

The Dead Beat



The Caregiver's Soapbox

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



Volume 15

www.thedead-beat.com

Issue 4



New Column "Ducks in a Row"

"Why Not Mentor and Hire Our Own?"

By Robert L. "Robby" Bates, CFSP, CCO



I am thankful for the invitation to contribute thoughts to "The Dead Beat." Please remember that these are my thoughts and with blessing of this publication it may be published.

I had the ultimate honor of traveling the road to leadership in my state of Texas and later the National Funeral Directors Association and serving our funeral service members across my state and those of all states of our country. During those years of regional meetings, state conventions, national meetings, and general conversations with funeral directors (owners and not), the question of young and new graduates of funeral service colleges and programs came up.

The questions or comments included concerns and questions of how competent they were to stepping right in and performing the work that needed to be done. Owners expressed their doubts and frustrations, plus adding questions of what our mortuary college programs were teaching. From my experience and knowledge I reminded them of their mortuary education and who they looked to for mentoring and on-the-job training after completing their mortuary schooling and board exam testing.

My turn-around question to them was, "Did you feel that you had all the knowledge of mortuary service to step right in and do a competent job for your employer?" After some hemming and hawing and various excuses the real answer was "well, no, but I learned."

The true question is "do we, as funeral directors and embalmers, want to spend the time and patience it takes to train and mentor the young ones coming out of mortuary colleges and state-operated mortuary programs?" Well, do we??? Will we do what others did for us when we were starting out in our funeral careers? Many do and are doing a great job of it.

Now! I pose the question to you, "If you are unhappy with what you see coming out of the mortuary education facilities, what have you done on the local and community scene to promote funeral service education for the upcoming funeral professionals of tomorrow?" Are you participating in the college/career day activities in your local high school or college campus? Do you or your staff members set up a table or booth to promote funeral service education on career day? Are you open to local youth who express an interest in a funeral service career and actively try to employ them in your business?

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Other Articles in this Issue



Right: Robert "Brad" Bradford, Dan Welzenbach, Lowell Pugh
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Brumback Retirement
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Henry V. McBride Award
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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

Robert "Brad" Bradford Retirement Party and New Wilbert Facility Open House Springfield, MO—Aug. 26, 2016



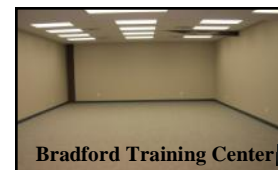
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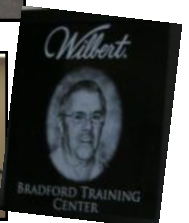
Above: Brad and friends sampling food provided
Right: Brad, Dan Welzenbach, Lowell Pugh



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Mortuary Muse

By Lowell

Fall has been here for a few days. Soon the skyways (fly ways) will be clogged as thousands of waterfowl will follow the routes chosen by their internal God-given GPS. All but one are heading south. One colorful duck headed north and has landed among the lily pads and frogs of The Dead Beat's pond. It is Rducks (Robby Bates) himself.

We are extremely pleased that Robby Bates of DeKalb, Texas, a past President of NFDA and TFDA has graciously accepted our invitation to add his by-line to The Dead Beat.

Robby has given many years of professional service to his community. His service to the state and national organizations is well documented. To see the complete Robby's service to humankind means you need to visit Robby on his home turf.

About seven years ago, Claude Howard, Joanne's husband, drove me to a North Texas district meeting. The day after the meeting we visited a couple of funeral homes and then headed to DeKalb for lunch with

Robby.

As we entered town Claude called Robby for precise directions. Robby said, "If you are in a white car you just went by my house."

When we entered the restaurant, the crowd stirred with enthusiastic greetings to Robby. As we made our way through the dining room, the sincerity expressed by the crowd was heartwarming.

After lunch we toured the nearly completed Bates Family Funeral Home. This new facility reflected what the Bates family has learned from many years of service to their community. We look forward to reading Robby's words of wisdom. (This issue on the front page, future issues look for "Ducks in a Row")

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

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Richard and Judy Brumback Retirement Reception Aug. 14, 2016—Stockton, Missouri



Robert "Brad" Bradford Retirement Party and New Wilbert Facility Open House (Continued from Page 2)



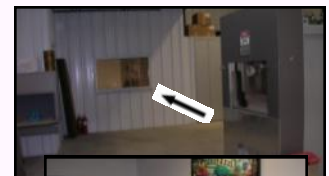
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Behind the Back Fence

By Lowell

Too much grass....

no, not the smoking kind.

Pride in their landscaping and grounds keeping is evidenced just by the view when driving by a funeral facility. Grounds keeping might be done by the owner's kids and their friends—for a few years, a resident employee, a commercial lawn service. Shrub maintenance might require a separate vendor. In any case it eventually becomes part of your overhead expense and there may be a point of diminishing return that demands some evaluation.

It is not uncommon for funeral homes to buy adjoining property for expansion or a parking lot which also may help protect the neighborhood appearance. And then perhaps the next neighbor or two for rental income and maintenance protection.

Before you know it the line gets blurred between necessary and practical funeral home grounds keeping and unjustified expense that still ends up in your overhead charges.

Our own small rural village firm is a family typical example. My great

uncle purchased the property in 1931 and moved his downtown undertaking business and he and his wife into the house. There was about 15,000 sq. ft. of lawn, 800 feet of walks and curbing to edge, minimal uncomplicated shrubbery.

During the next 40 years my great uncle, my parents and myself bought properties adjacent to the funeral home property to avoid possible neighborhood decline. The downside was that there now was the potential of 75,000 sq. ft. of lawn to care for.

By 1992 we had sold the more troublesome rental and removed all of the buildings from the two closest properties. About half of the remaining ground was reconstructed to gravel and grass environmental parking. The 3/8 block that was my parents home we gave to the city for a neighborhood park.

It turned out lovely with an 1/8 mile seniors walking path, exercise equipment, a large gazebo, bench swing, picnic table and benches along the trail. We retained naming

rights and called it "Hazel's Park."

Two years ago we sold the unused lot to the local bank for a new facility. We are now back to a manageable 30,000 sq. ft. of grass. But just try to get a lawn service person to get off his zero-turn mower and give you a price for hand-mowing and sometimes cross hatching the front lawn.

I lucked out this year.

Neighbor Cal got a new mower and is taking care of the rear lawn and the front lawn is hand mowed by the president (and only member) of the Milforque Springs Health Club for EXERCISE!!!

There is however, across the street an abandoned church and a quarter block of grass.



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

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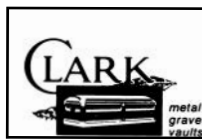
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The Most Embarrassing Moment in My Life

By Bob Byrd, a reader of magazine

Our town was conducting an old-fashioned tent revival. They had set up this tent on a large vacant lot. The services lasted for hours. This happened on a Tuesday night. No public facility (restroom) was available. I was in the back of the tent. A sudden urgent needing to relieve my bladder came over me. I believed that my bladder was going to burst. Stepping outside, it was pitch dark. I began to urinate as fast as possible to keep my jeans dry. Looking up, there was a lady and 3 small girls sitting in the car staring at me.

The family attended the same church that my Dad and Mom went to. There was no way to stop. I was truly lucky that I didn't get a triple hernia trying to put it back in my pants. Every time I was in that church I couldn't hold my head up. My face was blood red seeing that family.

After-Thoughts *By Joanne Howard*

So do you ever think about your own mortality? I guess it depends on what's happening to you and people around you. Probably as you age it crosses your mind more frequently.

I've recently been to a high school class reunion, seeing all the people attending made me really take a closer look at myself. Do I look as good or bad as those from the past? What about hearing about all the classmates that have died, boy that gave me a jolt of reality too.

Also after visiting a relative in the hospital it made me grateful when he got to come home and glad it wasn't worse. But do you wonder when something similar will happen to you?

In other words, we are all going to deal with our mortality and even be in need of our funeral facilities at some time. We won't know how well our own funerals will go, at least I don't think so, but we do know that it will eventually happen.

So where am I going with this, I don't know. Maybe I want to encourage us all to do and be all that we can before that time comes. I obviously know that there is no assurance that we will be here for a long time, but we can do the most with

the time we are here.

In my devotion today it was talking about flexibility and survival. The example was given about trees surviving a storm. Those that had the ability to move during the storm from flexible branches survived much better than those that took the brunt of the storm when they couldn't move and they ended up being uprooted.

So how do we apply this to us. Don't we handle situations better if we can just go with the flow versus everything having to go a certain way.

Sometimes those situations are related to business and you have to be flexible enough to make changes to meet what the people want. For example, in the funeral business many adjustments are being made with the changing attitudes about cremation and burial.

Economics are part of the story with the flow to cremation, but there may be other facets why people are choosing cremation. Things like the flexibility of when or even to have a service, methods of disposal or even keeping the loved one on the mantel or in jewelry are just a few things to consider. But the funeral homes can still be involved to help, but they will have to think outside the box as

some would say or lose the business altogether. The have to be able to flow with the customer's wants as opposed to being stuck with how it has always been done.

This same kind of thing happens when a person loses a loved one. Grief has to have the ability to be flexible to adjust after a loved one is gone. It's very hard but as you flow into a different life, you can survive the grief.

On the other hand, if you can't get past the loss and want things to stay the same it causes many problems. You have to travel through the grief and get on with your life. Though some of the changes are very hard, you need to bend those branches to survive that storm. Otherwise you will experience even more unhappiness if not an illness.

So let's strive to be flexible in our lives and our business. We never know when a storm or change will hit us. But let us be like the trees that could move in the wind and survive.



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 after-care 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: jthoward53@yahoo.com

Funeral Director Appreciated



If you read the unique obituary of Nancy D. Conley in the last issue, it wouldn't surprise you that she was a very caring funeral director. When you perform your job well, sometimes you hear from family members or others about your performance. Most family members or friends are appreciative at the time of service, but if you hear from them afterward it shows that you've touched them with compassion.

Nancy received many letters and cards of thanks. In fact the picture shows how many she received. Her boyfriend Kevin Cullen sent me the picture of the file that he picked up with her other personal items in her office. He commented that he was given a "ridiculously over-stuffed hanging file folder con-

taining all the thank you cards and e-mails that the families she had helped sent to her over the short few years she worked at McGilley State Line. Peter McGilley told me as he gave it to me, 'You will not find a bigger stack of thank you cards to another funeral director in this city.'"

Even though she was only here a short time, she made a big impact on people that she helped and she is an honor to our profession. I'm sure she's still helping people in Heaven. Thanks for a great job, Nancy!



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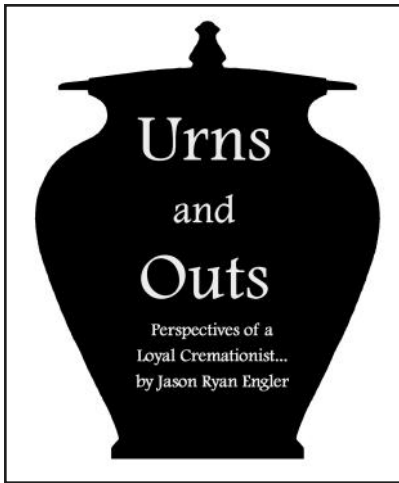
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It is no secret that I love Elton John. His contagious personality and music have always made me smile, and there are so many of his songs that I can't help but sing along with. Even his deep cuts are enjoyable and Bernie Taupin's lyrics complete the overall sound that has become the trademark of his classic

songs.

As much as I love Elton John, it is tough for me to choose from his repertoire an absolute favorite song. The bubblegum fun of *Crocodile Rock*, the melancholy of *Someone Saved My Life Tonight*, or maybe the spacey sound of *Rocketman*... the complacency of *Roy Rogers*... the hopefulness of *Are You Ready for Love*... those are all among his most well-known, and several rank in my favorites. Above all those, though, his hit *Levon* from his *Madman Across the Water* album, is probably at the top of the list.

Levon tells the story of a normal guy; he is proud of who he is, he was born into meager circumstances but he has money. Levon has a son named Jesus (because he likes the name), who wants to leave the mundane world he lives in and go far away from his father. Some of the story we hear about Levon and Jesus are very parabolic in nature, and much is left to the interpretation of the listener. For instance, "Jesus wants to go to Venus, and leave Levon far behind." I take those words to mean that Jesus wants to go far away from where he grew up, maybe out from under his father's watchfulness. But why Venus of all places? Maybe, for those of us who believe in love, it is a representation of that planet's ancient symbolism and influence in the area of love.

I think that one of the primary reasons that I like the song *Levon* is that it really speaks to me. Sure the tune is catchy,

and the lyrics rhyme well, but even more than that it speaks to the part of me that is so afraid of change but longs so much for the very change I fear. I want to leave and go far away at times, and I often long for sailing away to where love lives.

Have you ever had a song speak to you that way? Maybe it is a hymn that stirs your soul, or a favorite love song. Music can really touch our innermost being, the soul of life.

Think of how music can touch and soothe the soul of the grieving. In the same way that I can hear the thirst for change and new beginnings in the sounds of *Levon*, the families that we serve can be transformed by music as well. A minister can stand and speak and share goodness and life, but when a song plays, there is something about the combination of words and music that speaks when words cannot penetrate. I cannot remember the exact words that were spoken at my Granny's remembrance service earlier this year, and I spoke the words. But I can remember the music that was played, the song that I shared.

Recently, I attended a concert by the Arkansas Philharmonic Orchestra in Northwest Arkansas. The concert was titled "A Night at the Movies" and played various pieces from the compositions of John Williams, well known for his memorable movie scores such as *Jurassic Park*, *Schindler's List*, *Superman*, *Indiana Jones*, *Star Wars*, and *E.T. the Extraterrestrial*, among others. Prior to the start of the concert, there was a discussion time with the conductor of the orchestra and he discussed the importance of music in movies. My friend who was with me raised the topic of movie music manipulating the viewer to invoke a certain emotion. Think about how that is true in life in general and not just in movies. Think about how a song can take you back to another place or time, and for that instant you are experiencing the same feelings once more. A song can catapult you into the future where things are maybe different or exciting.

Only music has this power.

Plato wrote, "Music is a moral law. It gives soul to the universe, wings to the mind, flight to the imagination, and charm and gaiety to life and to everything."

That's my perspective as well!

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Jason Ryan Engler is a funeral director and "The Cremation Historian" who serves as the official historian for the Cremation Association of North America. He is the Senior Cremation Advisor to the National Museum of Funeral History and serves as Secretary/Treasurer of the Northwest Arkansas Funeral Directors Association. He is a frequent contributor to deathcare publications and

often speaks about cremation and its history to funeral, cemetery, and cremation trade associations. He resides in Northwest Arkansas with his miniature dachshund, Otto.

The Gift of Friendship

By Ken Doka

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

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

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

One gift is listening. Some friends are great listeners. We can call—even at 3 AM in the morning and they will be honored that we choose to call them. They are always there to hear our heartfelt feelings, to be a sounding board as we struggle with new and old problems, and to value our need to explore our loss.

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

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

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

There is an exercise that I use with my clients. I ask them to list all their support—their friends, family, 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, 1710 Rhode Island Ave, NW Suite 400, Washington, DC 20036. Annual subscription—\$25.00.

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

To Reduce Stress Check the Casket Before Leaving for the Church.

A colleague told me this story on himself. He returned to the funeral home from a road trip only to learn they needed him to leave again shortly. He changed clothes, returned to the waiting hearse that was loaded with the casket, flowers and flower racks. The funeral would be held at the church 200 miles away. He arrived at the location in good time. The church was old with many stair steps up from the front sidewalk. After unloading the flowers, the casket bearers carried in the casket. It may have seemed a little lightweight. The casket in place my friend opened it.....no deceased!!! A quick phone call back to the mortuary. The reply, "Look at the foot end of the casket." Opening the foot cap revealed a small person who was a double amputee.

Mary Smith was a busy housewife with a demanding husband, six children and a large house. The only relief she got from her chores was the twice-a-week bridge game she shared with a dozen other women. The only flaw in the bridge club relationship was that Mary loved to tell off-color stories and the girls didn't want to hear them. To teach Mary a lesson, the other women decided that the next time she told an off-color story, they'd just get up, walk out, meet at another home but without Mary. Sure enough, at the next meeting, Mary started, "You know, girls, there's a rumor going around that a busload of prostitutes will be leaving in the morning for that big gold find up in Alaska, and they say...." Just then, the women all stood up and started for the door. Mary was disconcerted but only for a moment, then she understood what was going on and said, "Hey! Girls! Hold on, hold on! There's plenty of time 'cause the bus doesn't leave till morning!"



Once there was a millionaire, who collected live alligators. He kept them in the pool in back of his mansion. The millionaire also had a beautiful daughter who was single. One day he decides to throw a huge party, and during the party he announces, "My dear guests . . . I have a proposition to every man here. I will give one million dollars or my daughter to the man who can swim across this pool full of alligators and emerge alive!" As soon as he finished his last word, there was the sound of a large splash!! There was one guy in the pool swimming with all he could and screaming out of fear. The



Comments

"Friend Lowell,

Just a note to tell you how much we appreciate your newspaper." Jimmy Birch, Birch Funeral Home, Ash Grove, MO

Feel free to share comments and thoughts to the editor at editor@thedead-beat.com or mail to The Dead Beat, PO Box 145, Golden City, MO 64748.

Chuckles (Cont.)

crowd cheered him on as he kept stroking as though he was running for his life. Finally, he made it to the other side with only a torn shirt and some minor injuries. The millionaire was impressed. He said, "My boy that was incredible! Fantastic! I didn't think it could be done! Well I must keep my end of the bargain. Do you want my daughter or the one million dollars?" The guy says, "Listen, I don't want your money, nor do I want your daughter! I want the person who pushed me in that water!"

The four Goldberg brothers, Lowell, Norman, Hiram, and Max, invented and developed the first automobile air-conditioner. On July 17, 1946, the temperature in Detroit was 97 degrees the four brothers walked into Henry Ford's office and sweet-talked his secretary into telling him that four gentlemen were there with the most exciting innovation in the auto industry since the electric starter. Henry was curious and invited them into his office. They refused and instead asked that he come out to the parking lot to their car. They persuaded him to get into the car, which was about 130 degrees, turned on the air conditioner, and cooled the car off immediately. Henry got very excited and invited them back to the office, where he offered them \$3 million for the patent. The brothers refused, saying they would settle for \$2 million, but they wanted the recognition by having a label, 'The Goldberg Air-Conditioner,' on the dashboard of each car in which it was installed. Now Henry Ford was more than just a little anti-Semitic, and there was no way he was going to put the Goldberg's name on two million Fords. They haggled back and forth for about two hours and finally agreed on \$4 million and that just their first names would be shown. And so to this day, all Ford air conditioners show: Lo, Norm, Hi, and Max on the controls. So, now you know...

Lines to Make You Smile

1. My husband and I divorced over religious differences. He thought he was God and I didn't.
2. I don't suffer from insanity; I enjoy every minute of it.
3. Some people are alive only because it's illegal to kill them.
4. I used to have a handle on life, but it broke.
5. Don't take life too seriously- No one gets out alive.
6. You're just jealous because the voices only talk to me.

(Continued on page 11)

Chuckles (Cont.)

7. Beauty is in the eye of the beer holder.
8. Earth is the insane asylum for the universe.
9. I'm not a complete idiot -- Some parts are just missing.
10. Out of my mind. Back in five minutes.
11. NyQuil, the stuffy, sneezy, why-the-heck-is-the-room-spinning medicine.
12. God must love stupid people-He made so many.
13. The gene pool could use a little chlorine.
14. Consciousness: That annoying time between naps.
15. Ever stop to think, and forget to start again?
16. Being "over the hill" is much better than being under it!
17. Wrinkled Was Not One of the Things I Wanted to Be When I Grew up.
18. Procrastinate Now!
19. I Have a Degree in Liberal Arts- Do You Want Fries With That?
20. A hangover is the wrath of grapes.
21. A journey of a thousand miles begins with a cash advance.
22. Stupidity is not a handicap. Park elsewhere!
23. They call it PMS because Mad Cow Disease was already taken.
24. He who dies with the most toys is nonetheless DEAD.
25. A picture is worth a thousand words, but it uses up three thousand times the memory.
26. Ham and eggs...A day's work for a chicken, a lifetime commitment for a pig.
27. The trouble with life is there's no background music.
28. The original point and click interface was a Smith & Wesson.
29. I smile because I don't know what the hell is going on.
Appreciate every single thing you have, especially your friends! Life is too short and friends are too few!

Lena went to work in tears. Her boss asked her, "What's wrong?" Lena responded, "My mudder died uff a heart attack." He told her to go home but Lena said she'd feel better if she just kept working. Just then the phone rang and Lena picked it up. Soon she was sobbing harder than ever. "Did something else happen?" her boss asked. Lena replied, "Ya, I

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yoost talked to my sister and her mudder died, too!"

Sven and Ole got a job putting in telephone poles. After the first day, the foreman asked how many poles they had put in. "Two," said Ole. "Only two?!" exclaimed the foreman. "All the other crews put in at least 10." "Yah," answered Ole, "But did yew see how much dey left sticking out uff da ground?"

Ole got caught by a park ranger in California roasting a bald eagle over a campfire. At his trial, the judge said, "don't you know eating an eagle is a Federal offense?" Ole said, "Ya, but can I ples explain what happened?" "Proceed," said the judge. "Vell, I got lost in da woods. I had nottin' to eat for two weeks. I was so hungry! Den I sees a bald eagle fishing and I tought if I followed da eagle, maybe I could get sum fish. But den I axcidentally killed da eagle. I figured it would be wrong to let it be wasted on da ground. So I made da decision to eat it up." The judge considered Ole's heartfelt testimony and then responded, "Due to the extreme circumstances you were under and because you didn't intend to kill the eagle, the court will dismiss the charges. But, if you don't mind my asking, what does a bald eagle taste like?" "Vell," said Ole, smiling and relieved. "I vould say dat it tasted somevhat between a Spotted Owl and a California Condor."

Madeline was around four years old and attending church with her grandparents. She was standing in the church pew between them as everyone rose to sing a hymn. At the top of her lungs she joined in singing the song "Trust and Obey." When the last verse was complete everyone was seated and quiet except her. She was still standing in the pew singing loudly, "Trust An Old Maid For There's No Other Way." The minister laughed and said "I don't think so." (Sent by a Surviving Spouse Group hosted by Karen Williamson).



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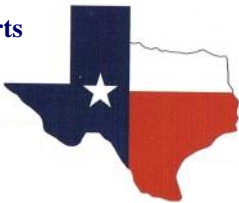
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Death Notices of Fellow Funeral Service Colleagues



IOWA



Paul L. "Chip" Chapman Jr., 72, of Clarence passed away on August 5, 2016. He graduated from the Wisconsin Institute of Mortuary Science in 1965. He worked at the family business until purchasing it from his parents in 1977 and retired in 2011 after selling the business to his son. He was 50-year member of IFDA. His services were directed by Chapman Funeral Home.



John A. Kloster, 64, of Marengo, died Sept. 9, 2016. He graduated in 1974 from Indiana College of Mortuary Science. He served his apprenticeship with Giles-Elliott Funeral Home in Fort Madison and Burlington. John married Elizabeth L. Klenske on April 30, 1977 at St. Patrick's Catholic Church in Waukon. He was employed at several eastern Iowa funeral homes, lastly purchasing Hoover -Valentine Funeral Home in Marengo in 1993. His son TJ joined him in 2007 and in 2008, John purchased Nevenhoven Funeral Home in Brooklyn. He and TJ have run both locations since. He is a member of the Iowa Funeral Directors Association and is District 2 Governor. His services were directed by Klostner Funeral Homes.

KANSAS



Nancy D. Conley, 45, of Kansas City, passed away on May 14, 2016. She was a funeral director for McGilley Memorial Chapel in Kansas City, who handled her funeral arrangements. (See page 6 for additional info - **The Dead Beat** -Vol. 15 Issue 3 for complete obituary.)



Connie Harrington, 78, of Bonner Springs passed away August 17, 2016. Since 1987 she and her daughter have owned and operated Harrington Floral. She and her husband John own the Alden-Harrington Funeral Home which handled her services.



Wendall Donovan Hinkson, 75, of Great Bend, died August 31, 2016. He was a licensed funeral director at Bryant-Christians Funeral Home until his retirement in 2016 after 50 years of service to the profession. He was a United States Army Reserve veteran. Funeral services were directed by Bryant Funeral Home.



Leo D. McRae, 84, of La Cygne, died Aug. 20, 2016. He was a partner in both the Mangold and Runyan Funeral Homes, retiring in May of 1997. Arrangements were by Schneider Funeral Home and Crematory, La Cygne Chapel

MISSOURI



Tom David Markland, 91, of New Franklin passed away Sept. 29, 2016. he was inducted in the United States [Army](#) in April, 1943. After basic training his unit was sent to train in southern England in the fall of 1943 to prepare for the Allied invasion of the European continent. He was proud to have served in the "Big Red One" First Infantry Division and to have landed in Normandy, France on Omaha Beach on D-Day. He served in Europe for twenty-four months and was in the campaigns of Normandy, Northern France, Rhineland, Ardennes and Central Europe. He was awarded five [Bronze Stars](#) for those campaigns. In addition to the Bronze Stars, he received the [Purple Heart](#), the Good Conduct Medal and the Combat Infantryman's Badge. Following military service, he graduated from the St. Louis School of Mortuary Science and was then employed for ten years with George C. Carson Funeral Home in Independence, Missouri. In May, 1957 he purchased the Harry Hall Funeral Home in New Franklin and served the community for thirty-four years, retiring in 1991. Markland-Yager Funeral Home directed his funeral services.

NEBRASKA



Rodney F. Knaup, 81, of Falls City, passed away on Aug. 4, 2016. Rodney served in the National Guard at Ft. Leavenworth, KS. He was a licensed funeral director for over 50 years. He worked for Hobson Funeral Home in Weeping Water before moving to Falls City in 1961 where he took employment at Dorr Funeral Home. He became sole owner of the firm after the death of Mr. Dorr. He received his 50 year funeral director pin in 2007 and in August of 2009 he retired. He graduated from the Worsham College of Mortuary Science in 1956. His arrangements were handled by Dorr and Clark Funeral Home.

TEXAS



Jack Lee Brown, 87, of Memphis, Tennessee, died on July 10, 2016. He served in the Naval and Army Reserves. He is the father of Lindy Kurtz, provisional funeral director licensee and father-in law of Jim Kurtz, a funeral director and board member of NTFDA. His services were directed by Allen Family Funeral Options in Plano.

(Continued on page 15)

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 Editor@thedead-beat.com



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Death Notices of Fellow Funeral Service Colleagues (Cont.)

(Continued from page 14)



John W. Coker, 82, of Waco, died August 16, 2016. The majority of John's work was in the service to the funeral industry in Texas, Oklahoma, Louisiana, and New Mexico. John's service included 20 years with Texas Coffin Co. in Waco, two and one-half years as the Executive Director of the Texas Funeral Director's Association, eight years as Executive Vice President of Affiliated Funeral Supply, two years as the Director of Corporate Development for Funeral Directors Life Insurance Company, fourteen years as an independent sales agent for the Deaton-Kennedy Company and his last three years as an independent agent for Messenger Stationery Products. He also served for many years as a Board Member and President of the Golf Association of Morticians and Salesmen. His services were under the direction of OakCrest Funeral Home.



Curtis Raye Jamison, 86, of Yoakum, passed away Aug. 18, 2016. In 1990 she returned to school to become a funeral director. She was owner/operator of Jamison Funeral Home until closing in 2013, when she went to work at Thiele-Cooper Funeral Home. Arrangements entrusted to Thiele Cooper Funeral Home.



Richard "Dick" Robert Krueger, 65, of Conroe, died Sept. 26, 2016. He was the former location manager and TFDA member for Cashner Funeral Home in Conroe which also handled his funeral services.

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Harry V. McBride of Anamosa, Iowa was honored for 60 years of dedication to funeral service during the 136th Annual Iowa Funeral Directors Association Convention held May 17– 19 at the Prairie Meadows Hotel and Conference Center in Altoona, Iowa.

McBride was one of four funeral directors from around the state to receive recognition by peers and colleagues for 60 years of service to Iowa communities.

McBride became interested in funeral service while researching the profession at Loras College in Dubuque. He graduated from the Indiana College of Mortuary Science in 1952. After serving in the Army, he and his wife bought the Steger Funeral Home of Dyersville and Guttenburg in 1961. McBride has also worked for Hoffman Mortuary in Dubuque, Goettsch Funeral Home in Jones County, McLarens Resthaven Chapel in West Des Moines, Collins Funeral Home in Winterset, and Cedar Memorial and Turner funeral homes in Cedar Rapids. "I have never regretted one hour of sleep I lost or one mile I have driven in my service for the dead," McBride said.

This year's Annual IFDA Convention featured highly regarded local and national funeral service speakers who

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presented current information on bereavement education, business and management practices, regulatory updates, technical skills and training and additional topics related to the funeral service profession. The Annual IFDA Convention provides funeral directors with a forum to receive and exchange information so they may return home with new ideas that will allow them to better serve the families in their communities.

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After a few of the usual Sunday evening hymns, the church's pastor slowly stood up, walked over to the pulpit and, before he gave his sermon for the evening, briefly introduced a guest minister who was in the service that evening. In the introduction, the pastor told the congregation that the guest minister was one of his dearest friends and that he wanted him to have a few moments to greet the church and share whatever he felt would be appropriate for the service.



With that, an elderly man stepped up to the pulpit and began to speak. "A father, his son, and a friend of his son were sailing off the Pacific Coast," he began, "when a fast approaching storm blocked any attempt to get back to shore. The waves were so high, that even though the father was an experienced sailor, he could not keep the boat upright, and the three were swept into the ocean as the boat capsized."



The old man hesitated for a moment, making eye contact with two teenagers who were, for the first time since the service began, looking somewhat interested in his story.

The aged minister continued with his story, "Grabbing a rescue line, the father has to make the most excruciating decision of his life...to which boy he would throw the other end of the life line. He only had seconds to make the decision. The father knew that his son was a Christian and he also knew that his son's friend was not. The agony of his decision could not be matched by the torrent of waves."

"As the father yelled out, 'I love you, son!' he threw out the life line to his son's friend. By the time the father had pulled the friend back to the capsized boat, his son had disappeared beneath the raging swells into the black of night. His body was never recovered."

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By this time, the two teenagers were sitting up straight in the pew, anxiously waiting for the next words to come out of the old minister's mouth. "The Father," he continued, "knew his son would step into eternity with Jesus, and he could not bear the thought of his son's friend stepping into an eternity without Jesus. Therefore he sacrificed his son to save the son's friend. How great is the love of God that He should do the same for us. Our heavenly Father sacrificed His only begotten Son that we could be saved. I urge you to accept His offer to rescue you and take hold of the life line He is throwing out to you in this service." With that, the old man turned and sat back down in his chair as silence filled the room.



The pastor again walked slowly to the pulpit and delivered a brief sermon with an invitation at the end. However, no one responded to the appeal.

Within minutes after the service ended, the two teenagers were at the old man's side. "That was a nice story," politely started one of the boys, "but I don't think it was very realistic for a father to give up his only son's life in hopes that the other boy would become a Christian."

"Well, you've got a point there," the old man replied, glancing down at his worn Bible. A big smile broadened his narrow face, and he once again looked up at the boys and said, "It sure isn't very realistic, is it? But I'm standing here today to tell you that THAT story gives me a glimpse of what it must have been like for God to give up His Son for me..... You see... I was that father and your pastor is my son's friend."

From My Purview

“Hidden Messages the Dying Want Us to Know” By Rev. Janice Hoffman

As a Twilight Brigade Hospice volunteer as well as a non-denominational minister specializing in custom funerals, I have been on both sides of death. Volunteering at the Denver VA Hospital, I do rounds visiting the veterans along with my colleague, Sean. I felt fortunate to have Sean, a Twilight Brigade Hospice volunteer for several years, as my partner and looked forward to learning from such a seasoned volunteer. Little did I know one of the first veterans Sean and I would visit would forever change how I looked at dying and what messages they want us to hear *and* understand.

As this brave veteran lay in his bed, one leg hanging off the edge and his bed covers laying askew over his body, it was clear this soldier, who so proudly had served our country, was now in need of my help. I approached the veteran's bed, I took his hand into mine. As I held his hand, I began to imagine who this man had been. Does he have a wife? Children? What capacity did he serve? I assumed by his age he served during the Vietnam War. What was his experience, I wondered. What horrors did he witness? As I sat quietly with this brave soldier, Sean standing a few feet away from the foot of the hospital bed, this veteran suddenly opened his eyes, totally alert belted out the word, “Blue!” As quickly as he came to life, he just as quickly collapsed and closed his eyes. Again he laid there, peacefully, yet obviously close to death.

It took all the energy he could muster up to say that one word. But what did “Blue” mean? Based on the emotion he put behind the word, I knew it must be important. Still holding his hand, I leaned in close to him and softly said, “Yes, blue. Yes, blue.”

Five minutes passed while he rested when again this veteran came to life, lifting up his head and professing again, “Blue!!”, then again collapsing into a quiet rest.

I began to wonder what the word “Blue” must mean. Could it be military code for something important? Perhaps it was a signal used by his troop in Vietnam to give a heads up? Perhaps it was the name of his dog back home? Or his buddy in the war's nickname? My curiosity was peaked because whatever it mean, I knew it was meaningful

to this veteran.

The veteran's abrupt awakening and shouting, “Blue!” happened every few minutes during our 20 minute visit. Each time, I would respond by saying, “Yes, blue, that's right blue.” I felt so inadequate as if I wasn't doing enough to comfort this dying soldier.

At one point, he woke up and looked very intently at the wall next to his bed where a deflated foil balloon was pinned on a bulletin board. It read, “I LOVE YOU.” Acting on instincts and praying I was doing the right thing, I said to this veteran of war, “That's right. We love you.”, repeating the phrase. I felt a connection to this particular veteran so I was trying to comfort him as best I could.

After we left the room, I looked at my colleague Sean and asked him, “What do you think he meant when he shouted the word “Blue?” Why do you think this veteran, who could only say one word, chose to repeat the word “Blue?” What do you think he was trying to tell us?”

Sean knew and his explanation changed the way I viewed this terminally ill veteran who so bravely served our country. Sean brought my awareness to the names of the veterans who are placed next to each patient's door. With two veterans to a room, their last name is written on a piece of paper, color-coded for surgical, chemotherapy, terminal, and so forth. The color blue is used for patients who are in hospice care, are close to making their transition, or in other words, dying.

The reason this veteran was saying the word “Blue” to us when he only had the energy to say one word, was to let us know he was dying. He knew he was dying and he wanted us to know. Yes, he wanted someone to know as he laid alone in his hospital bed, that he was dying. That was the message behind the word “blue.” Sean's explanation stopped me in my tracks.

When one is close to death, they very well may be fearful of the unknown, especially if they are a veteran and have served overseas. Some veterans have witnessed

the unspeakable. Some have never spoke about their experience. Most veterans die, wondering if what they did when they were serving our country will affect their death, where their soul goes and who they might meet on the other side. Given the gravity of service in the military, their fear is legitimate and real. Having someone next to them in their last hours and minutes makes all the difference in their death experience.

Officiating funerals, I hadn't given much thought to what the deceased experiences at the time of their death. As a hospice volunteer, this brave soldier taught me every single person in this world wants to be acknowledged and seen, even in their last moments of life. He taught me an ever greater lesson: “See me? I existed. Don't forget about me.” I believe this was the hidden message this veteran wanted us to know before he made his transition.

We all want to know that our life meant something. We all want to be seen, loved and remembered. I remember and even more important, I honor you and offer my



About the Author:

Ordained in 1999 as a non-denominational Christian Minister, **Reverend Janice Hoffman's** ministry

has included facilitating a Course In Miracles, leading an Attitudinal Healing support group, and hosting a guided meditation for a group that met weekly for over 13 years. Rev. Hoffman's work with mortuaries and families began in 2008. After the first funeral service Rev. Janice officiated, she had a deep awareness that honoring the life of a family's loved one was where she wanted to focus her ministry. Beginning with meeting with the family for an intake, Janice writes a custom service bringing comfort to families in shock and grief. None of us are promised tomorrow and bringing that awareness to others, fosters appreciation for those in our lives and the time we spend with them. Contact her at Janice@janicehoffman.com

NFDA Launches New Publication for Students

Brookfield, Wis. - The National Funeral Directors Association (NFDA) has launched Director.edu, a new electronic publication that will help mortuary science students gain insight into making their career choice a reality. This quarterly newsletter will include articles from noted industry experts, mortuary science program educators, recent graduates and students.

"NFDA wanted to share information with students and recent graduates that goes beyond what they learn in textbooks and in the classroom," said NFDA Publications Editor-in-Chief Ed Defort. "We hope that the information in Director.edu will give students 'real world' advice that will help them make the transition from mortuary science school to internship to funeral home staff member."

NFDA student members will automatically receive Director.edu; the association will also work with mortuary science program leaders to ensure the publication is shared with students who may not be members of NFDA.

Like the Memorial Business Journal, NFDA will not solicit advertising for Director.edu to solidify the integrity of the publication as a newsletter.

"This is an exciting new endeavor for NFDA and I would welcome feedback on topics you'd like to see in future issues of Director.edu," said Defort.

There are two NFDA membership options for students enrolled in mortuary science education programs: the standard membership is \$35 and includes a postal mailed copy of The Director magazine; the digital student membership is available at no charge.

The digital membership does not include a postal mailed copy of The Director; instead, students may access the digital edition of The Director via the NFDA website. For information about how to join, visit www.nfda.org/join.

Planning for the (Eventual) Sale of Your Business

By Richard S. 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 funeral business. 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. **Richard is always available for questions and can be reached at 407-257-5024 or email him at Lee-**

Social media is a tactic ... not a strategy

By Joe Weigel

One of the most common marketing mistakes made by many funeral directors these days involves using social media as a marketing strategy. It isn't.

Social media is a tactic or a channel, like the many other channels that are available to your funeral home. With that said, how you use social media and those other marketing communications channels — that's where the strategy comes in.

Over the past several years, I've read in the funeral trade magazines many articles about the power of social media and seen many funeral homes embrace social media. A great number of these funeral homes have invested a significant amount of time in their social media programs, only to watch their online activity sputter and die out. When asked, these funeral directors will say that they were frustrated with results that just didn't seem to justify the investment of time.

Most often, that's because they have bought into the misconception that social media is a magical strategy that works by simply existing. "We just have to do social media, we don't have to think about it," the funeral director reason. Or they believe, "If we put three posts a day on Facebook, we'll be swamped with business."

Sorry, but unfortunately, it doesn't work that way. Social media can be a powerful element of your overall marketing communications strategy, but it's simply a tactic for communicating with your families (and ideally, for giving them the opportunity to communicate with you). What makes social media succeed or fail is what and how you communicate. That, my friends, is your strategy.



Joe Weigel is the owner of Weigel Strategic Marketing, a communications firm focused on the funeral profession that delivers expertise and results across three interrelated marketing disciplines: strategy, branding and communications.

For more information, you can visit his website at

weigelstrategicmarketing.webs.com.

He also can be reached at 317-608-8914 or

weigelstrategicmarketing@gmail.com.

Ferncliff Cemetery Renovating Historic Home, Providing Indoor Niches

Springfield, Ohio's Ferncliff Cemetery, Arboretum and Crematory recently began renovation of its historic Superintendent's House, circa 1890, converting the distinguished structure into the House of Reflections. In its new role, the building will contain 368 glass-fronted indoor

niches where family and friends of loved ones can privately reflect in comfortable, updated, tranquil surroundings.

The attractive niches will all have beveled glass, LED lighting as well as the opportunity to include a photo of the loved one and optional niche vases. Six sizes and configurations will be available to meet a

wide range of needs, from 12" x 12" to as large as 24" x 24", many

(Continued on page 25)



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“Why Not Mentor and Hire Our Own?” (Cont.)

(Continued from page 1)

This could lead to a “home grown” individual who would want to come back to his or her community and be a licensed funeral director, embalmer, or pre-need consultant. After all, they know their community and may find that a career at home is something they want to enjoy in the future. This may even lead them to become your partner or future person to sell and pass on your business to.

I am a confident believer that “home grown” future employees can be the blessing for you as you continue your business and look to its future!



Robert L. "Robby" Bates, CFSP, CCO, owner of Bates Family Funeral Home in De Kalb, Texas, A Certified Funeral Service Professional, Robby graduated from the Dallas Institute of Mortuary Science and received his BS from Stephen F. Austin in Nacogdoches, Texas, and a BBA and MBA from East Texas State University-Texarkana. A long-time member of the Texas Funeral Directors Association, Robby has served his state association as president and has been an active chairman and member on many state committees. After serving as the 2002-03 president of the Texas Funeral Directors Association, Robby went on to serve as the Texas state representative to the NFDA Policy Board. Robby has taken on many roles with NFDA, including serving on several committees, such as Spokesperson, Operations, Audit and Budget. He served as an inaugural member of NFDA's Professional Conduct Committee. Robby has served as an at-large representative, secretary, treasurer, president-elect and president on NFDA's Executive Board. You can send questions or comments to his email: Rducks@aol.com.



Hugs



*It's wondrous what a hug can do.
A hug can cheer you when you're blue.
A hug can say, "I love you so."
Or, "I hate to see you go."
A hug is welcome back again,
And brings a rainbow after rain.
The hug, there's just no doubt about it,
We scarcely could survive without it!
A hug delights and warms and charms,
It must be why God gave us arms.
Hugs are great for fathers and mothers,
Sweet for sisters, swell for brothers;
And chances are your favorite aunts
Love them more than potted plants.
Kittens crave them, puppies love them;
Heads of states are not above them.
A hug can break the language barrier,
And make travel so much merrier.
No need to fret about your store of 'em,
So stretch those arms without delay
And give someone a hug today.*

Ferncliff Cemetery (Cont.)

(Continued from page 24)

accommodating two urns. “Making niches available in what will be a beautifully restored building is an extension of our commitment to meet the interests of the community,” said Ferncliff Supervisor Stanley Spitler. “These interests are clearly revealed in the increasing utilization of our crematory, installed in 2012.”

The House of Reflections will provide private, environmentally controlled conditions, along with comfortable furniture and soothing music, all to enhance the spirit of meditation. Convenient parking will be available. “The House of Reflections allows family and friends to visit at their leisure and reflect in private, unlike when cremated remains are kept in someone's home,” noted Spitler.

In transforming the Superintendent's House, Ferncliff is committed to maintaining the character of the original house

while updating the infrastructure and adding up-to-date conveniences and décor. The exterior will be restored, including new windows and a slate roof to replicate the original. Some of the interior changes include new flooring throughout and renovated restrooms.

Installation of the indoor niches is only one of the recent additions to Ferncliff, which has been a focal point of the Springfield community for more than 150 years. In 2014, in commemoration of its sesquicentennial, the organization dedicated the Ferncliff Cemetery War Memorial representing nine significant U.S. military conflicts, from the War of 1812 to the War on Terror. In 2012, Ferncliff began onsite cremations, as a response to the significant rise in cremation as a form of final disposition.

The project is expected to be completed near the end of 2017. Information for pre-orders and pre-planning is currently available.

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“Dear Counselor....”

By Bill Stalter

Dear Counselor:

If a friend of the deceased has a durable power of attorney, can the friend pay for the funeral from the deceased's checking account?

Some states, including Missouri and Kansas, allow a durable power of attorney to be used to designate the right of sepulcher. If the power of attorney has the proper language, the friend has a superior right to direct the funeral, even over the objections of the next of kin. Generally, the authorities granted through a power of attorney terminate upon the death of the principal (the person who executed the power of attorney). However, the authority to direct the principal's final disposition must survive the principal's death. But, the authority granted in the power of attorney to use the principal's funds to pay for the funeral does terminate on the principal's death. The friend must have some other authority to be able to use the deceased's funds (like a joint checking account, POD account or a trust). The principal's bank may well reject any check written after the principal's death. A funeral home would then be forced to file a probate claim to receive payment.



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

Signs



Sign in/at/on:

—A real estate office:

“Get a lot while you're young.”

—Vet's Office:

“All unattended children given free kitten.”

—Lot outside Vet's office in Silverton, OR:

“Parking for customers Only, others will be neutered.”

—In a Veterinarian's waiting room:

“Be back in 5 minutes, Sit! Stay!”

—Plumber shop:

“We repair what your husband fixed. Don't sleep with a drip.”

—Pizza Shop:

“7 days without pizza makes one weak.”

—Tire shop in Milwaukee:

“Invite us to your next blowout.”

—A plastic surgeon's office:

“Hello, we can help pick your nose.”

—At the psychic's Hotline office:

“Don't call us, we'll call you.”

—At a towing company:

“We don't charge an arm and a leg. We want tows.”

—Billboard on the side of the road:

“Keep you eyes on the road and stop reading these signs.”

—On a Electrician's truck:

“Let us remove your shorts”

—In a Nonsmoking Area:

“If we see smoking we will assume you are on fire and take appropriate action.”

—On Maternity Room Door”

“ Push, Push, Push”

—At an Optometrist's Office:

“If you don't see what your looking for, you've come to the right place.

—On a Taxidermist's window:

“We really know our stuff”

—In a Podiatrist's office”

“Time wounds all heels.”

—On a fence:

“Salesmen welcome, dog food is expensive.”

—Outside a Muffler Shop:

“No appointment necessary, we'll hear you coming”

—In the front yard of a funeral home:

“Drive carefully, we'll wait.”

—Growing old is mandatory, growing wise is optional

NFDA Announces Officer Election Results

*Bryant Hightower elected
NFDA Secretary*

Brookfield, Wis. - The National Funeral Directors Association (NFDA) is pleased to announce that association members have elected the following individuals to serve as officers on the 2016-17 Board of Directors: President-elect Kenneth A. Cahall, CFSP, CCO; Treasurer Charles "Chuck" T. Bowman, CMSP, CFSP, CCO; and Secretary R. Bryant Hightower Jr., CFSP.

The 2016-17 NFDA Board of Directors will be led by President W. Ashley Cozine, CFSP, CPC, CCO. The officers will serve one-year terms of office that begin at the conclusion of the 2016 NFDA International Convention & Expo in Philadelphia.

Serving with Cozine, Cahall, Bowman and Hightower on the 2016-17 NFDA Board of Directors are the following at-large representatives: Randy Anderson, CFSP, CCO (2015-17); Terry Reardon, CCO (2016-17); John "Jack" O. Mitchell IV, CFSP, CCO (2016-18); and Peter "Butch" G. Mulhearn Jr. (2016-18). 2015-16 NFDA President Bob Arrington, CCO, will continue his service on the Board with a one-year term as immediate past president that commences at the end of the 2016 NFDA Convention.

In the 2016 NFDA Officer Elections, Cahall and Bowman ran unopposed. In the contested election for secretary, the results were:

- * R. Bryant Hightower Jr., CFSP: 44%
- * Stephen R. Kemp, CFSP: 33%
- * Alec S. Anderson, CFSP, CCO: 23%

During the month of August, 1,032 eligible members voted for the individuals they believed should serve as officers on the NFDA Board of Directors. This election is the result of changes to the NFDA governance structure adopted last year. Under the

new structure, all eligible NFDA members are responsible for voting for the officers on the Board of Directors - president-elect, treasurer and secretary. The Policy Board continues to elect at-large representatives.

Information about the NFDA Election can be found on the NFDA website, www.nfda.org/vote <<http://www.nfda.org/vote>>.

NFDA is the world's leading and largest funeral service association, serving 19,700 individual members who represent more than 10,000 funeral homes in the United States and 49 countries around the world. NFDA is the trusted leader,



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beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit www.nfda.org.

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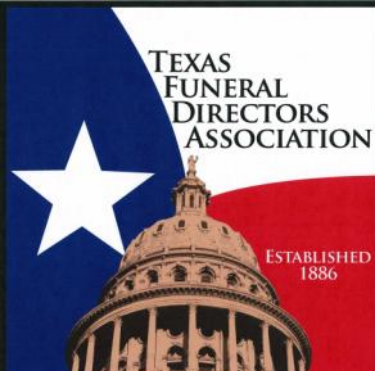
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