



Transition into a Career in the Funeral Service Industry

Funeral service businesses across the U.S. are looking for veterans like you to bring leadership, attention to detail, and empathy to their teams.

Who We Are: Sunbeam 369



Our mission is to maximize the potential the funeral service industry through business coaching and veteran recruitment, ensuring that both veterans and businesses thrive.

We offer:



Funeral Service Industry Tailored Coaching Solutions – CoachFirst™ Consultation



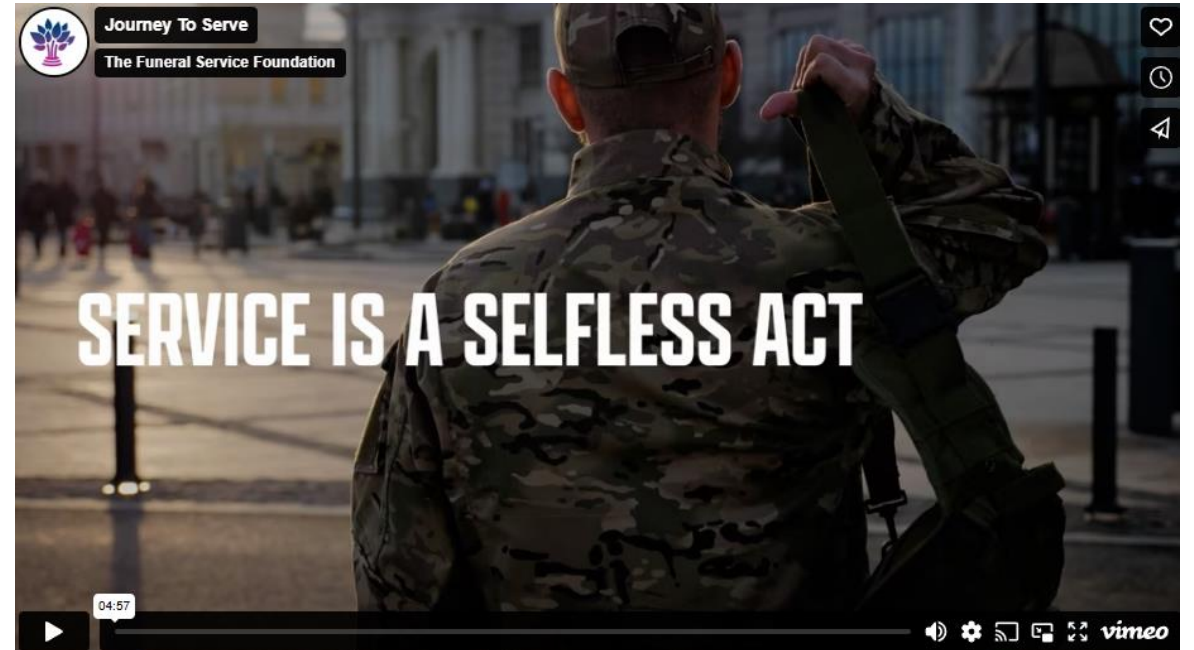
Funeral service [Skillbridge](#) and Army [Career Skills Program](#) Industry Partner Approval Support



Veteran Funeral Service Training Guidance




Job Placement and Mentorship



Bronze Star, Purple Heart and Army Commendation Medal with Valor Recipient

As a veteran myself, I understand the challenges of transitioning to civilian life. At Sunbeam 369, we're here to support you every step of the way. Securing jobs for veterans is just the beginning; our mission is to provide ongoing support and ensure long-term success.

– Kenny Johnson MBA/MS, Founder



A Career Where Service and Compassion Meet: Funeral Service Industry



Service-Oriented Work: Continue your legacy of service by providing comfort and support to families in need.



Stable Industry: Join a recession-proof sector with growing demand for compassionate professionals.



Transferable Skills: Your military training has equipped you with leadership, attention to detail, and crisis management skills—qualities invaluable in this field.



Community Impact: Become a pillar of your community by offering essential services.



Location Flexibility: There is a funeral service business in every community.



A Variety of Roles to Match Service Members' Skills and Interests

The funeral service industry offers rewarding [career paths](#) for veterans, from family interaction to operational management. Here are some key statistics:

- **19,000** funeral homes across the U.S. looking for talent like you (Source: National Funeral Directors Association - NFDA)
- Click [Here](#) to see current job openings across the country

A mission to serve. Hear from veterans who have already made the transition to funeral service careers.



Career Comparisons- Funeral Service Professions to Military Roles

MILITARY ROLE	FUNERAL SERVICE ROLE	CORE COMPETENCIES
Army/Marine Corps: Mortuary Affairs Officer (specialized training available to all officers)	Funeral Director	Customer service, communication and organization skills. Tech savvy, respectful of rules, understands confidentiality, team player.
Army/Marine Corps: 92M Mortuary Affairs Specialist	Funeral Assistant	Organization, flexibility, understands ID procedures and rules, disciplined.
Navy: Rating HM-Mortuary	Embalmer	Technical skills, understands ID procedures and rules, comfortable with anatomy.
Air Force: Services career field (3F1X1) which includes hospitality, retail and mortuary affairs.	Crematory Operator	Follows ID procedures and rules, high ethical and confidentiality standards.
	Cemetery Professional	Strong customer service skills, tech savvy, respectful of rules, organized and disciplined.
Each service has heavy equipment operators, found in the construction career fields.	Heavy Equipment Operator / Cemetery Grounds Crew	Understands and respects safety rules, team-building and customer service skills.
Mortuary affairs personnel are trained in customer service and compassionate listening to assist grieving families. Each service has recruiters trained in sales techniques.	Pre-Arrangement Counselors	Compassionate sales and listening skills, accountability, responsibility, strong writing and verbal communications.
Each service has recruiters trained in sales who travel extensively, complete legal paperwork and are tech savvy.	Business to Business Sales	Strong interpersonal skills, excellent written and verbal communication skills, tech savvy, willingness to travel regionally.
Each service has various maintenance roles – vehicle, armor, aviation, electronics equipment, etc.	Fleet Maintenance Staff	Mechanical and automotive skills, attention to detail, capacity for teamwork, organized and disciplined.





Earning Potential

based on data from the U.S. Bureau of Labor Statistics and industry sources, here are potential salaries:

Funeral Director

- **Average Salary:** \$50,000 - \$80,000 per year
- **Role:** Manages all aspects of the funeral service, including working with families, planning services, and ensuring compliance with legal regulations.

Mortician/Embalmer

- **Average Salary:** \$40,000 - \$70,000 per year
- **Role:** Prepares the body for burial or cremation, including embalming and restorative procedures.

Funeral Service Manager

- **Average Salary:** \$60,000 - \$90,000 per year
- **Role:** Oversees the overall operations of a funeral home, including staff management, finances, and service coordination.

Crematory Operator

- **Average Salary:** \$35,000 - \$55,000 per year
- **Role:** Operates cremation equipment and ensures proper handling of remains.

Funeral Attendant

- **Average Salary:** \$25,000 - \$40,000 per year
- **Role:** Assists with setting up services, transporting caskets, and helping families and guests during the funeral.

Pre-Need Counselor

- **Average Salary:** \$45,000 - \$65,000 per year (with commissions)
- **Role:** Works with individuals and families to plan funeral services in advance, ensuring their wishes are met.

Grief Counselor

- **Average Salary:** \$40,000 - \$60,000 per year
- **Role:** Provides emotional support to grieving families, helping them navigate their loss.

Funeral Home Administrative Assistant

- **Average Salary:** \$30,000 - \$45,000 per year
- **Role:** Handles clerical duties, such as scheduling, maintaining records, and assisting funeral directors with service planning.

Groundskeeper (Cemetery)

- **Average Salary:** \$25,000 - \$40,000 per year
- **Role:** Maintains the cemetery grounds, ensuring the environment is respectful and well-kept.

Our Offer to Veterans



Job Placement and Mentorship: Let us guide to the right position, with the right team, in the right location.



Apprenticeships: Support with gaining apprenticeship opportunities at Funeral Service Businesses earning valuable work experience while earning up to \$2,700 per month in housing allowances.



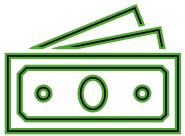
Funeral Service Education: Guidance in using your GI Bill to continue education at Mortuary School or Apprenticeships. (Click [here](#) to find Accredited Program of Funeral Service organized by state).



Disability Benefits Navigation: We help you get your disability benefits through our relationships with VA Benefit Experts.




Continued Care: Access to coaches, mentors, veterans and industry professionals, and therapeutic support valued at over \$300 at no cost.



By adding these together, the potential financial benefit a veteran can receive by working with Sunbeam 369 can range from approximately

Up To \$75,600 Annually





Is a Career in
Funeral Service
Right for You?

[Take the Quiz](#)





Ready to Start Your New Career

(fill out the form to start your placement today)



Step 1:

Name:

Email Address:

Phone Number:



Step 2:

Military Branch & Rank:

Years of Service:



Step 3:

Skills and Strengths: (e.g., Leadership, Crisis Management, Logistics, Communication, Attention to Detail)

Career Interests: (e.g., Funeral Directing, Operations, Logistics, Administration, Customer Service)



Step 4:

Preferred ETS Location:

Anticipated Internship Start Date:

Current Level of Education:

Interest in Further Education/Training:



Optional

Fields:

Upload Resume:

Upload Headshot:

Frequently Asked Questions

What if I don't have any experience in the funeral service industry?

- "No problem! Our training programs and mentorship will equip you with the skills you need to succeed."

Can I use my GI Bill benefits for all funeral service roles?

- "Yes, your GI Bill benefits can cover a range of educational and apprenticeship programs relevant to the funeral service industry."

Can I start working in the funeral service industry while still using my GI Bill benefits?

- "Yes, you can start an apprenticeship or training program while using your GI Bill benefits. Sunbeam 369 will guide you through the process to ensure you maximize your benefits."

How does Sunbeam 369 help me transition into the funeral service industry?

- "We provide personalized support, including training programs, mentorship, and assistance with securing your educational and disability benefits. Our goal is to make your transition as smooth and successful as possible."

What kind of support will I receive during my internship and my first year in the funeral service industry?

- "During your first year, you'll receive ongoing mentorship from experienced professionals, access to therapy sessions, and regular check-ins to ensure you're thriving in your new role."

What if I'm not sure which role is right for me?

- "No worries! You'll have the opportunity to explore different options through our training programs."

Is the funeral service industry a good long-term career choice?

- "Absolutely. The funeral service industry is stable, recession-proof, and offers numerous opportunities for career growth and advancement."

How do I get started with Sunbeam 369?

- "Simply fill out the form to schedule a call. From there, we'll guide you through the next steps to start your new career."



How Sunbeam 369 Differentiates from Other Veteran Recruiting Firms

1. Industry Focus:

- **Sunbeam 369:** Specializes in the funeral and death care industry, providing tailored solutions for veteran integration.
- **Others:** Generalized across multiple industries (e.g., Orion Talent, Bradley-Morris).

2. Holistic Approach

- **Sunbeam 369:** Offers a comprehensive Veteran Recruitment and Business Plan of Action (VRBPA) that aligns veteran placement with business success, including cultural integration and strategic planning.
- **Others:** Primarily focused on recruitment and placement (e.g., Hire Heroes, RecruitMilitary).

3. Long-Term Engagement

- **Sunbeam 369:** Provides a 12-month engagement with employer providing ongoing support, development programs, and business evaluations to ensure sustained success.
- **Others:** Typically focus on initial job placement with less emphasis on long-term business integration.

4. Veteran-Centric Business Development

- **Sunbeam 369:** Tailors business roles to veterans' strengths, ensuring they contribute to business growth and leadership.
- **Others:** General placement without specific alignment to business development strategies.

5. Strategic Partnerships

- **Sunbeam 369:** Leverages partnerships in the death care industry and military and environmental organizations for aligned opportunities (e.g. Purple Heart Foundation and Green Burial Council).
- **Others:** Broad partnerships across industries, less focus on industry-specific strategic initiatives.

6. Integration with Social & Environmental Initiatives

- **Sunbeam 369:** Aligns veteran placements with broader social and environmental goals, such as diversity and inclusion and sustainability.
- **Others:** Focuses primarily on veteran employment, with less integration into social or environmental initiatives.





Unlock the Potential of Your Funeral Service Business by Hiring Veterans Today

Discover how veteran talent can transform your funeral service business, enhance team performance, and drive long-term growth.

When you don't have the right people in the right seats

These are the results:



Learn how to avoid these results.



What hiring the right person can do for you and your business:



Reduces stress from constant oversight



Builds trust in the team without micromanagement



Provides more time to focus on business growth and community engagement



Enhances personal well-being by alleviating day-to-day pressures



Offers peace of mind knowing the business is in capable hands



Improves work-life balance for the business owner



Increases overall satisfaction and confidence in the future of the business

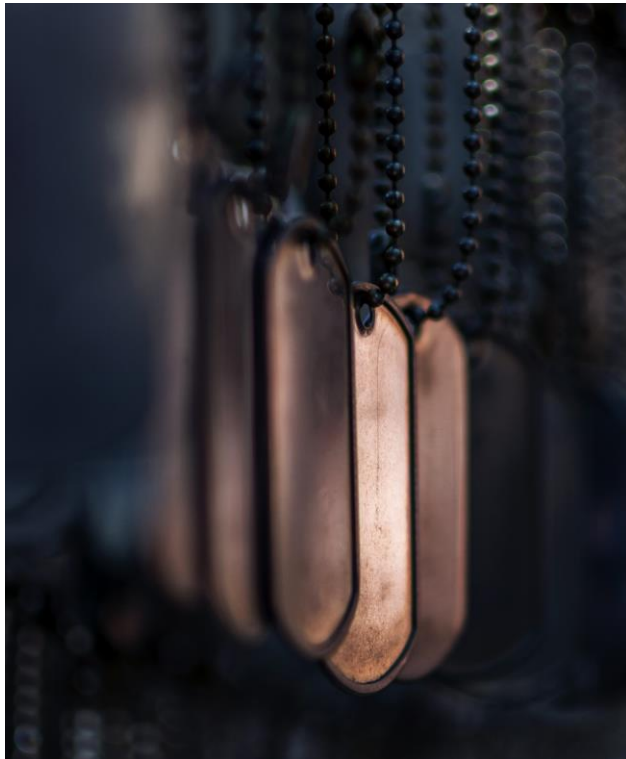


Helps ensure the owner's legacy is upheld by a dedicated and reliable team



Bring **STRENGTH** to the team by hiring a Veteran

This combination of values and qualities contribute to lasting success and community impact



Service (Community Connection)

Teamwork

Resilience (Adaptability)

Empathy and Compassion

Nurturing Leadership

Grit (Work Ethic)

Trustworthiness (Integrity)

Honor (Attention to Detail)

How to Bring Veteran **STRENGTH** to Your Funeral Service Business

The **Veteran Recruitment and Business Plan of Action Report (VRBPA)** is a customized roadmap that helps your funeral service business seamlessly recruit, integrate, and develop veterans. This comprehensive report outlines:



Veteran Placement Opportunities: Discover how veterans can fill critical roles within your organization.



Veteran Business Readiness Assessment: Evaluate your current operations and identify areas where veteran talent can make the most impact.

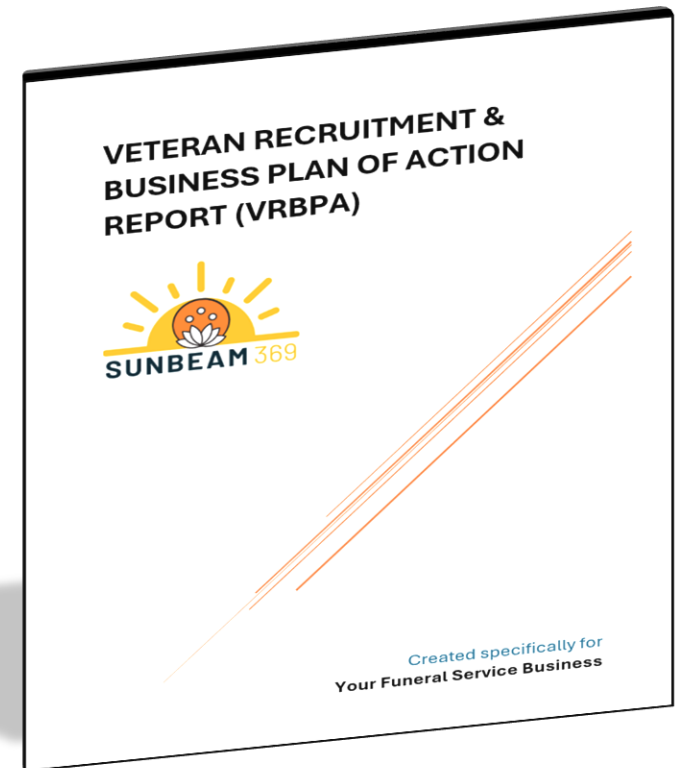


Actionable Integration Plan: Receive a tailored plan that ensures a smooth transition, with key metrics to track success and ensure long-term growth.



Ongoing Support: Gain access to curated resources and expert guidance to help both your business and the veterans thrive.

With the VRBPA, you'll have everything you need to hire veterans who not only strengthen your business but also help you better serve your community.



*Free for ICCFA Members, Green Burial Certified Businesses, Referrals and Accepted Applicants

Take the First Step: Schedule Your 30- Minute Consultation

Ready to unlock the potential of your funeral service business by integrating skilled veterans into your team? The first step in our application process is a no-obligation, 30-minute consultation where we'll discuss your business needs and how the Veteran Recruitment and Business Plan of Action (VRBPA) can help you succeed.

During this meeting, you'll:

- Learn how veteran talent can enhance your team's leadership, attention to detail, and service quality.
- Receive an overview of the VRBPA and how it can address your unique business goals.
- Understand the benefits of partnering with Sunbeam 369 to support your staffing and business growth.

Get Started Today

Fill out the form below to schedule your consultation and begin your journey to a stronger, more resilient team.

Required Information:

- Name
- Business Name
- Phone Number
- Email Address
- Location of Business
- Any specific areas of interest or concerns





Team



About the Founder



Purple Heart Recipient



Certificate of Proficiency in Green
Funeral Service Candidate

Kenny Johnson, MBA, MS, is the visionary founder of Sunbeam 369. With a distinguished background as a former military officer and Afghanistan Veteran, Kenny's military accolades include numerous commendations for leadership and service to include the **Bronze Star, Purple Heart, and Army Commendation Medal with Valor.**

He is a proud graduate of West Point, where he developed his foundational leadership skills. Kenny also holds an **MBA and a Master of Science in Environmental Justice from the University of Michigan**, further honing his business acumen and commitment to sustainability and social equity. His professional journey includes time in the agriculture sector where he was a certified crop adviser. During this time, he was a product manager of a nine-figure business and a strategy consultant at Ernst & Young, where he specialized in business transformation and strategic planning. He later transitioned to the death care sector, where he worked at the **National Memorial Cemetery of the Pacific.**



About the Managing Partner

Tam Tran is an Executive Business Coach who has worked with hundreds of clients across multiple industries and has created measurable impact on the business owners and leadership teams that he has coached. His coaching approach, aligned with the International Coaching Federation, emphasizes partnership, clarity, and action, helping clients overcome obstacles and achieve their best.

He comes with a wide breadth and depth of leadership experience from his military service as an officer in the US Army, his time in the oil and gas industry, and as a small business owner. As an engineering and operations leader in oil and gas he's headed business units with P&Ls of up to \$27 million and teams of up to 50 employees and contractors. Tam is also an entrepreneur, founding two successful e-commerce businesses, including one ranked in the top 1% by sales on Etsy.com.

Tam holds an MBA in Finance from UCLA Anderson, a Master of Arts in Leadership Studies from the University of Texas at El Paso, and a Mechanical Engineering degree from West Point. He was certified by as a coach at UC Berkeley's Executive Coaching Institute.