

The Dead Beat



The Caregiver's Soapbox

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



Volume 14

www.thedead-beat.com

Issue 4

Derfelt Funeral Home Crematory Construction and A Tornado

By Stephen Derfelt, Owner

Derfelt Funeral Homes, INC is a fourth generation family-owned firm located in far Southeast Kansas with locations in Galena, Baxter Springs, Columbus, and Oswego. The firm was founded by J.O. Derfelt in 1946 in Galena, KS, and has since expanded through Cherokee and Labette counties.

In April of 2014, construction of a metal building was completed on-site at the Derfelt's Baxter Chapel location with the intent to install a crematory. As many of you heard on local and national news stations, the towns of Quapaw, OK and Baxter Springs, KS were hit by a tornado with very little warning on April 27, 2014. It's estimated that over 30 people were injured, and over 100 homes were destroyed in Baxter alone. The funeral home sustained minor roof and water damage over the chapel, but the new metal building and the funeral director's home on site took the brunt of the damage to the property, being directly west of the main path of the destruction.

In the days immediately following, the staff of the funeral home spent their time tending to the needs of the community, offering help with yard cleanup in the neighborhood and



Tornado Destruction and red circle—Funeral Home location.

organizing meals on the grounds for tornado victims and volunteers to eat free of charge.

After that phase, minor demolition and re-construction of the building began, and installation of the crematory was completed in September of 2014. Shortly thereafter, after receiving the certification from the State of Kansas, the facility was fully licensed and operational as of Mid-October 2014.

"We are very blessed to be able to add another facet to the list of services we can provide to our clients" say current owner Jerry Derfelt. "It has proven to

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Amy Howard Art Gallery



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.



As We Drive By We love to take pictures as we go by funeral homes and interesting places, but we'd welcome pictures, if you send them to us.



**Pugh Funeral Home
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Mortuary Muse By Lowell & Joanne

Now that some same-sex marriages issues may have been resolved, funeral directors may have a better time with next-of-kin issues, but now we need to wonder about the transgender complications.

Lowell was listening to an English language broadcast from Poland on World Radio about the government trying to sort out legal issues pertaining to transgender persons. They were specifically discussing how to legally handle lawsuits that might be brought by children. Also discussed was what kind of documentation from the medical profession should be required.

Is there a problem in vital records if birth certificates declare one sex and death certificates the other? Will insurance companies who based the rate on a guy or girl and someone different dies, will the policy be honored? Could property ownership be contested? The Polish government may be ahead of the game in this area of social change.

We talk about the changing attitudes of consumers, but funeral service and funeral directors have changed too. There seems to be many funeral directors who nowadays expect to have a life outside the funeral home. Things like one day a week off, full vacations, attending family gatherings without interruption as well as their children's events. (Is this bad to

have a life or an improvement?)

Even suppliers are setting rules about delivery. Heck, bodies may even lay in a cooler overnight waiting for an embalmer. I don't even know of a single local or regional casket company owner that will meet you at the plant at 7 a.m., help you load a casket or two and then take you to breakfast. Yep, attitudes have changed along with wage hour laws and a host of other regulations.

Over the years I'm sure that most laws and regulations are passed with the best intentions for consumer protection. BUT, how often does something get bent just a little in favor of someone's specific product or personal view of what is appropriate?

Consumer costs were considered when FTC and GPL rules entered the picture, but didn't it also make a lot of us sit down and really figure out what it cost to do business?

About the Authors:

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

Joanne Howard is the editor of **The Dead Beat**. She has been a licensed funeral director since 1992 and is manager and FDIC of Pugh Funeral Home in Golden City, MO.

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

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Let's Look Back at Some Past Ambulance/Funeral Home Vehicles

Guess the make and year????



Submitted by David Brown (More photos in future issues)



As We Drive By We love to take pictures as we go by funeral homes and interesting places, but we'd welcome pictures, if you send them to us.



Pemberton - Bradley Funeral Home - Lynnville, IN



Newel Funeral Home - Mt. Vernon, IL



Schrader Funeral Home - Eureka, MO



Chambers & Grubbs Funeral Home - Florence, KY

Funeral Homes photographed by Tom Franklin

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



Behind the Back Fence

By Lowell

"No Respect—No Respect," muttered the funeral director as he was passing through the office as he proceeded from the arrangement room to the copy machine. A casual glance into the arrangement room revealed a young couple whose appearance seemed to say carelessly casual or perhaps street people. I don't know what prompted the funeral director's remarks, but I suspect it was, "How cheap can we get this disposition done?"

Growing up in a rural community during the Great Depression, I was unaware of how hard up the rest of our clients were. Looking through our old records of the 30's I was surprised at how much produce and day labor was applied to funeral accounts as payments. Many stretched out for three to five years without interest charges. A few years ago a high school friend sent me his mother's bill from that time—they paid on it for 8 years—but they paid it in full.

Most of the caskets were octagon hinge panels or half couches, mole-skin or doeskin gray cloth covered. There was an occasional square state

style with high pile or broadcloth covering.

I was probably 12 years old before I learned that metal caskets came in any fashion other than coppertone or silver 20 gauge non-sealers. We did sell an occasional steel vault for those who could afford the price of a vault. They often said it was better to scrimp on the casket and get a good vault.

Well, back to my opening remarks concerning respect and dress. Every family wanted a funeral service. Even the unchurched wanted a minister to preach over them and most ministers could find some redeeming value about the deceased to make the family feel a little better. As for the dress codes—clothes might be threadbare, but always clean and no questionable language emblazoned across the back.

One thing that has never changed through the four generations of family and coworkers is our dedication to ensure that every deceased person that passes through our funeral home has the best pos-

sible appearance and presentation to their families, nearly all families have expressed their gratitude.

On rare occasions when viewing restoration was impossible, it is amazing how much relief a parent or a spouse would get from merely viewing or touching only a hand or a foot or a lock of hair. Up to the World War II era, it was common for my parents to embalm, cosmetize, style the hair and present the deceased on a single bed dressed in a gown or robe with a bedspread over them. Families usually viewed before making arrangements. We were pleased when that custom died a natural death, but it may have been a useful grieving mechanism. So why now the reluctance to view even for identification purposes?

Obviously reduced importance of viewing by families is intertwined with too many facets of funeral service for me to define in this column.

From my limited perspective, the most obvious reason has been that it is part of a higher-priced service for which they do not want (or afford) to pay for or they encountered a poorly embalmed and presented deceased some time in the past. Going with the flow may also be a big part of the problem with the increasing number of firms pushing the lowest cost cremation prices as they try to capture the market share of loss leaders.

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About the Author:

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

After-Thoughts *By Joanne Howard*

As I spoke of in the last issue, I had been having several challenges in my life. I talked about losing our dog, an abundance of funerals and wrecking my car.

A short summary of what happened to me and the car. A rare hour-long February snow storm came up



and I was trying to get home. The white-out conditions made me a little too cautious about being on my side of the road. Whether getting over made me slide or going off the road and doing an over-correction, whatever the reason, I was sideways. The car that was coming, t-boned me in my passenger side. I went into the ditch and I'm assuming the impact had me turn around and I was facing the road. The funny thing was that I didn't even know that the car hit me, I just thought I had gone into the ditch hard until they started talking about the other car.

The airbags of the passenger side and in front of me deployed and my seat belts held me in, but regretfully that was what damaged me. The other car, a Cadillac Escalade SUV hit my Kia Spectra—Kia lost. The other vehicle wasn't very damaged nor the people. I, on the other hand, ended up being taken to the hospital by ambulance and being checked out. After x-rays and CT scan, conclusions were nothing broken or damaged internally, but I would have bruising. After several weeks of the bruising on breast, stomach and hand that seemed to be a drastic understatement.

The car was totaled and has been replaced. I had some challenges with doctors and getting the appropriate information to be paid by insurance company, but that has finally been accomplished.

I still have some remnants of the injuries four months later and after a driving vacation wondered if I still had some residual psychological issues about driving. But truly, I feel I am mostly recovered.

I was lucky that our funeral business slacked off a little while I was recovering. Now things are pretty much back to normal.

This is not an experience I hope to ever repeat, but it was a better outcome than the accident that claimed my daughter's life. I'm sure my husband was not too thrilled when I called on my cell phone that I had had an accident, at least it was me and not the highway patrol. This happened about three miles from my home and he was able to come while they got me in the ambulance and followed to the hospital. Though it was a very long trip because of the weather conditions. All in all I'm glad that it is behind me.

We have been having several cremations this year, some with and some without services. I find it amazing that people don't want us to do too much because it will cost, yet one family even did a dinner for the whole attendance after the church service which they coordinated themselves.

The dinner was following at the church's family life center. I attended the service even though I didn't direct it, just to see what happened. The ending was a little awkward due to not a very good dismissal to the dinner. I didn't stay for the dinner.

This is a trend that isn't very good for the funeral homes due to the fact that things seem to go pretty well without our help. I'm not sure if I volunteered too much information to make things go well, but our name was on the back of the service folder.

Lowell brought up a good point for a lawyer—we should ask, since our name was on the folder did that imply we were in charge. If something happened to someone would we be liable? I thought maybe the church would be but if a person was going to sue, they would go after everyone. This was the second service this year we didn't direct after cremation. The first one had a visitation with body present, then the cremation

and memorial service after cremains were available at the cemetery. It was a cemetery quite distant from the funeral home so I did not attend, but the family said it went wonderfully.

Another challenging thing I have dealt with lately is getting doctors or somebody to authorize cremations and getting death certificates done. The electronic system in Missouri is working pretty well when all parties do their part. The doctors still seem to hold things up many times and not really sure what the solution is to that problem.

The variety and family requests seem quite varied in relation to cremation and funeral services and requires we be quite flexible. I don't understand all the recommendations from supposed-experts on personalization. I have been a funeral director for going on 23 years and we have always been open to whatever the family has requested. I feel most other funeral homes have similar attitudes so exactly who are these experts talking to? Flexibility in your methods and services, family life and just about everything is one of the main aspects of being a funeral director or embalmer or having anything to do with a funeral or cremation operation or even a family member of those involved in our occupation.

I totally appreciated Jenny Derfelt Henderson's description on page 28 of growing up in the business. I'm sure my daughters would have been in total agreement, but I'm not sure if they would have ended up in the business due to early deaths.

I'll get off my soapbox of complaints and say that I feel that I have helped people over the years with my connection with funeral service and even, our publication. That makes me proud to be called a funeral director and I admire anyone who is also involved and cares!



About the author: Joanne Howard is the editor of **The Dead Beat**. She has been a licensed funeral director since 1992 with Pugh Funeral Home in Golden City, MO and also the aftercare coordinator.

Much of her writing in this column is influenced by her loss of her two daughters Laura at age 10 in 1997 and Amy at age 19 in 2003. Any comments or questions can be directed to 417-537-4412, P.O. Box 145, Golden City, MO 64748 or email: jfhoward53@yahoo.com

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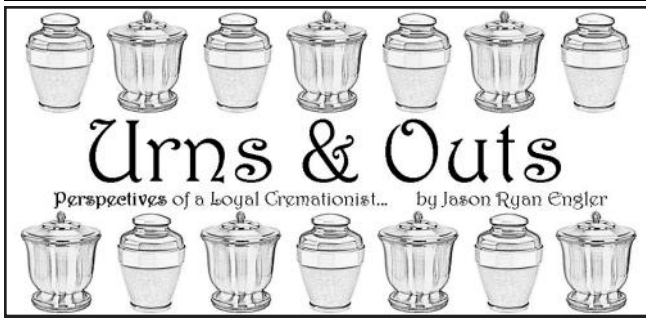
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I recently (finally) took the time to watch the critically acclaimed movie "The Monuments Men" directed by George Clooney which was released in 2014. The true story follows an unlikely group of art professors, museum directors, architects, artists, and the like, during World War II as they try to protect and rescue works of art from the ravages of war and the plundering of Hitler's army. If you have not seen the movie, I recommend it. It is an interesting glimpse into a part of World War II that has never been shared.

Following my viewing of the movie, I became unsurprisingly intrigued with the story and I began looking into other parts of the heroic rescue of culture and history. I discovered the book with the same name, written by Robert Edsel - the tag line of the book further interested me: "Allied Heroes, Nazi Thieves, and the Greatest Treasure Hunt in History." I've just started reading the book.

I went online and watched an interview from PBS where Mr. Edsel is speaking about the importance of what these "Monuments Men" actually did for the culture of Europe. As he was wrapping up the interview, he said something that stuck in my mind: "The lessons we need to know in the future reside there in the past."

Now some of you who read this column know of my interest in history - and specifically my interest in the history of cremation and in our profession in general. Being "The Cremation Historian" and as the official historian for the Cremation Association of North America, I have had the opportunity to glimpse into a largely uncharted history of an important aspect of the deathcare profession. My home is scattered with antique books and urns, my home office is set up to display important artifacts, not just from cremation's history, but of my family history. My computer and back-up hard drives are teeming with more photos, books, scans, PDFs, documents than many museums and libraries carry.

This is why I can so easily and earnestly identify with the "Monuments Men." It may sound a bit far-fetched for me to compare myself to the heroic gestures and actions demonstrated by brave men and women of the armed forces who faced death each day to rescue the landmarks and cultural contributions in art and artifact from total destruction. However, if you look at the mission of the "Monuments Men" and what their goals were, then each of us can relate as "Monuments Men." Are we as funeral professionals not the guardians of the heritage of our communities - namely in the men and women our firms are called upon to help in times of need? Do we not guard and protect the memories of our culture?

Sometime last year, I began following a page on Facebook called "Funetorium." The unique page and its administrators share the history of our profession in photographs of old ads and catalog pages, caskets and (my favorite) hearses. A new museum of funeral history has been opened in Virginia by William Simpson of Mastercraft Casket Company. The magazine "Southern Calls" shares historic photos and ads from the yesteryears of our profession. And the ultimate collection, the National Museum of Funeral History in Houston, Texas, houses an amazing variety of the history of funeral service - not just in America - but worldwide.

I feel like every person involved in death care can relate and get excited about some aspect of the history of our profession or the history of their individual firms. Whether it's antique funeral coaches, post mortem photographs, advertising paraphernalia, funeral fans, embalming bottles and instruments, I have not encountered many who are passionate about our profession that do not collect or appreciate or study some aspect of our history.

We are the "Monuments Men" of the death care professions! Not only are we all called upon in our communities to protect the heritage and memories of those who have died that have been entrusted into our care, but we are also called upon to be the guardians of the legacies of our firms and of our profession. For the love of our past, please keep it up!

Sometime back on a visit to the oldest funeral home in my hometown, I learned that a number of historic photos had been discarded by a former manager. I remembered as a kid seeing the photos behind the doors of the visitation room; photos of the founders of the funeral home in front of the original location and photos of the various stages of the growth of the current home. Now they are gone with no hope of rescue. Absolutely inexcusable! It does not take much to preserve photographs or documents and the permanent destruction of the heritage of any part of our businesses benefits no one.

History teaches that what is old becomes new again, so let us maintain our histories because, as Robert Edsel said it so accurately, "The lessons we need to know in the future reside there in the past."

That's my perspective, too!

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

The Gift of Friendship

By Ken Doka

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

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

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

One gift is listening. Some friends are great listeners. We can call—even at 3 AM in the morning and they will be honored that we choose to call them.

They are always there to hear our heart-felt feelings, to be a sounding board as we struggle with new and old problems, and to value our need to explore our loss.

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

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

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

There is an exercise that I use with my clients. I ask them to list all their support—their friends, family, coworkers, neighbors, and members of their faith communities. I then ask them to


identify the listeners, doers, and respite persons. This exercise has two main goals. First it reminds us of how much support we may have. But second, it reminds us of the individual gifts that these persons could offer. . . gifts that we so sorely need as we grieve.

This article was originally printed in *Journeys: A Newsletter to Help in Bereavement*, published by Hospice Foundation of America. More information about *Journeys* can be found at www.hospicefoundation.org 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 and his wife were awakened at 3:00 a.m. by a loud pounding on the door. The man gets up and goes to the door where a drunken stranger, standing in the pouring rain, is asking for a push. "Not a chance," says the husband, "it is 3:00 in the morning!" He slams the door and returns to bed. "Who was that?" asked his wife. "Just some drunk guy asking for a push," he answers. "Did you help him?" she asks. "No, I did not, it's 3 a.m. in the morning and it's bloomin' well pouring rain out there!" "Well, you have a short memory," says his wife. "Can't you remember about three months ago when we broke down and those two guys helped us? I think you should help him and you should be ashamed of yourself! God loves drunk people too you know." The man does as he is told, gets dressed, and goes out into the pounding rain. He calls out into the dark, "Hello, are you still there?" "Yes," comes back the answer. "Do you still need a push?" calls out the husband. "Yes, please!" comes the reply from the dark. "Where are you?" asks the husband. "Over here on the swing," replied the drunk.

Did you ever wonder about the difference between "complete" and "finished"? Has your project been completed or finished? This answers that question.....

No dictionary has ever been able to satisfactorily define the difference between "complete" and "finished." However, during a recent linguistic conference, held in London, England, and attended by some of the best linguists in the world, Samsundar Balgobin, a Guyanese linguist, was the presenter when he was asked to make that very distinction. The question put to him by a colleague in the erudite audience was this: "Some say there is no difference between 'complete' and 'finished.' Please explain the difference in a way that is easy to understand. Mr. Balgobin's response: "When you marry the right woman, you are 'complete.' If you marry the wrong woman, you are 'finished.' And, if the right one catches you with the wrong one, you are 'completely finished.'" His answer received a five minute standing ovation.

Several members at the local country club complained about the behavior of Bob, one of the newest members. It seems he was always making crazy bets with other members. It wasn't the betting that offended everyone, it was the oddity of the bets and his weird behavior. Bob had just picked out his caddie and was headed for the course when the pro decided to follow along and investigate. The pro met up with him at the second hole and asked if he could join him to see for himself. On the third hole Bob said, "If you make this putt, I'll bite my eyeball." The pro looked at him and said, "Either you're nuts or you've been drinking too much. I'm afraid I'll have to ask you to leave." Bob



Comments

Thank you again, Joanne. I enjoy the Deadbeat so much, I had to laugh when I read about the crucifix being "across" from the church.

Frog Marshall, Stoddard Funeral Home, Greeley, Colorado

Thanks for keeping the "Dead Beat" interesting.

Al Warden

laughed and said, "Wait, I'll bet you fifty bucks on top of it." the pro only had a six-foot putt, so he decided to take the bet. "Fine, I'll take your bet, but if you fail to pay up in full, you'll pay me double and agree to leave." The pro sank his putt and collected fifty dollars. "Wait a minute," said the pro. "What about your eye?" Bob removed a glass eye and started biting it. The pro was upset at being had, but decided to get Bob on the next hole. The pro ended up hitting the ball into a sand trap, thirty-five feet from the green. Bob walked up to him and said, "Hit it on the green from here and I'll bite my other eye. Well, the pro knew there was no way in heck Bob could have two glass eyes. He said, "Fine. You got a bet, but it will cost you another fifty dollars. If you fail to pay, you'll owe me triple." The pro hit the ball on the green, twelve feet from the cup, and collected another fifty dollars. "So, what about the eye thing?" asked the pro. Bob removed his false teeth and bit his other eye. The pro was furious and couldn't wait for Bob to slip up. Sure enough, on the next hole, Bob made another offer. The pro's green shot had an uphill lie about fifteen feet from the cup. Bob said, "Make that putt and I'll urinate into the cup from the cart." Now, the cart was a good twenty-five yards away and the pro knew for sure he had him this time. "You'll do it from where the cart is now?" asked the pro. "With my eyes closed," said Bob. "And not miss with one drop. Plus, I'll even double the bet." The pro smiled. "You got yourself a bet." The pro concentrated for a moment and sank a perfect putt. Bob handed him one hundred dollars, walked over to the cart, and got ready to pay off the rest of his bet. Bob urinated all over the green and on the fairway, but didn't come even remotely close to the cup. Smiling, he handed the pro another hundred dollars. As Bob walked away the pro asked him, "Why did you make such a crazy bet? Now you're out one hundred dollars." Bob smiled at the pro and said, "Really? I bet my caddie a thousand dollars I could urinate on your green and you wouldn't get mad!"

A farmer stayed home on Sunday to haul hay because rain was predicted. Just after noon, as he came down the road with a load of hay, he met the preacher, who looked at him reproachfully. "Reverend," said the farmer, "It's better to be sitting on this hay thinking about God than sitting in church thinking about hay."

(Continued on page 11)

Chuckles (Cont.)

Two rabbis were talking. One said, "Oi vey. I don't know what to do about my son. I taught him well and sent him to Jerusalem to study, but he turned out to be a Christian." The second rabbi laments, "Me too, I did everything, but my son also became a Christian. Let's ask God what we did wrong." They pray and God appears. They relate their stories. "Tell us, God, where did we go wrong." God shakes his head. "Darned if I know. Same thing happened to me."

Something someone had found in a newspaper. It's called "Did You Ever Wonder Why....?"

1. Hot dog buns never equal the amount of wieners?
2. The most popular people at school are the ones everyone hates the most?
3. People park in driveways and drive in parkways?
4. You can never tickle yourself?
5. Dentists always ask you questions when their hands are in your mouth?
6. Girls with straight hair always want it curly and vice versa?
7. The word psycho is spelled with a P?
8. Drive-through ATM machines have Braille marks when blind people cannot drive?
9. People order fattening food by the bunch and then ask for a diet soda?
10. Glue never sticks to the inside of the bottle?
11. Psychics never win the lottery?
12. People taste nasty things and they say "Here, try this?"
13. People press harder on the remote control when you know the battery is dead?
14. When people go to the "99 cents only store" and they always ask, "How much does this cost?"
15. Yawning is contagious?
16. If vegetable oil is made out of vegetables and olive oil out of olives, then what the heck is baby oil made out of?
17. Iceland is named Iceland when it has grass, and why is Greenland named Greenland when it is ice?
18. Billboards advertise beer on highways when one can't drink and drive?
19. People wash their dishes before they put them in the dishwasher?
20. Juice drinks contain only four percent juice?

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21. SUV's have bumper stickers that say, "Clean the environment?"
22. Guys never ask for directions?
23. The Red Sea is called the Red Sea if it is not red?
24. Girls shave off their eyebrows just to paint them on again?
25. They do not give the silly rabbit any Trix cereal?
26. People in Britain drive on the wrong side of the road?
27. Why cats lick themselves?

While shoveling snow, two long-time fishing buddies discussed how long it had been since they were ice fishing together. "What do you say, George?" one said. "Let's get our poles and saw and go one more time." "I'm game," replied the other, shivering a little at the very thought of it. As they prepared to cut the hole, a voice said, "There ain't no fish under this ice." Startled by the eerie voice, the two looked all around them, but no one was in sight. As they touched the ice again, they heard once more, "There ain't no fish under this ice." "That can't be God," said one, "because it's a woman's voice and besides she uses poor English." The other fisherman yelled, "Who are you?" "I'm not God," came the answer, "I'm just the manager of this ice skating rink."



When Sherlock Holmes, the great detective, arrived in heaven, St. Peter said to him: "Can you help us solve a mystery" You see, Adam and Eve have been missing for the past several thousand years. Can you find them for us? Sherlock began his investigation, and after several days, he returned and told St. Peter: "You will find Adam and Eve over there beyond the gate." He pointed them out. "How did you find them?" St. Peter asked. "Elementary, my dear St. Peter," Sherlock replied. "They are the only two up here who have no navels."



Rev. Dennis R. Fakes, Lindsborg, Kansas



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Death Notices of Fellow Funeral Service Colleagues



ARKANSAS



Clell Cox, 67, of Pocahontas, formerly of Salem, passed away May 22, 2015. He was a graduate of Dallas School of Mortuary Science. He was an embalmer and funeral director and owner of homes in Arkansas and Missouri. For many years he was co-owner of Cox-Blevins Funeral Home in Salem, Willow Funeral Home in Willow Springs, Missouri, and Cox Funeral Home in Pocahontas. He was co-owner of Cox Funeral Home in Walnut Ridge, a new facility that he built and that had only been completed a few months. Clell began his career in the funeral business at the age of 16 while still in high school. His services were under the direction of Cox-Blevins Funeral Home, L.L.C., Salem, Arkansas.



Cecil Ray Hickman, 91, of Pine Bluff, passed away March 6, 2015. He served in the U.S. Navy during WWII and Korea. He had worked as a licensed funeral director and embalmer at Dryer Funeral Home in Dumas for many years. He attended mortuary school in Kansas City. His services were handled by Ralph Robinson and Son in Pine Bluff.

ARIZONA



Edward William Murphy, 79, of Phoenix, passed away Dec. 31, 2014. He graduated from the Los Angeles School of Mortuary Science in 1960. He was a third-generation funeral director, joining his father in the firm in 1957 and spending the past 57 years serving families and community of the valley. He was a past president of the Arizona Funeral Directors Association, having served on the board numerous times. Services were under the direction of Whitney and Murphy Funeral Home in Phoenix.

COLORADO



Thomas Henry Marshall, 21, of Loveland, passed away Aug. 6, 2012. His mother is Frog Marshall with Stoddard Funeral Home in Greeley, and his uncle was Bill Honebein with Olinger Crown Hill in Wheat Ridge. He died from a motorcycle accident.



His services were arranged by Stoddard Funeral Home. **Amy Michelle Riley**, 35, of Greeley, passed away May 31, 2014. She was the general manager of Stoddard Funeral Home and Sunset Memorial Gardens. Her services were under the direction of Stoddard Funeral Home.

KANSAS



Margaret Zoll Amos, 84, of Shawnee, passed away May 30, 2015. She was married to the late Gene Amos and worked at the Amos Funeral Home in Shawnee. Her services were directed by the The Amos Family Funeral Home.



Roy E. Brockmeier, Sr., 81, formerly of Herington, passed away April 12, 2015. He served during the Korean War and was the former owner of Puryear-Brockmeier Funeral Home. He received his 50-year service award from KFPA in 2013.

KANSAS (Cont.)



Harlan R. Hays, 70, formerly of Lindsborg and McPherson, passed away March 31, 2015. He was a retired funeral director and embalmer who had owned and operated Hays Funeral Home in Lindsborg from 1985-2000. He had previously been a director at Ball & Son Funeral Home in McPherson. He graduated from Dallas Institute of Mortuary Science. He served in the Army National Guard. Services were directed by Stockham Family Funeral Home, McPherson, Kansas.



Kent Albee Lapham, 76, of Russell, passed away on May 28, 2015. He owned Stark-Lapham funeral Home in Douglas, Wyoming and Glenrock Mortuary in Glenrock, Wyoming and also served as the Converse County Coroner. In January, 2000 they took over the Russell and Plainville Funeral Homes in Russell, Kansas. His services were handled by Pohlman-Varner-Peeler Mortuary and Monuments.

MISSOURI

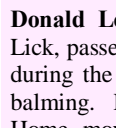
George T. Cline III, of St. Louis, passed away Dec. 14, 2014. He was a funeral director for Kutis Funeral Home, St. Louis and Vice President of Kutis Prearranged Funeral Services. His services were directed by Kutis Affton Funeral Home.



Susanna E. Garber, 98, of Versailles, passed away June 7, 2015. She was a licensed funeral director and co-owner of Kidwell Funeral Home with her husband Ray. Her services were under the direction of Kidwell-Garber Funeral Home.



Barbara P. Gum, 82, of Irondale, passed away April 22, 2015. She was co-owner and funeral director for Gum and Son Funeral Homes from 1961-1994. Her services were handled by Moore Funeral Homes.



Donald Lee "Don" Jensen, 81, of Arnold, formerly of Knob Lick, passed away June 22, 2015. Don served in the U. S. Army during the Korean War. He attended Kentucky School of Embalming. He began his career in Farmington for the Cozean Funeral Home, moved to St. Louis and eventually purchased Bauman Colonial Funeral Chapel in Overland. His services were handled by Cozean Funeral Home.



Christopher Scott Liley, 52, of Marble Hill, passed away on June 16, 2015. He was Vice President of Liley Family Enterprises, a past president of the Mid-America Monument Builders Association (MAMBA), a member of the Monument Builders of North America, a licensed funeral director and member of Missouri Funeral Directors Association. His services were under the direction of Liley Funeral Homes.

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



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MISSOURI (Cont.)



Lee R. Mason, 89, of Springfield, passed away June 9, 2015. He and his wife Ann opened Mason Chapel and Mortuary in Joplin, MO in 1961. He retired in 1988 and moved to Springfield. His services were handled by Gorman-Scharpf Funeral Home, Springfield, MO.

David Clark Sanford, 83, of Jerseyville, Illinois, passed away May 24, 2015. He graduated from the University of Minnesota in 1951 with a degree in Mortuary Science. He served in the Korean War and after worked in funeral homes in Minnesota. He relocated to Illinois in 1966 and sold caskets. He joined Criswell Casket company in St. Charles, MO in 1980 and retired in 2011. His services were under the direction of Alexander & Gubser Funeral Home.



Rev. Aldon W. Veach, 93, of Bowling Green, passed away on May 20, 2015. He served in the U.S. Navy six years during WWII. He is the father of John Veach, Bibb-Veach Funeral Home, Bowling Green, who handled his services.



Patricia "Pat" Waggy Wright, 78, of Chillicothe, passed away April 2, 2015. She earned an Associate Degree in Mortuary Science and was a licensed embalmer and funeral director. She owned and operated Chillicothe Coach and Ambulance and Chillicothe Casket Company prior to purchasing and operating Norman Funeral Home and Gordon Homes for Funerals combining the two into Norman-Waggy-Gordon Funeral Home. Her services were handled by Wright-Baker-Hill Funeral Home, Brookfield, MO.

TEXAS



Jose Concepcion Becerra, 65, of Cresson, passed away May 21, 2015. He was the father-in-law of Josh Gonzales, Matthews International. His service was directed by Wiley Funeral Home, Granbury, Texas.



Katherine P. Duddleston, 92, of Raymondville, passed away May 6, 2015. She is the wife of the late Roy E. Duddleston and mother of David Wittenbach, owner of the Duddleston Funeral Home who handled her services.



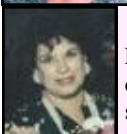
Carl Calvin George, Sr., 87, of Fayetteville, AR, passed away April 27, 2015. He was the father of Vicki Dickson, the senior market center manager with FDLIC in Montgomery, TX. He served in U.S. Navy during WWII. Moore's Funeral Chapel in Fayetteville, Arkansas handled his services.



Alma Godfrey-Neese, 86, of Albany, passed away May 23, 2015. She was a funeral director and former owner of the Godfrey-Neese Funeral Home. Her services were directed by Bailey-Howard Funeral Home in Clyde.



Milly Graves, 66, of Huntsville, passed away May 13, 2015. She was the wife of Larry Don Graves and mother of Andy Guy Graves of the Sam Houston Memorial Funeral Home in Huntsville, who handled her service.



Lillian Kaye Guerra, 70, of Brownsville, passed away May 11, 2015. She graduated from Commonwealth Institute of Funeral Service in Houston. She was a funeral director and co-owner of Guerra Funeral Homes and other businesses. Her services were directed by Guerra Funeral Home in Brownsville.



Alif M. Hebert, 99, of Kingwood, passed away May 29, 2015. She was the grandmother of Clint Hebert, the manager of Eartman Resthaven Funeral Home in Houston. Her services were under the direction of Grammier-Oberle Funeral Home in Port Arthur.



Dolores (Dolly) Klesel, 86, of Schulenburg, passed away May 28, 2015. She was the wife of Wilbert J. (Bill) Klesel and mother of Mark and Bryan Klesel of Schwenke-Baugarten Funeral Home in Schulenburg who were in charge of her funeral arrangements.



Charles Frederick (Fred) McCaleb, Jr., 74, of Weslaco, passed away on July 3, 2015. He served in U.S. Marines. He was owner of McCaleb Funeral Home in Weslaco opened in 1963 with his parents Charles McCaleb, Sr. and Valeria. He recently earned his 50 year pin from the National Funeral Directors Association. McCaleb Funeral Home directed his funeral service.

(Continued on page 17)



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Death Notices of Fellow Funeral Service Colleagues (Cont.)

TEXAS (Cont.)

(Continued from page 15)



Sam McDonald, 78, of Carthage, passed away May 24, 2015. He graduated from the Dallas Institute of Funeral Service. He was a funeral director and embalmer in the Kilgore and Carthage area. He was founder of Greater East Texas Continuing Education Program. His services were directed by Hawthorn Funeral Home in Carthage.



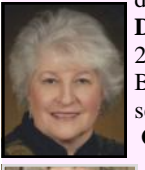
Lawrence D. Matetzschk, 78, of Elgin, passed away Jan. 11, 2015. In 1977 Lawrence changed careers and moved his family back to the Elgin area while he went to Houston to attend Commonwealth College and became a licensed Funeral Director. Upon graduation, Lawrence returned to Elgin where he served the families of Elgin in the funeral business until his retirement in 2009. He was a partner and Director in Charge of Elgin Funeral Home. Providence-Jones Family Funeral Home in Elgin directed his services.



Bill Megginson, 88, of Abilene, passed away June 20, 2015. He served in U.S. Navy during World War II near Japan. He was a licensed funeral director for over 66 years. In those years he worked at Laughter Funeral Home, North's Funeral Home, Elliott's Funeral Home and finally with Hamil Family Funeral Home in Abilene until his death. He also was a representative for Abilene Casket Company for 24 years, the latter as co-owner. His services were directed by Hamil Family Funeral Home.



Richard D. Murden, 74, of Bonham, passed away June 14, 2015. He was a graduate of the Commonwealth Institute of Funeral Science. He managed a group of funeral homes in Corpus Christi. He moved to Bonham in 1986 and with his son Richard purchased Wise Funeral Home in 1993, who directed his services.



Donna Perkins, 72, of Mineral Wells, passed away on May 20, 2015. She was the wife of Rual Perkins and co-owner of Baum-Carlock-Bumgardner Funeral Home who directed her services.



Cathy Ann Plowman, 52, of Weatherford, passed away June 22, 2015. She was an executive assistant, insurance claims specialist and a member of the board of directors and wife of James R. Plowman, who was president of the Galbreath Pickard Funeral Home who handled her funeral services.



John Allen Snider, 74, of Houston, passed away May 15, 2015. He graduated from Dallas Institute of Mortuary Science, in 1972. John and wife Jackie owned and operated the Rudolph Snider Funeral Home, in Waxahachie, Texas, from 1975-1982. John was employed with Service Corporation International as President of Heights Funeral Home; Area Vice President; and Vice President for the Houston Market for Client Satisfaction, from 1987 until his retirement, in 2005. Following his retirement, he became a Consultant with SCI and remained in that position until his passing. He served on the Texas Funeral Commission Board of Directors for three years; President of the Houston Metropolitan Funeral Directors Association for two years; President for the Southeast Texas Funeral Directors Association for one year; Funeral Director of the Year for the Southeast Texas Funeral Director Association, in 2001; and served on the Advisory Board of Directors for Commonwealth Institute of Mortuary Science for 10 years. He was Funeral Director of the Year in 2002. Heights Funeral Home in Houston directed his services.

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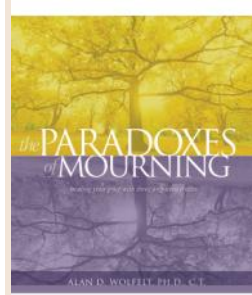
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In the tradition of the "Four Agreements" and "The Seven Habits", this compassionate and inspiring guidebook gives readers the three keys that unlock the door to hope and healing.

Author, educator and grief counselor Dr. Alan Wolfelt serves as Director of the Center for Loss and Life Transition in Fort Collins, Colorado. The author of "Understanding Your Grief" and many other books for grief caregivers and mourners. Dr. Wolfelt is committed to helping people mourn well so they can live well and love well. He is available for interviews on the paradoxes of mourning.

"The Paradox of Mourning" is priced at \$15.95 U.S.. To order and to learn more about Dr. Wolfelt's books on grief and loss, visit www.centerforloss.com or call (970)226-6050.



As We Drive By We love to take pictures as we go by funeral homes and interesting places, but we'd welcome pictures, if you send them to us.



Bradley Family Funeral and Cremation Service
Muskogee, Oklahoma



Foster-Petering Funeral Home
Muskogee, Oklahoma



Keith D. Biglow Funeral Directors, Inc.
Muskogee, Oklahoma



Former Funeral Homes— pictures provided by Steve Loftin



This is the former Coley FH (later Greer-Patterson) in Hollis, OK. Now it is a church



Prague, OK - former Parks Bros. FH (still in business, but at a newer location) <http://www.parksbrothers.net/>. Now it is a museum.

Interesting Example of Personal Memorialization

Sent by Rod Cookson

Zehender Robinson Stormer Cookson Funeral Home
Quincy, Illinois

Celebration of Life



Talk about personalization. Mr. Rick Smith, 55, of Quincy, Illinois passed away on Jan. 17, 2015 and he had quite a unique setup for his celebration of life service. His own motorcycle storage area served as his cremains holder and all things important to him were displayed. Keep your mind open and think out of the box to show the true personality of the deceased.





Baby's Pet Corner

Due to the responses to Baby's passing article, I felt that we needed a place to express our love for our canines or other pets. Below are a few responses I have received and would welcome any other pet stories and pictures. We pet owners need a place to be proud of our "kids" and grieve them when they depart us. Enjoy! Joanne Howard, Editor

"Baby"

Joanne,

I read your story about Baby in "The Dead Beat," with tears in my eyes. I had 2 basset hounds die from cancer. The first one, Zachariah had stomach cancer and was 8 years old when he died. The second, Mojo, was my protector and the sweetest, most protective dog I ever had. He was 14 and died from a heart based tumor. I've attached an article that was written about Mojo that was published in the Express News (see page 23). I now have my third basset—Bautjo, and he is without a doubt the most spoiled rotten animal you will ever encounter! He loves his mamma, though and that is what is most important. I often bring him to work with me. He is so comical, around 2 -3 p.m. he get tired and wants to go home! I think he needs to go out, so I put his leash on him and head for the back door and we get as far as the lobby and he stops dead in his tracks and stares at the front door! As you know, bassets can be very stubborn, and if he is out side and I want him to come in, and he refuses to listen, all I have to do is get my car keys and rattle them and he comes flying. I could go on and on with his antics, but it would take the rest of the day to do so. The hardest decision I ever had to make was to have Zach and Mojo put down — and bless their hearts, they knew that and both died the night before I was to take them in. Actually the vet was coming to my home to put Mojo to sleep, and his last night as I held him and cried I told him it was OK to leave me, I would be OK, and I would see him at The Rainbow Bridge. He took one last breath and was gone. It took almost a year before I could even consider another dog. I've taken too much of your time telling you my story, but I want you to know that I understand what you went through with Baby. You'd give anything to have her back if she could be healthy and free of pain, but know that you will see her again at The Rainbow Bridge (see page 23).

Additional Response with pictures:

It was so nice to hear from you! I'm glad you liked the Rain-

bow Bridge. To this day I cannot read it without tears in my eyes (I'm such a crybaby!). Attached is a picture of Mojo (the top one) and the bottom one is Bautjo. When Bautjo was a puppy he thought his safe haven was under the table, and when he did something he knew he shouldn't he would run under there.

Of course you may share any of my comments in future issues of "The Dead Beat". I'm sure there are many animal lovers that read your publication that would like 'The Rainbow Bridge'.

Look forward to future issues.

All the best,
Mary Jo Hauser
Vice President Corporate
Operations
Mission Park Funeral
Chapels and Cemeteries



Mojo



Bautjo

"RIP, Baby"

Joanne:

"The Dead Beat" is a magazine-regardless of how busy we are— I try to carry it off to a quiet place & go thru it upon arrival!

Your story about Baby really went right to the bone with me & I'm presuming any other pet owners out there... Your article was definitely penned via your heart.

15+ yrs ago when both of our kids left for college we were ready to be "empty-nesters." & enjoy some real time together. As a "farewell-gift" our kids got us a dog from the local pound.....the absolute last thing either of us considered—or— wanted—but, hey, it was from the kids so we took the dog in & loved it like another kid. 15+ yrs have passed & our dog will soon be joining Baby.

(Continued on page 22)

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ASD – Answering Service for Directors Expands Customer Solutions Department

Media, PA—Funeral directors need support and assistance from their vendors as they are often juggling multiple tasks at once. Recognizing the importance of responsive and proactive customer service, ASD – Answering Service for Directors, the only funeral home exclusive answering service, recently established a dedicated Customer Solutions department.

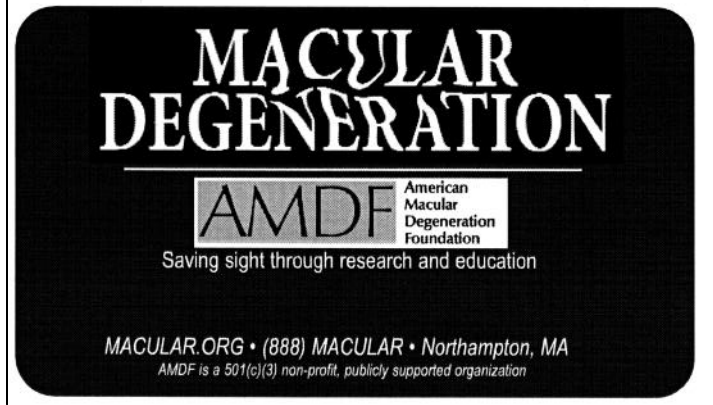
While Supervisors are available to help directors 24/7, ASD's new Proactive Customer Service (PCS) team was created to provide funeral directors with a dedicated Account Specialist. Expanded customer service capabilities allow ASD to offer more guidance and assistance to clients. With more than one quarter of all funeral homes in the nation trusting ASD with their sensitive calls, the Customer Solutions department ensures every client receives the individual attention they need.

The PCS team in ASD's Customer Solutions department consists of experienced employees who have worked at ASD for four years or longer. When a funeral home signs on to take advantage of ASD's free trial offer, they are immediately assigned a dedicated PCS rep. The Customer Solutions department will follow up regularly to ensure clients understand the different features and tools ASD offers.

"Proactive Customer Service provides our clients with peace of mind knowing that someone is monitoring their account activity on a continual basis. This also ensures the funeral home is using ASD as efficiently as possible," says Susan Daleandro, who heads up ASD's Customer Solutions Department. "As we learn more about the funeral home's needs, we can recommend specific ASD features and provide tutorials to help our clients explore everything available to them."

Understanding that every funeral home is different, ASD's PCS reps will work around the funeral home's schedule by tracking how and when the staff prefers to communicate. From scheduling a conference call with all of the funeral home employees to sending detailed instructions via email, ASD's Customer Solutions department can accommodate the specific requests of all clients.

"Since we are only working with the funeral profession, we've been able to build out custom communication solutions for all of our clients. This is very different than what you would find at any other answering service," says ASD Vice President, Kevin Czachor.



About ASD

ASD – Answering Service for Directors has created a new class of answering service for the funeral profession. Family owned and operated since 1972, ASD blends state-of-the-art technology with an extensive, 6-month training program focusing on compassionate care. The company's custom-built communication systems and sophisticated mobile tools were designed solely to meet the needs of funeral homes. With patented solutions, ASD's smartphone app, ASD Mobile for iPhone or Android, was recognized as the winner of the 2012 NFDA Innovation Award after revolutionizing communications for thousands of funeral homes nationwide. By offering funeral directors unmatched protection for their calls, ASD has redefined the role of an answering service for funeral homes. For more information, visit www.myASD.com or call 1-800-868-9950.

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Planning for the (Eventual) Sale of Your Business

by Richard Lee

The thought of selling your funeral business is one that most owners don't like to think about. Most owner's feel that there is no one else that can run THEIR BUSINESS as well and that no one else will treat THEIR FAMILIES as they need to be treated. The truth is that every owner needs to have some sort of succession plan in place in case of a sudden life changing event or once they finally realize it's time to retire.

There are some **MUST-DO'S** for an owner today.

START PLANNING EARLY – A sale does not happen quickly and can take at least one year or longer to complete. By planning early (at least 3 - 5 years before a projected retirement time), an owner is able to work on any issues that may be important to them when a sale occurs. For instance, being able to find that right successor who will carry on the business and/or using that time to do some financial planning and structuring.

KNOW THE REALISTIC VALUE OF YOUR BUSINESS – Having a business valuation performed early on by an industry expert will bring up any concerns or issues that may affect the value of your business. Knowledge of these issues gives you time to make any necessary changes so that your business value will be at its highest at the time of a sale. Also, being smart about tax planning and sale structure is very important and is key to a successful transition.

More importantly, if you're an owner who plans on passing down the business to your children or other family member, these must-do's are just as important. You don't want to turn over a business that is having or starting to have financial or operating struggles – especially if the sale proceeds are going to help fund your retirement.

A simple, well-prepared and professional plan could be the best investment you make in your future.



Richard S. Lee is the President of Lee & Associates, a firm that represents funeral home owners in the sale and transfer of their businesses. Since 1987, they have been involved in over 160 transactions all over the United States. The scope of their work also includes business valuations, accounting solutions and general consulting services. He also is President of Lee Funeral Funding, a company that provides financing to families for at-need funeral costs. (See directory for contact information.)

Baby's Pet Corner (cont.)

(Continued from page 19)

Our vet, now 15 months ago, told me to not vaccinate the dog—even for 6 months—because our dog would not live out those 6 months. Our dog had lost weight, became lethargic & the end seemed to be near, very near. He's now deaf as a rock & can hardly walk some days & we too have considered putting him to sleep. He must sense when we talk about that—because sure enough, he perks up for a few days just to spite us I think! :)

While our daughter attended UMKC, this dog, "Scooter" would jump in our plane & enjoyed flying as much as we did. Upon landing—or taxiing out, he'd hang his head out the door—like any dog loves to do! "Scooter" would always be greeted at airports.... We may get an occasional "Hi" or grunt now'n'then....

All of our previous dogs had been pure-bred pedigree dogs & were good dogs. We now have our 15+ yr old mutt "Scooter" & his 10 yr old brother, "Piggy" who was a rescue dog from a Kansas City pound. Best dogs we've ever had! Any future dogs will definitely be rescue dogs.

Enough rambling on.....I always enjoy your magazine & your articles—especially this one.

My response

Thank you for your compliments. I loved my Baby, but we decided our next dog would be a mutt too. The dog previous to Baby lived 19 years and was a mutt. Poor Baby, the pedigree, had all sorts of problems in her life. We still haven't gotten another dog yet, even though I miss Baby. God hasn't sent me the urge to get another one yet or dropped one on my door step. I'm sure when we got one, you'll hear about it in my column. Thanks again

DW's response

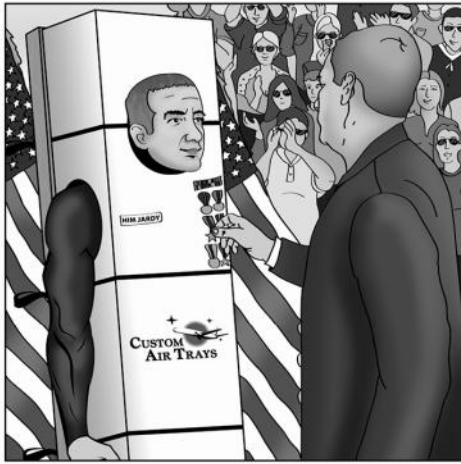
I know exactly what you mean. Our 1st pedigree dog was a Shih Tzu that was born in Arabia on July 4, 1976 (Bi-centennial). We were living & working in Arabia then. We named that dog Kafaf—which is Arabic for independence. A few yrs later when it was time to come home—we brought Kafaf with us. No way we could leave our "first-born" (in our minds) in Saudi. Kafaf had LOTS of issues with his skin & ears in later life. Ditto for the next dog, a pedigree cocker spaniel. That dog too had tons of "issues" later in his life.

These rescue dogs eat & poop & only see the vet when it's time for shots! That's a very-much welcomed change. Vet bills can rack up, substantially, in no time. A good friend here who's a vet once told me; Household pets take 10% of my time & generate 90% of my income! I believe it!

You'll know when the time is right for the next pooch!

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Mojo's Future Looking Brighter By Nicole Lessin Express-News-6/28/2006 (Sent by Mary Jo Hauser)

On his face, she plants a red-lipstick kiss each time she leaves him at the veterinarian. In album, she displays Mojo's baby teeth alongside photos of him as a long-eared puppy frolicking in the tub. In a corner of her home, she keeps pepperoni, bones and a basset hound-shaped cookie jar filled with peanut-butter treats.

"My philosophy is love me, love my pet," said Hauser, a North Central resident. "I was always raised that if you had a pet, you take care of it as if it were a member of the family." Still, when Mojo, 11, was diagnosed with an inoperable tumor attached to his heart in April, Hauser chose a path that few pet owners would even consider—chemotherapy.

"In animal medicine, it is possible to do anything just about for an animal that you can do for a human being, but most people don't have the money," said Sharon Gregory, the office manager for Dodd Animal Hospital on the Southeast side, where Mojo is treated. Indeed, despite the fact that health insurance is available for pets, few owners choose these increasingly sophisticated procedures, Gregory said.

"We have those people who are clients that the level of care they have for their pets is absolutely minimal," said Dr. Donald Vestal, Mojo's primary veterinarian. "We have people like Ms Hauser who want the absolute best care...Most

people lie somewhere between those two extremes."

Nonetheless, Mojo faced a dire predicament in April, Vestal said. Following a surgical attempt to remove the tumor by a veterinary oncologist in the Stone Oak area, doctors discovered the mass growing in his thoracic cavity was inoperable and soon could threaten his heart and esophagus. Within three to six months, Vestal estimated, Mojo could have started developing serious medical problems. With radiation or chemotherapy treatments, however, there was a chance to reduce the size of the tumor, Vestal said.

"There would be a very good opportunity for Mojo to live out his normal life expectancy (14 or 15 years) if we could shrink the tumor," Vestal explained.

For Hauser, who had no health insurance for Mojo, that chance to prolong high quality life for her best friend was worth the thousands of dollars that chemotherapy would cost. Her last basset hound, Zach, died from complications associated with stomach cancer just before she got Mojo in 1995. "I wanted to give him every chance I could," she said. "But I told the doctors, I wanted quality time, not quantity time." Radiation therapy, which could have had faster results, would have required a seven week stay in Houston with Mojo being anesthetized two to three times a week, Hauser said. "I couldn't afford to do that, emotionally or financially," she said. The chemotherapy, which Hauser administers by pill once a week, is simpler, she said.

Mojo also gets a combination of seven pills every day for his digestion, pain management, thyroid, heart and other conditions. After the surgery in April, Mojo lost about 8 pounds, so she began to cook him turkey and chicken dinners. Lately, though he has been eating canned food. Still, after she gives him the chemotherapy pill, she will sometimes scramble him some eggs. "He's not spoiled, is he? She asked, laughing as she gazed into Mojo's droopy eyes. Since the surgery, Mojo has been improving but is more anxious to see Hauser and has been baying at times for no reason, she said. Still, Hauser said she is cautiously optimistic and awaiting a sonogram to see if the tumor is responding to the treatment. In any case, Mojo recently caught a squirrel; and has gained weight. "He's my family," she said. "As long as he's doing well, I'm doing well. (Editor's note: Mojo lived to be 14).

Rainbow Bridge Poem Author Unknown

Just this side of heaven is a place called Rainbow Bridge. When an animal dies that has been especially close to someone here, that pet goes to Rainbow Bridge. There are meadows and hills for all our special friends so they can run and play together. There is plenty of food, water and sunshine, and our friends are warm and comfortable.

All the animals who had been ill and old are restored to health and vigor. Those who were hurt or maimed are made whole and strong again, just as we remember them in our dreams of days and times gone by. The animals are happy and content, except for one small thing; they each miss someone very special to them, who had to be left behind.

They all run and play together, but the day comes when one suddenly stops and looks into the distance. His bright eyes are intent. His eager body quivers. Suddenly he begins to run from the group, flying over the green grass, his legs carrying him faster and faster.

You have been spotted, and when you and your special friend finally meet, you cling together in joyous reunion, never to be parted again. The happy kisses rain upon your face; your hands again caress the beloved head, and you look once more into the trusting eyes of your pet, so long gone from your life but never absent from your heart.

Then you cross Rainbow Bridge together...

Permission granted by **RainbowBridge.com**. For more info about: *Pet Loss Forum, Memorialize your Furbaby, Pet Loss Hotlines, Providing Pet Loss Grief Support, Adopting a New Pet, Pet Loss Chat, and much more check out this site.*

How To Stay On The Good Side Of The Media

By Joe Weigel

Funeral directors who find themselves in the media spotlight tend to complain that they're being harassed, persecuted, or treated unfairly. All too often, those owners and managers receive that treatment because of their own actions in dealing with reporters and editors.

You can keep from becoming your own worst enemy by following a few simple common-sense strategies.

Don't delay. If a reporter leaves a message for you to call, don't be paralyzed by fear. Return the call promptly. Two reasons: first, the longer you delay that call, the more you'll stoke the reporter's suspicions. A matter that might be dismissed with a thirty-second conversation could now become much more complex. Second, if you don't return the call, you'll look like you're hiding something when the story airs or is printed. "We tried to reach Ms. Jones for an explanation, but she did not return our calls." You may be completely innocent, but the readers or viewers who don't know you will assume you're guilty.

Tell the truth. This sounds simple (and maybe even a little childish), but it's crucial. If you lie or try to deceive a reporter, you're setting yourself up for grief. Reporters will discover the truth, especially in this era of social media and extraordinary access to information. All it takes is one unhappy employee or frustrated customer to convince everyone that you're a liar. If you consistently tell the truth, you won't have to keep track of multiple mistruths.

Think before you respond. Sometimes, you won't have any warning. But in most situations, you'll have at least a few minutes to prepare. Think of what questions the reporter will be likely to ask, and rehearse your answers. Choosing the right words and practicing them is not being deceptive, and the more comfortable you become with your words, the more truthful and candid you'll appear to be (especially on TV).

Don't say "off the record." We've all seen the movies and TV shows where an executive or politician delivers the party line, then winks at the reporter, says, "But off the record ..." and spills the real story. The reporter and the subject share a friendly laugh, and nobody ever learns the truth. It doesn't work that way in real life. You'll regret that "off the record" remark when it's the lead story on the 6:00 p.m. news or a big headline in the paper.

Get help. If you're in a really tough or tricky situation, don't try to handle it yourself. Engage the services of a PR professional immediately, and refer all media calls to that firm or individual. PR pros are accustomed to working with the media -- and reporters are accustomed to working with them.

One bonus step: work with the media before there's a problem. If you already have a cooperative relationship with the reporters and editors who have reason to cover your business, they're more likely to work with you when something negative occurs. Don't be afraid to share good news with them, and if they need information about something else, do what you can to help. Remember the Golden Rule, and treat them the way you would like to be treated.



Joe Weigel is the owner of Weigel Strategic Marketing, a communications firm delivering expertise and results across three interrelated marketing disciplines: strategy, branding and communications. For more information, he can be reached at 317-260-8515 or joseph.weigel@gmail.com.

Some More "How They All Began" According to e-mail sent to us

Riff Raff

The Mississippi River was the main way of traveling from north to south. Riverboats carried passengers and freight but they were expensive so most people used rafts. Everything had the right of way over rafts which were considered cheap. The steering oar on the rafts was called a "riff" and this transposed into riff-raff, meaning low class.

Cobweb

The Old English word for "spider" was "cob."

Ship State Rooms

Traveling by steamboat was considered the height of comfort. Passenger cabins on the boats were not numbered. Instead they were named after states. To this day cabins on ships are called staterooms.

Showboat

These were floating theaters built on a barge that was pushed by a steamboat. These played small towns along the Mississippi River. Unlike the boat shown in the movie "Showboat" these did not have an engine. They were gaudy and attention grabbing which is why we say someone who is being the life of the party is showboating.

More Than 2,000 People Certified By ICCFA as Crematory Operators and Cremation Arrangers

STERLING, VA (June 9, 2015)—Over the past two years, 2,072 people have completed one of the International Cemetery, Cremation and Funeral Association's three cremation certification programs: Crematory Operator, Cremation Arranger or Crematory Administrator.

The **Crematory Operator Certification** is the training required in 18 states (With #19, Nevada, as the next state) and 3 Canadian Provinces, before operating a crematory retort. It offers an in-depth look at what cremation is, the science behind it, the components and how to properly operate and maintain a retort machine, proper and constant tracking of remains, and an update on applicable laws and how to limit your liability.

ICCFA is the only deathcare organization providing a **Cremation Arranger Certification**. This training discusses the history, myths and facts about cremation, the preferences and desires of modern consumers, pricing vs. value, marketing, limiting liability, ethics and how to conduct an effective cremation arrangement where everyone walks away happy.

"This is truly a one-of-a-kind program," said Poul Lemasters, Esq., ICCFA cremation programs coordinator. "It is built to help educate EVERYONE who interacts with a family choosing or asking about cremation."

The **Crematory Administrator Certification**, another ICCFA original cremation program, is only offered as part of ICCFA University each year. This certification covers the business and liability aspects of providing cremation services.

All certification programs are approved for continuing education credit by the Academy of Professional Funeral Service Practice, are reasonably priced and include breakfast, lunch and an afternoon refreshment break.

Upcoming training events include:
September 10-11, Cremation Operator and Arranger: Dallas Institute of Funeral Service, Dallas, Texas

Registration for these programs, as well as advice and answers to cremation concerns, may be found at www.cremationcentral.com.

Founded in 1887, the International Cemetery, Cremation and Funeral Association (ICCFA) is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 20,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.



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Flag Pole Story from the Past

With all the discussion about the confederate flag, I found an article sent recently about a Medal of Honor recipient and his flag flying challenges a bit interesting.

Van T. Barfoot, died in March 2, 2012 at the age of 92. He was a retired United States Army officer who received the Medal of Honor, the United States military's highest decoration, for his actions in Italy during World War II where, as described in his Medal of Honor citation, "he single-handedly destroyed a set of German machine gun nests, killed eight enemy soldiers, took 17 prisoners and stared down a tank before destroying it and killing its crew—all in a single day. Exhausted by his herculean efforts, he still managed to move two of his wounded men 1,700 yards to safety."

This did not get him much notoriety as in December, 2009 Van T. Barfoot (then 90 years old) did not want to take a flagpole and flag down when he broke some Homeowners Association rules about flag displaying. He tried to get a permit for his flagpole but was denied. You could attach one to your house, but they didn't like a 21-foot pole in the yard. He ignored them and before any court action the press got the story. Not only did the association reconsider their action, politicians got involved and passed a law in 2010 "to bar homeowners associations from prohibiting the display of the U.S. flag."

Interesting how flag issues get attention and resolve themselves by politicians.

At least Mr. Barfoot got his wish, "In the time left. I plan to continue to fly the American flag without interference." I wonder if it is still flying today?????



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The Dead Beat

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“Dear Counselor....” By Bill Stalter

Dear Counselor,

A couple seeking to qualify for assistance at the local nursing home has requested that my funeral home take an assignment of a \$25,000 life insurance policy. The funeral funerals they want will only cost \$10,000. The cash surrender value of the policy is less than \$10,000. The insurance company will only recognize a single beneficiary. How can I accommodate them?

This is a tough question. Final expense life insurance policies are marketed as providing benefits to cover all final expenses (final nursing home expenses, medical expenses, funeral expenses and burial expenses). But when the insured applies for public assistance upon entering a nursing home, the nursing home administrators frequently turn to a spend down contract with the local funeral home. If the insurance company will not parse the proceeds among the ‘final expense beneficiaries’, the funeral directors is forced into a role of being a fiduciary for the insurance proceeds. This reality is reflected by Illinois law where final expense insurance is to be held in trust. The intent is that the party receiving the final expense proceeds has a duty to see that funds are paid for final expenses, and any excess is paid to the state before the insured’s heirs. I am aware of funeral homes that have included ‘estate administration fees’ on their general price lists. While such fees are intended to cover the time and expense incurred when filing probate claims, a similar approach can be taken with regard to final expense insurance. Charges could be assessed for time and expense acting as an administrator for the insurance proceeds. Disclosures should be included on the GPL that inquiries will be made to the state to determine any claims that arise from public assistance. Refunding excess funds to the family when the state has a claim could expose the funeral home to a demand from the state.

**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



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 Over-

land Park, Kansas. Bill also provides consulting services through Preneed Resource Consultants, which can be found at www.prenneedresource.com.

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Growing Up In the Business: A Unique Perspective

By Jenny Derfelt Henderson



When people find out that my family owns funeral homes and that is where I work, they often ask, "Is that weird for you?" or, "How do you do that?" I always tell them that this life is *our 'normal.'* My siblings and I, along with our father and his siblings, were literally born into the business. My newest

little daughter, Eleanor, actually came to the funeral home after we first left the hospital, before even going to our house. This life is not always an easy life. It is a ministry and a calling, and we have learned from the best examples- my Grandpa Roy Derfelt, and my dad Jerry Derfelt.

I can recall years ago, coming home from school and going to the office instead of going home. There would be a visitation and I would have to keep my little brother and sister occupied and quiet while our parents worked downstairs. Occasionally, dad would finish a funeral service just in time to pick us up from school, and we would be picked up in the limousine. Family dinners, vacations, and holidays were sometimes interrupted by business. As I grew older, there were times I resented the family business and could not understand the demand that it placed on our family's life. I declared that "*I would never work in the funeral home.*" (Never say never...) My parents were great at juggling business with family, but as a selfish adolescent, that was sometimes hard to see. You know, teenagers *do* know everything.

It was when I went to college in Conway, Arkansas that my heart began to change. Within the first week of living there, I met a fellow student who worked for the local funeral home, Roller-McNutt. Based on my upbringing I was offered a job there which I accepted. Through my time at Roller-McNutt, I began to truly understand the ministry behind the 'job.' One thing that dad constantly taught us was that if we were taking care of our own loved one, we would want them given the utmost respect and dignity, and that was how we should treat those who we took care of. I had heard it a million times, but I finally began to



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understand it and see things from his eyes. I understood the sleepless nights, skipped meals, and other sacrifices that I had seen my dad make over the years. He gave of himself fully to help people and show love to the pained and grieving during their darkest hours. My dad became my hero and my inspiration.

Remember the part about never working in the funeral home? Well, after I moved back home from college I went right to work for my dad. Currently, I work mainly out of our Columbus location acting as the Pre-Need counselor. I married the love of my life, and we have 3 beautiful children- Preston, age 9, Madelyn, age 7, and Eleanor, age 1. They are growing up in the business just like I did. They come to the office after they get picked up from school, and yes, sometimes it is in the limousine. This is their 'normal.' I wouldn't be anywhere else. You may see them from time to time, hauling flower pots, carrying equipment, or passing out memorial programs at a service, just as we did when we were growing up. My prayer, no matter what career that my children choose in life, is that they will learn the ministry of this family business, and take those lessons to heart, showing the love of our Savior, Jesus Christ, to the lost and hurting.







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Derfelt Funeral Home Crematory Construction and A Tornado (Cont.)

(Continued
from page 1)

be a large step in our business, but it has definitely been a step in the right direction.”

With cremation rates rising ever so rapidly in

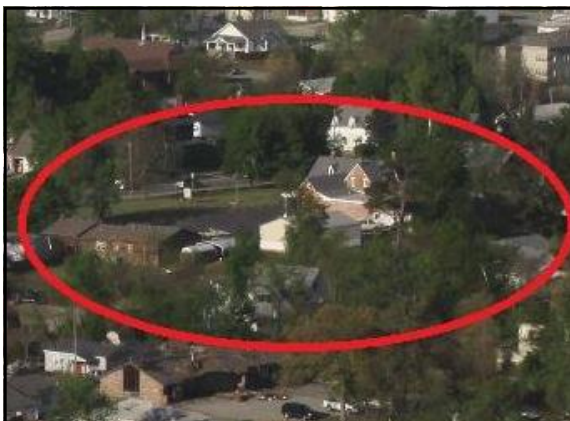
the Midwest and throughout the United States, it's becoming more and more common for small-town funeral homes to justify the need to perform this service on their own, rather than contracting with a third-party cremation service.

“We're finding that our client families like the security of the on-site service,



compared to our previous method of contracting the cremation out to another firm,” continues Mr. Derfelt. “As with any industry, if there is a need, there's a practical way to fill that need, and it almost always

saves the final consumer time and trouble when they're able to handle everything under one roof”.



Tornado Destruction and red circle—Funeral Home location.

Wilbert ESP™ Cloud-Based Application Simplifies Burial Vault Education and Selection

BROADVIEW, IL, April 28, 2015 – Wilbert Funeral Services, Inc. has launched the Wilbert Educated Selection Process (Wilbert ESP™), a customized cloud-based application that facilitates education and the selection of a burial vault for families.

Through slides, video and funeral professional guidance, families concisely learn about burial vaults and personalization options. An on-screen display of specific Wilbert vaults offered by the funeral establishment, along with their retail pricing, guides families through the selection process. At the end, a summary of the selection and other details such as service dates and times for at-need arrangements is generated and stored.

Wilbert ESP can be used for both at-need and pre-need situations on virtually any computer, tablet or other device. It can be easily incorporated into an electronic showroom or an existing traditional display. When arrangements are made, designated personnel are automatically notified via email. Useful management reports are built into the program, providing visibility into key indicators.

“Wilbert ESP was developed in response to Funeral Professionals who were asking for a program that went beyond a wall display or a basic PowerPoint-like presentation of burial vault photos,” said Mark Klingenberg, VP Sales & Marketing, Wilbert Funeral Services, Inc.

“They wanted something that engages and educates families in a very short period of time. Wilbert ESP does exactly that.”

To learn more about the Wilbert Educated Selection Process, contact any Wilbert Licensee or call 1-800-323-7188. A demo video can also be viewed at www.wilbert.hmsbox.com/esp.



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