

# The Dead Beat

## The Caregiver's Soapbox



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

Winter, 2008

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

Volume 8 Issue 5

### Is the Grass Really Greener????

By Lowell Pugh

There is a movement in some parts of the country by several groups to encourage "Green Burials." What might be considered an umbrella organization is called The Green Burial Council. Executive Director Joe Sehee of Santa Fe, New Mexico is involved with a green burial project which is part of a larger land conservation project. You can contact Mr. Sehee or the Green Burial Council at [joe@greenburialcouncil.org](mailto:joe@greenburialcouncil.org).

Sehee points out that the Green Burial Council is seeking more providers of green or natural burial space, scattering areas and funeral directors that are willing to work with them. They are developing a certification program that will approve some cemeteries for Natural Burial and others as Conservation Burial Ground. Natural burial would likely be in an existing cemetery with special arrangements to allow unembalmed bodies, biodegradable caskets and no outer receptacles in plots or sections. Conservation Burial Ground would be tied in with an environmental organization with conservation easements governing the activities regarding burials and maintenance. Some of the proceeds might be used to pay for the land or to support other conservation restoration or environmental projects.



Sehee also said that they are working to come up with criteria for dry ice body protection that would be acceptable to the airlines and more convenient for families — perhaps some kind of pack.

Some of the groups involved are pretty outspoken in their criticism of the funeral industry or certain segments, i.e.: embalming, vaults and burial cus-

tombs they consider wasteful, expensive and environmentally unsound. They object to burying concrete or metal and cite that chemicals are toxic to ground and water from embalmed bodies. Others feel that they are offering the grieving family a choice that might not otherwise be available and at substantial savings.

In promotion of their green burial product some of the vendors have a tendency to over simplify the process required to get a body to their gate. The legal and logistical activities a family might have to go through in some cases could be daunting. Not many families (based on our experience) that want a green burial has

*(Continued in "Behind the Back Fence" on page 5)*

### Other Articles in this Issue

**Publisher's New Great-Grandson**  
**Hayden Daniel Spears**  
Pg. 4



**Wilson Mortuary**  
**Vilburnum, MO**  
Pg. 19



**Trey Hawkins**  
**Hawkins Funeral Homes**



Please help us route issues of **The Dead Beat** for the best distribution to funeral professionals. If you are receiving a copy of **The Dead Beat** at an unstaffed branch please return the mailing label. If you need additional copies at a particular address please let us know.



PRE-SORTED  
STANDARD  
U S POSTAGE PD  
GOLDEN CITY MO 64748  
PERMIT # 15

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



## Loss Upon Loss

By Ken Doka

When Jeannie's husband died, she felt sure her friends would be there for her. Over time, though, she found that they seemed to call less. Jeannie's circle of friends was generally married and in their fifties. She often felt that while they tried to be inclusive, there was little room for her. As she said, "I was a spare in a roomful of pairs."

Connie shared similar sentiments. After the death of her 14 year-old son, she felt that other parents were uncomfortable around her. And, Tom claimed that his children and relatives never seemed to call or drop by after his wife died.

Whenever someone we love dies, our life changes. Some of these changes are subtle; it now seems different, even difficult, to watch television or have a meal when the person we shared these experiences with is no longer with us. Other changes are more obvious. Relationships with friends and family may no longer be the same. We may have to move or perhaps take on new roles, jobs, or routines.

These are the secondary losses—the losses we experience when someone we loved has died. They add loss upon loss.

These continuing losses and changes in our life add to the ongoing stress of grief. They become daily, ever-present reminders of the new reality of our lives now in the face of loss.

The first step simply is to acknowledge that change in loss is inevitable. Sometimes we can place great effort in

pretending that everything is or can remain the same. Loss irrevocably changes our lives. Once we acknowledge these changes, they become easier to understand, and perhaps easier to bear.

We can examine our own role in these changes. For example, Tom began to realize that his wife often called —initiating visits. Now he is quick to pick up the phone and reach out to others. Most importantly, he finds that his children and other relatives are there for him.

In some cases, we may have to make changes. Jeannie never really could sort out how much of her discomfort was due to her own feelings or the reactions of friends. She realized that "girls' days out" seemed more comfortable so she began to arrange more of those outings. And Connie found not only solace and support in a grieving parents group, but a new circle of friends as well.

We may also need to examine how well we handle change. What are our strengths in handling these new situations? What things are difficult for us? Once we assess our own strengths and weaknesses, we are better able to face the inevitable changes that occur in loss.

For change is inevitable. When loss occurs there is no choice but to accept that this loss will usher in a new phase of our life.

Perhaps it all goes back to the

Serenity Prayer. "God grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference."

Reprinted from Hospice Foundation of America **Journeys**. **Journeys** is published monthly by the Hospice Foundation of America, 1621 Connecticut Ave., NW, #300, Washington, DC 20009—www.hospicefoundation.org., 1-800-854-3402. 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.

### 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, P.O. Box 145 Golden City, MO 64748-0145 1-417-537-4412

### Colleagues Lost or Found



(If you would like to find someone in the funeral industry, let us know-

**dead\_beat99@hotmail.com**



## Mortuary Muse\*

\*to think or consider deeply; meditate  
By Lowell

Who is the authority in your funeral home's market area for information about end-of-life ceremonies, funerals, life celebrations, memorializations, receptions or do-it-yourself disposal services? Where and who do people turn to for guidance in these matters? We like to think the funeral director is the key person, but is that becoming a myth?

There are plenty of outside sources such as hospice, consumer groups, churches and environmental entities offering advice on death care tailored to promote their own agenda. Funeral professionals are usually not included in the picture favorably, if at all. Most folks touting some kind of alternative service or disposal in print, online or on NPR don't really get into the messy details that funeral professionals routinely handle.

Recent news stories have talked about composting your body in an Ecopod, a coffin made in England of recycled news-

paper. Other biodegradable containers and shrouds for green or natural burials are discussed along with the benefits to the environment and the consumers' pocketbook. By avoiding embalming, caskets and vaults and (in their mind) unnecessary funeral home charges people can have a truly personal experience. A woman on an evening television news program recently told about the natural burial for her mother and how gratifying it was as they performed this last act of love. She commented that this is the way they used to do it and dry ice would keep the body until burial.

Natural or Green burials probably won't become as significant a factor as direct cremation, but they are creating a growing discussion that usually demeans traditional practices. The Green Council has some powerful and honorable allies

among land conservationists who espouse green burials as environmentally sound.

So why be concerned about what may be a vocal splinter group? Well, my point is that **if** the funeral director is really the ultimate authority on death care she/he will be knowledgeable about all of these alternative arrangements, their costs and how the client can secure them. Funeral directors participate in senior citizen seminars explaining traditional burial and cremation services so why not include these other forms of disposition also. Explain how the client could have a "home style" funeral and detail exactly what things they would have to do the funeral director does **that may go unnoticed**. Point out the legal requirements of the death

(Continued on page 9)



Since 1961  
Brian Simmons  
Springfield Mortuary Service, Inc



Brian and Sue Simmons and  
Jennifer Bodenhamer

FIRST CALLS

PREPARATION

TRANSPORTATION

SHIPPING SERVICE

CREMATORY

520 S. Patterson  
Springfield, Missouri 65802

1-800-259-6207

(417) 869-2826 FAX- 417-869-9242



## Publisher's New Great Grandson



**Hayden Daniel Spears**

Born Dec. 27, 2007

at 11:14 a.m.

6 lbs. 15 oz — 18"

Parents

**Samantha & Sean Spears**

Grandparents

**Ivy & Marshall Douglas**

Great Grandparents

**Lowell & Betty Pugh**

The Dead Beat, Publisher

Owners- Pugh Funeral Home-

## Heritage Funeral Services Bowling Green, Kentucky



## Eeds Funeral Home Lockhart, Texas



Jewell, an employee with Eeds Funeral Home in Lockhart, TX shared some goodwill thoughts about her bosses and their funeral home outreach. She related that she works at a small family-owned and operated funeral home about 50 miles south of Austin, Texas. Her co-workers, "Business manager, Bob Bowles and funeral director, Beirne Eeds, do something wonderful for their families. She wrote, "Every year before Christmas we have an annual Christmas memorial for our families from



**Bob Bowles**  
Manager, Director



**Beirne Eeds**  
Owner, Director

that year. We honor them with a memorial tribute ornament along with coffee, hot cider and cookies. Anyone can attend even those who did not choose our funeral home. We have pastors and other speakers that honor their families with words of encouragement and hope for the future. This helps our families work through the loss of their loved ones. Our funeral home is quite small, but we have true compassion and thoughts for our families. This year was the fourth annual one with many more memorials to come."

*Editor: Jewell, thanks for sharing a wonderful thing that your funeral home does.*

## SCHAEFER MORTUARY SERVICE

**1-800-296-9360**

Licensed & Serving You in MISSOURI & ILLINOIS

\*REMOVALS \* EYE ENUCLEATION \* EMBALMING

\* CREMATION \* SHIPPING

**WE REPRESENT YOU WITH 24-HOURS QUALITY SERVICE AS**

**OUR #1 GOAL !**

### MISSOURI

- \*St. Louis City
- \*St. Louis County
- \*St. Charles County
- \*Jefferson County
- \*Surrounding Communities



St. Louis

### ILLINOIS

- \*Madison County
- \*Monroe County
- \*St. Clair County
- \*Surrounding Communities

2061 Hwy 21  
St. Louis, MO  
63010

*Not A Funeral Home - Not A Competitor*  
**ROBERT & MONICA SCHAEFER, OWNERS**



## Behind the Back Fence

By Lowell

(Continued from page 1)

someone to help or is physically or emotionally able to do the work involved. This would be the time that the family should turn to the funeral director. For the funeral director assisting in a green burial should not be much different than handling a direct cremation, an unembalmed shipping case or a direct burial. In my experience, most funeral directors would try to facilitate a family's legal or ethical wish

whatever it would be.

In my conversation with Mr. Sehee, I said I'm a little testy about some of the green burial proponent's charges that embalmed bodies are contributing to ground contamination. He pointed out the embalming fluid is made with toxic ingredients, but he had no problem if embalming was a family's choice. I agreed that embalming chemicals are toxic, but told him my experience indicates embalmed bodies

are more likely to mummify than liquefy. He agreed that there is no data to prove what is going on underground with an embalmed body.

Green burial expenses are rather wide ranging. One vendor offers free burial plots with grave opening and closing at \$1800 for under 300 pounds and \$2800 for those over 300 pounds. By contrast the cemetery we use charges less than \$100 for a grave space with opening and closing costs from \$350 to \$450. Neither vendor requires a casket though the first one offers a box-style starting at \$500. Cremains scattering fees are about the same as ours in either our scattering garden or on the Missouri Prairie Foundation's Golden Prairie.

Green or natural burial is just another facet of death care. It is an opportunity for both funeral directors and cemeterians to broaden their service area. Since there are still few operational green cemeteries perhaps this is a venue that can bring back some of the abandoned rural burial grounds and serve also a conservation or environmental project.

This is a time when both funeral directors and green burial vendors should avoid an acrimonious dialogue. Agree to disagree on some points and concentrate on serving grieving families to the best of their abilities in their respective fields. Then our client families will be best served.



### About the Author:

Lowell Pugh has funeral director and embalmer licenses in Missouri and Texas and continues the operation of the 104-year-old family funeral home. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.

Magnify your **Opportunities.**

Aurora's Business Diagnostics provides an up-close look at your business today, and a clear action plan for making the most of your opportunities.

BusinessPlanningSolutions

**Aurora**  
Because you care.

800.457.1111 • [www.auroracasket.com](http://www.auroracasket.com)  
© Aurora Casket Company, Inc. 2007



## After-Thoughts

By Joanne Howard

I was dealing with a common thing that people who have lost loved ones do, cleaning up their personal belongings. I have been working on one of my daughter's rooms. Regretfully I have double the challenge, since I have lost two daughters and never really cleaned up the first lost daughter's things before the other died. I know that I need to get rid of things, but it's just so hard. I can't explain the pain that I feel. It is hard enough just looking and remembering what had gone on in their lives, but then to either throw away or give away their things just feels like a kick in the stomach. I know that sounds melodramatic, but that's how it feels.



I was so frustrated with myself as I was doing it because I felt that it had been long enough that I should be able to do this. The room I was working on was that of my daughter Amy who died a little over four years ago. I guess what was challenging was that I had cleaned up in the past but I was getting to an area

that I must not have cleaned. I found a couple of postcards that she had written to people in the past and never mailed. I wondered if the people would appreciate them now or if it would just freak them out. I asked my husband how he felt about it and he just didn't know. I guess I will think about that a little longer.

I found it hard to believe that just the thought of giving her clothes to a needy organization brought tears to my eyes. I thought about a girl in our community that might have appreciated them, but then I thought I probably could not handle seeing her in my daughter's clothes.

I guess my feelings were a bit emphasized by the fact that today is my youngest daughter's birthday and she would have been 21. We are going to go out to dinner in her honor and have a drink since she would have been legal today. Don't think she probably would have been drinking, but I don't know. She has been gone a little over 10 years now.

I dedicated the musical special that I did in church yesterday to her. A friend

came up afterward and said she didn't know how I could sing after that dedication. I found that strange because I had selected the song based on my grief experience and how I handled it. Three lines in the song caught my attention and made me want to sing it. The song was "One Thing I Know" on the album by the group "Selah." The lines in the song said, "God will take away your pain, if you chose to let it go, this is one thing I know."

I guess as I am cleaning up their rooms, I need to let go of my pain and let God have it. But that is a *very hard* thing to do.

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

## Grandchildren and Their Grandparents

Grandma was in the bathroom, putting on her makeup, under the watchful eyes of her young granddaughter as she'd done many times before. After she applied her lipstick and started to leave, the little one said, "But Gramma, you forgot to kiss the toilet paper good-bye!"



\*\*\*\*\*

My young grandson called the other day to wish me Happy Birthday. He asked me how old I was, and I told him, "62." He was quiet for a moment, and then he asked, "Did you start at 1?"

\*\*\*\*\*

After putting her grandchildren to bed, a grandmother changed into old slacks and a droopy blouse and proceeded to wash her hair. As she heard the children getting more and more rambunctious, her patience grew thin. Finally she threw a towel around her head and stormed into their room, putting them back to bed with stern warnings. As she left the room, she heard the three-year-old say with a trembling voice, "Who was THAT?"

My grandson was visiting one day when he asked, "Grandma, do you know how you and God are alike?" I mentally polished my halo while I asked, "No, how are we alike?" "You're both old," he replied.

\*\*\*\*\*

A little girl was diligently pounding away on her grandfather's word processor. She told him she was writing a story. "What's it about?" he asked. "I don't know," she replied. "I can't read."

\*\*\*\*\*



I didn't know if my granddaughter had learned her colors yet, so I decided to test her. I would point out something and ask what color it was. She would tell me and was always correct. It was fun for me, so I continued. At last she headed for the door, saying sagely, "Grandma, I think you should try to figure out some of these yourself!"

\*\*\*\*\*

When my grandson asked me how old I was, I teasingly replied, "I'm not sure." "Look in your underwear, Grandpa," he advised. "mine says I'm four to six."



# You've got a lot on your mind.

**F**uneral service professionals know all about long, unpredictable hours. With so much to think about, it's possible to overlook details critical to protecting your building, your employees, and the concerns of the families you are striving to serve.

Your local Federated representative can help assure your insurance program will protect you and your business, with specialized risk management programs for funeral service professionals. We're just a phone call away.

*Call 1-800-533-0472 today, for peace of mind tomorrow.*



**ServicePLUS<sup>®</sup>**

**FEDERATED  
INSURANCE<sup>®</sup>**

The FEDERATED Insurance Companies  
Home Office: 121 East Park Square, Owatonna, Minnesota 55060  
(507) 455-5200 • [www.federatedinsurance.com](http://www.federatedinsurance.com)

All products and services  
may not be available in all states.



## As We Drive By

We love to take pictures as we go by funeral homes, but we'd welcome pictures, if you send them to us.



Smith & Kernke Funeral Directors, Oklahoma City, Ok



Paylor Funeral Home, Midwest City, OK



Bill Eisenhour Funeral Home Del City, OK



## Amy Howard Art Gallery



By Amy Howard

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.



## Amusing Tee Shirts

- 1) My mind works like lightning —One Brilliant Flash and it's gone.
- 2) Every time I hear the dirty word "exercise" - I wash my mouth out with chocolate
- 3) Cats regard people as warm-blooded furniture
- 4) Live your life so that when you die, the preacher will not have to tell lies at your funeral.
- 5) In God we trust. All others we polygraph.

VISIT OUR NEW WEBSITE  
[www.fraleyfuneralsupply.com](http://www.fraleyfuneralsupply.com)

**FRALEY Funeral Supply**

Joplin, Missouri



*"Family Owned & Operated Since 1938"*

Keith Fraley Beth Fraley-Zentner



Also Representing  
 Bass-Mollett Publishers



## Mortuary Muse (Cont.)

(Continued from page 3)

certificate and the 60 to 80 items of information required and how to get the doctor's portion completed. How are they going to remove the remains from the institution or city morgue? What are they going to do with them in the interim? Tell them how much dry ice they will need per day to maintain the body. Cover all the coordination details that might be involved. Who will do this and at what cost? In the end I suspect that some will decide they don't really want to take care of their grandmother themselves. Even if they don't change their mind at least the funeral director comes forward as the community death care resource for information. The funeral home might also become the conduit for securing alternative arrangements and still sell some services and merchandise.

Funeral service people manage death care better than hospice, organ donation, fraternal, religious and consumer groups — don't concede an inch of territory without telling your story.



(refer to cover article and Back Fence)

About the Author:

Lowell Pugh has funeral director and embalmer licenses in Missouri and Texas and continues the operation of the 104-year-old family funeral home. He is publisher of **The Dead Beat** which began in 1999. He can be contacted at **The Dead Beat** address.

## New Cadillac Master Coachbuilder

Detroit, MI, January 21—Cadillac Professional Vehicle Program Headquarters is pleased to announce the return of Krystal Enterprises to the Cadillac Master Coach builder (CMC) Program. As one of the world's largest manufacturers of stretch limousines and a top producer of professional vehicles, Krystal Enterprises prides itself as an innovative leader in vehicle occupant safety for the chauffeured transportation industry. In fact, Krystal Enterprises was the first limousine manufacturer to conduct and pass a crash test that complies with the National Highway Traffic Safety Administration safety standards.

Located in Brea, California, Krystal Enterprises' three state-of-the-art facilities utilize only the most cutting-edge technology to produce some of the finest professional vehicles available in the market today.

## Cadillac Announces Two New Escalade Modes for 2008

Detroit, MI, December 20—Cadillac is pleased to announce two new models available to the professional vehicle industry. The Escalade Hybrid and the Escalade Platinum edition. These new entries from Cadillac feature the latest advancements in technology that may interest many professional vehicle owners/operators—all while delivering the same distinct styling, segment leading features and full-size capabilities that have made the Escalade an instant icon.

## WWW.SpeakingOfDeath.Com

WWW.SpeakingOfDeath.com, the brainchild of Robert Borning, CFSP is now officially up and running on the web. After much encouragement from within the industry, Bob went to work creating the site and tracking down exceptional people to participate earlier this year.

The basic concept of the site is to provide high quality speakers to the death care field in a one-stop shopping atmosphere. The presenters are experts in their respective fields, authors in many cases, and have experiences incorporated into their presentations that will not only educate, but entertain seminar attendees. Where else can you book a speaker who has dogs that can find graves from two centuries ago?

Our speakers, some of who you may already know, are committed to excellence and guarantee you won't need extra

caffeine to stay awake during their presentations.

If you have never hosted a "Biker Funeral," you might want a little insight into the nuances and options available. How easy is it to get a Harley Hearse to your funeral home? One of our speakers is ready to tell you all about it.

You may never need to participate in a mass disaster, or a deadly epidemic, but you will learn what could happen from those in our "Disaster Management" category.

If you run your funeral home out of the checkbook and hire the accountant from across the street, you might be enlightened by our

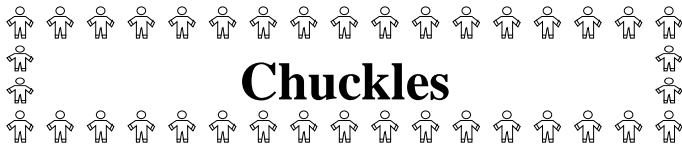


CPA speaker. He can give you some ideas about accounting pitfalls in funeral service (he is also a longtime funeral director).

Not all of our speakers tell you what you want to hear, but they will tell you what you need to hear. We all need up-to-date information and ideas, and enlightenment can come from the speakers at our website.

Marketing will be aimed at funeral associations in the USA and Canada, Coroner and Medical Examiner groups and other associated organizations. To better serve our speakers we have limited the numbers per category.

Borning says that if the speakers get too busy there could be a spin-off publication, but that is not in the works at this time. To go on the waiting register to become a listed speaker inquire at [rborning@speakingofdeath.com](mailto:rborning@speakingofdeath.com). To book a speaker for your next event, peruse the talent at [www.SpeakingOfDeath.com](http://www.SpeakingOfDeath.com).



## Chuckles

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

Attending a Marriage Seminar dealing with communication, Tom and his wife listened to the instructor speak on the subject, Hearing But Not Understanding. "It is essential that husbands and wives know each others likes and dislikes. The Instructor asked Tom, "Can you name your wife's favorite flower?" Tom turned and said, "I believe that would be Pillsbury."

\*\*\*\*\*

### Fishing Trip

A woman is in bed with her lover who also happens to be her husband's best friend. While lying there, the phone rings. Since it is the woman's house she picks up the receiver. Her lover looks over at her and listens, only hearing her side of the conversation...She was speaking in a cheery voice, "Hello? Oh, hi. I'm so glad that you called. Really? That's wonderful. I am so happy for you. That sounds terrific. Great! Thanks. Okay, Bye, bye." She hangs up the telephone and her lover asks, "Who was that?" "Oh," she replies, "that was my husband telling me all about the wonderful time he's having on his fishing trip with you."



\*\*\*\*\*

### The Elderly Couple

While on a road trip, an elderly couple stopped at a roadside restaurant for lunch. After finishing their meal, they left the restaurant and resumed their trip. When leaving, the elderly woman unknowingly left her glasses on the table and, she didn't miss them until after they had been driving about twenty minutes. By then, to add to the aggravation, they had to travel quite a distance before they could find a place to turn around in order to return to the restaurant to retrieve her glasses. All the way back, the elderly husband became the classic grouchy old man. He fussed and complained and scolded his wife relentlessly during the entire return drive. The more he chided her the more agitated he became. He just wouldn't let up one minute! To her relief, they finally arrived at the restaurant. And, as the woman got out of the car and hurried inside to retrieve her glasses, the old geezer yelled to her, "While you're in there, you might as well get my hat, and the credit card."

\*\*\*\*\*

### Our Favorite Pilot

I was flying from Seattle to San Francisco. Unexpectedly, the plane stopped in Sacramento along the way. The flight attendant explained that there would be a delay, and if the passengers wanted to get off the aircraft, the plane would re-board in 50 minutes. Everybody got off the plane except myself and one gentleman who was blind. I noticed him as I walked by and could tell the gentleman was blind because he seeing eye dog lay quietly underneath the seats in front of him through the entire flight. I could also tell he had flown this very flight before because the pilot approached him, and calling him by name, said, "Keith, we're in Sacramento for almost an hour. Would you like to get off and stretch your legs?" The blind man replied, "No thanks, but maybe my dog would like to stretch his legs." Picture this: All the people in the gate area came to a complete standstill when they looked up and saw the pilot walk off the plane with a seeing eye dog! The pilot was even wearing sunglasses. People scattered. They not only tried to change planes, but they were trying to change airlines! (True story.... Have a great day and remember...Don't jump to conclusions, things aren't always as they appear.)

## Comments

I did an updating on my mailing list. With any address corrections, I asked for any comments, here are a few that I received:

\*\*\*\*Hello Joanne, I am a licensed FD & Embalmer here in Missouri and we really enjoy The Dead Beat. My wife and I can always depend on a good laugh. Really enjoy hearing you speak of your daughter, it's a very nice tribute to her and we agree with your opinion. We lost our daughter just about 7 years ago at age 13. I know it helps to talk about her. We were silent for over a year, we didn't know what to say or do we were stunned.

\*\*\*\*...we enjoy keeping up with the news.

\*\*\*\*Enjoy! Enjoy!

\*\*\*\*I love the Book

\*\*\*\*Always enjoy-informative plus a good laugh which we can use.

\*\*\*\*We enjoy the publication very much-look forward to getting it.

\*\*\*\*Enjoy!

\*\*\*\*Very Good! One of the Best!

\*\*\*\*Enjoy reading the "Dead Beat"

\*\*\*\*We love hearing from you and enjoy the publication

\*\*\*\*I always enjoy receiving the Dead Beat. The articles have been helpful and thought provoking.

\*\*\*\*Very good Publication

\*\*\*\*Love this publication! I also share it with others.

\*\*\*\*The Best

\*\*\*\*look forward to reading Dead Beat every issue, because of no SCI

\*\*\*\*I think it's a very gooooooood magazine. Also a bright spot in my monthly mail.

Other comments: We all enjoy the Dead Beat very much; keep up the good work.-R. Eddie Wilson, Wilson Mortuary, Salem, MO

## Chuckles (cont.)

\*\*\*\*\*

A man said to his wife one day. "I don't know how you can be so stupid and so beautiful all at the same time." The wife responded, "Allow me to explain, God made me beautiful so you would be attracted to me, and God made me stupid so I would be attracted to you!"

\*\*\*\*\*

### Mad Wife Disease

A guy was sitting quietly reading his paper when his wife walked up behind him and whacked him on the head with a magazine. "What was that for?" he asked. "That was for the piece of paper in your pants pocket with the name Laura Lou written on it," she replied. "Two weeks ago when I went to the races, Laura Lou was the name of one of the horses that Bob at work gave me to bet on," he explained. "Oh, honey, I'm sorry," she said. "I should have known there was a good explanation." Three days later he was watching a ballgame on TV; the phone rang and his wife picked it up in the kitchen. Two minutes later she came out of the kitchen and hit him in the head again, this time with the iron skillet, which knocked him out cold. When he came to, he asked, "What in the heck was that for?" She replied, "Your horse just called."

\*\*\*\*\*

Four golfers playing a serious match approached the eleventh green. All of a sudden one guy fell down and the other three started fighting. The course ranger saw this and drove up to them to stop the fight and find out what was going on. "What the heck are you guys doing and why is this man on the ground?" he asked. One guy spoke up, "My friend here just had a stroke and these two idiots want to include it on the score-card!"





## CUSTOM '07 CHEVY SUBURBANS/YUKON XL

OUR CHASSIS OR YOURS



### '07 Chrysler Eagle

Town & Country First Call  
(Demonstrator—\$28,390 plus TT & L)



### '07 Cadillac Eagle

Ultimate Hearse  
(Lease Purchase—  
60 mos @ \$923.09 p/m)



### '02 Cadillac Eureka Hearse

(Lease Purchase—  
54 mos @ \$626.59 p/m)



### '01 Lincoln Federal

6- Door Limousine  
(Low Miles - Like New -Call for \$)



### '00 Cadillac Krystal Hearse

(25,000 Miles—\$33,900)



### '03 Lincoln Eureka Hearse

(2 in stock)  
(Lease Purchase—  
54 Mos @ \$570.58 p/m)



### '04 Cadillac Superior Hearse

(2 in Stock)  
(Lease Purchase—60 mos @ \$703.88 p/m)



### '98 Cadillac Eureka Hearse

(2 in stock)  
(\$17,822 plus TT & L)



### '00 Cadillac Eureka Hearse

(Special—Call For Details)



# Miller Coach & Limousine Sales

Dallas

1-800-822-9586

Denver

Frank@hearseandlimo.com

Sales \* Service \* Leasing \* Rental

See our complete inventory at [www.hearseandlimo.com](http://www.hearseandlimo.com)

Lease Pricing -W.A.C. - \$3,000 D/Pmt -Cash or Trade—2 Payments plus T.T.&L. @Delivery

Call for Residuals or Lease Purchase Quotes.



## 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 continuing education 2-hour self study course including material appropriate for business and service club meetings. Also available in book form. H.L. Pugh & Associates Consulting, P.O. Box 145, Golden City, MO 64748-0145, 1-800-575-2611

**FOR SALE:** A small family owned funeral home in the St. Louis Metropolitan area. Want someone to carry on the tradition of caring for the community in which we are located. The funeral home does a substantial service business. Direct inquiries to The Dead Beat—Box F, P.O. Box 145, Golden City, MO 64748-0145.

**WANTED:** Licensed funeral director and embalmer for old established business in small town. Proficiency in computer operation needed. Community contains schools, churches, hospital, large fishing lake nearby and location is near major highway. Reply to Drawer G, The Dead Beat, P.O. Box 145, Golden City, MO 64748-0145.

### The Dead Beat's Coverage



## Directory of Funeral Homes, Funeral Directors and Embalmers and Crematories

### ARIZONA

#### Westcott Funeral Home

1013 East Mingus Ave  
Cottonwood, AZ 86326  
928-634-9566 800-522-9566  
Steve & April Palmer, Owners

### ARKANSAS

#### Highland Hills Transport Service Inc

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

**E-Mail—hhts@cox.net**  
**Larry D. Sanders, Owner**  
**Ark & MO Licensed Funeral Director**  
**Arkansas Transport License #14**

### MISSOURI

#### Elliott-Gentry-Carder Funeral Home

Box 708  
Cabool, MO 65689  
(417)962-3123 Fax (417) 962-5405

#### Hoefer Associates

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

**F.R. Frosty Hoefer**  
**Funeral Business Broker**

#### Thomas & Sons Service Company

1606 East McCarty St.  
Jefferson City, MO 65101  
Toll Free-866-659-8222  
Serving all of Central Missouri  
**Mike Thomas-Owner**

### TEXAS



**Weatherford Mortuary Service, Inc.**  
**817-594-8723**

**\*Full Service Facility**  
**\*Reasonable Pricing**  
**\*Immediate and Courteous Service**

[amc11811@sbcglobal.net](mailto:amc11811@sbcglobal.net)

**Alan M. Craig - Owner**  
**1950 S. Main #213**  
**Weatherford, Texas 76086**

#### Austin's #1 Transport Service Central Texas Funeral Transport

In our 9th year of serving Funeral Homes throughout Texas & neighboring states!

Toll Free 877-260-7464  
Local 512-260-7464  
\$1.75 per mile

See us in the Yellow Book or on the Web

[www.CentralTxFuneralTransport.com](http://www.CentralTxFuneralTransport.com)

**Michael D. Cox, Owner**  
**P.O. Box 1301 \***  
**Leander, TX 78646**

#### 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**

**IF YOU WOULD LIKE TO ADVERTISE IN OUR DIRECTORY. IT WILL BE \$20 PER ISSUE. PROVIDE WHAT INFORMATION YOU WOULD LIKE DISPLAYED AND CHECK TO: H.L. PUGH & ASSOC., P.O. BOX 145, GOLDEN CITY, MO 64748-0145**

## What's the secret to living a long life?

By Charlie Shipman

Over the years, I've noticed how people who've reached 100 years of age or older are recognized for their longevity. Of course, the news reporters always ask the obligatory question, "What's the secret to living a long life?" There are several common threads weaving through their reasons why they've lived so long.

One trait they all have in common, they all keep busy. In fact, they're too busy living to think about death. They simply don't have time to get old. Boredom and loneliness are not

words in their vocabulary. None of them believe in retirement, however they do believe in God.

Religion is at the center of their lives. They attribute their long lives to their faith. They have all lead strong, spiritual, Christian lives. In doing so, they've always looked on the positive side of life. They have been described as caring more for others than themselves. Never asking for anything, always wanting to know



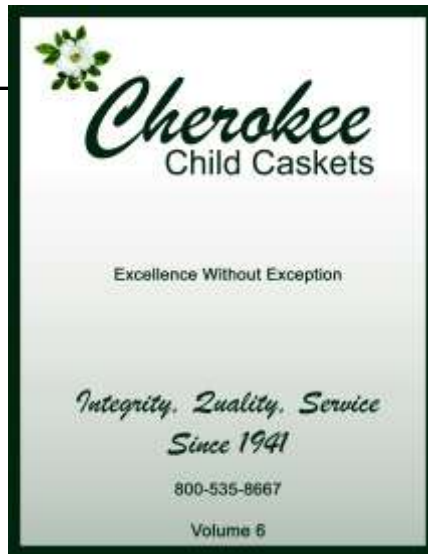
if they can help or give. They're just trying to make things better for people. They are simply living the best way they know how.

A few of them don't go to doctors. They say doctors just make people sicker. That's why they work long hours and take long walks. They say the Lord has taken care of them. They spend quality time with family and friends. These centenarians have been described as caring, generous, gentle, giving, kind, loving, plain spoken. Some are even Sunday school teachers.

They feel like the next life is secure, so they have something to live for. They are devout Christians. They talk to God and try to do his will, and they witness their faith. They say the Bible says God will supply all your needs. As to why they live so long, most said, "You'll have to ask God."

## New Catalog and CD for Cherokee Caskets

Jan 21, 2008: Griffin, GA: Cherokee Casket Company, Inc. announces the release of the new 2008 edition of the Cherokee Child's Casket catalog and CD. The CD was created to allow funeral directors to show the child casket line on the computers now found in most selection rooms. Many personalization options are now available such as pop-in panels, urns and memorial boxes. For a new catalog and CD call 800-535-8667 or e-mail [c\\_casket@bellsouth.net](mailto:c_casket@bellsouth.net).



## National Prearranged Services Focuses on Options For Funeral Directors

National Prearranged Services, Inc., is rolling out a selection of options for independent funeral directors to grow their preneed business. The 30-year-old company now offers funeral directors the opportunity to personalize preneed programs to specific needs.

Brent Cassity says, "Every funeral director has unique needs common to their own communities that affect their preneed business. We've found in working with independent funeral homes throughout the United States that a 'one-size-fits-all' preneed product doesn't do justice to our director's local business situations. We're customizing our products to the best advantage of our clients and their families."

Directors now have more options when filing a claim with NPS. They have the choice of using the NPS Profit Plus Casket plan, which features free Triad caskets when directors file a death claim on an NPS policy, or choose the face value plus growth plan. The company has also increased commissions, which are paid up front, and instituted direct deposit for claims and commissions.

"The initial reactions from funeral directors are enthusiastic," says Roxanne Schnieders, president of NPS corporate development. "The options program is the most innovative concept in the preneed industry to date. Funeral directors think these are excellent products to grow their preneed business and make more bottom line profit. For those funeral directors who prefer the traditional growth format, we are still making that an available option. The funeral director chooses."

National Prearranged Services, Inc. is based in St. Louis marketing preneed policies servicing 2,600 funeral homes in 19 states.

# Death Notices of Fellow Funeral Service Colleagues

## INDUSTRY ASSOCIATES

**John Wheeland Moore**, of Kansas City formerly of Concordia, died Oct. 10, 2007. He was proud to have served as a salesman for the Hydrol Chemical Company for 50 years.

**Mildred Rork**, 82, Versailles, Indiana, died January 2, 2008. Mrs. Rork is the mother of Rick Rork, Litchfield, Illinois, who represents Pierce Chemical/Royal Bond of Dallas. Services were directed by Stratton-Karsteter Funeral Home, Versailles.

## IOWA

**Albert J. Wallace**, 89, died November 23, 2007. He was a WWII and Korean War veteran serving in the U.S. Air Force. A graduate of the St. Louis College of Mortuary Science in 1948, he co-owned the Wallace Funeral Home in Newton from 1963 to 1984, retiring in 1998. In the 1950's before moving to Newton he and his brother Arthur operated the Wallace Funeral Home and Furniture Store in Wyoming, Iowa. Albert was very active in the State and National Ostomy Association. Services were arranged by the Wallace Family Funeral Home

## KANSAS

**Murna M. Biggs**, 67, died November 24, 2007. She was a retired funeral director and embalmer. Arrangements were by The Kevin Brennan Family Funeral Home.

**Geraldine "Jerry" Phillips**, 92, died November 24, 2007. She was the former owner of Phillips Mortuary and Phillips Furniture Store. Arrangements were by Garnaund Funeral Home of Ulysses.

**Arvilla U. Parker**, died November 26, 2007. Arvilla Parker was former owner of Parker Mortuary. Services were arranged by Penwell-Gabel Funeral Home -Parker Price Chapel, Topeka.

## MISSOURI

**Jean Evans**, 77, of Houston, died December 1, 2007. She and her husband Clydie were former owners of Evans Funeral Home. The Evans family owned and operated it for about fifty years. Services were directed by the Evans Funeral Home.

**Marquis D. Howell**, 65, Springfield, died October 20, 2007. A military retiree he worked with his brother Bruce at the Gorman-Scharpf Funeral Home as a funeral director and monument shop manager.

**Phillip E. Payne**, 72, died November 29, 2007. Mr. Payne was a former owner of the Payne Funeral Chapel Home in Memphis, Missouri.

**Denny A. Schutte**, 53, of Sedalia died October 15, 2007. A graduate of the Cincinnati School of Mortuary Science he was a manager, director and embalmer at Ewing-Schutte-Semler Funeral Home. Mr. Schutte was a Vietnam War Air Force veteran and formerly had a career in law enforcement with the Sedalia Police Department and the Pettis County Sheriff's Department. He was active in civic affairs and an avid outdoorsman. Services were directed by Ewing-Schutte-Semler Funeral Home.



**Fern Wessell**, 83, wife of William Wessell of Pierce City, died and services were handled by Wessell Funeral Home.

**William "Bill" Joseph Wessell**, 84, a lifelong resident of Pierce City died January 12, 2008. A Navy veteran of WWII and the U.S.N.R. He also was active in his church, St. Mary's Catholic Church, civic and veterans' organizations. Bill's father William founded the Wessell Funeral Home in 1919 with Bill in charge since 1945. Services were under the care of Wessell Funeral Home, Pierce City.



## NEBRASKA

**Beverly Jurgens**, 83, of Curtis, died January 9, 2008 following a sudden illness. Bev was very active in her community and both she and her husband Glenn were longtime employees of Blasé-Wetzel-Strauser Memorial Chapel in Curtis. Survivors include her husband of 61 years, Glenn Jurgens, two sons and daughters-in-law, Randy and Cheryl Jurgens, Lincoln, Rod and Jo Jurgens, owners of Daniel Funeral Home in Lamar, Missouri; a daughter, Pam Jurgens, North Platte; 12 grandchildren and 15 great-grandchildren. Services were under the direction of Blasé-Wetzel-Strauser Memorial Chapel.



## OKLAHOMA

**Robert Gene "Bobby" Milburn, Jr.**, 51, died December 9, 2007. A 1978 graduate of the Dallas Institute, he had worked for Anderson Clayton Funeral Homes in Mesquite and Terral, Texas; and Hardy Brooks Funeral Home in Duncan, OK; Fox Funeral Home in Davis, OK and Alexander funeral Homes in Wilson and Ringling, OK. He opened Milburn Funeral Home, now Alexander Funeral Home in Ratliff City in 1990. He also pursued a career in law enforcement.

## TEXAS

**Mabene Joseph Allen**, 93, died January 31 in Abilene. The former owner of Mabene Allen Funeral home he continued his association with his successor, Community Memorial Funeral Home until 2006. A WWII veteran, he served with the 36th Division in the invasion of Italy where he was wounded. Proud of his service to his country, he was also an enthusiastic outdoors man and faithful participant with Kiwanis. He was a deacon in the first Central Presbyterian Church and highly regarded by his funeral service peers. From 1980 until his death he worked with his son Joe in Joe Allen's Pit-Bar-B-Que where children knew him as the "French Fry Man." Services were directed by Community Memorial Funeral Home, Abilene.



**Thelma Kiernan Dealy**, mother of Karen Grice, died January 20. Karen is TFDA Director of Finances and Legislative Affairs.

**Henry Fortenberry**, died November 13, 2007. He had been a funeral director with Carroll Funeral Home in Gainesville.

**Dorothy Carolyn Singer**, died December 1, 2007. Mrs. Singer is the mother of Tim Singer and mother-in-law of Ann Singer, Executive Director of the Texas Funeral Directors Association.

**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@thedeat-beat.com**





## Parker Mortuary 7, Salvage Yard 2

By Lowell Pugh

Parker Mortuary, Joplin, Missouri, deflected an extensive media blitz mounted by a salvage yard operator to block their requested permit to place a crematory at their mortuary. Tom Keckley, one of the mortuary's owners, presented their plans at a zoning board meeting December 10. The salvage yard operator also appeared with an attorney and an unofficial petition with a few signatures to oppose the zoning variance. The zoning board turned the matter over to the Joplin City Council to decide at their January 7, 2008 meeting.

In the weeks that followed the salvage operator bought several pages of advertising in the daily paper and did interviews on local TV stations trying to influence the public and the city. The opponent's scare tactics cited many irrelevant facts, outrageous charges and uninformed questions. Tom stayed the course with a factual presentation that explained the technical in addition to the social and financial realities that make it necessary to serve today's clients.

I attended a public meeting that Parker Mortuary held in their chapel three days before the city council meeting. Tom gave some welcoming remarks and presented a Power Point presentation that included: the demographic information of the growth of their cremation business; detailed technical information that was supplied by the equipment manufacturer; EPA and state DNR environmental data and satellite photos of other crematories and their relationship to the adjoining residential neighborhoods.

Everyone attending was given an opportunity to speak. The crematory opponent reiterated his charges and offered to lease land in one of their industrial sites far from the supervision of the mortuary. A hospital chaplain spoke in favor of Parker's plan with the remark that if a crematory was unsafe in a residential area it would be unsafe anywhere else.

Tom bent over backwards to give the opponents more than their fair share of time. The TV station interviewed some of the complainers in Parker's lobby after the meeting. A few of the attendees sampled cookies and coffee and took the opportunity to look over Parker's recently remodeled merchandise and arrangement areas.

I thought the media gave too much attention to the complainers, but when it all played out again three days later at the city council meeting the vote was seven to two in favor of Parker Mortuary. I thought you might say -Parker's muzzled a junk yard dog, but he is still growling. The salvage yard operators have now filed a suit against the city and Parkers on procedural matters.

*Parker Mortuary has saved their presentation as a DVD that they will share with any other funeral homes facing a similar problem.*





### As We Drive By

We love to take pictures as we go by funeral homes, but we'd welcome pictures, if you send them to us.



**Sunny Lane Funeral Home,  
Cemetery and Cremation Services  
Del City, OK**



**Ford Funeral Service  
Midwest City, OK**



**HUG-STEMS®**  
MEMORIAL VASE INSERT

- Re-useable, patented foam layers holds artificial flowers securely in place
- Fits most metal, bronze, & granite memorial vases

866.416.2148 - [www.hugstems.com](http://www.hugstems.com)



# HANLEY COACH SALES

Call 1-800-424-9093



**2005 GMC Denali XL**



**2004 Lincoln S & S Coach**



**2003 Cadillac Eureka Coach**



**2003 Cadillac Eureka 90"  
5-Dr Limousine**  
(We have 5 Matching)

FINANCING &  
LEASING AVAILABLE

## Coaches

2004 Lincoln S & S Coach	Dk Blue/Dk Blue Ext/Neutal Int	14,000 mi
2003 Cadillac Eureka Coach	Wht/Wht Ext/ Blue Int	40,000 mi
2003 Cadillac Eureka Coach	Dk Blue/Dk Blue Ext/Blue Int	40,000 mi
2002 Lincoln M & M Coach	Blk/Blk Ext/Blue Int	45,000 mi
1998 Cadillac M & M Coach	Blk/Blk Ext/Blue Int	48,000 mi
1997 Cadillac Fed. Coach	Wht Top/Light Blue/Blue Int	
1996 Cadillac S & S Coach	Blk /Silv/Blue Int	
1992 Cadillac Federal Coach	Wht/Wht Ext/Blue Int	24,000 mi
1992 Cadillac Federal Coach	Silver/Blk Top/Blue Int	62,000 mi
1990 Cadillac S & S Victoria	Blk/Blk Ext/Burg Int	72,700 mi
1989 Cadillac S & S Vict Coach	Wht/Wht Ext/Blue Int	66,000 mi
1989 Cadillac S & S Vict Coach	Wht/Wht Ext/Burg Int	64,000 mi
1989 Olds Eureka Coach	Gray Ext/Gray Int	47,000 mi

## Limousines

2003 Cadillac Eureka 90" 5-Dr (4)	Dk Blue/Dk Blue Ext/Blue Int	45,000 mi
2002 Cadillac Superior 6-Dr	Blk/Blk Ext/ Blk Int	39,000 mi
1999 Cadillac Eureka 6-Dr	Wht/Wht Ext/Blue Int	39,000 mi
1997 Cadillac M & M 6-Dr	Blk/Blk Ext/Blue Int	68,000 mi
1996 Cadillac Superior 6-Dr	Blk/Blk Ext/Blk Int	78,500 mi

## Specialty Vehicle


2005 GMC Denali XLT	Wht Ext/Neutral Int	61,000 mi
---------------------	---------------------	-----------

(636) 728-0900 \*  
St. Louis, MO

"We Deliver  
Anywhere  
in the  
Continental  
**U.S.**"

*Authorized Dealer for*





**That's when Your Ad  
will be working for you!**

Family Owned and Operated Since 1974

**NOMIS  
PUBLICATIONS, INC.**

**The Funeral Industry's #1 Trade Directory**

For complete advertising rates in the Funeral Home & Cemetery Directory  
contact Nomis Publications, Inc.  
800-321-7479 • Fax 800-321-9040 • E-mail kim@yelobk.com  
www.nomispublishings.com  
PO Box 5159 • Youngstown, Ohio 44514

## Crypt-ic Commentary

By Lowell Pugh

Who defends the use of embalming chemicals and burial vaults against the accusations of ground contamination by some funeral service critics? It seems to me that the fluid and vault companies pretty much leave the fight up to the funeral directors. We could use a little help.

\*\*\*\*\*

Ken Whitaker of the Dallas Institute of Funeral Service passed along a report published in UK's **The Embalmer**. The story, which

is too long for us to go into detail, covers the International Science Conference on formaldehyde held in Barcelona in September last year. FormaCare, the European Formaldehyde Industry Association organized the conference. Representatives of the European Commission and Institutes from Germany, Sweden, UK, the Netherlands, Israel, USA and Brazil also participated. Not all of the studies have been published yet, but they expect to challenge some of the current formaldehyde exposure studies. Presentations and summaries are available on the website: [www.formacare.org](http://www.formacare.org).

\*\*\*\*\*

The conservation burial ground is nice for some areas and clients. The low density ratio of burials to acreage will limit their usefulness to serve high population areas with anymore than token burial numbers. I remain unconvinced that it will be practical to transport bodies long distances for green burial. How reliable are airline schedules nowadays or how much fuel to run a body transport car a few hundred miles? And when you complain about toxic embalming chemicals — what do you think dry ice is or how much energy is required to make it? Do green proponents think twenty pounds of dry ice will make a mangled body presentable for a family's last look?

\*\*\*\*\*

The latest, Jan/Feb '08 AARP Magazine's preneed expose, "The Cruellest Funeral Scam." by Barry Yeoman was unfortunately fairly accurate albeit old news. The worst offender was not really a funeral director, but Clayton Smart, the Oklahoma oil man who bought and plundered funeral homes and cemeteries in three states. The profession suffers nevertheless. The title and the accompanying pictures would lead those who didn't read the article to the worst possible conclusions

about funeral directors.

Buried in the story is the usual, "...while most funeral directors operate honestly...." statement and one excellent example of a caring and honest funeral home, the Westover Funeral Home in Des Moines. The rest of the article plays the profession for its preneed abuses. The author details the Clayton Smart debacle and five other problem firms. Dishonesty, bait and switch tactics and portability problems were discussed.

Not mentioned was the fact that the Missouri Funeral Directors and Embalmers Association and the Missouri Funeral Trust worked with the state Attorney General in the case against Spencer Funeral Home, Salem, Missouri. The Missouri Funeral Trust took care of clients whose full or partial payments had been received by the trust from the defunct Spencer Funeral Home. Not everyone who bought preneed from Spencer lost their money.—information from Don Otto, Executive Director.

Besides victims and state officials, FCA's Slocum was interviewed. Funeral industry and professional insiders, Good, Hast, Isard, Biggins, Raymond and SCI's Reichert were all quoted. They all probably made some positive remarks, but the expose writers usually use the quotes that best support their story. This quote from the April, 2007 **Funeral Monitor** added a nice touch, "At this very moment some cash strapped funeral director is diverting preneed funds for his personal use." Geez! Is preneed really worth it?

The door to Crypt-ic commentary is open.

## Is Your Businesses Future Secure?

*You've built a successful business, but do you have an Exit Strategy?*

*Does your company's future lie with the next generation?*

*Do you know the "real" value of your business?*

*Do you have your estate planning in place?*

**How do you get there seamlessly, tax efficiently, smartly?**

**You talk to a firm with over 30 years' of experience**

**guiding family businesses with succession planning,**

**estate planning and business valuation/appraisals --**

**you talk to *Rollings, Shaw & Associates, P.C.***

- ◆ **Family Succession Planning**
- ◆ **Estate Planning**
- ◆ **Appraisals/Valuation**
- ◆ **Sales/Acquisitions**
- ◆ **Asset Protection**

**Rollings  
Shaw**  
& ASSOCIATES, P.C.

**1000 Fairgrounds, Suite 200  
St. Charles, Missouri 63301  
800-946-4006  
[www.rollingsandassociates.com](http://www.rollingsandassociates.com)**



# The Dead Beat -The Caregivers Soapbox

Volume: Eight

Number: Five

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

The appearance, reference or advertisement of any product or service in this publication shall not be deemed an approval or endorsement of such products or services by the DB. This publication is not responsible for the return of any unsolicited material. Articles submitted and published in The Dead Beat are the express ideas and opinions of the author and do not necessarily represent the opinions of the publisher and the staff of H.L. Pugh & Associates Consulting.

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

**For subscription, 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@thedeat-beat.com

Website: www.thedeat-beat.com

## Todd Mahn Appointed to Missouri State Board of Embalmers and Funeral Directors



Governor Matt Blunt appointed Todd Mahn to the State Board of Embalmers and Funeral Directors on October 23, 2007 for a term of 5 years. Todd Mahn attended his first State Board Meeting in Kansas City, Missouri.

This board is the oldest board in the state of Missouri, beginning in 1895. Todd Mahn is proud to serve on the board, to serve the public and to represent other funeral home directors. Mr. Mahn is the first board member from Jefferson County to be

appointed to the board.

Todd is the 3<sup>rd</sup> generation owner of Mahn Funeral Home. Todd took over the funeral home in 1991 and in 1998 opened Peaceful Ridge Cemetery. In 1999, he bought the Lemme Funeral Home in Festus, now known as Mahn Funeral Home Twin City Chapel.

The Mahn family has always been committed to serving and helping the community and the public for more than 150 years.

Recent accomplishments: in 2006 he received the G. S. B. T. T. C. Award. (Giving Something Back to the Community Award); and in 2007 received Dr. Martin Luther King Jr. Drum Major Award, and from the City of Festus, the First Beautification Award 2007.

Mr. Mahn is currently the President of Mt. Zion Cemetery; a life member of the Amvets Post 48 Sons; a member of the Elks for 15 years, a 4<sup>th</sup> Degree Knight of Columbus; a member of American Legion Sons; currently, President Charter VFW Post 1831 Men's Auxiliary DeSoto, Missouri.

He and his wife, Rita Mahn, a Financial Advisor for A.G. Edwards and three children, Daniel, Kyle and Alex reside in Festus.

### Directory of Advertisers

Aaron Beasley Embalming Service & Crem.	Pg 32
American Crematory Equip. Co.	Pg 32
Aurora Casket Company	Pg 5
Baxter Vault Co.	Pg 32
Central Texas Funeral Transport	Pg 12
Chappel Casket Company	Pg 30
Cherokee Casket Company, Inc.	Pg 13
Custom Air Trays	Pg 32
Dallas Institute of Funeral Service	Pg 32
Goria Corp.	Pg 20
Federated Insurance Co.	Pg 7
Fraley Funeral Supply	Pg 8
Frigid Fluid Co	Pg 29
Hanley Coach Sales	Pg 16
Highland Hills Transport	Pg 12
Hoefer Associates	Pg 12
Hug-Stems	Pg 15
McNeese Consulting	Pg 24
Memorial Solutions	Pg 28
Mid-States Professional Services	Pg 27
Miller Coach & Limousine Sales	Pg 11
National Pre-Arranged Services	Pg 31
Nomis Publications	Pg 17
Pierce Chemicals & Royal Bond	Pg 24
Rollings, Shaw & Associates	Pg 17
Schaefer Mortuary Service	Pg 4
Security National Life Insurance Co.	Pg 25
SI Mortuary & Cremation Services	Pg 21
Springfield Mortuary Service	Pg 3
Superior Mortuary & Crematory Service	Pg 12
Texas Funeral Directors Association	Pg 21
Thomas & Sons Service Company	Pg 12, 19
Weatherford Mortuary Service	Pg 12

## Browsing Old Cemeteries

### Tombstones:

In a Thurmont, Maryland cemetery  
Here lies an Atheist, all dressed up and no place to go.

\*\*\*

In a Ribbesford, England cemetery  
The children of Israel wanted bread,  
And the Lord sent them manna  
Clark Wallace wanted a wife,  
And the Devil sent him Anna

\*\*\*

In Ruidoso, New Mexico cemetery  
Here lies Johnny Yeast.....  
Pardon me for not rising

\*\*\*

In a cemetery in Hartscomb, England:  
On the 22nd of June,  
Jonathan Fiddle went out of tune.



Wilson Mortuary—Viburnum, MO

## Wilson Mortuary—Salem, MO Adds New Facility in Viburnum, MO



Foyer

Wilson Mortuary at Salem, Missouri has purchased the First Assembly of God Church at Viburnum, Missouri and after a thorough remodel project the new facility is completed and open for business. The remodeling project consisted of adding a new carport, new handicap accessible restrooms, handicap ramps with handrails, a new foyer with entrance to chapel and enlarging the parking lot.

The facility includes a full-basement that is complete with a kitchen area that serves as a lounge and is offered to families for refreshments and luncheons. This area includes a nursery area complete with a television and VCR for little children to watch movies. Some of the classrooms have been converted into an arrangement office and a selection room that includes casket and burial vault modules; cremation urns and memorial packages for customized printing. The pastor's office has been remodeled into sleeping quarters when the weather is bad on the roads.



Chapel



Basement



Merchandise



Nursery



Wilson Mortuary—Salem, MO

# THOMAS & SONS service company

1606 EAST MCCARTY ST. JEFFERSON CITY, MO 65101

SINCE 1991

PROFESSIONAL REMOVAL, EMBALMING AND TRANSPORT SERVICE  
COMPLETE SHIPPING SERVICES DIRECT CREMATIONS

COLUMBIA, FULTON, JEFFERSON CITY,  
LAKE OF THE OZARKS  
AND ALL OF CENTRAL MISSOURI

CALL TOLL FREE: 1-866-659-8222

FAX 573-761-5332

***"OUR FAMILY SERVING YOUR FAMILIES"***

## MacKenzie Vault: A Family Legacy Since 1897

By Jason Ryan Engler

In the funeral service industry, our business is often built on names. Ours, in several ways, is an industry in which a name can make or break a company. I grew up knowing the names of many of the "legendary" companies in funeral service: Frank E. Campbell in New York, Joseph Gawler in Washington, DC, and in my home state of Texas, Porter Loring, Wilkerson-Hatch-Bailey, Thompson's Harveson & Cole, Settegast-Kopf, and the list goes on and on. Unfortunately you also hear names that stir a negative connotation, names like David Sconce of the infamous Lamb Funeral Home in Pasadena, California, or Ray Brent Marsh of the Tri-State Crematory debacle. Fortunately, the good generally outweighs the bad.

When you hear the names of funeral service suppliers, especially if you know their histories, the same feelings can be stirred—names like Batesville, National, Wilbert, Clarksburg, Aurora and Marselus. But do you know the name

MacKenzie? If not, you really should. For in the history of the cremation urn, the MacKenzie name is in the historic ranks with those of Meierjohan-Wengler, Gorham, or Matthews. It is a name that is synonymous with value, aesthetics, and innovation.

The MacKenzie family has been serving the funeral industry in form and fashion since the late 1800's when John MacKenzie came to Nova Scotia from his native Scotland. As a skilled woodworker and blacksmith, his wagon wheels and custom wagons were known for their quality and durability. The fine wagons that he created soon were transformed into funeral coaches—and later he used his woodworking skills to create his own brand of caskets. After finding their niche in the funeral industry, John MacKenzie felt it best to focus on the service side of the funeral industry rather than the supplier side. He sent his three sons to Boston and they began their

training at The Boston School of Anatomy and Embalming (now the New England Institute).

The elder two sons graduated in the early 1920's and returned to Canada where they opened their own family funeral home. The youngest son, Robert MacKenzie, graduated in 1927, and decided to remain stateside to pursue his funeral service dreams, spending the majority of his career working for the Graham Funeral Home in Springfield, Massachusetts.

While employed by the funeral home, Robert noticed more and more of his client families choosing cremation (then, in the 1950's, still only 1 % of the population). Returning to his craftsman roots, he set out to create an affordable and attractive cremation urn, for at the time families only had the option of an expensive urn or a paper bag from the crematory. The result, the

*(Continued on page 21)*

**"REMEMBER...NOT ALL BURIAL VAULTS ARE CREATED EQUAL!"**

**MANUFACTURING THE NEXT GENERATION OF BURIAL VAULTS**

**DON'T BE CONNED BY LINED CONCRETE VAULTS**

**EONIAN BURIAL PRODUCTS OFFER GREATER PROTECTION FOR LESS**



**Eonian Infant Casket/Vault  
(Double Premium Protection)**

White granite casket vault combination lined in a flowing soft fabric. Includes a lamb with a pink or blue bow and a lock with keepsake keychain.

Small 24"(L) x 12"(W) x 9"(H)  
Large 32"(L) x 16"(W) x 12"(H)



**Eonian (Triple Premium Protection)**  
Choose from Blue, Dark Gray, White, Sandstone or Rose of Sharon granites



**CALL 888-464-6742 OR VISIT WWW.GORIACORP.COM**



**Eonian Cremation Urn Vault  
(Double Premium Protection)**

Choose from Blue, Dark Gray, White, Sandstone or Rose of Sharon granites  
Outside: 17 1/4 x 17 1/4  
Inside: 12 1/4 (W) x 13 3/4 (H)



**Economy Cremation Urn Vault**

Butyl Seal No Clips  
Outside 13 1/2 (W) x 14 (H)



## MacKenzie Vault (Cont.)

(Continued from page 20)

"MacKenzie Vault" - a name derived from funeral supply salesmen deeming it "MacKenzie's Vault," was crafted from composite concrete and was hand-painted by Robert's wife, Irma. Originally, production commenced in the basement of their home—but by 1960, they were producing enough of these "vaults" to warrant a separate workshop.

Soon after, Robert MacKenzie retired as a funeral director and focused his efforts on the cremation urn business. In 1965, his son, Neil MacKenzie, took over the business and it was incorporated as McKenzie Vault, Inc. In 1969, ironically the same year that the world was introduced to Sesame Street and The Brady Bunch, and the year the Neil Armstrong walked on the moon, another milestone was realized—but this one in funeral service. While visiting a friend who was remodeling his home's bathroom, Neil MacKenzie noticed the sink, which had the appearance of marble, and inquired of its origin. The material, he learned, was cultured marble. Soon after, he met with a local manufacturer, took one of the urn molds, and experimented there in the cultured marble shop. It was there that the first cultured marble urn was made.

Now more than thirty years later, the MacKenzie Classic urn—which is true to the original shape that Robert MacKenzie created and whose shape is a registered trademark of the company, is the standard in cultured marble cremation urns. But cultured marble isn't the only type of urn that MacKenzie offers—nor is it their only innovation. Cultured granite and cultured onyx urns were also introduced to the industry by MacKenzie Vault. And, of course, they still offer the



Classic Silver Gray



**Texas  
Funeral Directors  
Association**

Professionals Serving Texas  
Families Since 1886

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

original composition and finish that Robert MacKenzie came up with in his basement in the Stone-tone series.

Currently, MacKenzie Vault supplies urns to all the major companies, including Batesville, Matthews, Wilbert, Aurora, Eckels, Dodge and Church & Chapel, to name a few. Their "Classic" series of urn-vaults is available in four sizes and is the company's top-selling urn.

Cultured stone is a precise mixture of natural stone, natural color pigments, and synthetic polyester resin. The company's Stone-tone series of urns is created of composite stone, then finished by hand with a stone-like paint coating. In each type of cultured stone, the mixture is poured into a mold to create each of the unique shapes of MacKenzie's urns. It takes 24 hours for each urn to go from basic, raw materials to a shippable finished product. All of the products that create MacKenzie's Vault's urns



Grecian Ebony

are made in the U.S.

Cultured marble is very durable and is actually stronger than its natural counterpart. It is cast solid and is not brittle like natural stone. Additionally, the urns are very versatile, and are just as suitable for in-home display as they are for placement in a columbarium or burial in a cemetery. Additionally, MacKenzie Urns are TSA "Flight Ready" and can be used for transporting cremated remains aboard commercial aircraft.

Today, the company is still owned by the MacKenzie family. In an industry where corporations control many of the historic names in funeral service, it's comforting to find a family owned and operated company with such notoriety. Neil MacKenzie's son, Scott J. MacKenzie, can be found day-in and day-out around the "the shop" - just as he has since his early childhood. Although his

(Continued on page 22)



**Si Mortuary and Cremation Services**

Quick, Professionally trained staff to service all your needs

<b>Si Mortuary and Cremation Services Provides:</b>	<b>Serving all of Northeast Oklahoma</b>
Home, Hospital or Nursing Home Removals	6505 So. 57th W. Ave.
Professionally Trained Embalming	Tulsa, OK 73131
Quick and Efficient Deliveries	
On Site Cremations	Phone: 1-918-447-6886
Certified Crematory Technicians	Fax: 1-918-446-2151
Fully Insured Personnel	Toll Free: 1-866-447-6886

**"We Are There When You Can't Be"**



## "Dear Counselor...."

By Bill Stalter

### Are funeral home employers responsible for paying for continuing education of their employees when it is required to maintain their licenses?

From a legal perspective, I am not aware of any law that requires a funeral home employer to pay for continuing education, even in states where CE is required to maintain a license. In the 35 states that require CE, an employee can reasonably expect that his/her employer will reimburse (or pay) the expense of CE. Generally speaking, employers that reimburse CE expense have a right to require courses to be pre-approved. But in the end, there is no requirement that such expenses be paid. If the employee must bear such costs as part of his/her employment, deductions may be available for purposes of personal income taxes.

In the states that do not require CE (or that have minimal requirements such as one hour per year), CE reimbursement is more of a commitment by the employer to the professionalism of his company and employees. As with any profession, the quality of CE courses varies substantially. Some CE courses are more in the nature of advertising by vendors or consultants. In states where CE is not required, the availability of quality courses could be a problem. For small operations such as my own, it is difficult to justify one or more days away from the office for programs that offer little in educational value. Consequently, employees have to anticipate that employers have a right to be selective about the CE courses that will be approved.

A fundamental question that faces the death care industry is whether it is a profession or merely provides a utility that the public is forced to purchase. If we look to Europe, we can see an industry that is be-

coming more utilitarian in nature. My work with the death care industry is not dependent upon the direction the industry moves. However, I believe our society is better served by a profession. If funeral directors hold themselves out as professionals, then they owe a continuing duty to understand the changes within the industry, and how to better serve our changing society. Our society's views about the funeral and about death are evolving. The funeral directors who stay informed and adapt will be those who best serve the public.

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

### We need some questions for the "Dear Counselor...." column.

**Please send your questions to  
Bill's e-mail or The Dead Beat's  
and we will get some answers in  
future issues.**

email: [wastal@swbell.net](mailto:wastal@swbell.net)  
[bill@stalterlegal.com](mailto:bill@stalterlegal.com)

Or  
[Editor@thedead-beat.com](mailto:Editor@thedead-beat.com)

Or  
Fax: [1-417-537-4797](tel:1-417-537-4797)

## MacKenzie Vault (Cont.)

(Continued from page 21)

earliest memories involved helping his grandmother cut out wax paper as part of the urn production process (prior to more modern techniques), then later working on the production floor, his current role is President and Director of Strategic Initiatives. But make no mistake—he still answers the phone and assists in day-to-day operations of the family business. Scott holds degrees in Communications and Sociology from Boston University and joined the family business full-time in 2002—leaving his position with a marketing firm in Boston. Additionally, in tribute to his profession and his family's heritage, he is both a licensed funeral director and a certified crematory operator.

Scott views family-owned and operated businesses as companies built on tradition, passion, and pride. "the good ones have stood the test of time and are built to last" he says. "To me, it's accountability to your family name—if your name is on the box, you better stand behind it with uncompromised product quality and superior customer service. I think our customers have come to appreciate and even expect these traits from our company."

For the past 110-plus years, the MacKenzie family has built their business on quality materials, innovative craftsmanship, value to the consumer, grade A customer service, and family-owned flexibility. In an industry where service is everything and a name can make or break a company, what more could you ask for? Now and into the future, although funeral service will change, you can bet that MacKenzie Vault will remain constant and committed to these core values.



Jason Ryan Engler is a native of South Central Texas and resides in Little Rock, Arkansas. He is a Funeral Director and Cremationist and fervently studies cremation and its history. He can be reached via email [arcremationist@hotmail.com](mailto:arcremationist@hotmail.com).

# 100 Years of Memories

**Hawkins Funeral Home— Bridgeport, TX\*\*\* Christian/Hawkins Funeral Home—Boyd, TX  
\*\*\*Coker-Hawkins Funeral Home—Decatur, TX**

*Family ties are precious things, woven through the years...*

*Of memories of togetherness, laughter, love and fears.*

*Family ties are cherished.*

In the late 1800s, Q.A. "Alf" Hawkins was a barber in Bridgeport. In those days, the local funeral director would call a barber to shave, bathe and cut the hair of the loved one. That's when Alf Hawkins first began his experience with a funeral home.

Carl Christian was the only funeral director in the county during this time, so he would call Mr. Hawkins to do the things a barber should do. Mr. Christian took Alf a step further in the preparation work to teach him embalming.

When Sandy Creek washed out and there was a death west of Sandy, the phone would ring and Mr. Hawkins went to work. As time passed, people just began calling Alf Hawkins directly. By 1906 the legacy of Hawkins Funeral Home had begun. Alf Hawkins ran the business with the help of four sons until his passing in 1950. His son, Bert Hawkins purchased the family business and continued the tradition with the help of Thomas Hays.

Bert skillfully practiced his trade at the family home on Great-house Street. In 1956, he built a new facility on Stevens Street that the family operated until moving to its present location in June of 2003. Bert's son, Bobby Hawkins, went to work with his father after graduating from mortuary school in 1961.

Bert, Bobby and Thomas worked side-by-side for 21 years until Bert's death in 1982, when Bobby stepped in to continue caring for the people of this community. Bobby's son, Rob Hawkins, representing the fourth Hawkins generation, joined his father and grandfather in 1980 and graduated Dallas Institute of Funeral Service in 1981.

In 1987, the Hawkins family purchased the funeral home in Boyd. The Boyd location, Christian-Hawkins Funeral Home gave residents a full service funeral home in their community.

Bobby's youngest son, Brant Hawkins, also a graduate of Dallas Institute of Funeral Service, began his career with the family firm in 1989. Upon Bobby's death in 1995, brothers Rob and Brant began working together to offer the finest service and care available anywhere.

The year 1995 brought several changes, one being the addi-

tion of Roy and Georgia Morris to the staff. Before Bobby's death, he saw Roy at a funeral and said, "I hear you're retired. Come go to work for me, you'll be wearing out my carpet anyway." A few months later Roy showed up, and with the help of his wife Georgia, they have made the term "encouragement" take on a whole new meaning.

In 1998, the Rev. Gary Sessions began assisting Rob and Brant with directing funerals. In 2004, after 8 years with the firm, Gary decided to expand his ministry and test his resolve by attending and graduating Dallas Institute of Funeral Service, as well as earn his funeral director's license.

Also in 1998, at age 15, Jorge De Luna began working for the Hawkins family while attending Bridgeport High School washing cars for us. In 2004, Jorge graduated Dallas Institute of Funeral Service. Now he has an office in our facility in Bridgeport while he serves his apprenticeship.

Trey Hawkins, Rob's oldest son, joined the staff full time when he graduated mortuary college in May of 2005. Trey is the fifth generation of the Hawkins family to work in funeral service in Wise County. "I feel God has truly blessed our family by allowing us to continue to serve our community as a family," voiced Rob.

In February, 2007, Hawkins acquired Coker Funeral home in Decatur. With that announcement came a commitment to continue the many years of dedicated service to the community by the Coker family. An integral part of that commitment was that Chet Niblett, a 28 year staff member, would continue his leadership position along with Gerre Joiner, Margaret Anderson, Joyce Easley, Ted Lewis, Don and Earlene Niblett and Shirley White. In addition, Trey Hawkins and his family moved to Decatur and made their home in what had been the Coker family home next to the funeral home. Additional longtime staff members include Linda Blanks, Murtie Bounds, Chris Martinez and Sue Moore.

Bert



W.A., B.E., &amp; Bobby Hawkins

Paul, Leon, Bobby, Bert &amp; Jack



Rob Hawkins &amp; Family

Brant Hawkins  
& Family

Trey Hawkins



Chet Niblett &amp; Family



Linda Blanks



Jorge DeLuna



Gerre Joiner



Don Niblett



Shirley White



Margaret Anderson



Earlene Niblett



Roy &amp; Georgia Morris



Gary Sessions



Murtie Bounds



Christ Martinez

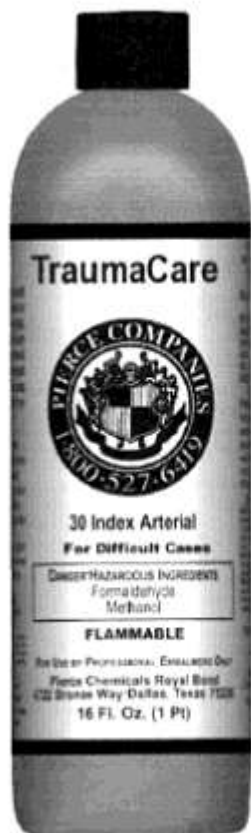


Sue Moore



Ted Lewis





## 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**

### **Tidbits from McNeese Consulting**

#### January 2008 Newsletter:

It is that time of year again, so remember your required OSHA forms for 2008. By now you should have filled out or zeroed out your OSHA Form 300, and filled out your 300A Summary for 2007. Both of these forms should be signed and dated Dec. 31, 2007 and placed in your OSHA 300 file. A copy of the 300A Summary Form should be posted on your employee bulletin board during the upcoming months of February, March and April. Although funeral service is exempt from using these federal forms, you are required to use others of your choice that must contain at least the same basic information. It is far easier to just go ahead and use the 300 forms. You are required to maintain the 200 logs for the past 5 years.



Each facility also must maintain an up-to-date Hazardous Chemical Inventory List and MSDS binder. Locations with prep rooms have must have a minimum of two binders, one in the prep room, the second in an accessible area. The Hazardous Inventory List in the front of the binder must be reviewed and the date reflect January, 2008.

Any questions feel free to contact, McNeese Consulting.



McNeese Consulting

P.O. Box 1613

Junction City, KS 66441

(785) 223-0490 Cell (785) 375-3286

cwmcneese@cox.net

In-House Training for the Funeral Industry  
Academy of Professional Funeral Service

Provider #1055

Dept. of Labor OSHA Approved General  
Industry Outreach Trainer

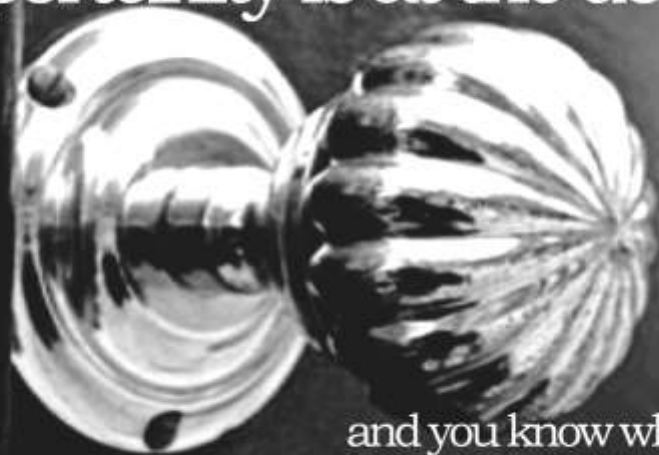
## National Funeral Directors Association Pursuit of Excellence Winners

More than 160 funeral homes from the United States and around the world are recipients of the 2007 National Funeral Directors Association Pursuit of Excellence Award. This elite group of professionals is dedicated to maintaining a positive image for funeral service by consistently providing outstanding service to families, ongoing education to staff and adherence to only the highest ethical and professional standards.

Adair Funeral Home, Dodge Chapel, Tucson, AZ  
Aspen Mortuary, Lakewood, CO  
Bates Funeral Chapel, Oskaloosa, IA  
Beasley-Wood/Geyer-Quillin Funeral Home, Mena, AR  
Brashears Funeral Home, Inc., Huntsville, AR  
Bring Funeral Home, Inc., Tucson, AZ  
Callaway-Jones Funeral Home, Bryan, TX  
Cob Funeral Home, Blytheville, AR  
Cozean Funeral Home, Farmington, MO  
Crist Mortuary/Mountain View Cemetery, Boulder, CO  
Dowden Funeral Home, Inc., Heavener, OK  
Evergreen Mortuary, Cemetery & Crematory, AZ  
French Mortuary Inc., Albuquerque, NM  
Garnand Funeral Chapel, Inc., Ulysses, KS  
Garnand Funeral Home, Garden City, KS  
Hackett-Livingston funeral Home, Shenandoah, IA  
Heritage Funeral Chapel, Peoria, AZ  
Humphrey Funeral Service, Inc., Russellville, AR  
Kerrville Funeral Home, Kerrville, TX  
Kirby & Family Funeral & Cremation Services, Mountain Home, AR

Lensing Funeral & Cremation Service, Iowa City, IA  
Larrison Mortuary Ltd., Pratt, KS  
Memorial Funeral Home, San Juan, TX  
Memorial Funeral Home, Edinburg, TX  
Ochiltree Funeral Service, Winterset, IA  
Olinger Chapel Hill Mortuary & Cemetery, Littleton, CO  
Olinger Crown Hill Mort and Cemetery, Denver, CO  
Olinger Hampden Mortuary & Cemetery, Denver, CO  
Olinger Highland Mortuary & Cemetery, Thornton, CO  
Roller Funeral Home, Little Rock, AR  
Roller Funeral Home, Mountain Home, AR  
Roller-Ballard Funeral Home, Benton, AR  
Roller-Crouch Funeral Home, Batesville, AR  
Roller-Daniel Funeral Home, Searcy, AR  
Roller-McNutt Funeral home, Conway, AR  
Schrader Funeral Home, Cheyenne, WY  
Smith Mortuary Inc., Charleston, AR  
Stoddard Funeral Home & Sunset Memorial Gardens-Greenley, CO  
Strode Funeral Home Inc., Stillwater, OK  
Thornton Funeral Home Inc, Mount Ida, AR

Opportunity is at the door...



and you know what they say about opportunity.

Pre-Need Products and Services  
At-Need Insurance Factoring  
Funeral Home Financing

Security National Life  
Insurance Company Est. 1965



Security National  
Life Insurance Company  
5300 South 360 West  
Salt Lake City, Utah 84123  
Toll Free: 800-574-7117  
Fax: 801-287-8369

## A Cat Named Fear

By Carl Singer

Many years ago there lived an old woman named Maude, quite alone except for her cat whom she named Fear. Maude didn't especially like cats but since she was alone, Fear seemed to be an appropriate companion.

For a long time, the cat named Fear just hung around outside the house, eating whatever Maude threw her way, barely managing to stay alive. Always hoping for another tidbit of food, Fear never strayed far from Maude's door. During the daytime she might be somewhere sunning, but at night Fear was always sitting on Maude's doorstep.

Then one day, Maude left the door open and Fear slipped quietly into the house and for awhile Maude didn't even notice. During the afternoon and early evening Fear remained hidden somewhere deep in the shadows under the

bed. Maude couldn't see her but she was there.

It was late in the night when Fear began walking through the house, making soft, frightful noises. At last Fear didn't have to wait for Maude to feed her, she jumped up on the table and helped herself to the leftovers as well as preparations for the morrow. Fear found Maude's house to be a place of plenty.

One day Maude tried to throw Fear out and days later she was still explaining the scratch marks on her arms! Fear is hard to remove once she takes up residence. There even came a time when Maude let the cat name Fear crawl up on her lap to sleep.... "After all," said Maude, "When you're alone Fear is all you have for company."

I understand that one day Fear had kittens under Maude's bed and soon

there were frightful little fears running all over the house day and night. Before long, Maude couldn't sleep and she couldn't cook because Fear and the kittens made eating impossible.

One day the neighbors came and took Maude away. She could no longer care for herself, the house, or her "Fears." The little ones were growing bigger and Mother Fear had completely taken over.

"Oh," said Maude, "If I had kept that cat named Fear out of the house, I'd be all right." But everyone knows that once you start feeding Fear, she never leaves.



## The Sunshine of a Warm Word

By Marsha Jordan

*Two kids were talking one day. Marvin said, "That new kid in school is nothing but a big fathead!"*

*Matilda, in her refined way, softly said, "You shouldn't call people names like that. It's rude. I never call people names."*

*Marvin shrugged and told her, "Well, I just got mad when he said you were stupid looking." At this, Matilda put her hands on her hips and demanded, "What else did that big fathead say?"*

It's easy to be kind to people who treat me well. The challenge is to practice kindness to those who are as friendly as a skunk backed into a corner. Sometimes I meet this challenge well and other times I fail miserably and feel lower than a pregnant pig's belly.

I still feel bad for being nasty to a neighbor of mine almost two years ago. Hopefully, she chalked it up to the fact

that everybody has bad days (or for some of us, bad weeks, months, or years).

I hope that others will be patient with me, even on those days when I'm as lovable as a grizzly bear. In the same way, I try to be considerate of others who might be having the worst day of their lives. When I encounter a crabby waitress, I try to smile more than usual and be extra nice to her. I comment on how hard she has to work and how she must tire of dealing with cranky customers. I give her genuine compliments on her service; and by the time I leave, she is usually smiling and wishing me a nice day.

With a kind word, you can drag an elephant by the tail. A little kindness goes a long way. I try to give people the benefit of the doubt. Chances are that the old grouch who snaps at you from behind the counter at some store isn't the creepy monster of a man that you as-

sume he is. Maybe he has problems you don't know about like fallen arches, false teeth that are too tight, itching psoriasis, or burning hemorrhoids. He might even have all the above and more. If you had his problems, you'd be ornery and cantankerous too.

This world can be a cold place. What sunshine is to flowers, smiles and kind words are to humanity. The gift of a few kind words can warm three winter months. Don't you love it when someone warms your soul with a random act of kindness? Why not do the same for those you encounter? They might be in need of the warm sunshine of a kind word.





## “Preserving Our Past”

### Quarterly Bulletin of Lee County Pioneer Cemetery Association

The Lee County Pioneer Cemetery Association, Keokuk, Iowa sent us a copy of their quarterly bulletin. The association is working to preserve the past by documenting the history of the area's cemeteries and honoring the pioneers buried in them. Recent ceremonies honored veterans from the Revolution and the War of 1812. They reprinted McAdams Funeral Florist article, “History and Importance of Sympathy Flowers” that appeared in **The Dead Beat**, Summer, 2007. Reprinted below is a letter to their editors Terry and Linda Altheide from Larry Cooper, Hamilton, Illinois.

Dear Editor,

In the fall of 2006, just north of Nauvoo, Illinois overlooking the Mississippi stood a small mound. This small mound had many mounds just

south and southeast of it. This is a very spiritual place to be.

We were told that they would do all they could to protect the mounds. They had already been molested by man and university studies in the past. On one of our visits to the site they had driven a tractor up next to the small mound, I asked them to stay away from it. A week later we went to the site and the small mound was gone.

A native ceremony was done for the loss of the mound and for the ones that are left. (It is not the bulldozer that is the enemy; it is the heartless man that sits upon it.) The mound will never be there again where it always was and our children's children will never see it. It also went without a name. If anyone would like to give it a good native name, send some (suggestions) of them to me.

I have never heard at any time when

the Creator came down and held a press conference to tell anyone they have the right to destroy any cemetery, pioneer or native. This type of activity must come to an end. We must learn to live with what land we have now because when we use it all up man's time will be over.

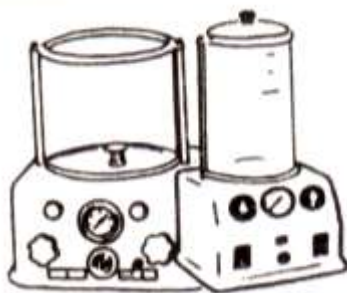
When there is no longer room for the dead, there won't be room for the living. I hope at the end that you and your ancestors will have peace and rest. The small mound will have no rest, no peace now.



A Distributor of  
**FERNO-WASHINGTON, INC.**  
Mortuary Products



Cots, Church Trucks, T a-



**Mortuary  
Equipment  
Repair**

- Porti-Boy
- Edwards Duo-Tronic
- Dodge Needle Injectors
- Other Mortuary Equipment

**Mid-States Professional Services**

Dependable Service for 22 Years

201 S. 1st Street \* Pleasant Hill, Missouri 64080

JAMES D.

(816) 540-2377

(1-800) 252-5147

# Memorial Solutions

Custom Designed Websites for Funeral Homes  
\$45/Month NO SET UP FEES

## Website Includes:

*Hosting  
20 Email Accounts  
Site Admin Tool  
Tech Support  
Mailing List  
and much more...*

## Memorial Maker Pro (Free) Includes:

*Photo Gallery  
Video Tribute Upload  
Guest book  
Over 100 Themes  
Service Directions and Times  
and much more...*

866-916-2925

[www.memorialsolutions.com](http://www.memorialsolutions.com)

## Meyers family buys Webb-Freer Funeral

The owners of Blue Springs' only family-owned funeral chapel—Meyers Funeral Chapel—have bought out a competing, corporate-owned funeral home with which they were formerly associated.

Marty and Dennis Meyers and their families have purchased Webb-Freer Funeral Home, which was owned by Service Corporation International. They happen to be just around the corner from each other near downtown Blue Springs.

They wanted people to know that the preneed packages of Webb-Freer would be honored by Meyers. The connection that the Meyers brothers was that they had previously worked for the past owner of the Webb-Freer. They became disenchanted with S.C.I. in 2006 and that's when they opened Meyers Funeral Chapel. The acquisition was finalized in December of 2007.

## Outlook Group Reports Record Annual Sales

Franklin, OH: The Outlook Group, Inc. Today announced their 2007 preneed sales production exceeded \$50 million dollars for the year ending December 28, 2007. This marks the fifth straight year in a row the company has posted a record sales volume. The company wrote 8,263 total contracts and assisted hundreds of funeral homes across the country.

Founded in 1985 in Franklin, Ohio, the Outlook Group, Inc. is American's premier "Funeral Service Solutions Company" serving independently owned and operated funeral homes. The company offers a wide range of services including recruiting, funeral service sales education and training, advertising and marketing services, preneed program consulting and management, continuing education seminars, programs and workshops and much more. All programs are individually designed to help develop, enhance and/or significantly increase a funeral homes at-need an preneed services.

**Leasing  
option now  
available!  
Call for  
details.**

- Proud manufacturers of*
- *36 Plus arterial, Premium Cavity, Rose Colortone Dye and many others!*
  - *The Master, Imperial and Standard lowering devices*
  - *The #5201 church truck and drape*
  - *Many other items for your prep room and chapel!*

## **Frigid Fluid Co.**

800-621-4719

708-836-1215

*sales@frigidfluidco.com*

**FRIGID FLUID CO.  
11631 W. GRAND AVE.  
NORTHLAKE, IL 60164  
800-621-4719**

**Frigid Fluid has  
been family-owned  
and operated for  
over 100 years.  
We look forward to  
serving our  
customers for the  
next 100 years!**

[www.frigidfluidco.com](http://www.frigidfluidco.com)

**Click to set up an  
account and start  
ordering fluid  
and sundries on-  
line today!**





# CHAPPEL CASKET COMPANY, LLC

\*\*\* A Full Line Casket Company\*\*\*  
Quality products, Quality service, Affordable prices



Rob and Kristy Chappel

Independent owners  
serving  
independent funeral directors in  
Missouri, Oklahoma, Kansas and  
Arkansas

1-800-282-8405  
1-417-673-7020



**Ford Funeral Service  
& Candlewood Chapel  
Midwest City, OK**



Roxanne Schnieders  
Andrea Cassil  
Amanda Mutschler  
Lea Brown  
Debora Kennedy



# Real resources mean real results

Success is our story and it can be yours too. We are real people who understand how to help increase your preneed presence in your community. Our resources are time tested and proven to be real assets for funeral directors.

## Enhance your real growth with

- Advertising • Radio Spots • Travel Protection
- Target Direct Mail and List Management • Preneed Seminars
- Computer Mapping • *New Beginnings*® Aftercare
- NPS LifeStory™ Advantage Video Tributes • Triad™ Caskets
- Funeral Home Product Signage • NPS Website - [npsnetwork.com](http://npsnetwork.com)
- And More!

**We're ready to expand your horizons.**



## National Prearranged Services, Inc.

10 S. Brentwood Blvd. • St. Louis, MO 63105  
1250 Capital of Texas Hwy. S • Bldg. 1, Suite 470 • Austin, TX 78746  
800.334.3851 • [www.npsnetwork.com](http://www.npsnetwork.com)






**EXPERIENCE OUR QUALITY AND SERVICE ON YOUR NEXT ORDER. YOU'LL BE GLAD YOU DID!**

**Your Source For:**

- Air Trays
- Leak Resistant Combination Trays
- Leak Resistant Cremation Trays
- Cremation Supplies
- Funeral Supplies
- Same Day Shipping On Most Items

**"All Shipping Trays Are 3rd Party Tested, Approved and Registered"**



**042-A**

**MAXIMUM LOAD TESTED 1000 LBS.**

**LOOK FOR THE CERTIFICATE! YOU CAN BET THE AIRLINES WILL!**

High Point, NC • Dallas, TX • Norfolk, VA

**1-800-992-1925**

[www.customairtrays.com](http://www.customairtrays.com)

**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](http://www.dallasinstitute.edu) • [difs@mindspring.com](mailto: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.

**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



Allen  
Monuments





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

**JOHN RAGGETT**  
Vice President

P.O. BOX 4087 • 9828 ARLEE AVE.  
SANTA FE SPRINGS, CA 90670

Office: (562) 222-BURN  
(800) 396-2254 • Fax: (562) 222-2880  
Cell: (562) 755-1244  
[www.americancrematory.com](http://www.americancrematory.com)

**"SERVICE IS EVERYTHING"**



**Aaron Beasley Embalming Service  
& Crematory**  
**1-866-410-2122**  
*Quality Professional Care  
Excellent Service  
Fair Pricing  
Statewide Cremation*

479-410-2121      Fax 479-410-2190  
SERVING FORT SMITH, WESTERN ARKANSAS  
& EASTERN OKLAHOMA