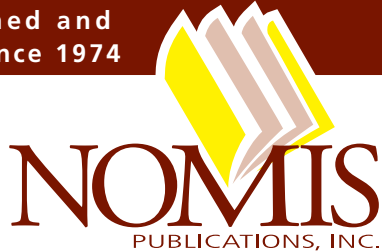


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NEWS

AUGUST
2008

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“Founded in 1992 by **Gerald and Ellen Brosseau** and son, **Gerald R. Brosseau, II**, Always On Call has continued to expand and now represents hundreds of funeral homes throughout North America. ATSI extends its congratulations to the staff of Always On Call Answering Service on their proven quality of service to their customers.”



See Always On Call Answering Service, LLC wins ATSI Award of Excellence on Page B1



Let's Chat debuted in the July issue. Kristan Dean of Merry Christmas From Heaven will be talking about how funeral homes can reach out to both the families they serve and their communities. Kristan is looking forward to hearing from you with comments, questions and suggestions about how your firm would like to or does, reach out to your community.

See the new Monthly Column Let's Chat by Kristan Dean on Page A20



“The Liberty Road Chapel is a 9,200 square-foot facility designed to be inviting and comfortable while accommodating gatherings of multiple sizes and incorporating state-of-the-art technology.”

See Nie Family Funeral Home and Cremation Services opens Liberty Road Location on Page A16

New 30 acre combination Municipal Cemetery Funeral Home for Coppell, Texas



The Master Plan for the new Rolling Oaks Memorial Park

COPPELL, TX— A groundbreaking ceremony was held on Wednesday, May 7, 2008, for the commencement of construction on a new 30-acre municipal cemetery for the City of Coppell, **Rolling Oaks Memorial Park**. **JST Architects (J. Stuart Todd, Inc.)** of Dallas, TX, was hired to master plan the cemetery as well as design all the cemetery amenities including an open air pavilion, enclosed columbarium, cremation garden, and a state of the art funeral home. Throughout the design process, future plans were also in mind for an upcoming cemetery expansion phase and reception center.

The cemetery is located on a beautiful piece of property consisting of rolling grassy meadows with natural oak trees spread throughout the property. A small pond exists to the back of the property, which will be a focal point for a natural cremation garden. A beautiful walkway will originate from the large front porte-cochere of the funeral home, and will lead through nat-

CONTINUED ON PAGE A23

Zarzycki Manor Chapels, Ltd. Dedication Celebration and Open House



Zarzycki Manor Willow Springs Chapel

WILLOW SPRINGS, IL— **Zarzycki Manor Chapels, Ltd.** officially opened its doors Sunday, June 8 to the public during a building dedication and open house in Willow Springs. The mother-daughters team and owners **Charmaine, Claudette** and **Andrea Zarzycki** were joined by the Most Reverend Bishop **Thomas Paprocki** of the Archdiocese of Chicago for the dedication of the new funeral home.

More than 100 people attended the blessing and ribbon cutting and over 250 attended throughout the afternoon. Bishop Paprocki offered prayers and inspirational words during the blessing. Charmaine Zarzycki, along with her daughters Claudette and Andrea and Charmaine's grandson Aiden, cut the ribbon at the building entrance. During the open house, experts were on hand

CONTINUED ON PAGE A4

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Changes Coming in October

FUNERAL HOME & CEMETERY DIRECTORY

The National Yellow Book of Funeral Directors and the Cemetery Directory have combined!

Listings for US and Canadian Funeral Homes, US active Cemeteries, select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers

BUYER'S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies, the BUYER'S GUIDE also contains listings of firms dealing with Pet Deathcare. Trade Associations, Educational Services and US Daily Newspapers are also included.



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HAVE YOU SEEN THESE CHILDREN?

The photographs below have been provided by the National Center for Missing and Exploited Children. Please help locate these children by posting in your lobby, office, on your bulletin board, etc.

Family Abduction



VESTA CARLSON
 Birth: 1/17/03
 Age Now: 5
 Sex: Female
 Race: Biracial
 Hair: Brown
 Eyes: Brown
 Height: 4'0"
 Weight: 40 lbs



KAKTIS CARLSON
 Birth: 6/20/06
 Age Now: 2
 Sex: Male
 Race: Biracial
 Hair: Sandy
 Eyes: Brown
 Height: 3'0"
 Weight: 25 lbs

Missing: 8/21/07
 Missing From:
 Bismarck, ND

Abductor

LISA ANN COLUMBE

Birth: 8/25/74
 Age Now: 33
 Sex: Female
 Race: Biracial
 Hair: Brown
 Eyes: Brown
 Height: 5'4"
 Weight: 165 lbs



Circumstances: The children were abducted by their non-custodial mother, Lisa Ann Columbe. A felony warrant was issued for the abductor on October 18, 2007. The children and abductor are Biracial. They are White and American Indian. Kaktis' hair may be longer. His nickname is K.C. Vesta has pierced ears. The abductor has pierced ears.

Lost, Injured, Missing

JESSE M. GRIFFIN-SEBULIBA

Birth: 8/12/06
 Missing: 4/24/07
 Missing From:
 Milwaukee, WI
 Age Now: 2
 Sex: Male
 Race: Black
 Hair: Black
 Eyes: Brown
 Height: 1'0"
 Weight: 25 lbs



Circumstances: Jesse was last seen on April 24, 2007. He may be in need of medical attention.

Endangered Runaway

MAYRA FIGUEROA

Birth: 11/3/90
 Missing: 4/26/07
 Missing From:
 Elizabeth, NJ
 Age Now: 17
 Sex: Female
 Race: Hispanic
 Hair: Brown
 Eyes: Brown
 Height: 4'10"
 Weight: 135 lbs



Circumstances: Mayra was last seen on April 26, 2007. She may be in the company of an adult female.

Anyone with information should immediately contact the National Center for Missing and Exploited Children at 1-800-843-5678 or (703)235-3900

Funeral Service Foundation to hold Annual October Golf Classic in Orlando

BROOKFIELD, WI— The Funeral Service Foundation will hold its 8th Annual Golf Classic on Sunday, October 12, 2008 at Shingle Creek Golf Club in Orlando, FL with an 8:00 a.m. Shotgun Start (Scramble).

Funeral directors, suppliers and allied professionals are encouraged to participate in the event, which is held in conjunction with NFDA's annual convention each year. Net proceeds support the Funeral Service Foundation.

Shingle Creek Golf Club offers an incredible golf experience, great amenities, and was voted a Top 40 Best New Course by *Golfweek* magazine. Just minutes from

CONTINUED ON PAGE A4

Correction: July 2008 100BWFS Legend Wanda Bacon of the W.H. Bacon Funeral Home Inc.



Wanda Bacon

We apologize to Ms. Bacon for incorrectly running the wrong photo with her featured article on page A26 of the July 2008 *Funeral Home & Cemetery News*. Shown is the correct photo of **Wanda Bacon**, owner of **W.H. Bacon Funeral Home, Inc.**, Washington, DC, and 100 Black Women of Funeral Service Living Legend.



Published Monthly by:
 Nomis Publications, Inc.
 PO Box 5159, Youngstown, OH 44514
 1-800-321-7479 FAX 1-800-321-9040
 www.nomispublications.com
 info@nomispublications.com

Subscription: United States \$20.00 - Canada/Mexico \$50.00
 Circulation 21,000 per issue. Overseas rates available.
 Deadline for Press Releases: 5th of the Previous month.

Advertising: Display Ad rates sent upon request. Classified and Shipping Directory rates published in each issue. All advertising must be received by the 5th of the previous month.

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NOTICE

The FUNERAL HOME AND CEMETERY NEWS is now sent in two parts. Section A, which includes pages A1-A48 and Section B, which contains the Classified Advertising and consists of pages B1-B24. If you do not receive both sections please call 1-800-321-7479 or email info@nomispublications.com.

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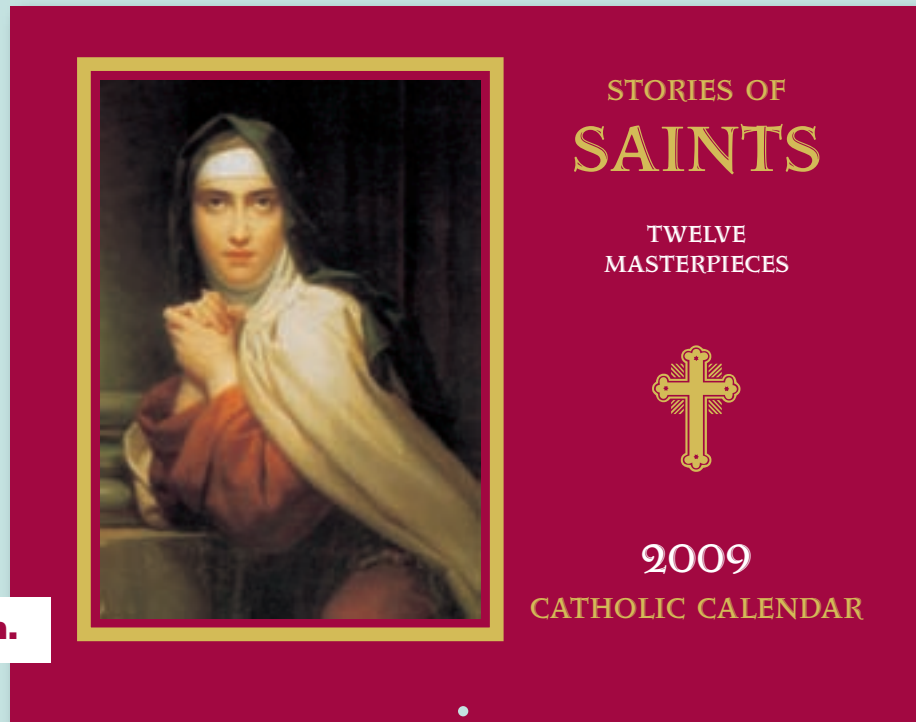
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Zarzycki Manor Chapels, Ltd. Dedication Celebration & Open House

Continued from Front Page



Andrea, Charmaine, Charmaine's grandson Aiden, and Claudette Zarzycki cut the ribbon at the entrance of the new Zarzycki Manor Chapel.

Funeral Service Foundation to hold Annual October Golf Classic in Orlando

Continued from Page A2

the NFDA Convention site, participants can enjoy a relaxing day of golf and camaraderie, and get back to the business of the convention mid-afternoon.

The cost to golf is \$250 per player, which includes bus transportation, continental breakfast, golf cart, greens fees, lunch, gifts and more. A portion of the entry fee is tax deductible. Event details, a list of sponsorship opportunities, and registration forms are available at www.funeralservicefoundation.org/news/events.htm. Registration is limited to 144 players.

Participation in this event will support the Funeral Service Foundation's programs to attract, retain and educate funeral service professionals; promote the value of the death care profession to the public; provide scholarships to funeral service students and professionals; and support children's grief programs. For more information, visit www.funeralservicefoundation.org.

to discuss the process of preplanning, merchandise selection, funeral livery, floral selection and personalization techniques from choosing the best flowers to musical accompaniment. **Mike Beenblossom** of **Aurora Casket** was on hand to answer any questions; **Dave Moore** with **Wilbert Vaults** provided a stainless steel vault on site to demonstrate its purpose; **Mark Weber** of **Kloeckener Preferred Flowers** presented a beautiful array of funeral floral pieces; and **Rick Knuerr** of **Broadway Livery** provided his fleet of a hearse, limo and flower car for guests to see. Music and refreshments were enjoyed by all.

The Zarzycki Family raffled off a Summer Barbeque Basket and also a Digital Photo Frame. The two lucky winners were Dorothy Szczepaniak of Chicago and Eileen Kolek

CONTINUED ON PAGE A12



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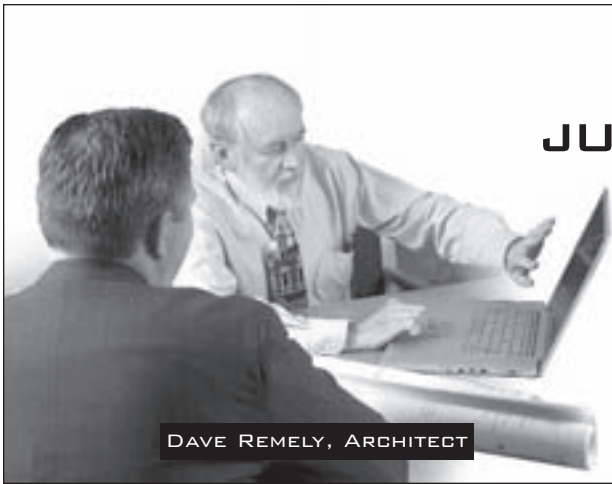
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sary of the Death and cards that are appropriate for Mother/Father's Day and other special days. You pick the card you want to send but you send one card a month for an entire year.

You might be asking why a year? Well, the casseroles quit coming in about a month, people are expected to be back to work sometimes within three days and the world is going on. Even you are on to the next family you have to serve. But, for the person who is grieving, time is standing still. They are beginning to feel isolated and alone and the pain of grief gets worse before it gets better. As the holidays or other special days approach the pain can even seem more intense, because the loved one who once shared a special holiday or participated in special rituals is not there. Now, you have the opportunity to reach out to that family during times that have high emotional impact in a way that says you care. For the price of a stamp and the box of 12 cards, you can show that your services did not end with the funeral.

When Zig Ziglar approached me about this project, it was just for a box of cards that would be sold in Christian Bookstores. As we developed the cards, I began to think about all of the firms I worked with

who wanted something affordable, effective and easy to implement. Well, I don't know what could be easier. And while, the original intent of the cards was not for funeral service practitioners, I see a very practical application for all of you.

If you are interested in how to purchase these cards, I call Aftercare in a Box, you can call us at 1-800-346-3087 and we will be happy to help you get a simple, affordable and very effective aftercare outreach program started.

Sherry L. Williams, RN, BA, GMS, GRS, is the president and founder of New Leaf Resources a division of Sherry Williams Enterprises, Inc. She was the co-founder of Accord Inc. and has been involved in grief and bereavement training and services for the past twenty-two years. She has an Associate Degree in Nursing from the University of Kentucky Extension Program and a Bachelor of Arts degree in Psychology from Bellarmine College in Louisville, KY. Sherry is a nationally certified Grief Management Specialist and has advanced certification as a Bereavement Facilitator from the American Academy of Bereavement and is certified by the Grief Recovery Institute as a Grief Recovery Specialist. She has been a featured speaker for numerous organizations including the National Funeral Directors Association and the Association for Death Education.

She can be reached by email at sherry@newleaf-resources.com. Visit New Leaf Resources and Sherry Williams Enterprises, Inc. at www.newleaf-resources.com



The Gift of Aftercare

By Sherry L. Williams

Where does time go? Here we are approaching midsummer and many of you like me are asking where is this year going? Many of you like me might be saying something like, I still haven't gotten around to doing _____, and you fill in the blank. If that blank is getting your aftercare program started and you haven't done that because you think that might take a long time or is too complicated, have I got news for you?

There is now a program that I like to refer to as Aftercare in a Box, a box of cards designed and produced by Lawson Falle as a part of their Life Care Series called Grief Care. Grief Care is a box of 12 cards written by Zig Ziglar and me, Sherry Williams. It was designed to follow a grieving person for an entire year by providing a card that can be sent each month. There is a card for Thanksgiving, Christmas, the Anniver-

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Stewart Enterprises names Kenneth G. "Jerry" Myers, Jr. Senior Vice President of Operations

JEFFERSON, LA— Stewart Enterprises, Inc. (Nasdaq:STEI) announced that, **Jerry Myers** will serve as the Company's Senior Vice President of Operations. Myers will be based at Corporate Headquarters in Jefferson, LA.

During his 32-year business career, Myers has served in senior management positions with several publicly-traded companies—including serving as President, Chief Executive Officer and a Director of Conrad Industries, Inc., and Vice President for Northrop Grumman Avondale Operations—where he specialized in process improvement, business development, information technology and strategic planning. For the last two years, he has served as the Company's Senior Vice President of Finance, responsible for all shared services business support and information technology functions.

A native of Pascagoula, MS, Myers earned a bachelor's degree in accounting from Nicholls State University in Thibodaux, LA. He is a Certified Public Accountant and a Certified Project Management Professional.

"We are delighted to have Jerry Myers in this new role," Stewart Enterprises President and Chief Executive Officer **Thomas J. Crawford** said. "His broad business background has provided him an exceptional skill set with which to make a significant impact on the operations of our business. Jerry is keenly focused on continuous improvement, which, coupled with his unique combination of operational management experience, financial acumen and information technology expertise, will substantially advance our efforts to be a Best in Class company."

Founded in 1910, Stewart Enterprises is the second largest provider of products and services in the death care industry in the United States. The Company currently owns and operates 221 funeral homes and 139 cemeteries in the United States and Puerto Rico. Through its subsidiaries, the Company provides a complete range of funeral merchandise and services, along with cemetery property, merchandise and services, both at the time of need and on a preneed basis.



A Proactive Approach to Advance Funeral Planning

By Christopher Kuhnen

Turning a Telephone Funeral Shopper into an Appointment

Our daily lives are enriched with digital technology: e-mail, internet, Blackberries and cell phones. With these capabilities our society has adopted the quick response expectation. If we want something we want it now.

The same expectation holds true with the Telephone Funeral Shopper. They ask quick questions and expect quick answers. Most often the caller is not accurately informed as to the details or variances of death-related services. If we allow the caller to dictate the conversation, most likely, the call will end with insufficient information and no appointment.

The next time you're presented with a Telephone Funeral Shopper try the following.

Before conversing with the telephone funeral shopper:

- Lay aside items you have been working on—just as you would if the individual were sitting right in front of you.
- Clear your mind and your throat.
- Concentrate—be present in the moment and remember to smile!
- Answer the telephone and introduce yourself right from the start. Ask the caller their first and

last name so you know who you're talking too. Once you receive their name, use their first name often throughout your conversation.

Your caller will most likely get right to the point with questions similar to these: "How much are your funerals?" or "How much does a funeral cost?"

Set the pace of the conversation right from the start with this clear-cut reply.

"Funerals are like grocery bills; I'm not sure what your choices will be. May I ask you a few important questions first so I can accurately answer your question to your satisfaction?"

The first thing you want to discover and understand when speaking to a Telephone Funeral Shopper is what is important to them?

Customers only buy for their reasons! Not yours! You must find out what is important to them. What is their situation? Ask lots of "getting to know you" types of questions such as those outlined below.

"Have we buried in your family before? If yes, when was the last time? If not, what made you choose to call us today?"

"Are you asking because you have an immediate need?"

"Is price your only concern or are there other things you need answered?"

"Have you been curious about funeral home prices for long? If so, how long and who have you also contacted about funeral prices previous to our funeral home?"

The questions are limitless! The value and information they bring you is invaluable.

Armed with all this information you can then properly position the sale of your funeral home and services so that price is not the main decision criteria.

Creating Importance & Urgency

It is important to create curiosity, which should never be satisfied via the telephone. Asking questions regarding living will and/or Medicaid preparedness is an excellent place to start. You will recognize the signs that you have successfully created importance by the questions that will surely follow. As the caller

asks for additional details, politely interrupt and reply,

"I can see that you are truly in need of an evaluation. Before you can make any funeral decisions, you should have all the information and benefits you are entitled to. In order for you to receive full advantage of your money and achieve peace of mind, I need to set aside a few minutes to assist you."

Getting the Appointment

Continue with a non-threatening invitation: "Can I invite you to a brief but informative consultation?"

The caller may first decline. Offer this: "We (the funeral home) are committed to providing our families with the free knowledge pertinent to funeral funding. My goal is to arm you with all the facts before the death occurs and before any oversights can happen—you do not have to spend too much—accept my invitation for this information and I promise, you will feel much better when you are ready to make your final decisions."

Remind the caller they are under no obligation to get the facts and that your time together will be brief. Try these suggestions the next time Telephone Funeral Shoppers come calling.

Christopher Kuhnen is Vice President of Marketing for The Outlook Group, Inc., Franklin, Ohio. Mr. Kuhnen has considerable experience in the field of funeral prearrangement planning sales, training and marketing. He provides comprehensive consultation and support to funeral directors nationwide to help them coordinate and develop their funeral prearrangement advertising, marketing, image, sales and public relations strategies.

He is a Kentucky Licensed Funeral Director, Life Insurance Agent and member in good standing Funeral Directors Association of Kentucky. Additionally, Chris is a recognized Certified Preplanning Consultant (CPC) as bestowed by the Funeral Service Foundation and a recognized Certified Marketing Specialist as bestowed by the National Marketing Academy.

He has presented numerous continuing education, advertising, marketing and pre-need seminars to a variety of national, state and regional funeral associations. Chris can be reached at (800)331-6270 or ckuhnen@theoutlookgroup.com.

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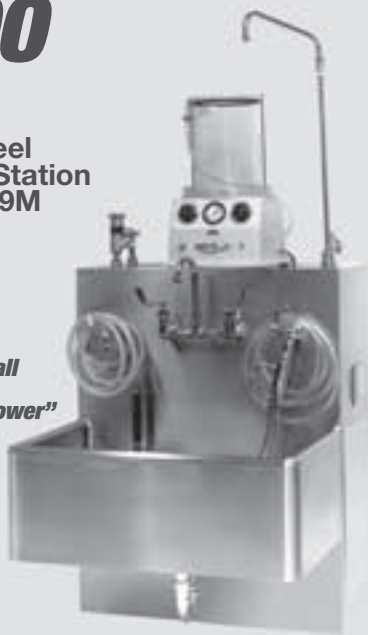
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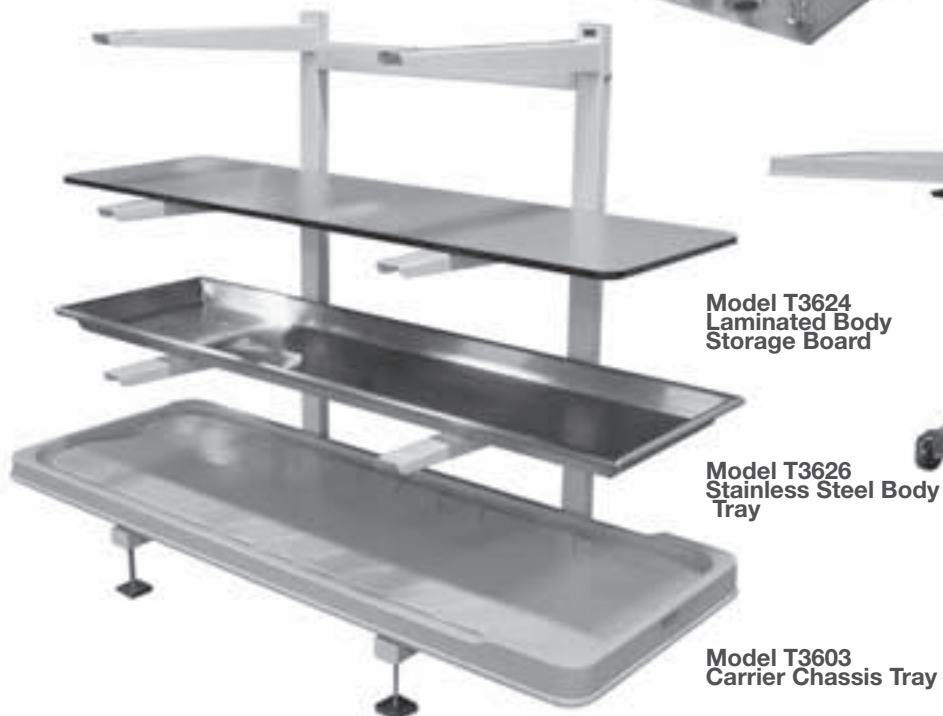
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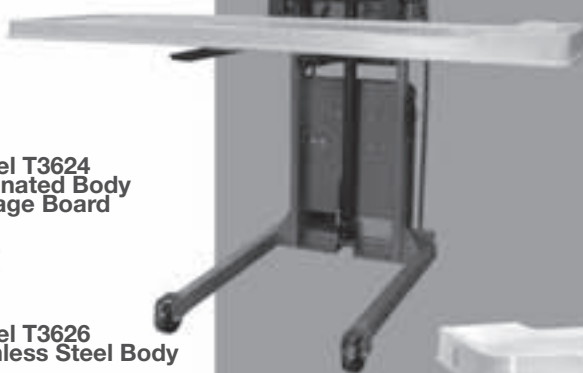
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Model T3603
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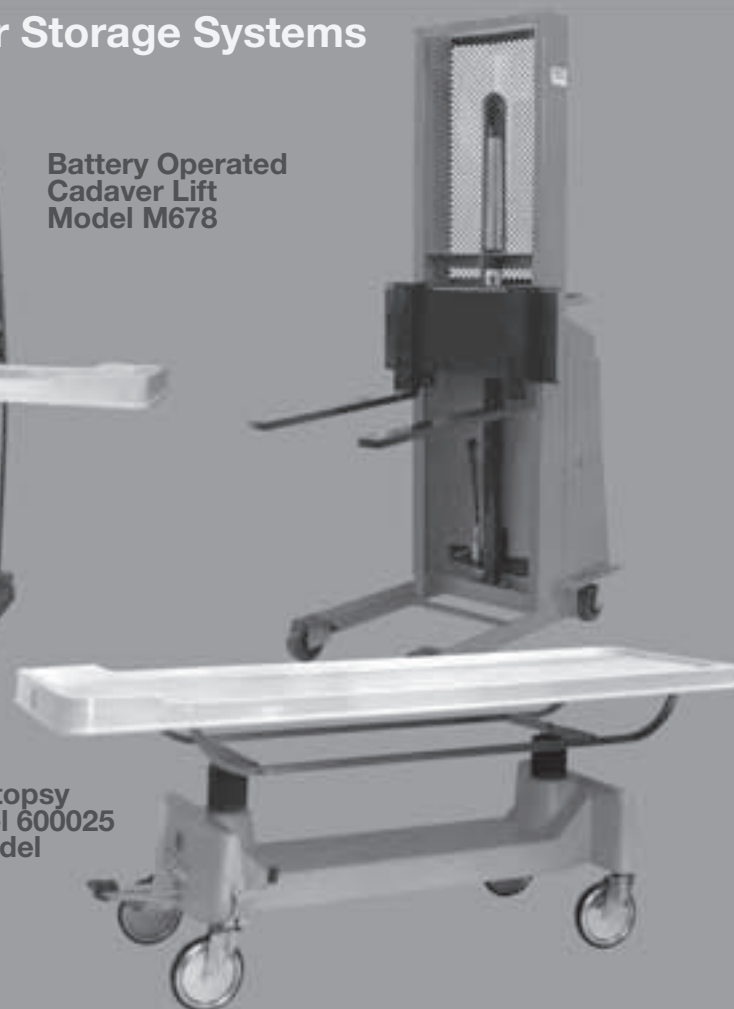
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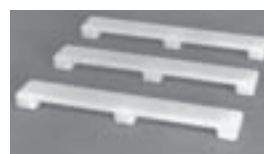
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2008 Legislative Session declares Iowa Consumers have choice of who handles Death Arrangements

DES MOINES, IA— Iowa consumers now have a choice as to who will carry out their final wishes after death. Thanks to Senate File 473: Final Disposition Act (FDA), which was passed in the 2008 Iowa Legislative Session, Iowans can designate the person who will make their final arrangements, beginning July 1, 2008.

The **Iowa Funeral Directors Association** (IFDA) worked with key legislators to draft the bill which gives

consumers the power to choose the person who would carry out their final wishes after death. This provides Iowa's consumers more control with their end-of-life arrangements, but it also provides direction for the funeral directors, who work to provide comfort and hope to the families of the deceased. Senate File 473: Final Disposition Act is the result of the hard work and great efforts of the funeral directors who belong to the statewide association.

The Final Disposition Act is effective only for documents validly entered into on or after July 1, 2008, and only for deaths occurring on or after July 1, 2008. The list for people authorized for control of disposition is as follows:

- "Designee" under FDA
- "Alternate Designee(s)" under FDA, if applicable
- Spouse
- Children
- Parents
- Grandchildren
- Siblings
- Grandparents
- Other adult person in the next degree of kinship
- County Medical Examiner

Iowans can assert the control the Final Disposition Act provides them by simply filling out a form declaring a designee. This document can either be filled out separately and then attached to a current Durable Power of Attorney for Health Care form, or it can be included when executing a new Durable Power of Attorney for Health Care form.

Consumers only have to look as far as their local funeral director for these forms. The Iowa Funeral Directors Association provided training for members on the Final Disposition Act in mid June so that the funeral directors across the state would be knowledgeable and proficient on this new law before its enactment on July 1. IFDA has also provided for all of its members these forms, which give consumers the power to choose the person who will make their final arrangements.

The Iowa Funeral Directors Association "promotes and supports funeral service excellence" by representing over 640 Iowa licensed funeral directors and promotes high standards within the field of funeral service through continuing education programs, legislative representation, and service to Iowa communities. For consumer information regarding funeral service, please log on IFDA's Web site at www.iafda.org.

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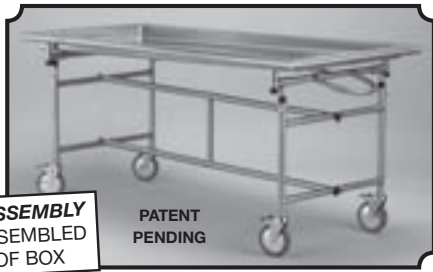
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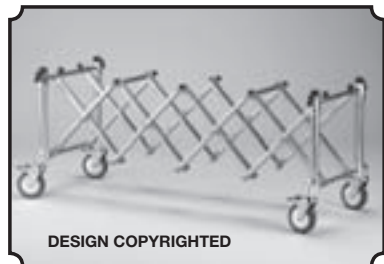
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For Keep Sakes

By Adrienne Kalmes

Keepsake Locks

As a parent, you have lasting memories of your children's first haircuts. If your mother had long hair perhaps you remember her brushing it...a hundred strokes each day. And if you happen to be of Greek or Italian heritage, you might even recall your grandmother tossing the pasta and olive oil by hand and then rubbing glistening hands through her thick hair to make it even more lustrous. Hair (or lack thereof) is one of our strongest human characteristics, one we long remember after other aspects of a personality fade. We mentally file away the color, texture, even smell of the hair of our loved ones.

It is not surprising then that these much loved locks are used to create keepsakes. The saving of hair as we have discussed in previous articles has its roots in ancient times. 10,000 years ago ancient peoples from Jericho to Chile would take the skeletal remains of their loved ones, plaster the skulls, add pigments to color them, and then reattach the hair. These mask-

like keepsakes would then be housed in places of honor within their homes.

Sometimes this keeping of the hair was not for the sake of deceased but was for the glorification of the keeper. Warriors would collect the scalps of their conquest, a symbol of pride and honor.

Men and women in the Victorian era used hair to create a wide variety of jewelry and accessories that were worn by men and women during the mourning period. What started as a simple way to keep a loved one near became an elaborate art practiced by many. Pieces like pocket watch chains, brooches, even purses were woven and knotted from human hair. Silver and gold "lockets" were designed to hold strands of hair. Many of the designs found on these lockets today grace cremains pendants and cylinders.

Think too about the cultural power of hair. The shaving of the head has been used to shape behavior as in the case of the military. The removal of hair—especially of women's—has long been used to embarrass or to punish for unacceptable behavior. Can we ever forget the photographs of people in concentration or internment camps—men, women, and children all with their heads shaved clean.

Hair is important to people. Funeral directors understand this when it comes to the preparation of the deceased for a viewing. The style needs to be right. Offering to take a locket of hair for the immediate family can be a very simple service the funeral home provides. A small pair of scissors and a supply of small zip lock bags is all that is necessary. More elaborate cards and holders are

available through stationery companies as well.

Some families may decline your offer; others will want it to create that special keepsake that will be worn lovingly or displayed in a memory box. Still others may opt to preserve some strands of hair for DNA purposes. We live with fast-changing medical technologies that will in the future trace a family's genetic map through DNA to arrive at critical diagnoses and treatments. Then there are those who may wish to have you cut some tresses from their loved one to create a diamond. For sure, there are companies who can now take hair and from its carbon make a signature diamond. Amazing!

Since 1998 Adrienne Kalmes has directed the sales and marketing efforts of Meadow Hill Company, Inc. The ten-year-old, Chicago-suburban company produces Thumbies® Fingerprint Keepsakes for more than 3,000 funeral homes across the United States and Canada.

Adrienne did her undergraduate work in communications at the University of Toronto and has done graduate work in both business and pastoral ministry at Loyola University in Chicago. Her divergent interests in bereavement and marketing make her the ideal candidate to write compassionately about the role of keepsakes in the grieving process and practically about the business opportunities presented with keepsakes sales.

In this monthly column, For Keep Sakes, Adrienne explores the history and use of keepsakes and features specific products from the wide variety of options available in today's market place. Over time she hopes to share interesting stories about keepsakes gathered from funeral directors across the country.

Adrienne can be reached by phone, toll free, at (877)848-6243 or via email at adrienne@thumbies.com. Her mailing address is PO Box 274, Fox River Grove, IL 60021.



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Legal Speak

By Atty. Harvey I. Lapin

Check The State Laws On Cemetery Thefts

An article in St. Louis Post Dispatch on June 30, 2008 illustrated the current problem with thefts from cemeteries. The title of the article was: "Grave robbing has become an above-ground affair".

According to the reporter: "Gone are the days when enterprising thieves would dig up an old grave and pillage for gold teeth and rings. Today, it's mostly the bronze markers and flower vases that draw their attention.

"Rising scrap metal prices, coupled with the lagging economy, have triggered a string of cemetery thefts both locally and across the nation."

The article also quoted a local cemetery operator, David Evans, general manager for Valhalla Gardens of Memory in Belleville, IL, who said that "I can't think of anything lower. Nothing's worse than stealing from the dead." According to cemetery operators the scrap value of a bronze vase is about \$10 and the replacement price often tops \$300. Mr. Evans also

commented that the cemetery had stepped up security, but noted that the thieves usually just took a few at a time and returned for more. It was also noted that the thieves did not take vases with flowers.

The primary purpose of the article, however, was to alert potential thieves that the authorities are becoming more aware of the problem and that laws were either in affect or are being enacted to deal with the problem. Apparently, a local Sheriff's Department had already arrested three people for stealing vases when a scrap-recycling center turned them in to the authorities. Another group that stole 17 bronze vases from Valhalla Cemetery in March and then a month later returned to steal 12 more were arrested as a result of a tip. In addition, three men were arrested in early June on charges of stealing more than 1,000 brass vases and headstones from nine Chicago-area cemeteries. Also in June, about 150 bronze vases were reportedly stolen from a West Virginia cemetery. In addition, a man was arrested on charges of stealing 55 vases from gravesites in the Fort Myers, FL area.

The reporter commented that stronger laws and new technology are helping catch the thieves. For example, a Missouri law passed in May is aimed at helping police track thieves who steal brass and bronze and sell it to scrap metal dealers. The state stiffened the fines for dealers who don't keep proper paperwork and requires them to get a copy of a photo ID for those who aren't regular customers. Illinois apparently enacted a similar law earlier this year. Illinois also has provisions imposing felony penalties on any person that steals memorials or similar items from a cemetery. A police chief reported purchasing access to an internet site on line that keeps track of the online sale of scrap metal and in pawnshops.

GE Money and Keystone offer payment option for Funeral Expenses

Serenity Finance Program Available for Unplanned Funeral Expenses.

KETTERING, OH— GE Money and Keystone Group Holdings, a leading provider of funeral services in the U.S. and Canada, announce a multi-year agreement to provide a financing program that assists families with unplanned expenses related to funeral arrangements.

The *Serenity Finance Program*, backed by GE Money's Sales Finance unit, is a program created as a financing tool for unplanned funeral arrangements. Qualifying Keystone customers can take advantage of flexible terms, deferred interest financing, with minimum monthly payments, no annual fee and no down payment. Credit applications are simple, and credit decisions typically take a few minutes.

"Keystone is committed to providing caring, respectful services that meet the needs of loved-ones making funeral plans," said Jim Price, Chief Operations Officer,

CONTINUED ON PAGE A40

John Earle elected to Keystone North America Board of Directors

TAMPA, FL— Keystone Group Holdings is pleased to announce that the shareholders of its parent company, Keystone North America have elected John S. Earle to its Board of Directors. According to Steve Tidwell, Keystone's President and CEO, "We are delighted to have John join the Keystone board. His 40 plus years of industry experience brings immense value to



John S. Earle

Keystone and our Board." John is the President of John Earle Consulting, a company that assists funeral home and cemetery owners in designing and implementing business solutions. John is recognized as a North American authority in developing reception and catering revenues within existing heritage funeral home operations.

From 1983 until late 1988, Mr. Earle was Vice President of Western Canada for Arbor Memorial Services Inc. In 1989 Mr. Earle was promoted to Senior Vice President of Funeral Service until his retirement from Arbor in late 2006.

On the basis of the numerous reports about thefts around the country, it is probable that this is a national problem that is increasing. Industry members should therefore check the laws in their own states and if it does not appear to adequately deal with the problem, they should contact members of their legislatures.

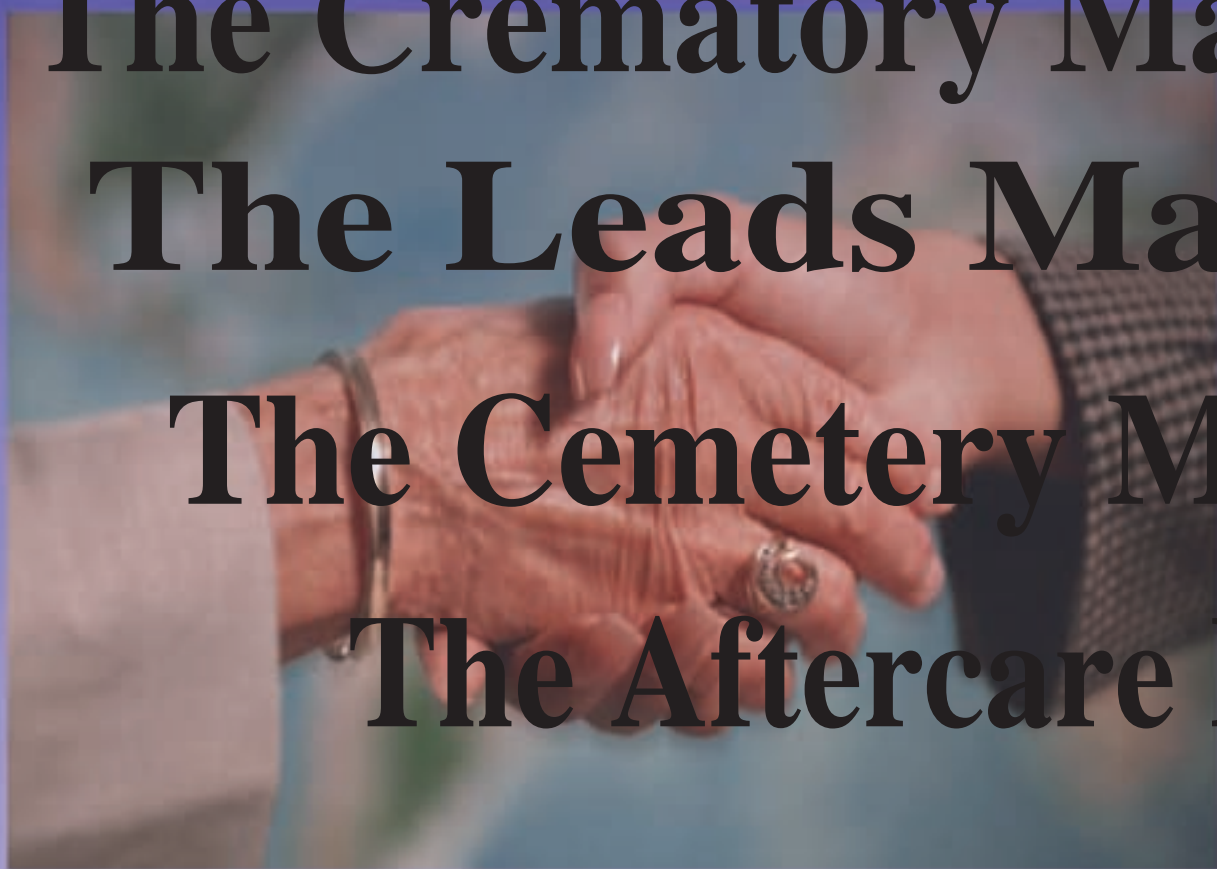
Harvey I. Lapin, P.C., is a member of the Illinois Bar and Florida Bar. He is a member of the faculty at the John Marshall Law School in Chicago and is presently teaching the subject of Tax Exempt Organizations.

He has written numerous articles on the subject of taxation, funeral and cemetery law. The subject discussed in this article and future articles resulted from the questions from readers. If you have any questions about the topics covered in this column or in obtaining professional assistance, please contact the author c/o Harvey I. Lapin, P.C., PO Box 1327, Northbrook, IL 60065-1327. Phone (847)509-0501 or fax to (847)509-1027.

The author also prepares material for CB Legal Publishing Corporation CB Legal Publishing Corporation's Release Form Kit, which was prepared by the author, contains Release and Hold Harmless forms for Funeral Homes to use in situations where it has resolved a complaint with a customer, such as a problem occurring in a ship in, and wants to be sure that there will be no further action by the customer or their relatives. Other situations that are covered are obtaining Releases and Hold Harmless Agreements in advance from family members who insist on viewing an unembalmed or disfigured body or who may be identifying the body. The Funeral Home Kit contains 9 Special Releases for specific funeral home situations and a General Release form to be used for other situations not specifically covered. There are Release Kits for Crematories, Cemeteries and Combination Funeral Home/Cemetery Operations. The forms can be purchased on a custom basis with your business name and address preprinted at the top of each form. Call Cheryl Lapin at the number below for information.

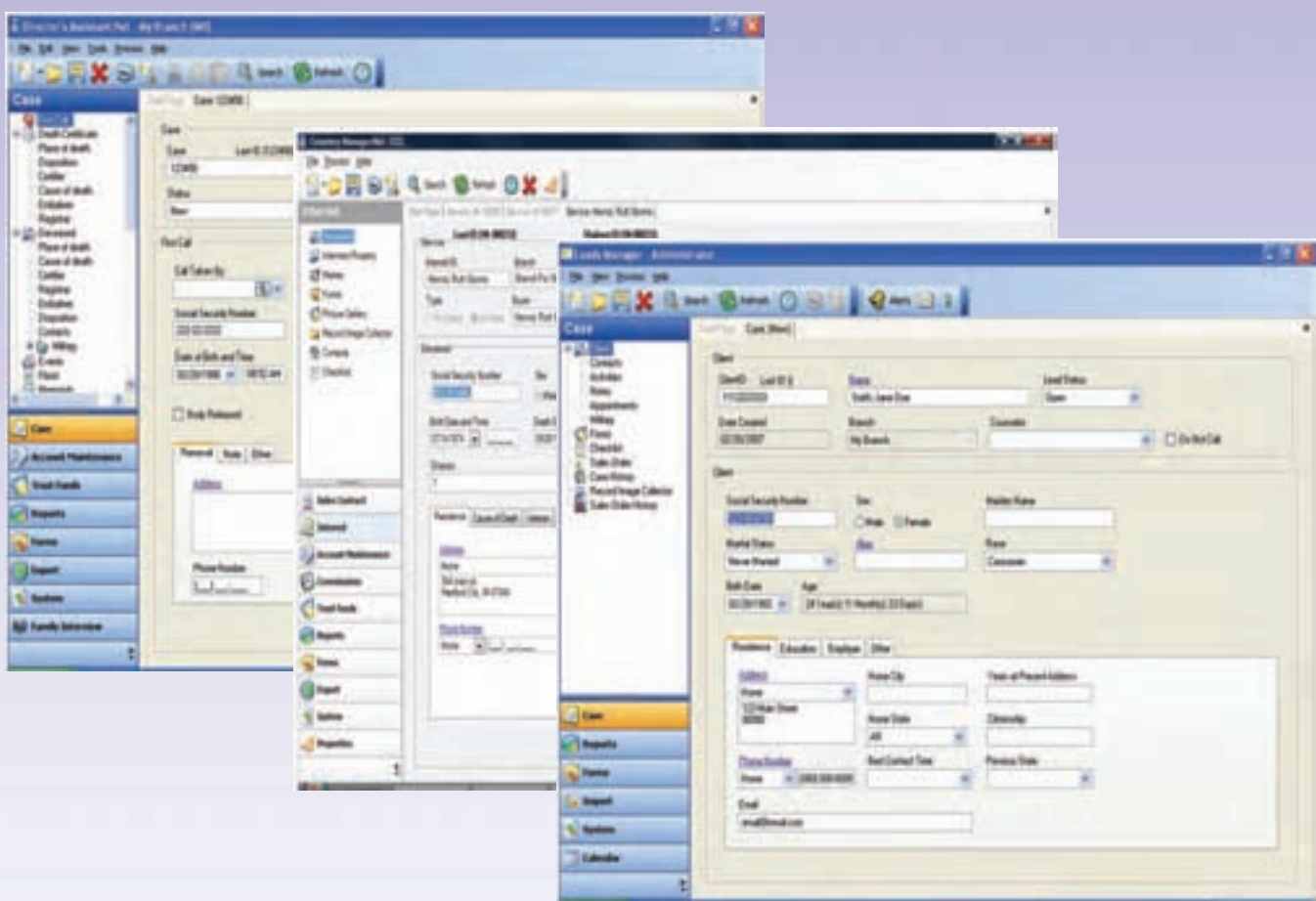
The author also writes more extensive articles on subjects of interest to the industry in a newsletter, the Cemetery and Funeral Service Business and Legal Guide. Subscriptions to the Guide cost \$110 per year for ten issues on different topics. New subscribers are usually eligible for introductory rates. Anyone interested in subscribing can contact Cheryl Lapin, CB Legal Publishing, P.O. Box 1327, Northbrook, IL 60065-1327, fax to (847)509-1027 or call (847)509-0501.

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Zarzycki Manor Chapels, Ltd. Dedication Celebration and Open House

Continued from Page A4

of Woodridge. Each guest went home with a Colorado Spruce to plant in their garden, a gift from the Zarzycki Family and a remembrance of the special day.

“We are thrilled to be a part of the community of Willow Springs and surrounding area,” said Charmaine Zarzycki owner of the 93-year-old family business. Set against beautiful forest preserves, the new funeral home is located at 8999 South Archer Avenue, the second facility of the Zarzycki Family. The 11,000 square foot funeral home features an inviting lobby with a fireplace and spacious visitation chapels accented with large windows viewing beautifully landscaped



The Most Reverend Bishop Thomas J. Paprocki stands with the owners of Zarzycki Manor Chapels, Ltd. (L to R) Claudette, Charmain and Andrea Zarzycki.

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The Zarzycki Family raffled off a Summer Barbeque Basket and also a Digital Photo Frame.

gardens and forest preserves. The black-topped, lighted parking lot offers spaces for more than 85 cars and the one-level facility is fully handicapped-accessible.

“My mother and late father **Richard C. Zarzycki** chose one of the most beautiful areas of available land in the village. The existing forests and the area’s peacefulness

CONTINUED ON PAGE A21



Observations

By Steven Palmer

At What Price?

“What we obtain too cheap, we esteem too lightly; it is dearness only that gives everything value”

—Thomas Paine

Miguel de Cervantes expressed it well, “What costs little is valued less.” Not because it simply costs less, but quality service, quality staff and quality facilities require a quality price. We combine that with the Chinese proverb, “Cheap things are not good. Good things are not cheap.”

I was contacted by a reporter from the *Arizona Republic* newspaper who was doing a story on the price of funerals within the Phoenix valley. (I was the president of the *Arizona Funeral Directors Association* at the time, recently retired). She had received price comparisons of almost all final care providers and wanted to do an article on the price disparity. I asked her to email the

report and I would give comment. The prices were supplied by the Arizona Funeral Consumers Alliance, scion of the non-licensed, non-experienced in the profession, Funeral Consumers Alliance (Josh Slocum, Lisa Carlson, et al).

The reporter e-mailed me the comparison report. The survey showed firms offering “Direct cremations” ranging from \$475 to \$2,195; “Traditional burials” ranging from \$1,305 to \$4,700. And the crime is...?

When the reporter asked me for comment, I, off the top of my head, asked her if she was going to do a similar piece on prime rib dinners. “No,” she replied, “and why?”

I told her I could get a prime rib dinner at Denny’s for \$9.99 or I could get a prime rib dinner at House of Prime Rib in San Francisco for \$37.65. Heck of a price difference for the same meal. But would I want to spend my 50th wedding anniversary at Denny’s? Is that worthy of an extensive article?

According to costhelper.com, divorce costs range, between \$200 to \$10,000-\$25,000 (\$20,000-\$50,000 for a complicated “highly emotional” case). (Of course, funeral directors know nothing of highly emotional cases.)

The average U.S. weddings costs between \$14,366-\$43,088, according to www.costofwedding.com. (You can get married many times in life, but usually only have one funeral.) The website www.professorshouse.com says the variance is \$20K to \$100K. Their cheap is \$500, a memorable experience I’m sure.

Let’s discuss lawyers (wills, trusts, etc), dentists (whitening, dentures) and Lasik surgery, no price difference there. Check out your Sunday newspaper if you think that is true.

People can and do shop. Why are final care offerings treated so differently by the press?

Yes, cremation and funeral costs vary as the offering, facilities and competent, professional staff varies.

Tour the facilities, ask who the providers are, meet all of the staff, walk in ask to see your loved one.

The always problem with low cost providers is it is difficult to offer quality service at their diminished overhead. Any state regulatory board will tell you it is the discounters that appear the most often in front of their boards.

At the most important time of your life, you truly do get what you pay for.

“Buying a cheap article to save money is like stopping the clock to save time.”

—unknown

Steven Palmer entered funeral service in 1971. He is an honors graduate of the New England Institute of Applied Arts & Sciences. Licensed on both coasts, he owns the Westcott Funeral Homes of Cottonwood and Camp Verde, AZ. Steve offers his observations on current funeral service issues. He may be reached by mail at PO Box 352, Cottonwood, AZ 86326, by phone at (928)634-9566, by fax at (928)634-5156, by e-mail at westcott@commspeed.net or through his website at www.westcottfuneralhome.com.

Did I do that?

By Shun Newbern, CFSP



Shun Newbern

The chosen title was taken from a phrase repeated by my Hollywood look-a-like character Steve Urkel, *Family Matters*. After Steve was caught in a curious or odd position due to his buffoonery, he would ask, "Did I do that?" We are human and occasionally we make mistakes. I would like to speak concerning some considerations on ethical matters and risk management issues. In the business of funeral service, the stress

and pressure to handle important details cannot be overlooked. Such a career in the funeral service is a unique calling unlike any other. There is nothing nearly as important as giving a grieving heart its needed closure and doing it with special care and respect.

As you pick up a publication or check out the internet at any given day you will find unfortunate stories on lawsuits in a business or profession. Our society is more joyful to file lawsuits than in the past. This gives the idea that lawsuits cannot be avoided. I am not an attorney; however, experience has proven some situations keep litigation under your control.

Employing ethical standards in every facet of your business will help minimize costly mistakes. With good intentions, we may find a staff member involved in a funeral arrangement dilemma. What you do then often determines what happens later—lawsuit or not. Was the response quick or delayed? Handled with care and concern? Number one customer care is meeting the demand of the day. Resolving the problem right away will mean no legal issues later.

For example, I was aware of a funeral home that had complaints about an old limousine without air conditioning while traveling to the church service. They never made an effort to replace the car before the church service departed for the cemetery or to refund the cost to the family. He felt that it was a normal business practice without frills. If a family feels that we are not reacting appropriately to their issue, they will become hostile and often irate. The way we respond can be worse than the issue in question. Listed are a combination of guidelines that you can attempt to use to help families and solving problems:

- Respond sincerely and in a calm manner. This is the time to practice good listening skills and being sensitive. Our response can defuse the family's anger. "That is not the correct casket" often means "That does not look like the casket we selected. Can you turn up the lights so we can see?"
- Offer sincere apologies. Do not confuse this with admitting to wrong. An apology is more easily accepted by some than others. If we have made a mistake by placing rosary beads in the hands of a Jehovah Witness subject, they deserve an apology.
- Don't avoid the problem, address the problem. By procrastinating the family becomes more upset

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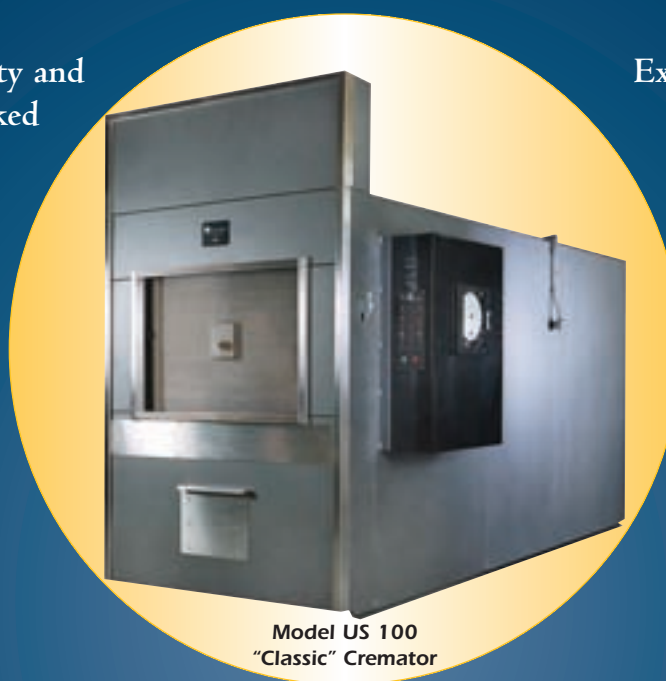
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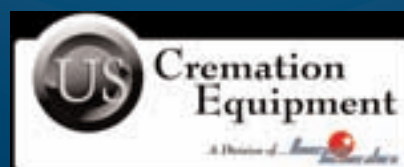
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Carriage Services Names Billy D. Dixon as Senior Vice President and Chief Financial Officer

HOUSTON, TX— **Carriage Services, Inc.** (NYSE: CSV) announced that **Billy D. Dixon**, age 37, has joined the company as Senior Vice President and Chief Financial Officer.

Mr. Dixon started his career in 1993 as a production engineer for Anadarko Petroleum after which he worked as an oil and gas attorney for two law firms, including Locke

Liddell & Sapp LLP. In 2001 he joined British Petroleum's North American Gas and Power Business Unit (NAGP) initially as a credit and commercial contract attorney, then as Chief Credit Officer until 2005 when he became Vice President of Strategic Origination responsible for NAGP's inorganic acquisition growth strategy and execution. In 2007 Mr. Dixon became Vice President of NAGP's Gulf Coast/Texas region responsible for the physical trading, marketing, scheduling and storage of natural gas. Mr. Dixon is a graduate of the University

of Texas with a B.S. in Petroleum Engineering and the University of Houston with a J.D. in Law.

Commenting on the announcement, **Melvin C. Payne**, Chairman and Chief Executive Officer of Carriage Services, stated, "I am extremely pleased that Billy has joined our company as Chief Financial Officer and will become a member of our Executive Team. During a fifteen year career in the energy business, Billy accomplished much in numerous roles in which he developed a strong track record as an innovator and builder of high per-

formance teams. His leadership skills, an ability to learn new areas fast, and a passion for winning and Being the Best at whatever he undertakes, make him an ideal fit for Carriage at this critical stage in our development. I am confident that Billy will be instrumental in our future success as we execute our models to build long term shareholder value."

Carriage Services is a leading provider of death care services and products. As of July 8th, 2008, Carriage operates 136 funeral homes in 25 states and 32 cemeteries in 11 states.

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OSHA Compliance

By Gary Finch

Rising Fuel Prices Impact Regulated Waste Hauling Rates

Funeral homes in West Texas and other remote areas are being hit hard by escalating fees from medical waste transporters. They are starting to read the fine print on their contracts that allow fuel adjustment increases.

This is one example of how a funeral home's contract with Stericycle® has increased over the years. This is a firm that handles approximately 125 cases a year. You may recall that Stericycle® is the firm that NFDA chose to be their OSHA consultant even though they have no expertise in formaldehyde safety or case handling of human remains. We believe Stericycle® worked a kick back deal with NFDA that resulted in them getting the NFDA endorsement. We have yet to see an NFDA denial on this charge.

The funeral home in question began using Stericycle® in 1998. They picked up twice a month for a fee of \$31 a month. In 2003, the rate was increased to \$82 per month and they initially continued to pick up twice a month. In 2008, the rate increased to \$222 per month, and they now pick up once a month. Most of the time, there is one box and it is only half full.

When the funeral home called to cancel the service, Stericycle® reminded them that they had a five year contract. They would have to pay the equivalent of one year's pick up charges (\$2664) to not pick up the one box of waste each month. The rate increase from the \$31 in 1998 to the \$222 charged in 2008 exceeds 600 percent. That would seem to account for more than increased fuel rates. Maybe funeral home customers are expected to pay for the hefty environmental fines Stericycle® receives with regularity.

We reminded this firm about their right to treat infectious waste in-house and eliminate their dependence on third party infectious waste transporters. This is something that hospitals do on a daily basis. They wash bloody sheets in bleach and water, and put them back in service the next day. The Centers for Disease Control approves chemical disinfection for waste treatment. A few state agencies have tried to prohibit it and even issued some traffic ticket type citations to funeral homes that were using bleach and water to render infectious waste non-infectious. The state agencies were wrong. When funeral homes fought the alleged infraction, the fines were rescinded.

This is one example of how funeral homes can fight for their rights. The price of bleach is less than \$3 a gallon. Figuring one part of bleach to ten parts of water, you can treat a lot of infectious waste for a few dollars. As an aside, you will be lessening your global footprint on the environment. You won't need those fuel guzzling trucks coming to pick up your waste and you won't need their high priced service.

Check with your attorney or state waste department to see what rights you have. If you need help formulating the right questions to ask them, call Compliance Plus.

Gary Finch is a licensed funeral director and embalmer in Texas. He founded Compliance Plus in 1992. Today, they represent over 700 funeral homes and cemeteries in 37 states. Compliance Plus also serves as an advisory consultant for the International Order of the Golden Rule. For more information on Compliance Plus visit www.kisscompliance.net. Contact Gary by phone at (800) 950-1101 or by e-mail at gfinch@kisscompliance.net.

Why Colorado (still) doesn't have Licensure

By Martha Thayer



Martha Thayer

On July 1st, many bills introduced this legislative session became law. House Bill 08-1123, regarding licensure and registration did not. For seven years the *Colorado Funeral Directors Association* with varied levels of support and assistance from funeral home owners and industry leaders has introduced a bill on registration and/or licensure of funeral service personnel. Although Colorado has a

lot of laws regarding funeral service; burial, cremation, embalming, and standards of practice, what we haven't had since 1982 is licensure or registration of those people responsible for knowing and carrying out the laws. It is important to note the bills introduced through the years had a licensure component simply for those who had chosen (or would choose in the future) to voluntarily go to mortuary school and pass their National Board Exam; all others in the industry would simply have registered with the State. So, after seven years of trying to bring individual accountability why did the bills continue to fail year after year? Here are some of the arguments I heard from the lawmakers themselves through the years. These are all quotes I heard with my own ears; some of them are accurate statements, others are just plain silly.

- "There was licensure in Noble, Georgia and that didn't stop crematory operators from breaking the law."
- "Colorado has not made national news with any horror stories on our funeral industry."
- "The funeral bill would raise the cost of funerals for consumers."
- "I don't want to allow the industry to be taken from no regulation to licensure in one year."
- "Funeral directors in rural Colorado won't be able to take vacations."
- "We already have pre-need and insurance laws in Colorado."
- "We already have Federal OSHA standards to regulate the embalming room, and the Federal Trade Commission, FTC Rule to regulate pricing."
- "The Mortuary Science Code was updated in 2004, that's good enough."
- "This bill would over-regulate an industry that has done a fine job regulating itself since 1982."
- "There aren't enough consumer complaints."
- "This bill would restrict competition in the industry."

Having entered the funeral business in 1988, six years after the funeral licensing laws were sun-setted; I have never worked with a license in Colorado. After I graduated from Mortuary School in 1991, I earned my voluntary Mortuary Science Practitioner (MSP) certification through the Color-



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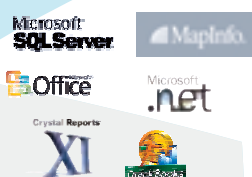
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CONTINUED ON PAGE A35

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Nie Family Funeral Home and Cremation Services opens Liberty Road Location

SCIO TOWNSHIP, MI— The Nie family has announced the completion of a new state of the art funeral home in Ann Arbor, MI. The new location, **Nie Family Funeral Home and Cremation Service**, is located at 3767 Liberty Rd, in Scio Township.

The Liberty Road Chapel is a 9,200 square-foot facility designed to be inviting and comfortable while accommodating gatherings of multiple sizes and incorporating state-of-the-art technology. The funeral home has a cozy fireplace to gather by and a public lounge with a children's area.

The funeral home's chapels have been designed to adjust to the needs of each family. They can be divided to fit smaller gatherings or combined to hold up to 300 visitors, making it the largest chapel in Washtenaw County. There are 130 on-site parking spaces available with easy access to the building.

Nie's Carpenter Road Chapel, their first location, has been serving families in Pittsfield Township, Ypsilanti, Milan and East Ann Arbor since 1964. The new Lib-



erty Road Chapel is ideally located for families in Ann Arbor, Scio Township, Saline and Dexter, allowing the Nie family to extend their care across Washtenaw County.

Both Nie locations utilize state-of-the-art technology to enhance the service they provide each family. Each location provides kiosks that allow families to access the funeral home's website where they can read and sign the on-line guestbook and view Life Celebration Videos. Family members and friends can access this information from any computer with Internet access.

This fall the funeral home will begin web casting funeral services as well. The funerals will be password protected, putting the family in control of who has access to view the service. The web casting will allow family members and friends who cannot attend the service to still be able



to view them from wherever they are.

The Nie family is now in their second generation of funeral service, a family tradition that began when **Doug** and **Sandi Nie** purchased the **Fontana Funeral Home** in 1979. Doug and Sandi continue

CONTINUED ON PAGE A35

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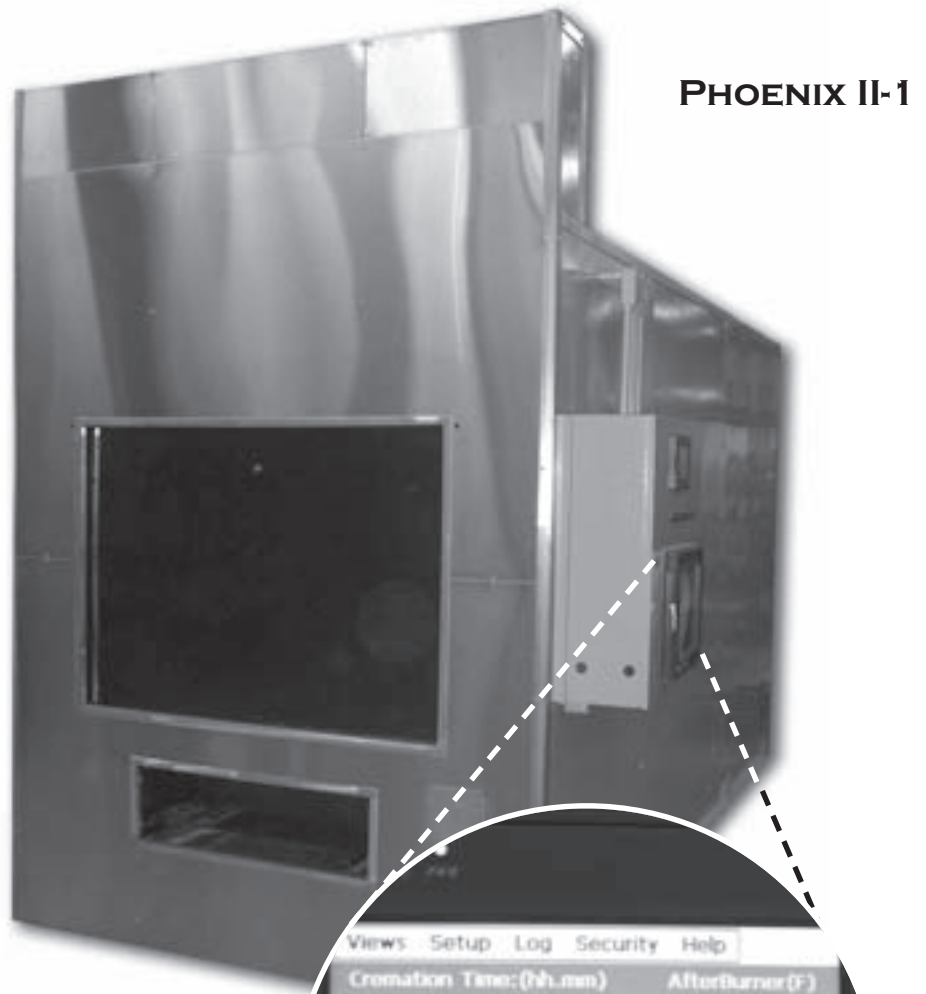
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Wiltturner Funeral Home holds Grand Opening



CROWLEY, LA— Those attending the grand opening of **Wiltturner Funeral Home** in Crowley included, standing in front, Gloriat White, and on porch, from left, Alvirida Thomas, Henry Mingo, Felicia Delcour, Mary Solomon, Linda Eaglin, Dorothy Eaglin, Jeremy Evans, Judy Mayfield, Joseph Wiltturner, Demelia Brown, Charisma Wiltturner, Mildred Rachel, Fr. Emmanuel Etim, Greg Jones, Lyle Fogleman, Mary Melancon, Chris Mayfield, Jacob Solomon, Vernon Martin, Eva Jean Minix and Santrusia Mayfield.

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Moving Forward Group celebrates fourth Anniversary

EASLEY, SC— The **Moving Forward Group** of Easley recently celebrated their fourth anniversary serving those in grief. The community wide celebration took place at the Taste of Distinction in Easley.

The group was founded in May 2004 by **Marian Huskins** and **JoAnne Revis** as a support group for widowed persons of all ages and has expanded over the years into a community wide resource for those experiencing the loss of a loved one.

The group participates in monthly meetings as well as day trips, plays and concerts, dinner night and other social, supportive and fun activities. For more information contact Marian Huskins at (864) 442-18000.

The Moving Forward group has been faithfully supported since its inception by the **Robinson Funeral Home and Crematory**. The Robinson family owns and operates two locations in Easley: the original downtown location at 104 South First Street and the new Powdersville Road location at 1425 Powdersville Road. They also own and operate **Duckett-Robinson Funeral Home and Crematory** in Central, SC and **Robinson Memorial Gardens** at 1425 Powdersville Road in Easley. Robinson Funeral Homes and Memorial Gardens are a full service funeral, cremation, memorialization, aftercare and final disposition provider offering Pickens county residents the very finest in affordable, caring and dignified funeral service, final disposition and life tribute care.

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New Forest Cemetery Concept in Pennsylvania by EcoEternity, LLC

VALLEY FORGE, PA— On June 18, a new cemetery concept was introduced at Pocono Plateau. Trees, not cemetery plots, are the final resting place for the ashes of the deceased. All trees are part of a mature forest and the concept is a local Green Initiative. People may pre-select their trees, and when the time comes, their cremated remains will be buried in a biodegradable urn at the roots of their tree. This personal tree may serve as a resting place for a family, as a Family Reunion site, or for individuals, as a Friendship of Community site.

In 1993, the Memorial Tree burial concept was started in Switzerland. In 2000, **Axel Baudach** from Darmstadt, Germany, discovered the concept and adapted it to German culture. Axel recognized that many people over 50 were turned off by traditional burials at local cemeteries and preferred cremation for cost and ecological reasons. However, Germans had no meaningful alternatives to concrete vaults or columbariums. Axel

EcoEternity Forest, a new ecologically sensitive burial concept from Europe, preserves mature forests.

matched his family's experience of job mobility and family members being spread all over Europe to the idea of regional versus local cemetery affiliation. Thus his firm picks forests popular for hiking and offers forest owners the opportunity to protect their forests from clear cutting and land development by giving them an alternative source of income. Since the establishment of the first *EcoEternity Forest* in Germany in 2001, over 150 similar Forest Burial Grounds have been established leading to a significant change in German burial culture.

In June 2006, **Jack Lowe** and Axel Baudach founded **EcoEternity LLC** and adapted the European concept to U.S. culture and state laws. In Pennsylvania, EcoEternity entered into a partnership with the Eastern Pennsylvania Conference of the United Methodist Church to open the second EcoEternity Forest in the U.S. The Methodist Church will implement an EcoEternity forest at each of their three main retreats: Pocono Plateau, Camp Innabah, and Gretna Glen.

The Rev. James Todd headlined the consecration ceremony at Pocono Plateau.

For further information visit www.ecoeternity.com or contact EcoEternity LLC, Henry J. Lowe, President, call 804-435-1869, or email jack.lowe@ecoeternity.com

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Miller-Jones Mortuary & Crematory presents \$1000 award from York Children's Foundation to San Jacinto Police Activity League

SAN JACINTO, CA— San Jacinto Police Activity League received \$1000 at Valley-Wide Recreation District Board Meeting Monday, June 16, 2008. Nick Schouten, Board President and Valerie Rangel, Executive Assistant accepted the check from **The York Children's Foundation**. Joint efforts by Valley-Wide grant writers and **Miller-Jones Mortuary and Crematory**



(L to R) From York Grant Valley Wide Board Valerie Rangel and Nick Schouten, and from Miller Jones Mortuary, Charlotte Jones, Hamilton Jones, and Kimberly Ward.

together with casket distributor, **Newmark of Colorado** led to the grant presentation. Rangel identified summer field trips for children participating in San Jacinto P.A.L. programs as the project to benefit from the grant money.

The overall mission of P.A.L. is to build a bond between cops and kids through positive recreational, cultural and social activities. P.A.L. is a creative form of proactive policing designed to develop leadership and team building skills, positive self image, discipline and mutual trust between children and law enforcement and to strengthen a community by investing in our children.

The York Children's Foundation, established in 1992, disburses funds to non-profit organizations that work for the benefit of chil-

dren. To qualify for funding, an organization's activities must be primarily directed toward the welfare and benefit of children in the United States.

The Valley-Wide Recreation and Park District oversees six community recreation facilities and eighteen local parks spanning several hundred acres in western Riverside County California.

Miller-Jones Mortuary and Crematory, Inc. is the most frequently selected funeral home in Riverside County. The family-owned funeral home has offices in Hemet, Moreno Valley, Perris, San Jacinto, and Sun City with Menifee Valley Memorial Park located adjacent to the Sun City Facility. The company has its own exclusive on-site crematory for Miller-Jones families.



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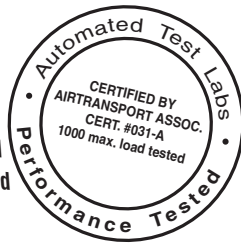
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Let's Chat

By Kristan Dean

tradition to the hearts in your community that need to share their memories and declare their love to the heavens. After all, you create the moments that bring people together to express love.

Can you imagine a park full of people? Can you envision their hearts opening to one another? Can you feel their voices traveling to the sky above? Do you see their hearts realizing that love lives forever?

When I began to think of this article I saw thousands of balloons, each filled with love finding their way through the sky. Thankfully, I have an amazing mom who thinks beyond the moment to the reality. She reminded me to think about what will happen when the balloons land in their new home. So I began to think: what can we release to the sky?

What will help people see the beauty of their love and find a bit of joy in their new relationship with the love that now lives in their hearts? Then it came to me: the Fourth of July. The day of sparklers, campfires, glow sticks, and fireworks. The day families and communities gather together to celebrate our country's birthday.

Today I ask: How can you bring families together, in the beauty of nature, to celebrate the love that lives in their hearts? I look forward to your thoughts. Please give me a ring at 781-331-5308 or, if you prefer, email me at Kristan@mooney-tunco.com.

In 2000 Kristan Dean began working with her family to bring Merry Christmas From Heaven® to all who need the gifts' message of Comfort, Love, and Faith. Today she is the Vice President of Marketing and one of the primary members of her family's Bereavement Ministry.

Thanks, in great part, to the thousands of funeral directors and retailers nationwide who make Merry Christmas From Heaven® a part of their communities, countless numbers of families reach out to their family every year. Their bereavement ministry helps families realize that those in Heaven live forever in our hearts. Their love is with us always.

Prior to Mooney TunCo, Inc. Kristan worked with companies nationwide helping them build revenues by creating greater sales opportunities through the use of sales intelligence and marketing alignment.

Today I'd like to chat about how relationships do not end at death. How our love for those who pass on continues to live. How funeral directors have an opportunity, to help the families they serve and those who are grieving in their communities. Funeral directors need to help people find ways to express their love for those who now live in their hearts.

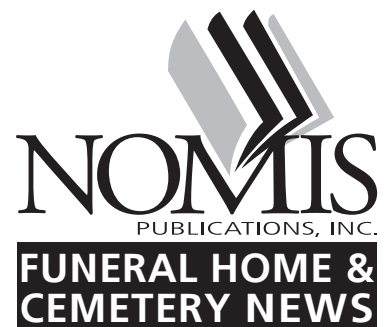
One of the greatest letters our family received this past year was from a woman who wanted to tell us of her family's new tradition. You see, Sandra's eldest sister had passed in September and their family, like so many, needed to find a way to continue to include this sister's love in their family's celebration. The answer came from Sandra's niece and nephew.

On December 24th, Christmas Eve, the niece and nephew presented a picture of Sandra's oldest sister with the poem "Merry Christmas From Heaven" as the entire family gathered hand in hand. Each member of the circle then took a moment to express their memories and share their love with the oldest sister, now in Heaven. Our family is forever grateful to Sandra for taking the time to write us of her family's new tradition.

We know that Sandra wrote to tell us about more than Merry Christmas From Heaven. Sandra wanted our family to know that her family had found a way to help heal their hearts. She wrote to share her family's new tradition. The new way they celebrate their love for the eldest sister who now lives in their hearts. We thank her for giving us permission to share this moment with you.

We know that you can bring Sandra's family's

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Zarzycki Manor Chapels, Ltd. Dedication Celebration and Open House

Continued from Page A12



Willow Springs Mayor Alan Nowaczyk was part of the ceremonies.

will offer much serenity to the families we serve," said Claudette Zarzycki owner.

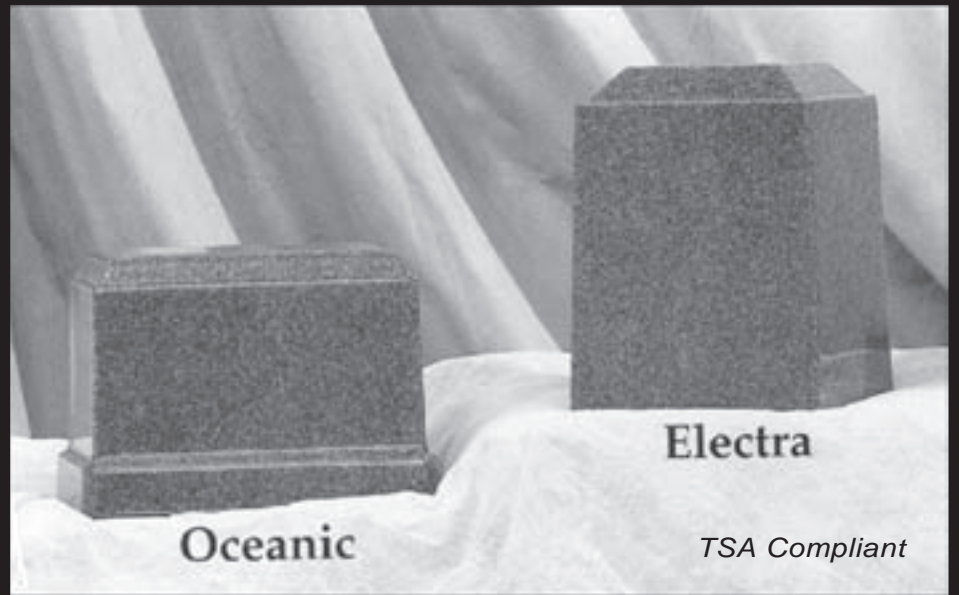
Third owner and daughter Andrea Zarzycki, is proud to be a fourth-generation funeral director, "more and more women are studying mortuary science, and we're happy to be leading the trend."

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ily owned and operated funeral home that has been servicing families of Chicago and surrounding suburbs for four generations. The Chicago facility is lo-

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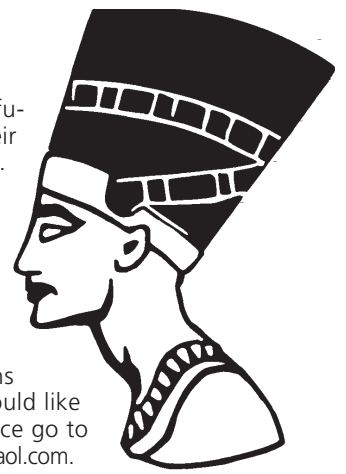
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Women of Distinction

The 100 Black Women of Funeral Service honor our female funeral professionals who have impacted the profession in their respective communities, their state and on the national level. They have accepted the challenges of being a female in a non-traditional profession in one of this nation's most demanding industries. They have exhibited professionalism, leadership, longevity and class. Because they continue a strong legacy and make a commitment to the funeral service profession, women are at the forefront. Many of these women were honored as 100BWFS Women of Distinction, receiving the M. Athalie Range Trailblazer Award. For the next several months these fine women will be featured in this column. If you would like more information on the 100 Black Women of Funeral Service go to www.100Blackwomenoffuneralservice.com or email Hundredbwfs@aol.com.



Trailblazer Award Honoree: Samuetta Marshall

Samuetta Valencia Marshall, the daughter of Reverend Doctor S. B. and the late Mrs. Naomi Shuler Marshall, was born on April 6, 1960 in Columbia, SC. She grew up in Holly Hill, SC and graduated from Holly Hill High School in 1978. While at Holly Hill High, Samuetta earned several awards and participated in many activities including the band, cheerleading, bus drivers, All-American Band Hall of Fame, Santee Band Conference, All-State Band, and Drum-Major-ette for the band. During the summer of 1978, she was selected to participate in the United States Collegiate Wind Band European Tour. On the tour, the band performed concerts in seven European countries and recorded an album.



Samuetta Valencia Marshall

Upon entering South Carolina State University, Samuetta pursued a Bachelor of Science Degree in Professional Biology, minoring in Chemistry. Samuetta was active with various organizations. She served as Student Government Association Corresponding Secretary, Miss Marching 101, and as an Attendant to Miss South Carolina State College.

In 1982, she entered *Gupton-Jones College of Funeral Service* in Atlanta, GA where she received an Associate Degree in Funeral Service. During commencement exercises, she received the Scholastic Achievement Award for maintaining an A average. Samuetta was also attending Draughons Business College in Atlanta, and simultaneously earned an Associate Degree in Surgical Technology. She has done further study in Forensic Pathology at the St. Louis School of Medicine; and has also studied with renowned crime investigator Vernon Gebreth and the infamous forensic pathologist, Dr. Henry Lee.

A licensed funeral directress and embalmer, she is co-owner of **Shuler-Marshall Funeral Home** and the owner of Sam's Computer Portraits and Screen-Printing, both located in Holly Hill.

Ms. Marshall is a member of the Good Hope Baptist Church in St. George, SC where she is a member of the Gospel Choir. She has also served as church pianist for the Second Providence Baptist Church.

Samuetta holds membership in several civic and professional organizations including: the *South Carolina Morticians Association*, the *National Funeral Directors and Morticians Association*, Epsilon Nu Delta Embalmers Fraternity, Pi Sigma Eta Mortuary Fraternity, Alpha Kappa Alpha Sorority, Inc., Tau Beta Sigma Band Sorority, the Orangeburg Chapter of American Business Women's Association, the NAACP, the Holly Hill Advisory Council and the South Carolina Coroner's Association. Samuetta has been listed in Young Community Leaders of America, Outstanding Young Women of America and Who's Who of Women Executives. In 1986, she was featured in an article in the *Times and Democrat* on women in unusual professions.

On November 3, 1992, Samuetta was elected to the office of Orangeburg County Coroner, making her the first female in the county and the first African-American female in the state to hold this office. She is currently serving her fourth 4-year term.

Samuetta is a 1995 graduate of "Leadership South Carolina" and was bestowed with the Orangeburg Chapter of Kappa Alpha Psi Fraternity Woman of the Year Award in 1995.

The Shuler-Marshall Funeral Home was established in 1949 by her grandfather, the late **Abraham Madison Shuler**, and her father **Samuel Booker Marshall** in Holly Hill. In 1955, her father bought her grandfather's interest, and was sole proprietor until they incorporated in 1999.

"Like most African American funeral homes, we began with humble beginnings in the small rural town of Holly Hill," said Samuetta. "From our beginning, we have 'Pledged Ourselves to a Service of Efficiency, Solemnity and Dignity.' Presently, we have four licensed

Continued on page A29

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Cremation Issues and Answers

By Ronald Salvatore

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What is a Thermocouple and how does it Work? (Part 1)

A thermocouple is a sensor for measuring temperature. Most cremators are equipped with one or two *Type K* thermocouples to monitor and control the temperatures in the primary and secondary chambers of the cremator.

A thermocouple is like a small battery that produces a voltage that increases with temperature. There are two parts to a thermocouple: an outer protection tube that is either ceramic or metal and an inner element which consists of two dissimilar metal wires connected at two different junctions. The end that is inserted into the chamber is heated and the other end is not.

The temperature difference between the two junctions is detected by measuring the change in voltage across the two wires at the temperature measurement junction which is at the tip. As the temperature inside the chamber increases, the voltage increases proportionately. The reverse is also true.

This voltage is measured and interpreted by the temperature-controlling instrument. If the temperature is above or below the preset temperature

of the controller, it sends a signal to a motor connected to the gas valve of the burner to open or close accordingly. This reduces fuel consumption and helps prevent excessive temperatures that can cause visible emissions.

The junction at the tip of the two dissimilar metal wires is welded or soldered together using high temperature silver solders and special fluxes. Over time, the intense heat in the chambers will break down the thermocouple. When a thermocouple fails what usually has happened is the weld at the tip has broken. This creates an open circuit causing the temperature controller to register 2424° F or *snst* depending upon the type of controller.

When a thermocouple fails, the burner will automatically shut down. For this reason, you should always have at least one spare thermocouple assembly in stock. Replacement of a thermocouple is very easy and can be accomplished in minutes with just a screwdriver. We will cover how to check and replace a thermocouple in the next issue.

Ron has been with the Matthews Cremation Division, consisting of Industrial Equipment & Engineering (IEE) and ALL Crematory (ALL) for 20 years.

He is a certified crematory operator trainer and has trained thousands of crematory personnel through both Matthews' and CANA's Crematory Operator Training and Certification Program. Ron has published numerous cremation related articles and is a frequent speaker at industry trade shows and meetings.

With over 100 years of combined experience and nearly 3000 installations, the Matthews Cremation Division is acknowledged world wide as the foremost experts in the cremation industry setting standards in cremation equipment design, manufacture, service and supplies. This column is dedicated to the further education of cremationists, funeral directors, cemeterians and other industry professionals.

New combination Municipal Cemetery Funeral Home for Coppell

Continued from Front Page



The Groundbreaking Ceremony in Coppell

ural oak trees to a 2,000 square foot outdoor pavilion. A flag pole memorial and history walk will also honor the founding fathers of the City as well as those who have served in various services over the years. A 1,800 square foot air-conditioned columbarium will also be on the grounds and adjacent to the nature walk. All of the building architecture and cemetery amenities will utilize the Texas Hill Country Style, consisting of native stone, masonry, and metal standing seam roofing.

A 12,000 square foot, full service funeral home facility will reside on the grounds of the cemetery, and is to be named **Restland Funeral Home – Coppell Chapel**. The funeral home will include the latest State of the Art facilities for traditional and non-traditional services alike. The services offered at the funeral home will be enhanced through the audio/visual equipment. With an on-site crematory, the facility will truly offer every service option available as is the hallmark of the Restland name. The fu-

neral home is operated by Restland of Dallas, a wholly owned subsidiary of **Stewart Enterprises**. The cemetery is antici-

pated to be operational by February 2009, with completion of the funeral home scheduled for June 2009.

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Davis Funeral Home purchases New Coach and Limousines



WILMINGTON, NC— Sadie Davis Graham, Robert Brunson, III and Karen Y. Davis of Davis Funeral Home – Jordan Memorial Chapel in Wilmington, take delivery of their new 2008 Cadillac S&S Medalist Hearse and two Cadillac 6-Door Limousines on May 28, 2008. The delivery was made by Melvin Thompson of Bill Black Cadillac in Greensboro, NC.

Mark Thomas

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Houk-Johnston-Terry Funeral Home donates flags to school in honor of Flag Day

EDMESTON, NY— For the sixteenth consecutive year, students in the "Morning Program" at Edmeston Central School celebrated Flag Day (June 14) with miniature American Flags presented by Gordon and Joan Terry, owners of the Houk-Johnston-Terry Funeral Home in Edmeston. Their son, Royce Terry, was born June 14, 1992 and in honor of Flag Day the funeral home has donated a small parade flag to each student.

In past years with weather permitting, the students have gathered outside around the flagpole at school for a flag raising ceremony and patriotic songs. The "Morning Program" is comprised of students from Kindergarten to Grade 2 who meet twice a week before the start of classes, to recognize achievements, birthdays, and other accomplishments, to enjoy sing-a-longs and various special presentations geared to this age group.



Prelude to the Science of Embalming (Part 36)

By John A. Chew

The trend of being overweight is not something that is limited to the adult in the twenty-first century. It begins in some cases with infants and adolescence and continues into adulthood. In many cases it is related to early deaths.

Young individuals are showing symptoms of serious organic diseases which are usually more commonly found in later adulthood. Many times they are due to early nutritional problems, stress and overall life style.

In some cases physical stature developed in early years such as found in athletes (body builders) may lead to conversion of muscle tissue to fatty tissue following a decrease in activity and increase in food intake.

Case Ten relates to a total life span which can affect the body at any age and at any time. Case Ten follows Case Nine and deals with aging and what may be considered excessive weight due to the build-up of adipose tissue around vital organs and total body. With aging we find dual manifestations concerning adipose tissue in the body including either a decrease or an increase in overall fat content.

In Case Ten we are dealing with an overall increase of fat at the cellular level. The body form pattern relates to the body mass index (BMI) of 50. The body form pattern being referred to is a "pear" shape (excessive fat in the abdomen, buttocks and thighs). This is due to metabolic rate and excessive eating habits.

This may be classified as morbid obesity as related to pathological conditions which can be distinguished through microscopic examination and/or chemical analysis of the fat cells. The cell membrane provides a barrier (separation) in the storage of lipids. The membrane differs from other bio-chemical compounds due to its general insolubility in embalming chemicals which may affect the preservation process.

The fat cell is supported by fibrous connective tissue which, when not saturated with preservative chemicals, may putrefy. A concern in dealing with morbid obesity is compacting more than one fat globule within the boundaries of each cell creating an inability to absorb the preservative. Complicating the distribution problem is the external pressure due to the weight on the cellular structure of the fat cells.

Case Ten is a 58 year old, 5'10", diabetic male weighing 610 pounds who had been bed-ridden for three years. The first problem was handling a body of excessive weight and positioning for preparation.

Positioning the body was accomplished by using two double tier casket racks connected with straps to suspend the body three inches above the table for easy excess of an injection point (right common carotid) during the physical aspect of the embalming process. The straps are placed across the shoulders, small of the back, the buttocks, the thighs and the heels. The space between the table and the body prevents external pressure on the back and allows for digital massage to stimulate distribution.

A separate strap was placed around the base of the head to allow for positioning of the head following initial pre-injection. During pre-injection, problem areas such as pressure sores were identified and topically treated.

Due to the size of the body, a varied formulation of the initial injection was modified:

- 3 ounces water correctant
- 48 ounces triple base pre-injection
- 77 ounces of water

Injection was 6 pounds with a rate of flow injecting 12.8 ounces per minute against closed drainage using light massage on the posterior portion of the suspended body. This

was done prior to the initial injection of the preservation formulation and allowed to sit for an hour. In this case a second pre-injection was used with the addition of a half ounce of dye to determine areas of surface short circuits. The features were established to create a natural appearance.

As with all bodies, the initial preservative should be less than a 1% dilution for maximum distribution and penetration. Due to total weight of case ten the initial injection was repeated twice. A one gallon formulation using a control fluid of a 30 index concentration throughout the process with a systematic increase in the working formulation as follows:

- 3 ounces water correctant
- 3 ounces concentrated preservative
- 3 ounces triple base pre/co injection concentrate
- 119 ounces solvent (water)

The concentration of the third and fourth formulation was increased to a 1% dilution. From this point the embalmer initiates the step-up process of preservation. Inject, re-evaluate, reformulate concentration and inject.

- 3 ounces water correctant
- 3.5 ounces concentrated preservative
- 3.5 ounces triple base pre/co-injection concentrate
- 118 ounces solvent (water)

To complete the embalming process of Case Ten the step-up process was accomplished using six additional formulations:

- 2% Using 7 ounces of concentrated preservative
- 3% Using 10.5 ounces of concentrated preservative
- 4% Using 14.0 ounces of concentrated preservative

Prelude Thirty-Seven will deal with general embalming concerns, their identification and treatments.

John A. Chew is a Funeral Service Education Specialist, Consultant, Tutor, Thanatogeneticist, and a Licensed Funeral Director and Embalmer. He is a retired former Associate Professor and Director of Funeral Service Education at Miami Dade Community College as well as the Institute for Funeral Service Education and Anatomy at Lynn University (1967-1997). He is presently Director of Education at Embalmers Supply Company, Recinto De Ciecias, Medic, UPR, ESCO/OMEGA, and the Academy of Restoration and Embalming.

Changes on the Horizon

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The National Yellow Book of Funeral Directors and the Cemetery Directory have combined.

The FUNERAL HOME & CEMETERY DIRECTORY contains listings of virtually every funeral home throughout the United States, as well as listings for over 3,000 active cemeteries. The directory also includes listings for Canadian and select International Funeral Homes, Trade Service Companies, Veterans Administration Facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers.

The directory is published in both the 8.5"x 11" Standard Size and the 5"x 7" Pocket Size editions. The handy Pocket Size edition fits easily into your briefcase, in your nightstand or in your car glove box. *Information in the two editions is identical.*

BUYER'S GUIDE

The Catalog of Funeral Home and Cemetery Supplies has expanded and is now the BUYER'S GUIDE.

In addition to listing all service/supply companies by the product or service offered to the funeral and cemetery industries, the Buyer's Guide also contains listings of firms dealing with Pet Deathcare. For reference purposes the US Daily Newspapers, Educational Services and Trade Associations are also included.

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Published monthly, FUNERAL HOME & CEMETERY NEWS is a compilation of news articles and press releases provided by the funeral and cemetery industry. There are no journalists on staff – no editorial calendar. The news provided by funeral directors, cemeterians, suppliers, mortuary colleges and trade associations is published, offering the industry a forum to share firm accomplishments, community programs and exchange ideas.



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Miller Jones Mortuary honors ten Local Veterans for continued service in their Communities



This year's honorees at the annual Veteran Salute

HEMET, CA— Miller-Jones Mortuary held its eleventh annual Veteran Salute Celebration on Wednesday, May 21, 2008 at the Francis Domenigoni Winchester Community Center to honor local veterans for their continued volunteer service in our communities.

Chosen for recognition this year: *Fred Carl*, Hemet West Estates; *James J. Coen*, The American Legion Harold W. Hyland Post 53 Hemet; *Lar-*

ry J. Stroud, VFW Hemet High Veterans Memorial Post 12023 Hemet; *Dean L. Klockenteger*, VFW Post 4089 Temecula Valley; *Debra Leitzke*, The American Legion Post 852 Temecula; *John Thayer*, VFW Post 888 Perris Valley; *Louis L. Morales*, VFW Post 12020 San Jacinto; *Charles "Chuck" Nagel*, VFW Post 4379 Winchester; *Robert Sigala*, The American Legion Post 848 San Jacinto; and *Frank Whitfield* The

American Legion Post 878 Homeland.

Russ Bogh, past State Assemblyman, served as event emcee, overseeing the presentation of certificates of recognition to these ten veterans from U.S. Congresswoman *Mary Bono-Mack*, California Senator *Dennis Hollingsworth*, California Assemblyman *Paul Cook* and Riverside County Supervisor *Marion Ashley*. **Charlotte Jones** represented Miller-Jones Mor-

tuary in presenting individual plaques to each honoree. Fellow veterans responsible for selection of these recipients performed the introductions of their nominee. Preceding the event, all attendees enjoyed a barbecue lunch prepared and served by Miller-Jones staff.

Missoula Cemetery's New History Walk

MISSOULA, MT— Due to popular demand, the **Missoula Cemetery** expanded their historical tour to include two summer lunch hour history walks. June 20 featured the Missoula County Sheriffs and July 18 featured the Missoula Mayors. Each tour included history and stories on a group of individuals intertwined with local historical timeline events.

Visitors gathered at the Missoula Cemetery office to enjoy a lunch-hour history walk on Friday, June 20, at noon featuring the lives and times of the 14 Missoula County sheriffs who are forever resting in the beautiful parkland of the Missoula Cemetery. Capt. *Susan Hintz* and Capt. *Wilis Hintz* of the present-day Missoula County Sheriff's Office brought these individuals to life and highlighted the local historical events to which each sheriff contributed.

Admission was free with donations gladly accepted. Brown-bag lunches and all ages were welcomed.

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Part Two: How Cremation Consumers Choose Containers, Services and Providers

In January 2007 **Starmark Funeral Products** launched our first cremation consumer survey and published the results in a series of three groundbreaking articles. The 2007 survey responses did not allow us to compare responses from states with high cremation rates to those with low rates. In this 2008 Survey, we compared differences. This, the *Second of Two* articles, will assist marketers in better predicting consumer behavior in their own markets. All respondents had expressed a preference for cremation instead of burial upon their death. About 80% were between the ages of 55 to 64 and nearly 20% were between 65 and 75. About 99% of respondents finished high school and 82% had attended college.

States were segmented into five groups according to their cremation rates*:

State Group #1 (Cremation Rate Over 50%) – Alaska, Arizona, California, Colorado, District of Columbia, Florida, Hawaii, Maine, Montana, Nevada, New Hampshire, Oregon and Washington.

State Group #2 (Cremation Rate from 40 to 49.99%) – Idaho, Minnesota, New Mexico and Wyoming.

State Group #3 (Cremation Rate from 30 to 39.99%) – Connecticut, Delaware, Massachusetts, Michigan, Rhode Island, Vermont and Wisconsin.

State Group #4 (Cremation Rate from 20 to 29.99%) – Arkansas, Georgia, Illinois, Indiana, Iowa, Kansas, Maryland, Missouri, Nebraska, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Virginia and West Virginia.

State Group #5 (Cremation Rate Under 20%) – Alabama, Kentucky, Louisiana, Mississippi and Tennessee.

*We thank the Cremation Association of North America (CANA) for publishing national and state cremation statistics.

The following survey questions are just as they were presented to participants. Combined responses are shown along with the responses of individual groups when they have demonstrated a statistically significant variance. Occasionally commentary has been added to better explain questions and responses.

Every cremation requires a container or casket to hold the body. In questions 23 thru 25 we asked participants to suggest retail pricing for each container and/or casket. In question 26 we asked them to rank each product by preference. (*Questions 1 thru 22 were included in Part One: How Cremation Consumers View Cremation and Disposition*)

Question 23. Kraft Cardboard Cremation Box: This Kraft corrugated paper box holds the body as it is transported and consumed during cremation.

Expect to Pay? National Average – \$62.50



Question 24. Wood-grain Printed Paper Corrugated Container: With its simple interior and mattress, this container is used for transportation and private family viewings. It is consumed during cremation.

Expect to Pay? National Average – \$179.24



Question 25. Blue Cloth Covered Cremation Container: This container includes a simple interior and mattress and is used by families to spend private time with the deceased. It is typically not used for public viewings.

Expect to Pay? National Average – \$257.57



CONTINUED ON PAGE A28

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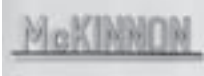


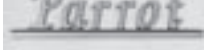

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2008 Cremation Market Survey

Part Two: How Cremation Consumers Choose Containers, Services and Providers *Continued from Page A27*

Question 26. Assuming you'd be having a private family viewing of the deceased, please rank the following in order of preference. Indicate your favorite with a one (1) and your least favorite with a four (4). We have now added typical retail prices.

	
___ \$60.00 Cardboard Container	___ \$200.00 Wood-grained Container
	
___ \$350.00 Blue cloth covered cremation container	___ \$550.00 Blue cloth covered casket

Kraft Cremation Container - \$60: (We recognize this type product is priced from "free" up to \$150.00. For survey purposes we priced it at \$60.00)

Preference (at this price):

First - 39% Third - 13%
Second - 7% Fourth - 40%

Wood-grained Container - \$200:

Preference:

First - 25% Third - 23%
Second - 52% Fourth - less than 1%

Blue Cloth Covered Cremation Container - \$350:

Preference:

First - 19% Third - 47%
Second - 34% Fourth - less than 1%

Blue Cloth Covered Cremation Casket with Wood Handles - \$550:

Preference:

First - 18% Third - 17%
Second - 6% Fourth - 59%

We know from both the 2007 and 2008 surveys, that 25% to 30% of cremation consumers would choose the lowest priced products and services. So it's no surprise that 39% of those holding a private family service would choose the rock bottom priced container. A far more important finding is that without the Kraft box option, consumers overwhelmingly select a wood-grained (\$200) or blue cloth-covered container (\$350). The simple strategy of eliminating the Kraft box would increase every minimal cremation profit margin by more than \$100, not including added revenues from private services.

Question 27. Did you know that rental caskets are available to families wanting more traditionally oriented services including a viewing prior to cremation? (Response is nearly identical to our 2007 survey.)

Nationally:	Yes - 34%	No - 66%			
By Group:	(1) (2) (3) (4) (5)				
Yes	29%	40%	44%	28%	30%
No	71%	60%	56%	72%	70%

It's not surprising to us that those in the third group (3), which has significantly more Catholics as a percentage, know about rental caskets. For years we've known that funeral homes serving Catholics use rental caskets more frequently.

Rental caskets can easily increase product profit margins by \$400 to \$1,000 every time they're used. Another major benefit to both service providers and families is that the use of an attractive rental casket can facilitate a full and inspirational service.

When we asked their view, most respondents suggested that each of the four rentals we showed should rent for less than \$500. Keep in mind that most respondents feel that everything associated with a funeral is too expensive. In our 2007 survey articles we suggested that rental caskets should cost about the same as cloth covered burial caskets and apparently respondents overwhelmingly concur. We also recognize that rentals with crepe interiors are often retail priced at \$800 up to \$1,300. Regardless of where you land on the pricing scale, every time you rent a casket you'll likely generate a robust profit margin as well as additional service revenue.

CONTINUED ON PAGE A32



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Did I do that?

Continued from Page A13

- and will be more willing to go to an outside source such as the media or attorney. Deal with it.
- The truth prevails. Lying can be taken as "willful misconduct." This is unacceptable behavior; to deceive the family is never acceptable.
- Establish personal accountability and make the effort of trying to fix the issue. "Dear, you will have to speak to the Director who is in Barbados. Let me get you his card." This response is perceived as avoidance and will anger the family to contact the Board or an attorney.
- Based on the situation, one should try to do everything, within reason, to make things right. If that means replacing the casket, purchasing another dress, and calling in an embalmer skilled in trauma—it is less costly than litigation. You should protect the company's reputation and goodwill with the loved ones involved.
- Document the circumstances. The issue may be resolved, but you don't want it to repeat itself later. After reviewing and investigating with involved parties, they may need retraining or changing of procedure. Document the events to preserve the facts of the event, in case litigation may follow months or many years later.
- Your legal defense should be contacted concerning all events, prior to litigation. Your attorney will guide and direct your staff on speaking to the media and non employees.
- Corrective action must be taken. The punishment should fit the offense.

Your customers and families will get the best of service when these actions are second nature and you have quick responses. Imagine handling the most detailed arrangement and you elicit great respect from the family at the meeting's conclusion. Days later they return for the family hour to review final details and observed multiple errors on the death certificate, the memorial program and the selected flower arrangements. Guess where their enthusiasm went? It went out the door. Inaccurate information or flawed services are proven to aggravate the family and devalue the service that was rendered. Such experiences cause families to reconsider returning to your business and reinforce future considers for minimal and low cost service providers.

Shun Newbern, CFSP is an embalmer, speaker and consultant on relatable issues. He can be reached at shunnewbern@aol.com or visit www.shunnewbern.com.

Trailblazer Award Honoree: Samuella Marshall

Continued from Page A22

funeral directors. I serve as our licensed embalmer and have two apprentices that assist."

When asked why she wanted to become the County Coroner, Samuella explained, "We had a first call for the funeral home that occurred at a residence. We arrived at the residence to find a lady on her knees, bent over a chair in a praying position. The prayer group from a local church had gone out to pray for people that day. While praying this lady had died. Where is the coroner? I wondered, and then asked the group. The response I was given was, 'He's not coming; he said he'll send the BRT in the mail.' Strange, I thought. I know these people but he doesn't. Suppose someone had killed her. There was no obvious trauma. Suppose she had some pathologic episode that she or her family did not know she had. What if she did have something that was hereditary, her children inherited it from her and nobody knew it existed and this family experienced this type of sudden death again? I thought the people of this community deserve better. I have always been a put up or shut up person. Hence, the birth of the Elect Samuella Marshall Orangeburg County Coroner Campaign of 1992."

"I faced several obstacles during my first campaign," she continued. "First, I was a woman. Orangeburg County had never elected a woman coroner in its history. The resounding question I got was, 'Why in the world would you want to do something like that?' Other comments included: 'You don't need to do that.' 'That's not a job for a woman.' I was young. I found it very interesting how my advisors discussed how they were going to do a makeover to make me look older and therefore, more electable. They prefaced it by pointing out how, then, Presidential hopeful, Bill Clinton had also had a makeover during the campaign to make him look older as well. Last but not least, I was African-American."

CONTINUED ON PAGE A30

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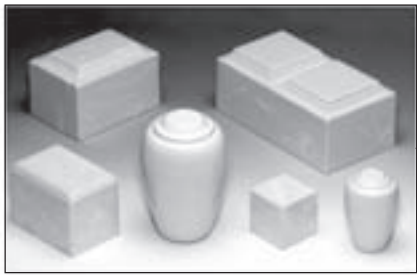
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Trailblazer Award Honoree: Samuella Marshall

Continued from Page A29

After being elected as Orangeburg's County's Coroner Samuella began learn quickly what politics were truly about in South Carolina. "I am a firm believer in change for the better and was definitely challenged during my first term in office," she said. "Orangeburg County is a very large county and also had one of the highest crime related death rates within South Carolina. Immediately after being sworn in, I found that my most massive task was going to be just getting the office into the 21st century with technology. To accomplish that task I needed capital that was not readily available, but I must honestly say that we have come a long way. We have just moved into a new emergency headquarters office building with

state of the art emergency operations technology. I really appreciate the way our county's government recognized the needs of tax payers, and supported this office in most of our endeavors. I found goal setting to be a valuable tool while attempting to transition the office to one that had dignity and respect."

"I also saw a need for this office to embrace compassion when dealing with constituents," she continued. "I guess you could call it becoming a compassionate outreach of our county's government, and I feel we have done an excellent job of getting close to achieving that goal."

In regards to her background in funeral service preparing her for her Coroner position, Samuella states, "I honestly think that being a funeral director and embalmer prepared me for this job. There was a breadth of knowledge that enabled

me to transition into the job with a small degree of confidence. Don't get me wrong, there was still a lot to learn; but I do think I had a slight advantage, when it came to the technical aspects of the job."

"However," she continued, "there is no adequate preparation to knock on someone's door in the middle of the night to notify them that their loved one has just been killed... all the time knowing that their lives will forever be changed because of something you've just said."

"The emotions that we see as funeral directors during the course of a service are unparalleled to what the coroner sees. I have experienced every expression of raw emotion from fainting to swinging at me, to offering to shoot me."

"However, being adequately trained coupled with compassion and understanding, I've not had a situation get out of my control."

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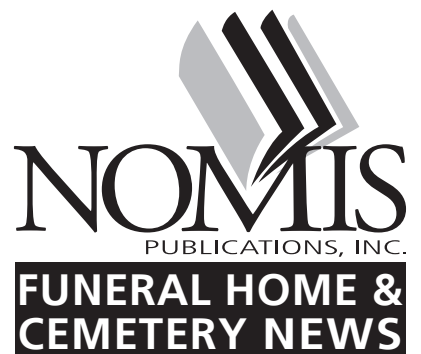
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Willie Watkins hailed as the Entrepreneur of the Year by the Atlanta Business League

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ATLANTA, GA— Smiles are not hard to come by nowadays, especially for Atlanta entrepreneur **Willie Watkins**, owner of **Willie A. Watkins Funeral Home, Inc.** Watkins was saluted by the Atlanta Business League as Entrepreneur of the Year during the organization's annual CEO Luncheon, held May 13 at the Atlanta Marriott Marquis.

The Entrepreneur of the Year award recognizes an outstanding minority business owner who is a proven leader within his industry, which is evidenced by financial success and commitment to community service. Business savvy and tenacity are key components of this CEO's success.

The award could not have come at a better time, as Watkins is commemorating his 25th year in the funeral service industry. "I am truly humbled by this honor," stated Watkins as he addressed a crowd of nearly 600 attendees. Watkins further enlightened the audience on the facts that hard work, tenacity and willpower are key elements that are needed on one's quest for success. "I had a desire to own and operate my own business in a way that would bring a feeling of pride to not only myself but to those whom I would serve as well. It's not an easy road to travel, but with God all things are possible," he added.

Other honorees for the day included *Joseph Hudson* of the Hudson Group – League Leadership Award; *Spurgeon Richardson* of the Atlanta Convention and Visitors Bureau – Distinguished Service Award; and *Philip Kent* of Turner Broadcasting System – CEO of the Year.



Willie Watkins

As is customary, Watkins recently hosted his annual Community Day at Howell Park as a sign of appreciation to his patrons. They were treated to free food, gospel music, horse rides and fun for the entire family. "We can never get too busy to say, "Thank you," Watkins says. More than 3,000 people joined Watkins and his staff for this enjoyable day.

The main location for Willie A. Watkins Funeral Home, Inc. is in Atlanta's West End community. There is another location in Douglasville, and further expansion is planned for Decatur in the summer of 2008. For more information, visit online at www.williewatkins.com or call (404) 758-1731.

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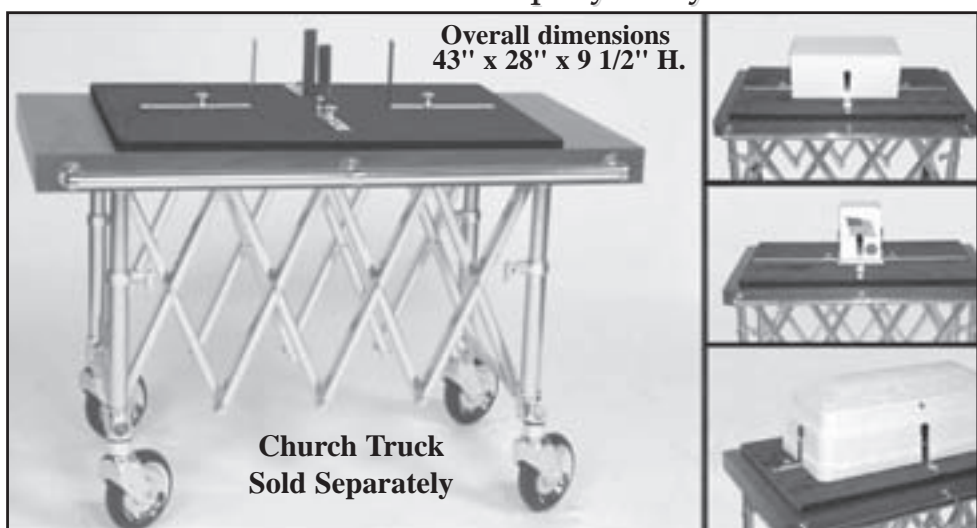
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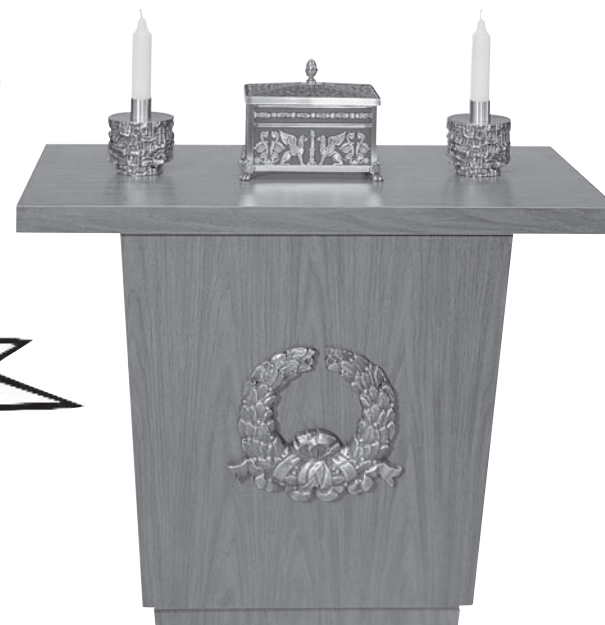
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2008 Cremation Market Survey

Part Two: How Cremation Consumers Choose Containers, Services and Providers *Continued from Page A28*

We began the next section by describing how rental caskets are used: These solid wood "rental caskets" are available to families having public funeral services followed by cremation. With each use, the section holding the body and fabric surrounding the body is replaced with a new "combustible cremation insert". After the service, the corrugated cardboard cremation insert and interior are removed and transported to the crematory where they're consumed along with the body.

Question 30. Solid Poplar Wood Rental Casket. If you were going to have a public service, how much would you be willing to pay to rent this casket?

Willing to Pay? National Average – \$543.13



Solid Poplar
Crepe Interior

Question 28. Solid Oak Hardwood Rental Casket: If you were going to have a public service, how much would you be willing to pay to rent this casket?

Willing to Pay? National Average – \$536.39



Solid Oak
Crepe Interior

Question 31. Solid Cherry Hardwood Rental Casket: If you were going to have a public service, how much would you be willing to pay to rent this casket?

Willing to Pay? National Average – \$584.82



Solid Cherry
Velvet Interior

Question 29. Solid Pine Rental Casket: If you were going to have a public service, how much would you be willing to pay to rent this casket?

Willing to Pay? National Average – \$530.12



Solid Pine
Crepe Interior

By a slim margin, consumers would pay the most for a Cherry rental casket, followed by poplar, oak and pine.

Question 32. What would you expect to pay for a traditional funeral service followed by cremation using a rental casket?

National Average: \$2975.00

Group Averages:

Group 1	\$2,975.00
Group 2	\$2,781.00
Group 3	\$3,056.00
Group 4	\$3,081.00
Group 5	\$3,056.00

Question 33. Most hardwood caskets can be used for cremation. They're typically sold to families at a price range of \$1,600 to \$4,000 and even higher. How likely are you to purchase a hardwood casket priced at \$1,600 or higher for cremation?

Definitely Consider:

Nationally: 1.71%

<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
	1%	3%	0%	1%	4%

Definitely Not Consider:

Nationally: 50.49%

<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
	61%	45%	49%	46%	53%

Would Need to See Products to Decide:

Nationally: 17.56%

<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
	16%	20%	11%	15%	28%

Prefer a Rental Casket:

Nationally: 30.24%

<i>By Group:</i>	(1)	(2)	(3)	(4)	(5)
	22%	33%	40%	38%	16%

Question 34. Nearly all funeral providers advertise. Assuming that there are multiple funeral homes in your area, which advertising messages or images would be your top 4 reasons for choosing a funeral provider? (Choose up to 4)

Low prices.....	59%
Website (additional information)	55%
Good reputation	52%
How long in business.....	33%
Private family services	30%
Convenient location(s).....	28%
Testimonials.....	26%
Free planning video (CD)	17%
Ads with local Hospice.....	13%
Ads with church, temple or synagogue.....	12%
Casket/cremation product photos	10%
Organ/piano and chapel photos	6%

Responses indicate that promotion of low prices, an informative website and your good reputation may be key messages in increasing your call volume. Additionally, your location(s), years in business and the availability of "private family services" are among the six most important messages chosen from our survey.

CONTINUED ON PAGE A36

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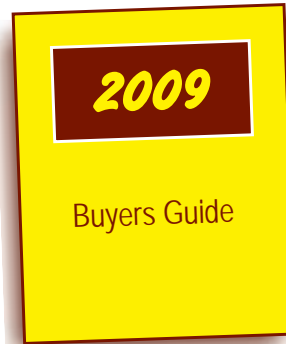
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Nie Family Funeral Home and Cremation Services opens Liberty Road Location

Continued from Page A16



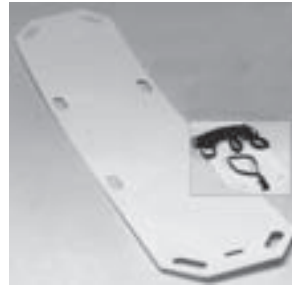
to serve the community as does their son **Dutch**. As the family continues to explore and implement the latest technology and innovations in funeral service they have continued to re-

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Why Colorado (still) doesn't have Licensure

Continued from Page A15

do Funeral Service Board by passing my National Board Exam and serving a voluntary one year internship under a registered MSP.

At the end of the day the passage of this bill wouldn't have done anything for me personally other than perhaps provided an additional layer of respect by my peers outside of Colorado. Despite not having a license, I have contributed to the funeral industry on a national level in a variety of ways.

At the end of day the passage of this bill would have formalized a place for consumers to register their complaints with the State, however they can still file law-suits, contact the media, and tell all of their friends, "Don't use ABC Funeral Home."

At the end of day, the graduates of the Mortuary Science Program at *Arapahoe Community College* in Colorado can still pursue a license in 49 other states.

I am privileged to have worked for 20 years with some of the most professional people I know, the funeral directors and embalmers in Colorado.

Martha Thayer is the Department Chair of the Mortuary Science Program at Arapahoe Community College and the Founder of End of Life Insights. She can be reached at Martha@endoflifeinsights.com.

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HMIS® Signs Agreement with The Repos St-Francois d'Assise of Montréal, Québec

NASHUA, NH— HMIS, Inc. is pleased to announce a new business relationship with **The Repos St-Francois d'Assise** of Montréal, Québec, the second largest cemetery in the Province of Québec, and one of the five largest in Canada.

"RSFA is a prime candidate for HMIS Advantage. Prior to working with HMIS, RSFA used a computer program based on Microsoft Access with added features, forms and reports," said HMIS Vice President of Sales Pete Duffy. "The HMIS Advantage program will greatly simplify their ability to keep accurate, up-to-date records using one, fully-integrated program."

"As our company and needs grew, the program we had wasn't giving us satisfaction. In particular, it was not integrated with our accounting program," said **Richard Prenevost**, general manager of The Repos St-Francois d'Assise. RSFA researched many cemetery computer programs, worldwide including companies in the United States, France and Australia, before choosing HMIS Advantage.

Mr. Prenevost added, "...we chose HMIS above others because the program is specifically designed for cemetery management, it is completely integrated and is user friendly... The ease of use of the program will reduce the time needed to train our personnel and will on the long term reduce the possibility of error."

HMIS Advantage allows users to manage all aspects of their business with one program, including enter data once name management, trust fund management, sales commissions, property ownership, mapping, accounts receivable, document imaging and much more.

The Repos St-Francois d'Assise was established in 1916 and serves all religious backgrounds. It is co-owned by the Archdiocese of Montréal and by the St-Francois d'Assise parish. The cemetery is one mile long and half a mile wide and is located in the east end of Montréal and receives approximately 4,000 people annually for burial, cremation and mausoleum burial.

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2008 Cremation Market Survey

Continued from Page A32

Question 35. Some funeral providers own cremation equipment while others use outside services. Which cremation service provider would you choose based on ownership of cremation equipment?

Doesn't matter who owns/operates equipment..... 71%
Prefer funeral provider owns/operates equipment..... 29%

With regards to question 36: Some funeral providers track the deceased body by discretely including a small non-destructible tracking disc from the time the body is picked up, through identification, services (if any) and cremation. This same numbered disc is included with the cremated remains when returned to the family.

Question 36. Is it important that your funeral service provider takes every reasonable measure to avoid mistaken identity?

Yes, a tracking system should be used.....72%
No, it really doesn't matter28%

Using sequentially numbered cremation tracking discs adds less than fifty cents per cremation. We were surprised how many respondents mentioned "tracking discs" when asked to indicate what they learned from this survey. Most respondents felt it was very important to track their loved one and be assured of getting the correct remains. Ironically, few service providers offer a non-destructible tracking system.

Question 37. How much do you expect to spend for all funeral expenses including cremation?

Expect to Pay?
National Average: \$2,797.20
Group Averages: (1) (2) (3) (4) (5)
\$2,461 \$2,492 \$3,109 \$2,602 \$3,322

For more insight into each group, we arranged group responses in ascending dollar amount from lowest to highest. We then divided each group into three equal sub-groups and averaged their responses. For each group, the chart below shows an average of how much the lowest spending third, middle third and the highest third expected to pay for a cremation service.

Expect to Pay?
Percent Cremation: >50% 40-49% 30-39% 20-29% <20%
Group: (1) (2) (3) (4) (5)
Lowest 1/3rd \$631 \$931 \$1,410 \$1,014 \$1,377
Middle 1/3rd \$2,048 \$2,352 \$2,962 \$2,450 \$2,754
Highest 1/3rd \$4,704 \$4,460 \$5,280 \$4,517 \$6,200

Group one's (1) lowest third indicated they expected to spend an average of \$631. The middle third expected to spend \$2,048, and the highest third expected to spend \$4,704.

We might expect the lowest third from each group to represent the price expectation for an immediate cremation through a cremation society or similar service. The middle results may represent the expected cost for private family services and the upper third the expectation for full traditional services with a rental casket.

Nationwide, cremation can be pared down to three levels of service: Immediate/direct cremation, a private family viewing, and a more traditional service using a rental casket. We understand that in some lower volume cremation markets, funeral homes occasionally sell a hardwood casket for cremation, along with traditional services. However, we have also seen that once seriously low priced competition arrives, average prices for cremation services tend to migrate downward.

Question 38. Do you think crematory operators take great care to return the actual cremated remains of your loved one?

Yes:..... 46.34%
No: 11.46%
Don't know:..... 42.20%

Question 39. Which of the choices below best describes your thoughts about burial? (choose up to 4)

Spend the money on something better..... 68%
Too expensive..... 62%
Why preserve body - it's dust to dust for me..... 58%
Don't like buried casket taking up space forever..... 43%
Don't need to see a body to accept death..... 40%
Make no sense to me 36%
Don't like open caskets at funerals 17%
Don't have close relatives so why bother 6%
Funeral homes are creepy..... 4%
Religion or beliefs forbid burial Less than 1%

Question 40. Nearly all funeral providers have merchandise selection rooms or displays. Of the choices below, which method would you prefer?

See actual products in a selection room display..... 58%
Select from photo CD in the comfort of our own home....29%
Select from photos or electronic display
at service provider's location 14%

CONTINUED ON PAGE A37

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2008 Cremation Market Survey

Continued from Page A36

Question 41. Have you met with any funeral service professional to specifically discuss your cremation arrangements?

Nationally:	Yes - 11%	No - 89%			
Group:	(1)	(2)	(3)	(4)	(5)
Yes	11%	5%	8%	17%	13%
No	89%	95%	92%	83%	87%

Question 42. Some cremation or memorial societies charge a nominal fee (\$25.00) to become a registered member. Are you currently a registered member of a cremation society?

Nationally:	Yes - 3%	No - 97%			
Group:	(1)	(2)	(3)	(4)	(5)
Yes	10%	1%	4%	1%	0%
No	90%	99%	96%	99%	100%

Question 43. If you're planning to have a memorial service, when would it likely occur?

Before cremation	24%
During the cremation	1%
Soon after the cremation	24%
Doesn't matter; any time	51%

Question 44. Which type of cremation service provider would you most trust to handle cremation arrangements?

Nationally:	Cremation Society - 48%
Funeral Home	- 52%
Group:	(1) (2) (3) (4) (5)
Cremation Soc:	56% 61% 40% 39% 48%
Funeral Home:	44% 39% 60% 61% 53%

Question 45. Which type of service provider would you expect to charge less for a cremation?

Funeral Home	12%
Cremation Society	45%
Don't really know	43%
Group:	(1) (2) (3) (4) (5)
Funeral Home	7% 11% 13% 14% 14%
Cremation Soc	59% 41% 40% 42% 44%
Don't really know	34% 48% 48% 44% 43%

CONTINUED ON PAGE A40

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2008 Cremation Market Survey

Part Two: How Cremation Consumers Choose Containers, Services and Providers *Continued from Page A37*

Question 46. Are there cremation societies active in your area?

Nationally: Yes – 16% No – 5% Don't know – 79%

Group:	(1)	(2)	(3)	(4)	(5)
Yes	29%	30%	11%	5%	6%
No	4%	1%	6%	5%	9%
Don't know	67%	69%	83%	89%	85%

In our last three survey questions we asked respondents to write in their thoughts. The questions and a brief synopsis of the responses are noted below.

Question 47. In a few words, please tell us why you have chosen cremation as a means of final disposition?

Nearly 35% said that their decision was based on the high cost of burial. Others included: waste of space, don't want to care for a gravesite, no need to preserve a dead body and cremation is easier on family members.

Question 48. What one or two new things have you learned from taking this survey?

22% indicated that the idea of a cremation society was interesting or something they would look into. 24% learned about the availability of rental caskets. Many others commented that they had not known there were so many cremation container choices. Some were surprised that bodies were cremated in plain cardboard boxes.

Question 49. If you could tell the funeral industry one thing, what would it be?

We certainly got an ear-full of responses with this question. Nearly 59% were frustrated to downright angry that funerals were so expensive. Others indicated that they felt emotionally vulnerable. Some reported that their local funeral directors were fantastic and showed great compassion in their services.

It has been our pleasure to provide survey information to our rapidly changing industry. We hope this information has been of value to you. Your feedback is always appreciated.

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Gerald Davis is the president of Starmark Funeral Products, a division of Vandor Corporation. Davis has enjoyed a long, creative career in the funeral business. Davis was a co-founder of Elder Davis, Inc. which is now a part of the cremation products division of Matthews International. Starmark Funeral Products offers complete cremation container systems for funeral homes including: rental caskets, rental inserts, alternative containers and cremation consumables. Register on our website to receive the 2008 Starmark Cremation Consumer Survey Articles via email. Go to www.starmarkfp.com to register.

GE Money and Keystone offer payment option for Funeral Expenses

Continued from Page A10

Keystone Group Holdings. "While making decisions on memorial services are never easy, we're confident the Serenity program can help ease the process when it comes to paying for those services."

According to the U.S. Federal Trade Commission, funerals rank among the most expensive purchases many consumers will ever make, costing an average of \$6,000 not including flowers, obituary notices, a car service, or burial expenses. "Planning and paying for a funeral is one of the most stressful and emotional experiences a family member goes through as they grieve the loss of a loved one," said **Regina Leadem**, Specialty Market, GE Money – Sales Finance. "The Serenity Finance Program is a resource for families and friends as they make decisions."

Founded in 1996, Keystone is a leading owner and operator of funeral homes across the United States and Canada and is estimated to be the fifth largest provider of funeral services in North America. Keystone currently provides funeral, cremation and cemetery services with a primary focus in non-urban areas. Keystone is headquartered in Tampa, Fla. For more information, visit www.keystonegroup.com.

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Klicker's Crosswords

By Ralph L. Klicker, Ph.D.

ANSWERS ON PAGE A44

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Ralph L. Klicker, Ph.D., has authored the books *A Student Dies, A School Mourns...Are You Prepared?* and *Kolie and the Funeral*. He has also written the textbooks *Funeral Directing & Funeral Service Management* and *Ethics in Funeral Service*, and his newest textbook *Restorative Art & Science*.

Dr. Klicker is founder and president of Thanos Institute, which offers funeral directors home study courses approved throughout the United States and Canada for continuing education credit for their license renewals.

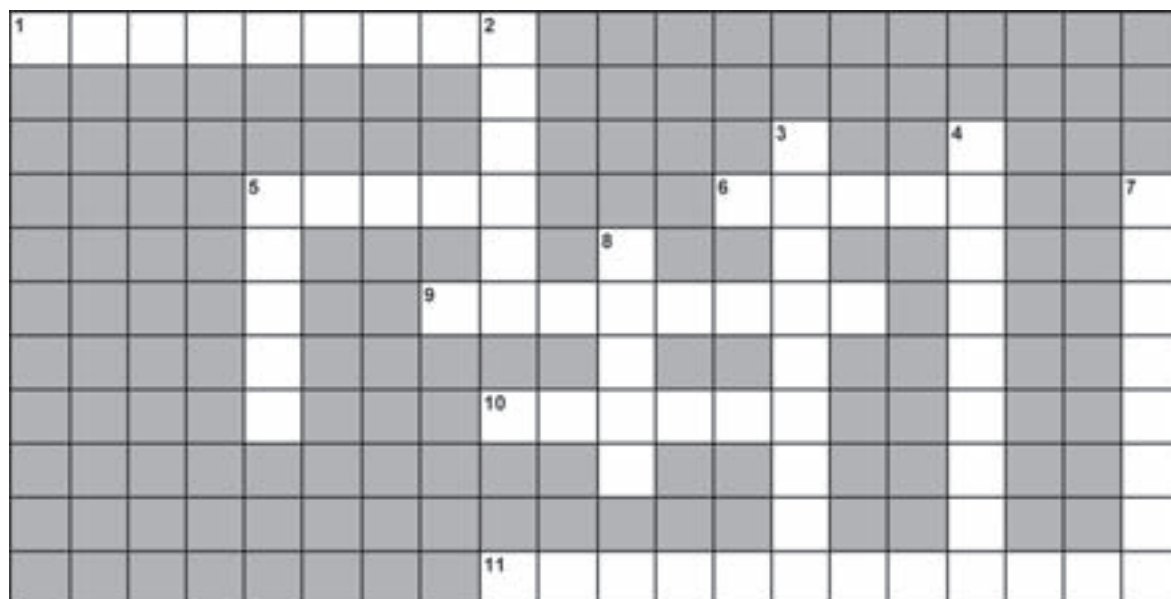
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ACROSS

1. Biological hazard
5. Henge cover
6. Evacuation of stomach contents
9. Wrinkled looking casket cap
10. Payment at a later date
11. Under the skin

DOWN

2. Owes money
3. Retains moisture
4. Lower chambers of the heart
5. Alloy of iron and carbon
7. Consumable assets
8. Strength of embalming fluid



Educational NEWS

Matt and John Smith travel with Presentation



MELROSE PARK, IL— Brothers **Matt** and **John Smith** of **Frigid Fluid Company** have been busy traveling the country sharing their vast knowledge on embalming difficult cases. Seminar topics include The Severe Edema Case and Creating the Pleasant Expression. John Smith is sales manager, while Matt is an embalming consultant and speaker for Frigid Fluid Co. Frigid Fluid Co. is proud to become a part of the ongoing drive to educate embalmers throughout the country. For further information contact Matt Smith at 866-774-4746.

At the *Arizona Cemetery, Cremation & Funeral Association* annual state convention in Phoenix, Matt spoke to the embalmers on Difficult Case Embalming. Pictured (L to R) Matt Smith, **Bill Addison**, ACCFA Treasurer, and

James DeCastro, ACCFA Vice-President. ACCFA is a progressive association that builds relationships between vendors, cemeteries and funeral homes. They are leading the way, providing continuing education with speakers with real world practical experience.



This year's *Tennessee Funeral Directors and Morticians Association* convention was held in Murfreesboro, TN. This is Matt's third return to the TFDMA. Pictured back row (L to R) **Cecil Giles**, TFDMA President **Terry Waters**, and Matt Smith. Front row (L to R) **Joseph Ivy**, **Jerry Mercer**, TFDMA Board Member **Wendell Naylor**, and John Smith. Frigid Fluid Co. is proud to become a part of the ongoing drive to educate embalmers in Tennessee.



The Mortuary Science Program at the Indianapolis campus of *Ivy Tech Community College* invited Brothers Matt and John to conduct a four hour seminar. Pictured (L to R) are John Smith, **Rick Soria** of Ivy Tech, and Matt Smith.



On June 17 *West Virginia Funeral Directors Association* and Frigid Fluid Co. teamed up to present a difficult case embalming seminar to the registered embalmers in Wheeling, WV. Brothers Matt and John Smith were honored to be referred to the WVFDA State convention by noted author and Master Embalmer **Robert G. Mayer** of Pittsburgh, PA. Pictured (L to R) John Smith, **John Kepner** WVFDA Immediate Past President, **John Thaxton** WVFDA President, **Susan Mace** WVFDA President-Elect, **John Taylor** WVFDA Vice President, and Matt Smith.

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David Goebel, Owner
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David Ring, Owner
Indiana Funeral Care, Indianapolis
Harry Moore Mortuary, Indianapolis

How We Started

Veterans Funeral Care was started in Clearwater, Florida in 2000 with the sole intention of marketing funeral services to veterans. Our area has many veterans and retired military in addition to two National Cemeteries and two VA Hospitals. Almost immediately we began to get phone calls from veterans around the country asking if there was a funeral home in their area that offered services like ours. We would call funeral homes out of the National Yellow Book and find a "Veterans-friendly" funeral home to help them.

Last year alone, our website produced in excess of 2,000 deaths for us, including our Licensees and the trade services we hired when we didn't have a provider. Veterans Funeral Care is owned by funeral service consultant Jim Rudolph, President of www.CremationConsulting.com.

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- ✓ Is there a VA Hospital close by?

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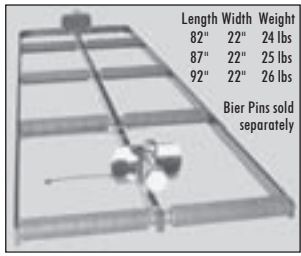
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Educational NEWS CONTINUED

East Mississippi Community College Funeral Service Students participate in Commencement Exercises



2008 EMCC Graduating Class. (L to R) Seated: Camille Riley, Victoria Jones, Tiana Dailey, Lynda Mosby, Carmen Phillips, and Andrea Kelly. Standing: Brando Benson, Drew Massey, Jay Crane, and James Harris. Not present for the photo were Chandler Bays, Joey Hall, Matthew Lee, Kevin Salter, and William Savell.

SCOOPA, MS— Ten Sophomores of the Funeral Service Technology program at **East Mississippi Community College** in Scooba, MS participated in the commencement exercises on Saturday, May 10, 2008 in the Keyes C. Currie Coliseum located on the Scooba campus.

Participating in the ceremonies were **Brandon Benson** of Aberdeen, MS; **Jay Crane** of Meridian, MS; **Tiana Dailey** of Starkville, MS; **James Harris** of Columbus, MS; **Victoria Jones** of Columbus, MS; **Andrea Kelly** of Meridian, MS; **Drew Massey** of Louisville, MS (graduating with Special Honors); **Lynda Mosby** of Meridian, MS; **Carmen Phillips** of Columbus, MS; and **Camille Riley** of Sallis, MS (graduating with Honors). Other Funeral Service students eligible to participate in

the commencement exercises but not present were **Chandler Bays** of Hodges, AL; **Joey Hall** of Belmont, MS; **Matthew Lee** of Columbus, MS; **Kevin Salter** of Columbus, MS; and **William Savell** of Decatur, MS.

The Funeral Service Technology program at East Mississippi Community College, located on the Scooba campus is the oldest Mortuary School in the state, having been established in 1975. Students throughout Mississippi and neighboring states desiring to attend mortuary college choose to enroll in the Funeral Service Technology program at EMCC in part due to the unique Block Class schedule which enables students to attend

classes only two days per week for four semesters, thereby allowing them to work full time the remaining five days of the week at a funeral home establishment or other job which can accommodate their class schedule.

The program is accredited by the American Board of Funeral Service Education (ABFSE), and is recognized by the International Conference of Funeral Service Examining Boards (ICFSEB).

Additional information about the Funeral Service Technology program can be obtained by contacting Don Webb at (662) 476-5100 or Octavia Dickerson at (662) 476-5101. Or visit their website at www.eastms.edu/career_tech/FuneralServices.php

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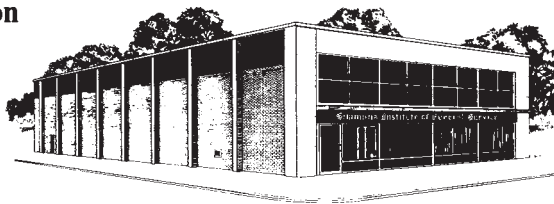
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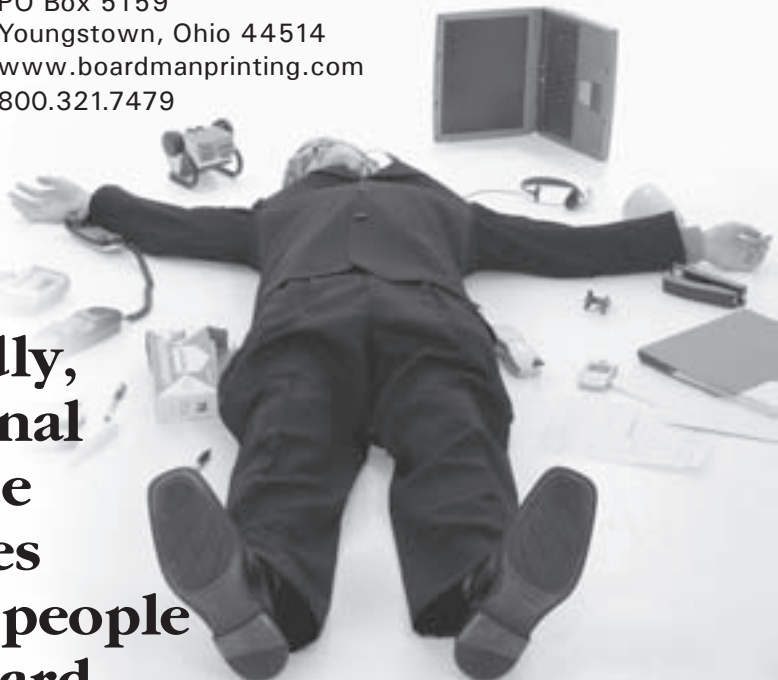


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Commonwealth Institute of Funeral Service welcomes William L. Russo as Commencement Speaker

HOUSTON, TX— **William L. Russo**, funeral director in charge of **Sacred Hope Funeral Home**, was the commencement speaker for the 72nd Anniversary Commencement Exercises of the **Commonwealth Institute of Funeral Service**. The commencement exercises were held June 13, 2008 at Bethel Tabernacle in Houston.

Mr. Russo graduated Valedictorian from Commonwealth School of Mortuary Science in 1973 and is active in various local, state and national funeral industry associations. He is past president of the *Houston Funeral Directors and Morticians Association*, the *Houston Metropolitan Funeral Directors Association*, the *Independent Funeral Directors Association of Texas*, and the *National*

Funeral Directors and Morticians Association. Mr. Russo is a board member of the Alumni Association of Commonwealth Institute of Funeral Service and is a member of the Epsilon Nu Delta and the Pi Sigma Etta Mortuary Fraternities.

Mr. Russo's speech, which encouraged the graduates to "meet the challenges and changes of the funeral industry, learn from their mistakes, and value their reputations," was well-received and was followed by a standing ovation.

Sacred Hope Funeral Home is a family-owned business founded in 1937 by Mr. Russo's paternal grandmother **Florence Katy Johnson** and his father **James Wilford Russo**.

Educational NEWS CONTINUED

Life Appreciation launches Baby Boomer Training

MIAMI BEACH, FL— **Bill Bates**, president of **Life Appreciation Training** announced their newest funeral director training program the first of June: The Life Appreciation Baby Boomer Basic Training program.



Bill Bates

the largest segment of 'cremation and no funeral' clients. Their numbers are poised to mushroom and the funeral choice for the majority will

be funeral director absent, self-conducted memorial services at their church or other personal location."

"Yet, Baby Boomers like creative experiences," Bates continues. "They want to be 'a part of,' and 'participate in' rather than sit on the sidelines. Studies show clearly that this same individual is one that responds in a very positive way to highly innovative and personalized events including funerals"

The Life Appreciation Baby Boomer Basic Training program uses a three level teaching discipline to maximize learning results and retention.

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All Baby Boomer Basic Trainings in the United States and Canada are hosted by funeral directors and held in funeral homes.

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mail info@lifeappreciation.com. Upcoming events and hosts are:

- September 12, 2008, noon-6pm, **Pierce-Jefferson Funeral Service**, 213 W. Mountain St., Kernersville, NC.
- September 20, 2008, 9am-3pm, **Zabor's Funeral**

Home, 5680 Pearl Road, Cleveland, OH.

- September 27, 2008, 8am-3pm, **Pilon Family Funeral Home**, Arnprior, Ontario, Canada.
- (Date and Times to be announced) **Funeral Services of Grand Lake**, Tulsa, OK.

California Ethics Seminar to be Held

LOS ANGELES, CA— The California Ambassador for the *Academy of Professional Funeral Service Practice*, **Shun Newbern**, CFSP and the Nu Chapter of *Epsilon Nu Delta Mortuary Fraternity* will host a series of funeral ethics seminars. The *Funeral Service Ethics Institute* will be three hour evening seminars in Los Angeles, San Diego and the Bay Area.

The speakers and facilitators will include **Jeff Chancellor**, CFSP, **Brian J. Porteous**, **D. Keith Green, Sr.**, **Chuck O'Hara**, **Ty P. Gilliam** and **H.W. "Skipper" Ragsdale, III**, CFSP. The subjects will include, but not limited to: The Deadly Sins in Funeral Service, Expanding Ethics – A High-

er Standard of Care and Ethical Violations or Bad Service.

The purpose of the Institute is to provide quality continued education that covers several relatable issues that are customer service focused and not product focused. The goals of the Institute are to provide affordable registration in a comfortable network setting and sharpen the skills of death care employees. The session will not be limited to funeral directors and embalmers; however, it will be open to all who register including students. For dates and registration contact Academy Ambassador Shun Newbern at shunnewbern@aol.com or check updates at www.shunnewbern.com.



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Association NEWS

Pennsylvania FDA elects New Officers at Annual Convention

HARRISBURG, PA— The **Pennsylvania Funeral Directors Association (PFDA)** elected new leadership during its Annual Convention and Exhibition held in Hershey June 9-11, 2008. The officers for 2008-2009 are: President **Donald B. Deaner**; President Elect **Dr. Clifford DeBaptiste**; Secretary/Treasurer **William Schleifer** and Immediate Past President **Thomas G. Kukuchka**.

The District Governors are: District I – **James Poland**; District II – **Paul Ur-**

ban; District III – **Jo Ann Pavlic**; District IV – **F. Glenn Fleming**; District V – **John V. Morris**; District VI – **Deborah Ashton-Chase**; District VII – **Norman C. Shropshire**; District VIII – **Janice Mannal**; District IX – **Warren F. Miller**; District X – **James Higgins**; and Quaker State F.D. – **John Price**. Also elected to serve in 2008-2009 was NFDMA Policy Board Member **Thomas G. Kukuchka**.

Deaner, a sixth generation funeral director from Stoystown, Somerset County,

Pennsylvania, was installed as President on June 11th at the Hershey Country Club. Don and his wife, **Kim**, own and operate **Deaner Funeral Homes** of Berlin, Stoystown, and Hooversville. He has been a licensed funeral director since 1983. He is a graduate of North Star High School, attended the University of Pittsburgh at Johnstown, and is a Summa Cum Laude graduate of the *Pittsburgh Institute of Mortuary Science*.

He is the first funeral director from Somerset County to have served as a District Governor on the state level (2002-2006) and to go through the chairs of the association, in the 127 years of PFDA. The state association represents over 1100 funeral homes and approximately 3,000 funeral directors. It is the largest state association of its kind.

National Funeral Directors and Morticians Association sets New Course

DECATUR, GA— For the first time in **National Funeral Directors and Morticians Association** history, the annual convention in Indianapolis, IN, will not require members to select new officers for the association. With a unanimous vote during the 2008 House Meeting in Louisville, KY, NFDMA officers who were elected in 2007 are serving a two-year term. As the funeral industry continues to meet the changing demands of its industry, NFDMA officers are committed to strengthening and leading the association based on the will of its members.

For the second year, NFDMA has promoted a "Youth Anti Violence Town Hall Meeting" addressing the epidemic number of youth deaths across the country due to homicide. Funeral directors from across the country share how youth deaths are impacting their neighborhoods and communities. The Indianapolis community has been invited to participate.

Traditionally, the African American Funeral Director has played a significant

role financially and politically. Our yesterdays are filled with Funeral Directors who transported and housed politicians, provided venues for America to hear and ask questions of politicians soliciting our vote. NFDMA, a non partisan association is concerned with getting people to the polls to exercise their right to vote. Members of NFDMA will continue to provide "Limos to the Polls" in this upcoming election.

In the words of President Hall Davis, IV, "Proper planning produces prosperity." NFDMA's future is getting brighter!



Officers 2007-2009. (L to R) Treasurer **Starr Hutchings-Purdue**, Clerk of the House **Althea B. Pringle**, President **Hall Davis, IV, CFSP**, President Elect **Ernest C. Adams, Jr. CFSP**, Vice President **Gregory T. Burrell**, and Corporate Secretary **Jamye D. Jeter Cameron, CFSP**.

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Adair Funeral Homes named Funeral Home of the Year by Arizona FDA

TUCSON, AZ— **Adair Funeral Homes, Inc.** in Tucson received the "Funeral Home of the Year" award given by the **Arizona Funeral Directors Association** at their annual convention in June. In addition, General Manager **Patrick Foley** was installed at the convention as President of the Arizona Funeral Directors Association for the 2008-2009 year.

Howard Beckham honored by IFDA

TALLAHASSEE, FL— **Howard Beckham**, funeral director with **Craig Funeral Home** in St. Augustine, was recently honored at the 16th Annual Conference of the **Independent Funeral Directors of Florida (IFDF)**.

Beckham was honored for having completed the inaugural year of I-PAL, which stands for the Independent Program of Association Leadership. I-PAL, based closely on the Chamber of Commerce's Leadership program. I-PAL exists to cultivate new leadership for the statewide association of funeral professionals.

Beckham was also installed as a member of the IFDF Board of Directors, representing independent funeral homes in the area counties.



Howard Beckham at IFDA Annual Conference

Craig Funeral Home has been honored previously by IFDF for its standing as a multi-generation independently-owned funeral home. IFDF members are those funeral directors who are affiliated with family-owned and operated funeral homes throughout the state of Florida. The

550 member organization serves as the voice of independent funeral directors, and promotes dignified death care through its educational and legislative activities. It has been the blueprint for various other states that have followed Florida's lead in forming similar associations.

Answers to Klicker's Crossword Puzzle on Page A40

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Marshall's Funeral Homes' new web site speaks to the community...



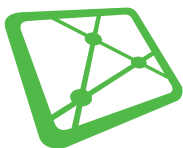
in English and en Español.

When Marshall's Funeral Homes decided to target the Hispanic community in the Washington, D.C. metropolitan area, they turned to FuneralNet for help. FuneralNet redesigned the funeral home's web site, adding 10 new pages and a web audio feature in Spanish.

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DONA. FINEFROCK of Naples, FL and formerly of Mansfield, OH died June 14, 2008 at the age of 87. He graduated from *The Cleveland College of Embalming* in 1946 and in 1948 he joined his family's funeral home business, **J.H. Finefrock & Sons** in Mansfield, along with his father and brother, **John H. Finefrock, Jr.** In 1976 he was appointed by the Governor to serve on the Ohio State Board of Embalmers and Funeral Directors of Ohio, serving as the Board President several terms. It was under his leadership that the state began to license funeral home facilities. He served on the National Council of Funeral Service Examining Boards, and was a member of *National Selected Morticians, Ohio Funeral Directors Association* and *National Funeral Directors Association*.

Reprinted from Ohio Funeral Directors Association, Columbus.

HAROLD B. KREITZER of Arcanum, OH died June 4, 2008 at the age of 88. Harold was active in the funeral business since 1939 and founded the **Kreitzer Funeral Home** in Arcanum in 1950. He was a licensed funeral director and embalmer and a member of the *Ohio Funeral Directors Association* for over 60 years. He was still semi-active in the business, which he ran with his son.

Reprinted from Ohio Funeral Directors Association, Columbus.

KATHLEEN REED of Newark, OH died June 24, 2008 at the age of 70. In addition to her lifelong career in elementary education, Kathleen became a licensed funeral director in 1997 and worked with her family at **Reed-Egan Funeral Home**. She was a member of the *District 13 Funeral Directors, Ohio Funeral Directors Association* and *National Funeral Directors Association*.

Reprinted from Ohio Funeral Directors Association, Columbus.

RICHARD NIXON LOCKLEAR, JR. of Laurinburg, NC died June 10, 2008 at the age of 23. He graduated with an associate degree in Funeral Service from *Fayetteville Technical Community College*. He started his career with **McDougald Funeral Home** in Laurinburg, and had been currently employed with **Boles Funeral Homes and Crematory**.

M.S. "MATT" HARTMAN of Latrobe, PA died June 10, 2008 at the age of 84. He joined the **Hartman Funeral Home** in 1944, which was established by his grandfather **J. Wiley Hartman** in Latrobe. He was past president of the *Westmoreland, Indiana and Armstrong County Funeral Directors Association* and a graduate of the *Pittsburgh School of Mortuary Science*.

DONALD F. "DON" ESTES of Battle Creek, MI died June 17, 2008 at the age of 81. A 1952 graduate of Wayne State University School of Mortuary Science in Detroit, he was employed briefly in Detroit before moving to Battle Creek. He joined the staff of **Farley Funeral Home** in 1952 and became a partner in the firm in 1958. The firm incorporated in 1967 and the name changed to **Farley-Estes Funeral Home** in 1983. He was the current CEO and was actively involved in the day to day business at the time of his death.

BEVERLY ANN HAWKINS GOODSPEED of Fort Worth, TX died June 13, 2008 at the age of 61. She was a long-time employee of **Gregory W. Spencer Funeral Directors, Inc.**, and formerly worked with several other funeral homes in the area. She was a member of the *Fort Worth Funeral Directors Association Ladies Auxiliary*. She had spent the past two years compiling a history of black-owned funeral homes in Fort Worth, for which she was recognized during a recent state convention.

CLINTON YORK of Marion, KY died June 28, 2008 at the age of 74. He was a retired funeral director for **Gilbert Funeral Home**. In addition, he was also formerly Crittenden County Coroner for many years as well as a past member of the **Mapleview Cemetery Association**.

JOHN A. PRIBULA, III of Holland Township, NJ died May 31, 2008 at the age of 47. In 2003 he became president of **Edison Supply and Equipment Company**, a funeral supply distribution company throughout the United States.

GLENN LYLE HOUSKE of Mesa, AZ and formerly of Crookston, MN died July 5, 2008 at the age of 86. A 1941 graduate of the *University of Minnesota-College of Mortuary Science* in Minneapolis, he worked with his father, **Joe**, in the **Houske Funeral Home** in Crookston until purchasing the firm from his father. He was a member of the *National Funeral Directors Association*, as well as the *Minnesota and North Dakota Funeral Directors Associations* and was a past president of MFDA-District 10. He was honored by the MFDA at its annual convention several years ago as a 50-year licensee. In 1982 he retired, continuing to work as a Relief Director for various funeral homes in the area for several years. His last employment was with the **Newton Manufacturing Company** as a sales representative.

RICHARD KOENIG "DICK" TODD of Claremont, CA died June 30, 2008 at the age of 86. He began his funeral service career in 1947 at the **Todd Memorial Chapel**, founded by his grandfather in Pomona, CA.

JOSEPH M. SHOOK, SR. of Clifton, NJ died June 9, 2008. A 1951 graduate of *McAllister School of Embalming* in New York City, he received his Funeral Director and Embalmer License in 1952. In 1955 he and his wife, **Eleanor**, opened the **Shook Funeral Home** in Clifton. He later became president of **Shook Funeral Home, Inc.**, and operated not only the Clifton location, but also **Shook's Cedar Grove Funeral Home** in Cedar Grove, NJ. He was appointed by the governor to the State Board of Mortuary Science for a two-year term, and was a member of the *Passaic County Funeral Directors Association*.

MARIE L. GERITY of Woodbridge, NJ, died May 27, 2008 at the age of 91. She and her late husband, **Leon Gerity**, founded the **Leon J. Gerity Funeral Home** in 1951 and she was the current president of the firm.

GREGORY L. ZOOK of Monrovia, CA died June 18, 2008 at the age of 56. He was a funeral director with, **Douglas and Zook Mortuary** in Monrovia, which his parents established in 1953. He became the state's youngest licensed funeral director in 1973, when he graduated from *California Mortuary College*.

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