



RICHARD D. GEIB II

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Objective

Partner with family-owned and privately-owned business leaders to help them uncover adaptive challenges and take steps toward solutions that lead to greater business effectiveness and personal fulfillment

Skill Summary

- 30+ years leadership of multi-generation family-owned business with 170+ year history
- Systematic approach to problem solving
- Enthusiastic and inspires others toward action
- Seeks new challenges and innovative solutions
- Goal oriented and pursues superior results

Experience Overview

Richard Geib & Associates, LLC
New Philadelphia, OH

Linn-Hert-Geib Funeral Home
New Philadelphia, OH

Geib Funeral Service
Dover, OH

Tuscarawas Valley Cremation Services
Dover, OH

Geib Pet Crematory, Dover, OH

Ohio Cremation & Memorial Society, Inc.
Dover, OH

Tuscarawas Valley Cremation Service
New Philadelphia, OH

Reflections Gallery Funeral Resource Center, New Philadelphia, OH

Alliance of Strategic Advisors, LLC
Cleveland, OH

RTY, Inc., New Philadelphia, OH

Gestalt Institute of Cleveland
Associate Executive Director (2012–2014)

Education

Case Western Reserve University, Weatherhead School of Management, Cleveland, OH
Master of Science with a specialization in Positive Organization Development and Change (May 2008)

- Appreciative Inquiry Certificate in Positive Business and Society Change, CWRU
- Certificate in Developing Leadership through Emotional Intelligence, CWRU

Gestalt Institute of Cleveland, Cleveland, OH
Gestalt Executive Coaching (2007)
Gestalt Training Program (2011)
Working with Physical Process (2013)

Cincinnati College of Mortuary Science, Cincinnati, OH (1975–1976)

Graduated Heidelberg University, Tiffin, OH
BME Degree (1970–1974)
Department of Music and Education

New Philadelphia High School, New Philadelphia, OH (1970)

Experience Detail

Richard Geib & Associates, LLC - New Philadelphia, Ohio (1975–present)

Leadership Coaching and Group Facilitation - Helping leaders focus on mastering new attitudes, approaches, and behaviors for problem solving, developing positive working relationships, and personal and professional growth.

Business Analysis – Conducting on-site analysis of cost effectiveness, management effectiveness, systems and controls, utilization of staff, and other factors affecting business outcomes and job enrichment.

Linn-Hert-Geib Funeral Home - New Philadelphia, Ohio (1975–present)

Owner (1975–2008)

President Emeritus (2008–present)

Advertising and Promotion - Effectively created promotional print advertisements, broadcast copy, television commercials, advertising schedules, and budgets for newspaper, radio and television.

Merchandising - In charge of implementation of the Espich Plan of quality selection room merchandising in caskets, vaults and other related funeral merchandise.

Buyer - Selected all burial merchandise to be offered by the funeral home under their plan of merchandising.

Employee Relations - Responsible with other corporate officers for screening, hiring, training, scheduling, supervising and, as necessary, dismissing of employees.

Market Expansion - Have, along with other corporation officers, been responsible for looking into market expansion of the business into other related fields in funeral service.

Family Services Division - Instrumental in the development of a new funeral home division known as Family Services. Responsible for development of programs to service client families following regular funeral practices. These areas include but are not limited to Pre-Arrangement, Bereavement Program, Post Funeral Follow-Up Program and activities in a new type facility on the funeral home grounds known as a Family Center.

Funeral Director - Have shared responsibilities on making and conducting funeral arrangements for a growing funeral service of very high repute. We presently serve approximately 350 families a year, making it the largest funeral service organization in the area.

Embalmer - Have shared all responsibilities and embalming aspects of the funeral home since apprenticeship was concluded under my master embalmer. Included are general embalming, feature reconstruction, cosmetology and casketing.

Document Development - Took responsibility to develop and implement for the funeral home all required forms to come into compliance with the Federal Trade Commission Rule of 1984. These forms include the General Price List, Casket Price List, Vault Price List and the Statement of Funeral Goods and Services. These documents were judged to be outstanding examples of their kind and were distributed nationally as an example for study and guidance to all members of National Selected Morticians.

Career Service Involvement

Ohio Funeral Directors Association (1975–present)

Public Information Committee (1984–1986)

- Responsible for all literature produced and furnished to the general public for the funeral directors in the State of Ohio.

Master Trust Committee (1986–1989)

- Responsible for management of and investments in the Ohio Funeral Directors Master Trust for the State of Ohio.

(Career Service Involvement continued)

Ohio Funeral Directors Association (1975–present)

Insurance Committee (1989)

- Responsible for management of the self-funded Medical Insurance Plan available to members of the Association.

Ad Hoc Task Force (2004–2006)

- Looking at new directions for future of the association.

National Selected Morticians/Selected Independent Funeral Homes (1975–present)

Membership Grievance Committee (1985)

- Board appointment by President of N.S.M. working between the Board and Membership in the grievance procedure.

Under 40 Seminars (1981)

- Hosted the first meeting of the Under 40 Members of N.S.M. at a National Meeting of the Association. This has now become an on-going association function.

Federal Trade Commission Compliance Seminar (1984)

- Served on panel of 3 at the National Association Meeting concerning compliance with the new Federal Trade Commission Rules and Regulations and their compliance at the funeral home level of business.

Group 4 General Meeting of National Selected Morticians (1982)

- Hosted the Group 4 (Ohio and West Virginia) members at the National Meeting of the Association and served as their moderator for this meeting.

NSM State Membership Coordinator (1992–1994)
Nominating Committee from Group 4 (1993)

Selected Resources Board of Directors (1999–2004)

- The for-profit arm of Selected doing advertising, public relations, insurance and other product development. Additional facilitation and peer work with David Tudor, Don Boone and Benchmark Advertising.

Selected Independent Funeral Homes Board Member Elect (2006)

National Foundation of Funeral Service (1994–1998)

Board Member of the Certified Preplanning Consultant/Certification Review Committee (1996–1998)
Facilitator Pre-need Managers Forum presented by the Foundation (1994)
Presenter - Foundation School of Successful Funeral Service Management (1996)
Select Committee (1993)

N.S.R.C. Resources Pre-Need Advisory Committee for Monumental Life (1990)

The National Funeral Service Foundation - National grant-making public foundation benefiting the profession, families served and the community as a whole. (2005–2008)

Board of Directors (2005–2008)
Chair of Gifts & Giving Committee of the Board (2006–2007)
Communications & Gifts and Giving Committee (2006–2007)

The Funeral Service Foundation Endowment Committee (2003–2005)

Selected as Region 3 Division Chair (Ohio, Tennessee, Kentucky, Michigan and Indiana) for the Hand-in-Hand Endowment of the new Funeral Service Foundation. (2003–2005)

(Career Service Involvement continued)

Tri-County Funeral Directors Association (1975–present)

Served as President (1981–1985)

National Funeral Directors Association (1975–present)

Ohio Embalmers Association (1978–present)

Community & Not-For-Profit Involvement

New Philadelphia Rotary Club (1975–present)

Club Secretary (1981–1985)

Club President (1985–1986) *One of the youngest presidents of a Rotary Club in the State of Ohio.

Selected Rotarian of the Year for Division 3 (1986–1987)

Presented “Service Above Self Award” by New Philadelphia Rotary Club (1987)

Presented “Paul Harris Fellow” by New Philadelphia Rotary Club (1996)

RTY Inc. (1985–present)

- Founded, incorporated and organized while I was President of the New Philadelphia Rotary Club for the operation of the Kiddie Ride Amusement Area at the local city owned park.
- Responsible for all management of this operation since its founding as well as serving as President and General Manager.
- RTY Inc. is the only operation of its kind in the State of Ohio.
- RTY Inc. has been responsible for fundraising and maintenance and construction of over \$3,000,000 worth of improvements to our community park since inception.
- Have employed approximately 104 people.
- Operates seven amusement rides, concessions, amphitheatre, and Park Place Teen Center.

New Philadelphia Bi-Centennial Committee (1975–1976)

Entertainment Chairman

- Organized all entertainment activities of the 5-day Bi-Centennial Celebration for the City of New Philadelphia with over 35,000 people in attendance.
- Event has been continued as the New Philadelphia First Town Days Festival.

New Philadelphia Downtown Improvement Association (1986–1990)

Founding Vice-President

- Oversaw the undertaking of a \$1.7 million revitalization of the downtown area including a \$350,000 State Development Grant.

Revolving Loan Fund Committee, City of New Philadelphia (1990–1998)

Tuscarawas County Philharmonic Board of Directors (1986–1989; 2013–2016)

Chairman of Fundraising (2013–2014)

- Responsible for doubling the operating budget of the Philharmonic through development of a new fundraising procedure which I implemented and is actively used by the organization.

President (2015–2016, the 80th Anniversary Year)

New Philadelphia Jaycees (1975–1980)

Secretary of the Club (1976–1980)

External Vice-President (1976–1980)

Internal Vice-President (1980)

Board of Directors (1975–1980)

(Community & Not-For-Profit Involvement continued)

First United Church of Christ, New Philadelphia (1968–present)

- Serve as supply organist and supply choir director for the congregation as needed
- Served as Trustee of the Consistory

Hospice of Tuscarawas County (1992–2016)

Bereavement Task Force Board Member (1998–2016)

- Served on Public Relations, Volunteer Recognition, Performance Improvement, Executive and Personnel Committees

President of Board (2003–2004; 2014–2016)

Tuscarawas County Chamber of Commerce (1986–present)

Board Member (1994–1996)

New Philadelphia City Schools Strategic Planning Committee (1990)

- Charged with responsibility of assisting the school district in developing a vision and plan for its future facility needs and its educational programming.

Tuscarawas County Center for the Arts (1998–2005)

Member of the Board and Chair of Nominating Committee

Huntington National Bank (1999–2008)

Regional Board of Advisors

American Guild of Organists (2001–present)

Served as Treasurer (2005–2006)

Kent State Tuscarawas (2001–2007)

- Served on a select committee for the campus doing feasibility, design and fundraising for the \$16,000,000 Performing Arts Center for the campus constructed in 2008.

Heidelberg College Alumni Council (1998–2005)

Representing Friends of Heidelberg Music on Alumni Council

Leadership Tuscarawas

Board Member (2010–2017)

Faculty (2010–2017)

Executive Director (2015–2016)

Ohio Small Business Development Center (2015–present)

Counselor - Kent State University Tuscarawas, New Philadelphia, Ohio

Canton Regional Score Chapter (2015–present)

Counselor - Kent State University Stark, North Canton, Ohio

Certifications

Passed and obtained a National Board Certificate from the Funeral Service Examining Board of the United States, Inc. (September 25, 1975)

Ohio Embalmers License #7294-A (October 13, 1976)

Ohio Funeral Directors License #F-6580 (November 9, 1976)

Have attended and also participated in seminars and workshops, concerning the funeral profession at the National Foundation of Funeral Service in Evanston, Illinois

Awarded the Hirsch Scholarship from the National Foundation of Funeral Service at Evanston, Illinois to attend the 3-week "Fundamentals of Funeral Service Management" course (1990)

Granted certification of "Certified Funeral Service Practitioner" (November 7, 1991)

Accredited for administration and interpretation of the Emotional and Social Competency Inventory with HayGroup at Boston, Massachusetts (2008)

Affiliations

Canton, OH Chapter of SCORE Counselor

Small Business Development Center at Kent State University Tuscarawas

New Philadelphia Rotary Club

Cremation Association of North American

Selected Independent Funeral Homes

Former Member, National Speakers Association, Tempe, Arizona

Former Member, Chief Executive Boards International

Presented at local and national meetings for the Chief Executive Boards, specializing in the area of business development and e-myth topics

New Philadelphia Masonic Lodge

Organ Historical Society