

Women are building credibility through good relationships

# Nancy Lohman

Chief Operating Officer,  
Lohman Family Properties

By Chris Price  
Business Report Staff

**W**hat's in a name?  
Everything, if Nancy Lohman is  
asked.

Lohman, chief operating officer of Lohman Family Properties, an Ormond Beach-based funeral home and cemetery company, said name and standing are of utmost importance when people consider who will conduct the services and ceremonies associated with a family member's "life celebration."

"One of our commitments in our family business is to manage our reputation," said Lohman, who runs the company with her husband, Lowell, brother-in-law, Victor and stepson, Ty. "I feel very strongly that it is really important that we're responsive and accessible in the community."

When a family suffers the loss of a loved one, it can be comforting to know your funeral director, she said. "That is why I take every opportunity to be in-

of negative attitudes.

While many outside of the funeral industry might think the job depressing or morbid, Lohman says she feels the exact opposite.

"Being surrounded by people who have lost loved ones makes me aware of my own mortality. It certainly makes me aware of whether or not I'm, on a daily basis, enjoying life's journey," she said. "It's a nice benefit being in my profession, to be able to see what's really important."

Lohman is highly regarded in her field nationally, but she did not plan on a career in the funeral industry. She married into the business, but she said her background in marketing and event planning helped her career transition where she is a licensed funeral director and responsible for the company's administrative and operating procedures.

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utmost importance when people consider who will conduct the services and ceremonies associated with a family member's "life celebration."

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When a family suffers the loss of a loved one, it can be comforting to know your funeral director, she said. "That is why I take every opportunity to be involved in the community and to create the kind of personal relationships that allow us to provide individualized sensitive services families deserve."

Their work has paid off. But the Lohman name, specifically the care and detail associated with the family's business, is personified in Nancy.

"A lot of my business experiences are based on my own life lessons. I've had some experiences where people weren't as approachable or friendly as they could have been. So I have always strived to be approachable, one who can be counted on and who people will feel comfortable with," she said. "I work hard at trying to reach out to people and be friendly because I know how it feels to be a recipient"

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"Today's funeral director is much different from funeral directors of generations past," she said. "People are looking for that whole experience from the moment they walk into a funeral home and need a funeral director to the final moment of someone's life celebration. Today, they're more event planners than they are strictly funeral directors."

Lohman said her community outreach offers the opportunity to give people a chance to know the family and personalities behind the company's name. She has served a two terms as president of the Ormond Beach Chamber of Commerce, where she oversaw a refurbishing of the chamber building, and has additionally served on the boards of the American Cancer Society, the Alzheimer's Associa-

tion, the Ormond Beach Historical Trust and Central Florida Cultural Endeavors. She is also a member the First United Methodist Church of Ormond Beach and the Kiwanis Club.

She says she is passionate about preserving the history of Ormond Beach, while working to help the city move through redevelopment in a manner that is culturally and aesthetically compatible.

She said she enjoys being able to lead a

cause, but is equally comfortable serving in a supportive roll of gathering support of her peers and contemporaries (she was elected homecoming queen at her alma mater, Ohio State University).

"I thrive on (being a leader), but when I see someone who is a more natural leader for a given cause, I can get behind them too," she said. "I'm happy to be the quarterback, but I'm just as happy to be a receiver." ■

