aging, Albuquerque, NM, August 24, 2016

“Grief and Mourning in the Movies,” “Jewish Funeral Traditions on Film” and “Funny Funeral Film Entertainment” keynotes at Alabama Funeral Directors Association convention, Point Clear, AL, June 21, 2016

“Laughing in the Face of Death: Movies, Medicine and Mortality” keynote at University of Michigan Health System’s Grief Awareness Week, Ann Arbor, MI, May 18, 2016

“The Many Faces of Grief: Mourning in the Movies” breakout session at the Uniting New Mexicans Against Adult Abuse conference, Albuquerque, NM, October 27, 2015

“Jewish Funeral Traditions on Film” and “The Funeral Director on Film” keynote at the New Hampshire Funeral Directors Association summer meeting, Hampton Beach, NH, June 23-24, 2015

Keynote: “Introducing the Death Café” and “Doctor, How Long Do I Have?” breakout session at the Dean’s Symposium at New Mexico State University, May 1, 2015

“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, student and general public audiences at numerous community outreach talks, including at funeral homes.

She has presented on numerous topics at OASIS, OLLI and Osher continuing education programs. Talk locations have included Chicago, Washington, D.C., Denver, Dallas, Las Vegas, Manchester, NH, Albuquerque, Santa Fe, Los Alamos, Las Cruces (NM), Corpus Christi, TX, Longmont, CO and Nederland, CO.

Selected Articles

In addition to posting original articles at The Family Plot Blog, Gail Rubin contributes articles to *Mortuary Management* magazine, *Funeral Business Advisor*, *ICCFA Magazine*, *The Cremationist* and *American Funeral Director*, as well as a monthly article for the American Academy of Estate Planning Attorneys' blog.

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/>

"Before I Die Festivals Start Important Conversations" in *ICCFA Magazine*, January 2018, pp 60-65.

Book Review "MORGUE: A Life in Death by Dr. Vincent DiMaio and Ron Franscell in *Funeral Business Advisor*, May/June 2016.

"Questions People Ask About Death – and Death Care" in *ICCFA Magazine*, January 2016, pp 58-62.

Business Book Review "Bobby Wonderful: An Imperfect Son Buries His Parents" in *Funeral Business Advisor*, January/February 2016, p 20.

"The Many Faces of Grief: Mourning in the Movies" in *The Cremationist of North America*, Vol. 51, No. 4, pp 22-23.

"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.

Honors & Awards

Kicking the Bucket List: 100 Downsizing and Organizing Things to Do Before You Die was recognized in six categories of the 2017 New Mexico- Arizona Book Awards, and won top honors in the Self-Help, ebook Nonfiction, and Best Cover Design categories.

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:

TEDxABQ Main Stage speaker in September 2015

Toastmasters 1st Place in Area International Speech Contest and 3rd Place in Division International Speech Contest, April 2018

Toastmasters 1st Place in Area International Speech Contest, April 2016

Toastmasters 1st Place in Area International Speech Contest and 3rd Place in Division International Speech Contest, April 2015

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

SouthWest Writers 2015 Parris Award for exemplary support of SouthWest Writers.

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 Interfaith Dialogue, explaining Jewish traditions in dialogue with local Christians and Muslims (Secretary-Treasurer, 2016-2017; President, 2014-2015; Vice President 2012-2014; Board Member, 2017-2018)