



ASSOCIATION OF
WOMEN
FUNERAL DIRECTORS

Strengthening the Presence of Women in Funeral Service

AWFD Launch Event

August 18th, 2009

11:00 am PT/12:00 pm MT/ 1:00 pm CT/ 2:00 pm ET

Conference Dial-in Number: (712) 432-0111

Participant Access Code: 675234#

The Benefits of “Expansion”

A Conversation with my guest, Karen Cappello, PCC, CLC.

Marci Shimoff, in *Happy for No Reason*, writes of three *Guiding Principles to Live By*. The first principle is: *What expands you makes you happier*. When your energy expands, you experience greater happiness; when it contracts, you experience less happiness.

Kim’s Perspective: Our basic nature is expansive. We are curious beings; inquisitive, and ever exploring – when left to our own devices. But, from a very early age, limitations are placed on us – and in my view, this can be especially true for women in our society. “Girls don’t do that; don’t get dirty; put that down, don’t say that; and my all-time favorite, “You’re too smart for your own good. No man wants a smart woman.”

Actually, the goal of society – if not culture – is to limit citizens. Rules, regulations, class structures; the educational model and related practices; all are set in place to restrict, to constrict, or contract the individual, in favor of the group.

Can you think of ways you’ve been restricted, in either your personal or professional life?

What is “Expansion”?

As a practical exercise, Marci asks her readers to do a very simple thing: sit up straight, open your arms wide, take a deep breath, and smile. Then notice how you feel. For most, there’s a feeling of lightness, and space... that, she says, “is expansion.”

How does it contrast with “Contraction”?

It’s really a no-brainer to do just the opposite: hunch your shoulders, make tight fists, take short, shallow breaths, and frown. Now how do you feel?

- Anxious
- Tight
- Agitated



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According to Marci, there's a feeling of heaviness, which is...“contraction.” Here are some other indicators of both states-of-being:

Contraction	Expansion
Unhappiness	Happiness
Fear	Love
Pessimism	Optimism
Constriction	Flow
Resistance	Acceptance
Low energy	Vitality
Disease	Ease
Malaise	Well-Being
Separation	Connection
Feeling Bad	Feeling Good

This chart came directly from Happy for No Reason, page 38.

Topical Questions for Karen

- 1.** In your coaching practice, have you found clients are seeking ‘expansion’? That their dissatisfaction with the status quo is essentially the “call for expansion”?
- 2.** What are the most common stumbling blocks to their success?
- 3.** What do you think about the basic nature of life for funeral service professionals – women *or* men?
- 4.** How can we bring “expansion” into our lives, both in the workplace and in our personal lives?
- 5.** I'd like everyone to try an exercise, either now, or later in your day. On the next page is an area for you to work. You're going to take a deep breath, and think about the areas of your life: *Home, Body, Work, Family; Spiritual, Intellectual, Emotional*; for each area, you're going to write down whether you feel contraction or expansion when you think about them.



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Contraction	Expansion

6. What is *inspired* action, versus ‘action’?

A Special Note:

When I chose to create the AWFDF, it was an inspired action. The roots of inspiration can be found in the many women funeral service professionals I came in contact with, as a Web site copywriter. I found them to be uniquely suited to the work they had chosen, yet often undervalued by their peers; overworked by the demands of their domestic and professional lives, and often frustrated and overwhelmed by the many tasks required of them in the workplace. It’s always been my intention to provide our members with resources, information, networking opportunities and mentoring support – all with the overall goal of ‘expansion.’

Now, of course, it comes down to listening closely to our members; for they *are* my inspiration. It is through them that I can take *inspired* actions to build the organization. You are, in essence, the key to my personal expansion, and the expansion of the organization!

For those of you on this call who have not visited the Web site, I invite you to do so after the call. On the home page, www.wfdconnect.com, you can sign up for our monthly newsletter, *AWFDFConnections*. On the Free Resources page, you can download articles, watch videos, or listen to a meditation created just for us. Should you feel inspired, you can join – *easily* – through the Benefits page. When you’re on that page, you’ll see in the right hand column a link to our [“Member and Prospective Member Survey.”](#) I’d love to have you take the survey – it’s short, and it would help us to create an association worthy of its members.



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I'd also like to ask you to look for our monthly columns in *Mortuary Management* magazine, beginning in September.

Interesting in writing for AWFDCConnections? I'd love to explore ideas with you. Call me, or email me, at kim@wfdconnect.com.

Finally, I want you to know that we've got some upcoming teleseminar events of interest, open only to members. Brad Yates will be our guest in September (you can see Brad in action on the Free Resources page), and in November, Sally Taylor will be joining us. You can listen in on a meditation Sally created just for us, on the Free Resources page as well.

So, spend some time on the site. Explore. Write me at kim@wfdconnect.com with suggestions or comments. And...join us. Dues are low - \$10 a month for licensed professionals and only \$5 a month for students. There's no better value – and, you'll be laying the foundation for an organization of women funeral professionals – unique in the industry.

Biographical Sketch of our guest, Karen Cappello, MA, CLC, PCC



Keynote Speaker, Certified Coach and Group Facilitator

Professional Background

I am a certified coach, keynote speaker, coach trainer, and group facilitator. I guide coaches and entrepreneurs to develop their businesses using leading edge self-development techniques. I support my clients and audiences to discover their own unique ideas for creating the personal and professional lives they desire in new and fresh ways.

My signature keynote presentation “Be Inspired Now!” is a favorite among guests at Canyon Ranch Health Resort, one of the top spas in the world. I love speaking and sharing the innovative content about inspiration with the guests on a regular basis.

I bring over 25 years of experience and expertise from the fields of Business Management, Financial Services, and Higher Education to my practice. I have served as president of a privately held semi-conductor manufacturing firm, as well as a university educator, on both the graduate and undergraduate levels. My degrees include an M.A. in Education from Ball State University and a B.A. in Communication from Marquette University.



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I obtained my designation as a Certified Life Coach through [Coach For Life](#). I also hold the International Coach Federation credential of a Professional Certified Coach, as well as being a member of the Credentialing Committee of this global organization. In serving my community, I have been a hospice volunteer since 1997. I am also involved in training the volunteers of Tucson's Youth on Their Own Program, as well as serving on the board and faculty of the Foundation for Inspired Learning.

Personal Background

I live in Tucson, Arizona, in the foothills of the Catalina Mountains. After growing up the Midwest, I love the warmth and the casual atmosphere in the southwest – I feel like I am on a perpetual vacation!

I am a product of a suburban Chicago upbringing, raised in a Catholic family of Italian heritage. I am the oldest of six children, and the first person on either side of the family to get a Bachelor's and Master's degree.

I am a consummate communicator, and I love to listen! I am fascinated by others and have always enjoyed hearing their stories. I am a very positive person, and I see the glass as overflowing. I am a visionary, and am able to articulate connections that others overlook.

Some of my personal favorites include: spa days, mojitos, watsu, Legally Blonde movies; lobster on the beach, the latest self-development book, and warm weather.

Favorite Quote: "Through the darkness I can see your light. And you will always shine, and I can feel your heart in mine." -Josh Groban

Karen's Web site: www.karencappello.com