

The Dead Beat



The Caregiver's Soapbox



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

Volume 14

www.thedead-beat.com

Issue 2



Kasey Post's (Kasey's Obituary)

Kasey was born December 20, 2001 and passed away July 2, 2014. Her Sire was ShaRays Lord Isaac, (Black) call name Isaac (numerous Best in Show awards.) Her Dam was ShayRays Champagne on Ice, (Yellow) call name Ashley.

Kasey was born in the ShayRays kennel on Whidby Island, WA. The house/Kennel sits on a beautiful lush green hilltop overlooking a nice big pond where the labs can swim and retrieve. She was one of seven black puppies from Isaac and Ashley.



Kasey's Mom - Ashley

Isaac has a dominant BB genotype therefore all of his puppies are black regardless of the female's color.

Ashley was a very young pretty yellow (blond) female recently imported from England. Sharon (the breeder) did not want her bred her first heat cycle but Isaac apparently either missed the "no hanky-panky" edict or could not control his hormones and seven puppies resulted.

When I arrived at Sharon's house to pick up Kasey she was standing upright on the fence looking at me with her pink tongue hanging out. She wanted to get out of "jail" and run around the grass so I picked her up and we went for a walk around the grounds. We went down to the pond and she waded in a bit and got a drink. She did not know a long car ride was coming after the ferry ride back to the Seattle mainland. She had a nice new big carrier that fit easily in the back of the Blazer. After going through lengthy paperwork and instructions from Sharon we were off for the drive back to Tri-Cities, WA.

We arrived home in Kennewick and Kasey ran around in the big fenced backyard. She slept only a few nights in the laundry room and never made one single "mess." I let her out several times and she was housebroken very quickly. After that she either slept inside or outside in her doghouse, depending on the weather.

Kasey went through the doggy "terrible twos" and would dig in the backyard. I would come home from work and find several nice size holes in the

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Kasey's Dad - Isaac



Kasey's Puppy Picture

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Amy Howard Art Gallery



Amy Howard

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

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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.



**Jones Lawrence A and Sons Funeral Chapels
Kansas City, MO**

Photo by Holly Stansberry



**Carter-Ricks Funeral Home,
Elsberry, MO**

Photo by Holly Stansberry



Mortuary Muse By Lowell & Joanne

A total erasure of a person's persona from the digital universe and green burial in an unmarked grave and completely forgotten? Is it possible?

This was one of the items discussed and reported in Jonas A. Zahn's column, "Greening the Funeral Industry" in **Funeral Home and Cemetery News**, Aug., 2014

Zahn was with a group of Millennial Professionals exploring ideas in the Green Burial agenda when the above question was posed.

Do you really think that you really could be erased from the digital world? This isn't like a carbon footprint. Don't you feel that once you are out there digitally you will be out there permanently? Just because you don't have a password, do you think an account goes away? Why do identity thieves have such success?

Perhaps this should be handled by the Jimmie Hoffa disposition team. In the future don't you think this might be a problem for family roots searchers.

A minister was seated at his regular place for breakfast in the restaurant announced that he was holding a me-

morial service for so & so on Saturday. One patron responded immediately with "I didn't even like him." Another said, "I didn't know him."

Other details about the somewhat delayed services were vague though someone had heard that the big city funeral home the family originally designated wanted \$15,000 for a funeral. The mentioned firm is consolidator-owned. The next rumor will probably be that all of our services are \$15,000. Consolidators are not helping the profession's image.

But what about all the ministers doing all the memorial services that don't involve funeral homes because the family doesn't want to pay anyone? Why are the churches doing everything for free? When did we lose the opportunity?

About the Authors:

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

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Bonham, TX**



**Cooper-Sorrells Funeral Home
Honey Grove, TX**



**Heartfield Funeral Home
Hearn, TX**



Photos provided by Steve Loftin

Some NFDA Convention Photos from Nashville, TN



**Robby Bates,
Past NFDA
President and
Jo Jurgens,
Daniel FH,
Lamar, MO**



Exhibits

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



Behind the Back Fence

By Lowell

During the Great Depression many little funeral homes had specific burial associations started up operating loosely like a mutual pay insurance company. They often expanded beyond their original territories to co-operating funeral homes. Occasionally we lost a family who had not understood that they were tied to the selling funeral home. They thought it was just burial insurance.

Many of the early companies became mutual insurance companies with low quarterly fees—often the range of \$.30 - \$.60 per person per hundred dollars of policy value of two or three hundred dollars.

Inflation after WWII pretty much eliminated the two or three hundred dollar funerals and these small insurance companies. The door of opportunity however was left open for the creature wearing a strange hat that was white in the front and black in the back. His name is Preeved and the debate whether it is good or bad continues.

After the early preeved challenge came another situation with ambulance service. In our region it pretty much started in the early 1900s. For us it was 1928 with a Meteor Combination vehicle powered by a Continental engine. It was the first vehicle in town with hydraulic

brakes. The charge for a trip to Springfield, Missouri hospital that was 60 miles one way was \$25. When we discontinued ambulance service in 1969 we had a modern van type ambulance, first in the area, but only charged \$65 for that same trip.

We participated in several meetings with area funeral directors about what to do about the morons who were giving away ambulance service. That certainly was a needless worry since Medicare and wage/hour laws put most everyone out of the ambulance business.

The next irritation in the 60's and 70's was a few entrepreneurs who were intent on building volume by advertising complete funerals for \$199 followed in due time by \$295 (Loss Leader Premise).

One of them hosted a district meeting and graciously invited everyone to tour his new facility where it was obvious that his casket selection was priced about like everyone else's. So what casket was included in the inexpensive service???

Now, there is still a little complete funeral service competitive pricing going on, but the primary focus now is

direct cremation.

The direct cremation sometimes referred to as complete cremation in the ads or billboards seems to be ranging from \$495 to \$695. I think most firms in the region probably list Direct Cremation on their GPLs from \$995-\$1995 and a few higher than that.

I can not comprehend a business model that would support the less expensive pricing. It is one thing to be competitive, but quite another to give away the store. I do see a scenario on the horizon though that may make this a moot point.

There have been an increasing number of colleagues tell me about hospice workers asking about the price of direct cremation as a favor for the family whose loved one they are caring for. One colleague said that when the hospice worker looked at his GPL, she commented that his Direct Cremation price was high compared to the \$495 price in her town.

Other colleagues have reported similar experiences. One told me he called the Hospice worker's supervisor and was assured that they were not permitted to do that. As I have mentioned before, we wrote eight hospice organizations in this area four years ago asking about their protocol pertaining to assisting families with funeral arrangements and we received NO responses.

Perhaps this is in the realm of hearsay, but yet another colleague insisted that one low price cremation firm has an agreement with a hospice organization to remove deceased up to 100 miles and cremate them for their advertised low price \$495.

As the price/market share war over ambulance service vanished into the mists of eternity, direct cremation may soon be the last item on the Hospice/hospital statement. NFDA's "Talk the Talk" program needs to include families AND hospice.

May I remind folks with a different point of view, you are welcome to let me have it. There is a bulls-eye on my back.

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About the Author:

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

After-Thoughts *By Joanne Howard*

We have been having some interesting funerals lately. Only problem seems to be that the time that it takes to complete a funeral is much longer. What had taken about three or four days now takes a week. It is quite a draining experience.

Our last funeral was a very good example of personalization. As a funeral director I just flowed with what the family was requesting.

Regretfully it was a tragic accident that caused the death. The deceased was a man who had drowned. His boat had been found at the lake going very quickly in circles with no one in the boat. It took an hour to finally get the boat stopped. Then the search for the man began.

After five days he was finally found about a half mile from where the boat had been stopped. Since he was in the boat alone, they assumed that he might have knocked his hat off and trying to get it pushed the throttle on the motor to full and threw him from the boat into the water.

After he was in the water no one really knows what happened next, but the man could not swim and did not have a life jacket on. I was notified that when they found him I would be called to handle the remains.

When they finally did find him, I was called and had a mortuary service pick up the body and keep him in refrigeration. After five days in the water he was not in very good condition. He had been identified from his driver's license which he still had on him. An autopsy was not done, but the body was not able to be embalmed so viewing was not possible.

The man had gone missing on Friday, found on Tuesday and the graveside service was on Saturday (more than week after death). Though the possibility of cremation was an option, that was not what the family wanted.

In fact, when they came to meet with me, they thought that they could have a regular viewing. This probably came from the fact that they did not identify the body when he was found and they didn't really realize what condition it was in. After I had explained the situation to them, they decided on a graveside with a visitation without the casket present.

Now we started a very personalized funeral showing the man's many interests. He was 61 and never had been married and so his interests were what defined his life. He had been a Marine, played darts, collected arrowheads, and, of course, was a fisherman.

The visitation displayed all of his interests with many pictures showing his life. We had two tables filled with mounted fish, darts, cases of some cases of his arrowheads, his Marine

unit picture with the flag fold by it and two easels with pictures and a photo album on the table. These were all positioned where the casket would have normally been in



the funeral home.

The family stayed by these items and greeted the people as they came. The few plants that were received were scattered among the personal items. There was approximately 125 people that came to the visitation.

The next day was the graveside service. The man's brother-in-law prepared the deceased man's boat with a wood platform in front of the motor to transport the casket to the cemetery from the funeral home.



The casket had to be oversized due to the condition of the body. It was not brought to the funeral home until we were ready to transport it to the cemetery. We had eight casket bearers which loaded the casket on the platform in the boat, it had the flag draped on it and kept on by the clear bungee cord. The boat was being pulled by the deceased's pickup.

His brother-in-law made sure that the casket on the platform did not move by placing a piece of wood he screwed in to keep the casket wedged against a similar piece at the other end of the platform. He removed the securing piece at the cemetery before the casket was taken to the grave. We made a



slow procession from the funeral home to the cemetery about a half mile through town. Many family members and friends followed the casket to the cemetery.

When we arrived at the cemetery you



would have thought a movie star had arrived, as all the people were taking pictures of the boat with the casket riding in the back. After the picture-taking the casket bearers moved the casket to the grave. We arrived about forty-five minutes before the service was to begin.

As you can imagine, the register book and service folders were in a "fisherman in a



boat" motif. The graveside service included one song, "The Fishing Pole" by Andy Griffith (his TV theme song).

We were to have the Marines do the military service, but ran into a snag when we could not locate the DD214- discharge papers. His sister and her husband and two brothers had quite the challenge finding necessary forms. The local American Legion carried out the flag-folding, rifle squad and "Taps" at the conclusion of the graveside ceremony.

All-in-all the service went off without any problems and I'm sure if the man had been able to design his own funeral he would have been very happy with the way it went. It was an experience that was unique and satisfying to all and the ultimate in showing what the man felt was important in his life.



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

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



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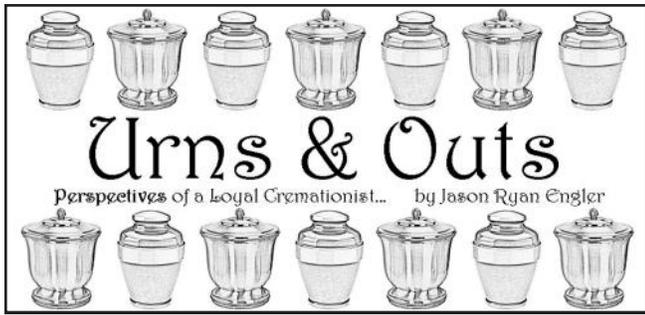
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My mom likes to bring up old stories from when I was a kid. She is particularly good at doing this when others are around, or when she is telling my son, Collin, of my childhood. Recently she reminded me of a story from the time I was about five years old when I was visiting her and she was cleaning out some stuff, clothes, toys, etc., to donate to Goodwill. One item that was up for donation was a stuffed pig that was in my collection of toys. The pig was old – it had been through a lot as the toy of a kid and somewhere in its lifetime it had lost an eye. She asked me at least a couple of times if I wanted to keep the old one eyed pig, and every time she asked I told her it should be donated.

We arrived at the Goodwill donation station – at that time it was a tractor-trailer parked in the grocery store parking lot – and I caught one last glimpse of the one-eyed pig before it was tossed, with the other items for donation, into the back of the tractor-trailer. Immediately I started to miss the one-eyed pig. We started to make our way home and the pig hadn't been in the back of the truck for five minutes before my mom noticed that I was upset. When she asked what was wrong, I said "I'm sure gonna miss that old one-eyed pig." I have no doubt that my face showed distress, so mom decided she would go back and get the one-eyed pig and bring it back to my care. She faced opposition from the guy at the truck receiving the donations but after climbing in the back of the truck herself, she retrieved the one-eyed pig and all was right with the world again.

It seems funny to me now that I was so attached to

something so simple as a one-eyed pig. Or maybe it was not the fact that I was attached to it as much as it was something I was saying goodbye to. Call it being sentimental, but I find this is true in a lot of things in our lives. When we are faced with the possibility that we have to say goodbye, we start to hold on. When the time comes for parting, we have watched for this moment and still we are not prepared. Unfortunately, unlike the one-eyed pig, most things we have to say goodbye to are not retrievable.

My dear friend Bill Moody used to tell me, "Jason, you must go forward, you can't go back." There probably isn't any other realization that is more true or more heart wrenching than that. As you have gone through your life, think about everything that you have had to say goodbye to. Love, youth, loved ones, relationships, happiness, loneliness, some of these things are easier to say goodbye to than others. But when we do make strides to go forward, our lives become more focused on growth. Trying to live in our past isn't always successful.

There are a few things in my life that I can truly be considered a "nerd" when discussing. One subject, which is only second to the history of cremation, is the classic trilogy *The Lord of the Rings* by J.R.R. Tolkien. One of my favorite characters is the wise, brave and gentle Gandalf – he is the trusted advisor to the bearer of the ring, Frodo Baggins. It also helps that he is a wizard. When faced with opposition while traveling deep in the perilous Mines of Moria, Frodo expresses his distress that he wished that the burden of the Ring had never come to him. Gandalf's (or Tolkien's) words of comfort and advice were poignant in return: "So do all who live to see such times. But that is not for them to decide. All we must decide is what to do with the time that is given to us."

Living and loving, giving and receiving friendship and love has the terrible possibility and inevitability of being forced to someday say goodbye. Let's make strides to decide to make all of our interactions count, and knowing that we will one day be forced with goodbye, we can make the time that is given to us more meaningful and important.

At least, that's my perspective...

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Restoring Spirit By Ken Doka

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

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

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

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

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

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

Our beliefs seems to be another casualty of our grief.

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

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

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

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

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

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



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

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Chuckles

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

The graveside service was for a man that the minister had never met. He only spent a few minutes with the family before the service began to gather what information he could about the deceased. Thus he concluded the service by saying "Most of us ministers are paid to be good. The rest of you are good for nothing"? Time to leave the cemetery before a fight breaks out. *Submitted by Karen Williamson*

Last Word

Dad invited the boss, Mr. Pilkington, and his wife for dinner, and it was daughter Patsy's job to set the table. But when it came time to eat, Patsy's mother said with surprise, "Why didn't you give Mrs. Pilkington a knife and fork, dear?" "I didn't think I needed to," Patsy exclaimed. "I heard Daddy say she always eats like a horse."

"Now, Son, there is a wonderful example in the life of an ant," pointed out the father. "Every day the ant goes to work and works all day. Every day the ant is busy. And, in the end what happens?" Unimpressed, the boy replied, "Someone steps on him."



A blond called Delta Airlines and asks, "Can you tell me how long it'll take to fly from San Francisco to New York City?" The agent replies, "Just a minute....." "Thank you," the blonde says, and hangs up.

Two Mexican detectives were investigating the murder of Juan Gonzalez. "How was he killed?" asked one detective. "With a golf gun," the other detective replied. "A golf gun?! What is a golf gun?" "I don't know. But it sure made a hole in Juan."

Just 2 drops of water, please.

A lady goes to the bar on a cruise ship and orders a Scotch with two drops of water. As the bartender gives her the drink she says, "I'm on this cruise to celebrate my 80th birthday and it's today." The bartender says, "Well, since it's your birthday. I'll buy you a drink. In fact, this one is on me." As the woman finishes her drink, the woman to her right says, "I would like to buy you a drink, too." The old woman says, "Thank you, bartender, I want a Scotch with two drops of water." "Coming up," says the bartender. As she finishes that drink, the man to her left says, "I would like to buy you one too." The old woman says, "Thank you, Bartender, I want another Scotch with two drops of water." "Coming right up," the bartender says. As he gives her the drink, he says, "Ma'am, I dying of curiosity. Why the Scotch with only two drops of water?" The old woman replies, "Sonny, when you're my age you've learned how to hold your liquor. Hold-

ing your water, however, is whole other issue."

Moe: "My wife got me to believe in religion."

Joe: "Really?"

Moe: "Yeah, until I married her I didn't believe in hell."

A man recovering from surgery when a nurse asks him how he his feeling. "I'm O.K. but I didn't like the four-letter-word the doctor used in surgery," he answered. "What did he say," asked the nurse. "OOPS!"

Grandpa was driving with his 9-year-old granddaughter and beeped the horn by mistake. She turned and looked at him for an explanation. He said, "I did that by accident." She replied, "I know that, Grandpa." He replied, "How did you know?" She said, "Because you didn't say "asshole!" afterwards.

Some Thoughts....

1. Some people are like Slinkies, not really good for anything, but you still can't help but smile when you see one tumble down the stairs.
2. I read recipes the same way I read science fiction. I get to the end and I think, "Well, that's not going to happen."
3. Health nuts are gong to feel stupid someday, lying in hospitals dying of nothing.
4. According to a recent study, men say that the first thing they notice about a woman is their eyes, and women say the first thing they notice about men is they're a bunch of liars.
5. Whenever I feel blue, I start breathing again.
6. All of us could take a lesson from the weather. It pays no attention to criticism.
7. Politics is supposed to be the second oldest profession. I realize that it bears a very close resemblance to the first.

Thanks to the new technology to extend fertility, a 65 year-old woman gave birth to a baby. After she came home from the hospital her relatives came to visit. "May we see the new baby?" one asked. "Not yet," said the 65 year-old mother. After ten minutes, another relative asked, "May we see the new baby now?" "Not yet," said the mother. Another 19 minutes later, they asked again, "May we see the baby now?" "No, not yet," replied the mother. Growing very impatient, they asked, "Well, when CAN we see the baby?" "When it cries," she told them. "WHEN IT CRIES?" They demanded, "Why do we have to wait until it CRIES?" "Because," she confessed to them, "I forgot where I put it."



Two fish swim into a concrete wall. One turns to the other and says, "Dam!"

(Continued on page 11)

Chuckles (Cont.)

22 Lines to Make You Smile

1. My husband and I divorced over religious differences. He thought he was God and I didn't.
2. I work hard because millions on welfare depend on me!
3. Some people are alive only because it's illegal to kill them.
4. I used to have a handle on life, but it broke.
5. Don't take life too seriously; no one gets out alive.
6. You're just jealous because the voice only talks to me.
7. Beauty is in the eye of the beer holder.
8. I'm not a complete idiot—some parts are just missing.
9. Out of my mind. Back in five minutes.
10. NyQuil, the stuffy, sneezy, why-the-heck-is-the-room-spinning medicine.
11. God must love stupid people; He made so many.
12. The gene pool could use a little chorine.
13. Consciousness: That annoying time between naps.
14. Ever stop to think, and forget to start again.
15. Being "over the hill" is much better than being under it!
16. Wrinkled was not one of the things I wanted to be when I grew up.
17. Procrastinate Now!
18. I have a degree in Liberal Arts; Do you want fries with that?
19. A hangover is the wrath of grapes.
20. Stupidity is not a handicap. Park elsewhere!
21. The trouble with life is there's no background music.
22. The original point and click tool was a Smith and Wesson.

Vacation Bible School Bloopers

Following is a list of funnies that came out of statements made by children at Vacation Bible School.

- ◆ Noah's wife was Joan of Ark.
- ◆ Lot's wife was a pillar of salt by day and a ball of fire by night.
- ◆ Moses went to the top of Mount Cyanide to get the Ten Commandments.
- ◆ The seventh commandment is "Thou shalt not admit adultery."
- ◆ Joshua led the Hebrews in the battle of Geritol.
- ◆ Jesus was born because Mary had an immaculate contraception.

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- ◆ The people who followed Jesus were called the 12 Decibels.
- ◆ The epistles were the wives of the apostles.
- ◆ One of the opossums was St. Matthew.
- ◆ Paul preached acrimony, which is another name for marriage.
- ◆ David fought the Finkelsteins, a race of people who lived in Biblical times.
- ◆ The Jews had trouble throughout their history with un-sympathetic Genitals.
- ◆ A Christian should have only one wife. This is called monotony.

Got Any Corn?

A duck walks into a hardware store and asks the cashier, "You got any corn?" The cashier replies, "No, we are a hardware store, we don't carry corn." The next day the same duck walks into the hardware store and says, "You got any corn?" The cashier replies, "No, I told you yesterday we don't carry corn." The next day the same duck walks into the hardware store and says, "You got corn?" The cashier gets angry and says, "For the third time, we don't carry corn! If you ask me one more time, I'm going to nail your feet to the floor!" The duck walks in the next day and says to the cashier, "You got any nails?" The cashier is surprised and says, "No, as a matter of fact, I sold the last box of nails today." Then the duck says, "You got any corn?"



A three-year-old went with his dad to see a litter of kittens. On returning home, he breathlessly informed his mother that there were two boy kittens and two girl kittens, "How did you know?" his mother asked. Daddy picked them up and looked underneath," he replied. "I think it's printed on the bottom."





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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

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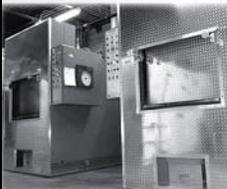
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“Dear Counselor....” By Bill Stalter

Dear Counselor,

We have been hearing more about funeral homes charging a preneed ‘bump’. What is a preneed bump?

A preneed ‘bump’ is another phrase for an inflation factor that is added to the purchase price of a guaranteed preneed contract. Historically, preneed contracts have been sold with a purchase price set by a general price list that contemplates only at need purchase prices for goods and services. Anticipating that the purchase price of the preneed contract would be paid in a single payment, the funeral home relied upon investment returns offsetting cost increases. However, investment returns from insurance policies and trusts have not been keeping pace with the funeral home’s costs. And, more families are requesting the ability to pay for the preneed contract with installment payments. Installment payments reduce the overall investment return on the contract’s funding. Consequently, funeral homes have begun to include inflation factors to the cost of their preneed contracts. The amount of a preneed bump may vary from funeral home to funeral home, and in response to other factors such as the length of the installment period.

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

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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.preneedresource.com.

Death Notices of Fellow Funeral Service Colleagues

INDUSTRY ASSOCIATES



Adrian F. Boylston, 87, of Hilton Head Island, SC, passed away August 29, 2014. He was a leader in the funeral service profession who served as publisher of **American Funeral Director** and **American Cemetery** magazines and the **American Blue Book of Funeral Directors**. He was inducted into the National Museum of Funeral History in 2003 as the "publisher of publishers for the profession." He served in the U.S. Marine Corps in 1945 in Camp Lejeune, North Carolina and in North China with the 1st Marine Corps Division. In 1967 he became vice-president and in 1975 president of Kates-Boylston Publications. He sold the publications in 2002 and continued as Publisher Emeritus until 2004. The Island Funeral Home and Crematory were entrusted with his arrangements.

ARKANSAS



Melanie Heath Bryant Posey, 43, of Paragould, AR passed away August 30, 2014. She was a third generation funeral director, embalmer and assistant manager of the family business, Heath Funeral Home which was founded by her grandparents, the late Verlyn L. and Hele Heath in 1945. In addition, she served as the founder and organizer for the funeral home's "Tree of Memory" service. She was past president of both the Arkansas Funeral Directors Association and the Northeast Arkansas Funeral Directors Club. In addition, she served on several National Funeral Directors Association Committees. Her services were under the direction of Heath Funeral Home's Colonial Chapel.

ILLINOIS



Francis McCara Maxton, 80, of Du Quoin, IL, passed away Sept. 21, 2013. He owned and operated Maxton Funeral Home in Du Quoin for 42 years. He was also the Perry County Coroner for 16 years. He served as a medic in the Army from 1954 to 1956. Walker Funeral Home and Crematory in Carbondale was in charge of the arrangements.

IOWA



Fred Alan Behner, 68, of Fairfield, passed away Sept. 24, 2014. He attended Mortuary School of Science in Milwaukee, WI. He served in the National Guard from 1968-1974. In 1976 he became a licensed funeral director and started working with his dad Weston. He was a member of the IFDA, Illinois FDA, Missouri FDA and CANA. He served on various committees with the Iowa Funeral Directors Association. He was a funeral director for 36 years retiring in 2012. Arrangements were under the direction of Behner Funeral Home.



Gary George Davis, 74, of Des Moines, passed away Aug. 8, 2014. He was a graduate of San Francisco College of Mortuary Sciences and was a funeral director at Hamilton's Funeral Home for 43 years. His services were directed by Hamilton's Funeral Home on Westown Parkway.

IOWA (Cont.)



Robert Gordon Horner, 87, of Mechanicsville, passed away August 22, 2014. He graduated from the College of Mortuary Science in St. Louis in 1950. He owned and operated the mortuary and furniture store in Mechanicsville for many years. He served in the Army during World War II and Korean War. His services were directed by Morgan Funeral Choices.

KANSAS



Makenzie Kay Forbes, 24, of Parsons, passed away on August 25, 2014. She is the daughter of Mike Forbes, manager of SI Memorials in Parsons. Her services were under the direction of Forbes-Hoffman Funeral Home.



Harold Lynn Lake, 72 of Lawrence, formerly of Arkansas City, passed away on August 11, 2014. He was a graduate of Dallas Institute of Science in Dallas and was employed by Jess Rindt Mortuary which later became Rindt-Erdman Funeral Home in Arkansas City. He became general manager in 1982. His arrangements were under the direction of Warren-McElwain Mortuary & Cremation Services in Lawrence.

MISSOURI



Ruth Schrader Arft, 92, of Ballwin, passed away on June 18, 2014. She was co-owner of Schrader Funeral Home & Crematory in Ballwin and Eureka, she was a licensed funeral director and member of NFDA and MFDEA. Her services were under the direction of Schrader Funeral Home and Crematory.

Betty Barnhart, 86 of Springfield, passed away February 26, 2014. She was the mother-in-law of MFDEA President John Veach. Her arrangements were handled by Fancher-Rekus Funeral Home.



Leo C. "Chipper" Basler, Jr., 68, of Ste. Genevieve, passed away October 28, 2014. He was a US Army veteran in the Vietnam War. He was owner of Basler Funeral Home since 1971 and Coroner for Ste. Genevieve County for over 30 years. He graduated from Kentucky School of Mortuary Science in 1970 and a member of NFDA, Selected Independent Funeral Homes, Missouri Coroner's Association and owned and operated Basler Ambulance Service until 1979 and a member of MFDEA; where he chaired the MO Fund Pac and the Education Committee. Basler Funeral Home directed the services.

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@thedead-beat.com



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MISSOURI (Cont)



Fred Biggs, 80, of Sedalia, passed away on July 6, 2014. He worked for 55 years at the Heckart Funeral Home in Sedalia as a funeral director and for nine years drove the ambulance. He also served as Pettis County Coroner for 24 years. He served nine years in Battery C, 128th Field Artillery Battalion, Headquarters Company, 35th Infantry Division. He began as a radio telephone operator and transferred to cook. When he finally retired he was Mess Sergeant and was a Sergeant First Class. Heckart Funeral Home handled the arrangements.



Phillips Ezra Cox, 82, of Plattsburg, died August 10, 2014. He attended St. Joseph Junior College and Williams Embalming School. He owned and operated Cox Funeral Home in Plattsburg. He retired in 2000 and sold the funeral home and it became Bailey and Cox, who handled his arrangements.



Gerald Lee Ellis, 76, of Linn, MO, died August 16, 2014. He was a former vendor member of the Southeast Missouri Funeral Director's Association. Cozean Memorial Chapel & Crematory directed the services.



James C. Lonning, 81, of St. Charles, passed away May 26, 2014. He worked in the funeral home business for over 60 years. He was the President of Alternative Funeral & Cremation service, who handled the arrangements.

MISSOURI (Cont)



Hugo Schiernbeck, 93, of Lamar, died August 24, 2014. He worked for Daniel Funeral Home for over 35 years. His funeral arrangements were handled by Daniel Funeral Home.

TEXAS



Luis Alberto Amezcua, 65, of El Paso, passed away Sept. 21, 2014. He was the father of Jose Luis Amezcua, manager of Sunset Funeral Home—Northeast. Arrangements were under the direction of Sunset Memorial Oaks Funeral Home in Del Rio, TX

Horace Edward "Cowboy" Burnett, 75, of Ft. Worth, passed away on Oct. 7, 2014. He was a funeral home assistant for Brown, Owens & Brumley Funeral Home & Crematory and Accucare Mortuary Service in Ft. Worth, who directed his funeral services.



Jimmy Lee Conner, 78, of Greenville, passed away December 28, 2013. He served three years in the US Navy. And had other jobs, but was also a licensed funeral director. He is mentioned because he sent many contributions to The Dead Beat and we are grateful and sorry to have lost him. His services were arranged by Lynch Funeral Service of Greenville.



Joyce Faye Cornwell, 80, of Wills Point, passed away July 20, 2014. She was the mother of Mike Goggans, former owner of Goggans Funeral Home in Terrell. Her arrangements were under the direction of Allan Fuller Funeral Home Chapel.



Lee Gaskill, 63, of Houston, passed away Oct. 11, 2014. He was assistant controller of the Legacy Funeral Group, LLC of Houston. He played a valuable part in the start up of Michael Soper's Legacy Funeral Group. Emken Linton Funeral Home of Texas City directed his funeral services.



Gwen Hobbs, 54, of Cooper, passed away Oct 11, 2014. She was the wife of Gary Hobbs a funeral director at Delta Funeral Home of Cooper, TX, who handled the arrangements of her service.



William Thomas "Bill" Jackson, 81, of Pearsall, passed away on Aug. 19, 2014. He was former owner/founder of Jackson Funeral Home in Pearsall, now Hurley Funeral Home. He is brother of the late Joe Jackson, Sr. & Henry Charles Jackson and uncle of Joe Jackson, Jr. and Steven V. Jackson of Joe

(Continued on page 17)

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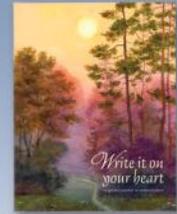
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Death Notices of Fellow Funeral Service Colleagues (Cont.)

TEXAS (Cont.)

(Continued from page 15)

Jackson Funeral Chapels in Laredo and uncle of the late Brad Jackson of Hillside Funeral Home in Laredo. His services were directed by Joe Jackson Funeral Chapels and Hurley Funeral Home.



Douglas Ray Low, 65, of Six Mile Community near Hemphill, passed away July 29, 2014. He was a licensed funeral director and embalmer for 40 years at Starr Funeral Home in Hemphill and Texas Morticians Service-Houston. Starr Funeral Home directed his services.



Raymond "Ray" Nathaniel Lunn, Jr., 80, of Wichita Falls, passed away Sept. 6, 2014. He opened Lunn's Colonial Funeral Home in 1986 in Wichita Falls. Later he opened Fall Funeral Home and Cremation Center. He also bought the family funeral homes in Olney and Memorial Funeral Home in Seymour. His services were directed by Lunn's Colonial Funeral Home.



Joseph (Joe) McKibbin, 44, of Waxahachie, passed away Oct. 6, 2014. He graduated from Dallas Institute of Funeral Service and began working at Rader Funeral Home in 1990 and became owner in 2001 of Boze-Mitchell-McKibbin Funeral Homes in Waxahachie, Ennis, & Italy. Capps Memorial Chapel in Fairfield, and Cornerstone Funeral Home in Hillsboro. His services were directed by Boze-Mitchell-McKibbin Funeral Home.



Alicia B. Medina, 82, of Bedford, passed away Sept 4, 2014. She was the mother of David B. Medina, co-owner of Forest Ridge Funeral Home in Hurst who handled the ser-



vice arrangements.

John Marshall Merritt, 85, of Itasca, passed away Sept. 11, 2014. He was a licensed Funeral Director for 48 years for Clayton Kay-Vaughan Funeral Home in Itasca who handled the arrangements for his services.



Miss Mary Aloise Miles, 98, of Crockett, passed away on Sept. 4, 2014. She was first lady embalmer in Texas. Her services were directed by Callaway-Allee Funeral Home in Crockett.



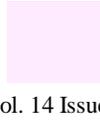
Betty R. Mitchell, 82, of Greenville, passed away Oct. 12, 2014. She was the mother of Butch Mitchell, owner of Coker-Mathews Funeral Home in Greenville, who handled her service arrangements.



Terry Randall "Randy" Roach, 79, of Groesbeck, passed away on Oct. 14, 2014. He was the son of Terry Don and Angela Roach, founders of Groesbeck Funeral Home, Inc., who directed his service. He also served in the US Marines from 1952-1955.



Betty Jo Walker, 85, of Sunnyvale, passed away on August 18, 2014. She was the mother of Frank Miller of Miller & Sons Funeral Car Sales in Dallas. New Hope Funeral Home in Sunnyvale handled services.



William L. "Bill" Walters, 83, of Centerville, passed away on July 31, 2014. He was the father of Billy Walters, owner of Walters Funeral Home in Centerville, Madisonville Funeral Home, and Buffalo Funeral Home. Walters Funeral Home directed his funeral 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.



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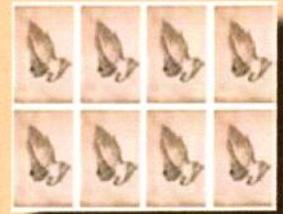
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ASD's Patented Solicitor Shield™ Blocks Over 2.7 Million Unwanted Calls

Media, PA—ASD – Answering Service for Directors, the leading funeral home answering service, recently achieved an important milestone. The company's Solicitor Shield™ feature, which received an official patent from the U.S. Patent Office last October, has blocked more than 2.7 million unwanted phone calls. Created by ASD's technical team in 2010, Solicitor Shield™ is the only answering service tool proven to dynamically shield against unwanted phone solicitations.



Being able to reach a live person at a funeral home is vital to creating a positive first impression and protecting new business. Unfortunately, many funeral homes are inundated with calls from telemarketers and recorded solicitations that tie up phone lines, waste staff time and prevent critical calls from getting through. To ensure this does not affect directors when their phone lines are forwarded, ASD invented Solicitor Shield™, a powerful and one-of-a-kind telephone spam blocker.

Earlier this year, ASD's Solicitor Shield™ set a new record by blocking more than 1,000 automated solicitations in a single minute. Phone lines throughout the country were flooded with a barrage of incoming calls, all tracing back to three toll-free numbers. These "spam" calls would have been a nightmare for most call centers, but ASD's operations were unaffected due to the company's protective Solicitor Shield™ feature.

In addition to blocking dial storms from spam callers, directors can also select specific numbers they would like ASD to block. This empowers funeral directors to prevent annoying telemarketers from tying up the funeral home line.

Currently, ASD answers approximately 13,000 calls per day with 90 percent of all calls answered by the first ring and 98 percent by the fourth ring. Solicitor Shield™ helps ASD to forecast their call volume in advance and schedule accordingly allowing the company to answer calls more promptly than other call centers. Assisting callers without delay protects each funeral home's reputation for excellence and lets families know they are a high priority every time they call.

"Funeral Directors rely on ASD to promptly and com-

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passionately answer their phones when they cannot. Solicitor Shield™ helps make that possible," says ASD Vice President Kevin Czachor. "Our clients also save money because they are not charged for those annoying phone calls. This is just one of the many details that sets ASD apart from the thousand other answering services in business today."

About ASD

Family owned and operated since 1972, ASD blends state-of-the-art technology with an extensive, 6-month training program focusing on compassionate care. The company's custom-built communication systems and sophisticated mobile tools were designed solely to meet the needs of funeral homes. With patented solutions, ASD's smartphone app, ASD Mobile for iPhone or Android, was recognized as the winner of the 2012 NFDA Innovation Award after revolutionizing communication for thousands of funeral homes nationwide. Discover why more than 45% of independent funeral homes using an answering service have chosen ASD. By offering funeral directors unmatched protection for their calls, ASD has redefined the role of an answering service for funeral homes. For more information, visit www.myASD.com or call 1-800-868-9950.

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 - 9. You remove your false teeth to change your appearance.
 - 8. You ask for soft high fiber candy only.
 - 7. When someone drops a candy bar in your bag, and you lose your balance and fall over.
 - 6. People say: 'Great Boris Karloff Mask,' And you're not wearing a mask.
 - 5. When the door opens you yell, 'Trick or....!' And you can't remember the rest.
 - 4. By the end of the night, you have a bag full of restraining orders.
 - 3. You have to carefully choose a costume that doesn't dislodge your hairpiece.
 - 2. You're the only Power Ranger in the neighborhood with a walker.
- And the number one reason Seniors should not go Trick Or Treating...
- *
 - *
 - *
- 1. You keep having to go home to go to the bathroom .

Is it Relevant? Does it have Value?
By Lowell

For more than 50 years I have been a member of a trade association that also manages a number of other trade and professional associations. The number of members of the smaller organizations make it impractical for them to have a complete management staff. When I joined the core trade group they were basically in three states. Now they represent dealers in many states and are merging with a similar size group in several provinces in Canada.

Forces driving these association consolidations often include a dwindling pool of potential members due to mergers, consolidations and business closures. These situations often prompt changes in the demographics and the individual's being relevant to the community and the ability to participate in associations.

Does this sound familiar to funeral directors? Pat Ottmann publisher of **The Canadian Funeral News** wrote of the implosion and subsequent revitalization of the Alberta Funeral Service Association. After several years of declining participation by members and annual leadership changes, they reached the point where they could not even get a quorum. In the end the members got together and hired a facilitator and reassessed everything that the association had been trying to do. The result was a re-focused group which threw out many activities and concentrated on the things they did well. The Alberta Funeral Service Association is once more viable.

NFDA Past President "Robby" Bates expressed concern for the loss of members due to consolidations. New multi-firm owners or managers often decline association membership. These larger organizations often have the capability to acquire goods, services and information from their own sources and do not need or want association resources.

My observation over the years showed smaller funeral homes accounted for a fairly high percentage of the association membership. The decimation of the small towns has eliminated hundreds of these small funeral homes. Many that still exist are often just an occasionally used chapel of a small chain. This decrease of small funeral homes and the cost of association involvement may explain why associations may be struggling.

The reorganization or maybe just re-thinking the purpose or needs that the associations can meet should be a priority if associations plan to be here in the future.

Are associations relevant?
Do associations provide value?



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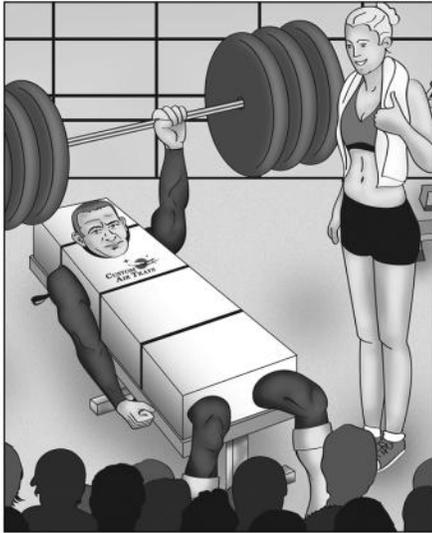
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Tombstone Humor

We may think we're the funniest generation and sure enough people of the past can't get up and speak for themselves, so they'll just let their tombstones do the humoring, because there are some fascinating things on those old headstones!

Harry Edsel Smith
of Albany, New York
Born 1903—Died 1942
Looked up the elevator shaft to see if the car was on the way down. It was.

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

On the grave of Ezekial Aikle in East Dalhousie Cemetery, Nova Scotia
Here lies Ezekial Aikle, Age 102.
Only the good die young.

In London, England cemetery:
Here lies Ann Mann,
who lived an old maid,
but died an old Mann. Dec.8, 1767

In Ribbesford, England, cemetery:
Anna Wallace
The children of Israel want bread,
and the Lord sent them manna.
Clark Wallace wanted a wife,
And the devil sent him Anna.

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

In a Uniontown,
Pennsylvania cemetery
Here lies the body of
Jonathan Blake,
Stepped on the gas
instead of the brake.

In Silver City, Nevada, cemetery:
Here lays The Kid,
we planted him raw,
He was quick on the trigger,
but slow to draw.

A lawyer's epitaph in England:
Sir John Strange.
Here lies an honest lawyer,
and that is Strange.

John Penny's epitaph in the Wimborne, England, cemetery:
Reader, if cash thou art
in want of any,
Dig 6 feet deep
And thou wilt find a Penny.

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

Anna Hopewell's grave
in Enosburg Falls, Vermont:
Here lies the body of our Anna,
Done to death by a banana.
It wasn't the fruit
that laid her low,
But the skin of the thing
that made her go.

On a grave from the 1880's in Nantucket, Massachusetts:
Under the sod and
under the trees,
Lies the body of Jonathan Pease.
He is not here,
there's only the pod,
Pease shelled out
and went to God.

In a cemetery in England:
Remember man, as you walk by,
As you are now, so once was I.
As I am now, so shall you be,
Remember this and follow me.

To which someone replied by writing on the tombstone:
"to follow you
I'll not consent, until
I know which way you went."

Don't Toss Your Trusted Tools

By Joe Wiegel

It's that time of year when I find myself drawn to the big box home improvement stores to wander down the lawn and garden section looking for the latest gadget. You see, I am what's termed a "gentleman gardener" and I love to putter around the yard doing whatever to "improve" the landscaping.

Of course, when I bring that shiny new toy -- er, tool -- home, I don't toss all my older tools in the trash. While that new dual powered blower vacuum may be great for cleaning flower beds, there are many times when the trusty leaf rake I've had for years is the perfect choice for the job.

That's why I'm puzzled when I see how some funeral companies and funeral homes react to new marketing opportunities and channels. Presented with a shiny new toy -- er, tool -- they're quick to devote most of their resources to it, and to discard the time-honored tactics they've been using.

Even in these days of YouTube and Facebook, what many funeral home owners and managers see as old-fashioned strategies and tactics still work quite well. In fact, as your competitors make those moves to abandon or dramatically reduce their presence in those other channels, sticking with "traditional" tactics may be even more powerful.

The key is to look at each new tool as an enhancement to your toolbox, not as a replacement for something you've already been using. That Facebook fan page may be a great way to connect with families on an informal basis, but you may still need a presence in local newspaper that reaches the community at large. A posting may create a buzz that drives people to your website in a single week, but the majority of your calls still happen because of traditional media like newspaper and radio as well as word of mouth.

By adding those new tools, you broaden your reach, and may actually connect with the same audiences in more ways. That's a lesson that bankers have learned. Way back when ATMs first

emerged on the scene, many bankers saw them as a way to reduce the number of tellers. But they discovered that customers who used ATMs still liked to come to teller windows at times. The same is true for online banking and the ability to check transactions with smart phones. The smart bankers in the crowd recognize that customers appreciate those multiple avenues of contact, and that very few customers limit themselves to just one.

"All-or-nothing" approaches rarely work well in marketing. Instead, the most successful marketers employ multiple channels to present their messages, tailoring their messages and tactics to the nature of each channel, and connecting them effectively. By weaving those channels together, they allow each individual contact to lead to others, and ensure that every touch point supports the message and overall objectives.

Don't make the mistake of discarding strategies that performed five, ten or twenty years ago as obsolete or useless. Instead, consider them as familiar tools that have a place in your marketing efforts. After all, there's a big difference between making a one-time splash and delivering successful long-term performance.



Joe Wiegel 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.wiegel@gmail.com.

Rob Moore Installed as President of National Funeral Directors Association

Brookfield, Wis.—Robert "Rob" C. Moore, IV, CFSP, CCO, of Moore's Home for Funerals in Wayne N.J., was installed today as president of the National Funeral Directors Association (NFDA). The installation took place during the House of Delegates Meeting during the 2014 NFDA International Convention & Exp, October 12-15 in Nashville, Tennessee.

Three individuals were elected by the NFDA House of Delegates and installed as officers: President-Elect Bob Arrington, CCO of Arrington Funeral Directors in Jackson, Tenn.; Treasurer W. Ashley Cozine, CFSP, CPC, CCO, of Broadway Mortuary in Wichita, Kan.; and Secretary Kenneth "Ken" Cahall, CFSP, CCO, of Cahall Funeral Homes Inc. in Georgetown,

Ohio. Each officer will serve a one-year term.

Additionally, Robert L. "Robby" Bates, CFSP, CCO, of Bates Family Funeral Home in DeKalb, Texas, was installed as immediate past president of NFDA and will serve a one-year term.

NFDA is the world's leading and largest funeral service association, serving 19,700 individual members who represent more than 10,000 funeral homes in the United States and 39 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals.

Tributes.com® Expands Partnership with Tukios™ to Integrate Funeral Home Webcasting into its Obituary Platform

INNOVATION DISTRICT, BOSTON, MA & 2014 NFDA International Convention, Nashville, TN -- October 13, 2014 - Tributes.com, the online resource for local and national obituary news, today announced the launch of a broadening of its relationship with Tukios to incorporate support for Tukios' funeral webcasting product directly within Tributes' obituary management platform.

Funeral homes that have equipped their facilities with the proper Tukios video equipment will now be able to configure and display live and recorded webcasts directly within Tributes' Eternal Tribute multi-media online memorial. With a focus on simplifying operations, the Tributes.com integration allows funeral home personnel to manage webcasts right from within the Tributes Funeral Home Central dashboard, eliminating the need to learn and use a 2nd piece of software.

Providing webcasting services for families ensures that every family member can participate in the live funeral event – no matter their location – while increasing revenue per call. Funeral homes enjoy revenue shares associated with purchases by extended family and friends of DVDs of the funeral service broadcast after the live event.

"As funeral homes continue to demand more technology solutions that help them meet the needs of increasingly tech-savvy families, Tukios like Tributes continues to innovate around state-of-the-art products that are easy to use and drive business value for the funeral home and we are excited to be expanding our partnership with them," said Elaine Haney, CEO & President of Tributes.com.

"As Tributes.com market share continues to expand in the online obituary space, support for the Eternal Tribute online memorial platform allows us to expose our funeral webcast offering to more funeral homes across the country while proactively streamlining operations for existing mutual customers," said Curtis Funk, CEO & Founder of Tukios.

About Tributes.com®

Tributes.com is driven by the belief that *Every Life has a Story* which deserves to be told and preserved.

Tributes.com is the online source for current local and national obituary news and a supportive community where friends and family can come together during times of loss and grieving to honor the memories of their loved ones with lasting personal tributes. Through one centralized national web destination, with 97 million and growing current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible. The site has experienced rapid growth since its launch in the fall of 2008, and is now relied on by thousands of funeral homes and 4-5M unique consumers each month to publish and locate obituary news. For more information about Tributes.com, please visit our website at www.tributes.com or contact us at media@tributes.com.

About Tukios

Tukios, named after the Swahili word "tukio" which means *event*, produces online video and webcasting solutions built to capture and present history for generations. Tukios has been providing simple-to-use, state-of-the-art technology to the funeral industry for over 10 years. Our passion is making a great product that is indispensable to funeral directors everywhere. For more information about Tukios and Tukios products visit Tukios.com.

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NFDA 2014 Pursuit of Excellence Awards

The award is presented by NFDA (National Funeral Directors Association) annually to firms that have demonstrated a commitment to raising the bar on funeral service excellence by adhering to strict ethical and professional standards and providing outstanding service to families and communities.

Following are the funeral homes that achieved this award in our circulation area.

- ◆ Abels & French Hand Funeral Homes, Grundy Center, Iowa
- ◆ Adair Funeral Homes, Tucson, Arizona
- ◆ Anderson-Burris Funeral Home & Crematory, Enid, Oklahoma
- ◆ Bates Family Funeral Home, DeKalb, Texas
- ◆ Butler Funeral Home, Bolivar, Missouri
- ◆ Cozean Memorial Chapel & Crematory, Farmington, Missouri
- ◆ Cozine Memorial Group, Wichita, Kansas
- ◆ Evergreen Mortuary, Cemetery & Crematory, Tucson, Arizona
- ◆ Garnand Funeral Home Inc., Garden City, Kansas
- ◆ Holman-Howe Funeral Home, Lebanon, Missouri
- ◆ Kerrville Funeral Home Inc., Kerrville, Texas
- ◆ Kimble Funeral Home, Junction, Texas
- ◆ Lentz Funeral Home, Algona, Iowa
- ◆ Memorial Funeral Home, Edinburg, Texas
- ◆ Memorial Funeral Home, San Juan, Texas
- ◆ Mercer-Adams Funeral Service, Bethany, Oklahoma
- ◆ North Little Rock Funeral Home, a Smith Funeral Home, North Little Rock, Arkansas
- ◆ O'Brien Straatmann Redinger Funeral Home, Kearney, Neb.
- ◆ Ochiltree Funeral Service & Aftercare, Winterset, Iowa
- ◆ Reichmuth funeral Home, Elkhorn, Nebraska
- ◆ Roller-Chenal Funeral Home, Little Rock, Arkansas
- ◆ Roller-Crouch Funeral Home, Batesville, Arkansas
- ◆ Roller-Daniel Funeral Home, Searcy, Arkansas
- ◆ Roller-McNutt Funeral Home, Conway, Arkansas
- ◆ Roller-Owens Funeral Home, North Little Rock, Arkansas
- ◆ Smith Family Mortuary, Derby, Kansas

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The Dead Beat -The Caregivers Soapbox

Volume: **Fourteen** Issue : **Two**

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

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Exercise, Is It Worth It?

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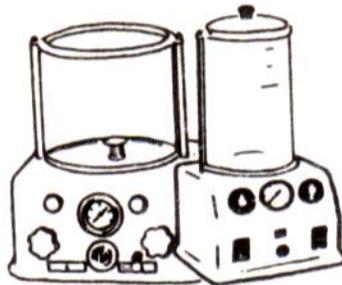
- ♦ It is well documented that for every mile that you jog, you add one minute to your life. This enables you at 85 years old to spend an additional 5 months in a nursing home at \$5000 (or more) per month.
- ♦ My grandmother started walking five miles a day when she was 60. She's 97 now, and we don't know where the heck she is.
- ♦ The only reason I would take up jogging is so that I could hear heavy breathing again.
- ♦ I joined a health club last year, spent about 400 bucks. Haven't lost a pound. Apparently you have to show up.
- ♦ I have to exercise early in the morning before my brain figures out what I'm doing.
- ♦ I don't exercise at all. If God had meant for us to touch our toes, he would have put them further up on our bodies.
- ♦ I like long walks, especially when they are taken by people who annoy me.
- ♦ I have flabby thighs, but fortunately my stomach covers them.
- ♦ The advantage of exercising every day is that you die healthier.
- ♦ If you are going to try cross-country skiing, start with a small country.
- ♦ I don't jog, it makes the ice jump right out of my glass.

Some Things to Consider

- ♦ God wants spiritual fruit, not religious nuts.
 - ♦ Dear God, I have a problem, it's ME.
 - ♦ Growing old is inevitable...growing UP is optional
 - ♦ There is no key to happiness. The door is always open.
 - ♦ Silence is often misinterpreted but never misquoted.
 - ♦ Do the math...count your blessings.
 - ♦ Faith is the ability to not panic.
 - ♦ Laugh every day, it's like inner jogging.
 - ♦ If you worry, you didn't pray. If you pray, don't worry.
 - ♦ As a child of God, prayer is kind of like calling home everyday.
 - ♦ Blessed are the flexible for they shall not be bent out of shape.
 - ♦ The most important things in your house are the people.
 - ♦ When we get tangled up in our problems, be still. God wants us to be still so He can untangle the knot.
 - ♦ A grudge is a heavy thing to carry.
 - ♦ He who dies with the most toys is still dead.
- Have a great day!!! The SON is shining and he can certainly use you!

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Announcing Dr. Alan Wolfelt's Autumn, 2014 North American Speaking Schedule.

Fort Collins, CO... The Center for Loss and Life Transition has announced the locations of Dr. Alan Wolfelt's educational workshops that explore various topics related to grief, mourning, and the importance of meaningful funeral ceremonies. Sponsors include hospices, hospitals, universities, funeral homes, and a variety of community agencies.

The locations are as follows: October 23; Palm Harbor, FL, October 29-30; Lexington, KY, November 10-11; Louisville, KY, November 11-12; Las Vegas, NV, November 13; Lakeland, FL, December 9; Ormond Beach, FL, December 10. Canadian locations include Qualicum Beach, BC, September 23-24; Penticton, BC, September 25; Sudbury, ON, November 18-19; Woodstock, ON, November 20-21.

Dr. Alan Wolfelt is a noted author, educator, and grief counselor. A past recipient of the Association for Death Education and Counseling's Death Educator Award, he serves as the director of the Center for Loss and Life Transition in Fort Collins, CO. He is the author of numerous books on grief and loss and also serves on the faculty at the University of Colorado Medical School in the Department of Family Medicine.

For information about these workshops or to explore sponsoring a program in your community, contact

DrWolfelt@Centerforloss.com or
phone 970-226-6050.

For additional dates, please visit our website www.centerforloss.com and select "See Where Dr. Wolfelt Is."



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Church Ladies With Typewriters (Computers) Part 1

They're back! Those wonderful church bulletins! Thank God for the church ladies with typewriters (computers). These sentences actually appeared in church bulletins or were announced at church service.

- ◆ The Fasting & Prayer Conference includes meals.
- ◆ Scouts are saving aluminum cans, bottles and items to be recycled. Proceeds will be used to cripple children.
- ◆ The sermon this morning, "Jesus Walks on the Water." The sermon tonight, "Searching for Jesus."
- ◆ Ladies, don't forget the rummage sale. It's a chance to get rid of those things not worth keeping around the house. Bring your husbands.
- ◆ Don't let worry kill you off—let the Church help.
- ◆ Miss Charlene Mason sang, "I will not pass this way again." giving obvious pleasure to the congregation.
- ◆ For those of you who have children and don't know it, we have a nursery downstairs.
- ◆ Next Thursday there will be try-outs for the choir. They need all the help they can get.

(To be continued next issue)




Lisa Barlow
Inside Sales Manager
lbarlow@vantageproducts.com

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Kasey's Post (Cont)

(Continued from page 1)

yard. I would scold her and put her nose close to the holes, and she did not like to hear me raise my voice. She would look up at me with those big brown eyes and say "Sorry, Dad, I will never do that again." - then a few days later samo-samo. Sometimes she would get a spank on her rear with the broom and raised voice, this was the ultimate punishment.

Soon we made our first trip to Sacajawea Park in Pasco located at the confluence of the Snake and Columbia rivers. There was some shallow water in one area of the Park and I would throw small sticks for her to retrieve. Some on land and some in the shallow water. She would retrieve IF she could wade to the stick but would let it go if the water was over her head. After a few trips to the Park she began to gain more confidence going into the water and one day when the stick was in water over her head she took off swimming. She brought the stick back to me, looked up with those big brown eyes and said, "Look at me Dad, I can swim." That was the last time she went swimming at Sacajewa Park, from that point on it was the main stem of the big Columbia.

I am amazed at her genetic ability right from the get-go to know how to intercept her dummy in the Columbia. From the very first time she would "lead" dummy according to the current and always intercept it at the proper point. The current in the Columbia varied from probably 3—7 mph depending on the water level. Sometimes if the current was strong she would come back into the shore maybe 100 feet or so downstream, then sprint back to me ready to go again.



Kasey Retrieving

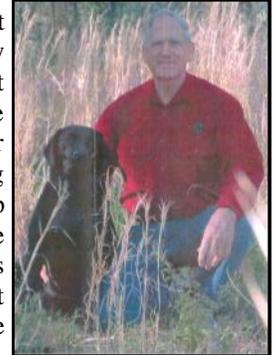
Kasey traveled more US states than most residents riding with me in the pickup. She swam/retrieved in the Pacific (WA-OR), the Gulf (FL) and the Atlantic (ME), two of the largest rivers in the US, the Columbia and Mississippi and numerous lakes and smaller streams. She was a seasoned veteran when it came to travel. I have a nice big elevated folding cot that fits in the back of the pickup and she would sleep beside me on the floor.

She loved people and never met a stranger. If she was around a stranger and not getting any attention (petting) she would come up behind the person and put her head between their legs. Pretty hard to ignore a big black lab under these circumstances. She was lover girl.



The past year or so Kasey's health began to deteriorate. Her hearing was compromised as well as her vision. She would have several episodes daily of loud and hard gagging (dry heaves) but never vomited. The vet x-rayed her and said it was a heart related problem and there was no treatment. She also had arthritis and could not easily get up the back steps to the deck.

July 1, 2014 I made an appointment to have her put to sleep by Robyn, my wonderful vet. This was the hardest phone call I ever made, they gave me a 9:30 appointment on July 3rd for the procedure. I took her on her big Kasey bed in the back of the pickup to the vet. I was talking to her in the back while waiting a couple of minutes for Robyn. I was crying my heart out and she sensed my distress. She licked my hand as if to say goodbye and Robyn came. I got in the pickup and was crying loudly when a man about my age came to my window and tried to console me. He told me that he had lost his longtime friend a couple of years ago and understood what I was going through. He asked me if I was going to be able to drive home and I told him yes. Robyn came up to my window and I asked her if Kasey was gone, she said yes.



Kasey & Master

I drove home, backed up to the grave, put her big Kasey bed in the grave facing the house, placed her in a large plastic bag with Cindy, covered the bag with a plastic tarp to keep the dirt off and back filled the grave. IT WAS A VERY BAD DAY!!

She was my constant companion for 13 years and now I try only to think about all the good times/years we had together—but it is very hard. I feel the sadness will linger for a very long time I was not able to write this obituary until today and it proved harder than I expected.



Kasey's Final Resting Spot

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The Dead Beat -The Caregivers Soapbox

Volume: **Fourteen** Issue: **Two**

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

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