

The Dead Beat



The Caregiver's Soapbox



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

Volume 12

www.thedead-beat.com

Issue 5

Contemporary Revival of Age-Old Tradition Enhances the Funeral Experience

August 23, 2012 – Co.Down, Ireland – Grieving families find comfort in the funeral, a tradition that allows them to begin the healing process. Mourning Cross, elegant lapel pins in both cross and circle motifs worn to distinguish the immediate family of the departed, enhance the funeral experience and are now available in the United States.

Mourning Cross is the meaningful innovation of an Irish mother and her three daughters. When attending funerals and wakes, they wished to pay their respects to the fam-



Kate Hamilton



ily but, time and again, they faced the challenge of identifying family members. Inspired by the long-past tradition of black armbands worn by families, they created a contemporary symbol. Members of the immediate family are easily recognized by the cross or non-denominational circle.

The distinction serves the surviving family as well as the sympathetic visitors. Families benefit from the increased number of people who can share comforting words and cherished memories. And visitors feel the value of their presence when they are able to express their condolences to the mourning family members.

The elegant pins, which also serve as treasured keepsakes, are offered in either black or white enamel in the shape of a cross or, as a non-denominational option, a circle. Both have a center image of a dove in flight and are presented on a card with the expressive

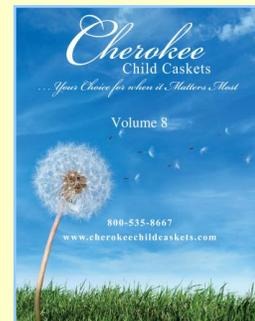


(Continued on page 27)

Other Articles in this Issue



Jeff Johannsen
Pg. 27



Cherokee Child Caskets
Pg. 18



Jacky Newcomb
Pg. 29



The Scattering Tubes! Now available for delivery from your Premier Howard Miller Distributor.
 Visit: www.cremationurnsdirect.com

LJE L J Enterprises

Your Distributor of Keepsakes, Urns, Vaults, Caskets, and Fine Memorial Products.

1793 Pine Circle
 Lawrenceville, Ga 30044
 Phone: 678 778 6018
 Fax: 678 225 7142
 Email: sales@cremationurnsdirect.com

Scattering Remains can now be a Family Affair! With something for every family member.

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

Cherokee Air Trays
 Child Caskets

Sizes Available
 Infant
 Child
 Youth



www.cherokeechildcaskets.com 800-535-8667

Some of the Bounty from Garden Landscaping at Funeral Home



Are you sure you're happy
 with your current preneed company?
 Let SNL show you a better way.



SNL Security National Life
www.SNLBetterWay.com/FH

f t in e



Mortuary Muse By Lowell (and Joanne)

How many times have we heard from the people we serve, "We couldn't have made it through this without you?" Did you ever wonder **exactly** what were the things we did that really helped?

After reading through many different articles and ads pushing numerous things (blankets, candles, etc.) to help our customers, you wonder if these things are really helping people or are they just a way to help us make money (or spend money if we are giving these things away)? Do the vendors really know what we need to do to help customers ?

Considering that many of these products have been developed recently, what about all those people that we helped before these items? Do these various products really help any more than having a listening ear or making sure that the person that has passed and their family are shown care and respect?

If we are providing the opportunity of the last good-bye and giving a proper burial, why do all these products matter? Do they help with the grieving process? Do they help the people adjust to their loss any better?

Grief isn't the same for everyone especially at arrangement time when these things are offered, so why would you offer these products? Maybe we need to remember the service we are providing people during funerals and not worry about all the objects

that might help them with their grief.

Next area of discussion is professional courtesy. When you contact another funeral home for assistance, say embalming in another city closer to the death, do you expect to pay the full price that's on their GPL or what you might pay to a trade embalmer? I guess you are wondering, if you want to pay for a trade embalmer why not go to them, but sometimes you'd like to deal with a funeral home?

What happens if the funeral home charges more than you do for a type of service they are providing? Are you able to charge the customer more? Or do you have to eat the additional cost?

Finally when did this change or was their professional courtesy in the past? Just pondering and have been questioned about it from another funeral director.

About the Authors:

Lowell Pugh has had funeral director and embalmer licenses in Missouri and Texas and continues the operation of the family funeral home which started in 1904. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.

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. She is the FDIC of the funeral home and aftercare coordinator.

They can be contacted at editor@thedead-beat.com

Brian Simmons Springfield Mortuary Service, Inc * Since 1961 *



Brian and Sue Simmons and
Jennifer Bodenhamer

Removals
Embalming
Shipping Service
(Domestic & International)
Known Shipper
Crematory
Gravesides
Transport

520 S. Patterson
Springfield, Missouri 65802

1-800-259-6207
417-869-2826 Fax 417-869-9242

www.springfieldmortuaryservice.com

The Signature Group Acquired Daniels Family Funeral Services

The Signature Group announced that it acquired Daniels Family Funeral Services (“Daniels”) from Kevin R. Daniels. Daniels consists of eight funeral homes in Albuquerque, Rio Rancho and Socorro, as well as three cemeteries and two crematories in Albuquerque and Rio Rancho. With an intense focus on family services in the greater Albuquerque community, Kevin Daniels has grown Daniels Family Funeral Services into an industry leading business serving over 2,200 families annually. He will remain actively engaged with The Signature Group to insure that the level of service and growth expected from Daniels continues well into the future.

J. Bradley Green, co-founder of The Signature Group, stated, “We are very excited that our first acquisition as a private company is a large, premiere business with one of the most respected owners in the industry. Daniels Family Funeral Services’ infrastructure and reputation as a high quality operation will immediately give The Signature Group a strong foundation to grow into a leading private funeral home and cemetery organization.

“Kevin Daniels’ decision to entrust his family business to The Signature Group validates our belief that there are some owners whose priority is making sure that their business remains operationally strong and under the control of individuals who share their long-term focus on serving families for many years to come. For these owners, The Signature Group is a very attractive succession planning option. We are extremely pleased to associate ourselves with the great employees and leadership at Daniels Family Funeral Services,” Mr. Jay D. Dodds, co-founder of The Signature Group, added.

The Signature Group is a privately held consolidation company with the same focus on operations and serving families as that of the well-respected independents in the industry. The Signature Group provides independent owners the opportunity to join a company founded by two individuals with proven track records whose operational goal is to build a long-lasting organization that remains under their control.

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@thedeat-beat.com.

Funeral Home Resource Adds to Its Family of Funeral Information Sites

July 30, 2012, Fort Lauderdale, FL. Funeral Home Resource, online marketing experts for the funeral industry, adds to its family of funeral information sites with <http://www.information.funeralhomeresource.com>. Recently launched, this site is a beautiful and easy to navigate resource for general funeral information.

Information.funeralhomeresource.com offers:

- ◆ Funeral Information Articles: Well-written articles on all matters related to funerals, from burial costs to religious burial customs to funeral planning.
- ◆ Funeral Resources: Reputable online resources for funeral information including resources for green funerals, alternative funerals, Catholic funerals, Jewish funerals, and other faith funerals.
- ◆ Funeral Information FAQ: Answers to commonly asked questions about funerals.
- ◆ Ask a Question: [Funeral Home Resource](#) answers your questions about funerals to provide complete funeral resource coverage.
- ◆ Funeral Facts.

Collectively, this site offers a respected, primary resource for online funeral information and funeral planning. Combined with the other funeral-related sites in the family, including <http://www.cremation.funeralhomeresource.com> launched earlier this year, Funeral Home Resource will soon be the leading site for comprehensive funeral and funeral planning information and resources. These informational sites join Funeral Home Resource's funeral home directory for easy identification of funeral homes, crematoriums, and cemeteries.

Funeral Home Resource matches funeral homes and those planning funerals by creating educated consumers, and matching them with quality service providers. Funeral planning can be stressful and challenging. Funeral Home Resource is working to make it easier.

About Funeral Home Resource

[Funeral Home Resource](#), the outsourced online marketing department for funeral homes, grows market share for funeral homes through on-line marketing to families in need of funeral home and cremation services. Funeral Home Resource develops industry-leading websites at FHRwebsites.com and operates FuneralHomeresource.com, the premier on-line directory of funeral homes. FHR is trusted by the most established, most respected names in the funeral industry, handling all their online marketing efforts and overseeing the creation, capture, delivery, and conversion of thousands of online inquiries for them each month. Funeral Home Resource specializes in no-risk performance marketing arrangements.

Contact: Ron Browning, CEO and President
 Phone: 866.468.7968 x801
 Address: 333 Las Olas Way
 Suite 2708
 Fort Lauderdale, FL 33301



Behind the Back Fence

By Lowell & Joanne



The Trouble Tree

At this time Lowell is not behind the fence, he's in a hospital bed after having had a heart attack. By the time you receive this hopefully he will be on the mend.

Therefore, it's up to Joanne to try to discuss what we planned to talk about this issue.

What about the cremation jewelry that's available? Do you have much demand for it? Do you offer this during the arrangement conference? Do you have a display case located in your funeral home?

Lowell had been contacting jewelry stores to see if they offered these items. Several of the stores had some sort of container, like a locket and then you would have to buy the necklace to put it on.

Price-wise they were comparable to what you could price from the wholesale distributors that offer to funeral homes. But there are others that offer these products outside the funeral industry.

How many other products are there that are available for the funeral customer that are found in other sources? Is this another one of those things that people don't turn to the funeral home for anymore? Does this follow the trend to do their own memorial services after the cremations and not use funeral

homes?

Does this trend of not needing the funeral home de-value our services? Of course, the internet availability of products and information has definitely influenced what people decide. But are we not making people aware of what we have to offer or does this fall in the tendency of people not wanting to deal with the funeral home any more than they have to?

Economic factors may be influencing a lot of decisions, but knowledge of what we can provide in a compassionate way may be lacking on our part.

Have things changed over the years dealing with the needs of our customers? Whether it's ashes now or a lock of hair in the past, people have wanted a part of their loved one to remember and who is going to help provide this service????

About the Authors:

Lowell Pugh has had funeral director and embalmer licenses in Missouri and Texas and continues the operation of the family funeral home which started in 1904. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.

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. She is the FDIC of the funeral home and aftercare coordinator. They can be contacted at editor@thedead-beat.com

I hired a carpenter to help me restore an old farmhouse. He had a rough first day on the job—a flat tire made him lose an hour of work, his electric saw quit, and his ancient pickup refused to start at the end of the day. When I drove him home, he sat in stony silence.



On arriving, he invited me in to meet his family. As we walked toward the front door, he paused briefly at a small tree, touching tips of the branches with both hands. When he opened the door, he underwent an amazing transformation. His tanned face was wreathed in smiles and he hugged his two small children and gave his wife a kiss.



Afterward, he walked me to the car. We passed the tree and my curiosity got the better of me. I asked him what I had seen him do earlier.

"Oh, that's my trouble tree," he replied. "I know I can't help having troubles on the job but one thing's for sure, troubles don't belong in the house with my wife and the children. So I just hang them up on the tree every night when I come home. Then in the morning I pick them up again."

"Funny thing is," he smiled, "when I come out in the morning to pick them up there aren't nearly as many as I remember hanging up the night before."

(Editor comment: Maybe we all need that kind of a tree.)

BAXTER VAULT COMPANY

Baxter Springs, Kansas/Independence, Kansas

Phone 800-346-0547

"Serving The 4-State Area"

*Doric Burial Vaults

*Clark Steel Vaults

*Concrete Boxes

*Mausoleums

*Monuments/Markers

The finest tribute... the most trusted protection



Colleagues Lost or Found!!!



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

After-Thoughts *By Joanne Howard*

My husband and I had an interesting experience about a month ago. Our girls had attended a specific church camp. After our first daughter Laura died they put in a memorial garden. Each year we try to send money to replenish the flowers, but different individuals have been maintaining the garden.

After our second daughter Amy died she was now included in the garden also and they have a cross plaque among the flowers to recognize them.

We got a call before the camp's "Junior" camp, asking if they could interview us for a tape they were putting together. They wanted to ask us questions about our girls.

Their theme at the camp was Jesus' "I AM" statements. The one in particular that was related to the girls was the "I AM THE RESURRECTION." The older campers they were taking to a cemetery to make their point, but with the younger children they were going to talk at the memory garden.

We went to the camp and they asked us questions and were videoing us as we answered for about an hour. After that they followed us to the cemetery where the girls' are buried, the church

the girls attended with the specific memorial pictures and other items showing the girls' impact. Also pictures were taken of the girls' memorial corner at the funeral home.

To round out everything we also provided pictures when they attended the camp, school pictures, videos of our youngest daughter's casket, singing specials at church, in other words, many things.

Regretfully we have yet to see the completed tape but our minister and his wife attended the camp that it was shown at and said it was very good.

The remarkable thing is that the girls are still being remembered many years later. The problem was the impact on my husband and myself.

In one sense it was great to remember the girls. But trust me having to see my youngest in a casket and seeing her memorial service at her school, seeing her singing a few days before her death and a few years before, was like a kick in the gut.

It is so hard to describe the pain that you feel. Proud, but sad. After the photographer and his son left, the tears did flow.

But the interesting thing about this whole rehash of grief was that at the

time a few challenging things were happening at our church and this grief just exaggerated my reactions.

I was shocked just how much this influenced the situation. The other thing to keep in mind was that this was many years after the deaths, but the recall made it seem like just yesterday.

Therefore, you must keep in mind that when you are dealing with people at funerals you really don't know what is being remembered from many years ago. Their present reactions and functioning may not be just for the current deceased.

Life goes on after death, but there are a few hiccups many years later that can have a great impact on present activities.



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.

You Never Know

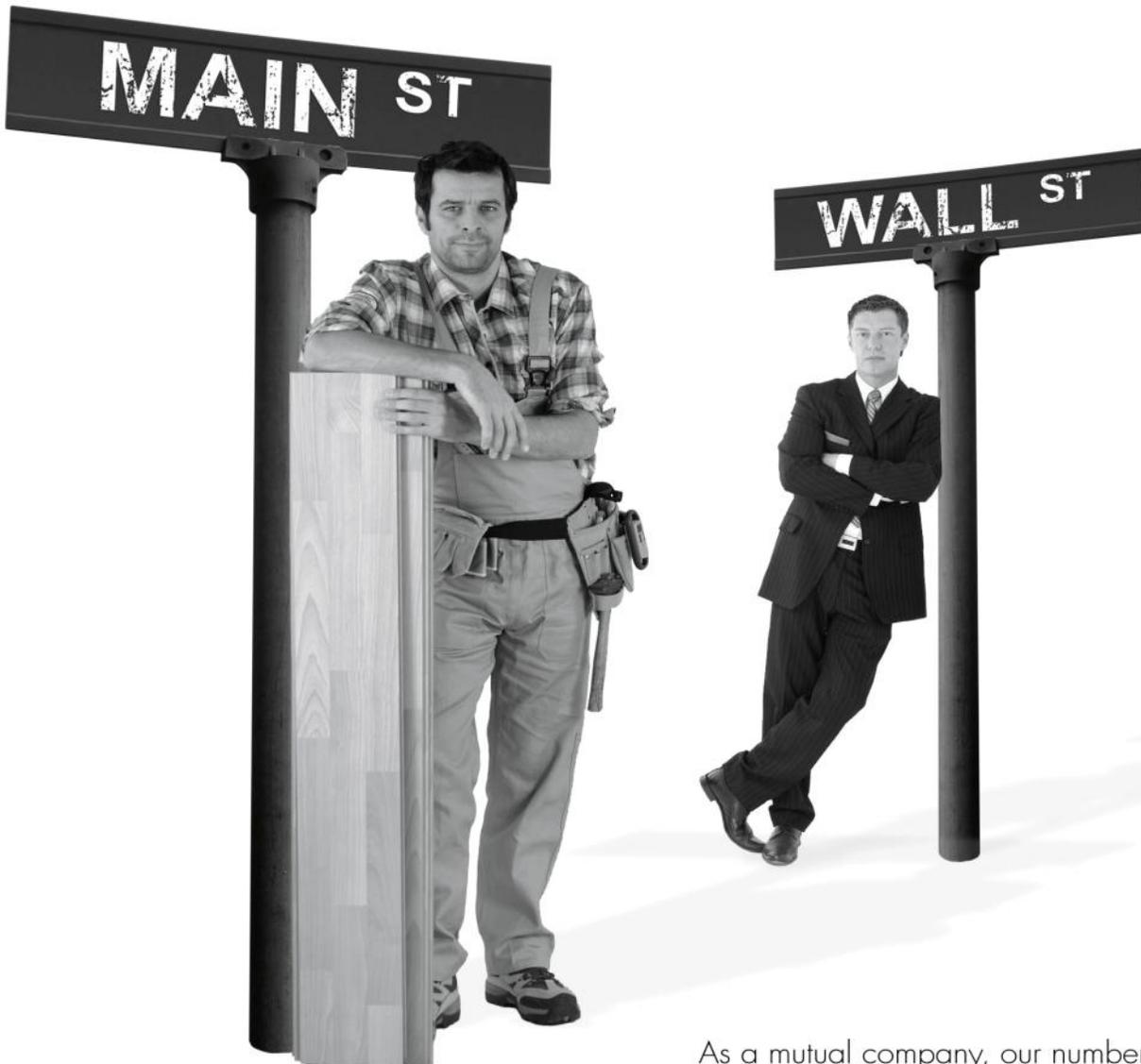
You never know when someone
might catch a dream from you.
Or something you say may open up the
windows
of a mind that seeks light;
the way you live may not matter at all,
but you never know it might.



And just in case it could be
that another's life, through you,
might possibly change for the better
with a better and brighter view,
it seems it might be worth a try
at pointing the way to the right;
of course, it may not matter at all,
but then again, it might.
Unknown



We Serve Main Street, Not Wall Street



As a mutual company, our number one concern is policyholders, not stockholders. Discover the value of having a financially sound insurance company with your best interests in mind.

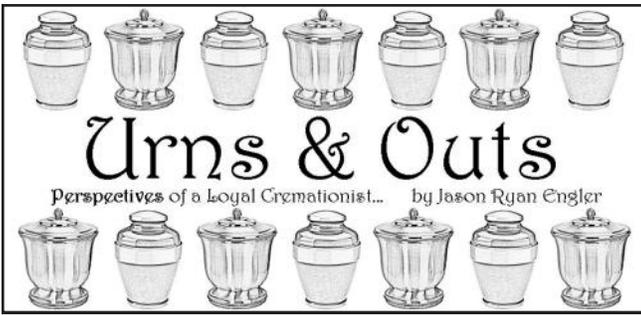
Visit www.federatedinsurance.com to find a representative near you.



Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company
Home Office: 121 East Park Square • Owatonna, Minnesota 55060 • Phone: (507) 455-5200 • www.federatedinsurance.com

*Federated Service Company is not licensed in the states of NH, NJ, RI, and VT.

© Copyright 2012 • Federated Mutual Insurance Company



For as long as Cremation has made a modern revival of an ancient rite in the United States, a popular ideal has centered around the scattering of Cremated Remains. Just as strong an ideal, though, has been the opposition from those who agree that there ought to be some sort of permanent memorial.

The Memorial Idea, a phrase coined by early Cremationists in America, has been a staple of those who provide Cremation services. The Cremation Association of North America began a campaign early in our history, affirming that “Cremation is not final disposition, it is preparation for memorialization.”

Without memorialization, the burial of our dead would be no more of a rite than a dog burying his bone (but at least he attempts to remember where he buried it); Cremation would be no more sacred than my grandpa’s brush pile that he would burn every-so-often. Without the idea of giving memory a permanent place, those of us in this profession would be disposers – no different than the garbage collectors.

Scattering is a popular idea. It seems quite romantic to think that a loved one’s cremated remains could blow free in a favorite place, or could be placed around a rosebush “that the queen of flowers might seek sustenance from the cinerary remains and scent the air with her message of beauty and fragrance.”

What those who choose to scatter cremated remains seemingly fail to remember is that the spiritualization

of the body, the actual process of Cremation, releases into the atmosphere that which is perishable of our mortal bodies. Arlo Bates, the 19th- and 20th-century writer and scholar, made the point in one of his poems, popular among early Cremationists:

“Then wrap around my frame a robe of fire,
And let it rise as incense censer flung,
Until in ether pure, it may inspire
To greet the stars along the azure flung.

And let me rise into a filmy cloud
to touch with gold the amber sunset sky;
or veiled in mist the driving storm enshroud
both land and tossing main – as on I fly!”

Maybe, then, the bone structure that remains should be preserved – to leave a permanent resting place for the deceased; to be ever-ready to receive those who cherish the memory the most.

Short of abandoning cremated remains, there is really no wrong way to remember a loved one when their life on this side is finished. However, the decision of what to do with the mortal remains of our dead is a choice that we must live with as our lives go on. Irreversibly disposing of them – not creating a permanent memorial – has the potential to cause undue remorse. Care, permanence and security should be afforded our loved ones in death just as is in life. Utmost respect assures peace: not just for those we love that have died, but for those of us who survive as well.

At least, that’s my perspective...

Jason Ryan Engler is a Funeral Director in Northwest Arkansas. He has studied cremation and its history throughout most of his life. He can be reached at:

arcremationist@hotmail.com.



American
CREMATORY EQUIPMENT CO.
SALES • SERVICE • REPAIRS • SUPPLIES

JOHN RAGGETT
Vice President
P.O. Box 4087 • 9828 Arlee Avenue
Santa Fe Springs, CA 90670
Office: (562) 222-BURN
(800) 396-2254 • Fax: (562) 222-2880
Cell: (562) 755-1244
john@americancrematory.com
www.americancrematory.com
“SERVICE IS EVERYTHING”™

ICCFA FALL MANAGEMENT CONFERENCE
OCTOBER 17-19, 2012 • PHOENIX, AZ
ARIZONA BILTMORE, A WALDORF ASTORIA RESORT

REINVENT YOURSELF

Jason Jennings, one of the most successful and prolific business leadership authors in the world, will lead a three-hour keynote and interactive workshop session based on his upcoming book, “The Reinventors: How Extraordinary Companies Pursue Radical Change.”

Learn more at www.iccfa.com



A New Life By Ken Doka

I never wished for a new life," Mona once commented to me, "I was very happy with the life I had." But one of the consequences of loss is that it propels us, ready or not—willing or not, into change. Whether we like it or not, our life is now different than it was before. And while we have no choice about the loss, no choice about change, we do have choices within the transition. We cannot change the fact of transition. But we do have some control over the process.

Part of the process of grief is responding and reacting to the loss. We will have to cope with the many feelings and thoughts that we struggle with in grief. But grief also involves learning to adapt and adjust to a changed life.

That life may change in so many ways. We may have to learn new skills as we adapt to the death of someone. Mona had to learn to cope with the jobs that her husband, Don, once handled like balancing a checkbook, taking care of things around the house.

There may be other changes as well. Friendship networks may change. We may need to change where we live or where we work. We may have to take on additional responsibilities within the family due to the loss. We may give up activities that we once found important but that seem less significant now.

We can manage these changes. The

first thing is to be cautious of changing too much, too quickly. In the time immediately after a major loss, we might not be thinking clearly. We may respond more out of the immediacy of emotions we experience. Many counselors advise, that when possible, try to avoid significant changes for six months to a year after a major loss. Sometimes, there are interim or partial solutions that can offer time for more serious consideration. James experienced that when his wife died. Work no longer seemed to offer the same challenge and satisfaction, so he considered retirement. Instead, he decided to take a leave. At the end of that leave, he was anxious to return to the routine, structure and stimulation of work.

Beyond that general principle, each of us will have to manage the transition to that new life in our own way. Catherine Sanders, a psychologist that studies grief, suggests three questions that can guide that journey.

1. *What do you want to take from your old life into your new life?* Perhaps there are memories we want to retain or even objects that remind us of the person. We may want to recapture the joy and confidence we had. Perhaps there are relationships that we want to preserve and carry forth.

2. *What do you want to leave behind?* As we adapt to a new life, there may be pieces we do not wish to bring. These may be feelings such as anger or guilt that we struggle with in our journey through grief. Perhaps there are memo-

ries or images that we have to explore and release. There may be relationships that no longer seem significant, meaningful or constructive.

3. *What do we need to add?* As we move into a new life, we may need to develop different skills that we will need to survive. We may need to develop new relations, interests or support.

We do have choices. Ultimately the choice is can we, will we choose to survive? Perhaps even as difficult as it seems now, will we thrive in this new life?

"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 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*)


Fraleley Funeral Supply, Inc.
Joplin, Missouri
"Family Owned & Operated Since 1938"
ERIC ZENTNER
BETH FRALEY-ZENTNER

1-800-641-4666
Also Representing
Bass-Mollett Publishers - Hydrol Chemical Co.
"Call for our Catalogs"
Check out our Website:
www.fraleleyfuneralsupply.com

Chuckles

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

To Golfing friends, supposedly a true story about Lee Trevino: One day, shortly after joining the PGA tour in 1965, Lee Trevino, a professional golfer and married man, was at his home in Dallas, Texas mowing his front lawn, as he always did. A lady driving by in a big shiny Cadillac stopped in front of his house, lowered the window and asked, "Excuse me, do you speak English?" Lee responded, "Yes, Ma'am, I do." The lady then asked, "What do you charge to do yard work?" Lee said, "Well, the lady in this house lets me sleep with her." The lady hurriedly put the car into gear and sped off.

21st Century

I was visiting my son and daughter-in-law last night, when I asked if I could borrow a newspaper. "This is the 21st century, old man," he said. "We don't waste money on newspapers. Here, you can borrow my ipod." I can tell you, that fly never knew what hit....."

 See if you can do this.
 Read each line aloud.

- This is this cat.
- This is is cat.
- This is how cat.
- This is to cat.
- This is keep cat.
- This is a cat.
- This is dumbass cat.
- This is busy cat.
- This is for cat.
- This is forty cat.
- This is seconds cat.



Now go back and read the **THIRD** word in each line from top.

Just a Simple Visit to the Mental Hospital

One time, I took two days of my vacation and I decided to visit the mental ward at the hospital. Outside the hospital there were two old men, whose names were Jim and Carl, and a nurse's aide sitting on a bench outside just enjoying the nice warm afternoon. Out of nowhere a large white bird flew over and let go of some white messy deposit that landed on Jim's bald head. Suddenly the nurse's aide jumped up worried with fear that this was going to throw Jim into a fit. She told him frantically, "Now Jim, you just stay there. I am gonna run and get some toilet paper, and I will be right back." Jim sat perfectly still for about five minutes. Finally he turned his head to Carl, rolled his eyes in the direction of the nurse's aide took off to, and said, "I do believe that nurse's aide has gone crazy, that ole bird will be twenty miles away from here by the time she gets back with that toilet paper."



Comments

I had never read through your publication before and I really enjoyed looking at it!

Texas Funeral Home employee

Joanne,

I read your most recent After-thoughts about remembering family members. I never met Laura and Amy, but I feel that I know them because you keep them alive. Your loss of these precious daughters is hard to imagine, but their spirit lives on, thanks to you and Claude. Thank you for sharing.

Steve Palmer, Westcott Funeral Home, Westcott, Arizona.

I really like your publications

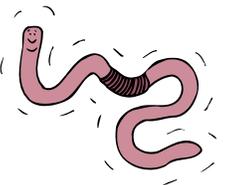
Ruth Matthews, Ocker Funeral Home, Van Buren, Arkansas

Volunteering at the Local Funeral Home

I was helping at the funeral home, getting the room ready for visiting hours. As I was placing the flowers in the room, there were two ladies who came into the funeral home wanting to see Mr. So and So. I explained to them the Mr. So and So died after a long illness and had lost a lot of weight. I went on to explain that he did not look like himself so the family honored his long standing request for direct cremation. I explained to the ladies that the cremains were placed in one of those rectangular shaped urns that remind you of a small casket. But if they wanted to come in, they could go into the room and see the urn. I asked them to also sign the guest book. They proceeded to go inside and look at the urn. I was still carrying flowers, and I happened to see the ladies looking at the urn. One of the ladies was speaking to the other, "Mr. So and So sure did lose a lot of weight."

Quite Irritating

The little boy refused to eat. In desperation, his frantic mother took him to a psychiatrist who tried to tempt the lad with all manner of goodies. Nothing worked. Finally the doctor threw up his hands and said, "All right, what would you like to eat?" "Worms," replied the boy. Not to be outsmarted, the doctor sent his nurse out for a plate of them. "Here," he shouted at the boy. "I want them fried," the youngster wailed. Again the nurse was sent out and returned with a heaping plate of fried worms. "I only want one," yelled the boy. The doctor promptly got rid of all but one. "Now," he bellowed, "eat!" "You eat half!" insisted the boy. The doctor gagged the fried worm down then dangled the remaining portion in the little tyke's face. The boy shook with tears. "Now, what's the matter?" growled the exasperated doctor. "You ate my half!"



Delia E. Shook

Mind Reader, Too

He was an American. She was French. He was in New York buying furniture for his store in Oklahoma City. He met her on an elevator. She looked good to him. He looked good to her. He took out a pad and pencil and drew a picture of a hansom cab with a question mark after it. She nodded yes. They went for a ride in the park. He drew a picture of a restaurant. She nodded yes. They ate. He drew



(Continued on page 11)

Chuckles (Cont.)

a picture of some dancers. She nodded yes. They danced. Then she took the pencil and pad. She drew a four-poster bed. That set him to wondering how she knew he was in the furniture business.

Some Aunt Acid Comments

- ◆ Some PEOPLE just need a HUG...around the NECK with a ROPE.
- ◆ I'm not saying you're STUPID...I'm just saying you got BAD LUCK when it comes to thinking.
- ◆ You can't always control who walks into your LIFE... But you CAN control which window you throw them out of.
- ◆ I remember the words to every song from the 80's. But forgot why I walked into a room!
- ◆ Starting tomorrow—Whatever life throws at me I'm gonna duck so it hits someone else.
- ◆ At my age, rolling out of bed in the morning is easy...Getting up off the floor is another story.

Why do I Like Retirement!

Question: How many days in a week?

Answer: 6 Saturdays, 1 Sunday

Question: When is a retiree's bedtime?

Answer: Three hours after he falls asleep on the couch.

Question: How many retirees to change a light bulb?

Answer: Only one, but it might take all day.

Question: What's the biggest gripe of retirees?

Answer: There is not enough time to get everything done.

Question: Why don't retirees mind being called Seniors?

Answer: The term comes with a 10% discount.

Question: Among retirees what is considered formal attire?

Answer: Tied shoes

Question: Why do retirees count pennies?

Answer: They are the only ones who have time.

Question: What is the common term for someone who enjoys work and refuses to retire?

Answer: NUTS!

Global Mortuary Affairs

877.216.2708



www.globalmortuaryaffairs.com

Domestic Shipping
Embalming
Cremation



www.globalmortuarylogistics.com

International Shipping
Consulate/Translations
Overland MEXICO

The Big Lie

A preacher saw a group of small boys sitting in a circle with a dog in the middle. He asked what they were doing. One boy said, "We're just telling lies, and the one who tells the biggest one gets to keep the dog." The preacher said, "Why, I'm shocked. When I was a little boy, I never thought of telling a lie." The little boy said, "Give him the dog, fellas. He's the winner."





A minister told his congregation, "Next week I plan to preach about the sin of lying. To help you understand my sermon, I want you all to read Mark 17." The following Sunday, as he prepared to deliver his sermon, the minister asked for a show of hands. He wanted to know how many had read Mark 17. Every hand went up. The minister smiled and said, "Mark only has 16 chapters. I will now proceed with my sermon on the sin of lying."

A man owned a small farm in central Texas. The State of Texas claimed he was not paying minimum wage to his help and sent an agent to interview him. "I need a list of your employees and how much you pay them," "Well, there's my hired hand who's been with me for 3 years. I pay him \$600 a week plus free room and board. Then there's the half-wit that works about 18 hours a day. I pay him \$10 a week and buy him chewing tobacco," replied the farmer. "That's the guy I want to talk to; the half-wit," said the indignant agent. The farmer replied, "Well, that would be me."





DARLENE M. RUSSELL, CPC
LICENSED FUNERAL DIRECTOR
PRE-NEED SALES DIRECTOR

(573) 821-6340

CFL PRE-NEED

darussell13@hotmail.com
Home Office: Belleville, IL
866-775-6333

Professionals in Pre-Need Funding

DALLAS INSTITUTE
OF FUNERAL SERVICE



3909 South Buckner Blvd. • Dallas, Texas 75227
800-235-5444 • 214-388-5466 • Fax 214-388-0316
www.dallasinstitute.edu • difs@mindspring.com

in accordance with title VI of the civil rights act of 1964 (p.l. 88-352) students accepted without regard to race, color, national origin, sex, religion, age, or disability

CLASSIFIED

RATES : \$1.00 per word, with minimum charge of \$20.00. All advertising in this department is payable in advance. If drawer number is requested please add \$8.00 to total. The identity of drawer numbers is strictly confidential and cannot be divulged.

“GRIEF RESOLUTION FOR CO-WORKERS,” A self-study course including material appropriate for business and service club meetings available in book form for \$14.95 shipping and handling included. H.L. Pugh & Associates Consulting, P.O. Box 145, Golden City, MO 64748-0145, 1-800-575-2611

Directory of Funeral Homes, Funeral Directors and Embalmers and Crematories (Cont.)

MISSOURI

Hoefler Associates

2818 S Hwy 13
Higginsville, MO 64037
(660) 584-7000

F.R. Frosty Hoefler
Funeral Business Broker

TEXAS (Cont.)

Olinger ~ Saenz
Mortuary Service

Dotti Bierschwale Office (210) 924-4137
Ephraim Saenz Fax (210) 924-3299
Owners 1 (800) 247-4137
6614 S. Flores * San Antonio, Texas
78214

Removals * Embalming*
Gravesides *Cremations*
Transportation *
Known Shipper



TEXAS

"Ensuring the highest quality and professionalism with prompt service"

HARDIN
MORTUARY SERVICES

Graveside Services Embalming
National & International
Shipping Cremations
First Calls Overland Service
William E. Hardin, Sr., Owner
Toll Free—1-866-533-9116
Phone (210) 533-9116
Fax (210)533-9335
4402 S. Flores St.
San Antonio, TX 78214

EXCLUSIVE SERVICE TO
FUNERAL HOMES ONLY NOT
AFFILIATED WITH ANY
FUNERAL HOME

SUPERIOR MORTUARY & CREMATORY SERVICES, INC.
800-276-3547

- * Most Preferred Mortuary Service in the Austin Area
- *Prompt and Courteous Service at Reasonable Prices
- *NFDA-TFDA
- *Over 20 Yrs Experience
- Independent, Fully Insured
- *Serving the Entire Central TX area
- *Embalming - Cremation - Shipping Services and Specialty Services Upon Request
- DEE BESTEIRO-PRESIDENT
- 1916 Tillery, Austin, TX 78723



Tyler M. Woods Colonial Monument Co.
Wholesale Services
to all Missouri Funeral Homes
573-636-2424
www.ColonialMonument.com

Directory of Funeral Homes, Funeral Directors and Embalmers and Crematories

ARKANSAS

Highland Hills Transport Service Inc

Located in Northwest Arkansas
602 Cedarvale Rd. -
Berryville, AR 72616
(870)480-9285 (Cell)
(870)423-4253 (Home)
(870)929-6096 (Fax)

E-Mail—hhts@cox.net
Website: www.highlandhillstransport.com

Larry D. Sanders, Owner
Ark & MO Licensed Funeral Director
Arkansas Transport License #14

LIGHTHOUSE PROFESSIONAL SERVICES
First Call / Embalming / Transportation

J. Brad Frisby
Owner / Operator

1407 ENE Loop 323
Tyler, TX 75708
P.O. Box 148
Tyler, TX 75710

903-526-8344
toll free 877-526-8344
fax 903-526-8346
linesman87@yahoo.com

Victoria
Mortuary & Cremation Service
Attending The Funeral Services Professionals

Adrian Fulton
Funeral Director
adrianfvictoria@aol.com

1505 La Valliere Ave. 361-578-4646 P.O. Box 7662 (77903)
Victoria, TX 77901 1-888-524-1646 Fax: 361-578-0228

THE ONLY MORTUARY SERVICE IN VICTORIA

IF YOU WOULD LIKE TO ADVERTISE IN OUR DIRECTORY. IT STARTS AT \$20 PER ISSUE- 6 issues for \$100. PROVIDE WHAT INFORMATION YOU WOULD LIKE DISPLAYED AND CHECK TO: H.L. PUGH & ASSOC., P.O. BOX 145, GOLDEN CITY, MO 64748-0145 or
E-mail: Editor@thedead-beat.com

“Dear Counselor....” By Bill Stalter

Dear Counselor,
Please explain to me how an insurance assignment or beneficiary designation made in favor of a funeral home can be considered a contract?

That is the question hundreds of Missouri funeral directors are asking in response to a complaint filed by the State Board Embalmers and Funeral Directors. A disciplinary action was brought against a funeral home for the manner in which insurance assignments and beneficiary designations were handled. The funeral home took the position that many in Missouri have: the assignment (or beneficiary designation) does not constitute a contract. Such an argument ignores the fact that the policy owner has made the assignment or beneficiary designation with the expectation that the funeral home will apply the proceeds to funeral expenses. The funeral director understands that expectation. Accordingly, there is an implied agreement between the two that the insurance proceeds will be applied towards future funeral expenses. The policy owner is relying upon the ‘professional trust and confidence’ contemplated by Section 333.330.2(14) of the Missouri statutes. The State Board has taken the position that compliance with that law dictates that the transaction be documented by a contract. The Board further argues that any contract made by a funeral home that contemplates future performance must be a preneed contract, and ergo, a Chapter 436 contract. While the first argument has merit, the preneed argument seems a stretch.



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.

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 or bill@stalterlegal.com

or

editor@thedead-beat.com

Or Fax: 1-417-537-4797

The Preneed Resource Company

Helping funeral directors spend more time with families and less time with regulatory reports and banks.....

Providing administration, contracts, trust agreements, and compliance advice to funeral homes, cemeteries and preneed fiduciaries in Illinois, Missouri, Nebraska, Kansas, and Nevada.

1-800-449-0030 or

WWW.PRENEEDRESOURCE.COM

Visit our founder’s blog at www.deathcarelaw.com.



Quotes Contest

A magazine recently ran a “Dilbert Quotes” contest. They were looking for people to submit quotes from their real-life Dilbert-type managers. These were voted some of the top quotes in corporate America.

- ◆ As of tomorrow, employees will only be able to access the building using individual security cards with photo ID. Pictures will be taken next Wednesday, and employees will receive their cards in two weeks.
- ◆ What I need is an exact list of specific unknown problems we might encounter.
- ◆ E-Mail is not to be used to pass on information or data. It should be used only for company business.
- ◆ This project is so important we can’t let things that are more important interfere with it.
- ◆ Doing it right is no excuse for not meeting the schedule.
- ◆ No one will believe you solved this problem in one day! We’ve been working on it for months. Now go act busy for a few weeks and I’ll let you know when it’s time to tell them.
- ◆ Quote from the Boss: “Teamwork is a lot of people doing what I say.”
- ◆ My sister passed away and her funeral was scheduled for Monday. When I told my boss, he said she died on purpose so that I would have to miss work on the busiest day of the year. He then asked if we could change her burial to Friday. He said, “*That would be better for me.*”
- ◆ We know that communication is a problem, but the company is not going to discuss it with the employees.

Death Notices of Fellow Funeral Service Colleagues

COLORADO



Ralph E. "Sam" Peacock, 88, of LaJunta  passed away June 11, 2012. He was a third general funeral director beginning with his grandfather, Alva B. Peacock in 1886 in Stafford, KS. Sam's father, Ralph E. Peacock, Sr. and family moved to Colorado in 1935. He was very active in civic organizations while owning funeral homes in both LaJunta and Lamar, CO. He was past president of the Colorado Funeral Directors Association. Sam was a 1947 graduate of the St. Louis College of Mortuary Science. He was a WWII Navy veteran serving in the Pacific Theater of Operation as a Pharmacist Mate attached to the Marines. He the father of Curtis Peacock, owner of Peacock Larsen Funeral Home in LaJunta, CO and Clay Peacock, owner of Peacock Funeral Home in Lamar, CO. Arrangements were handled by the Peacock Funeral Homes.

ILLINOIS



Joan McCracken, 88, of Pana, IL passed away July 24, 2012. She was the wife of the NFDA Past President Joe McCracken. Arrangements were under the direction of McCracken-Dean Funeral Home.

KANSAS



Clyde Conwell Williams, 90, of Pratt, passed away April 30, 2012. He served in the Army  during World War II and was involved in numerous organizations in the community. He was former owner of Williams Mortuary in Pratt. His service was directed by Larrison Mortuary.



Myrtle Green Thatcher, 102, of Kansas City passed away May 7, 2012. She married Nathan W. Thatcher, Jr known as "Snooks" in 1927. She supported her husband in his family business, worked at an ammunition plant in Fairfax during WWII and attended the National Funeral Directors Conventions every year in different cities across the United States. In 1980, after the death of her husband, she

became owner of Thatcher Funeral Home, the oldest African-American family owned funeral home in the state of Kansas. It was at that time her daughter Quintell became the general manager. Myrtle She was a member of the National and Kansas Funeral Directors Associations, the Missouri-Kansas Funeral Directors and Morticians Association and was a licensed funeral director for more than 50 years. Arrangements were handled by Thatcher's Funeral Home, Inc.

Daniel A. McMillin, 63, of Topeka, passed away May 20, 2012. He had served in the U.S. Marine Corps. He received a mortuary science degree from KCCC in Dec., 1983. He had worked as a funeral director until 1997, when he retired due to health. Services were directed by Penwell-Gabel - Parker-Price Chapel. 

MISSOURI

Harrison W. Eaton, 75, of Sullivan passed away July 20, 2012. He was former owner and operator of the Eaton Funeral Home and retired inspector/investigator for the State Board of Embalmers and Funeral Directors. He was also know throughout the State as bugler for Missouri Military Funeral Honors. Since being certified, he had performed Taps 1,194 times and had driven from his home in Sullivan to service locations some 73,849 miles. He was honored at the Fort Leonard Wood Veterans Cemetery on Memorial Day of 2011 for being the first bugler to play Taps for a service in this new cemetery. Services were arranged by Eaton Funeral Home.

OKLAHOMA



Jim Johnson, 84 of Oklahoma City, passed away on May 29, 2012. He was a longtime  Oklahoma City Funeral Director and former owner of Capitol Hill Funeral Home of Oklahoma City and the Moore Funeral Chapel of Moore, Oklahoma. He obtained an Associate's Degree at the Dallas Institute of Mortuary Science. He served in the Army in 1949 as First Lieutenant in the Field Artillery Replacement Center in Fort Sill, Oklahoma and was Honorably Discharged on December 28, 1962. He began his career in funeral service in the 1950's working at the Capitol Hill Funeral Home. His services were directed by Havenbrook Funeral Home of Norman.

TEXAS



Glenda Carol (Butler) Meisner, 63, of La Grange, passed away August 16, 2012. She is the wife of Michael Meisner. Services were under direction of Koenig & Strickland Funeral Home in La Grange



Lucille Pemberton, 94, of Commerce, passed away on July 14, 2012. She is the mother of Harold Pemberton and he was former owner of Pemberton Funeral Home. She worked with her son, at Pemberton Funeral Home and Pemberton/Lybrand Funeral Home until it closed. Services were directed by West Oaks Funeral Home in Sulphur

Spring, TX.



Gilbert Anthony Villasenor, Sr., 56, of Austin, passed away on July 8, 2012. He was a tireless and dedicated funeral director/embalmer for over 30 years. He served many families throughout his lifetime in the Austin community. He was a funeral director for Mission Funeral Home. Arrangements were directed by Mission Funeral Home Serenity Chapel.

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 E-Mail to Joanne@thedead-beat.com



Scattering Cremains in a Natural Area



Native Grasses and Flowers Reaching to the Sky

For those with a love for the natural landscape, arrangements have been made with the private owners of **Golden Prairie**, a registered natural landmark, to scatter cremains on their property. In addition to the arrangements, a picture and GPS location of the actual site is included.

Memorialization for cremains scattered at any location is available in our Garden of Remembrance, a cremains burial and scattering garden with a memorial cenotaph.

For information contact:
Pugh Funeral Home
 400 Chestnut-
 Golden City, MO 64748-0145
 1-417-537-4412 **1-800-575-2611**



To A Friend

I'd like to be the sort of friend
 that you have been to me;
 I'd like to be the help
 that you've been always glad to be;
 I'd like to mean as much to you
 each minute of the day
 As you have meant, old friend of mine,
 to me along the way.
 I'd like to do the big things
 and the splendid things for you.
 To brush the gray from out your skies
 and leave them only blue;
 I'd like to say the kindly things
 that I so oft have heard,
 And feel that I could rouse your soul
 the way that mine you've stirred.

I'd like to give you back the joy
 that you have given me.
 Yet that were wishing you a need
 I hope will never be;
 I'd like to make you feel as rich as I,
 who travel on,
 Undaunted in the darkest hours
 with you to lean upon.
 I'm wishing every waking hour
 that I could buy repay
 A portion of the gladness
 that you've strewn along my way;
 And could I have one wish fulfilled.
 this only would it be,
 I'd like to be the sort of friend
 that you have been to me.

Author Unknown

Things to Ponder

In an ancient Greek city there was a practice whereby if a legislator proposed a new law upon the citizens, he did so standing on a platform with a rope around his neck. If the citizens approved the law, they removed the rope. If they rejected the law, they removed the platform. It is a practice worth reconsidering.



After applying their lipstick in the school bathroom, a number of girls would press their lips to the mirror, leaving dozens of little lip prints. The principal decided that something had to be done so she called all the girls to the bathroom and explained that the lip prints were causing a major problem for the custodian. To demonstrate how difficult it was, she asked the maintenance man to clean one of the mirrors. He took out a long-handled squeegee, dipped it in the toilet and swabbed the glass. Since then, there have been no lip prints.



A fellow driving down the road came upon a farmer corraling hundreds of sheep for transport to market. The fellow got out of his car, went up and chatted with the farmer. "I'll bet you one of your lambs I can tell you the exact number of sheep you had in the corral," the stranger said. The farmer, not believing it was possible, said sure. The stranger looked over the corral for a moment, turned to the farmer, and said, "463." The farmer, who knew the count himself, was astonished. "Well, a deal's a deal," he said. "Go pick out your lamb." On the man's way to his car, the farmer yelled to the stranger. "Double or nothing, I bet I can tell you what you do for a living and where you go to work." "OK," said the stranger, "Go ahead." "You're an economist and you work for the government in Washington, D.C." This time it was the stranger's turn to be astonished. "How'd you know?" he asked. "Well, you go ahead and put my dog down and I'll tell you."



CRIME SCENE CLEANERS INC.

24 Hour Service
Free Estimates

Specializing In

METH LABS
METH LAB TESTING
SQUAD CAR CLEANUP
JAIL CELLS

HOMICIDE
SUICIDE
UNATTENDED DEATH
GARBAGE HOUSES

913-909-4264 800-909-2939

www.crimescenecleanerskc.com



2012 OR 2013 FIRST CALL CONVERSIONS
—CALL FOR YOURS TODAY—
Van, Suburban, Yukon, GMC



Exclusive Dealer



2008 Cadillac S & S Medalist Hearse
White/White/Tan Leather Interior
— 14,300 Miles —
(UC12021)



2012 Chrysler Town & Country
Eagle First Call Minivan
— FULLY VERSITILE —
(NC12015)



2008 Cadillac Superior Hearse
Blue/Blue/Blue Interior
— Nice Statesman/Low Miles —
(UC12045)



2008 Cadillac S & S Medalist
Blue/Blue/Blue Leather Interior
— Repaint Available—
(UC12012)

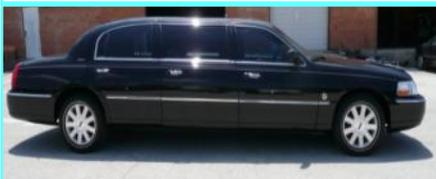


2006 Cadillac Eagle Ultimate
White/White/Blue Interior
— Extend Table —
(UC120043)



2013 Eagle Icon Lincoln MKT & Limousine On Order NOW

2003 Lincoln Six-Door Limo
Black/Black/Black Interior
— 36,600 Miles —
(UC12038)



2006 Cadillac Eureka Six-Door Limo
Black/Black/Black Interior
— 40,600 Miles —
(UC12040)



2007 Lincoln DaBryan 70" Limo
Black/Black/Black Interior
— Perfect Pall Bearer Car —
(UC12009)



Miller & Sons Funeral Car Sales

Dallas

1-800-822-9586

Denver

Frank@hearseandlimo.com

Sales * Service * Leasing * Rental

See our complete stock list at www.hearseandlimo.com

Many More Cars Available!

Check out our Website!

Lamcraft takes Digital Memories® online!

Lamcraft spent several years developing the software program Digital Memories® to custom imprint obituaries on their Micro-Perforated Memorial Cards. As operating systems changed through the years, it became more of a challenge to keep the program current with the latest system changes.

Therefore, Lamcraft has converted the program to an online browser-based editor. Customers can now go on the Internet to **Lamcraft Digital Memories Online** at www.lamcraftdigitalmemories.com and create an account. Registered users can create, print and laminate customized memorial cards in a standard bookmark format. All projects will be stored securely online and can be accessed at any time. For customers' convenience, the site also provides a storefront to order micro-perforated sheets, bookmark-sized pouches and laminators.

Lamcraft strives to offer its customers a convenient, easy-to-use online experience. The customized memorial cards can be generated from nearly any computer that has access to the Internet, whether it be from the office, home, airport or hotel room. The program is

user-friendly, with a toll-free helpline and an online chat available to those with questions. Helpful videos are posted on how to use the program, as well as an FAQ (Frequently Asked Questions) page that will address most questions.

The website does require the use of Google Chrome, which is a web browser similar to Internet Explorer, Safari or Firefox. A link is provided on the website for users to download that application. Adobe Acrobat is also required, as the program generates PDFs for printing the memorial bookmarks.

FOR A LIMITED TIME, the website is FREE to use without any obligation, and registered users can generate as many bookmarks as desired.

Lamcraft invites you to try out their program. Go to: www.lamcraftdigitalmemories.com and get started today!

Contact:
Desiree Mueller
Lamcraft, Inc.
desiree@lamcraft.com
816-795-5505

THE LAMCRAFT COLLECTION

Memorial & Laminating Products

- Raise profit margins
- Promote your business
- Enhance your services

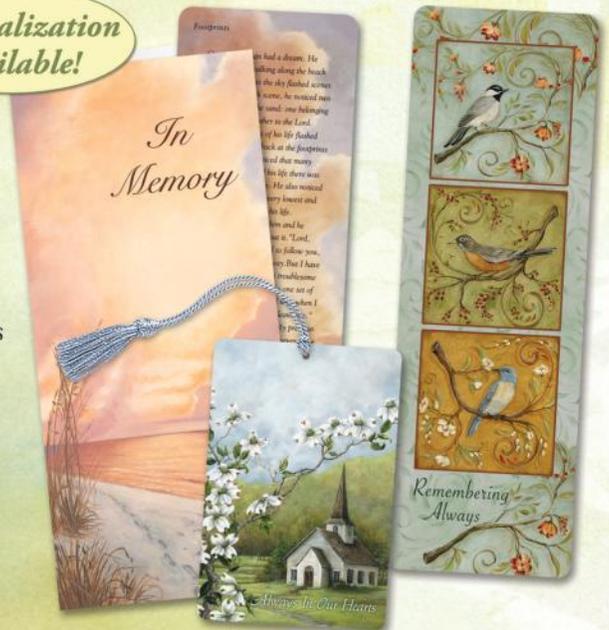
Personalization Available!



High-quality Memorial Bookmarks & Memorial Cards

Presentation Cards

Clear Lamination Pouches specifically sized to fit most funeral home & cemetery needs



www.lamcraft.com

1.800.821.1333

Now Available... LamcraftDigitalMemories.com

Make memorial cards online FREE!

TRY IT TODAY!



As We Drive By We love to take pictures as we go by funeral homes and interesting places,

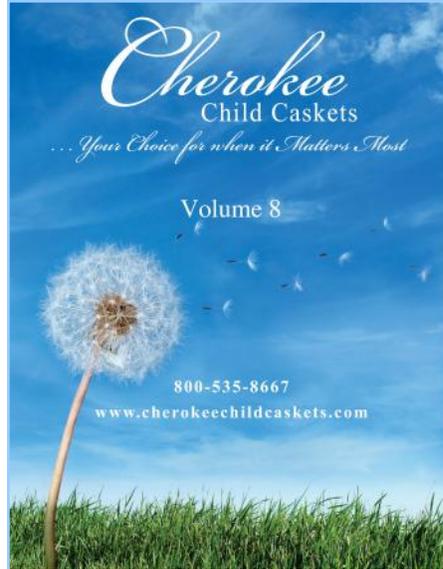


**Daniel Funeral Home
Lamar, MO**



New Catalog for Cherokee Child Casket Company

August 2012, Griffin, GA: Cherokee Casket Company



announces the release of Volume #8, the latest edition of their catalog. In this edition, Cherokee shows their continuing effort to manufacture and distribute quality child caskets and child funeral service items.

Cherokee is now manufacturing a

brushed 20 gauge steel child casket in a variety of exterior paint and dye colors. This style #500 brushed steel casket may be customized with the family's choice of hardware and interior. The family will also have an option to personalize the casket by choosing an embroidered panel that celebrates the short life of their precious child.

Premie clothing for infants as small as 1.5 pounds, air trays for child caskets and bier with carriers especially designed for a child casket are just a few of the new funeral service items recently added to Cherokee's product line. Download or view the complete catalog online at www.cherokeechildcaskets.com.

Cherokee Child Caskets offers natural burial caskets for the ecological service, casket and vault sets or combos for traditional services, and cloth covered caskets with matching urns for when a family chooses cremation. Request a free copy of Cherokee Child Casket Volume #8 by calling 1-800- 535-8667 or email info@cherokeechildcaskets.com.

MOONEY-KEEHLEY

AN EXTENSION OF YOUR IMAGE AND REPUTATION

ECONOMY ACKNOWLEDGEMENT CARDS



ECONOMY ACKNOWLEDGEMENT CARDS					
	1,000	2,500	5,000	10,000	25,000
WHITE	\$80.00	\$75.00	\$71.00	\$70.00	\$68.00
IVORY	\$85.00	\$80.00	\$78.00	\$75.00	\$73.00

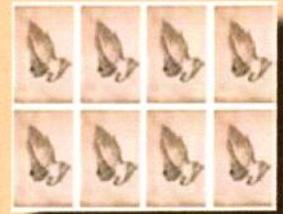
**PRICES ARE PER CARTON AND INCLUDE SHIPPING, ENVELOPES AND SET-UP CHARGES IN 50% BOXES.

BRANDI PRAYER CARDS

\$50 PER PACKAGE



103M



111M



609M

MOONEY-KEEHLEY



22 Winston Place
Rochester, New York 14607
(585) 271-1573

AFFORDABLE REGISTER BOOKS



FIRST CALL, INC.

"Serving Funeral Homes & Their Families Since 2000"

40 S. 18th St.
Kansas City, KS 66102
Fax: 913-262-4264

913-262-2633
816-483-2300
800-909-2939

Serving Kansas City and the Midwest

Removals • Transportation • Storage



The auction gateway for the funeral professional.

40 YEARS OF EXPERIENCE

Redefining Excellence

- ✓ **Funeral Exclusive**
- ✓ **Around-the-clock Business Protection**
- ✓ **Time-saving, Efficient Solutions**
- ✓ **Freedom and Peace of Mind**



1-800-868-9950

myASD.com

30 day FREE Trial

REVOLUTIONARY ANSWERING SERVICE SOLUTIONS

ASD Announces the Promotion of Renee Mancer to Supervisor

Media, PA—ASD – Answering Service for Directors is pleased to welcome longtime employee Renee Mancer to its experienced team of Supervisors. For the past 18 years, Renee's voice has been a familiar sound to the thousands of funeral professionals that rely on ASD's service. In that time, she has fielded over 500,000 calls for funeral homes and over 50,000 First Calls.

Renee was promoted to a Supervisory position in June. With nearly two decades of experience, Renee has grown very familiar with the directors ASD serves. As a supervisor, Renee will assist clients with account updates, oversee training and provide support to the Call Specialist team. At every level, employees like Renee allow ASD to act as a true business partner to the funeral community. For example, one of Renee's responsibilities will be to carefully monitor Call Specialists' calls and calibrate a variety of different call segment types to ensure every phone call reflects ASD's standards.

Renee began working at ASD in 1994 when the company first began branching out to funeral homes beyond their local area. ASD's rapid growth required the company to cultivate an outstanding team of Call Specialists who possessed a clear understanding of the funeral process. ASD's managers observed Renee's compassionate phone demeanor, attention to detail and excellent listening skills and promoted her to a Training Specialist position in 1998.

Renee has proven her dedication to the company time and time again, both through her exemplary work and outstanding attendance. She has trained many of ASD's long-standing employees and frequently wins ASD's Outstanding Service Awards. Renee's new position as an ASD Supervisor will allow her to build more personal relationships with ASD's clients while offering her experience and judgment to the Call Specialist team.

"Since I began working at ASD, I got married and have raised three children. ASD has always been supportive of me and my family by providing me with flexibility when I needed it," Renee says. "That was a big part of why ASD became my career."

About ASD

ASD is the leader in answering services and call support for funeral professionals. Family owned and operated, ASD blends state-of-the-art technology with an experienced team of knowledgeable call specialists that possess a high level of understanding of the funeral process. The company's intensive training programs ensure that the potential value of every call is recognized and communicated to directors in the most cost-efficient way. ASD's innovative technology, custom-built systems and call support expertise have made it a national leader in the death care profession. Headquartered in Media, Pennsylvania, ASD offers customizable answering service options for funeral homes and funeral-related businesses of all sizes. For more information, visit www.myasd.com or call 1-800-868-9950.

Connect with ASD online

Facebook: [facebook.com/myASD](https://www.facebook.com/myASD)
Twitter: [@myASDcalls](https://twitter.com/myASDcalls)

Favorite Tractor Took Farmer to Grave

by Harry Glenn



This man really is "Deere-ly departed." The sons and daughter of the late Archie Glenn, a 99-year-old retired dairy farmer and Deere lover from Volant, Pennsylvania, say they got the idea for their dad's Deere-themed funeral from reading a FARM SHOW article about a man buried in an IH casket.

Archie Glenn's funeral featured a green casket, yellow and green flower arrangements, an embroidered tractor image that fit inside the line of the casket lid, and a blown-up photo of the first tractor he ever had. Tractor sound effects accompanied a video of lifetime photos.

The 1954 John Deere 50 tractor Glenn owned for 30 years pulled the casket on a two-wheel trailer from the church to the gravesite.

"John Deere was all he ever farmed with, and farming was his life. It was a part of him," says Harry, of Butler, Pennsylvania. "He knew that if you took care of the land, it would take care of you. He instilled that in every one of us."

Rather than a mournful occasion, the funeral was a celebration of memories and of Glenn's life and passion for tractors.

"He loved those machines," said Glenn's daughter, Ruth Wigton of Volant. "They never let him down."

From Farm Show magazine.

Aaron Beasley
Embalming Service & Crematory
1-866-410-2122 or 1-479-755-6922
 805 S. 10th St. Ft. Smith, Arkansas 72901

Quality Professional Care
Excellent Service
Fair Pricing
Statewide Cremation

Fax 479-755-6933

SERVING FORT SMITH,
 WESTERN ARKANSAS & EASTERN OKLAHOMA

Batesville Names Mike Bryan as General Manager of Batesville Interactive

BATESVILLE, Ind., July 10, 2012--Batesville, the leading provider of burial, cremation and technology solutions to licensed funeral homes, today announced the addition of Mike Bryan as General Manager of Batesville Interactive. Bryan will provide leadership for Batesville's growing technology solutions business unit, which includes the funeral industry's largest dedicated technology development support teams. Bryan's priorities include technology connectivity and innovation, business growth, operational excellence and staff development.

"Mike is a welcome addition to Batesville and especially to the Batesville Interactive team. His experience as a leader in growing technology organizations is a great match for our organization and will be a tremendous asset to our customers and our staff," said Jason Burlage, Vice President and General Manager, Strategic Business Units. "In addition, his experience in more technologically- driven companies outside the death care industry will allow him to bring a fresh perspective to different key areas within our operation."

Mr. Bryan is a high-energy leader with nearly 20 years of successful business-to-business technology, business development and management experience. Over the course of his career, he has launched three business units, more than 400 consumer products, more than 100 partnerships, and six technology platforms, including the 2005 HR Product of the Year.

Most recently, he was Vice President of Marketing and Business Development at WebLink International, a website and technology solution provider in the association management industry. Previously, he was Vice President of Operations for TruStar Solutions, a marketing solutions company specializing in web-based software and interactive media services. Mike has also held leadership roles in a number of successful start-ups and has product management experience in the consumer products industry at Disney. He holds a bachelor's degree in Marketing and Distribution from Indiana University's Kelley School of Business and an MBA in Strategy and Technology, also from Indiana University.

"Batesville Interactive is an incredibly dynamic team. In a relatively short period, the group has established itself as the clear market leader and is continuing to advance that position with additional investments that will further differentiate Batesville from other technology providers," said Bryan. "I am excited to join an organization that truly understands the power of connectivity and look forward to helping shape future solutions as we help our customers connect with families online." Bryan succeeds Troy Brake, who has assumed the position of Vice President, International and Business Development at Batesville.

About Batesville Interactive

Batesville Interactive is the leading provider of website and ecommerce solutions to licensed funeral homes in North America. Backed by the world leader in funeral service, Batesville Interactive supports its customers with the largest dedicated technology development and support teams in the funeral industry. Through its ConnectivitySuite® platform (www.connectivitysuite.com), Batesville Interactive offers a full suite of technology services designed to provide funeral homes with a complete, interactive website that is very easy to set up and manage.

For additional information contact:
Teresa M. Gyulafia
Director, Brand & Marketing Communications
Teresa.Gyulafia@batesville.com
812-931-5084

877.FUN.ERAL for Easy Funeral Quotes from Funeral Home Resource

Fort Lauderdale, FL--July 13, 2012-- On the heels of launching their Funeral Quote sites in eastern U.S. markets, [Funeral Home Resource](http://www.funeralhome.com) provides a national, toll-free number, 877.FUN.ERAL, to quickly and easily match funeral homes and customers.

Funeral Home Resource matches clients in need of funeral and cremation services with funeral homes in the same locales. The [Funeral Quote](http://www.funeralhome.com) sites allow those with an immediate need for funeral or cremation services, or wishing to preplan funeral services, to quickly get one or more quotes from area funeral homes and cremation providers. With funeral costs in the thousands, funeral planning and comparing funeral prices is smart. 877.FUNERAL makes it easy.

Funeral customers call 877.FUNERAL any day, any time, and are promptly matched with a local funeral home for a funeral or cremation quote. Up to two additional funeral homes or cremation providers offer cost-comparing funeral quotes. This national phone number is an efficient way for customers to have questions answered and get funeral cost information with reduced time expenditure and fewer appointments. Responses to calls are so efficient that 877.FUNERAL can respond to an immediate funeral need.

As Funeral Home Resource expands its Funeral Quote sites through cities across the United States, it partners with three funeral homes in each city to provide instant funeral price quotes. [For local funeral homes](http://www.funeralhome.com), it is an opportunity to build clientele without heavy investment in their websites and an Internet marketing team.

877.FUNERAL builds on Funeral Home Resource's comprehensive [funeral home directory](http://www.funeralhome.com) and funeral information sites, expanding its mission to provide easy access to quality information about funeral services, and match those in need of funeral services with funeral homes. Ron Browning, Funeral Home Resource owner, explains, "Funeral Home Resource acquired 877-FUNERAL as part of its comprehensive strategy to generate consumer inquiries for participating funeral homes. This acquisition is a key piece of the expansion of the funeral home resource domain to be the preeminent funeral resource for customers." Funeral Home Resource is currently accepting partners for developing market sites.

About Funeral Home Resource

Funeral Home Resource, the outsourced online marketing department for funeral homes, grows market share for funeral homes through on-line marketing to families in need of funeral home and cremation services. Funeral Home Resource develops industry-leading websites at FHRwebsites.com and operates FuneralHomeResource.com, the premier on-line directory of funeral homes. FHR is trusted by the most established, most respected names in the funeral industry, handling all their online marketing efforts and overseeing the creation, capture, delivery, and conversion of thousands of online inquiries for them each month. Funeral Home Resource specializes in no-risk performance marketing arrangements.

Contact: Ron Browning, CEO and President
Phone: 866.468.7968 x801
Address: 333 Las Olas Way
Suite 2708

Fort Lauderdale, FL 33301

Website: <http://www.FuneralHomeResource.com>
<http://www.FHRweb.com>

YOUR WORST-CASE SCENARIO... WOULD HAVE NEVER HAPPENED WITH OUR PERFORMANCE TESTED COMBINATION TRAY.

We test ours in the lab so you don't have to test it in the real world.



CUSTOM AIR TRAYS

1-800-992-1925 | CustomAirTrays.com

© Custom Air Trays

Funny Story -Bows & Arrows

Boys are always more inventive...

Don't know who wrote this but he has a way with words that makes one visualize being right there beside him. Good read. Life as a child growing up in Oklahoma

Around age 10 my dad got me one of those little badass compound bow beginner kits. Of course, the first month I went around our land sticking arrows in anything that



could get stuck by an arrow. Did you know that a 1955 40 horse Farmall tractor tire will take 6 rounds before it goes down? That got boring, so being the 10-year-old Dukes of Hazard fan that I was, I quickly advanced to taking strips of cut up T-shirt doused in chainsaw gas tied around the end and was sending flaming arrows all over



the place

One summer afternoon, I was shooting flaming arrows into a large rotten oak stump in our backyard. I looked over under the carport and saw a shiny brand new can of starting fluid (Ether). The light bulb went off in my head. I grabbed the can and set it on the stump. I thought that it would probably just spray out in a disappointing manner. Lets face it, to a 10-year-old mouth-breather like myself, (Ether), really doesn't "sound" flammable.

So, I went back into the house and got a 1 pound can of pyrodex (black powder for muzzle loader rifles). At this point, I set the can of ether on the stump and opened up the can of black powder. My intentions were to sprinkle a little bit around the (Ether) can but it all sorta dumped out on me. No biggie, a 1 lb. pyrodex and 16 oz (Ether) should make a loud pop, kinda like a firecracker you know? You know what? Screw that I'm going back in the house for the other can. Yes, I got a second can of pyrodex and dumped it too. Now we're cookin'.

I stepped back about 15 ft and lit the 2 stroke arrow. I drew the nock to my cheek and took aim. As I released I heard a clunk as the arrow launched from my bow. In a slow motion time frame, I turned to see my dad getting out of the truck.... OH SHOOT!

He just got home from work. So help me God it took 10 minutes for that arrow to go from my bow to the can. My dad was walking towards me in slow motion with a "What" look in his eyes. I turned back towards my target just in time to see the arrow pierce the starting fluid can right at the bottom. Right through the main pile of pyrodex and into the can. Oh shoot.

When the shock wave hit it knocked me off my feet. I don't know if it was the actual compression wave that threw me back or just reflex jerk back from



235 decibels of sound.. I caught a half a millisecond glimpse of the violence during the initial explosion and I will tell you there was dust, grass, and bugs all hovering 1 ft above the ground as far as I could

(Continued on page 25)

LAST RIDE MOTORCYCLE HEARSE CO.
 417-865-8885
 Ty Conklin - Owner / Driver
 Serving Missouri-Arkansas-Kansas-Oklahoma
 www.LastRideMotorcycleHearse.com



Introducing TraumaCare by Pierce

- **30 Index**
- **Rapid Fixation**
- **Expedited Diffusion**
- **Simplifies Restoration**
- **Superb Case Results In Trauma, Geriatric or Normal**
- **With Non-Staining Dye**
- **For Superior Performance add Pierce Vitahue or Cosmo Dye**
- **Clarified Bleaching Action**

PIERCE COMPANIES

4722 Bronze Way • Dallas, TX 75236

800-527-6419 • 214-333-4230 • Fax 214-337-3658

Phenomenal 2-Letter Word

I'm sure you will enjoy this. I never knew one word in the English language that could be a noun, verb, adjective, adverb and preposition.

UP

(Read until the end...you'll laugh)

This two-letter word in English has more meanings than any other two-letter word, and that word is 'UP.' It is listed in the dictionary as an (adv),(prep), (adj), (n) or (v). It's easy to understand UP, meaning toward the sky or at the top of the list, but when we awaken in the morning, why do we wake UP?

At a meeting, why does a topic come UP? Why do we speak UP, and why are officers UP for election (if there is a tie, it is a toss UP) and why is it UP to the secretary to write UP a report? We call UP our friends, brighten UP a room, polish UP the silver, warm UP the leftovers and clean UP the kitchen.

We lock UP the house and fix UP the old car.

At other times, this little word has real special meaning. People stir UP trouble, line UP for tickets, work UP an appetite, and think UP excuses. To be dressed is one thing but to be dressed UP is special. And this UP is confusing: A drain must be opened UP because it is blocked UP.

We open UP a store in the morning but we close it UP at night. We seem to be pretty mixed UP about UP!



To be knowledgeable about the proper uses of UP, look UP the word UP in the dictionary. In a desk-sized dictionary, it takes UP almost 1/4 of the page and can add UP to about thirty definitions.



If you are UP to it, you might try building UP a list of ways UP is used. It will take UP a lot of your time, but if you don't give UP, you may wind UP with (UP to) a hundred or more.



When it threatens to rain, we say it is clouding UP. When the sun comes out, we say it is clearing UP. When it rains, it soaks UP the earth. When it does not rain for awhile, things dry UP. One could go on and on, but I'll wrap it UP, for now... my time is UP!

Oh... one more thing? What is the first thing you do in the morning or the last thing you do at night? UP

Did that one crack you UP?

Don't screw UP..show this to everyone you look UP... it's UP to you.

Now I'll shut UP.....



**Cherokee Casket Company, Inc.
Announces License Agreement
with Precious Moments, Inc.**

Griffin, GA- Cherokee Casket Company, Inc. is now a licensee for the PRECIOUS MOMENTS® brand; allowing the “beauty” of the brand to come to life in funeral memorial products.

The PRECIOUS MOMENTS® concept was created by artist Sam Butcher over 30 years ago with his personal vision and beautiful illustrations of teardrop-eyed children. Today, his artwork is among the most recognized art in the world, sharing messages of loving, caring and sharing with collectors from around the globe

According to Michael Mims, President of Cherokee Casket Company, Inc. “A well planned memorial service should be a reflection of a unique life.” Caskets or urns manufactured by Cherokee Casket Company, Inc. with PRECIOUS MOMENTS® Bereavement Angel design will honor that life. With a series of twelve Bereavement Angel designs to choose from, whether it is for an adult or a child; the family will be able to choose an image that reflects their loved one.

Over 3,000 PRECIOUS MOMENTS® images are available for purchase by funeral homes, cemeteries, or monument companies from Cherokee Casket Company, Inc. A beautifully illustrated PRECIOUS MOMENTS® image allows the family to create a personalized monument that will provide great comfort in the months and years to come.

The core purpose of Precious Moments Inc. is to touch people’s hearts in a personal way by sharing the gift of love. Cherokee Casket Company, Inc. will continue to support this mission by offering quality funeral memorial products to comfort families in time of grief.

About Cherokee Casket Company:

Cherokee Casket Company, Inc., founded in 1941, strives to help funeral directors provide families with special memorial caskets, urns and monument engravings that share the loved one’s unique personality in the most precious farewell. Cherokee’s longstanding tradition of striving for “Excellence without Exception” guarantees every product maintains the highest level of craftsmanship.

Contact:

Michael Mims, President
800-535-8667

Mike@cherokeespecialtycaskets.com



Clear Creek Coach



Independently Owned and Operated Hearse for Hire
Call us for Affordable Rates and Additional Information

417-432-3511



Clear Creek Coach – a distinctive tribute to those who have passed before us

Check our website: www.clearcreekcoach.com

Bows & Arrows (Cont.)

(Continued from page 23)

see. It was like a little low to the ground layer of dust fog full of grasshoppers, spiders, and a worm or two.

The daylight turned purple. Let me repeat this... THE DAYLIGHT TURNED north side of the house are blown out and there is a slow rolling mushroom cloud about 2000 ft. over our backyard.

There is a Honda 185 3 wheeler parked on the other side of the yard and the fenders are drooped down and are now touching the tires. I wish I knew what I said to my dad at this moment. I don't know - I know I said something. I couldn't hear. I couldn't hear inside my own head. I don't think he heard me either... not that it would really matter. I don't remember much from this point on. I said something, felt a sharp pain, and then woke up later. I felt a sharp pain, blacked out, woke later....repeat this process for an hour or so and you get the idea. I remember at one point my mom had to give me CPR. and Dad screaming "Bring him back to life so I can kill him again". Thanks Mom. One thing is for sure... I never had to mow around that stump again, Mom had been complaining about that thing for years and dad never did anything about it. I stepped up to the plate and handled business.. Dad sold his muzzle loader a week or so later. I still have some sort of bone growth abnormality, either from the blast or the beating, or both. I guess what I'm trying to say is, get your kids into archery. It's good discipline and will teach them skills they can use later on in life.



Author Unknown

Directory of Advertisers

Aaron Beasley Embalming Service & Crem.	Pg 21
American Crematory Equip. Co.	Pg 8
American Macular Degeneration Foundation	Pg 21
ASD, Inc.	Pg 20
Baxter Vault Co.	Pg 5
BKD,LLP	Pg 32
CFL Pre-Need	Pg 11
Cherokee Casket Company	Pg 2
Clear Creek Coach	Pg 25
Crime Scene Cleaners	Pg 15
Custom Air Trays	Pg 23
Dallas Institute of Funeral Service	Pg 11
Federated Insurance Co.	Pg 7
First Call Inc.	Pg 19
Fleet Systems	Pg 30
Fraley Funeral Supply	Pg 9
Global Mortuary Affairs	Pg 11
Hardin Mortuary Service	Pg 12
Highland Hills Transport Service, Inc	Pg 12
Hoefler Associates	Pg 12
ICCFA	Pg 8
Lamcraft, Inc.	Pg 17
Last Ride Motorcycle Hearse	Pg 23
Lighthouse Professional Services	Pg 12
LJ Enterprises	Pg 2
Mid-States Professional Services	Pg 27
Miller & Sons Funeral Car Sales	Pg 16
Mooney-Keehley	Pg 19
Mor-Bid.com	Pg 19, 29
Nomis Publications	Pg 26
Olinger-Saenz Mortuary Service	Pg 12
Pierce Chemicals & Royal Bond	Pg 24
The Preened Resource Co.	Pg 13
Security National Life Insurance Co.	Pg 2
SI Funeral Services	Pg 31
Springfield Mortuary Service	Pg 3
Superior Mortuary & Crematory Service	Pg 12
Texas Funeral Directors Association	Pg 28
Tyler M. Woods Colonial Monuments	Pg 12
United Heritage Life Insurance Co.	Pg 28
Vantage Products Corporation	Pg 28
Victoria Mortuary & Cremation Service	Pg 12

Want to Subscribe to The Dead Beat??? For only \$24.00, you can get 6 bi-monthly jammed- packed issues for a year.

Name _____

Address _____

City _____

State _____ Zip _____

E-mail _____

Send check and information to: H.L. Pugh & Consulting, PO Box 145, Golden City, MO 64748-0145. Any questions: 800-575-2611



NOMIS
PUBLICATIONS .com

1-800-321-7479

PO Box 5159, Youngstown, OH 44514 • info@nomispublications.com

ONLINE CLASSIFIEDS - More Viewing Options!
ONLINE DIRECTORY - More Search Options!
MORE EFFECTIVE - Advertising Options!

Plus...  *Death Notices*
powered by tributes...

The Dead Beat -The Caregivers Soapbox
 Volume: Twelve Issue : Five

Editor: *Joanne Howard*
 Publisher: *Lowell Pugh and Joanne Howard*

The Dead Beat is published bi-monthly. Editorial and business offices are located at 400 Chestnut, Golden City, MO 64748. Phone (800) 575-2611

Subscriptions:
 Additional copies for U.S.A. are \$24.00/ 1 year (6 issues).

For subscription, address changes, circulation, advertising assistance, write, phone or fax

H.L.Pugh & Associates Consulting
 P.O. 145, Golden City, MO 64748
 Toll Free (800) 575-2611 Fax (417) 537-4797
 Email-editor@thedead-beat.com
 Website: www.thedead-beat.com

Mourning Cross (Cont.)

(Continued from page 1)

poem, "It's My Time," by poet Jacky Newcomb (see page 29 for poem).



Response from funeral directors, the clergy and the public to the initial launch of Mourning Cross in Ireland and England has been so gratifying that the company is expanding distribution to include the United States.

"The Internet, with online communication tools like LinkedIn and Twitter, has given us a global marketplace," notes Kate Hamilton who, along with her mother and sisters, founded Mourning Cross. "We are eager to begin distribution in the United States so that the funeral profession can offer our useful and affordable products to improve the funeral experience and help their client families through the grieving process." Anyone interested can learn more at www.mourningcross.com or connect with Kate Hamilton on LinkedIn.



Not in His Parents' Footsteps



Jeff Johannsen, son of Seth and Kay Johannsen, owners of Burmeister-Johannsen Funeral Home in Harlan, Iowa, will not be following in his parents' footsteps. Jeff grew up in the funeral home and did many of the tasks that children of funeral home owners often do. He spent many hours cleaning the chapel, mowing the lawn as well as working a funeral if needed. But Jeff had no interest in being a funeral director. Music has long been a passion of Jeff's and he began taking piano lessons at an early age.

He continued his formal music education at Drake University in Des Moines, Iowa, and will receive a degree in Music Business in the spring of 2013.

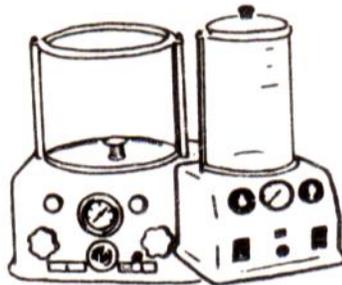
Jeff has chosen a unique career: his plans are to serve his Lord as a singer/songwriter of contemporary Christian music. Following graduation, Jeff plans to go on tour singing his original Contemporary Christian Music as well as that of other artists commonly heard on Christian radio. Many Christian radio stations are listener-supported, and Jeff's music will be no different. He is currently seeking like-minded Contemporary Christian music enthusiasts among funeral professionals for financial support in order to produce his first album and support him in his mission. "I would be honored to receive the prayers and support of our nation's funeral directors," said Jeff.

Jeff is represented by The Management Agency of Jacksonville, Florida, one of the nation's leading development agencies of contemporary Christian music artists. He is currently working with producer Jerroll Lehman of Fort Wayne, Indiana.

Those wishing more information about Jeff Johannsen Music or wish to help him in his mission can contact Burmeister-Johannsen Home at jeffrey.johannsen.music@gmail.com with their email, and details will be forwarded

A Distributor of
FERNO-WASHINGTON, INC.
Mortuary Products

Mortuary
Equipment
Repair



- ◆ **Porti-Boy**
- ◆ **Pierce Duo -Tonic**
- ◆ **Dodge**
- ◆ **Other Mortuary Equipment**

Mid-States Professional Services

Dependable Service since 1984

*** 206 W. Commercial ** Pleasant Hill, Missouri 64080**

JAMES D. (JIM) BROWN

(1-800) 252-5147

**Due to the Hot Weather-
Some “How Hot Is It?”
“It’s So Hot.....”**

It’s so hot...the birds have to use potholders to pull the worms out of the ground.



...the trees are whistling for the dogs.

...the best parking place is determined by shade instead of distance.

...hot water comes from both taps.

...you can make sun tea instantly.

...you learn that a seat belt buckle makes a pretty good branding iron.



...the temperature drops below 90 F and you feel a little chilly.

...you discover that in July it only takes two fingers to steer your car.

...you discover that you can get sunburned through your car window.

...you break into a sweat the instant you step outside at 7:30 a.m.

...your biggest motorcycle wreck feat is, “What if I get knocked out and end up lying on the pavement and cook to death?”



...you realize that asphalt has a liquid stage.

...the potatoes cook underground, so all you have to do is pull one out and add butter.



UNITED HERITAGE
LIFE INSURANCE COMPANY
P.O. Box 7777 - Meridian, ID 83680
unitedheritage.com

- Interest / Growth **Credited Daily**
- Single Premium / Guaranteed Issue
- 3-, 5-, 10-Pay / Full Benefit
- 3-, 5-, 10-Pay / Graded Benefit
- Two-Year Pay-Up Option (same as cash)
- Casket Protection Plan (any manufacturer)
- Inflation Protection Bonus
- Death Away From Home Rider
- Applications submitted via the web
- Internet Verification of Policy Values
- Internet Claim Submission

NOT AVAILABLE IN ALL STATES

Call 1-800-657-6351 and let us help you with your preneed insurance funding.

...the cows are giving evaporated milk.

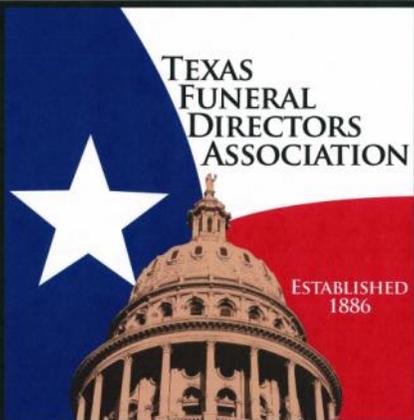


...farmers are feeding their chickens crushed ice to keep them from laying boiled eggs

...It’s so dry in Missouri that the Baptists are starting to baptize by sprinkling, the Methodists are using wet-wipes, the Presbyterians are giving rain checks, and the Catholics are praying for the wine to turn back into water.



So how hot is it where you are?????

TEXAS FUNERAL DIRECTORS ASSOCIATION
ESTABLISHED 1886

1513 South Interstate 35
Austin, TX 78741
(800) 460-8332



VANTAGE
Products Corporation

Lisa Barlow
Inside Sales Manager
lbarlow@vantageproducts.com

960 ALMON ROAD, COVINGTON, GA 30014
1-800-481-3303 FAX: 770-788-0361

It's My Time
by Jacky Newcomb

Where do we go when it's time to leave? It's my time.
Through the tunnel of light, where it's clear and bright. It's my time.
My friends are all waiting on the other side,
I'm a little bit scared, but my angel's at my side.
It's my time.

I know you'll cry, But it's my time.
I know you'll be wondering 'Why, Why, Why?' But it's my time.
I can't stay on Earth where my work is done.
Heaven is great, I'm happy and it's fun.
It's my time.

I'll always love you and you'll always love me, But it's my time.
Never forget me, but I want you to move on, 'Coz it's my time.
All good things must come to an end,
You're in my heart, and you'll always be my friend,
But it's my time.

Although we must part it's only for a while. It's not your time.
Make me proud as you carry on. It's not your time.
I'll wait for you till you're old and grey.
I'm sorry that you have to stay. It's not your time.
Life is precious and although it's not the same, It's not your time.
Life will go on, I think you'll find, It's not your time.
I want you to promise that while I am away
You'll love one another, I hope and pray..... you'll

Understand my darling,
It's my time, it's my time..... It's my time.

About the Author

Jacky Newcomb is a Sunday Times and Amazon best selling author, columnist and afterlife expert known to fans around the world as 'The Angel Lady'. She is regularly featured on television and radio all over the world, and works with doctors, nurses and grief counsellors to teach them about the healing effects of spontaneous afterlife-communication and the stories featured in her best selling books. Jacky lives in England, UK with her husband and two cats. She is a mother and grandmother. For more information:



Photo by Robin Palmer for Fate & Fortune Magazine

www.JackyNewcomb.com

About Jacky's work

"For the past 12 years I've been studying afterlife phenomenon full time. I was fascinated with true-life stories of spontaneous afterlife contact; deceased loved ones appearing in dreams and visions and leaving signs for their grieving loved-ones that they had survived physical death. Who doesn't want to know that their loved-ones still exist in some way after physical death? I'd already had many experiences of my own and it became a bit of a 'life mission' to bring comfort and joy to others. One book of stories became a whole pile of books, several years later!

I began a series of books, written in a simple down-to-earth way to prove life after physical death existed. All of my books are written using short paragraphs and sentences with lots of side headings. The information is split up in such a way that the grieving find them easy to read during challenging times. After my own father passed-on, we as a family, personally had so many signs (including Dad appearing in dreams to tell his family and friends he'd survived physical death), that I literally wrote a book about that too. The title was given to me in a dream and my sister Madeline Richardson, and I together wrote our best seller, 'CALL ME WHEN YOU GET TO HEAVEN.'

About "It's My Time"

I've included poems in many of my books and they nearly all contain information I'd gathered from the stories people shared with me. The messages from the 'deceased' were always very similar. They wanted people to know:

- I am still here
- I exist but in another form
- I still watch over you
- I still love you
- I still care about you
- Keep living

It was important to me that I try and put this message down into a poem. The day I wrote 'It's My Time,' I created the basic outline fairly quickly, changing very few things as I went along. Then I read it through...but I worried that people might be upset that I was writing from the deceased person's point-of-view. At one point I highlighted the poem to delete it and then at the last second I changed my mind and decided to keep it. Thank goodness I did!

At the time I had no idea that it was any different to any of the other poems I had written but was shocked when I started to get letters from all over the world. People told me, 'your poem was perfect and we read it out at a recent family funeral...' I was shocked the first time it happened but then delighted that people had related to my words and found comfort in them.

One day I was approached by 'The Mourning Cross' who asked if they could include my poem on the back of their fabulous product (See page 1 for article). I was honoured and we immediately came to an agreement. My book sales have also grown as a result of the poem as more and more people wanted to read the real true-life stories behind the inspiration. The rest, as they say, is history!





800-776-9444
www.fleetprocars.com
bestcars@fleetprocars.com

Looking for a good deal? Find it at Fleet Systems, Inc.!!



2000 Cadillac Superior



2000 Lincoln Eureka



2002 Cadillac Superior



2003 Cadillac Federal



2002 Lincoln Federal



2003 Cadillac S&S



2004 Cadillac Eureka



2011 1/2 Cadillac Federal

**ALL NEW!
2012**



**Chrysler
Town & Country
Van
Complete Conversion**

SEE THESE CARS AND MORE ON OUR WEBSITE— www.fleetprocars.com

2002 Cadillac Superior Coach—Black
1997 Cadillac Eagle Coach—Light Blue
2000 Cadillac Limos / 2 in stock
2002 Lincoln Limo—Black
2003 Lincoln Limo

2000 Lincoln Coach— Black
1997 Cadillac Superior Coach—Black
2001 Cadillac Limo—Black
2003 Cadillac Limo / 3 in stock
2004 Lincoln Limos / 2 in stock

WHAT A DEAL!



Ivory Rose
 18 Gauge Steel
 Antique White Finish
 Pink Velvet Interior
 Embroidered Rose Bouquet

Signet Supply®

- ✓ Quality products.
- ✓ Everyday low price.
- ✓ Exceptional service.

Visit www.signetsupply.com and tour the Virtual Casket Showroom.

SI Funeral Services is your authorized Signet Supply distributor.



Helping funeral professionals serve families in their time of need since 1933.

Burial Vaults • Caskets • Cremation Products & Services • Grave Digging • Graveside Services • Memorials • Cemetery Lettering • Merchandising & Training • Ecommerce • Pet Cremation
 First Call Pickup Services • Urns & Urn Vaults • Personalization & Memorialization

800-330-1869
www.suhor.com

Some services may not be available in your area. Please check with your local plant or visit our website.

ARKANSAS | COLORADO | KANSAS | LOUISIANA | MISSOURI | NEW YORK | OKLAHOMA | OREGON | PENNSYLVANIA | TEXAS

Ultimate Graveside Service

At SI Funeral Service, the Ultimate Graveside Service is our standard and includes:

- Funeral home name's on tent
- Covered chairs with Kleenex
- Polished equipment and vault
- Cocoa matting
- Dirt mound covered
- Tent sidewalls when needed
- Professional, courteous CSR to assist during the funeral service if necessary



Why settle for less?



SI Funeral Services is a division of Suhor Industries, Inc., a leading provider to funeral professionals and the deathcare industry.

SIFS-121b

The Dead Beat -The Caregivers Soapbox
Volume: **Twelve** Issue: **Five**

Editor: *Joanne Howard*
Publisher: *Lowell Pugh and Joanne Howard*

The Dead Beat is published bi-monthly. Editorial and business offices are located at 400 Chestnut, Golden City, MO 64748. Phone (800) 575-2611

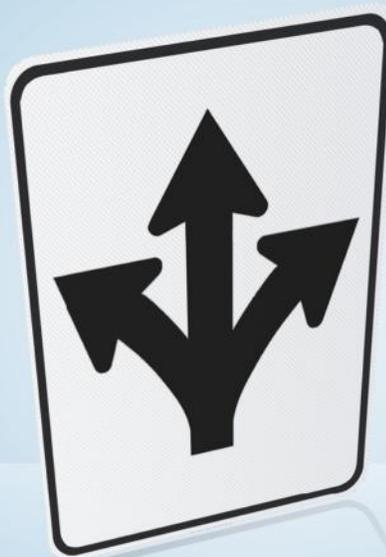
Subscriptions:
Additional copies for U.S.A. are \$24.00/ 1 year (6 issues).

For subscription, address changes, circulation, advertising assistance, write, phone or fax

H.L.Pugh & Associates Consulting
P.O. 145, Golden City, MO 64748
Toll Free (800) 575-2611 Fax (417) 537-4797
Email-editor@thedead-beat.com
Website: www.thedead-beat.com

THE DEAD BEAT
H L PUGH & ASSOC CONSUL
P O BOX 145
GOLDEN CITY MO 64748-0145

PRSR STD
U.S. POSTAGE
PAID
Permit #298
Rochester, NY



experience **guidance**

2000 people

Where do you see your business in a year? In 10 years? Experience guidance from a firm with more than 2,000 professionals. **We understand the complexities of funeral home accounting** and have the expertise to help your business work toward its goals. Whether you need bookkeeping support, income tax reduction strategies or business succession planning, we have you covered. Learn more at bkd.com.

Jim Ashley, CPA Jamie McDonald, CPA
Springfield
417.865.8701

experience **BKD** LLP
CPAs & Advisors