

The Dead Beat



The Caregiver's Soapbox



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

Volume 13

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Issue 3

The Cleaner

By Chaz Remington

Death and traumatic injury are events that few people ever plan to experience firsthand. Unfortunately, these circumstances are a reality and the unpleasant events can be difficult for people to cope with. Most people never think about what will happen after such an event, but one such company has made it its business to specialize in the cleaning and remediation of such occurrences. Crime Scene Cleaners, Inc. was formed in 2003 in order to be Colorado's only company specializing specifically in cleaning such trauma scenes.



Nick Hodgdon

The trauma scene cleaning industry is a relatively new one, coming about just within the last couple decades. A couple of the main reasons for the necessity and support of such companies are:

1. Advances in science and health have shown a light on how dangerous blood borne pathogens and bodily fluid can be in the spreading of disease. Certain deadly viruses are now known to live in blood and other bodily fluid even after the person has passed on. If not cleaned properly with the appropriate precautions taken, the risk of cross contamination is very real with grave consequences.
2. Next of kin should never have to experience their last memory of a loved one to be that of cleaning up after their death. Simply seeing or being near a tragic death can be quite traumatic for anyone, regardless how close they may have been to the deceased. No family or non-trained person should be forced to endure the emotional stress that one can experience through the involvement of such scenes. Trauma scenes should always be cleaned by a professionally trained, third party individual in order to dramatically decrease the chance of traumatic stress as well as making sure the job is done correctly, not leaving proteins behind to generate further odors or, possibly, fly larvae.

(Continued on page 25)

Other Articles in this Issue



Suhor Industries
Pg. 4



Greenfield Funeral Chapel
Pg. 15



Salute™ Urn
Pg. 23



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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

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Mortuary Muse By Lowell

Revisiting the FTC Funeral Rule?! Looks like sides may be forming to encourage the appropriate parties to either end the rule or expand it to cover all providers or repeal it all. I think repeal is unlikely, but I think out of fairness every provider should be covered. I also think its structure may be outdated for today's market place. No...I am not smart enough to make suggestions, but I wish our readers would send us their thoughts on the subject.

Do funeral service people revise their GPLs often enough? Once every year or so is not exactly keeping up with today's technology. Big dudes in business now days can analyze the local market on items and service along with their costs and vary prices on a daily basis. Changing prices up or down that fast could be a little awkward...but putting it off is risky.

The members of the funeral service boards and commissions have to be some of the hardest working and dedicated individuals in any profession. I do not wish to cast a negative reflection on any board or state, but the challenges of today would be better handled by the marketplace and the legal sys-

tem. Voluntary degrees of certification could be administered by professional groups, but in the end the consumer will decide the level of care desired. Meanwhile cash strapped states, their boards and commissions can stop piling on licensing fees, CE provider fees and pre-need auditing fees with seemingly little effect on the bad guys.

I don't get around much anymore, but I haven't heard any complaints about sunset laws on the state boards of our Colorado colleagues lately. Comments or stones, please-.....

For funeral service caregivers who are especially interested in grief recovery for your client families, I recommend you add "The Other Side of Sadness-What the New Science of Bereavement Tells Us About Life After Loss" by George A. Bonanno. to your library after you have read it. You also may want to modify some of your aftercare options or at least feel less guilty about your short comings.

About the Author: 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.

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Suhor Industries honored by Kansas City Business Journal

Overland Park, KS, May 10, 2013 – Suhor Industries, a precast concrete manufacturer and the world's largest burial vault manufacturer, is being recognized by the Kansas City Business Journal as a 2013 Champions of Business honoree. The Champions of Business Award is presented annually to 15 top Kansas City area companies who exhibit industry leadership, innovation, community involvement and meet both years in business and annual gross revenue requirements. An independent panel of judges selects the honorees.



Suhor Industries' Executives (left-to-right): Dennis Welzenbach, President, Joseph U. Suhor, III, Chairman/CEO, Marvin Smith, Chief Operating Officer

Company Chairman and CEO, Joe Suhor, commented, "We are honored to receive this prestigious award and to be recognized as one of the 15 top companies in Kansas City. We owe a great deal of gratitude to our customers for allowing us to serve them every day. We are very proud of our entire team for their support and contribution to our success. We look forward to continued growth of our business throughout the coming years." President Dennis Welzenbach added, "We have a very large network of customers, suppliers, associates, employees, and friends who have supported us for many years, we extend our sincere appreciation and thanks to each and every one of them."

About Suhor Industries
Suhor Industries, Inc., a privately held company, has been in the burial vault business since 1933 starting in Kansas City, Missouri. Today Suhor's primary business remains as a burial vault manufacturer. Annually, Suhor Industries touches over 100,000 families who have experienced the loss of a loved one. Suhor's other divisions include Signet Supply, the fastest growing casket company in the USA, SI Precast Concrete, which provides a variety of products for wastewater treatment, underground utilities, commercial retaining walls, farming, and other construction products, SI Memorials a designer and manufacturer of cemetery headstones, grave markers, and specialized projects that recognize former dignitaries, and government officials, SI Veteran Memorials, building everlasting tributes to honor those who have served our country, and SI Construction Services which designs, constructs, and installs large scale lawn crypt and columbarium projects throughout the USA.

Since 1990, Suhor has made over 50 individual business acquisitions in the funeral service and precast industries which has helped accelerate their growth. In 2011, Suhor acquired controlling interest in Wilbert Funeral Service Incorporated (WFSI). WFSI is the licensor of Wilbert burial vaults and cremation urns, and is the industry leader with a network of nearly 200 Licensees serving funeral homes and cemeteries throughout North America. In 2012, WFSI acquired Pierce Chemicals, an industry leading embalming fluid and funeral supply company. Wilbert also acquired three of the leading United States Mortuary Colleges, Dallas Institute of Funeral Service, Dallas Texas, Gupton-Jones College of Funeral Service, Atlanta, GA, and Mid-America College of Funeral Service, Jeffersonville, IN.

NFDA August, 2013 Meet the Mentors Attendees (In The Dead Beat Circulation area)

Brookfield, Wis—Last week, the National Funeral Directors Association (NFDA) announced the names of 50 funeral professionals who will have an opportunity to learn from three leading funeral directors and network with like-minded peers during the Association's Meet the Mentors Program on August 19 and 20 at the Harvard Faculty Club in Cambridge, Mass. Meet the Mentors is being held in cooperation with the Funeral Service Foundation.

The attendees in our circulation area:

- ◆ Zachary Coffin, Chaput, Buoy Funeral Home, Concordia, KS
- ◆ Jason DeLeon, Memorial Funeral Home, San Juan, TX
- ◆ Jennifer Harry, Meyer Brothers Colonial Chapel, Sioux city, IA
- ◆ Adam Lockstone, R.L. Lockstone Funeral Home, Weatherford, OK
- ◆ Faith Miner, French's Mortuary Inc.-Wyoming Chapel, Albuquerque, N.M.
- ◆ Jaime Steward, Murdoch-Linwood Funeral Home & Cemetery, Cedar Rapids, IA
- ◆ Neil Weiss, Cozean Memorial Chapel & Crematory, Farmington, MO

The mentors will be William W. McReavy of Washburn-McReavy Funeral Chapel in Minneapolis, Minn, Brad Speaks of Speaks Family Legacy Chapels in Independence, MO and Paula J. Staab Polk of Staab Polk Memorial Home, Cremation Services of Central Illinois and Sangamon Prairie Receptions Center in Chatham, Ill.

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



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Behind the Back Fence

By Lowell

The words partnering, partnership, added customer value and synergies are prevalent in the press releases lately.

Let's look at a **fictitious** free press release . **This is not true**...but Brattstowne Coffin Co., the country's leading manufacturer of fine dew-proof metal coffins is pleased to announce they are partnering with "Simply Said Greeting Cards", a division of Black Moon, Inc.

Now friends of the deceased can go to your website, click on SS to see the complete selection of all occasion cards. Select your card write your message and the address of the recipient and pay online.

For faster delivery service Brattstowne Coffin has also partnered with FEUT&T (Far Eastern Union Telegraph & Tickertape Co.) to hand deliver your personalized and meaningful card by uniformed messenger wearing a black arm band and a memorial wreath on his/her moped. Proper credit for this extra service will be reflected on your monthly statement. And blah blah blah.

Can you stand another fictitious release? The Borealis Individualized Funeral Arrangement Software & Sarcophagus Co., one of the leading manufacturers of museum quality final resting containers has long partnered with the Split Log Financial Group to protect your personalized and meaningful bottom line when that old preneed contract runs off the chart.

These venerable partners are pleased to announce that they are now partnering with the Look Back Dust Bag Marketing Corp., the worlds oldest cold call marketing and vacuum cleaner sales company.

With the synergy that this new partnership brings you will expand your market share while your client families not only get a price-protected preneed contract they receive the added value of a new Dust Bag vacuum cleaner free of charge. As an added bonus your client families can get a free pack of dust bags every time they make their contract payments.

For more info click on the web-

site and learn about our incentive program for your top producers. Yadda Yadda, Yadda

What might have happened in Colonial Times to similar kinds of information we get ...

The lantern was hung in the Old North Church tower (bloggers announce the intended purchase of Stew-art by SCI.)

The funeral professional Paul Revere spurs his steed down "Independents" Ave. "I must awaken the independent and small chain funeral homes," he thinks. "Our market share will collapse...with the synergies of their combined savings they will Wal-mart us... it will be the end of funeral service as we know it."

Paul takes a quick look back and shouts, "Whoa." He stares in disbelief. Not a shutter has been thrown open, not a wick was lit. It's...it's like no one cares!! Is it possible the expected 60 million in operating savings generated by the synergies of combining the two companies won't be used to lower prices in their markets?" Paul wondered.

I'm 81 years old I'm demented.

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 and editor@thedead-beat.com

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

After-Thoughts *By Joanne Howard*

Oh, boy, lately has really been a bit challenging. A young man died from an automobile accident and he was only 21. It brought back many memories and I went to visit the mom. I didn't have a lot of wisdom, but I think she appreciated my coming. I missed the funeral due to previous commitments, but I wondered if God didn't help me out on that. I'm not sure how I would have handled it.

The mother knew both of my girls that had died and I guess it helped to see that I had made it through, but I was so scared that she would ask me how. All I could say was a lot of prayers. I really wish I could have helped her more, but exactly how can you tell people— it will hurt forever, it gets better with time, and everybody deals with loss their own way. I guess the best thing I can do for her is pray.

Today as I was journaling in one of my daily devotionals, I was recalling all the losses that I had had in my life and how God had helped even when I didn't know it.

Obviously these losses have shaped the way I am today, but, boy, what a way to be shaped. I had a fleeting thought-wonder what it would have been like without of all the major adjustments to my life?

Though many people have had similar experiences with deaths and losses we really handle things in our own

way. Only the outward actions are seen by others, very seldom do we know what happens in the quiet time away from others. From my experience many tears are shed. The frequency is less the farther from the deaths, but the weirdest things can prompt sad feelings. Though I think mostly we miss things we have done or will never be able to do as much as the person themselves.

As my girls friends are getting married, having babies, just experiencing life, I miss those things I will never experience, But then I miss my mom at times to be able to talk with. I definitely did miss my dad at my wedding even though my brother did a great job filling in.

There are so many different things to miss you just can't dwell on it or it really brings you down. But doesn't this seem like a similar experience to what happens as we age. We can't do what we used to be able to do and that frustrates and makes us sad too. We need to remember that there are many kinds of losses. We grieve all these situations. I guess I'm trying to say a loss no matter what it is— hurts.

How will you deal with your hurts?

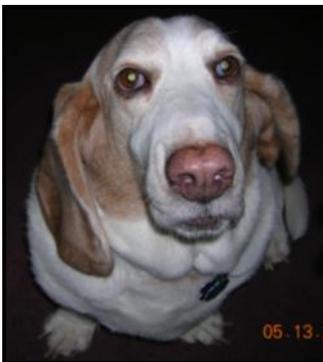
But what about people who have had bad things happen to them totally out of their control not related to death, but who might have wished for it. I'm thinking about the three women who

had been kidnapped for 10 years and were treated worse than animals. They lost some of their youth, they lost babies, they lost their dignity. How will they deal with the rest of their lives?

I guess that is what I'm trying to come to grips with this column. Our adaptable and resilient nature allows us to continue with our lives without our loved ones or after horrendous things have happened to us. I think that faith helps us more than we think. Our faith and those that are praying for us.

No matter what life goes on. It seems very unfair at time. You still long for what you will never have, but you continue.

Now the relevance to funeral directors in this discussion. We are part of that adjustment with the beginning realization of the deaths. We provide memorial services to make sure the people know their loved ones have not been forgotten and we are there to help however. We provide that support even when family is there. Sometimes everyone is so involved in the grief they can't help each other and we can. Let us always be the ones that people can turn to when a death occurs. Let us show the respect no matter what.



Baby



Ringo



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: jfhoward53@yahoo.com



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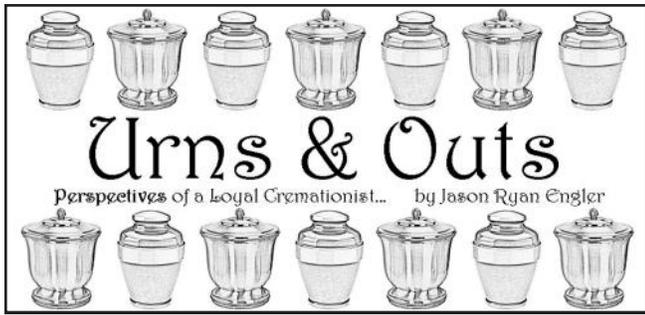
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Have you ever met your hero? Heroes come in many forms – whether based on their accomplishments on a public or personal platform, they are people who have inspired us to do great things in our own lives. This has been a unique year for me with regard to those I hold in this esteem. Earlier this year, one of my heroes, who was also a personal friend, died; I was able to visit the resting place of another hero who has been dead for decades; and I was able to see the performance of a third.

Whatever and however our heroes have influenced our lives, and whether they are living or dead, we share a certain connection with them – even if we have never met them. Their inspiration is often the thread that links us to their lives. Whether they are a statesman, a family member, a champion for a cause, a musician, or a celebrity, their acts of influence on us make them very special to us.

One of my heroes, Bill Moody (known as Paul Bearer), became a personal friend over the years, and I was blessed to count him in the number of those who have been special to me in this life. As a kid who loved professional wrestling (where he made his fame) who also wanted to become a funeral director, I was inspired by his creepy urn-wielding character. He was a connection for me to the funeral profession. Sadly he passed away earlier this year, quite unexpectedly, at the same time that I was going through a personal crisis. I was unable to attend his funeral service in Alabama, but I hope to one day visit the place where he rests.

Another hero, Dr. Hugo Erichsen, was the founder of the Cremation Association of North America. His advocacy of cremation is legendary, and I have been inspired by his writings and speeches on the subject even nearly 70 years after his death. In May, I had the opportunity to visit his resting place in the Woodmere Crematorium's Columbarium in Detroit. The humbling experience made an indelible impression on me, and I will always remember the feeling of meeting an old friend for the very first time.

The third hero I mentioned, Sir Elton John, is someone I have never met, but who I have gotten to know through his music. I have sung along to every song, and most of the time you'll find him playing on the iPod in my car. I had the good fortune of being able to see him in concert here in Arkansas in June. The joy of seeing him "live" deepened my love for his music.

All of this leads me to a very important point. These three people who have touched and influenced my life so deeply will always be part of my life – even if they are dead. Having had the good fortune of knowing them in one way or another keeps me connected with them. Two of these three have crossed the bar ahead of me, and I will always cherish the affection I hold sacred for them. Having the ability to visit the memorial resting place of these great men, I am certain that my connection with them may continue on.

This was evident to me in June, as having never met Dr. Erichsen in person, my visit at his niche brought full circle the appreciation of his work that continues to inspire me – and always will. That is the importance of the permanent memorial! I am thankful that Dr. Erichsen's cremated remains were not scattered, but were permanently preserved so that I could visit and be further inspired by him and his work.

It isn't only our heroes that deserve this devotion either. Every human being deserves to be permanently remembered regardless of the depth of their impact on this life.

At least, that's my perspective...



Jason Ryan Engler is a funeral director and cremation historian in Northwest Arkansas. He is the unofficial historian for the Cremation Association of North America and is a frequent contributor of cremation information to trade journals and organizations.

Read his blog at <http://urnsandouts.blogspot.com>. He can be reached at cremationhistorian@hotmail.com,

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The Gift of Friendship

By Ken Doka

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

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

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

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

at 3 AM in the morning and they will be honored that we choose to call them. They are always there to hear our heartfelt feelings, to be a sounding board as we struggle with new and old problems, and to value our need to explore our loss.

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

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

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

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

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

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



Kenneth J. Doka, Ph.D., is a Professor of Gerontology at the College of New Rochelle. Dr. Doka's books include: **Disenfranchised Grief; Living with Life Threatening Illness; Living with Grief:**

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

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Chuckles

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

Another Visit to Dr. Jones

I went to the same Dr. Jones and told him that I have tried every diet on the market and some that weren't on the market yet. "I am going nuts, I just feel like I am losing my mind! I just can not seem to lose any weight," I told him. He walked over to his medicine cabinet, then he turned around and he gave me some small yellow pills. I asked him if they would make me skinny. He replied, "No, not exactly, but they will make you quit worrying about being fat."



I Just Don't Understand

A lady decided to go to her pastor with her troubles. "I am afraid my husband doesn't love me anymore." The pastor reassured her, "You shouldn't and you must not jump to such conclusions" She insisted, "But I just can't help being uneasy." The pastor just decided to ask her why she doesn't feel like he loves her anymore. She replied, "He's been gone for five years now, and I haven't heard a word from him."



A fellow driving down the road came upon a farmer corralling 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?" "Well, you go ahead and put down my dog and I'll tell you."



Summertime Chuckle for Women

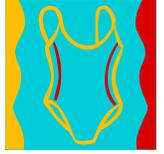
"Buying a Bathing Suit"

When I was child in the 1950s, the bathing suit for the mature figure was boned, trussed and reinforced, not so much sewn but engineered. They were built to hold back and uplift, and they did a good job. Today's stretch fabrics are designed for the prepubescent girl with a figure carved from a potato chip.

The mature woman has a choice, she can either go up front to the maternity department and try on a floral suit with a skirt, coming away looking like a hippopotamus that escaped from Disney's Fantasia, or she can wander around every run-

of-the-mill department store trying to make a sensible choice from what amounts to a designer range of fluorescent rubber bands.

What choice did I have? I wandered around, made my sensible choice and entered the chamber of horrors known as the fitting room. The first thing I noticed was the extraordinary tensile strength of the stretch material. The Lycra used in bathing costumes was developed, I believe, by NASA to launch small rockets from a slingshot, which gives the added bonus that if you manage to actually lever yourself into one, you would be protected from shark attacks. Any shark taking a swipe at your passing midriff would immediately suffer whiplash.



I fought my way into the bathing suit, but as I twanged the shoulder strap in place I gasped in horror, my boobs had disappeared!

Eventually, I found one boob cowering under my left armpit. It took a while to find the other. At last I located it flattened beside my seventh rib. The problem is that modern bathing suits have no bra cups. The mature woman is now meant to wear her boobs spread across her chest like a speed bump. I realigned my speed bump and lurched toward the mirror to take a full view assessment.

The bathing suit fit all right, but unfortunately it only fitted those bits of me willing to stay inside it. The rest of me oozed out rebelliously from top, bottom and sides. I looked like a lump of Playdoh wearing undersized cling wrap.

As I tried to work out where all those extra bits had come from, the prepubescent sales girl popped her head through the curtain, "Oh, there you are," she said, admiring the bathing suit.

I replied that I wasn't so sure and asked what else she had to show me. I tried on a cream crinkled one that made me look like a lump of masking tape, and a floral two-piece that gave the appearance of an oversized napkin in a serving ring.

I struggled into a pair of leopard-skin bathers with ragged frills and came out looking like Tarzan's Jane, pregnant with triplets and having a rough day. I tried on a black number with a midriff fringe and looked like a jellyfish in mourning.

I tried on a bright pink pair with a high cut leg I thought I would have to wax my eyebrows to wear them.

Finally, I found a suit that fit, it was a two-piece affair with a shorts-style bottom and a loose blouse-type top. It was cheap, comfortable and bulge-friendly, so I bought it. My ridiculous search had a successful outcome, I figured.

When I got it home, I found a label that read, "Material might become transparent in water."

So, if you happen to be on the beach or near any other body of water this year and I'm there too, I'll be the one in cut-off jeans and a T-shirt.



(Continued on page 11)

Chuckles (Cont.)

An old couple was in their late 80's and in very good shape, mostly due to the wife who took great care to provide healthy food and kept both her and her husband on the straight and narrow. She was also frugal, making sure their resources would last them as long as they lived. On a vacation trip, both of them were killed instantly in a car crash. Moments later they found themselves at the pearly gates, with St. Peter welcoming them into heaven. He took them first to the most beautiful mansion they'd ever seen and showed them the living quarters. The man asked, "What's this going to cost us?" and St. Peter told him the home would be free. They looked out the window and saw the most beautiful golf course they'd ever seen, and again, the man asked, "Well, what's it cost to play on that course?" Again St. Peter assured him there would be no cost to use the golf course. They went down to the garage and found a late model top-of-the-line Cadillac in the garage and a 1-ton dually pickup with all the bells and whistles. St. Peter said, "Before you say anything, there's no cost to you at all for these vehicles. No need for insurance, and the fuel is free." By this time, the man had become very irritated. He turned to his wife and said, "Honey, if you hadn't fed us all those alfalfa sprouts and broiled fish over the years, we could have been up here 10 years ago!"



A Texas farmer goes to Australia for a vacation. There he meets an Aussie farmer and gets talking. The Aussie shows off his big wheat field and the Texan says, "Oh, We have wheat fields that are at least twice as large." Then they walk around the ranch a little more and the Aussie shows off his herd of cattle. The Texan immediately says, "We have Long-horns that are at least twice as large as your cows." The conversation had almost died when the Texan saw a heard of kangaroos hopping through the field. He asks, "And what are those?" The Aussie asks with an incredulous look, "Don't you have any grasshoppers in Texas?"



Ole was terribly overweight, so his doctor put him on a diet.

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"I want you to eat regularly for 2 days, then skip a day, and repeat this procedure for 2 weeks. The next time I see you, you should have lost at least 5 pounds." When Ole returned, he shocked the doctor by having lost nearly 25 pounds! "Why that's amazing!" the doctor said, "You followed my instructions?" Ole nodded and said..."I tell you though, I taut I was gonna drop dead dat 3rd day." The doctor asked, "From hunger, you mean?" "Nope. Yust from all dat skippin!"

A man placed some flowers on the grave of his dearly departed mother and started back toward his car when he spotted another man kneeling at a grave. The man seemed to be praying with profound intensity and kept repeating. "Why did you have to die? Why did you have to die? Why did you have to die?" The first man approached him and said, "Sir, I don't wish to interfere with your private grief, but this demonstration of pain is more than I've ever seen before. For whom do you mourn so deeply? A child? A parent? The mourner took a moment to collect himself, then replied, "My wife's first husband."



Ole was driving down the freeway and saw the Highway Patrol behind with the flashing lights on. Ole pulled over and the Trooper came up to his car. Anxiously, Ole asked, "Officer, vat did I do wrong? I don't tink I vas speeding or anything..." "No, no, sir," said the trooper. "You were driving just fine. I just pulled you over to tell you that you forgot your wife back at the wayside rest." "Oh, tank goodness!" exclaimed Ole. "I tought I had gone deaf."



No matter how bad your life, there's always a reason to be thankful. For example, I'm sitting here thinking how nice it is that wrinkles don't hurt.



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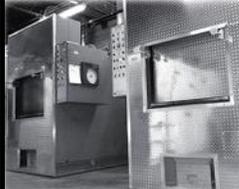
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“Dear Counselor....” By Bill Stalter

Dear Counselor,

What does it mean to consumers and funeral homes if there is no recovery from Doug Cassity?

The plea deal offered to Doug Cassity, and his son Brent, suggests to me that prosecutors held out a lighter sentence in exchange for a good faith effort of restitution. However, I question how much is left in the Cassity cupboard after years of extravagant living and litigation. The term Ponzi scheme is abused but the National Prearranged Services business model was nothing more than that in the latter years. So, both consumers and funeral homes stand to suffer losses when it comes time for the performance of the NPS contracts. Why consumers? When NPS was first put into receivership five years ago, regulators from some of the affected states attempted to calm consumers with press releases that suggested funeral homes would be required to honor NPS contracts “pursuant to their terms”. The press releases glossed over the fact that many of the contracts administered by NPS were agreements where NPS is the primary obligor, not the funeral home. Some states do not allow any entity other than a licensed funeral home to sell preneed, and in those states, NPS acted as an agent of the funeral home. As the regulators of those states indicate, the funeral home must service the contract regardless of what is paid by the guaranty association. States such as Missouri allow non-funeral home entities to sell preneed as the primary obligor. NPS made a promise to the consumer to safeguard their funds until the funeral was needed, and at that point in time NPS would purchase the casket and services from the funeral home. In a separate agreement with the funeral home, NPS promised to pay an agreed upon amount to the funeral home in exchange for the funeral home’s promise to look solely to NPS (and not the consumer) for payment of the funeral costs. For these contracts, the funeral home’s performance of the contract is contingent upon the payment promised by NPS. Funeral homes are receiving payments that are much less than what was promised by NPS. To confuse matters, NPS also made promises to funeral homes to get them to ‘rollover’ their preneed trusts for administration by NPS. With regard to ‘rollover’ trusts, the funeral home is the primary obligor, and therefore obligated to perform the contract regardless of what will be paid to the funeral home. NPS used a multitude of different preneed contract forms and associate agreements (most of which were infamous for their ambiguity or brevity). NPS relied upon these ambiguities to transfer preneed contracts from one funeral home to another funeral home if the circumstances benefited NPS. Consequently, the agreements were intended to be difficult to enforce, which cuts both ways. Funeral homes do not want to walk away from an NPS contract, but some funeral homes may have too many of those contracts to survive without raising prices or requiring consumers to absorb some of the losses. Regardless of what is recovered from Doug Cassity and his failed empire, former NPS funeral providers and consumers will be suffering the consequences for decades.

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



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.preneedresource.com.

Death Notices of Fellow Funeral Service Colleagues

IOWA



Robert L. Oppold, 88, of Waterloo died July 13, 2013. He was previous owner of The Oppold Funeral Home. He served in the Army Medical Corps in Colorado Springs during WWII. He graduated from San Francisco College of Mortuary Science. He had been employed by Dunn's Funeral Home in Des Moines before purchasing the Hurley Funeral Home in Waterloo. In 1982 he acquired O'Keefe and Towne Funeral Home. In 1990 he retired and sold to his employees. He was a past president of I.F.D.A. and past president of Flying Funeral Directors of America. His services were handled by Hagarty Waychoff Grup Funeral Service in Waterloo.

MISSOURI



Barbara Rose (Kriegshausler) Bobelak, 42, of St. Louis, died June 19, 2013. She was the daughter of Diane and the late James Jerome Kriegshausler Sr. Her arrangements were under the direction of Kriegshausler West Mortuary.

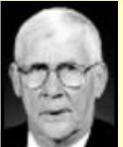
Juliana Glukowsky, 54, of Hamilton, New Jersey died June 22, 2013. She was sister of Cindy Gorman, Office Manager for the Missouri Funeral Directors and Embalmers Association. Services were in New Jersey.



Billy Grissam McLaughlin, 80, of Sedalia, died June 28, 2013. He was a U.S. Army Veteran of the Korean Conflict. He was a 1960 graduate of the Kentucky School of Mortuary Science in Louisville, Kentucky. He apprenticed at the Thorpe-Gordon Funeral Home in Jefferson City. He later worked at Sweeney-Reser funeral Home in Marshall before beginning with McLaughlin Funeral Chapel in Sedalia, where he worked for 32 years before retiring in 1998 as manager. He had been a member of the Missouri Funeral Directors Association and NFDA. His services were under the direction of McLaughlin Funeral Chapel.



Trudy Pollock Barnes, of Centralia, passed away July 16, 2013. She was the wife of former MFDEA Past President Ralph E. Pollock who preceded her in death in 1989. Her services are being handled by Davis-Playle Funeral Home.



David E. Quernheim, 83, of Waterloo, Illinois died May 26, 2013. He is the father of MFDEA member Michael Quernheim. He was a U.S. Air Force Korean War Veteran. His services were under the direction of Quernheim Funeral Home.

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

TEXAS

L. E. Betty Weldon Ayes, 85, of Aransas Pass died July 10, 2013. Services were arranged by Charlie Marshal Funeral Homes & Crematory in Aransas Pass.



Bruce Bean, 85, of Grand Prairie, passed away on July 3, 2013. He was in the U.S. Marine Corps- Casual Company in 1945. He started funeral career at Moore Funeral Home in Arlington. He was former owner of Southland Funeral Home and Bean-Massey-Burge Funeral Home. His arrangements were handled by Funeraria Del Angel.



Aaron Matthew Crawford, 32, of Killeen died July 12, 2013. He was the son of David Crawford, former owner of Crawford-Bowers Funeral Home. He had a passion for life and enjoyed being around people. Along with his father, he designed and sandblasted many monuments for grieving families. His services were directed by Crawford-Bowers Funeral Home.



Mark Gilliam, 52, of Aransas Pass, died May 14, 2013. He was the husband of Vicki Marshall Gilliam and was a former Aransas County Sheriff. He was killed in an auto accident. His arrangements were handled by Cage-Mills Funeral Directors of Corpus Christi.



Rodolfo Arturo "Rudy" Gonzales, 61, of Victoria passed away July 17, 2013. He was a funeral director for Artero Memorial Gardens and they handled the Services.



Jimmy N Grubbs, 61, of Gilmer passed away June 21, 2013. After he finished mortuary school he came back to Gilmer and worked for the Loyd Funeral Home. He later purchased the funeral home that he worked at for 25 years. He also opened a branch in Diana in 1999. His services were directed by Grubbs-Loyd Funeral Home.



Ophelia "Butch" Price, 90, of Levelland passed away on June 11, 2013. She was widow of George C. Price and mother of Gayle Robertson. She was active in the operation of George Price Funeral Home. She had been a member of the last correspondence class of Gupton-Jones School of Mortuary Science. Her services were directed by George Price Funeral Home.



Paul Gene Roden, 87 of Paris passed away June 24, 2013. He was former CEO, Northeast United Life Insurance. He was 1961 graduate of Dallas Institute of Mortuary Science and a third generation Lamar County funeral director and former co-owner of Gene Roden's Sons, Directors of Funerals. He was a 50-year licensee. He was a member of Texas and National Funeral Directors Association. Starrett Funeral Home handled his

service arrangements.

Alfred "Al" Molinar Torres, 61 of Odessa died June 17, 2013. He graduated with an Associate Degree in Funeral Directing and Embalming from the Dallas Institute of Funeral Services. He was a funeral director for over 30 years and worked at the Odessa Funeral Home. He was a TFDA member. His arrangements were conducted by Hubbard-Kelly Funeral Home.



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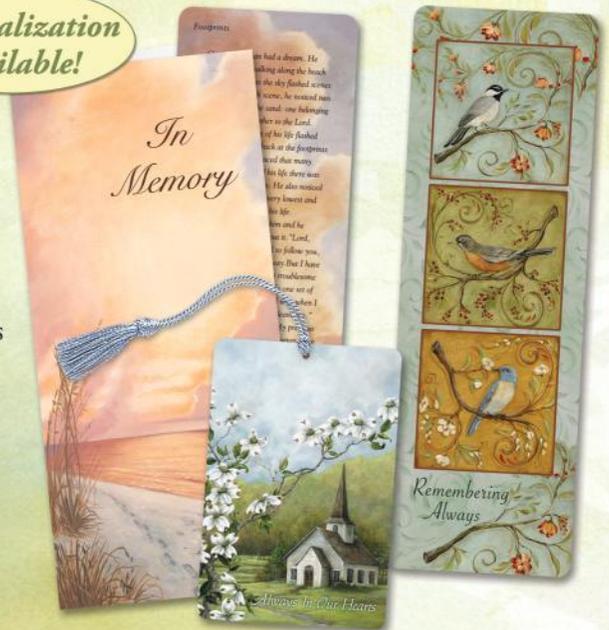
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A man whispered, "God, speak to me" and a meadowlark sang. But, the man did not hear.



So the man yelled, "God, speak to me!" And, the thunder rolled across the sky. But, the man did not listen.



The man looked around and said, "God let me see you." And a star shined brightly. But the man did not notice.



And, the man shouted, "God show me a miracle!" And a life was born. But, the man did not know.



So, the man cried out in despair, "Touch me God, and let me know you are here!" Whereupon, God reached down and touched the man. But, the man brushed the butterfly away and walked on.



Don't miss out on a blessing because it isn't packaged the way that you expect.

Learning From Cowboys....



1. Never slap a man who's chewin' tobacco
2. Good judgment comes from experience, and a lot of it comes from bad judgment.
3. Lettin' the cat outa the bag is a whole lot easier 'n puttin' it back in.
4. If you are ridin' ahead of the herd, take a look back every now and then to make sure it's still there.
5. If you get to thinkin' you're a person of influence, try orderin' somebody else's dog around.
6. Never kick a cow chip on a hot day.
7. There's two theories to arguin' with a woman. Neither one works.
8. If you find yourself in a hole, the first thing to do is stop diggin'
9. Don't squat with your spurs on.
10. It don't take a genius to spot a goat in a flock of sheep.
11. Always drink upstream from the herd.
12. Never miss a good chance to shut up.
13. There are three kinds of people: The ones that learn by reading, few learn by observation and rest of them who have to touch the first to see for themselves if it's really hot.



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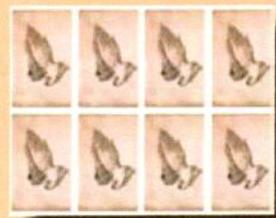
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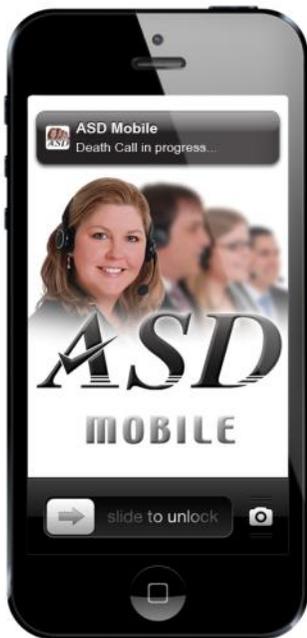
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ASD's First Call Connect Feature Receives Patent from U.S. Patent Office



Media, PA—On Tuesday, June 18, the United States Patent Office issued ASD – **Answering Service for Directors** a patent for the company's **First Call Connect** feature. First Call Connect is the only answering service tool that allows funeral directors to serve clients in "real-time", regardless of location or time of day.

ASD invented the First Call Connect feature so directors could be available instantly to serve loved ones in their time of need. Funeral Directors receive a text message or a push notification through the ASD Mobile app

alerting them that an ASD Call Specialist just began to gather First Call information. This provides directors with time to find an appropriate location to handle the new First Call. Clients can choose to listen in to the call or join in, just as if they were picking up a second line at the funeral home.

“As use of “real-time” technology grows, communication between families and funeral directors must be seamless. We created First Call Connect while brainstorming ways we could help make that possible with the technical resources we have available here at ASD,” says ASD Vice President Kevin Czachor. “This is just another example of the ways ASD helps provide our clients with a market advantage.”

Funeral professionals can activate First Call Connect by dialing the number sent to their mobile phone and selecting among these options: press 3 to enter the call immediately, press 1 to listen to the call in a muted mode, press 0 to speak with the call specialist prior to joining the call, or wait to obtain call details and call the family back. This range of options gives directors the ability to decide how to handle a first call based upon the situation at hand. First Call Connect delivers control to the director, proving business can be conducted anywhere without sacrificing quality.

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we're right there because we can connect right in to the call, no matter what time of day it is,” says Funeral Director John Paletski at Frank J. Bonin Funeral Home. “This feature also allows you to hear what the caller is saying and gives you a sense of their emotional state first so you can better react with them.”

First Call Connect is registered under Patent No. 8,467,515. For more information, visit patft.uspto.gov.

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5 Key Factors When Purchasing a Cremator

By Cal Wilkerson

The rise in cremation rates is a game changer for most of us in the death-care profession. After decades, centuries really, of burial as the most frequently chosen method of disposition, the increasing trend toward cremation is shifting how we operate our businesses. While some struggle with the transition, others explore and act on the potential which it offers.

Consider this basic fact: as the volume of cremation increases, the need for businesses that perform cremations increases. And for some, therein lies the opportunity. Are you one of them? Perhaps you are the owner of a funeral home and use an outside service to perform your cremations. Does it make good business sense to bring cremation in house? You may be an entrepreneur trying to determine whether establishing a crematory is a wise venture. I will share with you factors that should be key considerations;

First, the legalities. There is a web of red tape to be dealt with in purchasing a cremator. There are zoning issues to be worked through, environmental permitting to be granted, licenses to acquire and inspections to be passed. Don't let these steps overwhelm or discourage you. Instead, be sure to select a cremation equipment provider with the experience – and the commitment – to guide you through the process. You should expect the company to prepare your applications and documents for submission. When the manufacturer's products are designed to comply with the rigorous regulations, the legalities are met more smoothly and quickly.

Next, the equipment. Know what to look for. Cremation equipment is a long-term investment, so while it must meet what you anticipate being your initial needs, don't forget to project into the future as well. Consider whether your selection can grow with you. Will it give you the flexibility to increase the number of cycles completed in a day as demand increases? Is there more than one model to choose from to ensure the best match for your unique needs? As energy costs rise, is the unit designed to operate at top efficiency? Recognizing the escalating weight issues of your prospective cases, can the equipment accommodate obese individuals?

Time for your homework. When was the last time you were in the market for a product and the sales person didn't tell you that his product was the finest, the customer service was outstanding and the price couldn't be beat? So how do you determine if there is truth in those claims? Talk to your peers who own and operate

the product. They are on the frontline and will tell you if the company is proactive in ensuring customer satisfaction. Whether the service team is easily accessible and always responsive. And, importantly does the unit operate easily and offer all the needed features.

Decision made, now become operational. Put it to the test. Once again, your relationship with the manufacturer is pivotal in ensuring that the equipment is functioning as it should and that all personnel who will be operating the unit understand and are comfortable with it. You should stipulate that the manufacturer provide a skilled trainer onsite, with the credentials to issue a Certificate of Training, recognizing your personnel as certified operators, a requirement of more and more states. Startup should include curing the refractory lining of the cremator, adjusting air and gas settings and proving all systems. Be certain that the startup and training include the performing of a cremation as that is a most effective method of training.

Service after the sale. Is the company still attentive after the contract is signed? Before you sign on the dotted line, inquire about specific details of the warranty and service programs. For example, if yours is a facility that may operate two or three shifts rather than a standard 8:00-5:00 or you are in a distant time zone, is live technical assistance and operating support available around the clock, every day? Is remote repair available? For how long is the equipment under warranty and what specifically is warranted? Remember that an accurate sense of how well the manufacturer performs after the sale is gotten not from the manufacturer but from the equipment users – people just like you.

Becoming a cremation provider or expanding your current crematory is a significant step. Don't go it alone. The right company will do more than sell you their product – they will assist you in determining whether a cremator makes smart business sense for you and, if it does, will guide you every step of the way and be there for you after the sale.



Cal Wilkerson is Vice President of U.S. Cremation Equipment, serving the domestic and global death-care industry. It has recently introduced the "Classic Plus" and "Classic X-CEL," to its line of energy-efficient human cremators which require no cool-

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The Davis Whitehall Co. Reintroduces Salute™ Urn

Colorado Springs, CO, April 16, 2013: Davis Whitehall™ reintroduced the Salute™ cremation urn at the ICCFA 2013 Convention and Exposition held April 10 – 13 in Tampa, FL. First introduced more than a decade ago, this one-of-a-kind hardwood urn has been absent from the market since 2011. Davis Whitehall has licensed the right to manufacture the Salute urn through an agreement with Wilbert Funeral Services, Inc.

The Salute is a light-colored hardwood urn hand crafted from domestically sourced solid maple. The front of the urn features a 3-D sculpted laser carving of a soldier saluting which serves as a tribute to a loved one's service to their country. The top of the urn can be easily customized with a military branch of service bronze-toned service emblem.

Additionally, the urn can be personalized with noteworthy information about the loved one including name, dates of birth and death. Other significant military service details may also be engraved on the top.

"I am delighted that once again families will have access to the Salute urn," commented Terry School, president of The Davis Whitehall Co.

"The Salute was the first cremation urn to feature a true 3-D sculpted laser carved image."

Since its inception, Davis Whitehall has specialized in customizing urns that allow families to create a one-of-a-kind memorial of their loved one using photos, drawings, sketches and other personal images that are laser engraved on the urn. The reintroduction of the Salute urn reinforces this commitment.



After more than a two year absence, The Davis Whitehall Co. is proud to reintroduce the Salute™ solid maple cremation urn after licensing the right to manufacture the urn through an agreement with Wilbert Funeral Services, Inc. The front of this hand crafted urn features a 3-D sculpted laser carving and can be easily customized with a military branch of service bronze-toned service emblem. The urn also can be personalized with significant personal and military service de-

About Davis Whitehall™: Headquartered in Colorado Springs, CO, The Davis Whitehall Co. is a small family-owned business founded in 1991 and has become recognized as one of the premier sources for handcrafted laser engraved hardwood cremation urns. For more information, visit www.davis-whitehall.com or call 1-800-818-8414.

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The Cleaner (Cont.)

(Continued from page 1)

After the initial intrigue into the fact that a company such as Crime Scene Cleaners exists, the next natural question is, “How does someone get into this line of work?” says Colorado founder Nick Hodgdon. Mr. Hodgdon’s story is as unique as the business itself; a farm boy from Kansas,



educated at the University of Arizona, he traveled the world as a foreign correspondent before Hodgdon moved back to find a place to settle down in the U.S. After a couple days in Denver, Hodgdon knew he had found home. “I stayed for the weather and knew right away I had to start something on my own. I guess I was born with that entrepreneurial spirit that drove the other pioneers west to create new industries. I found that niche when my brother told me about this rising field in the cleaning and remediation of crime and trauma scenes. I looked into it, got my certifications and training and a week later, I bought a truck and chemicals. I was a crime scene cleaner. I saw a need for someone to be able to not only clean these scenes properly but to do them professionally and with dignity.”

Hodgdon now has expanded his company into the cleaning and remediation of methamphetamine laboratories, garbage houses (aka hoarders) and bed bugs. What keeps Crime Scene Cleaners busy on a day to day basis is the cleaning and decontamination of squad cars and holding cells. “Whenever a detainee urinates, vomits, bleeds in the back of a squad car, we get called out to remediate the situation so there is no risk of contamination for the officer.”

On call and ready to respond 24/7 365 days a year throughout Colorado and surrounding states, Crime Scene Cleaners separates itself from any other possible competitors by being the only company to specialize in cleaning the scene, unlike other restoration companies that will try to tear down all four walls and replace the entire house with a new coat of paint, CSC gets the job done quickly, discretely and professionally. As Hodgdon likes to quip, “I hope you never have to call me, but my number is a good one to have around, just in case.”

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Neptune Society Launches Mobile Site

Plantation, FL—May 30, 2013—Neptune Society launches a mobile website to better connect with smartphone and table users. Neptune Society, the nation’s largest and most trusted cremation provider, has a history of using technology to connect with those planning for final needs.

While smartphones and tablets can access Neptune Society’s primary site to learn about cremation services or contact Neptune Society, the new mobile site is designed for the smaller screen. The design is responsive to adjust to different screen sizes with large buttons to make navigation and contacting Neptune Society easy. This clean and simple mobile Neptune Society site makes it easy to find basic information in a readable format, and accesses the standard website for additional information on cremation, cremation planning, and Neptune locations.

Ron Browning, Founder and CEO of **Funeral Home Resource**, The online marketing experts for funeral homes, that designed the Neptune Society mobile site says, “Companies need to be responsive to changes in technology, and, more importantly, the way people are using technology to continue to properly serve their customers. Standard websites are often hard to read and interact with from a mobile device. This new mobile site for Neptune Society is a perfect example of working with new platforms to engage customers rather than frustrate them.”

About Neptune Society:

With dozens of locations in the United States, including Minneapolis, Denver and Dallas, Neptune Society has provided cremation services for more than three decades. The country’s largest provider of direct cremation services, Neptune Society focuses on helping families with advanced planning of final needs as well as meeting immediate needs for cremation. Neptune Society proudly sponsors the Memorial Reef, an ecologically valuable and artistic man-made reef off the coast of Florida that serves as the final resting place for many who have chosen cremation. For more information contact: Matthew DiGiovanni, 954-556-9413, <http://www.neptunesociety.com>.

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Global Mortuary Affairs	Pg 11
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Springfield Mortuary Service	Pg 3
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**NFDA Policy Board Elects
Scott Anthony and Chuck Bowman
to Serve on NFDA Executive Board**

Brookfield, Wis. - The National Funeral Directors Association (NFDA) Policy Board met on July 13 in Park City, Utah, and elected Scott B. Anthony, CFSP, and Charles T. "Chuck" Bowman, CMSP, CFSP, to serve as at-large representatives on the association's Executive Board. They will begin two-year terms of service immediately following the 2013 NFDA International Convention & Expo, October 20-23 in Austin, Texas.



L to R— Charles T. "Chuck" Bowman, NFDA President Robert T. "Bob" Rosson Jr., Scott B. Anthony

Anthony, who comes from a funeral service family, is the co-owner of Anthony Funeral & Cremation Chapels with locations in Webster and Rochester, N.Y. He has served the New York State Funeral Directors Association (NYSFDA) in a number of capacities, including as a member of the board of directors; he was NYSFDA president in 2007. Anthony is currently New York's representative to the NFDA Policy Board. In addition, his national service includes membership on the NFDA Advocacy and Pursuit of Excellence Committees. He also served on the Board of Trustees Funeral Service Foundation; he was president of the Foundation from 2009-10.

Bowman's career in funeral service began after working in law enforcement. He is vice president of Horan & McConaty Funeral Service & Cremation, which operates several locations in the Denver, Colo., area.

Bowman has been extremely active in the Colorado Funeral Directors Association (CFDA) for a number of years. In addition to service on the Disaster and Legislative Committees, he was a member of the CFDA board of directors; he was CFDA president in 2003. Additionally, he serves as deputy commander of the Region VIII DMORT and is chair of Arapahoe Community College Mortuary School Advisory Board. Bowman is currently Colorado's representative to the NFDA Policy Board and he has served on NFDA's Disaster Committee and Metals Recycling Task Force.

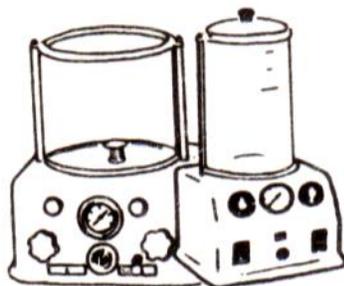
Anthony and Bowman will replace current at-large representatives, W. Ashley Cozine, CFSP, CPC, of Broadway Mortuary in Wichita, Kan., and Patrick C. "Pat" Patton, CFSP, of Patton-Schad Funeral & Cremation Services in Sauk Center, Minn., who will complete their terms of service at the NFDA Convention in October.

NFDA Elections

The NFDA House of Delegates will elect the 2013-14 secretary, treasurer and president-elect when it meets during the 2013 NFDA International Convention & Expo in Charlotte, N.C. Candidate profiles can be found on the NFDA website, www.nfda.org. Robert "Robby" L. Bates, CFSP, owner of Bates Family Funeral Home in De Kalb, Texas, was elected to serve as the 2012-13 NFDA president-elect. He will automatically assume the role of NFDA president following the 2013 Convention, serving a one-year term.

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Funeral and Memorial Information Council (FAMIC) Launches Unprecedented National Consumer Awareness Campaign

Brookfield, Wis—the Funeral and Memorial Information Council (FAMIC) is proud to announce the launch of *Have the Talk of a Lifetime SM*, a national, grassroots public awareness campaign aimed at motivating families to have conversations about life, what matters to them and what they value most. These discussions can help families make important decisions about how they wish to remember and honor the lives of their loved ones through the most meaningful memorialization.

FAMIC, which is comprised of 10 organizations representing nearly all areas of deathcare, developed this campaign to help remind funeral consumers that the people in their life who matter most have unique life stories. Through meaningful memorialization—that is, taking time to reflect on the unique lives of a loved one and remember the difference they made—funeral consumers take an important step in the journey toward healing after the death of a loved one.

The first phase of the *Have the Talk of a Lifetime* campaign is a grassroots effort. Funeral homes and suppliers that are members of FAMIC organizations will be able to join in their national initiative by using campaign materials to help funeral consumers in their community better understand the importance of memorializing a life well lived. The campaign materials include:

- ◆ A brochure
- ◆ A video
- ◆ Print ads
- ◆ Digital ads
- ◆ Press release
- ◆ Social media tools
- ◆ *Have the Talk of a Lifetime* website

FAMIC organizations will be sharing these materials, as well as suggestions regarding how they might be used, with their respective members. The campaign materials are available at no cost and are easily customizable with a funeral home or business logo. The free materials may only be accessed through www.famic.org or through the websites of the 10 FAMIC organizations.

Pending the results of a feasibility study and fundraising campaign, FAMIC hopes to launch a



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second phase of *Have the Talk of a Lifetime*, which will include an advertising campaign that primarily focuses on digital media, but may include other media outlets.

FAMIC is an organization whose membership is comprised of 10 organizations representing more than 16,000 funeral service entities. Members include: Casket and Funeral Supply Association, Cremation Association of North America, Funeral Service Foundation, International Memorialization Supply Association, International Order of the Golden Rule, Monuments Builders of North America, National Concrete Burial Vault Association, National Funeral Directors & Morticians Association, National Funeral Directors Association, and Selected Independent Funeral Homes. FAMIC is committed to making available to the public direct and open information regarding death care and memorialization from the leading associations of service providers and businesses. For more information, visit www.famic.org.



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Quips to Think About

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- ◆ I changed my iPod's name to Titanic. It's syncing now.
- ◆ When chemists died, they barium.
- ◆ Jokes about German sausage are the wurst.
- ◆ I know a guys who's addicted to brake fluid. He says he can stop any time.
- ◆ How does Moses make his tea? Hebrews it.
- ◆ I stayed up all night to see where the sun went. Then it dawned on me.
- ◆ The girl said she recognized me from the vegetarian club, but I'd never met herbivore.
- ◆ I'm reading a book about anti-gravity. I just can't put it down.
- ◆ I did a theatrical performance about puns. It was a play on words.
- ◆ They told me I had type-A blood, but it was a Type-O.
- ◆ PMS jokes aren't funny, period.
- ◆ Why were the Indians here first? They had reservations.
- ◆ We're going on a class trip to the Coca-Cola factory; I hope there's no pop quiz.
- ◆ I didn't like my beard at first. Then it grew on me.
- ◆ Did you hear about the cross-eyed teacher who lost her job because she couldn't control her pupils?
- ◆ When you get a bladder infection urine trouble.
- ◆ Broken pencils are pointless.
- ◆ I tried to catch some fog, but I mist.
- ◆ What do you call a dinosaur with an extensive vocabulary? A thesaurus.
- ◆ England has no kidney bank, but it does have a Liverpool.
- ◆ I used to be a banker, but then I lost interest.
- ◆ I dropped out of communism class because of lousy Marx.
- ◆ All the toilets in New York's police station have been stolen. The police have nothing to go on.
- ◆ I got a job at a bakery because I kneaded dough.
- ◆ Haunted French pancakes give me the crepes.
- ◆ Velcro what a rip off!
- ◆ A cartoonist was found dead in his home. Details are sketchy.
- ◆ Venison for dinner again? Oh deer!
- ◆ The earthquake in Washington obviously was the government's fault.

Did I.....?????



Just a line to say I'm living,
That I'm not among the dead.
Though I'm getting more forgetful,
And mixd up in the head.

I got used to my arthritis,
To my dentures I'm resigned.
I can manage my bifocals,
But God I miss my mind.

For sometimes I can't remember
When I stand at the foot of the stairs,
If I must go up for something
Or I have just come down from there.



And before the fridge so often,
My poor mind is filled with doubt,
Have I just put food away,
Or have I come to take some out.



And there's times when it is dark,
With my nightcap on my head,
I don't know if I'm retiring,
Or just getting out of bed.

So, if it's my turn to write you,
There's no need for getting sore.
I may think I have written,
And don't want to be a bore.

So remember that I love you,
And wish that you were near.
Now it's nearly mail time
So must say good bye dear.

Here I stand beside the mail box,
With a face so very red,
Instead of mailing you my letter,
I opened it instead.



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