

The Dead Beat



The Caregiver's Soapbox

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



Late Spring, 2010

www.thedead-beat.com

Volume 11 Issue 1

Keepsake Pendant Provides the Strength to Climb Mountains

June 2010 -- The tear-shaped silver pendant feels nearly weightless around the neck of Lori Schneider, yet this simple piece of jewelry gives her the strength to climb the world's highest peaks.

A Wisconsin native, Schneider finds mountain climbing to be empowering, in some ways a means of defying the multiple sclerosis that threatens to restrain her. Having climbed some of the world's summits, she was preparing to climb Mt. Elbrus in Russia. But just days before she was to leave she lost her mother, the woman who had always been her strongest supporter and the source of strength through any challenge. The loss was devastating. How could she follow through with her plans and leave her grieving family?



Her mother's death caused her to postpone and nearly cancel the excursion. Her family recognized the importance of scaling Russia's highest peak yet understood her reluctance. So they gave her a gift to connect her to the spirit, strength and comfort of her mother – a tear-shaped sterling silver pendant, able to hold a lock of her mother's hair. Her father, a funeral director whose funeral home carries the Madelyn Company line of pendants, reminded Schneider of her mother's encouraging words, "You go, girl."

The pendant turned a heartbreaking event into a powerful experience. "I carried my mom in my heart all my life, so this pendant keeps that spirit with me," says Schneider who not only climbed Mt. Elbrus but eventually scaled all of the Seven Summits – the highest peaks of the seven continents. In 2006, she successfully reached the peak of Alaska's Denali (Mt. McKinley) and in 2009 became the first person in the world with MS to reach the summit of Mt. Everest. She wears the pendant on every climb and when she reaches the peak, she says, "This is for you, Mom," and touches the pendant.

"I find that the pendant helps me not just on a climb but through many of life's challenges," affirms Schneider.

Lori Schneider is a motivational speaker and has addressed groups throughout the country. To learn more about her, visit www.ETAdventure.com

Lisa Saxer-Buros and Joni G. Cullen are the owners of Madelyn Company, originators of Keepsake Pendant Jewelry in the funeral industry. The concept of their extensive pendant line was born to enable others to cope more easily, to hold a source of comfort in their hands and to find peace in their hearts. Headquartered in Janesville, Wisconsin, Madelyn Company is a global company serving the funeral service industry. They can be reached at 1-800-788-0807 or online at Madelynco@charter.net. For more information about their products and to download a brochure, visit www.madelynpendants.com.

Other Articles in this Issue



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Amy Howard Art Gallery



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



Amy Howard



"Imagine a love so strong that saying hello and good-bye in the same day was worth the sorrow."

Anonymous

I'll Be There

By Claudette T. Allen
(Read at service for a stillborn)

Daddy please don't look so sad,
momma please don't cry.
Cause I'm in the arms of Jesus,
and He sings me lullabies.
Please try not to question God,
don't think He is unkind.
Don't think He sent me to you
and then changed his mind.

You see, I'm a special child,
I am needed up above.
I'm the special gift you gave Him,
a product of your love.
I'll always be there with you,
so watch the sky at night.
Look for the brightest star and
know that's my halo's brilliant light.

You'll see me in the morning frost that
mists your window pane.
That's me in the summer showers,
I'll be dancing in the rain.
When you feel a gentle breeze
from a gentle wind that blows.
Know that it's me planting
a kiss upon your nose.

When you see a child playing
and your heart feels a tug,
Don't be sad mommy,
that's just me giving your heart a hug.
So daddy don't look so sad
and momma please don't cry.
I'm in the arms of Jesus and
He sings me lullabies.



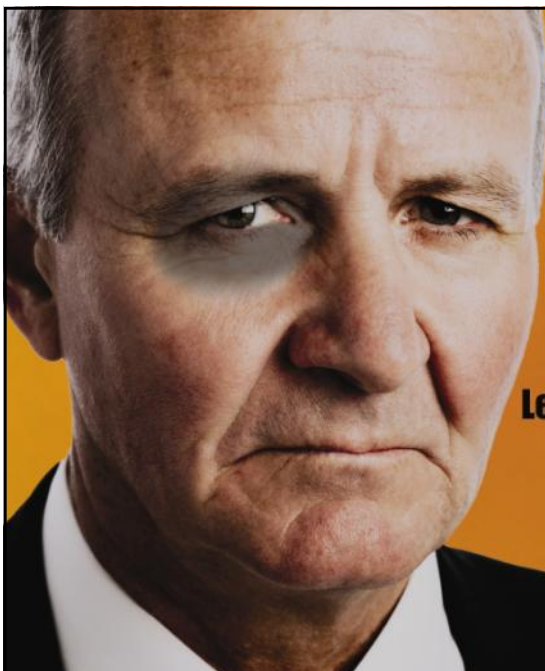
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Mortuary Muse*

*to think or consider deeply; meditate
By Lowell

Colleagues in the St. Louis area, Little Rock and Waco have announced the opening of new or additional facilities. All are absolutely gorgeous as well as funeral service functional. Comparison with many existing firms is like comparing one of the new giant cruise liners with a ferry boat. With a number of funeral industry writers decrying the necessity for expansive funeral facilities, with the increasing trend of minimal services, it is nice to see that some operators have the confidence in their demographics to build it and hope they will come.

Memorial services with visitation at the funeral home seems to be growing faster in our area than cremation and no services. Memorial visitations in a family residence is popping up every now and then. Will the local funeral

home again become the place to borrow or rent chairs? Or is it still the chair store? My ancestors pretty much got out of the chair business when they moved from store front to funeral home.

Casual observation, no scientific data but it looks like the profession has been grasping at straws and flailing the water in search of market share and profitability while at least maintaining the appearance of humanity. Bigger and better facilities, more profitable merchandise, realistic pricing of services and of course preneed and wise investment of client's money should be the answer to our problems. Right??

Having trouble sorting out all the state and federal regulations while

trying to gain market share? Never fear there is an advisor right around the nearest phone or e-mail who is awaiting your call. I just wonder how many of them ever stood by a child's lifeless body while waiting for the parents to come to the scene of the accident? Or have held a widow's hand in a hospital waiting room at 2 a.m.? Do they really understand our problems? As a profession we shall endeavor to persevere.

About the Author:

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

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Todd Mahn Receives Harry S. Truman Award



Todd Mahn is only the third recipient of DeSoto, MO, to ever receive the Harry S. Truman Award. The Eastern Central District considers many factors when choosing a recipient. Ray Dieker, member of Oakville Elks Lodge # 2726 stated "Todd is an outstanding citizen for his community service and patriotism to his country, an all around dedicated family man

with strong beliefs in God and devotion to his church. Todd's accomplishments are outstanding."

The Missouri Eastern Central Elks Lodge #4760 proudly presented the Harry S. Truman award on June 12, 2010 during the annual Flag Day Ceremony. The award is presented to who best typifies and possesses the qualities of dedication, industry, ability, honesty and integrity that distinguished Harry S. Truman.

The Award reads:

"Our Country's Flag, Stands as an Emblem of Freedom. Our Symbol of Unity. No other can compare in Beauty. It is our Ensign of Liberty and Enlightenment."

Once, you pledged allegiance to our Flags Sacred Honor. Today, we as Elks, and all other Americans – Stand in your debt. Because of Americans like you, Willing to make personal Sacrifices for Education and Patriotism, Many are now more aware of our personal freedoms.

We still Pledge"...One Nation, Under God, With Liberty and Justice For All." Thanks to you, these great words still remain True with a meaning that transcends our Beautiful Flag.

This award comes with a donation of \$900.00 to a charity of Todd's choice, which is the Steven Ketcherside Memorial Fund. In previous years recipients from DeSoto to receive this award were Gordon Yancey, of DeSoto and the late Sergeant Lee Connor.

NFDA Policy Board Elects Arrington, Moore to Executive Board



The NFDA Policy Board elected Bob Arrington (left) of Arrington Funeral Directors in Jackson, TN, and Robert C. Moore, IV, CFSP, (right) of Moore's Home for Funerals in Wayne, NJ, to serve the 2009-11 term as at-large representatives to the NFDA Executive Board. The new at-large representatives are joined by NFDA President William C. Wappner, CFSP. (Photo courtesy of NFDA)

Brookfield, Wis._ The National Funeral directors Association (NFDA) Policy Board met on July 10 in Cambridge, Maryland, and elected Bob Arrington of Arrington Funeral Directors in Jackson, Tennessee, and Robert C. Moore, IV, CFSP, of Moore's Home for Funerals in Wayne, N.J., to serve as at-large representative to the association's Executive Board. They will begin their two-year terms immediately following the 2010 NFDA International Convention & Expo, October 10-13 in New Orleans, LA.

Arrington became interested in funeral service when his grandfather died in 1963. His neighbor owned a funeral home, and he spent time there helping out after school and on weekends. After completing mortuary science school, he received his funeral director's license in 1978, and his embalmer's license in 1979. In 1995, he founded Arrington Funeral Directors. In 1997, Arrington added a crematory to his funeral home; in 2003, he purchased two cemeteries. In 2006, Arrington added Covington Funeral Home and Magnolia Cemetery to his business.

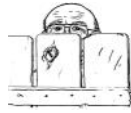
Moore is a fourth generation funeral director who has worked at his family's firm since 1979, when he graduated from the American Academy McAllister Institute of Funeral Science. He became manager of Moore's Home for Funerals in 2004, and a co-owner in 2006. In addition to licensure in New Jersey, Moore has a limited funeral directors license in Pennsylvania, has been certified as an eye enucleation technician for the Eye Bank Foundation of New Jersey and is a Certified Funeral Service Practitioner.

Arrington and Moore will replace current NFDA At.-large representatives J. Michael Krill, CFSP, of Krill Funeral Service in Edgerton, Ohio, and Robert L. Bates, CFSP, of Bates Family Funeral Home in De Kalb, Texas. Bates is a declared candidate for the position of secretary on NFDA's Executive Board.



Colleagues Lost or Found!!!

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



Behind the Back Fence

By Lowell

A Hospice caregiver may have strayed from protocol while trying to be helpful to a decedent's family. There is no question about the dedication, sincerity and compassion of the hospice caregivers towards the families they serve. On occasion there might be a misstep in protocol while trying to be helpful. It recently was called to our attention that a well-meaning worker had advised a family that an advertised price of a specific kind of service was uniformly applied to all funeral providers throughout the area. This particular incident caused some momentary confusion between the funeral director and family. The funeral director resolved the problem by taking less than their normal charge for the service.

This was probably an isolated incident, but we asked several hospice organizations for a statement about their protocol regulating situations when families ask about the cost of funeral service charges. Replies will be published as received. (Two called to assure us that hospice caregivers are not supposed to get involved in funeral arrangements and that they will send a statement about their policy for publication.)

— . - . - . —

Occasionally I might make a comment about funeral service consultants. Should a reader notice the word consulting in our return address she or he may think, "This idiot is in a glass house throwing rocks." Well, I am not quite in the glass house. With only about sixty years involvement with the funeral industry I am not knowledgeable enough to charge anyone for my advice. That does not however prevent me from offering unsolicited advice to any funeral service person standing nearby. As for charging for advice that occurred when Charlie Shipman of Bartlesville, Oklahoma and I did a

little work in environmental public relations. Charlie has the academic qualifications and media experience and I had the environmental connections. We were targeting companies that had an environmental OOPS. No—we didn't advise BP—but we could have.

Leaving the VA Clinic in Mt. Vernon, Missouri yesterday we held the door for a young couple carrying an infant in a bulky car seat carrier. What a difference a few decades make. Either or both might now be the veteran coming in for medical care. As citizens and professionals we must support better care for returning veterans. The magnitude of the burden some families have to bear to care for spouses and children that have survived what previously would have been a mortal wound is hard to fathom. Those families should not have to abandon any semblance of normal life to care for a family member that has suffered grievously for all of us. It may be a volunteer service, but the pay is not that good.

Congress should re-assess the strategic importance of some of these conflicts. Response to terrorist attacks should, if at all possible, be swift and inflict significantly more harm than we received. But please, not one unending nation building conflict after another. Especially when you are dealing with religious zealots and tribes. If war is warranted—declare war—and let the whole nation shoulder the burden not just a few families.

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

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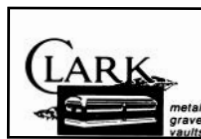
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After-Thoughts *By Joanne Howard*

Well, this issue I didn't have to wonder what to write about. On May 20, 2010 my mother Evelyn Sprouse passed away. Though peaceful at the time of death, the prior week was not so great. She battled pneumonia and struggled to get each breath. Though I'm happy she is not struggling anymore, I still miss her and have been dealing with the numerous details surrounding the death.

I had that unique situation that many funeral directors who lose loved ones experience. I couldn't seem to turn off the funeral directing and just be the daughter. At the nursing home when my mom died, they needed to notify the funeral home, I said, "Consider it done. Oh, by the way don't forget to notify the coroner, etc."

Every once and awhile that daughter who lost her mother peeks through and I feel very sad. I was mentioning to Lowell, I felt the numbness immediately following the death, seems to be wearing off. I have so much to do and yet I just feel tired and don't want to do anything.

For those funeral homes that dread having the cremation case, my mom's funeral situation was not drastically different from the traditional burial. We had a visitation and funeral service with the disposition being cremation and then we buried the remains next to my stepfather at a later date. One benefit of the cremains is that we plan to scatter part of them over my father's (her first husband's) grave in a city that

is faraway. Also I kept a small amount of cremains in a keepsake urn. You can't do that with a body that's going to be buried.

I feel like I'm not treating my mom like other people would their parents, but of course, I'm not like other people, except other funeral directors. Truthfully I had trouble turning off my job, I felt the overwhelming urge to ask people if they signed the book when they greeted me at the casket. At the end of the funeral service, I turned to signal the beginning of the final viewing of the body. Regretfully my cell phone went off in the middle of the service because I was still on call and had failed to turn it to vibrate. Oh, the challenges of the funeral director grieving their own family members.

Well, back to the funeral. It was very small, but very musical. I sang "Rock of Ages," my brother Jack Spellazza played a song that he wrote, congregational singing of "Amazing Grace" and Claude my husband played my mom's favorite song, "Somewhere My Love," on the organ at the end. I think she would have been happy with the service. We also opened it up to the people to make comments, but only my pastor, myself, my husband, my brother and my nephew said anything. We videoed the service for a relative that could not attend, but due to technology changes, I'm not sure how to get 8MM to DVD, but I'll figure that out.

Now, how am I going to handle the grieving of my mother? I know I grieved before she died with her life at the nursing home not exactly being the ideal situation. But after her death and the responses of all the nursing home staff about how nice she was and how she would be missed, did I realize my mom made the best of her situation. I wrote an article about "My Mom, the Survivor" several years ago and I was proud of her then and even more now considering how she dealt with the nursing home residence.

I'm going to feel like I should be going to the nursing home every Sunday and miss all the other residents that I came in contact with. Two of my friends, daughters of a mother who sat at my mom's dining room table at the nursing home, sent me cards saying it was bad that we lose the contact with people after their relative has died. I appreciated the cards and plan to contact them. It's that extended family we forget exists. The voids that are created when someone dies are hard to fill.

I will miss my mom even though it felt like our roles had changed. I was the mom taking care of the daughter. But my overwhelming feeling when she died was the person who loves you no matter what, is not there anymore. Moms are wonderful people and having been one, I know that love that you give to your children. But, of course, my mom, my supporter is now with my children again and now they are eventually waiting for me. See ya later mom, you fought a good fight and you were very loved.

Dash of tears
1 tsp Fear
2 T Laughter
1 C Courage
3 C Strength
5 lbs Friendship
2 tsp Wisdom
4 1/2 C Passion
3/4 C Music

Recipe for Survival... (In Cancer Newsletter)

We begin by shedding TEARS for disease. We acknowledge the FEAR we hold but quickly add to it LAUGHTER, COURAGE, and STRENGTH to move forward. Gather the FRIENDSHIPS that nurture your soul, add to it their WISDOM and PASSION. Finally, a touch of MUSIC, you choose the genre depending on the mood... THE RESULTS: A recipe for facing a disease that should never be faced alone. A woman gets lifted by others is stronger than a woman standing alone. Through creating and sharing, we are surviving!

Pamela Embury, Y-ME



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@thedeat-beat.com.



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Cincinnati College of Mortuary Science Hosts Inaugural Golf Outing. College's President Scores Her First Hole in One.

Cincinnati, OH – July 2010 – Alumni and friends of the Cincinnati College of Mortuary Science teed it up July 8 at Aston Oaks Golf Club in nearby North Bend, Ohio. Forty golfers hit the links and enjoyed lunch at the challenging 18-hole, Jack Nicklaus-designed course situated above the Ohio River. Besides the camaraderie, the net result was \$4,000 raised to support the college's building fund.

As CCMS president Karen Giles worked on details of this first golf outing, she "kept her eye on the ball," soliciting hole sponsors, raffle donors and golfers. And on the morning of the event



she literally kept her eye on the ball as she landed her first hole in one. Following custom, she personally bought a round. "Wow! What a great way to kick-off our first golf outing," says President Giles. "My heartfelt thanks to the outstanding sponsors and teams. We hope to see everyone back next year -- and even a few more who could not play this time."



Generous hole sponsors included:

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The winning golfers for the day were on a five-man team captained by current CCMS student Jon Palmer. Other team members included his father Terry Palmer, Josh Batchelor, Andrew Neff and T o m Tharp.





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One day my housework-challenged husband decided to wash his sweatshirt. Seconds after he stepped into the laundry room, he shouted to me, "What setting do I use on the washing machine?" "It depends," I replied. "What does it say on your shirt?" He yelled back, "University of Oklahoma..." And they say blondes are dumb.....

Restoring Spirit

By Ken Doka

Meanwhile, where is God? ...go to Him when your need is desperate, when all other help is vain, and what do you find? A door slammed in your face...."

Those dispirited words were written by no other than the deeply religious author, C.S. Lewis. Yet, when his beloved wife was dying even Lewis felt abandoned.

Grief can affect every aspect of our being. It can distress our bodies and influence our emotions as we reel from all the feelings that grief can create. Grief clouds our thoughts and changes our behavior. It is no surprise that it can challenge our faith and rattle our beliefs.

Not every loss will do that. When my aunt died at 94 years of age, we grieved her loss deeply. She was the matriarch of the family, the last surviving member of that generation.

But her death did not shake our faith. She died after a fullness of many years, surrounded by family. As we mourned, our beliefs, even as they differed amongst family members, gave us comfort.

Some deaths though, will shatter our beliefs. We may find it hard to believe that there is meaning to the universe or any point in life. The circumstances of the death or the extent of suffering may make it hard to believe in a benevolent God. We feel lonely and abandoned. Our faith seems to offer little comfort.

Our beliefs seems to be another

casualty of our grief.

One of the tasks of grief, then, is to rebuild faith or philosophies that have been challenged by our loss. We need not do it alone.

One of the biggest mistakes we can make during this period is to isolate ourselves from our beliefs. We need instead to share our struggles within our faith community. This is a time to identify those within our faith communities who can journey with us, who are comfortable in hearing our struggles and sharing their own. Sometimes we may have to look to find those people.

When Tom's wife died, he tried to share his question with his minister. His minister, however, could not seem to relate to Tom's struggle. Instead he seemed to offer empty reassurances. Tom found that his daughter's minister was willing to engage in serious discussions about Tom's concerns. Together they studied and conversed. Tom credits that experience with deepening his own faith.

We should maintain our own spiritual discipline. Prayer, meditation, ritual, and readings are all ways to connect with our faith traditions. Each spiritual tradition and every philosophy has encountered death and loss. Each has writings that speak to that encounter.

Finally, we may read of the struggles of others. C.S. Lewis, for example, writes of his struggles in ***A Grief Observed***. These writings not only remind us that such moments are natural valleys in the journey of faith and grief; they offer insight on how to cope. And they offer hope.

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



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

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



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Chuckles

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

A man was driving down the road and ran out of gas. Just at that moment, a bee flew in his window. The bee said, "What seems to be the problem?" "I'm out of gas," the man replied. The bee told the man to wait right there and flew away. Minutes later, the man watched as an entire swarm of bees flew to his car and into his gas tank. After a few minutes, the bees flew out. "Try it now," said one bee. The man turned the ignition key and the car started right up. "Wow!" the man exclaimed, "What did you put in my gas tank?" The bee answered, (Wait for it. Wait for it. You're gonna love this.) BP. Sent by Charlie Kanet, Kanet Advertising, Cincinnati.



Working people frequently asked retired people what they do to make their days interesting. Well, for example, the other day my wife and I went into town and went into a shop. We were only in there for about



5 minutes. When we came out, there was a cop writing out a parking ticket. We went up to him and said, "Come on man, how about giving a senior citizen a break?" He ignored us and continued writing the ticket. I called him a Nazi storm trooper. He glared at me and started writing another ticket for having worn tires. So my wife called him a pin head. He finished the second ticket and put it on the windshield with the first. Then he started writing a third ticket. This went on for about 20 minutes... The more we abused him, the more tickets he wrote... Personally, we didn't care. We came into town by bus and saw the car had an Obama sticker... We try to have a little fun each day now that we're retired... It's important at our age.

Indian Mating Call

Two Indians and a Tennessee Hillbilly were walking in the woods, all of a sudden one of the Indians ran up a hill to the mouth of a small cave. "Wooooo! Wooooo! Wooooo!" he called into the cave and then he listened closely until he heard an answering, "Wooooo! Wooooo! Wooooo!" He tore off his clothes and ran into the cave. The Hillbilly was puzzled and asked the other Indian what that was all about. Was the other Indian crazy or what? "No," said the Indian. "It is our custom during mating season when Indian men see cave, they holler "Wooooo! Wooooo! Wooooo!" into the opening. If they get an answer back, it means there is a girl in there waiting to mate." Just then they saw another cave. The Indian ran up to the opening of the cave, stopped and hollered, "Wooooo! Wooooo! Wooooo!" Immediately there was an answering, "Wooooo! Wooooo! Wooooo!" from deep inside the cave. He tore off his clothes and ran into the cave. The Hillbilly wandered around in the woods alone for a while, and then he came upon a great big cave. As he looked in amazement at the size of the huge opening, he was thinking, "Hoo, man! Look at the size of this cave! It is bigger than those the Indians found. There must be some really big, fine women in this cave!" He stood in the front of the opening and hollered with all his might..."Wooooo! Wooooo! Wooooo!" He grinned and closed his eyes in anticipation, and then he heard the answering call, "Woooooooo! Woooooooo! Woooooooo!" With a gleam in his eyes and a smile on his face, he raced into the cave, tearing off his clothes as he ran. The following day, the headline of the local newspaper read NAKED HILLBILLY RUN OVER BY TRAIN

A Sensitive Man

The room was full of pregnant women with their partners. The class was in full swing. The instructor was teaching the women how to breathe properly and was telling the men how to give the necessary assurance to their partners at this stage of pregnancy. She said, "Ladies, remember that exercise is good for you. Walking is especially beneficial. It strengthens the pelvic muscles and will make delivery that much easier!" She looked at the men in the room, "And gentlemen, remember- you're in this together- it wouldn't hurt you to go walking with her." The room suddenly got very quiet as the men absorbed this information. Then a man at the back of the room slowly raised his hand. "Yes?" answered the teacher. "I was just wondering. Is it all right if she carries a golf bag while we walk?"

Signs You're All Grown Up Now

- ◆ You keep more food than beer in the fridge.
- ◆ 6:00 AM is when you get up, not when you go to bed.
- ◆ You hear your favorite song on an elevator.
- ◆ You watch the Weather Channel.
- ◆ Your friends marry and divorce instead of hook up and break up.
- ◆ You go from 130 days of vacation to 14.
- ◆ Jeans and a sweater no longer qualify as "dressed up."
- ◆ You're the one to call the police because those %&@#kids next door won't turn down the stereo.
- ◆ You don't know what time Taco Bell closes anymore.
- ◆ Your car insurance goes down and your payments go up.
- ◆ Sleeping on the couch makes your back hurt.
- ◆ You no longer take naps from noon to 6 PM.
- ◆ Dinner and a movie is the whole date, instead of the beginning of one.
- ◆ A \$4.00 bottle of wine is no longer "pretty good stuff."
- ◆ You actually eat breakfast food.
- ◆ 90% of the time you spend in front of a computer for real work.
- ◆ You drink at home to save money before going to a bar.
- ◆ You read this entire list, looking desperately for one sign that doesn't apply to you, but, can't find one to save your life.

A young couple met at Augusta and fell in love. On the last night of their vacations they were discussing how they would continue the relationship. "I think it's only fair to warn you that I'm an avid golfer," said the man. "I live for the sport." "Well, since you're being so honest, so will I," she said. "I'm a hooker." "I see," he said. He thought for a moment and added, "It's probably because you're not keeping your wrists straight when you hit the ball."



Un-Proverbs You Might Want to Know:

- ◆ Always yield to temptation, because it may not pay your way again.
- ◆ A conscience is what hurts when all your other parts feel so good.
- ◆ Men are from earth. Women are from earth. Deal with it.
- ◆ Going to church doesn't make you a Christian, anymore than going to the garage makes you a mechanic.
- ◆ A balanced diet is a cookie in each hand.

(Continued on page 11)

Chuckles (Cont.)

(Continued from page 10)

Rules are rules....railroad style

The Good News: It was a normal day in Sharon Springs, KS when a Union Pacific crew boarded a loaded coal train for the long trek to Salina.

The Bad News: Just a few miles into the trip a wheel bearing became overheated and melted, letting a metal support drop down and grind on the rail, creating white hot molten droppings spewing down to the rail.

The Good News: A very alert crew noticed smoke about halfway back in the train and immediately stopped the train in compliance with the rules.

The Bad News: The train stopped with the hot wheel over a wooden bridge with creosote ties and trusses (In defense of the crew, according to Sixgun Jr., the crew tried to 'splain to higher ups, but were instructed not to move the d*** train!)

RULES IS RULES

(But, don't let common sense get in the way of a good disaster!)

The Value of Undies

Here's your weekly safety brief. Be careful what you wear (or don't wear), when working under your vehicle, especially in public. From the Sydney, Australia, Morning Herald, comes this story of a couple who drove their car to Kmart, only to have their car break down in the parking lot. The man told his wife to carry on with her shopping while he fixed the car there in the lot. The wife returned later to see a small group of people near her car. On closer inspection she saw a pair of male legs protruding from under the chassis. Although the man was in shorts, his lack of underpants turned private parts into glaringly public ones. Unable to stand the embarrassment, she dutifully stepped forward, quickly put her hand up his shorts and tucked everything back into place. On regaining her feet, she looked across the hood and found herself staring at her husband, who was standing idly by. The mechanic however had to have three stitches in his head.

A dietitian was once addressing a large audience in Chicago. "The material we put into our stomachs is enough to have killed most of us sitting here, years ago. Red meat is awful. Soft drinks erode your stomach lining. Chinese food is loaded with MSG. Vegetables can be disastrous, and none of us realizes the long term harm caused by the germs in our drinking water. But there is one thing that is the most dangerous of all and we all have, or will eat



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it. Can anyone here tell me what food it is that causes the most grief and suffering for years after eating it? A 75-year-old man in the front row stood up and said, "Wedding cake."

Seen in Newspapers:

- ◆ Illiterate? Write today for free help.
- ◆ Auto Repair Service: Free pick up and delivery. Try us once, you'll never go anywhere again.
- ◆ Dog for sale: eats anything and is fond of children.
- ◆ Man wanted to work in dynamite factory. Must be willing to travel.
- ◆ Girl wanted to assist magician in cutting off head illusion. Benefits: Blue Cross Medical Insurance and salary.
- ◆ Dinner Special— Turkey \$2.35; Chicken or Beef \$2.25; Children \$2.00
- ◆ For sale; an antique desk suitable for lady with thick legs and large drawers.
- ◆ Now is your chance to have ears pierced and get an extra pair to take home too.
- ◆ Tired of cleaning yourself. Let me do it.
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- ◆ Used cars: Why go elsewhere to be cheated. Come here first.
- ◆ Christmas tag-sale. Handmade gifts for the hard-to-find person.
- ◆ Wanted: Hair cutter. Excellent growth potential.
- ◆ Wanted: Man to take care of cow that does not smoke or drink.



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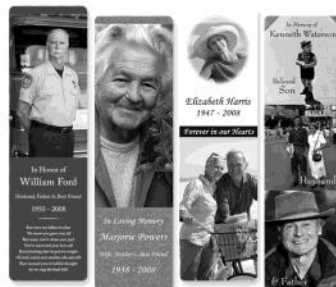
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Dorothy L. Mollett, 101, of Greenville, IL passed away on May 27, 2010. She went to mortuary science college in 1937, she graduated from the Hohenshuh-Carpenter Mortuary Science School in St. Louis, MO. She became a member of the Bass-Mollett Funeral Home with her husband Sterling R. Mollett. After Sterling returned home from WWII they started a new career, that of publishing and originators of Golden and Silver anniversary books. This developed into Bass-Mollett Publishers serving the US, Canada, Australia and Hawaii, of which Dorothy was active in all phases serving as Treasurer and President. Services were handled by Donnell Wiegand Funeral Home in Greenville, IL.

ARKANSAS



Mr. J.T. Honeycutt, 87, of Hope Arkansas passed away on May 17, 2010 in Little Rock. He graduated from St. Louis College of Mortuary Science, St. Louis, MO and received his license from Arkansas State Board of Funeral Directors and Embalmers in 1949 and became Licensed Funeral Director in 1957. He then went to work in Fordyce for Benton Funeral Home; then on to Herndon-Cornelius Funeral Home, Hope and later The Brazzel Funeral Homes in Hope and Prescott. He was former Hempstead County Coroner for 26 years. He was a WWII Veteran serving with the 153rd Infantry. Arrangements were handled by the Brazzel/Oakcrest Funeral Home Chapel, Hope Arkansas.

IOWA

Marjory M. Gould, 99, of Richland died June 8, 2010 in Keosauqua. She was a longtime member of IFDA and mother of IFDA member Wayne Gould. She graduated from Hohenschuh-Carpenter College of Embalming in St. Louis, MO in December, 1937. She and her husband received their Embalming and Funeral Directing licenses in 1938 and she became one of the earliest licensed lady funeral directors in the state. With her husband they purchased the Allen Funeral Home in Richland in 1940 and the Hoskins Funeral Home in Brighton in 1958.

KANSAS

Betty J. Elliott, 77, of Hutchinson died June 8, 2010. She was the mother of Tom Elliott, Elliott Mortuary in Hutchinson. Arrangements were handled by Elliott Mortuary.

Gerald L. Webb, 79, of Independence passed away on June 5, 2010. He served in U.S. Air force during the Korean War and attained rank of Staff Sergeant. He received his degree from the St. Louis College of Mortuary Science in 1955. He became licensed in 1956 and joined his mother and brother Clarence in the Webb Funeral Home and Ambulance Service. They also purchased Denbo Funeral Home in Elk City in 1976, merged



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

KANSAS (Cont.)

with Rodrick Funeral Home to form Webb & Rodrick Funeral Home. He was a member of the National Funeral Directors Association and served on the NFDA convention committee from 1981-84. He was a member of the National Selected Morticians and the International Order of the Golden Rule. He was a member of the Kansas Funeral Directors Association, holding every possible office, serving as President in 1969-1970, and with his brother, Clarence, became the first brothers to serve in that capacity, and was Morticians of the Southwest Funeral Director of the year in 1970. He was appointed to the Kansas State Board of Mortuary Arts from 1985-1991, serving as president twice. Services were under the direction of David W. Barnes Funeral Home.

MISSOURI

Ivan L. Eaves, 77, of Farmington, passed away on July 3, 2010. He was the former owner/operator of Tucker Vault Company in Farmington and Libertyville for several decades. He was an U.S. Army veteran. Ivan has an interesting "claim to fame." One of the photos displayed during his visitation was Ivan's Army basic training graduation photo. Ivan is shown on row #4. You may have heard of the guy on row #2....Elvis Presley! Services were handled by Taylor Funeral Service.



Melvin R. Shuler, 77, of Jamesport, died June 28, 2010. He was the retired owner with his wife Dorothy, of Shuler Concrete Products of Jamesport, MO. He served in Korea with the Army. Services were directed by Roberson Funeral Home in Bethany.



Evelyn J. Sprouse, 84, of Golden City, died May 20, 2010. She was the mother of Joanne Howard, manager and funeral director at Pugh Funeral Home and editor of **The Dead Beat**. Arrangements were under the direction of Pugh Funeral Home.

Mary E. Thurman, 87, of Richmond, died June 15, 2010. She was former co-owner of Thurman Funeral Home in Richmond, Norborne and Hardin. Services were handled by Weiker Funeral Home in Slater.

TEXAS

Jo Ann Elliott Hamil, of Abilene, died on June 26, 2010. She was a 50-year Licensee in 2007 and mother of Robert Hamil, The Hamil Family Funeral Home in Abilene. Arrangements were under the direction of Hamil Family Funeral Home.



Percy Parsons, 81, of Friona, died May 30, 2010. He graduated from the Dallas Institute of Mortuary Science and began his career in funeral service in 1946 in Brownfield, TX. He and Marvin and Victor Hudman established Hudman Funeral Home in Post. In 1958, he sold his interest in Hudman's and moved to Olton, where he established Parsons Funeral Home. He also owned funeral homes in Dimmitt and was a partner in funeral

(Continued on page 21)



Denotes Veteran of Military Service

A Sacred Duty

Excerpted from Brian McDowell's article in
West News Magazine, May 26, 2010

When Terry Lattrey reflects on Memorial Day, he does not think of picnics, barbecues, or lounging by the pool. The Vietnam veteran is one of 40 caretakers who work at Jefferson Barracks National Cemetery, which is perhaps the most stirring place in the St. Louis area to spend Memorial Day.

Indeed, the graveyard's pristine green grass, somber monuments and seemingly endless miles of thin white headstones seem particularly vivid on the last Monday of every May, especially when covered by the sea of American flags that are placed on the day before by Boy Scouts and Girl Scouts over the graves of fallen soldiers and veterans.

Jefferson Barracks, located just off Telegraph Road in South St. Louis County, is the fifth largest cemetery for veterans in the nation, housing the remains of more than 180,000 of America's bravest people. Some of the deceased were soldiers who died valiantly in battle in the prime of their lives. Others came home from war with physical and mental scars and managed to start businesses and raise families. Some served nobly in the military during a time when there was no war. Any soldier, veteran, spouse or child (younger than 18) of a soldier or veteran is eligible for free burial in the cemetery.

Jefferson Barracks is one of 131 national cemeteries that is paid for by the U.S. government and run by the Department

of Veterans Affairs.

The cemetery was started in 1826, and the dead that are buried there fought in every conflict from the American Revolution to the wars of today. Both sides that met in the Civil War are represented with their own section at Jefferson Barracks. There are 3,153 unknown soldiers buried there.

The cemetery hosts 4,200 internments a year. On Mondays and Fridays, it plays host to 35-40 burials in a single day.

Twelve years ago, Lattrey quit his job as manager of a local auto parts store to work at the cemetery. He liked both the government benefits and the national pride that his caretaker job provides. He likes that the job offers him different challenges every day. Some days, he is involved with using backhoes to dig graves; other days, he cuts grass or cleans and realigns headstones. Sometimes graves are reopened, so couples and families can be buried together.

All trash and litter is expected to be picked up by groundskeepers in a timely manner. Much like the culture of the military that these grounds serve to honor, Jefferson Barracks employees must coordinate and help each other to get a difficult job done.

He admitted that the job has changed how he looks at his own life and has somewhat diminished his fear of death. He also admitted that the job can be emotionally overwhelming.

Lattrey told a story about witnessing the funeral of a young man who died in Iraq and of locking eyes with the soldier's father.

"He just had this heartbroken look on his face, and it just seemed like he was asking on his insides, 'Why? Why did this happen?'" Lattrey said. "And I understood. I asked those questions myself when I went to war. Most of my friends did too. Many of them are buried here, and I still wonder, 'Why?'"

At the current rate of burial, it is estimated that Jefferson Barracks will be out of space in 2027.

This story was sent to us by Brian Gers.

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As We Surf By on the Internet

We love to take pictures as we go by funeral homes and interesting places, but we haven't been on any trips lately, so send us picture so your locations.



Palmer-Marler Carberry
Funeral Home—
Stillwater, OK

The Palmer-Marley Funeral Home also has opened a third location in Perkins, Oklahoma. Funeral director and owner Duane Marler began renovation process in August, 2009 and opened the home in March, 2010.



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Lake Shore Funeral Home and Cremation Services in Waco, Texas is owned by Brent and Carrie Shehorn. Check out www.lakeshorefuneralhome.com.

The funeral home has both large and small chapels to accommodate needs as well as a large foyer and hallway that leads up to three large visitation/viewing rooms, a children's playroom, full-sized kitchen and a reception hall which can seat up to 70 people.



Lake Shore Funeral Home—Waco, Texas



Front of
Chapel



Foyer



Evening
Reception



State
Room

Some Things To Consider Doing.... Instead of Worrying????

An angel says, "Never borrow from the future. If you worry about what may happen tomorrow and it doesn't happen, you have worried in vain. Even if it does happen, you have to worry twice."



1. Pray.
2. Go to bed on time.
3. Get up on time so you can start the day un-rushed.
4. Say "No" to projects that won't fit into your time schedule, or that will compromise your mental health.
5. Delegate tasks to capable others
6. Simplify and unclutter your life.
7. Less is more (Although one is often not enough, two are often too many,)
8. Allow extra time to do things and to get to places
9. Pace yourself. Spread out big changes and difficult projects over time; don't lump the hard things all together.
10. Take one day at a time
11. Separate worries from concerns. If a situation is a concern, find out what God would have you do and let go of the anxiety. If you can't do anything about a situation, forget it.
12. Live within your budget; don't use credit cards for ordinary purchases.
13. Have backups; an extra car key in your wallet, an extra house key buried in the garden, extra stamps, etc.
14. **K.M.S. (Keep Mouth Shut).** This single piece of advice can prevent an enormous amount of trouble.
15. Do something for the Kid in You everyday.



16. Carry a Bible with you to read while waiting in line.
17. Get enough rest.
18. Eat Right.
19. Get organized so everything has its place.
20. Listen to a tape while driving that can help improve your quality of life.
21. Write down thoughts and inspirations.
22. Every day, find time to be alone.
23. Having problems? Talk to God on the spot. Try to nip small problems in the bud. Don't wait until it's time to go to bed to try and pray.
24. Make friends with Godly people.
25. Keep a folder of favorite scripture on hand.
26. Remember that the shortest bridge between despair and hope is often a good "Thank you Jesus."
27. Laugh,
28. Laugh some more!
29. Take your work seriously, but not yourself at all.
30. Develop a forgiving attitude (most people are doing the best they can.)
31. Be kind to unkind people (they probably need it the most).
32. Sit on your ego
33. Talk less; listen more.
34. Slow Down.
35. Remind yourself that you are not the general manager of the universe.
36. Every night before bed, think of one thing you're grateful for that you've never been grateful for before.



Jobs for the Days of the Week

Monday—Wash Day

Lord, help me wash away all my selfishness and vanity, so I may serve you with perfect humility through the week ahead.



Tuesday—Ironing Day

Dear Lord, help me iron out all the wrinkles of prejudice I have collected through the years so that I may see the beauty in others.



Wednesday—Mending Day

O God, help me mend my ways so I will not set a bad example for others.

Thursday—Cleaning Day

Lord Jesus, help me to dust out all the many faults I have been hiding in the secret corners of my heart.



Friday—Shopping Day

O God, give me the grace to shop wisely so I may purchase eternal happiness for myself and all others in need of love.



Saturday—Cooking Day

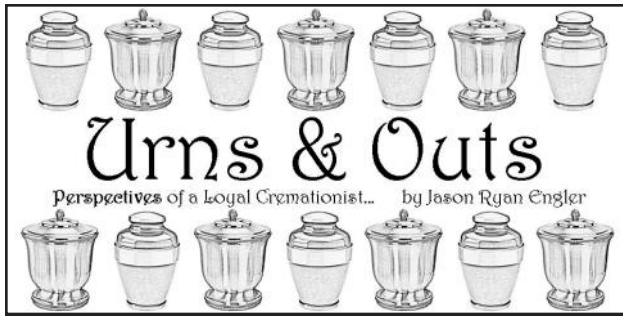
Help me, my Savior, to brew a big kettle of brotherly love and serve it with clean, sweet bread of human kindness.



Sunday—The Lord's Day

O God, I have prepared my house for you. Please come into my heart so I may spend the day and the rest of my life in your presence.





In my years researching cremation and its history, I've discovered a number of historic and notable Crematoria that have gained my respect. It's easy to have respect for beautiful 75- to 125-year old architecturally significant buildings which house (or housed) the early crematories in our country.

Very seldom, though, do I come across a modern crematory that piques my interest—they all tend to be the same: the metal building, modern cremation equipment, staff dressed in work clothes. Don't get me wrong—I have respect for these cremation facilities (they all have their place in serving the cremation needs of their patrons) and I'm certainly not disparaging their reputations, or wanting to cause question for their professionalism; but they often lack the aesthetic that is a cornerstone of the funeral profession.

One cremation company has changed the way I think of modern cremation facilities. Earlier this year, on one of my frequent visits to St. Louis, I had the opportunity to visit St. Louis Cremation—a company that was founded in the early 1980's that specializes in cremation. Situated on Chouteau Avenue in an old school building, St. Louis Cremation has a very clean and modern facility. Their chapel rivals that of any other modern funeral establishment and utilizes comfortable chairs rather than pews. Their company does about 1,200 services annually, approximately 900 of which are cremations. Those are pretty high numbers for any death care establishment. But on my unannounced tour, I noticed the care and cleanliness of the facility and especially the cremation equipment. I am very impressed with the facility and I think that many crematory operators would do well to model their facilities after this one.

I don't know about you, but I feel more comfortable when I visit a company that takes pride in their facilities. When I stay in a hotel, I notice the carpet and the furniture, and whether the halls are vacuumed and maintain their grounds, their patrons will notice...

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

arcremationist@hotmail.com.



NFDA Updates "The History of American Funeral Directing"

Brookfield, Wis.—In May, the National Funeral Directors Association (NFDA) released the seventh edition of "The History of American Funeral Directing," by Robert Habenstein and William Lamers.

"The book is a landmark text in funeral service, particularly for those studying mortuary science," said NFDA's Vice President of Professional Development Colleen Murphy Klein, "We're pleased to help students, and even experienced funeral directors, understand and appreciate funeral service's remarkable history."

This richly illustrated 375-page book offers a comprehensive look at the history of funeral service in the United States. The new edition includes:

- ◆ Updated descriptions of the major national funeral service associations.
- ◆ The most recent cremation-related statistics from the Cremation Association of North America.
- ◆ Up-to-date industry statistics using the latest data from sources such as the U.S. Census Bureau; the Centers for Disease Control and Prevention's National Vital Statistics Reports; and enrollment data from the American Board of Funeral Service Education.
- ◆ An updated "Future—Overview" section covering the newest trends and developments in the profession.

The cost of the seventh edition of "The History of American Funeral Directing" is \$50.95. The book can be purchased online through NFDA Resource Store, www.nfda.org/resourcestore, or by calling the association at 800-228-6332.

Autopsy Tools Used on Elvis Go Up For Sale

(Editor: Saw this on "Connecting Directors" and had to share. It's hard to believe what people would auction and even harder to believe people would want to buy")

Autopsy tools used to embalm and prepare Elvis Presley's body for his funeral in 1977 and a toe tag used on the singer for identification purposes are set to go under the hammer at a Chicago auction house.

The instruments for sale at Leslie Hindman Auctioneers on Aug. 12 include rubber gloves, forceps, lip brushes, a comb and eye liner, needle injectors, an arterial tube and aneurysm hooks, all of which the auction house say were used only once.

The collection, was saved for years by a senior embalmer at the Memphis Funeral Home, who wishes to stay anonymous.

For more info: Check out www.connectingdirectors.com

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Death Notices of Fellow Funeral Service Colleagues (Cont.)

(Continued from page 14)

homes in Earth, Friona, Stephenville and Odessa. He was a licensed funeral director in 1950 and member of the Texas Funeral Directors Association, National Funeral Directors Association, Panhandle Funeral Directors Association, where he served every office twice, and the West Funeral Directors Association, where he was presented with a lifetime membership in 1983. He served two different two-year terms as director of the Texas Funeral Directors Association, received the Outstanding Funeral Director of the Panhandle region in 1982 and again in 2006; served as Trustee of Texas Funeral Directors association's group benefit trust from 1970-1987; served on the TFDA pre-need trust from 1982-1992 and was appointed by Gov. Bill Clements to the Texas Funeral Service Commission in 1987 until 1993. He was Texas Funeral Director's Association Funeral Director of the year in 2007.

Bobby B. Savage, of Sulphur Springs, died on May 23, 2010. He was a funeral director for West Oaks Funeral Home who handled the arrangements.



Guy Thompson, 90, of Ft. Worth, died on July 18, 2010. He was a funeral director for 70 years. After high school he joined the staff of Robertson Mueller Harper Funeral Home. He received his funeral director's license in 1941. He served in the Navy during WWII most of the time in Bremerton, Washington as a first-class hospital corpsman. He attended the Dallas School of Embalming and apprenticed at Robertson Mueller Harper. The Thompson family gained control of the business in January, 1981. He remained active for 73 years in the daily operation. He was recognized by TFDA in June, 2008 for his 70 years of service. He was a member of National Selected Morticians.



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Reporting the Truth with Sensitivity and Compassion

By Jack Willis, Oklahoma Gazette, 7/7/2010

Between 140 and 160 law enforcement officers are killed in the line of duty in the United States every year, according to the group Concerns of Police Survivors (or C.O.P.S.). C.O.P.S. is a national nonprofit that provides resources for the surviving family and affected co-workers of a fallen police officer.

There is a C.O.P.S. Kids Summer Camp each July in Wisconsin. The camp "provides surviving spouses with children (ages 6-14) the opportunity to work with professional counselors and trained mentors to improve communications within the family unit and resolve grief issues together," according to the C.O.P.S. website.

The difficulty grieving families have dealing with the media is quite an issue. Though advice is provided to the journalists on how to deal with grieving survivors, very little is given to grieving survivors on how to deal with the media.

No doubt, the media are the last thing on surviving spouses' minds when tragedy strikes, and they may be taken aback when a reporter approaches or calls. They may not be thinking clearly, perhaps not realizing that the family has no obligation to talk to the media. Those unaccustomed to dealing with the media are vulnerable, with children most at risk.

It was suggested that a family consider selecting a representative, someone who's good with the media and wouldn't mind doing it. The family should also make funeral directors aware of the information they want made public.

Another suggestion is to try and find out what is being reported before it is released. This may be a challenge from the reporters but those double-checking accuracy may read back quotes.

The author concludes in reference to his daughter, a professional counselor at the camp, checking flights and preparing for another summer with "her kids." He asks, "Wouldn't it be wonderful if there were a camp that prepared us for the unthinkable?"

“Dear Counselor....” By Bill Stalter

Dear Counselor

Do the Federal Trade Commission’s Red Flag Rules apply to funeral homes?

The Red Flag Rules are intended to protect the public against identity theft by requiring ‘financial institutions’ and ‘creditors’ with ‘covered accounts’ to implement written procedures to detect warning signs of attempts of identity theft. A funeral home can only become subject to the Red Flag Rules if it is deemed a creditor that uses a ‘covered account’.

The FTC defines a creditor as any entity that regularly extends, renews, or continues credit; any entity that regularly arranges for the extension, renewal, or continuation of credit. Accepting credit cards as a form of payment does not in and of itself make an entity a creditor. Creditors include finance companies, automobile dealers, mortgage brokers, utility companies, and telecommunications companies. While almost every funeral home grants families time and/or terms for the payment of a funeral, these circumstances do not seem to make the funeral home a ‘creditor’. Accepting a credit card as payment clearly does not make the funeral home a creditor.

If the funeral home includes a finance charge with regard to either the purchase of a preneed contract or the payment of an at-need service, the FTC would next examine whether the funeral home uses a ‘covered account’.

The FTC defines a covered account as “an account used mostly for personal, family, or household purposes, and that involves multiple payments or transactions”. **Covered accounts** include credit card accounts, mortgage loans, automobile loans, margin accounts, cell phone accounts, utility accounts, checking accounts, and savings accounts. A covered account also includes any account for which there is a foreseeable risk of identity theft.

Funeral homes do not per se establish an account with regard to a preneed contract or at need service. However, funeral homes do have to consider that they have gathered confidential data regarding both the deceased and the party assuming financial responsibility for payment of the contract. That data typically includes social security numbers. Accordingly, the funeral home should implement procedures to protect the business records that include such data.

If contacted by the FTC, the funeral director needs to appreciate the requirements of the Red Flag Rules sufficient to explain why his/her business is not covered.



Tribute to Veterans— “Biker Style” - Ty Conklin, owner of the Last Ride Motorcycle Hearse Co. honors Veterans in a special way “Biker Style.” Funeral directors in the 4-State area should know, Ty donates his Service to Military, Police and Firefighters killed in the line of duty.



Bill Stalter answers our questions for educational purposes only. It is *The Dead Beat's* intent to give the reader general information about legal issues, not to provide legal advice. If a reader needs legal advice, he or she should hire an attorney. Reading *The Dead Beat* should not be used as a substitute for legal advice from an attorney. When Bill provides legal advice he does so

for Stalter Legal Services in Overland Park, Kansas. Bill also provides consulting services through Preneed Resource Consultants, which can be found at www.prenneedresource.com.

We need some questions for the “Dear Counselor....” column.

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

email: wastal@swbell.net or bill@stalterlegal.com or editor@thedeat-beat.com

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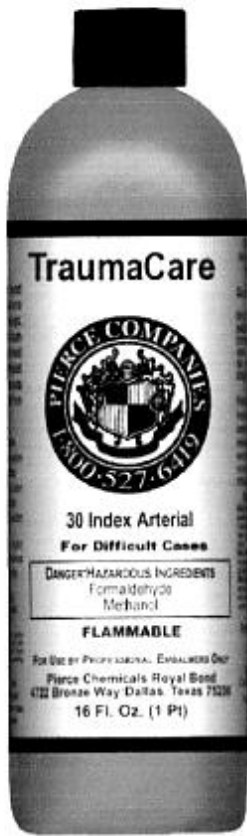
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Is Your Hut Burning?



The only survivor of a shipwreck was washed up on a small, uninhabited island. He prayed feverishly for God to rescue him, and every day he scanned the horizon for help, but none seemed forthcoming.

Exhausted, he eventually managed to build a little hut out of driftwood to protect him from the elements, and to store his few possessions.

But then one day, after scavenging for food, he arrived home to find his little hut in flames, the smoke rolling up to the sky. The worst had happened; everything was lost. He was stunned with grief and anger.

"God, how could you do this to me!" he cried.

Early the next day, however, he was awakened by the sound of a ship that was approaching the island. It had come to rescue him. "How did you know I was here?" asked the weary man of his rescuers.

"We saw your smoke signal," they replied.

It is easy to get discouraged when things are going bad. But we shouldn't lose heart, because God is at work in our lives, even in the midst of pain and suffering. Remember, next time your little hut is burning to the ground—it just may be a smoke signal that summons the grace of God.



Some of Andy Rooney's Thoughts on Life

I've learned that life is like a roll of toilet paper, the closer it gets to the end, the faster it goes.

I've learned that the best classroom in the world is at the feet of an elderly person.

I've learned that when you're in love it shows.

I've learned that just one person saying to me, "You've made my day!" makes my day.

I've learned that having a child fall asleep in your arms is one of the most peaceful feelings in the world.

I've learned that being kind is more important than being right.

I've learned that you should never say no to a gift from a child.

I've learned that I can pray for someone when I don't have enough strength to help him in some other way.

Camp Hope— Farmington, MO Family Honors Fallen Son's Memory

Camp Hope and its mission of honoring the fallen by healing the wounded was born out of tragedy for the White Family. Their son, Pfc. Christopher Neal White, died June 20, 2006, while serving with the U.S. Marines in al-Anbar Province in Iraq. An improvised explosive device, or IED, detonated under the vehicle in which Chris was traveling.



Will "Mike" White and wife Galia
With portrait of son, Christopher
Neal White.

"Chris always wanted to be a Marine, ever since junior high," says Will (Will "Mike" White, who founded Camp Hope in 2007 with his wife Galia), who served 12 years active duty in the U.S. Army and now works as a civil service equipment specialist for the Army at Scott Air Force Base in

Belleville, IL. "He waited until he was 22 and then joined up. He got killed at 23, just a couple months before coming home from his first tour."

Like his father, Chris was an avid outdoorsman who loved to hunt and fish. While hunting deer near Lewis-town in northern Missouri in the fall of 2006—the first hunting season without Chris—Will's vision for Camp Hope began to emerge.

"What can you say? Your mind does a lot of things while you're sitting out there in the deer stand," Will says. "I decided then that I wanted to help the guys that are coming back with one arm or one leg or a brain injury."

Having grown up near DeSoto, Missouri, Will searched for real estate and found a 170-acre farm close to Farmington and the Chris Neal Farm was established. With the help of family and friends the farm and small modular home on it were readied to accommodate injured veterans.

In 2007 the first hunt took place during deer season. So far there have been three deer hunts and three turkey hunts with about 50 soldiers from 12 states.

"We just let the guys have a good time. We treat them like people, not patients. I think we give them more of a family environment," Will explains. Will was awarded the 2010 Humanitarian of the Year by the AMVETS Ladies Auxiliary.

One veteran who visits Camp Hope mentioned how being around other wounded soldiers who share his experiences allows him to forget about the challenges of his everyday life. The benefits of the experience extend well

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beyond the week a soldier may spend at Camp Hope. New friendships are formed and extended support systems are developed.

Thanks to a small army of dedicated volunteers, including family and friends, local labor groups, and local and national veteran organizations, Camp Hope is growing quickly. They have completed two of six planned cabins for housing visitors.

Will says that while the farm is beautiful, the location is perfect not because of its physical attributes but because of the community support. "Without them, there wouldn't be a Camp Hope."

Will hopes that other camps will spring up across the country where even more soldiers can find solace and peace. "Through these gates will pass the heroes of our freedom," Will says. "Anything that we can do that will help the veterans, that's what we are willing to do. That's why we're here."



A large wood carving of
the Fallen Soldier Battle
Cross near the campfire at
Camp Hope, which in
three years has welcomed
more than 50 veterans to
hunt deer and turkey.

Learn more about Camp Hope's efforts online at www.chrisnealfarm.com, by calling 910-599-0640 or by writing to Chris Neal Farm, PO Box 52, Farmington, MO 63640.

Editor note: Great way to remember son and help others



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Additional Comment on Earth Friendly Burials

Comment sent from reader that received her information on KMOV Channel 4 TV Website.

Parkersburg, W.VA (AP) - Now, you can go green—when you go into the next world. A Parkersburg, West Virginia, funeral home is offering green burials. The Leavitt Funeral Home's Earth friendly services range from nontoxic embalming chemicals to handmade coffins. Co-owner and director Jon Leavitt says their biodegradable caskets are made of bamboo or recycled wood.

(Editor comment: Wonder if he contacted aGreenerFuneral.org?)



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Offers the Funeral Trade a New Way to "Go Green"

New Public Service Web Site Helps Connect Consumers to Providers of Greener Funerals

ALBUQUERQUE, NEW MEXICO (April 30, 2010) - Passages International, Inc., an internationally-known pioneer of environmentally-friendly, sustainable caskets, urns and keepsakes, has introduced a new program to help funeral homes benefit from the emerging trend of "green funerals." At the center of the program is "aGreenerFuneral.org" (AGF), a public service Web-site sponsored by Passages International and launched on Earth Day, April 22, 2010.

aGreenerFuneral.org was created to expand consumer awareness about greener funerals, greener burials and greener cremations. At the same time, it is designed to provide a fast and easy connection between consumers interested in greener funerals and funeral homes that wish to serve them.

The site offers consumers a broad and unbiased look at the

wide range of greener funeral options. While many green burial sites focus on natural cemeteries, aGreenerFuneral.org also features information on cremation, "bio-cremation," alternative forms of disposition and greener funeral products. To reach as wide an audience as possible, the site takes the position that green is in the eye of the beholder and broadens its appeal to include the outdoor enthusiast and nature lover as well as the dedicated environmentalist.

"Our goal is to make aGreenerFuneral.org the top resource for consumers interested in greener funerals," says Darren Crouch, president of Passages International. "While "green" is just beginning to find its way into the mainstream of funeral practice, the funeral home that offers greener funerals and products that will expand its audience while demonstrate its commitment to personalization and innovation. aGreenerFuneral.org offers funeral homes an effective way to reach this underserved but growing group of consumers."

The site will use the latest search engine optimization (SEO) tools to develop high rankings on such popular search engines as Google, Yahoo, AOL and Bing. aGreenerFuneral.org will also utilize ongoing public relations to generate increased media and consumer awareness.

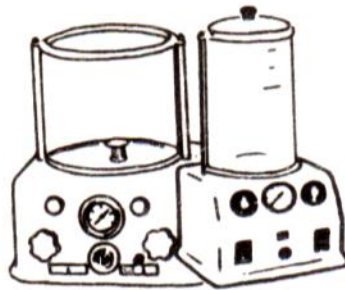
Funeral homes interested in reaching the site's audience may join the AGF Provider program. Program participants will be listed on the site in a database that consumers can search to find a greener funeral provider in their area.

To find out how you can participate as an official Provider of aGreenerFuneral.org, contact Darren Crouch at Darren@PassagesInternational.com or call (888) 480-6400.

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Veterans' Medallion Available for Order

New Option for Marking Veterans' Graves in Private Cemeteries

Washington— Secretary of Veterans Affairs Eric Shinseki announced today (June 29, 2010) that the Department of Veterans Affairs (VA) is offering bronze medallions to attach to existing, privately purchased headstones or markers, signifying a deceased's status as a Veteran.

"For Veterans not buried in a national or state Veterans cemetery, or those without a government grave marker, VA is pleased to offer this option that highlights their service and sacrifices for our country," said Secretary Shinseki.

The new item can be furnished instead of a traditional government headstone or marker for Veterans whose death occurred on or after Nov. 1, 1990, and whose grave in a private cemetery is marked with a privately purchased headstone or marker.



Under federal law, eligible Veterans buried in a private cemetery are entitled to either a government-furnished grave marker or the new medallion, but not both. Veterans buried in a national or state Veterans cemetery will receive a government headstone or marker of the standard design authorized at that cemetery.

The medallion is available in three sizes: 5 inches, 3 inches and 1 1/2 inches in width. Each bronze medallion features the image of a folded burial flag adorned with laurels and is inscribed with

the word "Veteran" at the top and the branch of service at the bottom.

Next of kin will receive the medallion, along with a kit that will allow the family or the staff of a private cemetery to affix the medallion to a headstone, grave marker, mausoleum or columbarium niche cover.

More information about VA-furnished headstones, markers and medallions can be found at <http://www.cem.va.gov/cem/hm/hmtype.asp>.

VA is currently developing an application form for ordering the medallion. Until it is available, applicants may use the form for ordering government headstones and markers, VA Form 40-1330. Instructions on how to apply for a medallion are found on the VA Web site at www.cem.va.gov/hm_hm.asp.

Veterans with a discharge issued under conditions other than dishonorable, their spouses and eligible dependent children can be buried in a VA national cemetery. Other burial benefits available for all eligible Veterans, regardless of whether they are buried in a national cemetery or a private cemetery, include a burial flag, a Presidential Memorial Certificate and a government headstone or grave marker.

The new medallions will be available only to Veterans buried in private cemeteries without a government headstone or marker. Families of eligible decedents may also order a memorial headstone or marker when remains are not available for interment.

VA operates 131 national cemeteries in 39 states and Puerto Rico and 33 soldiers' lots and monument sites. More than 3 million Americans, including Veterans of every war and conflict—from the Revolutionary War to the current conflicts in Iraq and Afghanistan—are buried in VA's national cemeteries on more than 19,000 acres.

Information on VA burial benefits can be obtained from national cemetery offices, from the VA Web site on the Internet at www.cem.va.gov or by calling VA regional offices toll-free at 1-800-827-1000.

Cincinnati College of Mortuary Science Welcomes Alums and the Community for Armed Forces Day Commemoration

Cincinnati College of Mortuary Science hosted an Armed Forces Day commemoration May 14 and 15 on its campus, as the finale of Armed Forces Week. A centerpiece of the remembrance, held on the CCMS campus, was *Reflections: The American Funeral*, a mobile museum exploring funeral customs and commemorating veterans and those who have served their country and communities.

In addition to an opportunity for alums to reconnect with one another and tour the *Reflections* bus, there were tours of the school led by current students, continuing education sessions and a late-afternoon reception and barbeque.



(Continued on page 29)

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World's Strongest Undertaker????

Pagosa Springs, CO— At first glance, Marshall White doesn't appear to fit the profile of the typical funeral director that the public has become accustomed to seeing. His 6'3" and 315 pound frame are more in line with his athletic and professional career as a "Strongman."



Marshall White

Marshall traveled thousands of miles to Bucharest, Romania for the World Strongman Super Series Grand Prix and on July 4, 2009 placed first.

His funeral home that he and his wife Rachel run in Pagosa Springs, Colorado is called White's Family Funeral Home. They purchased it in April, 2009. It was formerly called La Quey Funeral Home.



White's Family Funeral Home

According to the funeral home's website (www.whitesfamilyfuneralhome.net), the funeral home was founded by Ben K. Lynch in 1939. Though it has been moved several times it is now in the historical building at 421 Lewis St., in downtown Pagosa Springs. Marshall, Rachel and Marshall's brother Cade operate the funeral home. Marshall and Rachel are expecting their first child in the fall, 2010.

Marshall is a graduate of the Commonwealth Institute of Funeral Service in Houston, TX. He was funeral director/embalmer in Port Angeles, WA for four years before purchasing his own home.

In an interview by "The World's Strongest Man," he had a very interesting response to:

"What personal achievement are you most proud of?"

Marshall answered:

"Owning my own funeral home and going to WSM."
(www.theworldsstrongestman.com)

It makes you proud of a fellow funeral director/owner like that!!!

Good luck with your funeral home, baby and any future endeavors with your other profession.

Some information from **Funeral Home & Cemetery News**—
5/2010

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Armed Forces Day Commemoration (Cont)

(Continued from page 28)

The camaraderie continued into the evening when alums, family and friends enjoyed the Cincinnati Reds vs. the St. Louis Cardinals at Great American Ball Park.

On Saturday, Armed Forces Day, local veterans and others focused on honoring fallen soldiers. Members of the color guard of the Hugh Watson American Legion Post 530, in suburban Cincinnati, provided the flag raising followed by a 7-gun salute and "Taps" in honor of those lost while serving their country. The commemoration continued with the release of doves by local funeral directors and CCMS alums J.C. and Lynwood Battle. Keith Maupin, father of Army Staff Sgt. Matt Maupin who was captured by Iraqi insurgents and declared missing in action while serving near Baghdad, spoke.



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