

## WISCONSIN DEPARTMENT OF SAFETY AND PROFESSIONAL SERVICES



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The status of an appeal may be found on court access websites at:

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STATE OF WISCONSIN  
BEFORE THE FUNERAL DIRECTORS EXAMINING BOARD

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IN THE MATTER OF DISCIPLINARY  
PROCEEDINGS AGAINST

ROBERT G. GUDDIE II AND  
GUDDIE-STROUF FUNERAL HOME &  
CREMATION SERVICES,  
RESPONDENTS.

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FINAL DECISION AND ORDER

**ORDER 0007851**

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Division of Legal Services and Compliance Case No. 20 FDR 010

The parties to this action for the purpose of Wis. Stat. § 227.53 are:

Robert G. Guddie II  
Racine, WI 53402

Guddie-Strouf Funeral Home & Cremation Services  
Racine, WI 53402

Wisconsin Funeral Directors Examining Board  
P.O. Box 8366  
Madison, WI 53708-8366

Division of Legal Services and Compliance  
Department of Safety and Professional Services  
P.O. Box 7190  
Madison, WI 53707-7190

The parties in this matter agree to the terms and conditions of the attached Stipulation as the final disposition of this matter, subject to the approval of the Wisconsin Funeral Directors Examining Board (Board). The Board has reviewed this Stipulation and considers it acceptable.

Accordingly, the Board in this matter adopts the attached Stipulation and makes the following Findings of Fact, Conclusions of Law and Order.

FINDINGS OF FACT

1. Respondent Robert G. Guddie II (Birth Year 1968) is licensed by the State of Wisconsin as a funeral director, having license number 5805-77, first issued on May 5, 2010 and current through December 14, 2021. Respondent's most recent address on file with the Wisconsin Department of Safety and Professional Services (Department) is in Racine, Wisconsin 53402.

2. Respondent Guddie-Strouf Funeral Home & Cremation Services is permitted by the State of Wisconsin as a funeral establishment, having permit number 2718-78, first issued on

May 3, 2018 and current through May 31, 2023. Respondent's most recent address on file with the Department is in Racine, Wisconsin 53402.

3. Respondent Robert G. Guddie II is identified in Department records as the responsible licensee in charge of Respondent Guddie-Strouf Funeral Home & Cremation Services.

4. On July 1, 2020, the Department received a complaint against Respondents. The Division of Legal Services and Compliance (DLSC) subsequently opened Case Number 20 FDR 010 for investigation.

5. On January 7, 2021, the Department sent a letter and email to Respondent Guddie at his mailing address and email address of record to request a response to the complaint. No response was received.

6. On February 3, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

7. On February 4, 2021, the Department mailed a letter via certified mail to Respondent Guddie at his address of record with the Department to request a response to the complaint. No response was received.

8. On February 11, 2021, the Department received the certified mail receipt from the letter sent to Respondent Guddie on February 4, 2021. The signature line was signed "DB-231" and "C-19" indicating that the letter was signed by the postal service due to COVID-19 concerns.

9. On February 18, 2021, the Department received an email from Respondent Guddie stating that he was advised by his legal team to not respond to the Department. Respondent Guddie stated that his legal team would contact the Department very soon.

10. On March 3, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

11. On March 16, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

12. On March 30, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

13. On April 14, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

14. On April 14, 2021, the Department sent a letter to Respondent Guddie at his address of record to request a response to the complaint. No response was received.

15. On April 21, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

16. On April 29, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint. No response was received.

17. On April 29, 2021, the Department mailed a letter via certified mail to Respondent Guddie at his address of record to request a response to the complaint. No response was received.

18. On May 5, 2021, the Department received the certified mail receipt from the letter sent to Respondent Guddie on April 29, 2021. The signature on the receipt appears to have been made by Respondent Guddie.

19. On May 6, 2021, the Department sent an email to Respondent Guddie at his email address of record to request a response to the complaint.

20. On May 13, 2021, the Department received an email from Respondents' attorney which notified the Department of their representation of Respondents.

21. On May 31, 2021, Respondents' attorney responded to the complaint.

22. On June 1, 2021, Respondent Guddie-Strouf Funeral Home & Cremation Services' funeral establishment credential expired.

23. On July 1, 2021, the Department emailed Respondents' attorney to notify him that Respondent Guddie-Strouf Funeral Home & Cremation Services' funeral establishment credential had expired. The Department requested a statement from Respondent Guddie as to why the credential was allowed to expire. No response was received.

24. On July 15, 2021, the Department resent the July 1, 2021 email to Respondent Guddie and Respondents' attorney. No response was received.

25. On July 16, 2021, Respondent Guddie-Strouf Funeral Home & Cremation Services renewed its funeral establishment credential.

26. Respondent Guddie-Strouf Funeral Home & Cremation Services' funeral establishment credential was expired from June 1, 2021 to July 15, 2021. A search of Respondent Guddie-Strouf Funeral Home & Cremation Services' website revealed that approximately 10 funeral services were provided while the credential was expired.

27. In resolution of this matter, Respondents consent to the entry of the following Conclusions of Law and Order.

#### CONCLUSIONS OF LAW

1. The Wisconsin Funeral Directors Examining Board has jurisdiction to act in this matter pursuant to Wis. Stat. § 445.13, and is authorized to enter into the attached Stipulation pursuant to Wis. Stat. § 227.44(5).

2. By the conduct described in the Findings of Fact, Respondents engaged in unprofessional conduct pursuant to Wis. Admin. Code § FD 3.02(5) by failing to comply with a duly authorized request for information by the board in a timely manner.
3. By the conduct described in the Findings of Fact, Respondents violated Wis. Stat. § 445.105(1) by operating a funeral establishment when the establishment's permit had expired.
4. As a result of the above violations, Respondents are subject to discipline pursuant to Wis. Stat. §§ 445.13(1) and 445.105(4).

#### ORDER

1. The attached Stipulation is accepted.
2. Respondent Robert G. Guddie II is REPRIMANDED.
3. Respondent Guddie-Strouf Funeral Home & Cremation Services is REPRIMANDED.
4. Within ninety (90) days from the date of this Order, Respondent Robert G. Guddie II shall pay one-half of the COSTS of this matter in the amount of \$520.
5. Within ninety (90) days from the date of this Order, Respondent Guddie-Strouf Funeral Home & Cremation Services shall pay one-half of the COSTS of this matter in the amount of \$520.
6. Payment of costs (made payable to the Wisconsin Department of Safety and Professional Services) shall be sent by Respondents to the Department Monitor at the address below:


Department Monitor  
Division of Legal Services and Compliance  
Department of Safety and Professional Services  
P.O. Box 7190, Madison, WI 53707-7190  
Telephone (608) 266-2112; Fax (608) 266-2264  
[DSPSMonitoring@wisconsin.gov](mailto:DSPSMonitoring@wisconsin.gov)

Respondents may also submit this information online via DSPS' Monitoring Case Management System at: <https://dspsmonitoring.wi.gov/>

7. In the event Respondents violate any term of this Order, Respondents' credentials (numbers 5805-77 and 2718-78), or Respondents' right to renew their credentials, may, in the discretion of the Board or its designee, be SUSPENDED, without further notice or hearing, until Respondents have complied with the terms of the Order. The Board may, in addition and/or in the alternative, refer any violation of this Order to the Division of Legal Services and Compliance for further investigation and action.

8. This Order is effective on the date of its signing.

WISCONSIN FUNERAL DIRECTORS EXAMINING BOARD

by:  2/15/2022  
A Member of the Board Date

STATE OF WISCONSIN  
BEFORE THE FUNERAL DIRECTORS EXAMINING BOARD

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IN THE MATTER OF DISCIPLINARY  
PROCEEDINGS AGAINST

ROBERT G. GUDDIE II AND GUDDIE-STROUF :  
FUNERAL HOME & CREMATION SERVICES, :  
RESPONDENTS. :

STIPULATION

**ORDER 0007851**

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Division of Legal Services and Compliance Case No. 20 FDR 010

Respondents Robert G. Guddie II and Guddie-Strouf Funeral Home & Cremation Services and the Division of Legal Services and Compliance, Department of Safety and Professional Services stipulate as follows:

1. This Stipulation is entered into as a result of a pending investigation by the Division of Legal Services and Compliance. Respondents consent to the resolution of this investigation by Stipulation.

2. Respondents understand that by signing this Stipulation, Respondents voluntarily and knowingly waive the following rights:

- the right to a hearing on the allegations against Respondents, at which time the State has the burden of proving those allegations by a preponderance of the evidence;
- the right to confront and cross-examine the witnesses against Respondents;
- the right to call witnesses on Respondents' behalf and to compel their attendance by subpoena;
- the right to testify on Respondents' own behalf;
- the right to file objections to any proposed decision and to present briefs or oral arguments to the officials who are to render the final decision;
- the right to petition for rehearing; and
- all other applicable rights afforded to Respondents under the United States Constitution, the Wisconsin Constitution, the Wisconsin Statutes, the Wisconsin Administrative Code, and other provisions of state or federal law.

3. Respondents are aware of Respondents' right to seek legal representation and have been provided an opportunity to obtain legal counsel before signing this Stipulation. Respondents are represented by Attorney Chris Hartley.

4. Respondents agree to the adoption of the attached Final Decision and Order by the Wisconsin Funeral Directors Examining Board (Board). The parties to the Stipulation consent to the entry of the attached Final Decision and Order without further notice, pleading, appearance or consent of the parties. Respondents waive all rights to any appeal of the Board's order, if adopted in the form as attached.

5. If the terms of this Stipulation are not acceptable to the Board, the parties shall not be bound by the contents of this Stipulation, and the matter shall then be returned to the Division

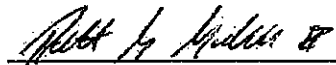
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of Legal Services and Compliance for further proceedings. In the event that the Stipulation is not accepted by the Board, the parties agree not to contend that the Board has been prejudiced or biased in any manner by the consideration of this attempted resolution.

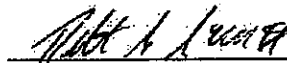
6. The parties to this Stipulation agree that the attorney or other agent for the Division of Legal Services and Compliance and any member of the Board ever assigned as an advisor in this investigation may appear before the Board in open or closed session, without the presence of Respondents, for purposes of speaking in support of this agreement and answering questions that any member of the Board may have in connection with deliberations on the Stipulation. Additionally, any such advisor may vote on whether the Board should accept this Stipulation and issue the attached Final Decision and Order.

7. Respondents are informed that should the Board adopt this Stipulation, the Board's Final Decision and Order is a public record and will be published in accordance with standard Department procedure.


8. The Division of Legal Services and Compliance joins Respondents in recommending the Board adopt this Stipulation and issue the attached Final Decision and Order.

  
Robert G. Guddie II, Respondent  
Racine, WI 53402  
Credential No. 5805-77

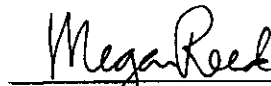
12-15-21  
Date

  
Guddie-Strouf Funeral Home & Cremation Services, Respondent  
By: Robert G. Guddie II, Responsible Licensee  
Racine, WI 53402  
Credential No. 2718-78

12-15-21  
Date

  
Chris Hartley, Attorney for Respondents  
Hartley & Pecora, LLC  
600 W. Virginia St. #205  
Milwaukee, WI 53204

12-15-21  
Date

  
Megan Reed, Attorney  
Division of Legal Services and Compliance  
P.O. Box 7190  
Madison, WI 53707-7190

12/20/2021  
Date