

# The Dead Beat



## The Caregiver's Soapbox



*Dedicated to providing information about the people and places involved in the funeral industry*

Early Spring, 2010

[www.thedead-beat.com](http://www.thedead-beat.com)

Volume 10 Issue 6

### Eulogy 101! Write your own Eulogy

By Andrea Hilgendorf and sent by Lorraine Sawicki  
Remember Me Stone Company

I'm six feet under. Yes, my day has come, I guess you can call it the end of the road, or I've checked out, or I'm simply not suffering anymore.

Yes, I guess you're right, I'm not suffering anymore but I can still recall those grave moments of yesterday and the words I wanted to say, but only shared with my closest partner and friend. Before your day comes, make sure you write your own eulogy. No one can portray and justify all of your traits, either quirky or steadfast, that always made you look like you were the best thing that ever happened to earth.

#### Eulogy #1 (like there's going to be a #2)

Before I get started, I want to thank you all for coming and sharing memories with my family and I. If you look at the picture to the right, I mean to the left, uh, no, the one in the back. I just made all of you look like bobbleheads. Anyway, I look really happy in the picture, don't I? Unbeknownst to all, it was one of the worst days of my life. Some guy tried to run me off the road. As my eyes were bulging out of my head he decided to flip me off and speak many words I could not hear. I imagined how wonderful his wife must have thought he was. That was about thirty minutes after my doctor made me wait an hour and twenty minutes before seeing me. There's some time I'll never get back. So much for appointments. After a long unbearable day I was excited to head to the bar to meet a few friends. I want to say thanks to the bartender who served me the one last drink that I shouldn't have had, and to the police officers who arrested me that night and threw me in a cell with so many lovable hoodlums. Cheers to all.



Moving along, as I rest in peace.....

To all the people who have been married 3 or more times, give it up and quit looking for attention. I'm simply not in any position to buy you another gift.

To all the people out there who never stop complaining about anything and everything. Get over it. You're breeding nothing but hatred.

To all the people who never say hello, hi, please and thank you... go to etiquette school and learn some manners.



To all the doctors who don't think it is important to have good bedside manners..become a patient and I will be more than happy to care for you.

To all managers, bosses and coworkers, remember this... I simply do not get paid enough to listen to your #%\*!.

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### Other Articles in this Issue



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Tombstone Motorcycle Hearse  
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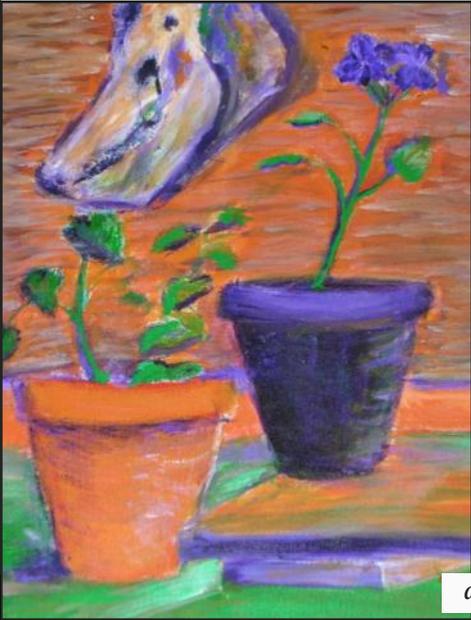


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**Amy Howard Art Gallery**



The editor's daughter Amy, who was mentioned in our previous issues, was quite the artist and we've decided to display some of her artwork every issue in her memory.



Amy Howard



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# Mortuary Muse\*

\*to think or consider deeply; meditate  
By Lowell

Components of the death care industry have become so diverse and widespread that they remind me of one of the giant Class I Railroads. Their purpose is to make money for the investors by satisfying their client's transportation needs. The railroads are so large and complex that thousands of employees excel in their job without having a clear understanding of what someone in another division does or how they mesh together as part of the completed goal.

Does a press operator making memorial books and cards have a clue that some insurance/preneed consultant sold a policy to a family? And that policy will pay for the memorial book the funeral home ordered from the book and stationary company? What does the embalmer think about while trying to restore someone's loved one?

Probably not a passing thought about the website designer who may have helped attract the family to that firm. What does the groundskeeper think when a well-dressed casket salesman walks into a funeral home? (um...they may think I haven't seen one of those in a long time). Anyway you get the idea. This diverse contingent of workers in many fields may not be aware how everyone's work is inter-related to server a grieving family.

Of course, attending a convention gives an idea of the breadth of diverse occupations represented in the components of the funeral industry but very few workers from any company ever attend a convention. Does any of this matter? It may be of consequence in providing better service for our customers....

\*\*\*\*\*

A regional colleague states in his advertisement that — *"An independent survey by Everest Price Finder (everestpricefinder.com) reveals that we are hundreds of dollars lower than other providers in our area. By comparing prices you can save \$500 to \$1500 on a traditional service. We are sure our casket prices are significantly less than the local average as well. In addition we do not have a non-declinable overhead fee."*

The ad encourages consumers to compare prices, pointing out that all funeral homes are required to give them price lists when shopping. He did not mention that consumers could price caskets at Wal-Mart or that Everest charges \$29 for the information collected from funeral homes for nothing **with FTC's assistance and blessing**. The ad says several times that he is not being CHEAP just fair.

*(Continued on page 8)*

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## In Lieu of Flowers Site Continues to Offer Excellent Sympathy and Bereavement Etiquette Tools and Resources

*New Articles Increase the Value to this Widely-Visited Website*

**Victoria, Texas**, February 17, 2010—Clay Atchison, of [www.InLieuofFlowers.info](http://www.InLieuofFlowers.info), announces updates to the site which have made it an even better resource for both funeral directors and members of the general public who need guidance in expressing sympathy to friends or family after the death of a loved one.

People often wonder about the “proper thing to do”; should they just send a card, flowers or make that impersonal donation to a charity in the name of the deceased? “Our goal is to help them make that important decision more easily—and to do something that they will be proud of years down the line,” declared Clay. “You certainly can’t go back and do it over again; so doing the ‘right thing’ is essential.”

“We’ve now got even more articles in our archive,” shared Clay, “including an insightful article for human resource managers and business owners: *Business Memorial Contribution Etiquette and Policies*. Our Google stats have proven that is an often-visited page within the site; which tells me that people are starved for information on how to handle expression of sympathy within the context of the workplace. This new article will help managers and co-workers arrive at the socially-acceptable expression of sympathy, while staying within their company guidelines,” shared Clay.

### Helping Families Make Difficult Decisions Just Got Easier

Funeral Directors are the first to admit that people often wonder about the “proper thing to do.” In recent times it’s been expedient to suggest charitable donations, however the research has proven that the presence of flowers at funerals help ease the emotional turmoil of grief and loss. While more and more families are requesting that donations to

charitable organizations be made in honor of their departed loved ones, the wording of the request often reads something along the lines of “In lieu of flowers, donations can be sent to...” This statement is perceived as a limitation by many who would like to express their sympathy to the family.

“I’ve watched people stress out over these decisions, and ultimately do nothing at all,” said Clay Atchison, Web master of the site, [InLieuofFlowers.info](http://InLieuofFlowers.info) in a recent interview. “Then they feel so guilty about the whole thing. It’s heart wrenching to watch them struggle to find the perfect solution.”

### Flowers Truly Say More

“We know from research and from our own experience that flowers provide a voice for the many people who have difficulty find the right words of consolation and support during a time of tragedy.” [InLieuofFlowers.info](http://InLieuofFlowers.info) founder Atchison said. “Flowers are a tangible means of showing concern, affection and sympathy for the bereaved.”

At the funeral service, flowers also help brighten a somber environment and provide a topic of conversation and a tranquil focal point. The study further demonstrated that because of their soothing qualities, sympathy flowers displayed at funerals actually had a positive impact on the emotional well-being of the bereaved. “After the funeral service, arrangements and plants act as keepsakes to brighten the home and in the case of flowering plants, can serve as a living memorial to the deceased.” Atchison added.

Funeral director, Todd Van Beck offers this elegant comment on the subject: “Families deserve the right of complete freedom of expression at time of death. People are not cut from the same spiritual or emotional mold. Therefore, they should be free to express themselves in the manner which best conveys their emotions. Any expression which is the result of dictate ceases to be an act of the heart.”

### Selecting the Right Flowers for the Relationship Shared

Another difficult decision facing friends and family members who choose to send flowers “in lieu of a donation,” involved the actual selection of sympathy flowers. [InLieuofFlowers.info](http://InLieuofFlowers.info) provides insight into buying the right flowers for the type of relationship shared. Whether the deceased was an immediate

*(Continued on page 24)*

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### Colleagues Lost or Found!!!

(If you would like to find someone in the funeral industry, let us know-  
**editor@the dead-beat. Com**)



# Behind the Back Fence

By Lowell

When the Feds were haggling over health care reform, why didn't somebody suggest reforming the Social Security death benefit. Two hundred and fifty five dollars would buy a funeral when they started. As I remember my earlier experience they would pay that to whoever paid the bill. Of course, the problem was they could not pay the bill without the 255 dollars. Nowadays they could have tossed in another 10 or 13 billion dollars and we could afford to bury all of the folks that some say will die because of health care reform.

\*\*\*\*\*

While attending an anniversary reception recently I visited with two professionals in different fields. They commented about the fact that there was never anything useful in their respective trade magazines. They were joined by another in yet a different field who also agreed that "trades" seldom have any relevance. A friend who is a college/industrial trainer often says nothing is ever really new in the latest training discipline. Just a new name and a few tweaks to some training discipline of the past that reappears every ten years or a new generation. So what are trade publishers supposed to do other than stick their heads in the sand and continue merrily on their oblivious way? More grass roots contributing writers might help.

I was skimming the trades and read a good article by a funeral director who had visited many firms around the world looking at new ways to increase customer satisfaction. It was all true but the basic premise was essentially the same as an article that I wrote for a different industry trade magazine in 1991. Since good basic practices apply to nearly every company I rewrote the story and applied the same principles to funeral service. The funeral service version was published in

**American Funeral Director** that same year.

It's nice to know some things do not change. The funeral director's current article included one of the same companies that I used as an example of the best in maintaining customer satisfaction and loyalty —Nordstroms.

\*\*\*\*\*

A colleague reported another sad case of the organ donor folks not being completely upfront with a family that was planning on a traditional open casket service. It was accomplished, but the family was misled about the complications that would be left for the embalmer and the amount of time required to return the body. This puts a lot of extra pressure on the funeral home staff. Please organ donor organizations be more honest with everyone. At your annual goodwill meetings you always tell us things are going to be better.

\*\*\*\*\*

Has today's consumer become so "geekafied" and "tweeterpatted" that when the nursing home e-mails that dear old dad died, they will immediately pull up Funerals 1.5. What a shock! They now discover that there is now 3.0, but their computer is too old to support it.

Now it is off to the big box computer store and 1,500 dollars later and a half day for set up time, the consumer is ready to plan dad's funeral. A few key strokes later and the plans fall into place for a great family mega-memorial tribute at dad's favorite place in Hawaii. Ten days later the funeral consumer returns home, bedraggled and still wearing a wilted lei. Aside from the fact that the airline lost his golf clubs, funeral consumer is pleased with the family's mega-memorial service. Oops, the answering machine says, "You have 23 new messages." "This is the county morgue—when are you going to pick up your father's body?....."

About the Author: Lowell Pugh has funeral director and embalmer licenses in Missouri and Texas and continues the operation of the 106-year-old family funeral home. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.

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# After-Thoughts *By Joanne Howard*

It has become more and more difficult to decide on a topic to discuss. Of course, if my computer could have access to the internet maybe I could see something to talk about. But maybe this electronic connection needs to be severed in order to really think about things.

Electronic connection via the internet has been really challenging lately at work. Something is causing quite the problems with my main internet computer. After many attempts at correcting the problem, it still exists and is majorly frustrating. Our dependence on the internet and cell phones is quite evident when you are having problems.



Remember when you had to be home to get phone calls or you waited for letters to hear from people. My husband and I were at a shopping outlet center and he was in one store and I was in another. He called me to ask about something and wondered where I was. I happened to be in the store next to him. Remember when you would have to just look in the stores or around a store to find someone?

Wouldn't it be nice to just call who died on their cell phone in Heaven? But just like there are no U-Hauls following the hearses with possessions to

take with them, there also are no cell phone normally in the caskets, at least I haven't put any in lately.

Losing anything whether our electronic connections or physical connections creates so many challenges. The underlying feelings of frustration is just one of the many things we deal with. I'm so tempted to throw my computer across the room lately is just one of the ways. But what about that person that you will never see again. You would do anything for them to be back in your life causing whatever challenges that they gave you.

I had an overwhelming feeling of sadness the other day. I was attributing it to an event that I had put on that didn't go that well. But then it dawned on me that maybe it had been a wedding shower for a friend of my daughter. It was taking place at our church and I had gotten the gift and everything. But the thought of her opening her gifts and enjoying the happiness was just a bit more than I could handle. Why couldn't my girls be experiencing this same joy???



Well, their connection had been lost and no computer or cell phone could reach them now. So the sadness engulfed me again even without my realizing it.

I heard the phrase about the wounds

healing in reference to losing a loved one and I wanted to scream that it never truly heals. This sadness and depression many years after the loss made it clear. I've spoken in the past, that a wound still leaves a scar that never truly is the same as it was. Ever have a scar and you get sunburned? It makes that scar much more obvious. Certain events or circumstances in your life after your loved one is gone is like being sunburned. After the sunburn subsides and the scar isn't as obvious, our lives also go on as if nothing has made us sad.

I'm sure after my computer eventually gets fixed or I get a new one, I'll forget about my frustrations. But down deep, I still wish I could call my daughters on their cell phones in heaven or send them a quick e-mail about how much I love and miss them.



About the author: Joanne Howard is the editor of **The Dead Beat**. She has been a licensed funeral director since 1992 with Pugh Funeral Home in Golden City, MO and also the aftercare coordinator. Much of her writing in this column is influenced by her loss of her two daughters Laura at age 10 in 1997 and Amy at age 19 in 2003. Any comments or questions can be directed to 417-537-4412, P.O. Box 145, Golden City, MO 64748 or email [Joanne@thedead-beat.com](mailto:Joanne@thedead-beat.com).

## 10 Gifts to Give You Children

1. Love
2. Discipline
3. A Good Example
4. Respect
5. A Good Self-Image
6. Good Health Habits
7. Time Together
8. Motivation for Learning
9. Sense of Humor
10. Peer Relationships

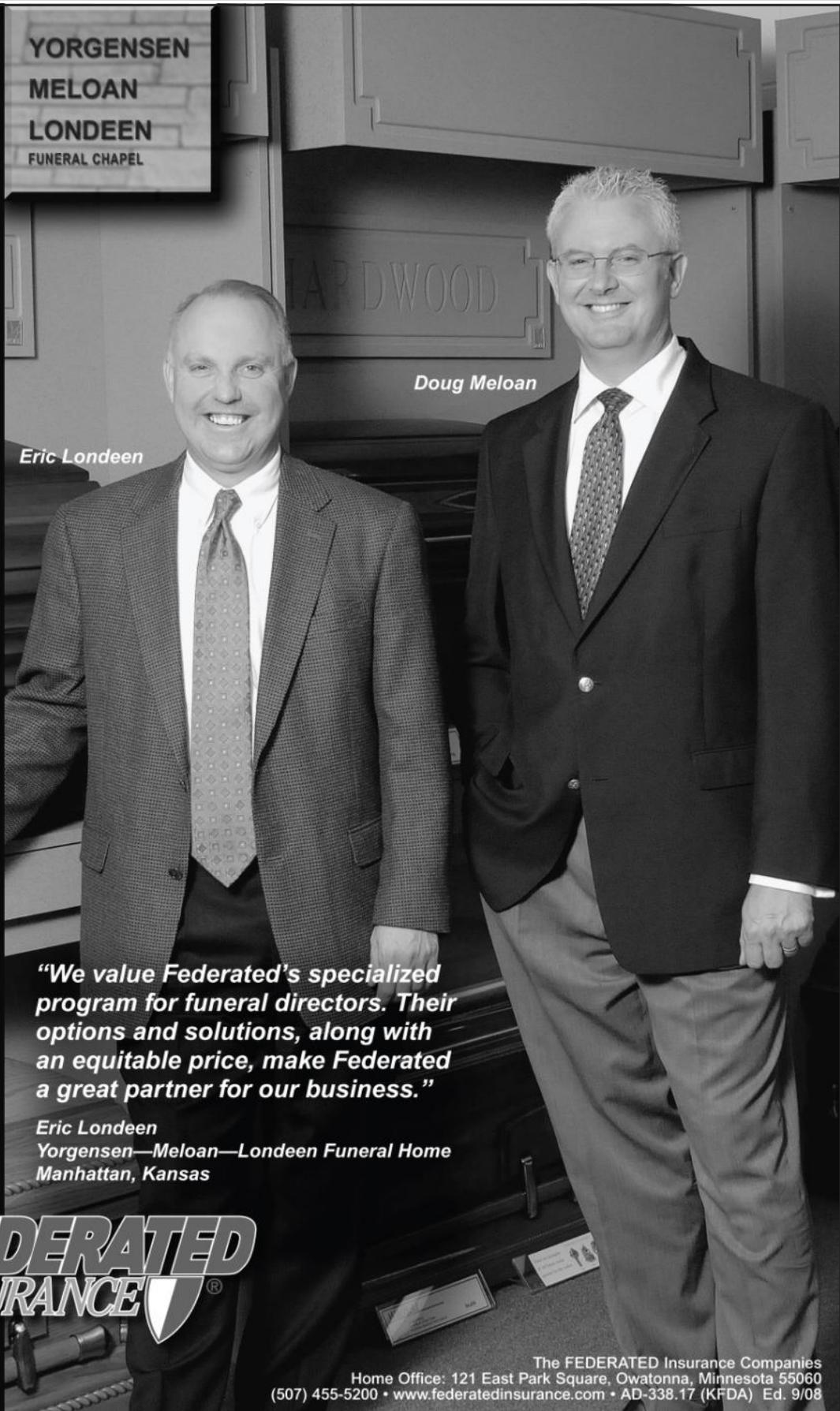


## Seven Lessons for Living

1. Don't Waste
2. Work Hard
3. Don't Cut Corners
4. Have Fun Doing Things
5. Be Strict but Caring
6. Tackle Problems Head-On
7. Pray

Grandma Sinclair, Grandmother of Dave Thomas (Wendy's) from "Well Done"

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## Mortuary Muse (Cont.)

*(Continued from page 3)*

Hmmm... colleague? I think we used to call them competitors.

Joanne picked up CANA's publication, **The Cremationist of North America, Fall, 2009**, at the Tri-States Convention (Missouri, Kansas, Nebraska). It had their latest cremation statistics and projections along with several relevant articles.

One of the articles was by Glenn Gould and contained an interesting thought. "...The funeral home business model is not based on the disposition of the dead; the funeral business is about ceremony and events that bring together. Disposition of human remains can be accomplished very inexpensively and at a cost that will not support the maintenance of even half of the nations' 22,000 funeral homes. Promulgating the perception that funeral directors are about disposition does not promote the funeral profession; in fact it detracts from the concept that ceremony, events and memorials are necessary."

Now that makes a lot of sense. Would we hire the mid-wife to plan the new birth celebration for family and friends. NO! So who the heck would hire the undertaker to ONLY help plan a funeral? An outrageous thought if there ever was one.

I used to think a death was an event that often brought families together. A decedent's relative made that remark to an

other relative at our last service. Helping the family plan an event ceremony that may be as large as a wedding but telescoped in time is not unusual for most experienced funeral directors. There certainly is nothing wrong with the mega-memorial event, but they often do not fit well with the somewhat immediacy of a casketed funeral. Death has a way of avoiding or complicating family vacation and travel plans. The mega-memorial fits cremation with memorial services at a later date better. As often as not, surviving relatives are so worn out they just want to get everything over and done. It is a few weeks later with some compassionate aftercare service (not connected to a preneed pitch) where a funeral home may really shine.

Regarding the aforementioned business model based on events and ceremony—I can see it all now. Some meeting and events planning profession consultants tell their clients that if they are going to make any real money they will have

**About the Author:**

Lowell Pugh has funeral director and embalmer licenses in Missouri and Texas and continues the operation of the 105-year-old family funeral home. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.

### Jeff Crownover Joins Frigid Fluid Company



**Jeff S. Crownover**

Jeff Crownover of Mountain Home, Arkansas has been in the funeral and cemetery industry since 1987. He has an extensive background in the areas of family service, pre-need funeral and cemetery arrangements, private estate and community mausoleum design as well as funeral home and cemetery management. Jeff and his wife Lori have five grown children. They are members of Twin Lakes Baptist Church. Jeff has been elevated to the

"Fellowship Degree" with the Loyal Order of The Moose, and is a past Governor and past District President.

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Four old men were out golfing. "These hills are getting steeper as the years go by," one complained. "These fairways seem to be getting longer, too," said one of the others. "The sand traps seem to be bigger than I remember them too," said the third senior. After hearing enough from his senior buddies, the oldest and wisest of the four of them at 87 years old, piped up and said, "Just be thankful we're still on the right side of the grass."

## The Gift of Friendship

By Ken Doka

Friends can be a great gift in grief. Sometimes they can be the greatest gift. Often family members may be too close. They not only feel our pain, they share it. After all, your sister may be the deceased person's wife, mother, daughter, or aunt. And while there is power in that sharing of memories, it can create distance. We may be too respectful of one-another's relationships. We may even feel selfish, wondering how we can compare our grief to theirs. We may be reluctant to burden them, to add to their many stresses with our own needs.

That is why friends can play such a critical role. They are close to us, but perhaps not to the person who died. They can listen. They can offer care and support. They can be there in a way family members cannot. They bring their own gifts.

But what are these gifts? Over the years that I have counseled, I have often found many grieverers were unable to recognize and acknowledge the gifts that their friends could offer. Our own expectations of what we needed to receive had little relationship to what friends could offer. Many times, I learned, we are disappointed because we do not acknowledge the gifts that our friends are able to offer. We wish something else.

One gift is listening. Some friends are great listeners. We can call—even at 3

AM in the morning and they will be honored that we choose to call them. They are always there to hear our heart-felt feelings, to be a sounding board as we struggle with new and old problems, and to value our need to explore our loss.

Another gift is doing. Some friends are great doers. They are always there to drive us to a support group, share our chores, and help us to adjust to a different life in the face of loss. When something needs to be done, they will do it!

There is a third gift as well: respite. Coping with grief is hard work; maybe the hardest work. With any hard work, we need time off. We need to take time from grief as we would need time from any stressful activity. These friends can offer that. They can provide safe company as we relax from our grief. We need not fear they will ask how we are doing; they will be relieved that we do not discuss it. They offer a night out—respite, and maybe even laughter and relaxation. That too is a priceless gift.

Our problem is that we may not understand the gifts we are offered. We expect our listeners to do and our doers to listen! We become frustrated that things are not done and we are not heard. We fail to appreciate the gift of respite—seeing in the silence a lack of concern.

There is an exercise that I use with my clients. I ask them to list all their sup-

port—their friends, family, coworkers, neighbors, and members of their faith communities. I then ask them to identify the listeners, doers, and respite persons. This exercise has two main goals. First it reminds us of how much support we may have. But second, it reminds us of the individual gifts that these persons could offer. . . gifts that we so sorely need as we grieve.

\*\*\*\*\*

This article was originally printed in *Journeys: A Newsletter to Help in Bereavement*, published by Hospice Foundation of America. More information about *Journeys* can be found at [www.hospicefoundation.org](http://www.hospicefoundation.org) or by calling 800-854-3402 and is published monthly by the Hospice Foundation of America, 1621 Connecticut Ave., NW, #300, Washington, DC 20009. Annual subscription-\$12.00.

Kenneth J. Doka, Ph.D., is a Professor of Gerontology at the College of New Rochelle. Dr. Doka's books include:



**Disenfranchised Grief; Living with Life Threatening Illness; Living with Grief: After Sudden Loss; Death and Spirituality; Living With**

**Grief: When Illness is Prolonged; Living with Grief: Who We Are, How We Grieve; AIDS, Fear & Society; Aging and Developmental Disabilities; and Children Mourning, Mourning Children.** In addition to these books, he has published over 60 articles and chapters. Dr. Doka is the associate editor of the journal *Omega* and editor of *Journeys*, a newsletter of the bereaved. Dr. Doka has served as a consultant to medical, nursing, hospice organizations, as well as businesses, educational and social service agencies. As Senior Consultant to the Hospice Foundation of America, he assists in planning, and participates in their annual Teleconference. In 1998, the Association for Death Education and Counseling honored him by presenting him an Award for Outstanding Contributions to the field of death education. In March 1993, he was elected President of the Association for Death Education and Counseling. Dr. Doka was elected in 1995 to the Board of the International Work Group on Dying, Death and Bereavement and elected Chair in 1997. Dr. Doka is an ordained Lutheran Clergyman.

*(And a heck of a nice guy— Editor & Publisher)*

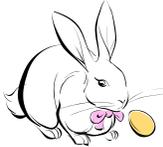
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## Chuckles

*Editor Note: My apologies if anyone has been offended by jokes in this column*

### Happy Easter Story

A man is driving along a highway and sees a rabbit jump out across the middle of the road. He swerves to avoid hitting it, but unfortunately the rabbit jumps right in front of the car. The driver, a sensitive man as well as an animal lover, pulls over and gets out to see what has become of the rabbit. Much to his dismay, the rabbit is dead. The driver feels so awful that he begins to cry.



A beautiful blonde woman driving down the highway sees a man crying on the side of the road and pulls over. She steps out of the car and asks the man what's wrong. "I feel terrible," he explains, "I accidentally hit this rabbit and killed it." The blonde says, "Don't worry." She runs to her car and pulls out a spray can. She walks to the limp, dead rabbit, bends down and sprays the contents onto the rabbit. The rabbit jumps up, waves its paw at the two of them and hops off down the road. Ten feet away the rabbit stops, turns around and waves again, he hops down the road another 10 feet, turns and waves, hops another ten feet, turns and waves, and repeats this again and again, until he hops out of sight. The man is astonished. He runs over to the woman and demands, "What is in that can? What did you spray on that rabbit?" The woman turns the can around so that the man can read the label. It says.... (This is bad!) (OK, here it is) It says, "Hair Spray—Restores life to dead hair, and adds permanent wave." Happy Easter.

\*\*\*\*\*

During a visit to my doctor, I asked him, "How do you determine whether or not an older person should be put in an old age home?" "Well," he said, "we fill up a bathtub, then we offer a teaspoon, a teacup and a bucket to the person to empty the bathtub." "Oh, I understand," I said. "A

normal person would use the bucket because it is bigger than the spoon or the teacup." "No," he said. "A normal person would pull the plug. Do you want a bed near the window?"

\*\*\*\*\*

A grandfather took his eighteen-year-old grandson to play golf at his country club. On a severely doglegged par-5, the grandfather told his grandson, "You know, when I was about your age, my father taught me to aim right over those trees and I hit the green every time." The grandson, thrilled at his grandfather's advice, thought about the comment and decided to give it a try. He hit a perfect drive, but it landed right in the middle of the fifty-foot trees. The grandson looked angrily at the grandfather, who shrugged and said, "Of course, when I was your age, those trees were only twelve feet tall."



## Comments

Dear Joanne,

I was surprised and heartened that you ran my "Follow Love" column again. It is gratifying that it meant so much to you. As stated, you and Claude have endured so much and yet turn to help others. May God continue to bless your good works.

Steve (Palmer, Westcott Funeral Home, Cottonwood, Arizona)

\*\*\*\*

Just wanted to send a quick note on how much I enjoyed this month's issue of The Dead Beat! I especially liked "The Pursuit of Information—On the Internet?" article. As a marketing company for the funeral service industry and a long background in the funeral business—this topic is sometimes a double edged sword. On one side you have those who embrace technology and want to utilize it in every form and the other side it absolutely scares them to death (regardless of whether they're willing to admit it). On a daily basis, we walk that delicate tightrope to work with those who embrace technology and, even more, try not to shun those who don't. For that customer base we take baby steps and try to spoon feed technology efficiencies if we have a willing customer. Below are some links that we utilize for our company from recruitment of both funeral home and agent, distribution and customer portals. I've also included my own little industry blog—it's not much, but it sure has been fun!!

[www.securitynational.com/preneed](http://www.securitynational.com/preneed)  
[www.securitynational.com/iFuneral](http://www.securitynational.com/iFuneral)  
[www.securitynational.com/PNrecruit](http://www.securitynational.com/PNrecruit)  
<http://preneedindustry.blogspot.com/>

Thanks for all that you do and just know that you have a very satisfied advertising customer!

Guy Winstead

National Vice-President of Pre-Need Sales and Service  
 Security National Financial Corporation/Life Insurance Co.  
 Jackson, Mississippi



A clergyman walking down a country lane sees a young farmer struggling to load hay back onto a cart after it had fallen off. "You look hot, my son," said the cleric. "Why don't you rest a moment, and I'll give you a hand." "No, thanks," said the young man. "My father wouldn't like it." "Don't be silly," the minister said. "Everyone is entitled to a break. Come and have a drink of water." Again the young man protested that his father would be upset. Losing his patience, the clergyman said, "Your father must be a real slave driver. Tell me where I can find him and I'll give him a piece of my mind!" "Well," replied the young farmer, "He's under the load of hay."

ahajokes.com

\*\*\*\*\*



During a recent password audit, it was found that a blonde was using the following password:  
 MickeyMinniePlutoHueyLouieDeweyDonaldGoofy  
 When asked why such a big password, she said..... that it had to be at least 8 characters long.!!

(Continued on page 11)

## Chuckles (Cont.)

(Continued from page 10)

### Thought Provoking Statements

1. I think part of a best friend's job should be to immediately clear your computer history if you die.
2. Nothing sucks more than that moment during an argument when you realize you're wrong.
3. I totally take back all those times I didn't want to nap when I was younger.
4. There is a great need for a sarcasm font.
5. How the h... are you supposed to fold a fitted sheet.
6. Was learning cursive really necessary?
7. Map Quest really needs to start their directions on #5. I'm pretty sure I know how to get out of my neighborhood.
8. Obituaries would be a lot more interesting if they told you how the person died.
9. I can't remember the last time I wasn't at least kind of tired.
10. Bad decisions make good stories.
11. You never know when it will strike, but there comes a moment at work when you know that you just aren't going to do anything productive for the rest of the day.
12. Can we all just agree to ignore whatever comes after Blue Ray? I don't want to have to restart my collection...again.
13. I'm always slightly terrified when I exit out of Word and it asks me if I want to save any changes to my ten-page research paper that I swear I did not make any changes to.
14. "Do not machine wash or tumble dry" means I will never wash this —ever.
15. I hate when I just miss a call by the last ring (Hello? Hello?), but when I immediately call back, it rings nine times and goes to voice mail. What did you do after I didn't answer? Drop the phone and run away?
16. I hate leaving my house confident and looking good and then not seeing anyone of importance the entire day. What a waste.
17. I keep some people's phone numbers in my phone just so I know not to answer when they call.
18. I think the freezer deserves a light as well.
19. I disagree with Kay Jewelers. I would bet on any given

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Friday or Saturday night more kisses begin with Miller Lite than Kay.

20. I wish Google Maps had an "Avoid Ghetto" routing option.
21. Sometimes I'll watch a movie that I watched when I was younger and suddenly realize I had no idea what the heck was going on when I first saw it.
22. I would rather try to carry 10 plastic grocery bags in each hand that take 2 trips to bring my groceries in.
23. The only time I look forward to a red light is when I'm trying to finish a text.
24. I have a hard time deciphering the fine line between boredom and hunger.
25. How many times is it appropriate to say "What?" before you just nod and smile because you still didn't hear or understand a word they said?
26. I love the sense of camaraderie when an entire line of cars team up to prevent someone from cutting in at the front. Stay strong, brothers and sisters.
27. Shirts get dirty. Underwear gets dirty. Pants? Pants never get dirty, and you can wear them forever.
28. Is it just me or do high school kids get dumber & dumber every year?
29. There's no worse feeling than that millisecond you're sure you are going to die after leaning your chair back a little too far.
30. As a driver I hate pedestrians, and as a pedestrian I hate drivers, but no mater what the mode of transportation, I always hate cyclists.
31. Sometimes I'll look down at my watch 3 consecutive times and still not know what time it is.



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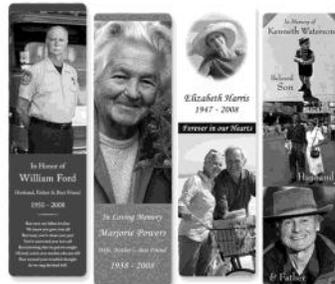
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# Death Notices of Fellow Funeral Service Colleagues

## KANSAS

**Betty Brock**, of Hiawatha died February 14, 2010. She was the mother of Jay Brock of Chapel Oaks Funeral Home in Hiawatha who also handled the services.



**Kenneth Fischer**, 67, of Belleview died on March 6, 2010. He was the President of Tibbetts Bros. Inc., which has 10 funeral homes in north central Kansas and south central Nebraska. He organized the first "Death & Dying Class" for High Schools in the State of Kansas in 1974. He was a past president of the Kansas Funeral Directors Association. Arrangements were held by Tibbetts-Fischer Funeral Home of Belleville, Kansas. Funeral services were held in Republic, Kansas.

**Elmer John "Scotty" Jordan**, 93, Gainesville, Florida died on December 18, 2009. He had owned a funeral home/furniture store in Centralia until 1947. In 1949 he and his wife purchased Catlett Funeral Home and operated it as the Jordan Funeral Home for 30 years.

**Mary McVey Newcomer**, of Mission Hills, died on February 17, 2010. She was the mother of Ren Newcomer. Private funeral services were held.

**Henry "Hank" Pohlman**, 80, of Russell, died March 5, 2010. He was a funeral director and former owner of Pohlman-Varner-Peeler Mortuary, Russell, Kansas. He was active in Pohlman Home Furnishing Company & Pohlman Funeral Service. He served in the US Navy in Korea and graduated from St. Louis College of Mortuary Science after the service. He purchased Russell Mortuary in 1966 and owned and operated it for nearly 40 years. Arrangements were done by Polhman-Varner-Peeler Mortuary in Russell.

**James D. "Don" Spencer**, of Hill City, died May 4, 2010. He was the owner of Spencer Chapel in Hill City from 1964-1996. His arrangements were handled by Stinemetz Funeral Home in Hill City.

**Hazel Stapleton**, of Ft. Scott, died April 7, 2010. She was the former owner of Konantz-Cheney Funeral Home, who handled her arrangements.

**Audrey Yorgensen**, 82, of Manhattan, passed away March 23, 2010. In 1970 with her husband William "Bill" Yorgensen they purchased an interest in the funeral home that became Yorgensen-Meloan-Londeen Funeral Home. After Bill's death in 1994 she remained a partner until 1999 when she sold her interest but remained active as an licensed assistant funeral director. Arrangements were handled by Yorgensen-Meloan-Londeen Funeral Home.

## MISSOURI

**William Robert "Bob" Ballew**, 83, of Joplin, passed away on April 23, 2010. He was a U.S. Army veteran of WWII and the Korean War. He owned and operated Professional Cars, Inc., a funeral car and livery service until 1988. He worked for Mason-Woodard Mortuary and Hedge-Lewis Funeral Home.

## MISSOURI (Cont.)



**Betty Jean Gowing**, 74, of Richmond passed away February 21, 2010. She was a co-owner and operator of Gowing Funeral Home in Orrick. She was a Missouri Licensed Funeral Director and a member of the Missouri Funeral Directors and Embalmers Association. Her services were handled by the Gowing Funeral Home in Orrick.

**Leo Whitaker**, 83, of Trenton passed away February 27, 2010. A 1948 graduate of the St. Louis College of Mortuary Science. He served in the U.S. Army from May, 1945 until November, 1946. He served in China, Burma and the India Theatre. He was a funeral director working in Eldon, Waynesville and Iberia before moving to Trenton in 1953 where he was employed by Gipson Funeral Home. He purchased it in 1961 and renamed it Gipson-Whitaker, consolidated it with Davis Blackmore to form the Blackmore Whitaker Funeral Home and assumed full ownership in 1981. He was an active member of the Missouri Funeral Directors Association and was president in 1988. Arrangements were handled by Whitaker Eads Funeral Home in Trenton.

## NEBRASKA

**Donal H. Rhoad**, 82, of Sargent, died December 29, 2009. He was owner of Rhoad Funeral Home in Sargent for 51 years since 1958. He served in U.S. Army and was stationed in Korea. He went to the Cincinnati Mortuary College in 1949. He bought a funeral home in Norton, Kansas in 1952 and then in 1958 he bought the Spooner Funeral and furniture store in Sargent.

## OKLAHOMA



**Arnold Power Moore**, 92, of Bartlesville passed away on April 28. He graduated from the Worsham College of Mortuary Science in Chicago, IL in 1938. He worked for McCallister Funeral Home and opened Moore's Funeral Home. He served in the U.S. Army during WWII. Upon returning from service he moved the funeral home and renamed it The Arnold Moore Funeral Service. He also owned Arnold Moore-Barnsdall Funeral Home in Barnsdall and the Arnold Moore-Dewey Funeral Service in Dewey. He co-owned Fitzgerald-Arnold Moore Ivy Chapel and the Fitzgerald-Southwood Colonial Chapel Funeral Homes in Tulsa and the Mobley-Dodson funeral Service in Sand Springs, OK. (See page 28 for more information).

## TEXAS

**Manuel Crespo, Jr.**, of Pearland died March 23, 2010. He is the father of Manuel Crespo, III and brother of Louis Crespo. His service was handled by Niday Funeral Home of Houston.

(Continued on page 21)

If you know of a fellow funeral service colleague that has died that we have not included, please send the information and picture if available (The Dead Beat, P.O. Box 145, Golden City, MO 64748) or fax it to us (417-537-4797) or



Denotes Veteran of Military Service

## Employee of the Year



Stuart Lipsey was 2009 Employee of the Year recipient, Mechel Scarboro presented the 2010 Employee of the Year Award, which is sponsored by KGAS. Stuart is the manager of Jimerson-Lipsey Funeral Home in Carthage, Texas.

Stuart graduated from the Commonwealth Institute of Funeral Service in Houston, TX in May of 2004. He is a licensed funeral director, embalmer and insurance agent. Stuart is the son of Robert Don Lipsey and Sarah Page "Sallie" Sutton Lipsey. His wife is Brooke Ashley Dorsey Lipsey and they have a daughter Olivia.

Photo from *The Panola Watchman*-3/9/2010

## Tri-State Funeral Convention (Kansas, Missouri and Nebraska Funeral Director Associations) May 2—5, 2010—Overland Park, Kansas

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Leavenworth Military Cemetery, Kansas

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**The Dead Beat -The Caregivers Soapbox**

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**The Dead Beat's Coverage**



**Tri-State Funeral Convention**

(Kansas, Missouri and Nebraska Funeral Director Associations)  
 May 2—5, 2010—Overland Park, Kansas



**Rick Gentry  
 Matt Packer  
 Lamcraft Inc.**

**Beth Fraley  
 Fraley Funeral Products**



**Kaye Patterson  
 David R. Patterson  
 Global Mortuary Affairs**



**Centerville-Rathbun Lake Chamber of Commerce Banquet**  
**Centerville, Iowa**  
 By **Michael Schaeffer-Managing Editor**  
Daily Iowegian



Daily Iowegian

Local businessman and community activist, Jon Schmidt, owner of Schmidt Family Funeral Home in Centerville, Iowa was named the Centerville Daily Iowegian Citizen of the Year.

The annual meeting was slowed a bit by a snowstorm and was shorter than usual because the guest speaker, University of Iowa head golf coach, Mark Hankins, was unable to attend.

Maxwell said the Citizen of the year was chosen for his ongoing commitment to the community, volunteer efforts and pride.

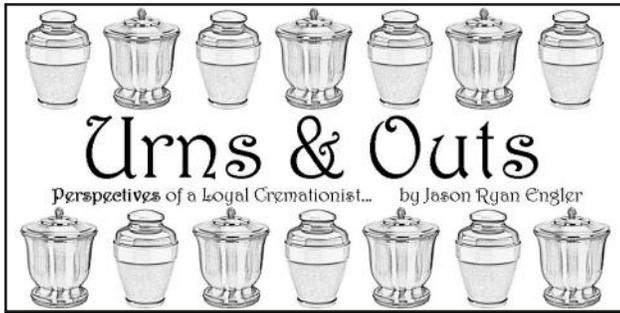
“This individual has an obvious passion for the community projects and continued leadership and volunteerism is why this year’s judges have recognized this year’s winner from amongst a strong list of excellent nominees,” Maxwell said. “One nomination letter states, ‘He is passionate about his community and takes pride in being active in a variety of community activities.’”

Schmidt said he could hardly believe he was named Citizen of the Year.

“But this something I will truly cherish for the rest of my life,” Schmidt said. “And I thank you from the bottom of my heart.”

The Daily Iowegian since 1969 has awarded the Citizen of the Year to a deserving resident of Appanoose County, as nominated by fellow community members.

**Have you had an OPEN HOUSE, built a NEW ADDITION to your funeral home, developed a new PROGRAM FOR GRIEVING CLIENTS, RECEIVED AN HONOR from your community, have an interesting HOBBY or DONE SOMETHING THAT WAS JUST PLAIN FUN? If so, tell us about it. We want to tell your story (WE LOVE PICTURES, TOO) call us 800-575-2611, fax us 417-537-4797 or e-mail us: [editor@thedead-beat.com](mailto:editor@thedead-beat.com).**



What an honor to be considered to have a regular column in the best (and most unique) trade journal in the funeral profession! I am thankful to be “regular” for once in my life!

I have been involved in the funeral profession in one way or another for most of my life—and cremation has been my interest since I was quite young. In the funeral service industry you probably could never find a bigger advocate than yours truly.

In the course of my studies on the subject, I’ve discovered that the history of Cremation has truly shaped how we approach families who choose this sacred rite of disposition. In the course of this column I’ll discuss my (usually personal) take on where we’ve been, where we are and where we’re headed with regard to Cremation.

On that subject I would like to mention that, although I am employed by the largest provider of Cremation services in the U.S., my opinions expressed in this column are just that, mine, and are not necessarily, nor do they reflect, the opinions of Service Corporation International, the Dignity Memorial Network or its affiliates.

So I look forward to sharing with you my 18 years of experience as a loyal Cremationist. I’d love to hear your feedback, ideas, and what works for you in the realm of Cremation.

Until then....

Jason

*Jason Ryan Engler is a Funeral Director in Rogers, Arkansas. He has studied cremation and its history throughout most of his life. He can be reached at [arcremationist@hotmail.com](mailto:arcremationist@hotmail.com).*



## Eulogy 101! Write your own Eulogy (Cont.)

*(Continued from page 1)*

To the Republicans, Democrats and Liberals... do something, anything, which will help inspire and secure the dreams of the American people. And while you’re at it, could you please make gas affordable.

To the neighbor who is truly a pain in the ?#% @... My dog left a gift on your front porch. Enjoy!

To all the PTA members, soccer moms, and all the other moms who feel they do so much more for their kids than anyone else...get over yourself.

To all the credit card companies...concerning the interest you charged, I’m simply not interested any more.



To my mother-in-law...thanks for ALWAYS being around.

To my children... thank you for sucking the life and savings out of me. I hope you enjoyed your ipods, cell phones, video games, sports and all of those trips to the movies and mall.

To the love of my life...although I never traveled the world or had that yellow Corvette that I always dreamt of, I will always cherish that stuffed deer head hanging over our fireplace mantle.

To all of you that I am leaving behind...cherish the good times.

To my husband and children..you were the best thing that ever happened to me. I wouldn’t have changed a thing.

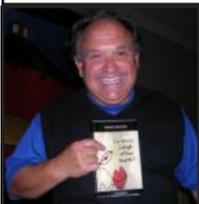
Now...as you leave my funeral, each of you will take a remembrance stone reciting my most philosophical words or wisdom...read it often, remember it, live it ... “Don’t sweat the small stuff, it’s all small stuff.”



*Andrea Hilgendorf has been a Graphic Designer for 15 years, and holds a Bachelor of Fine Arts Degree from Wayne State University, in Detroit, Michigan and is now the Owner and Executive Director of Marketing for Remember Me Stone Company. Here you can visit the Company’s website: <http://www.remembermestones.com>*

## Excerpt “Is There Laugh After Death?”

By David Naster



### Closing Comments

“Life is hard.” “Death is harder.”

“Grief may be the worst feeling we ever endure. I would never suggest to just laugh, and not feel the deep sadness of loss.”

“I would though, recommend to laugh when something funny does happen because it stops

the momentum of sadness. Humor makes the path to healing easier.”

“Laughing at death is like owning a car. A car, like us, will one day, quit running. But we must never stop enjoying the ride. Sometimes the journey is bumpy, causing numerous stops. Other times it’s fun and easy. Either way, we keep driving. When we find humor and laugh at death, it doesn’t mean we’re irreverent. It simply means we are finding a way to get through life’s toughest road by enjoying the funny detours.” Memento mori!

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**Death Notices of Fellow Funeral Service Colleagues (Cont.)**

*(Continued from page 14)*

**William Robert Deuvall**, of San Antonio, passed away on April 21, 2010. He is the father of W.R. "Bobby" Deuvall with Mission Park Funeral Home. The services were under the direction of Mission Park Funeral Chapels South in San Antonio.

**Gertrude (Trudy) Dieringer** died on April 1, 2010. She was the mother of Robin Glaser of American DataSource, Inc, which is the previous trust administrator for the Texas Prepaid Funeral Fund.

**Laura Downs** of Marshall, passed away on March 1, 2010. She is the mother of Keith A. Downs, the owner of Downs Funeral Home in Marshall. Her services were under the direction of Downs Funeral Home.

**Wilhelmina "Billie" Ruysenaars Edwards**, 106, of Woodville, died on January 1, 2010. She was a licensed funeral director and with her husband owned Oakley-Metcalf Funeral Home in Woodville.

**Clay S. Flesher**, of Van Alstyne, passed away on February 26, 2010. He was owner of the Flesher Funeral Home in Van Alstyne. They directed the funeral services.

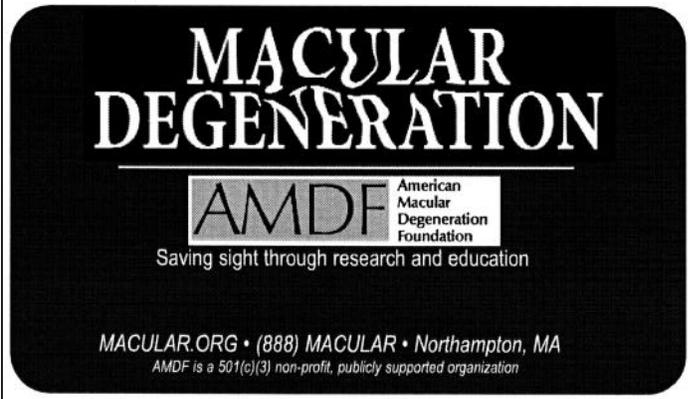
**Jacinto Hinojosa**, of Edinburg, passed away on March 8, 2010. He is the father-in-law of Johnny Garcia with Ceballos-Diaz Funeral Home in Edinburg. Arrangements were under the direction of Ceballos-Diaz Funeral Home.

**Dr. W. W. Leatherwood**, of Brady, passed away on May 10, 2010. He is the father of Martin Leatherwood of Leatherwood Memorial Chapels in Brady. Arrangements were under the direction of Summerville Funeral Home in Salisbury, Missouri.

**George A. Phinnell** of Ennis, died on March 10, 2010. He is the father of Debbie Keever, father-in-law of David Keever and grandfather of Matt Keever of J.E. Keever Mortuary in Ennis. Service arrangements were under the direction of J.E. Keever Mortuary.

**Martha Nell (Logan) Sanches** of Lufkin, passed away on March 20, 2010. She is the mother of Terry Loving, the manager of Advantage Howard-Glendale Chapels in Houston, TX. Gipson Funeral Home in Lufkin directed the services.

**Lena Oleta Seay**, of Arlington, died on April 2, 2010. She is the grandmother of Stephen E. Seay, a director with the Mulkey-Mason Funeral Home in Lewisville, TX. Arrangements were handled by the Mulkey-Mason Funeral Home in Lewisville.



**Oliver "Ollie" J. Schaetter**, of Fredericksburg, passed away on March 29, 2010. He is the father of Bryon A. Schaetter of Schaetter Funeral Homes of Fredericksburg and Comfort. Services were under the direction of Schaetter Funeral Home of Fredericksburg.

**William "Bill" Shriver** of Lubbock passed away on March 12, 2010. He was with Aurora Casket Company. His service arrangements were under the direction of Hamil Family Funeral Home.

**Erman L. Smith**, of Pittsburg, died on March 31, 2010. He was a 60-year Funeral Director/Embalmer and former owner of Erman Smith Funeral Home in Pittsburg. Services were under the direction of Erman Smith Funeral Home.

**George Thomas (Tommy) Steele**, of Gilmer died on February 15, 2010. He was a 50-year licensee and retired funeral director of Croley Funeral Home in Gilmer who handled the direction of the services.

**Patsy Heartfield Wallace**, of Belton, passed away on April 5, 2010. She is the mother-in-law of Ron Loudin of Batesville Casket Co and grandmother of Brad Loudin of Batesville Casket Co. and former owner of Heartfield Funeral Home in Belton. Heartfield Funeral Home directed her services.

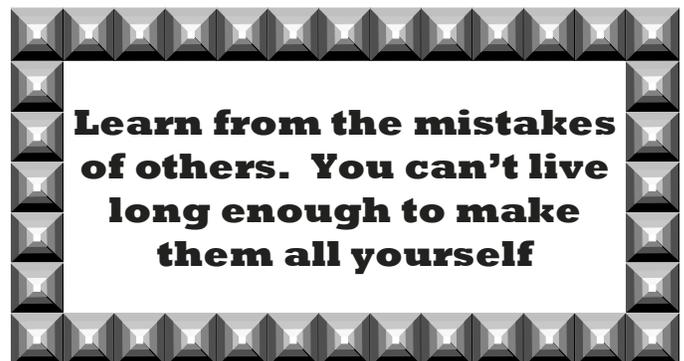


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**“Dear Counselor....” By Bill Stalter**

**Dear Counselor,**

**I have heard different explanations about how insurance must be handled when a family wants to qualify for public assistance through a spend down. Why the confusion?**

For the public that reads the Dead Beat, a “spend down” is the transaction where a person seeking public assistance transfers money or insurance to a funeral home to avoid having the “asset” count as a resource in eligibility testing. It is a fairly common occurrence for a family to approach the funeral director with a small life policy (\$10,000 or less) with a request that the policy be held until welfare applicant’s death (when it is to be applied to funeral expenses).

In most states, including Missouri, public assistance policies are interpreted at the county level, and local offices have frequently imposed conflicting requirements. One of the positions taken by local DSS offices was that insurance policies must be assigned to the funeral home so that the applicant has no ownership in the policy. Some within the Missouri industry argue that this conflicts with SB1, which precludes the funeral home from being the owner of a preneed insurance policy. The confusion to Missouri funeral directors led the Missouri State Board of Embalmers and Funeral Directors to request clarification from the Department of Social Services.

A representative from the Department of Social Services appeared before the State Board on March 31<sup>st</sup> to advise that her Department would strive to implement a consistent policy that would not put funeral directors in conflict of Senate Bill No. 1. In a subsequent communication to the State Board, the DSS representative advised:

*I do feel the need to make a clarification of something that I said in the meeting on Wednesday. I had stated that appointing the Funeral Home as the irrevocable beneficiary on a life insurance policy was sufficient. This is not accurate. Appointing an irrevocable beneficiary only means that the beneficiary cannot be changed it does not change whether or not the participant can access any cash surrender value in the policy. If the participant signs an irrevocable waiver giving up their right to claim any cash surrender value in addition to appointing the Funeral Home as the beneficiary this would be sufficient.*

So, currently, one Missouri solution is that a family can make the funeral home the beneficiary while irrevocably waiving their rights to the policy’s cash surrender value. There remains the question whether the family can make the funeral home the owner of the policy. If the policy was purchased to fund a preneed contract, the answer is ‘no’. But what if the policy was purchased years in the past?

It is a widely held perception that the spend down is the motivation for many preneed contract purchases, and the State Board seems reluctant to establish a policy that could lead to abuses. The issue is how to prove the insurance was not intended to fund a preneed contract. This may have to be addressed by the next effort to clean up some of SB1’s ambiguities.

**We need some questions for the  
“Dear Counselor....” column.  
Please send your questions to Bill’s e-mail or  
The Dead Beat’s and we will get some answers  
in future issues.**

**email: [wastal@swbell.net](mailto:wastal@swbell.net) or  
[bill@stalterlegal.com](mailto:bill@stalterlegal.com)  
or [editor@thedead-beat.com](mailto:editor@thedead-beat.com)  
Or Fax: 1-417-537-4797**



Bill Stalter answers our questions for educational purposes only. It is *The Dead Beat’s* intent to give the reader general information about legal issues, not to provide legal advice. If a reader needs legal advice, he or she should hire an attorney. Reading *The Dead Beat* should not be used as a substitute for legal advice from an attorney. When Bill provides legal advice he does so for Stalter Legal Services in Overland Park, Kansas. Bill also provides consulting services through Preneed Resource Consultants, which can be found at [www.prenneedresource.com](http://www.prenneedresource.com).

# Buzzard, Bumble Bee and Me

## The Buzzard:

If you put a buzzard in a pen that is 6 feet by 8 feet and is entirely open at the top, the bird, in spite of its ability to fly, will be an absolute prisoner. The reason is that a buzzard always begins a flight from the ground with a run of 10 to 12 feet. Without space to run, as is its habit, it will not even attempt to fly, but will remain a prisoner for life in a small jail with no top.



## The Bat:

The ordinary bat that flies around at night, a remarkably nimble creature in the air, cannot take off from a level place. If it is placed on the floor or flat ground, all it can do is shuffle about helplessly and, no doubt, painfully, until it reaches some slight elevation from which it can throw itself into the air. Then, at once, it takes off like a flash.



## The Bumblebee

A bumblebee, if dropped into an open tumbler, will be there until it dies, unless it is taken out. It never sees the means escape at the top, but persists in trying to find some way out through the sides near the bottom. It will seek a way where none exists, until it completely destroys itself.



## People

In many ways, we are like the buzzard, the bat and bumblebee. We struggle about with all our problems and frustrations, never realizing that all we have to do is look up! That's the answer, the escape route and the solution to any problem! Just look up. Sorrow looks back, worry looks around, but faith looks up! Live simply, love generously, care deeply, speak kindly and trust in our Creator who loves us.



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## Un-Proverbs You Might Need to Know:

- ◆ Not one shred of evidence supports the notion that life is serious.
- ◆ It is easier to get forgiveness than permission.
- ◆ Middle age is when the broadness of the mind and narrowness of the waist change places.
- ◆ Experience is a wonderful thing. It enables you to recognize a mistake when you make it again.
- ◆ Someone who thinks logically provides a nice contrast to the real world.
- ◆ Blessed are they who can laugh at themselves for they shall never cease to be amused.

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## In Lieu of Flowers Site..... (Cont.)

*(Continued from page 4)*

family member, a friend, neighbor, or a business associate, [InLieuofFlowers.info](http://InLieuofFlowers.info) has the recommended floral arrangement. We want [InLieuofFlowers.info](http://InLieuofFlowers.info) to remain the most-informative, most-visited of its kind,” declared Clay. “And that means giving people what they need to ease their path during a time of loss.”

[InLieuofFlowers.info](http://InLieuofFlowers.info) provides support you may be looking for. “It’s my goal to help people come to know the perfect heart-driven action to take, and assist them in taking it with ease and the self-assurance that comes when you know you’ve “done the right thing.”

[InLieuofFlower.info](http://InLieuofFlower.info) is a website where you can locate the resources to select the perfect expression of sympathy after the death of a loved one, friend or acquaintance. The wealth of information on the site ranges from the tribute guide by relationship, mentioned earlier, to a selection of bereavement poems and sympathy card messages. There’s also a section covering sympathy etiquette, as well as a compendium of funeral hymns, and a glossary of sympathy terminology.

**Editor’s Comment:** Flowers as an expression of sympathy is appreciated by the family, but so are the memorial contributions.

## Walker Conducts Education Seminars

Tim Walker, Director of Dealer Development and Sales for Doric Products, Inc. recently conducted a number of funeral service workshops. In conjunction with the Kansas Funeral Directors Association (KFDA), Tim was joined by Dave Hazlett, President of Astral Casket (Lynn, IN), to lead continuing education workshops. The focus of the presentation was “Funeral Service Trends and Challenges: 2010 and Beyond.” Tim and Dave discussed caskets and vaults as well as green burials, cremation and the influence of the third party vendors. The use of technology in the funeral service industry, a continuously evolving field, was also a part of the presentation. KFDA welcomed over 200 funeral directors to their four regional meetings held in Mayetta, Hays, Dodge City and Wichita. Jim Wiens, President of Doric Concrete Vaults, Inc., (Newton, KS) was pleased to support the KFDA by underwriting the workshops.

Tim’s rich history in the funeral industry provides him with a unique perspective and ability to understand a wide-range of audiences. He began as a licensed funeral director and embalmer in the State of Florida. After more than twenty years, Tim moved on to serve as a regional vice president for a major vault company where he developed skills and insight into the manufacturing and marketing of burial vaults.

## Trappist Caskets

By Trappist Monastery of  
New Melleray Abbey in eastern Iowa

Theirs is an unconventional business model with an improbable workforce and a “boss” of the highest order. Blend these distinctions with a deep-rooted work ethic and the result is a product that many regard as, quite literally, a blessing.



Trappist Caskets is the ten-year old enterprise of the Trappist monastery of new Melleray Abbey in eastern Iowa. At this monk-owned and operated company, handcrafted caskets, made of solid wood harvested from the Abbey’s 1,200-acre sustainable forest, are prayerfully constructed and shipped to every state in the U.S.

The monks’ approach to doing business is founded on their belief that crafting caskets is a corporal work of mercy. Surrounded by the peaceful environment of the monastery, monks, along with hired lay workers, craft caskets and cremation urns as an expression of their life of prayer and their belief that death is the final step along the path to God.

Each year, demand has grown as more people learn of these simple, authentic caskets. “With 10 years of consistent growth, we now have a wholesale program in place, enabling cemeteries and funeral homes throughout the country to offer Trappist Caskets to the families they serve,” comments Sam Mulgrew, manager of Trappist Caskets.

Funeral service providers who offer the Trappist Caskets line find that families are drawn to the caskets on several levels. First is the outward difference. The quality, as well as the simple, unique design, distinguishes them from assembly-line products. “I’ll put their workmanship up against anyone’s,” states Dan Ciha of Gay & Ciha Funeral & Cremation Services in Iowa City, Iowa, who admits that he is passionate about the product. “the craftsmanship is so exceptional that we have actually had several clients purchase them pre-need and use them as coffee tables.

Everything is genuine in these solid-wood caskets, finished with beeswax and upholstered by hand. “Each requires 18-19 hours of work and reflects the monks’ regard for authentic craftsmanship and the time-honored way of doing things,” notes Mulgrew. John McHugh, director of the Francis J. Collins Funeral Home in Silver Spring, Maryland, notes that, “Others don’t make caskets to look like this.”

Beyond the quality, families are intrigued and comforted by the sacramental component at the heart of each casket. Detached from the hectic world, these men of God impart the sanctity of a life of prayer into their manual labor. The result is a casket of the purest quality. Each casket and urn is blessed and each person buried in a Trappist Casket is remembered in a memorial mass offered by the monks. As a tangible symbol, a keepsake cross recessed in the casket or urn is given to the family. In crafting these sacred vessels the monks hope to bring a sense of peace to the families they serve. “The monks

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are proud of what they are doing and honored to be sharing in a family’s grief,” observes Ciha.

Although the “green” movement seems a contemporary concept, the New Melleray Abbey has practiced responsible stewardship for 160 years. Monks craft each casket from lumber harvested from their award-winning forest which is painstakingly managed to be a diverse and sustainable eco-system. For each tree used, a replacement is planted in its stead, as a living memorial to the deceased.

Funeral service providers recognize the benefits of making Trappist Caskets as an option for the families they serve. While the audience for Trappist Caskets originally consisted of priests and other religious leaders, now the demand is greater, beyond the boundaries of religious affiliations. “I have seen a growing awareness of Trappist Caskets from the families I serve,” comments McHugh. Although he began displaying them in his selection room at the beginning of the year, he’s pleased by the somewhat unexpected sales volume and attributes the success to three features. “I believe people are drawn by the reasonable price, simple design and the meaningful way in which the products are made.”

Dan DeVries, vice president of Halligan, McCabe, DeVries Funeral Home in Davenport, Iowa, finds that not only the product but also the service set Trappist Caskets apart. “One Christmas I needed a quick delivery and Sam (Mulgrew) personally met me at the warehouse to make certain I could get exactly what I needed,” recalls DeVries. Ciha agrees. “Support is absolutely incredible, beyond what is expected.”

“We provide the funeral industry with a unique product, one which their competitors likely don’t have,” notes Mulgrew. There is also a residual benefit. “Funeral directors who carry our line find that families have an immediate trust in them because of the connection to the monks.”

Information about Trappist Caskets is available at 888-433-6934. All models are kept in stock, so orders are shipped immediately, usually arriving in one to two business days.

Check out their website: [www.trappistcaskets.com](http://www.trappistcaskets.com)



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## In Honor of Father's Day Dad Will Never Say.....

Top Ten Things You'll Never Hear A Dad Say....

10. Well, how 'bout that?... I'm lost! Looks like we'll have to stop and ask for directions.
9. You know Pumpkin, now that you're thirteen, you'll be ready for unchaperoned car dates. Won't that be fun? 
8. I noticed that all you friends have a certain "up yours" attitude... I like that.
7. Here's a credit card and the keys to my new car —GO CRAZY. 
6. What do you mean you wanna play football? Figure skating not good enough for you son?
5. Your mother and I are going away for the weekend.... You might want to consider throwing a party.
4. Well, I don't know what's wrong with your car. Probably one of those doo-hickey thingies— you know — that makes it run or something. Just have it towed to a mechanic and pay whatever he asks. 
3. No son of mine is going to live under this roof without an earring— now quit your bellyaching and let's go to the mall.
2. Whatdya wanna go and get a job for? I make plenty of money for you to spend.
1. Father's Day? Ahhhhh—don't worry about that—it's no big deal. 

## The \$2.00 Bill I Tried To Spend:

If you're as old as I am, This Is A Riot! Everyone should start carrying \$2 bills! I'm still laughing!! I think we need to quit saving our \$2 and bring them out in public. The younger generation doesn't even know they exist!

On my way home from work, I stopped at Taco Bell for a quick bite to eat. I have a \$50 bill and a \$2 bill. I figure with the \$2 bill, I can get something to eat and not have to worry about irritating anyone for trying to break a \$50. **Me:** "Hi, I'd like one seven-layer burrito please, to go." **Server:** "That's be \$1.04. Eat In?" **Me:** "No, it's to go." At this point, I opened my billfold and hand him the \$2 bill. He looks at it kind of funny. **Server:** "Uh, hang on a sec, I'll be right back." He goes to talk to his manager, who is still within my earshot.

**The following conversation occurs between the two of them:**

**Server:** "Hey, you ever see a \$2 bill?" **Manager:** "No. A what?" **Server:** "A \$2 bill. This guy just gave it to me..." **Manager:** "Ask for something else. There's no such thing as a \$2." **Server:** "Yeah, thought so." He comes back to me and says, "We don't take these. Do you have anything else?" **Me:** "Just this fifty. You don't take \$2 bills? Why?" **Server:** "I don't know." **Me:** "See here where it says legal tender?" **Server:** "Yeah." **Me:** "So why won't you take it?" **Server:** "Well, hang on a sec." He goes back to his manager. Who has been watching me like I'm a shoplifter, and says to him, "He says I have to take it."

**Manager:** "Doesn't he have anything else?" **Server:** "Yeah, a fifty. I'll get it and you can open the safe and get change." **Manager:** "I'm not opening the safe with him in here." **Server:** "What should I do?" **Manager:** "Tell him to come back later when he has real money." **Server:** "I can't tell him that! You tell him." **Manager:** "Just tell him." **Server:** "No way. This is weird. I'm going in back."

The manager approaches me and says, "I'm sorry, but we don't take big bills this time of night." **Me:** "It's only seven o'clock! Well then, here's a two dollar bill." **Manager:** "We don't take those, either." **Me:** "Why not?" **Manager:** "I think you know why." **Me:** "No really, tell me why." **Manager:** "Please leave before I call mall security." **Me:** "Excuse me?" **Manager:** "Please leave before I call mall security." **Me:** "What on earth for?" **Manager:** "Please, sir..." **Me:** "Uh, go ahead, call them." **Manager:** "Would you please just leave?" **Me:** "No" **Manager:** "Fine—have it your way then." **Me:** "Hey, that's Burger King, isn't it?"

At this point, he backs away from me and calls mall security on the phone around the corner. I have two people staring at me from the dining area, and I begin laughing out loud, just for effect. A few minutes latter this 45-year-oldish guy comes in. **Guard:** "Yeah, Mike, what's up?" **Manager** (whispering): "This guy is trying to give me some (pause) funny money." **Guard:** "No kidding! What?" **Manager:** "Get this. A two dollar bill." **Guard** (incredulous): "Why would a guy fake a two dollar bill?" **Manager:** "I don't know. He's kinda weird. He says the only other thing he has is a fifty." **Guard:** "Oh, so the fifty's a fake!" **Manager:** "No, the two dollar bill is. Can you talk to him, and get him out of here?" **Guard:** "Yeah."

After the security guard comes over and asks about the fake bills and I show him my two dollar bill, he turns to manager. "Mike, what's wrong with this bill?" **Manager:** "It's fake." **Guard:** "Doesn't look fake to me?" **Manager:** "Well, there's no such thing as a two dollar bill is there?"

The security guard and I both look at him like he's an idiot and it dawns on the guy that he has no clue and is an idiot. So, it turns out that my burrito was free, and he threw in a small drink. Made me want to get a whole stack of two dollar bills just to see what happens!



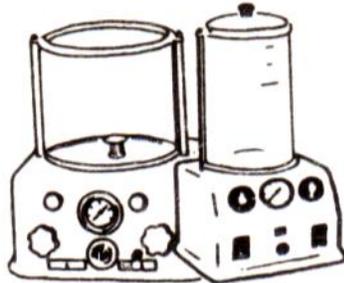
This poem was shown in the Reflections Display trailer, I thought it would be nice to remember this notable poem that brings the image of Kennedy's three-year-old son, John F. Kennedy, Jr. saluting as his father's funeral procession passed became a symbol of that day. Candy Geer, a 15 year old high school student from Grosse Pointe, Michigan, wrote a poem about that moment entitled "Six White Horses," which honors the president but also captured the emotions of a nation in grief. The poem was published and broadcast nationally.

### Six White Horses by Candy Geer

Six white horses came today to take my Daddy far away.  
 Mommy said I must be good and stand as big as Daddy would.  
 And now I'm big so I won't cry when I see my Daddy wave goodbye,  
 'cause Daddy is my special friend he always comes back soon again.  
 I cannot wave, I don't see why, there's just a black box moving by.  
 But Mommy says I should be still, I'm a big boy now, and so I will.  
 I hear some drums, they're awful loud, but Mommy is sad and so's  
 the crowd.  
 And everybody's dressed in black, but Daddy soon will hurry back.  
 We're going to take a walk to mass then maybe I'll see my Daddy  
 pass.  
 I wonder why we're only three, he always comes to church with me.  
 Two men are talking, I can see, they said they're very proud of me.  
 They said my Daddy's in that box, that black one with six gold locks.  
 I have on a big boy's suit and now it's my turn to salute.  
 I do it just like big boys do, because I have to be one too.  
 They're going to stop, and then just leave, but in that box, how can he  
 breathe?  
 Though I do not understand, there's Mommy here to hold my hand.  
 He's going to leave and not come home!  
 We just can't leave him here alone. I want to hear him laugh and say,  
 "John-John, come here so we can play."  
 I don't see Daddy anywhere, I want to cry and I don't care.  
 He's in the ground, he cannot be, he should be right here holding me.  
 But Mommy says I must be good, so I'll stand as Daddy would.

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# Arnold Moore

## “A Man of Honor and Integrity, with a Strong Sense of Civic Pride and Generosity.”



Several newspapers covered the death of this memorial man. Many remembrances and stories need to be shared to totally appreciate this unique man and his wonderful life.

The **Bartlesville Examiner-Enterprise** had a front page article with several items that you may find interesting. The April 30, 2010 issue

had an article written by Tim Hudson with some of the items.

“He knew from the start what he wanted to do and he kept on doing it until he died with his boots on,” said longtime friend Tom Sears. “He never gave up in terms of his services and he never gave up on being as good as he could be.”

Mr. Moore was born in Bartlesville, Oklahoma in 1917, and he delivered papers at a very young age, but his career in the area of funeral directing started back then. In the Tulsa World, May 4, 2010 issue with Tim Stanley’s article, Mr. Moore’s early funeral directing experience was discussed. His unofficial start was at age 9 when he was a newspaper carrier. He began providing complete funeral and burial services for the dead cats and dogs that he would find on his route.

His red Sherwood toy wagon, that his father had put a small funeral coach on it was pulled by his pet German Shepherd. He recruited the neighborhood children and even his own mother to help. “They would serve as stand-in mourners,” said George Galanis, a longtime funeral home employee. “He would deliver the eulogy and everything.” The “cat and dog undertaker” which Moore dubbed himself knew that he wanted to be a funeral director.

Another close friend, David Anderson, spoke of Moore’s devotion to the families that he served. “He had such a sense of dignity for those that passed away and their families that he would go to the extreme to make sure that they were taken care of,” Anderson said.

“It didn’t matter to him whether people were rich or poor, he had respect for people and had a very genuine multicultural sensitivity. He had real feelings for (people) regardless of what their background was. It wasn’t about money with Arnold, it was about dignity,” Anderson stated.

“He did practically every Native American funeral in this area, and that was a large reason why he built another fu-

neral home in Dewey, Oklahoma.” Native Americans observe “traditional” rites which would last throughout the night. Mr. Moore would just give them the keys and tell them to lock up after they finished.

A longtime employee and friend Ruth Nash talked about how personable Mr. Moore was. She stated, “Mr. Moore was professional in every respect. His ability to relate was electrifying. I will always remember his state of eloquence.”

Mr. Moore’s sense of community was also very strong as shown in his support of many baseball and softball teams. He actually had done it “well before it had become fashionable.” A story was told about how he had given a glove to a woman who came up to him in a restaurant and she had passed it on to her children who in turn passed it on to their children. So his support kept giving and giving over the years.

He sponsored more than just baseball, “whatever was civic, he was right there.” Some things he sponsored included Indian Summer, OK MOZART and several bowling leagues. Mr. Moore was also instrumental in starting the Boys and Girls Club on the west side.”

“What’s sad is that the people of Bartlesville will never really know what he did for the community,” said Mr. Moore’s friend, Lee Edwards. Mr. Moore also will be remembered for his intricate knowledge of local history, charity, and being a people-person.

Mr. Moore’s life and comments from friends and co-workers and people that he had assisted throughout his lifetime attests to what it is to be a wonderful funeral director. It also is a wonderful example of a person that added much to our world in his 92 years here.







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## Doric Dealers Participate in Ribbon-Cutting Ceremony

Doric Products Inc., a leading name in the lined concrete burial vault industry and manufacturer of Classic Metal air-seal vaults, welcomed Doric Dealers from across the country last week (February). Dealers toured the newest building addition to Doric facilities, a 45,000 sq. ft. warehouse and office building, and participated in a ribbon-cutting.

A number of factors contributed to the Doric Board of Directors decision to go forward with the new building. One major factor was the consistent growth patterns of our Doric network of licensees during the past five years. New Doric dealers continue to join our family and this growth, of course, requires us to increase our production. The second fact is the Research and Development Department (R&D).

The Research and Development Department previously shared a building with another unit and did not have the space needed for growth. The new facility allowed Doric to reallocate current spaces and give the Research and Development Department sole use of their building. The Doric Board also approved the purchase of two large pieces of equipment for R&D. Both machines were recently installed and training of staff members has been completed. This is an important step in meeting the future needs of our customers.

A small portion of the new building is being used for office and meeting room space. The location of the new offices promotes smooth workflow among office staff and the other departments. Doric took this opportunity to install state-of-the-art wiring for telephones and computer technologies. Based on dealer feedback, a marketing prototype area was also included. Dealers can see the variety of options available for showroom setups. They can adjust display pieces based on the needs of customers and actually see the design before they decide to purchase.

The Doric Board of Directors is pleased with the many advancements being made as a result of the new building.

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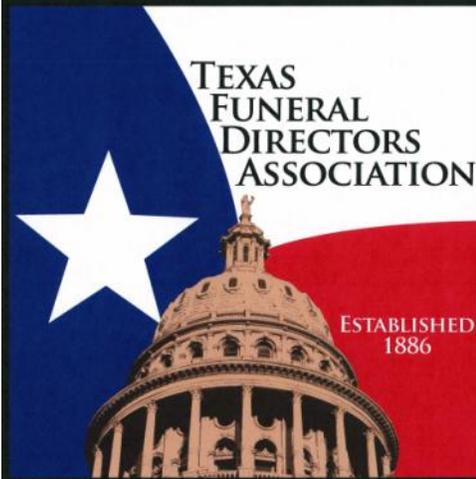
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**Tri-State Funeral Convention**  
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 May 2—5, 2010—Overland Park, Kansas

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Above Speaker, Mike Nicodemus  
 Right Outside Meeting Rooms



# Tri-State Funeral Convention

(Kansas, Missouri and Nebraska Funeral Director Associations)  
May 2—5, 2010—Overland Park, Kansas



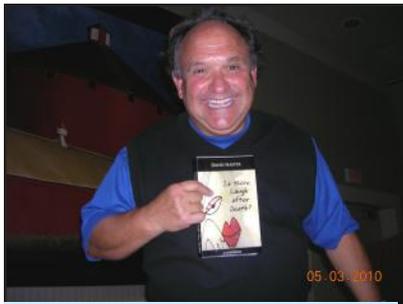
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Reflections—The American Funeral Mobile Display of Funerals History. Exhibits included Native American Funerals, Early American Funerals, Abraham Lincoln’s Funeral, Glory, Glory Hallelujah of Memorable Leaders, The Final Curtain of Celebrities, The Lord Is My Shepherd of fallen public Safety They Served—National Cemeteries King Tutankhamun The Same But Different You can check out more on [www.reflectionsaft.com](http://www.reflectionsaft.com)



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