

# PSI appoints Heffner to Board of Advisors

DALLAS, TX— PSI Funds, the largest exclusive lender to the death care industry in the United States, announced the appointment of **Ernie Heffner** to its Board of Industry Advisors. According to **Phin W. Stubbs**, PSI Funds' owner and Chairman, "We are pleased to have the benefit of Ernie's vast experience as an owner/operator of multiple funeral homes in the Northeast. Ernie is a respected leader in the industry that



**Ernie Heffner**

owners across the United States call upon for advice."

The son of a funeral director, Mr. Heffner became a licensed funeral director in 1975. He is active in the industry as a member, speaker, and writer. On a state level, he is past president and current board member of the *Pennsylvania Cemetery, Cremation & Funeral Association* (PCCFA). On a national level, Heffner serves on the Board of the *International Cemetery, Cremation & Funeral Association* (ICCFA), where he also serves as a Dean of the ICCFA University.

Over the years, Heffner has been published in the *American Funeral Director*, *ICCFA Magazine*, *Mortuary Management* and NFDA's, *The Director*. *Reuter's* and other newspapers have interviewed him outside his market area.

Mr. Heffner states: "With the financial support of PSI Funds, my business was able to grow to a dozen locations with over 100 full time and part-time associates." When asked to serve on the PSI Funds Board of Industry Advisors, Heffner responded by saying, "I believe it critical that independent firms have access to flexible capital from an informed source."

"I have frequently called for straight talk and advice, which was provided with a detailed, real understanding of our business, something no traditional banker could ever come close to providing. In my experience, PSI Funds understands financial performance and how it relates to serving families in their time of need. They offer providers flexible terms of 5 to 25 years and everything in between. PSI Funds does not request real estate appraisals as they truly are cash flow lenders."

"I consider PSI Funds absolutely referable," he continues. "They do what they say. They finish what they start. Establishing a relationship with the people at PSI Funds was one of the best things I ever did for my business, my associates and the families we serve."