

The Dead Beat



The Caregiver's Soapbox



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

Volume 13

www.thedead-beat.com

Issue 6



EXODUS CoffinWorks, Inc.

EXODUS Coffinworks, Inc.™ is a new company about an age-old concept—using coffins! As you know in the industry, they are smaller, lighter and simple in design. We have made use of modern technology to reduce weight and re-enforce structure, yet still offering solid wood—all produced in the United States of America. We can build any design or use any wood choice or finish. We are presently set up to mass produce all three designs featured on our website with others on the drawing table. We can custom design one just for your funeral home!



S-1 Model

With our unique lightweight patent pending liner, there is no need for Adjustment of the body for display. It is designed to do that automatically keeping the body in position during transport as well. The liner is covered and slants downward covering the entire bottom for proper display. The uniqueness of the liner allows it to be covered with material provided by the family simply by draping over the form and still maintaining the shape and requirements for the funeral director to display the deceased.



Our coffins are finished inside and out allowing for full open display or using our signature flip back lid for partial display. Please note, even the bottom of the lid is finished accenting the wood grain should you wish to remove and position in front of the coffin during viewing or services.



P-1 Model

There are so many pluses to a coffin. It is truly a fine piece of furniture—the final bed that can be functional before need. We have future designs in place for those purposes. Being lightweight and smaller, our coffins work well in above ground burial facilities. The do not take up lots of storage room.



T-1 Model

Yes, we are about change as our name suggests—changing the way of viewing, keeping change in the client's pockets as well as

(Continued on page 29)

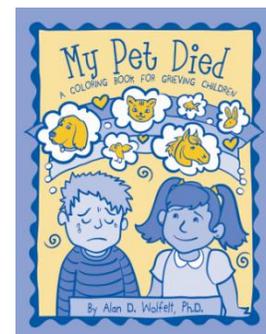
Other Articles in this Issue



ASU Field Trip to Springfield, MO
Pg. 4



Morris-Leman-Mosher Funeral Home
Miller, MO
Pg. 18



New Coloring Book
Pg. 28

Amy Howard Art Gallery



The Scattering Tubes! Now available for delivery from your Premier Howard Miller Distributor. Visit: www.cremationurnsdirect.com

LJE L.J Enterprises

Your Distributor of Keepsakes, Urns, Vaults, Caskets, and Fine Memorial Products.

1793 Pine Circle
Lawrenceville, Ga 30044
Phone: 678 778 6018
Fax: 678 225 7142
Email: sales@cremationurnsdirect.com

Scattering Remains can now be a Family Affair! With something for every family member.



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

Think Spring!!!



Cherokee
Child Caskets

New Urns

Marble Infant Urn

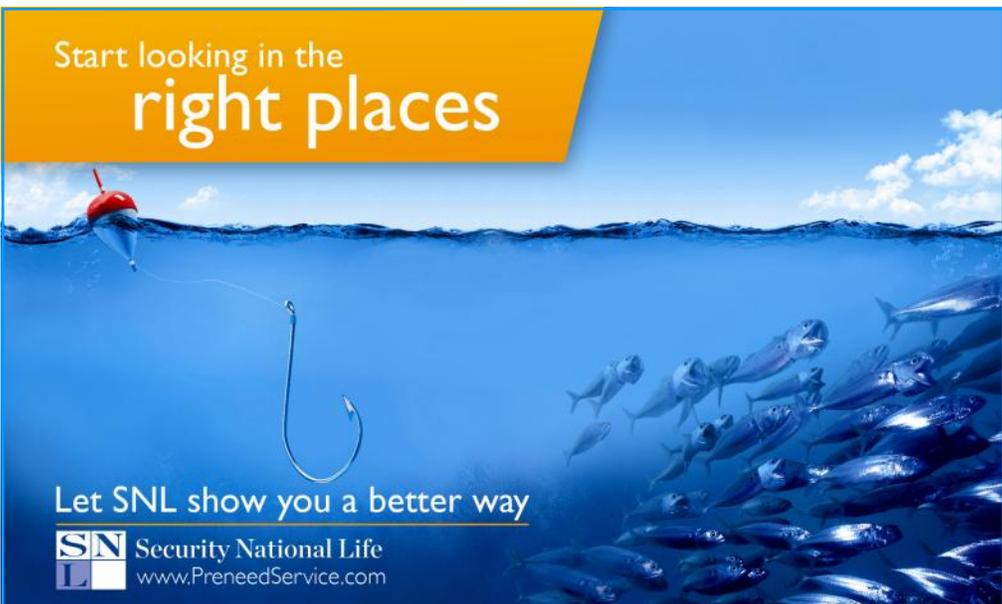





Guardian Angel Urn

www.cherokeechildcaskets.com 800-535-8667

Start looking in the right places



Let SNL show you a better way

SNL Security National Life
www.PreneedService.com



Mortuary Muse By Lowell

“It just doesn’t seem finished,” said a man who was attending to business in our office. He was referring to the direct cremation of a close friend and prominent local businessman. The widow was the second wife though she and the deceased had been sweethearts in their youth. Unhappy with the public response to his first wife’s funeral which was held in another community; he requested direct cremation for himself. His widow preferred services, but nephews who controlled the estate opted to adhere to his wishes.

A close friend of the widow told us she regretted the no service discussion the rest of her life. I regret that we did not offer her some kind of post death reception even if it was on the house.

A person cannot be involved in this profession very long without witnessing the profound relief expressed by grieving survivors when they view for the first time the appropriately restored and presented remains of a loved one. Did we fail to give the widow relief?

George A. Banano, Ph.D. expressed in his book “The Other Side of Sadness— What the New Science of Bereavement Tells Us About Life After Loss,” that about 20% of his clients have suffered with prolonged complicated mourning issues. The other 80% generally find their way in a few weeks or

months without losing day to day functionality. And a small percentage do not seem to have any issues at all after a loss. In other words the majority of people are “hardwired” to cope with loss and continue to survive. Victims of natural disasters, earthquakes, floods, etc. pick themselves up and concentrate on surviving on a day to day basis.

This does not mean that death care professionals should abandon our efforts to help our grieving clients, but realize they are not all alike in their needs. Yet we delude ourselves if we believe that every survivor needs this moment.

For some grieving people there may be other needs or priorities which we may not uncover if we focus primarily on the viewing of a restored and properly presented body.

We have been reinforced in our beliefs by our mental health colleagues who deal with the issues brought on by complicated mourning. This is frequently mentioned in our journals or we hear about it at seminars. But everyone does not fit into this category. Sitting around the arrangement conference table you often see a variety of moods represented by the survivors and isn’t that what we truly need to deal with?

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.

Brian Simmons Springfield Mortuary Service, Inc * Since 1961 *



Brian and Sue Simmons and
Jennifer Bodenhamer

**Removals
Embalming
Shipping Service
(Domestic & International)
Known Shipper
Crematory
Gravesides
Transport**

**520 S. Patterson
Springfield, Missouri 65802**

**1-800-259-6207
417-869-2826 Fax 417-869-9242**

www.springfieldmortuaryservice.com

ASU Students Annual Field Trip to Springfield, Missouri



Sixteen students from Arkansas University in Mountain Home, Arkansas – Mortuary Science Class participated in the annual field trip held in Springfield, Missouri on March 29, 2014.

The students, along with instructor, Matt Buell, were given a

tour of Suhr Industries, Wilbert Vault Plant. The tour was conducted by Bob Bradford. They all stated it was very impressive and they got a lot of knowledge out of the tour. The class instructor stated “he didn’t realize the massive difference between the Monticello and a Continental until he saw them side by side” in this



tour. The class was also impressed with the casket line and that Suhr also had casket distributions out of the vault plant. The students were given a step-by-step process of manufacturing the various products. During the demonstration Mr. Buell and Brian Simmons of Springfield Mortuary Service gave the students a “Casket

101” to help educate them in product knowledge and terminology. Following the tour, Wilber hosted a luncheon for the students in the plant.

Their next stop was the Chapel of Memories mausoleums at Rivermonte Memorial Gardens. The students were shown the features of a mausoleum and columbarium.



Gorman Scharpf Funeral Homes hosted a tour next with Dennis Gamble, funeral director and ASU Alumni conducting the tour.

Finally, the class toured Springfield Mortuary Service,

observing embalming, refrigeration and cremation facilities.

The annual trip has become somewhat of a tradition for ASU students, giving them some practical knowledge to go along with their theoretical studies.

Si Funeral Services, Wilbert Vault, Springfield, MO was proud to have the class choose their facility for one of their tours. The Si Funeral Services’ office manager provided the pictures.



Gamble and Simmons Appointed to Advisory Board

Two Springfield morticians have been appointed to the Advisory Board of the Mortuary Science Department of Arkansas State University at Mountain Home.

Dennis Gamble is a funeral director and embalmer at the Gorman Scharpf Funeral Home in Springfield, Missouri and also an alumni of ASU.

Brian Simmons is the longtime owner-operator of Springfield Mortuary Services in Springfield, MO.

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.



Mystic Images Presents...

*Fine Porcelain
Keepsake Ornaments!*

*“A Lasting Keepsake to
Comfort a Grieving Heart”*

Choose from one of our many beautiful designs

- ◇ for a gift to your families to show you care and remember
- ◇ as a centerpiece for your holiday remembrance service
- ◇ to assist in your aftercare and pre-need program

Visit us online or contact us for a **free sample** & more information

www.mysticimageskeepsakes.com 1-866-366-3166



Behind the Back Fence

What would a routine (if there is such an item) embalming procedure cost at an outpatient clinic or emergency room? \$3,000? \$5,000? \$12,000? Oh well, Medicare is not going to pay for it anyhow.

The point of that question is to discuss whether funeral homes are always compensated enough for an excellent embalming job. Does a one price—as quoted by the GPL—always fit all “normal” cases?

Jeffrey Chancellor (writing in the **Canadian Funeral News**, Feb., 2013), makes a strong case for an embalming price range rather than “a one price fits all.” Jeffrey is the Director of Education Training and Research for the H.S, Eckles Co, Inc. His essay was headlined “Weigh More, Pay More?” a take-off from airline charges.

It makes sense when you consider the range of chemical supplies and labor difference between a normal 98 pound deceased person as compared to a normal 300 pound case.

The GPL should reflect the range but it might present a problematic situation for the arrangement professional and preneed sellers, but it deserves consideration, doesn't it?

In the late 1980's we had a cremation occasionally but a stronger trend was developing. More families were selecting graveside services. Ministers seemed to preach about the same sermons whether at church, chapel or grave. At the graveside the music being left out or weather issues were some of the variations from traditional church/chapel services.

As early as the 1960's a lack of personalization was noted in some church denominations' funerals. We did not equate this as being a factor in the rising rate of graveside services. Perhaps the motivation was for a less formal setting or financial.

We decided to try a different package which we named the Sensible Service with burial. We would schedule a combination visitation and service or service followed by visitation during late afternoon and

evening hours. The service portion of the event would conclude with a committal service spoken at the funeral home with no trip to the cemetery. The burial would be the next day without public attendance allowing us to forgo tent service and staff with more flexibility in scheduling grave diggers and vault/box delivery.

We provided a few of these services but some family members and friends always came to the cemetery anyhow. Gravediggers also could not cope with the flexibility.

The sensible service was selected in lieu of direct burial, but it was not effective when competing against a cut price direct cremation. We were perplexed by the fact that most of the families still wanted to view the burial while no one wanted to go to the cremators.

Howard Raether was still the NFDA executive director then and he was not happy with my choice of the name “Sensible service.” You can't win every time but you need to keep trying.

BAXTER VAULT COMPANY
 Baxter Springs, Kansas/Independence, Kansas
Phone 800-346-0547
“Serving The 4-State Area”

- *Doric Burial Vaults
- *Clark Steel Vaults
- *Concrete Boxes
- *Mausoleums
- *Monuments/Markers

The finest tribute... the most trusted protection







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*

An interesting thing was pointed out to me by a friend who lost her husband to cancer a few months ago.

She is a young widow in maybe her late forties or early fifties. She had been happily married and really not interested in other men at this time or forever as far as she is concerned. But guess what happened??? Within three weeks of her husband's funeral some guys started hitting on her for dates.

Trust me this was not what she wanted to do in the midst of grief of her late husband. Not only was she not interested and expressed that opinion; but the pursuer was so persistent that she had to have one of her sons go talk to this gentleman to tell him to leave her alone.

I have experienced loss, but not of a spouse, so this just blew me away and I felt so sorry for her. I know about the grief related to loss and it is very hard, but to have it complicated in this way seemed beyond comprehension. I'm not so sure I'd had been as tolerant as she was.

She was told by relatives that men had needs, but truly who cares about their

needs. Obviously somebody wasn't exactly thinking about her needs; the need to grieve her husband and adjust to the loss of him. In her mind there was no way she could even think about being with anyone but him. And now that he was gone, she would need to know what she would do in the future.

So is this something that all widows and widowers need to expect when they lose their loved ones? Boy, talk about complicating the grieving process. I guess it ranks up there with people thinking you can have another child or adopt if you lose yours. That's a really rotten thing to imply or say.

For whatever reason God needs our loved ones, it doesn't mean we can replace them. Let's see, last time I looked we were all unique, with unique characteristics and unique experiences that no one will ever be able to replicate. This is not to say that we can't be open to new experiences but they will never take the place of the other times.

This is just another aspect to consider when someone is grieving the loss of a

spouse.

My other challenge this month was my oldest daughter Amy missing one of her milestone birthdays. She would have been 30 on March 13. Now usually I'm sad around my girls' birthdays, but for some reason this one seemed to hit me hard. I resorted to expressing my birthday wish and missing her on social media. I usually think people who do this need to move on, but I'm always grateful to know the birthday or death anniversary to think and pray for the family left behind.

This experience was a positive one and I could see why people have done it. I received several responses from people that made me feel really good that people were still thinking and remembering her. Don't know if I will do it again, but this helped and brought a few tears to be even more thankful that she had been in my life. So besides social media, I'll use my own column to say: "Happy Birthday Amy and belated Happy Birthday Laura. Miss you both!"

My Oath to You.....

When you are sad...I will dry your tears.



When you are scared..I will comfort your fears.

When you are worried...I will give you hope.



When you are confused...I will help you cope.



And when you are lost.. And can't see the light.



I shall be your beacon...Shining ever so bright.

This is my oath... I pledge till the end.
Why you ask?...



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

Because you are my friend.





Too Busy To Protect Your Business?

Even the best businesses can have claims.

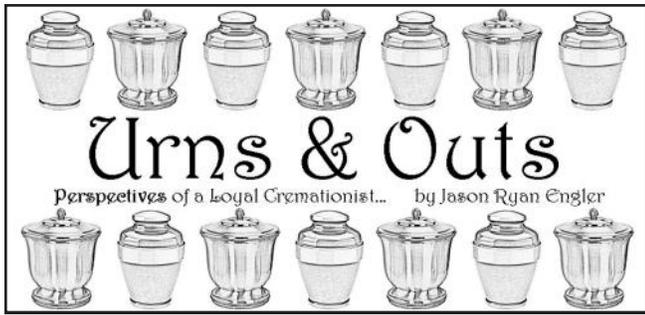
Contact your local Federated representative for help developing sound hiring practices, including drug and alcohol testing and MVR screening, so your lessons won't be learned via crash course.

Visit www.federatedinsurance.com to find a representative near you.



Federated Mutual Insurance Company • Federated Service Insurance Company* • Federated Life Insurance Company
Owatonna, Minnesota 55060 • Phone: (507) 455-5200 • www.federatedinsurance.com

*Not licensed in the states of NH, NJ, RI, and VT. © 2013 Federated Mutual Insurance Company



Cremation is a very personal choice. It is something that those who appreciate it agree with and understand. I have often been asked to explain to folks why I have made cremation my personal choice - the answer is multi-faceted. While reading through old issues of "The Cremationist" Magazine, I came across the reprint of an address made by Clifford Zell, III, who at the time owned the Valhalla Chapel of Memories in St. Louis. The Zell family were very instrumental in the Cremation Association - and three generations of Zells have operated the prestigious Valhalla institution since its early foundation. I would like to share Cliff's sentiment—and adopt it as my own as well:

"Why I Want Cremation"

Clifford Zell, III

Valhalla Chapel of Memories, St. Louis, Missouri

I prefer cremation because it offers me a choice, not available in other types of burial. I see the chance and the duty to control the condition of my burial. But most important, this becomes a matter of my choosing, not leaving it up to nature. Oh yes, nature has a plan for us. I know that at the instant of death, a "natural biological process" begins: dehydration; and that if I do nothing to prevent it, this process will control perhaps the next several hundred years of burial. But isn't it fascinating how we control nature today? 1) We seek shelter and clothe ourselves for protection from her violent extremes. 2) We harness her elements to our own benefit. 3) With modern technology we even control our environment.

I heard someone say that it's not nice to fool Mother Nature... but if I see a chance to speed up her work and to bring about a desired end, then I see reason to do so, and I will do so.

Let's talk plainly about life. Life is, for many, a journey made in the fellowship of two separate entities, the body and the soul. Yet in death the body is fallen. It requires at this time very special attention, attention that was easy to offer in life but now the task becomes ever so much more demanding. We must, I feel, take positive and affirmative action to safeguard it from neglect or abuse.

But what of the soul? Does it continue on? Of course, for the journey continues as life's own significance is expressed in memories and memorialization. For me the journey is not over at death if I

know that this process will continue in the grave. My true destination in life is to be brought to the point where my body will no longer be affected by the element of nature.

Cremation becomes my duty; my only means to fulfill the journey near the time of death. Certainly cremation offers wisdom to me and, incidentally, to about 800 of my young friends. You see, it is my duty to conduct seminars as part of the curriculum of several area colleges... courses in death and dying, also funeral service education. So it is my job to introduce to them and examine with them cremation.

And what do we find? We find the inherent wisdom of cremation speaks very plainly to us and as I speak plainly with them – facts without the romance – bottom line and from the hip. We see several kinds of wisdom. Wisdom in utility: knowing that only a given amount of space is required for the inurnment of our cremated remains, we must use this much and no more. Nothing wasted here. Wisdom in cost: because in many cases the cost of total cremation arrangement is less expensive than ground burial, therefore making the difference available to benefit the survivors. And finally, we see something that is the opposite of wisdom: foolishness. We see that it is foolish to think the body can be preserved. The most elaborate burial vault, the most extensive embalming does not preserve. And what if it could? What condition is the body in at death?

Many times death takes place after an extended illness which has taken its toll in appearance, violent death has disfigured. We often cannot control the cleanliness of the area where death happens. hospitals or nursing homes not as clean as our homes. The body is a bacterial junkyard. Then, if preservation were available, would this be the way we would want to perpetuate it? No sir, it doesn't make sense to us.

What does make sense to me is a pattern in life: a sequence of logical decisions that leads to purposeful cremation. This has to do with our ideas of change. You know that in young life, we welcome and anticipate active change, change that brings a new and better situation to our lives. Also, we look forward to a kind of physical change which is a wonderful and beautiful thing. But later in life, our perspectives change. The seventh inning stretch reminds us we've grown weary of active change. We feel fulfillment of life is to settle down. Maybe retire. We safeguard ourselves from drastic change in income with pension and annuities. Our health is stabilized with special care and medicine. We even go to the length of prearrangement to make the inevitable and necessary transition into death a smooth and orderly affair. We seek a kind of peace with the universe – devoid of interference from undue influence – knowing we've deserved undisturbed rest truly. I cannot imagine peace in the grave, knowing a process goes on and on, beyond my control.

So I say "Deliver me to the point where my body will no longer be the victim of time," and with me now my most primary element of composition, my cremated remains, perhaps that which is truly me, at rest in a memorial of bronze, that will, as I am no longer able to, carry on my identity.

That's his perspective... And it is mine too!

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

JOHN RAGGETT
Vice President / CFO
14530 Anson Avenue
Santa Fe Springs, CA 90670
Office: (562) 926-2876
(800) 396-2254 Fax: (562) 926-2880
Cell: (562) 755-1244
john@americancrematory.com
www.americancrematory.com

"SERVICE IS EVERYTHING"™



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

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

The Importance of Self-Care

By Ken Doka

Grief is hard work. In fact, the work of mourning can sometimes be the hardest work we can do.

Since grief can be so difficult, we need to consciously monitor and retain our strength as we cope with our grief. It is sometimes said that "aging is not for sissies." Grief is not for sissies either!

Sometimes grief can even be physically painful. We may experience all sorts of aches and pains. Our stomachs may hurt, our muscles ache, and our heads may throb. These are normal reactions in grief as our loss can affect us on many levels, influencing not only our emotions but the ways we feel, think, believe, and behave.

Even though physical reactions to a loss are normal, taking care of yourself means that you ought to have such reactions checked by your physician. While these may simply be an aspect of your grief, you do need to remember that a loss can adversely affect your health. So, it is critical to monitor your health. Let your physician know about your recent loss.

There are a number of reasons for this. First, grief is highly stressful and stress negatively affects our health. Stress not only creates a whole series of problems—affecting, for example, our heart, blood pressure or digestion—it also suppresses our immune system, making us less likely to fight off other infections. Second, often when someone we love dies, our own health practices suffer. We may not adhere to our medication regimen. We may ignore basic needs: failing to eat well, exercise, or get sufficient sleep. We also have to recognize that when a spouse dies, we may share some

of the risk factors that negatively influenced our partner's health. For example, if our spouse smoked for 40 years, we may have been exposed to second-hand smoke. Watching our health is an essential element of self-care as we cope with loss.

Since we are under such stress in grief, we need to minimize additional stress as much as possible. That is why it is helpful not to make any significant changes after a loss such as moving or quitting a job. Any change brings additional stress at an already difficult time. Moreover, it removes us from our natural systems of support.

It is also helpful to assess your health habits, reviewing how they may have been affected by the loss. Are you sleeping well? Has your diet changed? Are you exercising enough? Are you taking medications in the prescribed way? Are you avoiding practices such as the excessive use of alcohol that can negatively influence your health and well-being? Once we examine our own health and life practices, we can begin to make the essential changes. When necessary, you can discuss any concerns, such as an inability to sleep, with your physician.

We can be proactive as well. Are there things we can do to reduce stress? Each of us has our own ways to deal positively with stress. It may be listening to music, taking a walk in the woods or on a beach, or getting a massage. Reaching into our own spirituality, whether it is prayer, meditation, or any other spiritual discipline, often helps to reduce stress. Practicing ways to "de-stress" makes good sense in grief.

Grief is hard work. Like any hard

work, you have to acknowledge that you need time off. Going out with friends, seeing a movie, or enjoying a concert offers temporary respite from your loss. It empowers you to deal with your grief.

Because grief is hard work, we need to face it as physically fit as possible. Taking care of ourselves is the first step as we cope with our loss.

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*)



Fraleley Funeral Supply, Inc.
Joplin, Missouri
"Family Owned & Operated Since 1938"
ERIC ZENTNER
BETH FRALEY-ZENTNER
1-800-641-4666
Also Representing
Bass-Mollett Publishers - Hydrol Chemical Co.
"Call for our Catalogs"
Check out our Website:
www.fraleleyfuneralsupply.com

Chuckles

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

Sent from a fellow funeral director;
 “One of my favorite parts of being a funeral director is that I lead a Surviving Spouse Support group. My teenage granddaughter didn't understand that it was for widowed ladies, but instead thought it was a support group on how to survive daily living with your husband!!!!!”



While walking along the sidewalk in front of his church, our minister heard the intoning of prayer that nearly made his collar wilt. Apparently his five-year-old son and his playmates had found a dead robin. Feeling the proper burial should be performed, they had secured a small box, cotton batting, then dug a hole and made ready for the disposal of the deceased. The minister's son was chosen to say the appropriate prayers, and with sonorous dignity intoned his version of what he though his father always said. “Glory be unto the Faaather... and unto the Sonnnnn.....and into the hole you goooooo.”



We had spent the day moving from our farmhouse into our new house in town. Early the next morning, our 3 1/2-year-old ran into our bedroom to wake us up. I dressed him and told him to play in the yard and quit bothering us. About 20 minutes later, he came running back. “Mommy, Mommy,” he exclaimed, “everybody has doorbells—and they all work.”

Female Comebacks:

Man: Where have you been all my life?
 Woman: Hiding from you.

Man: Haven't I seen you someplace before?
 Woman: Yes, that's why I don't go there anymore.

Man: Is this seat empty?
 Woman: Yes, and this one will be if you sit down.

Man: Your place or mine?
 Woman: Both, you go to yours and I'll go to mine.

Man: So, what do you do for a living?
 Woman: I'm a female impersonator.

Man: How do you like your eggs in the morning?
 Woman: Unfertilized.

Man: Your body is like a temple.
 Woman: Sorry, there are no services today.

Man: I would go to the end of the world for you.
 Woman: But would you stay there?

Man: Where have you been all my life?
 Woman: Where I'll be the rest of you life...in your wildest dreams.

Rules to Live By

- ◆ Follow your dream! Unless it's the one where you're at work in your underwear during a fire drill.
- ◆ Always take time to stop and smell the roses and sooner or later, you'll inhale a bee.
- ◆ Do not walk behind me, for I may not lead. Do not walk ahead of me, for I may not follow. Do not walk beside me, either. Just leave me alone.
- ◆ If you don't like my driving, don't call anyone. Just take another road. That's why the highway department made so many of them.
- ◆ If a motorist cuts you off, just turn the other check. Nothing gets the message across like a good mooning.
- ◆ When I'm feeling down, I like to whistle. It makes the neighbor's dog run to the end of his chain and gag himself.
- ◆ It's always darkest before the dawn. So if you're going to steal the neighbor's newspaper, that the time to do it.
- ◆ Love is like a roller coaster: What's good you don't want to get off, and when it isn't, you can't wait to throw up.

Don't Rock the Boat!

A pious man who had reached the age of 105 suddenly stopped going to synagogue. Alarmed by the old fellow's absence after so many years of faithful attendance the Rabbi went to see him. He found him in excellent health, so the Rabbi asked, “How come after all these years we don't see you at services anymore?” The old man looked around and lowered his voice. “I'll tell you, Rabbi,” he whispered. “When I got to be 90, I expected God to take me any day. But then I got to be 95, then 100, then 105. So I figured that God is very busy and must've forgotten about me, and I don't want to remind Him!”

An atheist was taking a walk through the woods, admiring all the “accidents” evolution: had created. “What majestic trees! What powerful rivers! What beautiful animals!” he said to himself. As he was walking alongside the river he heard a rustling in the bushes behind him. As he turned to look, he saw a 7-foot grizzly bear charging towards him. He ran as fast as he could up the path. He looked over his shoulder and saw that the bear was closing in on him. He tried to run even faster, so scared that tears were coming to his eyes. He looked over his shoulder again and the bear was even closer. His heart was pumping frantically as he tried to run even faster, but he tripped and fell on the ground. He rolled over to pick himself up and saw the bear right on top of him raising its paw to kill him. At that instant he cried out, “Oh my God!” And time stopped. The bear froze. The forest was silent. The river even stopped flowing. A bright light shone upon the man, and a voice out of the sky said, “You deny my existence all these years, teach others I don't exist and even credit my creation to a cosmic accident, and now do you expect me to help you out of this predicament? Am I to count you as a believer?” The atheist, ever so proud, looked into the light and said, “It would be rather hypocritical to ask to be counted as a Christian after all these years, but could you make the bear a Christian?” “Very well,” said the voice. And the light went out, the river flowed, the sounds of the forest continued, and the bear put his paw down. The bear then brought both paws together, bowed his head, and said, “Lord, I thank you for this food which I am about to receive.”



(Continued on page 11)

Chuckles (Cont.)

Stupid Criminal Acts

- ◆ A true story out of San Francisco: A man, wanting to rob a downtown Bank of America, walked into the branch and wrote "this iz a stickup. Put all your munny in this bag." While standing in line, waiting to give his note to the teller, he began to worry that someone had seen him write the note and might call the police before he reached the teller window. So he left the Bank of America and crossed the street to Wells Fargo. After waiting a few minutes in line, he handed his note to the Wells Fargo teller. She read it and, surmising from his spelling errors that he was not the brightest light in the harbor, told him that she could not accept his stickup note because it was written on a Bank of America deposit slip and that he would either have to fill out a Wells Fargo deposit slip or go back to Bank of America. Looking somewhat defeated, the man said "OK" and left. The Wells Fargo teller then called the police who arrested the man a few minutes later, as he was waiting in line back at Bank of America.
- ◆ A woman was reporting her car as stolen, and mentioned that there was a car phone in it. The policeman taking the report called the phone and told the guy that answered he read the ad in the newspaper and wanted to buy the car. They arranged to meet, and the thief was arrested.
- ◆ Christopher Jansen, on trial in March in Pontiac, Michigan, said he had been searched without a warrant. The prosecutor said the officer didn't need a warrant because a "bulge" in Christopher's jacket could have been a gun. Nonsense, said Christopher, who happened to be wearing the same jacket that day in court. He handed it over so the judge could see it. The judge discovered a packet of cocaine in the pocket and laughed so hard he required a five minute recess to compose himself.
- ◆ A man walked into a little corner store with a shotgun and demanded all the cash from the cash drawer. After the cashier put the cash in a bag, the robber saw a bottle of scotch that he wanted behind the counter on the shelf. He



Global Mortuary Affairs

877.216.2708



www.globalmortuaryaffairs.com

Domestic Shipping
Embalming
Cremation



www.globalmortuarylogistics.com

International Shipping
Consulate/Translations
Overland MEXICO

told the cashier to put it in the bag as well, but he refused and said, "Because I don't believe you are over 21." The robber said he was, but the clerk still refused to give it to him because he didn't believe him. At this point the robber took his drivers license out of his wallet and gave it to him because he didn't believe him. The clerk looked it over, and agreed that the man was in fact over 21 and he put the scotch in the bag. The robber than ran from the store with his loot. The cashier promptly called the police and gave the name and address of the robber that he got off the license. They arrested the robber two hours later.

Kids Say the Most Interesting Things in Church.....

- ◆ And one particular four-year-old prayed, "And forgive us our trash baskets as we forgive those who put trash in our baskets."
- ◆ A little boy was overheard praying, "Lord, if you can't make me a better boy, don't worry about it. I'm having a real good time like I am."
- ◆ A Sunday school teacher asked her little children as they were on the way to church service, "And why is it necessary to be quiet in church?" One bright little girl replied, "Because people are sleeping."
- ◆ Six-year old Angie, and her four-year-old brother Joel were sitting together in church. Joel giggled, sang and talked out loud. Finally, his big sister had had enough. "You're not supposed to talk loud in church." "Why? Who's going to stop me?" Joel asked. Angie pointed to the back of the church and said, "See those two men standing by the door? They're hushers."
- ◆ A Sunday school class was studying the Ten Commandments. They were ready to discuss the last one. The teacher asked if anyone could tell her what it was. Susie raised her hand, stood tall, and quoted, "Thou shall not take the covers off the neighbor's wife."



DARLENE M. RUSSELL, CPC
LICENSED FUNERAL DIRECTOR
PRE-NEED SALES DIRECTOR

(573) 821-6340

CFL PRE-NEED

darussell13@hotmail.com
Home Office: Belleville, IL
866-775-6333

Professionals in Pre-Need Funding

CLASSIFIED

RATES : \$1.00 per word, with minimum charge of \$20.00. All advertising in this department is payable in advance. If drawer number is requested please add \$8.00 to total. The identity of drawer numbers is strictly confidential and cannot be divulged.

EMPLOYMENT OPPORTUNITY: A position is available for a licensed funeral director or funeral director/embalmer that is skilled in all aspects of a funeral home and crematory. These include making removals, preneed & at need arrangements, directing funerals & memorial services, and other responsibilities associated with a funeral home & crematory. We are a family owned funeral home & crematory with our crematory being utilized by our funeral home only. Applicants must have a professional appearance, be ambitious, conscientious and have a good work ethic. Salary & benefits based on the applicants experience and ability, with living quarters available for potential employees. Resumes can be e-mailed to daveduncan@funeralmation.com, mailed or faxed to: Bella Vista Funeral Home & Crematory, Inc., 2258 Forest Hills Blvd., Bella Vista, AR 72715; fax # 479-855-3858 or call 479-855-1611 and ask for David Duncan for further information. All applicants considered with inquiries kept confidential.

FOR SALE: Well-established small town Funeral home nestled in the beautiful Ozarks Mountains region of South West, MO. Over-looking Lakes, breathtaking view of Historical Dam; it has been in the community for over 98 years and is deeply appreciated in its small Southern Missouri Town. The business offers a full-service mortuary with embalming, body transportation, memorial services, casket and urn sales. This is a 7,426 square foot funeral home built with class, warmth and everything you need to operate an esteemed funeral home. Setting on 1.67 acres m/l. It includes pew seating for 100 in chapel with pew seating for 30 in adjoining family room, additional room in foyer for 40 chairs. Includes casket selection room, embalming room, with inside private casket loading area adjoining chapel, with covered area at front door entrance and family room. There is a lower level residence with outside entrance. Separate 3 stall garage at lower level. The business comes with \$948,132.00 of trust funded pre-arranged funeral plans that will carry the new owner for years to come. Other assets include \$21,186 of inventory, fixtures and furnishings. For more information, interested parties contact us at fwfc2013@gmail.com

FOR SALE: Funeral Home in west New Mexico; Located near Mountains with beautiful surroundings. Only Funeral Home in City and County. 8000 square feet building, chapel seats 250, ample parking. Complete fleet with all equipment. Average 150 calls per year. With over \$650,000.00 in preneed. Owner wanting to retire and will sign non-compete contract. Also available, 4300 square foot house with 4 Bedrooms, 3 Baths, indoor Salt Water Swimming Pool with Diving Board, Bathroom and Exercise Room. Send inquires to: nmfuneral-home@yahoo.com

FOR SALE: Rural Oklahoma family-owned funeral home for sale. Please send serious inquiries to: Business Purchase Request, 5830 NW Expressway, Box 175, Oklahoma City, OK 73132 or contact molly.helm@wymerbrownlee.co

FOR SALE: Assortment of quarter cut York caskets for YMS room. Metals and woods-20 total. \$250 each or negotiable for entire lot. Specifics available. 25 matching wood biers for selection room. In great condition and move around easily. \$400 each or \$7500 for entire lot. Also a large quantity of assorted pews, casket lamps, lecterns, announcement boards older but in good condition. Contact Crain Funeral Home in Cape Girardeau, MO. 573-335-3223 or bcrain@crainsonline.com.

FOR SALE: Funeral Home supplies—26 matching wood selection room biers \$200 each or \$4500 for all; assortment of York quarter cut displays; scissor scoop; wall registers, wall mount flower racks, ladder racks, metal biers, casket lamps, lecterns. Contact Crain Funeral Home in Cape Girardeau 573-335-3223

Directory of Funeral Homes, Funeral Directors and Embalmers and Crematories

ARKANSAS

NWA
Mortuary Service
 www.nwamortuary.com
 Servicing all of Northwest Arkansas

First Call Embalming Cremation Transportation

COMPLETE SHIP OUT \$495
(does not include transportation to airport)
 Known Shipper

479-957-6023

When Only The Best Will Do

COLORADO

FIRST CALL & FUNERAL DIRECTOR'S SERVICE



- Largest transport service in Colorado
- Compassionate, professionally dressed staff
- Immediate response
- Transfer anywhere in the U.S.
- Trade service only, no public sales
- Cremation, embalming, DC/permit filing, storage and transfer
- CANA certified, fully bonded and insured

One call for all your transport and trade needs.

First Call & Funeral Director's Service
 1849 S. Acoma St. Denver, CO 80223
 Phone: 303.777.0190
 Fax: 720.570.0681 • E-mail: firstcalloffco@gmail.com

MISSOURI

"Professional Embalming & Cremation Services to the Trade"

Tyler M. Woods—Funeral Director
*Available 24 Hours—
 All calls are answered direct—
 Discreet & Safe location*

**Removals-Embalming-Cremation-
 Layouts-Transportation**

*Your trusted resource in Central Missouri
 Jefferson City—Columbia—Lake of the Ozarks—
 Sedalia—Mexico—Rolla*

(573) 636-2424

TEXAS

LIGHTHOUSE PROFESSIONAL SERVICES
 First Call / Embalming / Transportation

J. Brad Frisby
 Owner / Operator

1407 ENE Loop 323
 Tyler, TX 75708
 P.O. Box 148
 Tyler, TX 75710

903-526-8344
 toll free 877-526-8344
 fax 903-526-8346
linesman87@yahoo.com

Directory of Funeral Homes, Funeral Directors and Embalmers and Crematories (Cont.)

TEXAS (Cont.)

"Ensuring the highest quality and professionalism with prompt service"

HARDIN
MORTUARY SERVICES

Graveside Services Embalming National & International Shipping
Cremations First Calls Overland Service
William E. Hardin, Sr., Owner
Toll Free—1-866-533-9116 Phone (210) 533-9116
Fax (210)533-9335
4402 S. Flores St. San Antonio, TX 78214
EXCLUSIVE SERVICE TO FUNERAL HOMES ONLY NOT
AFFILIATED WITH ANY FUNERAL HOME

Olinger ~ Saenz
Mortuary Service

Dotti Bierschwale Office (210) 924-4137
Ephraim Saenz Fax (210) 924-3299
Owners 1 (800) 247-4137
6614 S. Flores * San Antonio, Texas 78214

Removals * Embalming* Gravesides
Cremations Transportation *
Known Shipper



SUPERIOR MORTUARY & CREMATORY SERVICES, INC.
800-276-3547

- *Most Preferred Mortuary Service in the Austin Area
- *Prompt and Courteous Service at Reasonable Prices
- *NFDA-TFDA
- *Over 20 Yrs Experience-Independent, Fully Insured
- *Serving the Entire Central TX area
- *Embalming - Cremation— Shipping Services and Specialty Services Upon Request

DEE BESTEIRO-PRESIDENT
1916 Tillery, Austin, TX 78723

Victoria
Mortuary & Cremation Service
Attending The Funeral Services Professionals

Adrian Fulton
Funeral Director
adrianfvictoria@aol.com

1505 La Valliere Ave. 361-578-4646 P.O. Box 7662 (77903)
Victoria, TX 77901 1-888-524-1646 Fax: 361-578-0228

THE ONLY MORTUARY SERVICE IN VICTORIA

IF YOU WOULD LIKE TO ADVERTISE IN OUR DIRECTORY. IT STARTS AT \$20 PER ISSUE— 6 issues for \$100. PROVIDE WHAT INFORMATION YOU WOULD LIKE DISPLAYED AND SEND CHECK TO: PUGH FUNERAL HOME- P.O. BOX 145, - GOLDEN CITY, MO 64748-0145 or E-mail: Editor@thedeat-beat.com

“Dear Counselor....” By Bill Stalter

Dear Counselor

The lack of investment return from trust funding and insurance funding led me to switch to non-guaranteed preneed. I have been hearing more about hybrid guarantees where prices are frozen for a fixed term when the consumer pays an additional fee. What should I consider before adding this option to what my funeral home offers to families?

I have been recommending other forms of hybrid guarantee/nonguaranteed arrangements for several years. But, this has not been without concern for regulatory challenges. It has only been within the past few years that preneed laws began to reference nonguaranteed contracts. Preneed laws were written with the guaranteed contract in mind because that is how the industry defined the transaction to avoid Federal securities laws. State association preneed programs obtained ‘exemption letters’ from the Securities Exchange Commission by defining the preneed contract as a purchase of funeral goods and services. As a consequence, every nonguaranteed contract form has to negotiate the ‘gray areas’ of the applicable state preneed law.

For trust funded contracts, one gray area is what the seller may retain from consumer payments for sales expense. Midwestern states range from 20% (Iowa) to 15% (Missouri and Nebraska). But, Missouri’s preneed law breaks the retainage down by 5% of the sales price for costs (regardless of the type of contract) and an additional 10% for the sales price of guaranteed items. It is not clear whether the seller could retain a sales expense from the fee charged for the term protection.

Regulators from Nebraska and Missouri frown upon consumer ‘fees’. Missouri’s law includes a provision that prohibits a seller from charging any consumer fee that is not authorized by Missouri law or Federal law. There is no law which expressly authorizes a funeral home to charge a fee for a term guarantee. But then, there is no Missouri law or Federal law that authorizes a funeral home to charge those fees addressed by recent Federal Trade Commission opinions on the Funeral Rule (fees charged to collect insurance proceeds or for obese cremations).

The cancellation and portability provisions required by state laws are typically written with guaranteed contracts in mind. Sellers are generally allowed to keep a significant portion of a contract’s trust income when the consumer cancels. If the hybrid contract retains a portion of the trust’s income, regulators will probably object.

You also must be comfortable enforcing a term guarantee when the beneficiary dies after the term’s expiration. The family may question the investment return if the term guarantee was used to offset a conservative investment strategy by your preneed trustee.

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

The Preneed Resource Company

Helping funeral directors spend more time with families and less time with regulatory reports and banks.....

Providing administration, contracts, trust agreements, and compliance advice to funeral homes, cemeteries and preneed fiduciaries in Illinois, Missouri, Nebraska, Kansas, and Nevada.

1-800-449-0030 or WWW.PRENEEDRESOURCE.COM

Death Notices of Fellow Funeral Service Colleagues

INDUSTRY ASSOCIATES



Darcie D. Sims, PhD., DHT, CT, GMS, 66, of Puyallup, WA died Feb. 27, 2014. She was a grief management specialist, a nationally certified thanatologist, a certified pastoral bereavement specialist, a licensed psychotherapist and hypotherapist and president and co-founder of **Grief, Inc.** She was director of the American Grief Academy and also director of training and certification for the Tragedy Assistance Program for Survivors. She served on the national board of directors for The Compassionate Friends and received a lifetime achievement award. Her arrangements were handled by Bonney-Watson, SeaTac, WA

ARKANSAS



Ellis Gene Melton, 97, of North Little Rock, died Feb. 7, 2014. He was a funeral director at Melton Company Inc., previously know as the Funeral and Supply and Equipment Company, where he worked as a sales representative. He graduated from the California College of Mortuary Science. His services were under the direction of North Little Rock Funeral Home.



Kathleen Nicholas, 87, of Clarksville, passed away on Dec. 25, 2013. She was owner of Hardwicke Funeral Home for the past 64 years. She took over operation of the firm after her first husband, L.D. "Red" Hardwicke died in 1962. Arrangements were under the direction of Hardwicke Funeral Chapel.

ARIZONA



Franklin Shill Bueler, 69 of Camp Verde, passed away on Jan. 19, 2014. Following a full-time mission in the southern states for The Church of Jesus Christ of Latter-day Saints, he then served in the U.S. Army. He attended Cincinnati College of Mortuary Science and returned to the family business in Arizona. In 1986, he moved his family to Prescott and enjoyed many years as a funeral director there. In 2005, he moved to Camp Verde and assisted his son, Benjamin. Bueler Funeral Home conducted his services.

COLORADO



Gene E. Steinke, 90 of Denver, passed away on Dec. 23, 2013. He was a licensed funeral director at Olinger Crown Hill Mortuary & Cemetery for many years. He served in the U.S. Navy during WWII. He graduated from the University of Denver in 1948. His arrangements were under the direction of Olinger Hampden Mortuary & Cemetery.

If you know of a fellow funeral service colleague that has died that we have not included, please send the information and picture if available (The Dead Beat, P.O. Box 145, Golden City, MO 64748) or fax it to us (417-537-4797) or E-Mail to Joanne@thedeat-beat.com

KANSAS



Gary Boeve, 68, of Afton, OK, formerly of Hays, passed away Feb. 26, 2014. He was a funeral director and embalmer. He worked in Phillipsburg and then in Hays where he owned Brock's North Hill Chapel for 31 years. His services were under the direction of Keithley Funeral Services-Brock's North Hill Chapel, Hays, KS.



Keith Brock, 85, of Hiawatha, died Feb. 9, 2014. He was the father of Jay Brock, a partner of Chapel Oaks Funeral Home. Keith served in the U.S. Navy in WWII aboard an aircraft carrier. His services were directed by Chapel Oaks Funeral Home.



Kenneth Lee Gladden, 87, of Dodge City, passed away March 20, 2014. He is the father of Mike Burkhart. He served in the U.S. Army during WWII as a paratrooper. His services were handled by Swaim Funeral Home in Dodge City.



Kathleen R. Sevedge, 76, of Lenexa, died February 8, 2014. She was a co-owner of Artco Casket Company with her husband Roger. Her arrangements were under the direction of Porter Funeral Home and Crematory in Lenexa.

MISSOURI



Rev. Delmar B. Hutson, 84 of Steelville, died on April 20, 2014. He opened Hutson Funeral Home in Steelville in 1989 and another one in Cuba in 1990 after years as a minister and owner of Hutson's Department Store. His services were directed by Hutson Funeral Home in Steelville.

Maurine M. Rahmeyer, 86, of Vandalia, died April 10, 2014. Her husband and her owned Waters Funeral Home in 1983, she retired in 1997.



William W. Stone, 58, of Jefferson City passed away March 29, 2014. He worked for the State of Missouri at the Department of Health and Senior Services in the Bureau of Vital Records. His services were under the direction of Freeman Mortuary.

Richard Eugene "Gene" Watts, 91, of Ash Grove passed away March 25, 2014. He was a WWII veteran serving HQ CO 42nd Tank BN11th ARMD INF. He went to embalming school in St. Louis. He started working for Birch Funeral Home in October, 1948 and worked there for 55 years retiring in 2003. He was known as "the best kept secret in funeral service." Birch Funeral Home handled his funeral arrangements.

NEBRASKA



Glenn John Jurgens, 92, of Curtis, passed away on April 11, 2014. He was the father of Rod and Jo Jurgens of Daniel Funeral Home in Lamar, MO. He served in the U.S. Army in the Pacific Theatre during WWII. Blasé-Wetzel-Strauser Memorial Chapel in Curtis were in charge of arrangements.



Scattering Cremains in a Natural Area



Native Grasses and Flowers Reaching to the Sky

For those with a love for the natural landscape, arrangements have been made with the private owners of **Golden Prairie**, a registered natural landmark, to scatter cremains on their property. In addition to the arrangements, a picture and GPS location of the actual site is included.

Memorialization for cremains scattered at any location is available in our Garden of Remembrance, a cremains burial and scattering garden with a memorial cenotaph.

For information contact:
Pugh Funeral Home
 400 Chestnut-
 Golden City, MO 64748-0145
 1-417-537-4412 **1-800-575-2611**

NEBRASKA (Cont.)



Jeffrey E. Nelson, 62, of Beatrice, passed away Dec. 29, 2013. He graduated from mortuary school at the University of Minnesota in 1977. Nelson became manager of Laughlin-Hoevet. He then moved to Fremont and was employed at Moser Memorial Chapel from 1988-91 before returning to Beatrice and resuming his employment with Griffiths-Hovendick Chapel.

His services were directed by Laughlin-Hoevet Funeral Home.

TEXAS



Brenna Rae Allen, 39, of Amarillo, passed away Nov. 11, 2013. She was a former funeral director. She obtained her bachelor's degree in mortuary science and funeral service from Southern Illinois University and her master's degree in social work from Aurora University. She was formerly employed as a licensed funeral director at several funeral homes in the state. Her funeral arrangements were under the direction of Grace Funeral & Cremation Services in Rockford, IL.



Harwell Barber, 87, of Abilene passed away on Feb. 22, 2014. He was chairman of the board of Rita Barber Inc., a tribute fashion business started by his mother Rita Barber. He served in the U.S. Navy in the Pacific Theatre on the U.S.S. Prince William as Yeoman 3rd Class. His funeral was directed by Elliott-Hamil Funeral Home in Abilene.



Vernon Orville Carden, 87, of East Bernard, TX, formerly of Richmond, TX, died Feb. 11, 2014. He served in the U.S. Navy as a medic at the naval base in San Diego, CA during WWII. In 1960 he partnered with John Garmany, forming the Garmany & Company Funeral Home with locations in Richmond and Needville. In 1970, he purchased Garmany's interest and expanded the funeral home business to include locations in Missouri City and East Bernard, becoming known as the Garmany & Carden Funeral Directors, Inc. In the early 1970's he purchased the Martin Funeral Home in Alvin, TX, and was renamed as Martin Carden Funeral Home. He retired in 2009 after serving 60 years as a funeral director. He graduated from Landig Mortuary College in 1946. His services were under the direction of Garmany & Carden Funeral Directors, Roseberg, TX.



Berta Diaz Ceballos-Gonzalez, 94, of Edinburg, passed away on March 28, 2014. She and her husband Dan Ceballos, Jr. opened the Ceballos-Diaz Funeral Home in 1943, which were the ones who directed her service.



Carroll Tom Cole, Jr., 68, of Johnson City, died Feb. 1, 2014. He was a retired funeral director at Crofts Funeral Home in Johnson City. He began his career in funeral business for Pace Funeral Home. He graduated from Commonwealth Mortuary College in Houston in 1966. He worked at Crofts Funeral Home from 1982-2007. Broussard's handled his funeral services.



Benny Ray Cunningham, 77, of Sulphur Springs, died on March 27, 2014. He was father of Terry Cunningham, a funeral director and embalmers with West Oaks Funeral Home, who directed the services.



Leta Lynne Hayes of Santa Fe, passed away on Feb. 21, 2014. She was the co-founder of Hayes Funeral Home, Inc. and wife of 57-year licensee, James A. Hayes, Jr. Her services were directed by Hayes Funeral Home in Hitchcock, TX.

Baxter Dewitt Honeycutt, 83, of Portland, died March 22, 2014. He was the father-in-law of Lisa Honeycutt of Trust 100. His arrangements were under the direction of Charlie Marshall Funeral Home in Aransas Pass, TX.

(Continued on page 17)

2014 CLASSIC STYLES



MK COACH COMPANY
15' Extended Van — Full Size
Hearse Floor and Interior —
Elegant Style
Affordable Price

EAGLE COACH COMPANY
Cadillac Eagle Echelon
Top of the Line —
Deluxe interior



EAGLE COACH COMPANY
Lincoln Eagle Icon
Top of the Line — Deluxe interior
Skylight



FEDERAL COACH COMPANY
Cadillac Federal Heritage
Big. Bold. Practical.

WHAT WE NOW HAVE IN STOCK

- 2009 Cadillac Eagle Kingsley Window Hearse
- 2009 Cadillac Federal Renaissance Hearse
- 2007 Lincoln Eagle Ultimate Hearse
- 2007 Cadillac Federal Hearse
- 2007 Cadillac S & S Medalist Hearse

- 2014 Lincoln MKT Federal Six-Door Limo
- 2013 Cadillac XTS Eagle Six-Door Limo
- 2009 Cadillac Eagle Six-Door Limo
- 2008 Cadillac Superior Six-Door Limo
- 2001 Cadillac Superior Six-Door Limo

Miller & Sons Funeral Car Sales

Dallas

1-800-822-9586

Denver



Frank@hearseandlimo.com
New and Pre-Owned Sales * Service * Leasing
Visit us at www.hearseandlimo.com



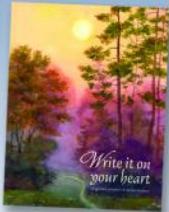
FEDERAL
COACH • LIMO

Providing Quality Laminating Products for 40 years!

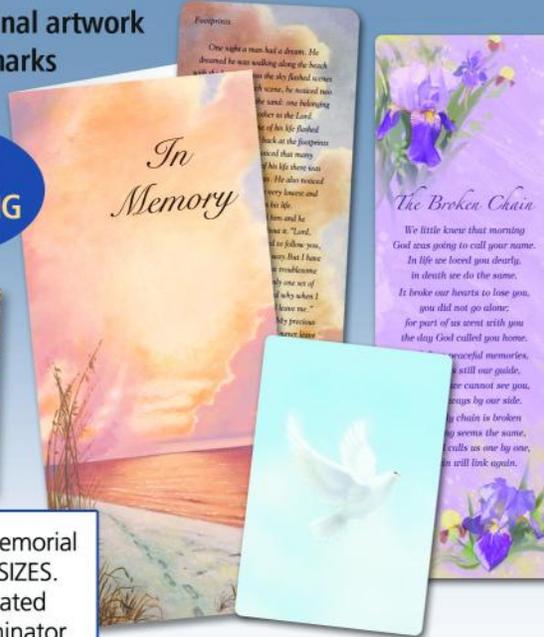
- Memorial bookmarks & cards with original artwork
- Presentation cards, micro-perfed bookmarks & special occasion cards
- Clear pouches of all sizes



We offer
**CUSTOM
IMPRINTING**



Ask about our **NEW** guided memorial journal to aid with the grieving process



We'll be offering
**NEW SALES
EVERY MONTH**
in 2014!

To be added to our
email list, contact
sales@lamcraft.com



Go online and make custom memorial bookmarks, NOW IN THREE SIZES. Use Lamcraft's Micro-Perforated Sheets, clear pouches and laminator.

Start making memorial bookmarks TODAY:
www.lamcraftdigitalmemories.com

Call toll free:
800-821-1333

Order online:
www.lamcraft.com

Death Notices of Fellow Funeral Service Colleagues (Cont.)

TEXAS (Cont.)



(Continued from page 15)

Gerald Wayne Jentsch, 45, of Wichita Falls, died on Jan. 18, 2014. He was a funeral director and manager at Lunn's Colonial Funeral Home in Wichita Falls for 22 years. Lunn's Colonial Funeral Home directed the services.



Arthur Jack King, 74, of Huntsville, died on Feb. 6, 2014. He was past president of TFDA and licensed for over 50 years. He went to the Commonwealth Institute of Mortuary Science in 1962. He worked at Broussard's Funeral Home in Beaumont, Weldon Davis Funeral Home and Huntsville Funeral Home, which he owned when he retired in 1999. His services were handled by Sam Houston Memorial Funeral Home in Huntsville.



W. Larry 'Sput' Parrent, Jr., 56, of Victoria, died March 3, 2014. He served in the U.S. Army as Chief Warrant Officer 3. He attended the Dallas Institute of Funeral Service. He worked in funeral homes in Virginia, North Carolina, Texas and Colorado. His services were under the direction of Grace Funeral Home in Victoria, TX.



Giving Praise

My grandmother, who lived in Tucson, was well-known for her faith and lack of reticence in talking about it. She would go out on the front porch and say,



"Praise the Lord!"



Her next door neighbor would shout back, "There ain't no Lord!"

During those days, my grandmother was very poor, so the neighbor decided to prove his point by buying a large bag of groceries and placing it at her door.



The next morning, Grandmother went to the porch and, seeing the groceries, said, "Praise the Lord!"

The neighbor stepped out from behind a tree and said, "I bought those groceries, and there ain't no Lord."

Grandmother replied, "Lord, you not only sent me food but you made the devil pay for it."



Denotes Veteran of Military Service



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.



**Morris-Leman-Mosher Funeral Home
Miller, MO**



**Greenfield Funeral Chapel
Greenfield, MO**

MOONEY-KEEHLEY

AN EXTENSION OF YOUR IMAGE AND REPUTATION

ECONOMY ACKNOWLEDGEMENT CARDS



ECONOMY ACKNOWLEDGEMENT CARDS					
	1,000	2,500	5,000	10,000	25,000
WHITE	\$80.00	\$75.00	\$71.00	\$70.00	\$68.00
IVORY	\$85.00	\$80.00	\$76.00	\$75.00	\$73.00

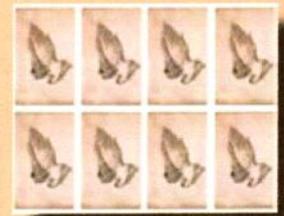
**PRICES ARE PER 1,000 CARDS AND INCLUDE MAILING ENVELOPES AND ARE FAIR IN ALL STATES.

BRANDI PRAYER CARDS

\$50 PER PACKAGE



103M



111M



609M

MOONEY-KEEHLEY



22 Winston Place
Rochester, New York 14607
(585) 271-1573

AFFORDABLE REGISTER BOOKS



FIRST CALL, INC.

"Serving Funeral Homes & Their Families Since 2000"

(800) 362-5969 (913) 262-2633
(314) 616-4436 (816) 483-2300
Fax: (913) 262-4264

Serving Denver, Kansas City, St. Louis and all points in between
Removals • Transportation • Storage



The auction gateway for the funeral professional.



Pinnacle of Excellence

2012 NFDA Innovation Award Winner

- ✓ Funeral Exclusive
- ✓ 24/7 Business Protection
- ✓ Time-Saving, Efficient Solutions
- ✓ Freedom and Peace of Mind

myASD.com

1-800-868-9950



30 day FREE Trial

THE ANSWERING SERVICE IN A CLASS OF ITS OWN

**MedPro Disposal Joins ASD's
Cost-Cutting Rewards Program**

Media, PA—ASD – Answering Service for Directors, the leading funeral home answering service, is pleased to welcome **MedPro Disposal** to the company's Rewards Program. The ASD Rewards Program, which has generated more than \$90,000 in discounts for ASD clients, was created to help funeral professionals reduce their expenses while working with top-rate companies in the funeral profession.

MedPro Disposal began in 2009 after the company's founders recognized a serious lack of choice in medical waste disposal services. MedPro provides reliable, cost-effective medical waste disposal services to large and small quantity generators of medical waste. In 2011, the company began to expand operations and is now providing service in 44 states in cooperation with more than 80 regional affiliate haulers. MedPro has also added an online compliance training program for those subject to OSHA regulations.

ASD – Answering Service for Directors serves more than 6,000 funeral homes and is the preferred choice among Independent Funeral Homes. With a visionary approach to business, ASD blends state-of-the-art technology with an extensive, 6-month training program. The company's mission is to provide the same level of customer service and satisfaction that funeral homes have been providing to families for generations.

According to MedPro Executive Vice President, Adam Panfil, "We are enthusiastic about providing ASD clients with exclusive savings and an alternative solution for their medical waste disposal needs. With Medpro, funeral professionals can avoid confusing invoices or unexpected price increases and take comfort in knowing they have a dedicated customer service team member always available to help them."

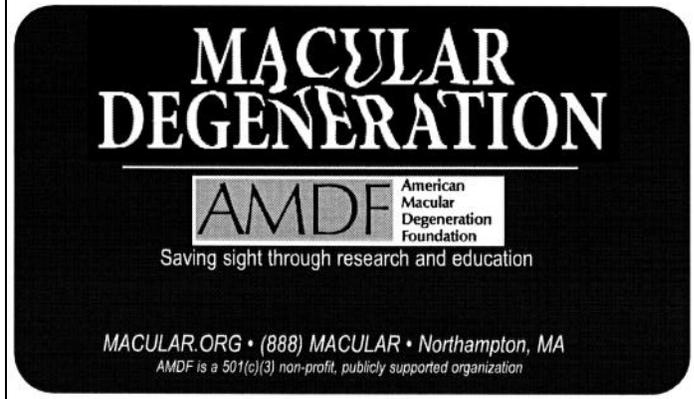
As part of this exclusive partnership, ASD clients who sign up with MedPro will receive a monthly credit towards their ASD bill for one full year. MedPro and ASD are looking forward to working with one another to ensure that funeral professionals have more options for saving.

"ASD is extremely excited about partnering with MedPro to give funeral directors the opportunity to increase their cash flow while lowering their monthly operating expenses," says ASD Vice President and Family-Member Owner, Kevin Czachor.

To learn more, visit www.myASD.com/Rewards

About MedPro Disposal

MedPro Disposal is a medical waste disposal company that provides safe and affordable transportation and treatment services for infectious waste. MedPro began operations serving the Midwest and has grown to now service 44 of the 50 states. The company works with more than 80 regional



affiliate haulers. Our goal is to ensure that you receive the quick, reliable service you have come to expect from your medical waste hauler with the peace of mind you are not paying more than your neighbor and your waste is being properly disposed of

Facebook: [Facebook.com/MedProDisposal](https://www.facebook.com/MedProDisposal)

Twitter: @medprodisposal

About ASD

ASD – Answering Service for Directors has created a new class of answering service for funeral professionals by raising the bar with unparalleled levels of advanced training and technology. Family Owned and Operated, ASD has been helping funeral homes manage their calls and their lives since 1972. The company's custom-built communication systems and sophisticated mobile tools were designed solely to meet the needs of funeral homes. 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.

Facebook: [Facebook.com/myASD](https://www.facebook.com/myASD)

Twitter: @myASDcalls

Aaron Beasley
Embalming Service & Crematory
1-866-410-2122 or 1-479-755-6922
 805 S. 10th St. Ft. Smith, Arkansas 72901

*Quality Professional Care
 Excellent Service
 Fair Pricing
 Statewide Cremation*

Fax 479-755-6933

**SERVING FORT SMITH,
 WESTERN ARKANSAS & EASTERN OKLAHOMA**

Ode to Spell Checker



Eye have a spell checker.
 It came with my pea sea.
 It plainly marks my revue
 Miss steaks eye kin knot sea.
 Eye strike a key and type a word
 And weight four it two say
 Whether eye am wrong oar write.
 It shows me strait a weigh.
 As soon as a mist ache is maid
 It nose bee fore two long
 And eye can put the error rite
 Its rare lea ever wrong.
 Eye have run this poem threw it
 I am shore your pleased two no
 Its letter perfect awl the weigh
 My checker tolled me sew.

Using Cremains In Art

Another interesting article in May, 2014 **Rural Missouri** by Heather Berry was called “Art From Ashes.” It was about Adam Brown, a 33-year old artist who lives in Grandview, Missouri. He attended Drury College and Missouri Fine Arts Academy.

A graphic artist by trade, “a friend saw his artistic abilities and asked him to paint a portrait and include cremated ashes (cremains) in the image.”

His technique is not mixing the ashes in the paint, but adds it to the background of the painting. He is respectful of the ashes by using gloves and returning any ashes he doesn’t use and marks the paintings with descriptions that state the work was created using some human remains.

He has been working on these artworks since 2011. The paintings use 2 to 8 ounces of ashes depending on the size of the completed project. It starts with a “high-quality photo of the scene or image of the loved one he’s painting. “ After a proof is approved the ashes are added and an acrylic matte sealer or epoxy seals the artwork and it is put under glass.

He says that “funeral homes also are beginning to offer his service to families as a way to create a lasting memorial alternative.” Adam likes to think that he is easing the pain in some way and “using their ashes to create a piece of art is a beautiful way to remember they lived.”

For more details, visit www.adamsartgallery.com or email adamlikestopaint@gmail.com

“Harp Care”



In the October, 2013 issue of **Rural Missouri** distributed to Rural Electric Cooperative members, an interesting article called “Therapy for the Heart & Soul by Heather Berry was found.

This article discussed a type of therapy a registered nurse Jill Norton began. She began a bedside music ministry that would comfort individuals during difficult times with her harp. She co-founded “Harps For The Heart, Inc.” which is “a non-profit group based in

Strafford, Missouri that provides therapeutic harp music care to patients in area hospitals, private homes, nursing facilities and hospices.”

Jill started this ministry with her harp teacher Darice Augustson in 2002. That’s when Jill started offering “harp care.”

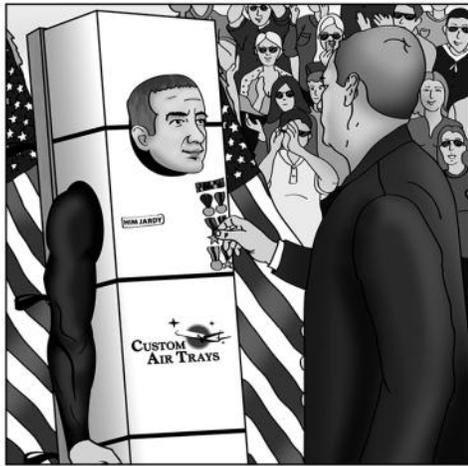
The music of the harp is very soothing and comforting to those experiencing challenging situations. Though many think it’s “end of life” care, Jill feels it’s much more. She feels, “It’s about making every moment you have left count.” Every one deserves to have the peace that the music provides.

This made me think that it may also be a very good therapy as people are grieving too. We should consider playing more harp music at the funeral homes and possibly during funerals when people are seeking peace in saying goodbye to loved ones and friends.

If you are interested in more information, please contact Harps For The Heart at 542 Wild Rose Loop, Strafford, MO 65757, 417-350-4676 or via email at jill.norton5@gmail.com The “Harps For The Heart” CD can be purchased for \$20 which includes shipping and handling. These CDs help support this ministry.

John Poff Manufactures Rep	Curt Miller Production Manager	Philip Miller Owner
		
-Honorable Memories- Cremation Urns, Memorial Plaques & Flag Cases Honoring Our United States Military		
Website: honorablenmemories.com		
730 Walnut Street Home Office: Carthage, MO 64836 (417)-358-5075 or (303)-250-0900 somediff51@aol.com	7420 Hightop Lane Bismarck, ND 58503-6374 Office: (701)-751-3975 honorable.memories@gmail.com	

THE AMAZING ADVENTURES of Air Tray Guy



He's received thousands of medals and awards...simply for being awesome.

He's Him Jardy. And he's kind of a big deal.

Custom Air Trays:
Strong. Tough. Highly Decorated.



1-800-992-1925
CustomAirTrays.com



ASD Introduces Live Chat Feature and an Exclusive First Chat Alert™ Tool

Media, PA—ASD – Answering Service for Directors is pleased to introduce a new **Live Chat** feature that allows directors to answer questions and capture leads directly from their funeral home's website. As more funeral professionals recognize the importance of connecting with the public online, Live Chat ensures that website visitors can receive assistance in real-time, without delay.

ASD's Live Chat introduces several proprietary tools, which allow funeral home staff to be involved with the chat as well as ASD Call Specialists. The company's onsite technical team designed this tool to be as interactive as possible, maximizing the level of control directors have over incoming chats. When an urgent chat is initiated, ASD sends a

First Chat Alert™ via text or email, allowing the on-call director to intercept the chat in progress on their mobile phone or computer.

"Rather than settling for a generic chat feature, we harnessed our state-of-the-art technology to build a custom solution that offers directors more control and flexibility," says ASD Vice President and Family Member Owner **Marty Czachor**, who designed the Live Chat feature with ASD's technical team. "ASD clients have come to expect a higher standard and our Live Chat feature is another example of the ways ASD has worked to improve our clients' lives with the most advanced technology."

ASD understands that many funeral professionals are searching for

a competitive edge to grow their business. Live Chat is designed to help directors capture price-shopper inquiries, as some consumers may not feel comfortable placing a phone call. Directors can choose how, when and why they are notified of a chat session by using ASD's customizable options and settings. Answers to common questions can be programmed in advance, ensuring website visitors receive the information they need without delay.

"I think ASD's Live Chat is a great idea. If someone is browsing on our website and they have a question, they can easily get a hold of a director," says **Ted Ricci**, Director of **Spotswood Funeral Home** in Spotswood, NJ. "ASD's operators can grab the information from them and a director can call them back later or we can bring a director online to chat. I think it's a great thing."

About ASD

ASD is the leader in answering services and call support for funeral professionals. Family owned and operated, ASD blends state-of-the-art technology with an experienced team of knowledgeable call specialists that possess a high level of understanding of the funeral process. The company's intensive training programs ensure that the potential value of every call is recognized and communicated to directors in the most cost efficient way. ASD's innovative technology, custom-built systems and call support expertise have made it a national leader in the death care profession. Headquartered in Media, Pennsylvania, ASD offers comprehensive answering services for funeral homes and funeral related businesses of all sizes. For more information, visit www.myASD.com or call 1-800-868-9950.

Connect with ASD online

Facebook: facebook.com/myASD

Twitter: @myASDcalls

IS IT TIME FOR A NEW MARKETING APPROACH?

By Joe Weigel

You're just not pleased with the way things are going. Calls seem to be down, despite that new marketing campaign you launched three months ago. And frankly, you're getting tired of the new ads. So the thought crosses your mind – I'll just toss it aside and come up with something new. There's nothing to lose.

Bad idea. And I say that as a person who profits when funeral homes need brand-new marketing and communications approaches, because it usually means that they need brochures, advertising or some other marketing collateral pieces — all those things they hire people like me to help them create.

Funeral professionals who change their marketing approaches only slightly less often than they change their underwear are usually wasting time and money. Simply put, if your company or firm needs a new marketing approach every few months, something is fundamentally wrong, and the problem isn't in your marketing tactics.

The most effective marketing approaches are consistent, long-term efforts that are built upon a company's strategic marketing plan. That's because the marketing plan spells out the company's mission, vision, values and the long-term strategy for connecting the three. Marketing tactics are the steps that turn the strategy into action – where the rubber meets the road. So, if you're not changing your strategy every few months, you probably shouldn't be changing your marketing tactics that often. Should you adjust and adapt your efforts to reflect what's happening in your marketplace, or to seize unanticipated opportunities? Absolutely. But there's no reason to throw everything out and start from scratch.

Think of the large companies you admire. What do they stand for? Can you describe them in a short phrase? Odds are their basic marketing approaches and styles have been very consistent over years (and I mean years, not months). Sure, they'll toss in a new ad here and there, or add a new marketing component like an email newsletter, but the underlying marketing strategy remains the same. That's because they know who they are, and they have determined what appeals to their marketplace — and they have the confidence in that knowledge to stay focused over the long term.

If you're not 100 percent sure of who your company is and what your marketplace wants, you probably shouldn't spend so much on trying to make those connections, because any success you're enjoying is probably just a happy accident.

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.

Book Review: “GOD IS JUST NOT FAIR”

By Jennifer Rothschild



I volunteered to review this book because I felt it might be a relevant book to share with people who had lost loved ones and be a good book to have in the funeral home library. I felt that I would share it with our readers.

On the back cover it gave a pretty good summary and I thought I would share part of it and then give my opinion of the book.

“This is a book about finding more than just answers. It's for anyone who needs hope when life doesn't make sense—for all who reach for a God who feels distant.

As Jennifer tackles the big questions of faith, she will help you:

- ◆ Trust God more than your feelings
- ◆ Strengthen your faith when you feel beat up by life.
- ◆ Embrace your obstacles and start experiencing their purpose.
- ◆ Face your disappointment and grow stronger from your loss.”

Jennifer Rothschild has written nine books and Bible studies, including the bestsellers *Lessons I Learned in the Dark* and *Self Talk, Soul Talk*. She has appeared on *Good Morning America*, *Dr. Phil*, and *Life Today*. She has spoken for *Women of Faith* and *Extraordinary Women* and is the founder of *Fresh Grounded Faith* events and *womensministry.net*. She became blind at age fifteen and now helps other walk by faith, not by sight. She and her family live in Springfield, Missouri. www.JenniferRothschild.com

My review was:

Jennifer's new book **God Is Just NOT FAIR** is a very good book to understand where God is standing when you feel He's not there for you. Through examples of personal life experiences and scriptural reference Jennifer shares where God may be in relation to meeting your needs. It gives insight into understanding our plan is not necessarily God's plan. This is an excellent book to help you understand how to get through challenging times when you feel that God is or has not been there for you. The book emphasizes that He is always there for you and you need to trust Him. I found the book easy to read and presented in a way that built on the ideas presented. I highly recommend it for people who have wondered why God doesn't seem to be there at times.

Joanne



Everything I need to know, I learned from Noah's Ark....

1. Don't miss the boat.
2. Remember that we are all in the same boat.
3. Plan ahead. It wasn't raining when Noah built the Ark.
4. Stay fit. When you're 60 years old, someone may ask you to do something really big.
5. Don't listen to critics; just get on with the job that needs to be done.
6. Build your future on high ground.
7. For safety's sake, travel in pairs.
8. Speed isn't always an advantage. The snails were on board with the cheetahs.
9. When you're stressed, float a while.
10. Remember, the Ark was built by amateurs; the Titanic by professionals.
11. No matter the storm, when you are with God, there's always a rainbow waiting.

Inner Peace

Here are some symptoms of inner peace— Saskia Davis

Be on the lookout for symptoms of inner peace. The hearts of a great many people have already been exposed to inner peace, and it is possible that people everywhere could come down with it.

Under the right circumstances, inner peace could reach epidemic proportions. This situation could pose a serious threat to what has, up to now, been a fairly stable condition of conflict in the world.

Some signs and symptoms of inner peace:

A tendency to think and act spontaneously rather than on fears, which are based upon past experience.

An unmistakable ability to enjoy each and every moment.

A loss of interest in judging other people.

A loss of interest in judging yourself.

A loss of interest in interpreting the actions of others.

A loss of interest in conflict.

A loss of the need and even the ability to worry. (Please note: This is a very serious symptom.)

Frequent, almost overwhelming episodes of appreciation and gratitude.

Frequent attacks of smiling.

An increasing tendency to let things happen rather than make them happen.

An increased susceptibility to feeling the love extended by others as well as the uncontrollable urge to extend it back.

An unmistakable feeling that everything is okay.

Warning: If you have some or all of the above symptoms, please be advised that your condition of inner peace may be so far advanced as to not be curable. If you are exposed to anyone exhibiting any of these symptoms, remain exposed to the individual at your own risk. Inner peace is contagious.

★★★ Clear Creek Coach ★★★

Independently Owned and Operated Hearse for Hire
Call us for Affordable Rates and Additional Information

417-432-3511



Clear Creek Coach — a distinctive tribute to those who have passed before us

Check our website: www.clearcreekcoach.com

Psalm 23

There was once a Shakespearean actor who was known everywhere for his one-man shows of readings and recitations from the classics. He would always end his performance with a dramatic reading of Psalm 23. Each night, without exception, as the actor began his recitation— “The Lord is my Shepherd, I shall not want”.....the crowd would listen attentively. And then, at the conclusion of the Psalm, they would rise in thunderous applause in appreciation of the actor's incredible ability to bring the verse to life.

But one night, just before the actor was to offer his customary recital of Psalm 23, a young man from the audience spoke up. “Sir, do you mind if, tonight, I recite Psalm 23?” The actor was quite taken back by this unusual request, but he allowed the young man to come forward and stand front and center on the stage to recite the Psalm, knowing that the ability of this unskilled young man would be no match for his own talent.

With a soft voice, the young man began to recite the words of the Psalm. When he finished, there was no applause. There was no standing ovation as on other nights. All that could be heard was the sound of weeping. The audience has been so moved by the young man's recitation that every eye was full of tears.

Amazed by what he had heard, the actor said to the youth, “I don't understand. I have been performing the Psalm 23 for years. I have a lifetime of experience and training-but I have never been able to move an audience as you have tonight.

Tell me, what is your secret?”

The young man quietly replied, “Well, sir, you know the Psalm. . . I know the Shepherd.”

Author unknown



Directory of Advertisers

Aaron Beasley Embalming Service & Crem.	Pg 21
American Crematory Equip. Co.	Pg 8
American Macular Degeneration Foundation	Pg 21
ASD, Inc.	Pg 20
Baxter Vault Co.	Pg 5
BKD, Ltd	Pg 32
CFL Pre-Need	Pg 11
Cherokee Casket Company	Pg 2
Clear Creek Coach	Pg 25
Crime Scene Cleaners, Inc	Pg 15
Custom Air Trays	Pg 23
Federated Insurance Co.	Pg 7
First Call, Inc	Pg 19
First Call & Funeral Directors Service-CO	Pg 12
Fleet Systems	Pg 30
Fralely Funeral Supply	Pg 9
Global Mortuary Affairs	Pg 11
Hardin Mortuary Service	Pg 13
Honorable Memories	Pg 22
Lamcraft	Pg 17
Lighthouse Professional Services	Pg 12
LJ Enterprises	Pg 2
Mid-States Professional Services	Pg 27
Miller & Sons Funeral Car Sales	Pg 16
Mooney-Keehley	Pg 19
Mor-Bid.com	Pg 19, 29
Mystic Images	Pg 4
Nomis Publications	Pg 26
NWA Mortuary Service	Pg 12
Olinger-Saenz Mortuary Service	Pg 13
Preneed Resources	Pg 13
Security National Life Insurance Co.	Pg 2
SI Funeral Services	Pg 31
Springfield Mortuary Service	Pg 3
Superior Mortuary & Crematory Service	Pg 13
Texas Funeral Directors Association	Pg 29
Tyler M. Woods	Pg 12
United Heritage Life Insurance Co.	Pg 28
Vantage Products Corporation	Pg 28
Victoria Mortuary & Cremation Service	Pg 13

Want to Subscribe to The Dead Beat??? For only \$24.00, you can get 6 bi-monthly jammed- packed issues for a year.

Name _____

Address _____

City _____

State _____ Zip _____

E-mail _____

Send check and information to: Pugh Funeral Home, PO Box 145, Golden City, MO 64748-0145. Any questions: 800-575-2611

The Dead Beat -The Caregivers Soapbox

Volume: **Thirteen** Issue : **Six**

Editor: *Joanne Howard*

Publisher: *Lowell Pugh and Joanne Howard*

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

Subscriptions:

Additional copies for U.S.A. are \$24.00/ 1 year (6 issues).

For subscription, address changes, circulation, advertising assistance, write, phone or fax

H.L.Pugh & Associates Consulting

P.O. 145, Golden City, MO 64748

Toll Free (800) 575-2611 Fax (417) 537-4797

Email-editor@thedead-beat.com

Website: www.thedead-beat.com

Ship In – Ship Out

FIND IT FAST

In Print
Since 1974



Online
Since 1996

Your Most Reliable Source

ONLINE DIRECTORIES: *Updated Daily!*

FUNERAL HOMES – TRADE SERVICES

CEMETERIES – DAILY NEWSPAPERS – BUYER'S GUIDE

www.nomispublications.com • 800-321-7479

So You Think You Are Having A Bad Day?

1. The average cost of rehabilitating a seal after the Exxon Valdez oil spill in Alaska was \$80,000. At a special ceremony, two of the most expensively saved animals were released back into the wild, amid cheers and applause from onlookers. Exactly one minute later, in full view, they were both eaten by a killer whale.
2. A psychology student in New York rented out her spare room to a carpenter in order to nag him constantly and study his reactions. After weeks of needling, he snapped and beat her with an ax leaving her mentally retarded.
3. A woman came home to find her husband in the kitchen, shaking frantically with what looked like a wire running from his waist towards the electric kettle. Intending to jolt him away from the deadly current she whacked him with a handy plank of wood by the back door, breaking his arm in two places. Until that moment he had been happily listening to his walkman.
4. Two animal rights protesters were protesting at the cruelty of sending pigs to a slaughterhouse in Bonn. Suddenly, the pigs, all two thousand of them, escaped through a broken fence and stampeded, trampling the two hapless protestors to death.
And finally.....
5. Iraqi terrorist, Khay Rhnajet, didn't pay enough postage on a letter bomb. It came back to him with "return to sender" stamped on it. Forgetting it was the bomb, he opened it and was blown to bits.

Your day's not so bad after all, is it?

10 Important Golf Etiquette Rules



For all the golfers, as golf season everywhere picks up, here's some things to keep in mind.....

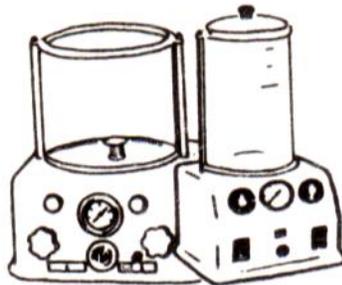
- ◆ Never stand directly behind a player who is teeing off.
- ◆ Be ready when it's your turn to play.
- ◆ Silence is golden when someone is playing a shot.
- ◆ Always rake a bunker, leaving it better than you found it.
- ◆ Never walk up the face of a bunker; exit the rear side.
- ◆ Never stand within eyesight of a player who is putting
- ◆ When tending a pin, hold the flag and make sure the pin is loose in the cup.
- ◆ When you remove the pin, place it gently in the fringe area.
- ◆ When using a golf cart, always park to the rear of the green.
- ◆ Play without delay. Keep your place on the course.

Info provided by "A Pocket Guide for Golfers" by Rick Graves and Terry Glaspey

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



**Mortuary
Equipment
Repair**



- ◆ **Porti-Boy**
- ◆ **Pierce Duo -Tonic**
- ◆ **Dodge**
- ◆ **Other Mortuary Equipment**

Mid-States Professional Services

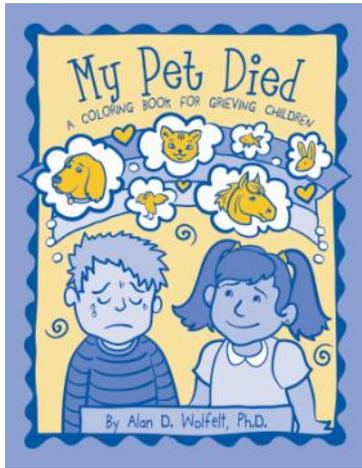
Dependable Service since 1984

*** 206 W. Commercial ** Pleasant Hill, Missouri 64080**

JAMES D. (JIM) BROWN

(1-800) 252-5147

**Coloring Book for Children
Grieving the Death of a Pet
Now Available**



Fort Collins, CO.... Companion Press announces the publication of a new coloring book for young children grieving the death of a pet. Entitled **My Pet died**, the coloring book is authored by renowned grief educator Dr. Alan Wolfelt.

The 24-page coloring book provides pages for kids to draw or paste a photo of their pet and, with a grown-up's help, write the pet's name and a few simple words about the pet. It also includes colorable drawings of children playing with pets of all kinds and depicts the many normal and natural feelings grieving kids experience. The coloring book also includes a note to parents and other caregivers with general guidance about helping children after the death of a pet.

Author, educator, and grief counselor Dr. Alan Wolfelt serves as Director for the Center for Loss and Life Transition in Fort Collins, Colorado. The author of *Healing A Child's Grieving Heart* and many other books for and about grieving children and teens, Dr. Wolfelt is committed to helping people young and old to mourn well so they can live well and love well. He is also a respected consultant to hospices and funeral service.

My Pet Died: A Coloring Book For Grieving Children is priced at \$2.00 U.S. or in packs of 25 for \$30.00. To order and to learn more about Dr. Wolfelt's books on grief and loss, visit www.centerforloss.com or call (970) 226-6050.

UNITED HERITAGE
LIFE INSURANCE COMPANY
P.O. Box 7777 - Meridian, ID 83680
unitedheritage.com

- Interest / Growth **Credited Daily**
- Single Premium / Guaranteed Issue
- 3-, 5-, 10-Pay / Full Benefit
- 3-, 5-, 10-Pay / Graded Benefit
- Two-Year Pay-Up Option (same as cash)
- Casket Protection Plan (any manufacturer)
- Death Away From Home Rider
- Applications submitted via the web
- Internet Verification of Policy Values
- Internet Claim Submission

NOT AVAILABLE IN ALL STATES

Call 1-800-657-6351 and let us help you with your preneed insurance funding.

A Funeral Home's Approach to Helping

“The Dead Beat “ was contacted recently about an attempt to help those with financial needs in relation to funerals. A foundation has been developed, “St. Rocco’s Memorial Foundation” to help with some of those needs. Rocky and Mary Frances Argento, the owners of Sebbeto Funeral Home in Kansas City, Missouri had become aware of situations of financial need in relation to funerals and began soliciting donated services and providing their own services when necessary.

These needs have led them to create the “St. Rocco’s Memorial Foundation.” This is a non-denominational, not-for-profit organization with 501c3 status. The sole purpose of the Foundation is to help cover in part or in total, the cost of those facing the loss of loved ones and mounting debt of burial and funeral services. The charitable fund assists those people in need.

If you have any questions about the foundation, please contact Rocco Argento, 816-866-1105.

VANTAGE
Products Corporation

Lisa Barlow
Inside Sales Manager
lbarlow@vantageproducts.com

960 ALMON ROAD, COVINGTON, GA 30014
1-800-481-3303 FAX: 770-788-0361

EXODUS CoffinWorks, Inc. (Cont.)

(Continued from page 1)

helping funeral homes change back to old fashion burials respecting the traditions. We believe funerals are very important! We want to provide the funeral homes another choice that will fit nicely into an economic burial package. Our products meet that need!

We invite you to visit our website, which further details our mission.

www.exoduscoffinworks.com

Have a great day, every day in every way
Elvy T. Bryan, Founder.

Product Information:

The anthropomorphic form of the burial box has been with us for centuries. While our designs are tradition in their heritage, or interpretation using modern eco-friendly materials and manufacturing techniques make EXODUS Coffinworks products beautiful, simple and very affordable.

EXODUS coffins are manufactured in North Carolina where fine woodworking craftsmanship has been executed for generations. Constructed of three primary American wood species (walnut, cherry and white pine), all of our products are crafted, constructed and finished locally. Our unique hinged lid make it possible for a half or full display.

Standard on All Models:

- ◆ Solid or flip-back lid
- ◆ Fits into Standard Size Vault
- ◆ Easily accommodates a man of 6'4" in height and average weight
- ◆ Unique liner/insert supports the body with a minimum need for adjustment
- ◆ Shipped via our white glove service
- ◆ The wood used in our coffins is local sourced and formaldehyde-free, coming from sustainable forestry sources within a 50 mile radius of our manufacturing facilities.
- ◆ The wood finishes on our coffins contain no Hazardous Air Pollutants (HAPS) and low VOCs (Volatile Organic Compounds)
- ◆ Our coffin liner use a soy based foam covered in 100% cotton which allows them to meet all requirements for California 117 codes

EXODUS Coffinworks, Inc was established in 2012 to create affordable coffins, which are environmentally friendly and locally made. The company works closely with kv2 Design and SpartaCraft, Inc. to create beautifully crafted coffins.

For more information:

Contact—Carl Abernathy or Eric Clarke at 828-302-6578 or sales@exoduscoffinworks.com.

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.



**Lockwood Funeral Chapel
Lockwood, MO**



<p>TEXAS FUNERAL DIRECTORS ASSOCIATION</p> <p>ESTABLISHED 1886</p>	<p>1513 South Interstate 35 Austin, TX 78741 (800) 460-8332</p>
	<p>1513 South Interstate 35 Austin, TX 78741 (800) 460-8332</p>





800-776-9444
www.fleetprocars.com
bestcars@fleetprocars.com



2014 Cadillac XTS Heritage Hearse



2014 Cadillac Ambassador Limousine



2004 Cadillac Eureka #0724



2011 1/2 Cadillac Federal #0429



2000 Lincoln Eureka #3321



2003 Cadillac S&S #0981



2002 Cadillac Federal #0575



2004 Cadillac Krystal #0159

Hearses

- 1995 Cadillac Eagle - Only 23,366 miles! #1700
- 1995 Buick S&S Victoria- Only 49,532 miles! #9462
- 2000 Cadillac Superior- silver- #0570
- 2000 Cadillac Eagle- Gray- #0906
- 2001 Cadillac Federal- Black- Extend table - #0323

CALL!
800-776-9444

www.fleetprocars.com

Limousines

- 2000 Lincoln Eureka—Black—#4857 21,000 miles
- 2000 Cadillac S&S—Black- #0390
- 2000 Cadillac Federal - Silver - #0593
- 2001 Cadillac Eureka - Black - #0923
- 2001 Cadillac - Black - #0942
- 2002 Cadillac - Federal - Black - #0132
- 2002 Cadillac - Federal - Black - #0849
- 2002 Lincoln - Federal - Black - #3217
- 2003 Cadillac Federal - Black - #0752
- 2003 Lincoln Eureka - Black - #1330
- 2003 Lincoln Eureka - Black - #1644
- 2003 Cadillac Federal - Silver - #0576
- 2004 Cadillac S&S - Black - #0044



Ivory Rose
 18 Gauge Steel
 Antique White Finish
 Pink Velvet Interior
 Embroidered Rose Bouquet

Signet Supply®

- ✓ Quality products.
- ✓ Everyday low price.
- ✓ Exceptional service.

Visit www.signetsupply.com and tour the Virtual Casket Showroom.

SI Funeral Services is your authorized Signet Supply distributor.



Helping funeral professionals serve families in their time of need since 1933.

Burial Vaults • Caskets • Cremation Products & Services • Grave Digging • Graveside Services • Memorials • Cemetery Lettering • Merchandising & Training • Ecommerce • Pet Cremation
 First Call Pickup Services • Urns & Urn Vaults • Personalization & Memorialization

800-330-1869
www.suhor.com

Some services may not be available in your area. Please check with your local plant or visit our website.

ARKANSAS | COLORADO | KANSAS | LOUISIANA | MISSOURI | NEW YORK | OKLAHOMA | OREGON | PENNSYLVANIA | TEXAS

Ultimate Graveside Service

At SI Funeral Service, the Ultimate Graveside Service is our standard and includes:

- Funeral home name's on tent
- Covered chairs with Kleenex
- Polished equipment and vault
- Cocoa matting
- Dirt mound covered
- Tent sidewalls when needed
- Professional, courteous CSR to assist during the funeral service if necessary

Why settle for less?



SI Funeral Services is a division of Suhor Industries, Inc., a leading provider to funeral professionals and the deathcare industry.

SIFS-121b



The Dead Beat -The Caregivers Soapbox
Volume: Thirteen Issue: Six

Editor: *Joanne Howard*
Publisher: *Lowell Pugh and Joanne Howard*

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

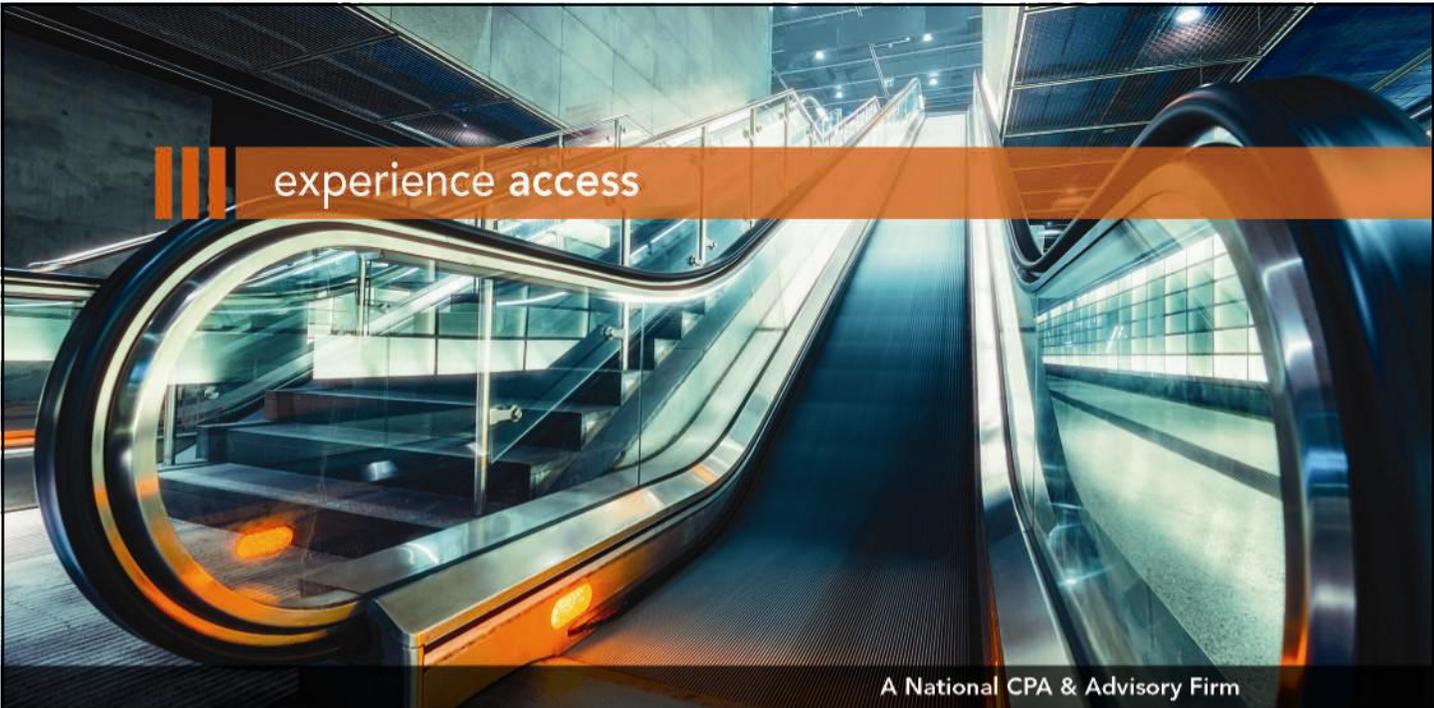
Subscriptions:
Additional copies for U.S.A. are \$24.00/ 1 year (6 issues).

For subscription, address changes, circulation, advertising assistance, write, phone or fax

H.L.Pugh & Associates Consulting
P.O. 145, Golden City, MO 64748
Toll Free (800) 575-2611 Fax (417) 537-4797
Email-editor@thedead-beat.com
Website: www.thedead-beat.com

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

PRSR STD
U.S. POSTAGE
PAID
Permit #298
Rochester, NY



1:5 PARTNERS TO STAFF

On site = insight. When you work with BKD, expect attention from partners and managers you'll see and hear from regularly. We take a genuine interest in you and your concerns. We understand the complexities of funeral home accounting and are ready to respond to your questions, meet deadlines and sweat the small stuff. With a partner-to-staff ratio lower than the average found in other national firms, BKD can provide the personal attention you need to help **take your organization to the next level.**

 Jamie McDonald, CPA // Partner
Jim Ashley, CPA // Manager
417.865.8701 // bkd.com

experience **BKD** LLP
CPAs & Advisors