2 From the CEO

4 Thank You, Park Services Employees

Information at your fingertips Facility websites retooled to be user friendly on mobile

helping employees become best in class

ave you ever tried to find directions or a phone number on a website using your mobile device? Did the website require you to continually zoom in or scroll around on a tiny screen because it wasn't mobile-device friendly?

That's why the Company, which has seen an increase in the amount of people visiting its websites on mobile devices, reworked its websites to be more compatible with mobile devices. Of the 317,730 people who visited the Company's websites between February and April, nearly 23 percent, or 71,335, did so on a mobile device. Of that amount, 66 percent visited the Company's sites via a mobile device for the first time.

The newly retooled sites, which were completely launched last month, make it easier for users to navigate by touch or keypad and gain immediate access to information they want while on the go, such as directions to a facility, contact phone numbers and floral orders.

Statistics show that 48 percent of people who visited the Company's websites using a mobile device between February and April left the site shortly after arriving.

sion of a facility's main website designed to give the user the quick-hit items they would need in a pinch.

"If someone is on their way to a service and needs to pull up directions to the funeral home or cemetery, we want to give them the info as quickly as possible," Marketing Specialist Amanda LaBella said. "Ease of use is a beautiful thing."

In retooling the sites for mobile device use, the Interactive Marketing team focused on three ways users visit the sites:

- The user just heard by word of mouth that someone he knows just passed away, prompting him to pull out his phone to find out more information using a search engine.
- The user is on his way to the service and is using his phone to find more information about service times, directions or to send last-minute flower arrangements.
- The user is in a hospital waiting room or other public place and has been told that the services of a funeral director will be required. He then uses his phone to search for the nearest funeral home.

That information helped the Interactive Marketing team design the mobile sites to increase the Company's web footprint by making it easier for people to share obituaries on social media

and increase condolences by streamlining access to the flower-ordering site.

"The new, retooled sites will be key in continuing to build our brand while providing customers — potential and existing — the most pertinent info in the quickest, most user-friendly way," Tran said.



23 pe

How much of web traffic co device users I and April.

Devic

39 perce

device users of visit a Composition February and

26 perce

How many us mobile device

Ease of use is a beautiful thing.

Marketing Specialist Amanda LaBella

"The previous mobile-device design required the user to navigate the site like they would on a desktop or laptop, which can be frustrating," Marketing Manager Ann Tran said. "That can lead to a poor user experience and a potential loss of at-need customers and preneed leads."

The mobile site is a stripped down ver-

st

Reaction to change is personal

ow we react to change is personal. What exactly does that mean? Think about a change that has occurred in your life, such as when you bought a house, brought home your first child or switched jobs. How did you feel? Were you excited about your new dwelling, nervous about the responsibility of being a parent or wished you had stayed in your comfortable daily routine?

No matter which best describes you, the fact is that each person reacts differently to change. Some embrace it and look forward to something new. Many, while possibly a little hesitant, commit to doing their best. Others want everything to stay the same, no matter what.

Did you have all the answers to your questions at the time of the change? Probably not. How did everything turn out? I suspect everything worked out, and you're likely stronger as a result

of having experienced some personal growth ... growth that emerged from change and uncertainty.

We will all go through some changes in the coming months when the merger between our Company

and Service Corporation International occurs. I've been through similar transitions in my professional life, and I did my best to stay committed, positive and flexible each time. It wasn't always easy to do, but I found a way to work through the change. As a result, I believe I'm stronger and a little wiser. I was able to face the challenge and take advantage of opportunities that came my way.

There is no formula or code for doing this, and it takes a huge amount of persistence and perseverance to stay committed to your goals and objectives. Looking back, I know it was the right course of action, but that was not evident while I was going through the process. You will always have some doubts while you are going through the experience.

Keep in mind that some of you or your colleagues joined the Stewart family as a result of an acquisition. While these employees faced periods of uneasiness, many benefited from the change and now have significantly better positions than they previously held. The same thing has happened at SCI. Many of its 20,000 employees were hired through acquisitions and have continued to succeed.

As we prepare for this transition, I ask you to realize — and understand — that everyone reacts differently to change, and this is perfectly acceptable. No one has all the answers. Be patient and support each other. While some things are out of our control, we can control how we act — and react.

For example, avoid jumping to conclusions or speculating about something you do not

know for sure. This will help prevent inaccu spreading. The best way to stay informed is

with your manager munication from Co ters. Continue to su to questions@stei.c to letting you know as soon as I possib

Tom K

Life is full of un natural to wonder

mean for me?" As time goes on, we will led question and many more. In the meantime, that how we react to change is very person remain positive and embrace the opportuni growth. Continue to put your best foot forw the right leadership, the work we do now we the future.

In summary, I offer one observation that adopt. I recently read an article about Authorized by seeing expleadership. What I find intriguing is that the and personalities of these leaders are very

The article reports that "authentic leade passion for their purpose, practice their vallead with their hearts as well as their heads term, meaningful relationships and have the results. They know who they are."

And I know the quality leaders in our o mitted to these same values during this tran





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Attention: Christian Moises SEInside@stei.com

Editor Connie P. Ernst

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Expect the unexpected

Disaster can strike at any time; are you prepared?



ith Stewart facilities scattered country, each one is subject to emergencies.

Natural disasters, such as hurricane tornadoes, winter storms or flooding, as emergencies, such as fire, robbery, irate or face-to-face confrontations, can put y customers at risk.

No matter the type of emergency, it and your co-workers are prepared to ha on the situation, certain aspects of opercease or be minimized. Consider the folduring an emergency:

- Safely evacuate employees, custo
- Care for and secure remains.
- Secure buildings, vehicles and co.
- Determine the need for administration
- Determine the need for maintena non-interment staff to assess dam cleanup and repair.

Facilities should consult with local opersonnel to determine the need to purany specialized equipment, tools or supemergency. In addition, the facility should Safety and Compliance director.

Always remember to document and and extent of all injuries and damages remergency. To learn more about your faplans, contact your manager.

DID

Confederate President Jefferson Davis' burial

at Metairie Cemetery in New Orleans in 1889 attracted nearly 15,000 people. He was moved two years and nine months later to his permanent resting place in Hollywood Cemetery in Richmond, Va.



Thank you, Park Services employee

ust as U.S. Postal Service workers subscribe to the saying "Neither snow nor rain nor heat nor gloom of night," so, too, do our Park Services employees. Their work is on display 365 days a year, and we need to make sure they do not go unnoticed.

They're up early and leave late. They work outside a majority of the day, no matter the temperature and weather conditions. Cuts, scratches and sunburns are just a few of the challenges they face every day. They're part gardener, part mechanic and part park ranger.

Their work conditions are physically taxing, and the job must be done in any weather. Take for instance Arlington Park Cemetery employees Jeremy Gee, Gary Carter Jr., Justin Dawson and Tyler Samuels. The team worked through Tropical Storm Beryl as it hit Jacksonville, Fla., last year. Bridges over the St. Johns River were shut down because of high winds, but the team, who was on the opposite side of the river, took circuitous routes to make it in to work. The four crewmembers worked together during the storm and under the threat of falling limbs from the many trees to prepare the site for a service the next morning.

Their commitment exemplifies how dedicated our Park Services employees are to the families we serve and to the Company's success.

That's why we chose August — one of the most brutal months to be working outside — to celebrate Park Services Appreciation Month and recognize the employees who brave the elements every day to always improve our properties.

One of the traits that make them unique is that our Park Services team members thrive in these conditions.

Their work is very meaningful because they keep the final resting places of our customers' loved ones in pristine condition. They also serve as ambassadors, helping families visiting their deceased loved ones or guiding visitors who are touring the grounds.

With an increasing effort to have more people visit our facilities for reasons other than death, the work our Park Services employed

welcoming to everyone.

You may have seen posters around you received emails reminding you to thank a

our cemeteries and memorial parks tranc

Park Services co-workers this month.

We hope you will share your photos a how you and your colleagues expressed these employees. Photos and stories, whi lished in the October issue of *SEInside* an should be sent to Communications Species at *SEInside*@stei.com by Sept. 30.

Thank you again, Park Services empl work and dedication!

Jerry

Communication is key!

e know many of you may have questions related to the announcement about the merger of our Company with Service Corporation International. If you have a question related to the merger that your manager or Human Resources representative is unable to answer, email your question(s) to questions@stei.com.

We will then periodically email answers to the most frequently asked questions to all employees in an FAQ document.

Information also is being posted as it becomes available on *SEnet* under the "Employees" tab.

Additionally, if you experience anxiety and uncertainty about this situation, remember that our Employee Assistance

Program (EAP) is available to all employees at no cost.
Our EAP, the Cigna Life
Assistance Program, helps
you address life's daily
challenges, including issues
like parenting, education,
aging, financial and legal
questions, and emotional health. The pro
24-hour confidential access to professiona
some face-to-face visits when needed.

To access EAP benefits, call (888) 371-www.cignabehavioral.com.

Plan for your Memorial Tree today!

he holiday season may be a few months away, but now is the time to start planning to include a Memorial Tree at your facility. This unique program provides the families we serve and have served in the past a special way to remember their loved ones who have died.

The Memorial Tree allows customers to write the name of their deceased loved ones on a paper dove ornament that is placed on a Christmas tree. If your facility chooses to participate, all materials you need — from pens to hooks to a laminating machine, but not the tree — will be sent to your site.

The best part is the dove can be laminated, then mailed back or hand delivered to the family after the holidays are over as a keepsake.

As if the caring for families aspect wasn't reason enough to have a Memorial Tree at your facility, the program also serves as a great way to continue building your list of leads!

For more information or to request supplies, contact Kristen Nicholson in the Marketing Department at (504) 729-1857 or knicholson@stei.com.



Marketing

PHOTO OF

Congratulations!

Funeral Home Supervisor Angela Penning from Lake Lawn Metairie Funeral Home and Cemeteries in New Orleans submitted the winning entry for the August Photo of the Month contest with her snapshot of a monument in Metairie Cemetery.

Keep snapping!

he deadline for the October Photo of the Month contest will be 5 p.m. CDT Aug. 23!
Make sure to email your photos to Communications
Specialist Christian Moises at *SEInside@stei.com* by the deadline so the selection committee has time to review the entrants and pick a winner.



The winning photo will be feature upcoming issue of *SEInside*, and the photographer will receive a gift frostore!

As a refresher, check out the June 2013 *SEnet* to learn more about how to take the show off what's going at your location.

hether they are responsible for cemetery operations, maintenance or landscaping, the Company's Park Services employees provide valuable services all year long, regardless of the temperature or conditions outside.

While most of us escape the summer temperatures indoors, these employees are working in the grueling heat. What better month than August to let them know how much we appreciate what they do for the families we serve?

The employees featured on the next two pages are just a few of the hundreds of faces who exemplify how dedicated our Park Services workers are to the families we serve and to the Company's success.



Dan Mullen, left, and Louis Blackmon, Metairie Cemetery in New Orleans Photo by Christian Moises, Marketing Department



Brad Babcock, Newark Memorial Gardens in Newark, Ohio Photo by Vicki Hawes, Newark Memorial Gardens



Bryan Crigger, N Gardens in Newa Photo by Vicki Ha

Memorial Garden

Kevin

Kincaid,

Garden

Photo by



Tim Crawford, Sunset Hills Me Portland, Ore. Photo by Steve Heaton, Sunset Hi



Employee excellence makes a difference!

Share your stories!

e want to see and hear how employees and customers at your location showed their appreciation for our cemetery workers.

Please send any photos or stories about how you said thanks to corporatecommunciations@stei.com so we can share them with everyone in the Company!



John Ziegler, left, and Daymond Ginsch, Wisconsin Memorial Park in Brookfield, Wisc.

Photo by Donna Zinda, Wisconsin Memorial Park



Henry McFadden, left, and Bobby Kimball, Metairie Cemetery in New Orleans Photo by Christian Moises, Marketing Department



Bradly Crossland, Holly Memorial Gardens in Colerain, Ohio Photo by Vicki Hawes, Newark Memorial Gardens

THE TOP 10 REAS APPRECIATE YOU SERVICES CO-WIND Waking up early is just fine. They dig their will they have green thur. They have green thur. They are a cut. They are mech. They pay attention to the in the pay attention to the in the pay attention to the interpretation. Neither snow, nor rain keeps them from their. They care for our visitors and make they have ear.



Greg Johnson, Sunset Hills Memorial Park in Portland, Ore.



Photo by Steve Heaton, Suns

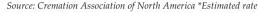


Martin Sandoval, Bluebonne and Memorial Park in Fort W Photo by Ashleigh Driggers, Bli

Cremation Corner

A look at cremation rates in the states where Stewart Enterprises does business

	2009	2010	2016*		2009	2010	2016*
Arkansas	25.5	27.7	34.5	North Carolina	33.5	32.8	42.1
California	46.5	55.9	62.8	Ohio	33.5	35.5	45.5
Florida	56.8	58.1	65.2	Oklahoma	28.6	30.8	41.1
Georgia	27.5	31.9	38.6	Oregon	67.9	69.4	76.5
Illinois	33.1	35.4	45.6	Pennsylvania	34.6	36.1	45.6
Kansas	34.1	36.7	47.7	South Carolina	28.4	30.2	40.9
Kentucky	17.4	20.8	27.9	Tennessee	22.9	27.6	45.6
Louisiana	19.2	21.2	28.9	Texas	30	32.1	40.7
Maryland	32.8	35.2	45.1	Virginia	31.5	33	41
Mississippi	12.7	13.8	19.5	Washington	69.4	70.9	77.9
Missouri	30.6	33.6	43.2	West Virginia	21.8	23.2	33.3
Nebraska	35.2	36.1	48	Wisconsin	43.1	44.9	57





The majority of the nearly 5,300 hospice programs nationwide are independent, freestanding agencies, according to the National Hospice and Palliative Care Organization's 2012 Hospice Care in America report. The remaining agencies are either part of a hospital system, home health agency or nursing home.

Agency Type	2010	2011
Free-standing/independents	58%	57.8%
Part of hospital system	21.3%	20.3%
Part of home health network	19.2%	16.8%
Part of nursing home	1.4%	5.2%

85,000

How many yards of suture material the Company's care centers used in fiscal 2012, according to requests sent by facilities to the Purchasing Department

Heavy Lifting

225 pounds

Average weight of the steel caskets the Company sells

213 pounds

Average weight of the wooden caskets the Company sells

Source: Purchasing Department

98,76 How many families St served in fiscal 2012, v

Taking care of Rover

The International Cemetery, Cremation and Funeral Association's Funeral Pet Loss Professionals Alliance, a group of about 250 pet loss providers and businesses,



recently released its 2012 Pet Los Survey. Findings among the 84 p the following:

77%

How many operate an on-site crematory

How m funeral center

34% How many run

a cemetery

4% How m

service

Congratulations to June's Top 10 at-need cremation revenue

Anne Marie Warner, Mid-Atlantic Region Shelly Murray, Midwestern Region \$6,970 Christian Ingram, Southeastern Region \$6,935 James Pool, Southwestern Region Rachel Troutt, Southeastern Region \$6,495 Lydia Desoto, Southern Region Jonathan Sorbel, Southwestern Region Christopher Ellis, Northern Region \$5,940 Maria Carvajal, South Florida/Puerto Rico Region \$5,556 Edward Hood, Southwestern Region Angel Garrido, South Florida/Puerto Rico Region \$5,335 Douglas Trobaugh, Western Region Charles Brown, Southeastern Region Earl Griffin, Southwestern Region \$5,210 Marisela Pons, Los Angeles/Pacific North Rick Perry, Southeastern Region \$5,195 Michele Vetula, Mid-Atlantic Region \$5,188 Rodney Dufour, Southern Region

\$5,148

Do Yourself a Favor

Eastern Division

David McGee Jr., Central Region

Preplanning your own funeral gives you the edge

Because we work in the death care industry, we all know prearranging is a good thing. Many of us tout its benefits every day, educating family members and friends on how prearranging provides peace of mind, protects loved ones and takes the burden off of surviving family members.

But how many of us have actually prearranged for ourselves?

If you haven't, now is the time to do it, especially with the Company's Do Your Kids a Favor® campaign in full effect. When you prearrange for yourself using SimplicityPlan.com, you're not only helping your family but you're helping yourself by being able to explain firsthand to friends and potential customers the ease and importance of making those decisions now.

When you sign up with Simplicity Plan®, you get immediate access to the site's planning and storage portal. It provides you with a single, secure location to organize and store everything your family will need after you are gone.

You'll receive two personalized identification cards, one for you and one for a trusted loved one. You can make changes to your plan at any time, and the plan is portable, it goes with you wherever you go. If you want assistance creating your plan, consult one of our sales counselors who is experienced in creating meaningful, personalized services. If you decide to prepay, you'll pay today's prices for products and services that you may not use for decades.

If you tell your family members and friends about the benefits of preplanning, they are more likely to listen to what you have to say because you work in the death care industry and understand firsthand how valuable a service it can be.

That's why prearranging for yourself through the Sim-

plicity Plan website is so important to the success of Do Your Kids a Favor.

Western Division

If you're resistant to preplanning, keep

the benefits in mind. Think of your children the sibling who will have to make arrang you want to leave them with that stressfulikes to think about his or her own morta we will all die someday — whether or no Preplanning helps your loved ones by takout of your final arrangements.

Bret Chambers, Los Angeles/Pacific North

It's never been easier to register and s it's absolutely free! What are you waiting

s absolutely free: What are you wanti

Share your story!

Tracking leads generated from our Do marketing campaign is important to go success, and we need your help in kee

If you have a success story tied to Do Y a creative way of sharing the campaig please contact Communications Specia at (504) 729-1978 or by email at SEIn we can share your tactics in future issu

13,8

Leads general



Marketing Department file photo

Bermuda Memorial Park

Where located: Chester, Va. Year founded/year acquired by Stewart: 1961/November 1992

Named for: The surrounding area, which is called Bermuda, and its address on Bermuda Hundred Road.

Leadership: Tony Peterson, director of operations; Steve Gillespie, director of community and family service; Michael Wilson, manager of community and family service; Donna Barlow, administrator

Employees: 7 Website:

www.BermudaMer 2012 services: 90 Fun fact: Ulysses S commander of the the later years of the his headquarters all the current location rial Park.

CONNECTING WITH

Taking the call

Engage customers when they call for info

ecause everyone who comes into contact with our facilities develops a first impression of us, we need to deliver Best-in-Class service in person and by phone.

Every time you answer the phone at work, you have the chance to earn the caller's trust and business. Answering questions and showing your commitment to meeting his or her needs is key to making that happen.

Here are a few things to remember:

Ask for caller's name, phone number and email address

To establish rapport, ask for the caller's name, and use it to personalize your service. Asking for the caller's phone number will allow for successful follow-up; make sure to ask for the best contact phone number, whether it's home, work or mobile.

It's crucial to get the caller's email address so someone can follow up on the call and in the future for other services.

Define role and reinforce commitment to helping customer

It's important to emphasize to the caller that you want to — and will — meet his needs and provide him with the answers he's looking for or point him in the right direction. Examples include "We will work with you to plan a service that will fit your budget," or "We can customize the services so that they're meaningful to you and your family."

Ask open-ended questions such as "What do you have in mind?" to give you the chance to gather important information to help you provide families with more personalized service.

Convey to the caller that you are knowledgeable about the services your facility provides, and let them know you will help them make an informed decision.

Explain your role in the process and emphasize that you will assist the caller to help put him at ease. Examples include "I'm a funeral director here, and I am available to help you with whatever your needs might be," or "As a preplanning specialist at the cemetery, I will be happy to assist you."

Just as we can tailor arrangements to make the events more meaningful, we can also tailor the arrangements to meet a particular budget or financial need.

Refer to website or offer to deliver information

Offering access to additional information can help the caller make a decision, so



make sure to provide for the facility and Sir are not able to access mail literature.

For a more personal have the information

Express gratitude considering facility

Showing appreciation onstrates that his or himportant and reinforwill provide the best

To show your app say something like "T us today," "We appre in our funeral home" considering us."

Celena Neal

Vice president of compliance and safety

elena Neal's superhero name should be "The Regulator." She started her career in the death care industry with the former Southern Memorial Co. in 1965 before moving to Acme Marble and Granite, where she continued doing administrative work related to contracts and regulations.

In 1978, she switched over to funeral and cemetery operations to work solely on compliance and safety and property development. She became vice president of compliance in 1998. The whole time, though, Neal has been responsible for keeping every property the Company has ever owned in compliance with the hundreds of state and federal regulations that govern the industry.

When she's not making sure everyone in the Company is playing by the rules, she's enjoying live music and theater. She'll listen to everything from opera to jazz, and the Louisiana Philharmonic Symphony is among her favorites.

What aspect of your job is most rewarding?

Helping the people out in the field address issues that come up on a day-to-day basis.

Which element of CARING do you feel you excel at the most?

Initiative. The industry is constantly changing, as are the regulations and laws. It's a constant process so you have to take initiative to keep up with them.

What five things are necessary to do your job well?

- 1. An interest in what you're doing.
- 2. A desire to help people.
- 3. A sense of humor.
- 4. Being focused on the details.
- 5. Enjoying people.

How do you best overcome challenges?

I research and gather as much information as possible, but a lot of times the solution will come to me as I walk my dog, especially in the morning.

What is your dog's name?

Chance. He's a roughly 6-year-old yellow lab rescue. He actually walks me!

Is there a motto you live by?

Do the right thing.

What would most people not know about you?

I'm pretty transparent, but I like to dance. In my era it was

swing dancing and the jitterbug. I still like when I can.

Describe a day in your office using a Interesting.

If you could spend a day in another p Company, which position would it be

I think I would be a funeral director.

What they do is very meaningful and I had to experience it firsthand when my husband passed away recently. I just have the utmost respect for them.

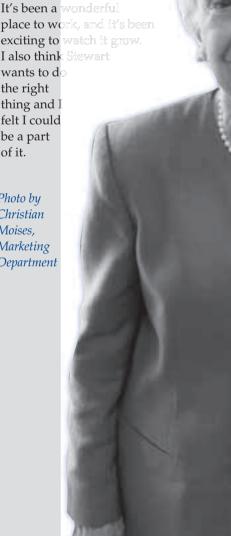
Why Stewart for 35 years?

It's been a wonderful place to work, and it's been exciting to watch it grow. I also think Stewart wants to do the right thing and I

Photo by Christian Moises, Marketing Department

be a part

of it.



News and business development ideas from throughout the Company



Representatives from Finley-Sunset Hills Mortuary and Memorial Park and Tigard American Legion Post 158 properly dispose of an American flag on June 14. Photo by Steve Heaton, Finley-Sunset Hills Mortuary and Memorial Park

LOS ANGELES/PACIFIC NORTHWEST

Finley-Sunset Hills Mortuary and Memorial Park held an Out of Service Flag Burning Ceremony on Flag Day, June 14. The event was sponsored by Finley-Sunset and Tigard American Legion Post 158 to help local residents properly dispose of American flags that were old, tattered or too torn to be displayed appropriately. The event included properly burying the remains of the burned flags.

SOUTHEASTERN

Baldwin-Fairchild Funeral Home-Ivanhoe Chapel recently hosted about 20 medical students from Florida Hospital's Adventist University of Health Science as part of the school's Issues in Grieving and Loss class. The presentation included information on the value of the funeral, decisions families need to make for a traditional funeral or cremation service, options in planning a personal celebration of life that embraces religious and cultural traditions as well as the benefits of preplanning.

SOUTH FLORIDA/PUERTO RICO ►

Forest Hills Memorial Park is gearing up to recognize local residents as part of its Unsung Heroes Memorial. Started in 2006, the memorial was created in response to the Sept. 11, 2001, terrorist attacks to recognize citizens while they are still living. Nominations are accepted from the community for first responders, teachers, volunteers and the like who have been serving the public for at least five years. Criteria includes having the strength of character and courage to help people who can't help themselves and being daring enough to continue the work when they know it may cost them more time. Once selected, the names of the unsung heroes are engraved on the monument at Forest Hills.



SOUTHWESTERN

Restland Funeral Home recently assisted Association of North Texas with its annual at Restland's facility in Dallas. Once a year calendar, members of the Islamic communevening of prayer readings or sutras from than 300 people participated in the overning

WESTERN

Have you ever been invited to a neighborh you move in? Well, the San Francisco Colthat for all Columbarium niche owners — members and friends. The facility held its Neighbors Wine and Cheese Celebration Luture residents could get to know each of actually move in, so to speak," said Locati Outcalt. "We have this event every year beenjoys it so much."

Do you want your region's news included in Contact Communications Specialist Christian (504) 729-1978 or by email at SEInside@stei.



Two members of the Martin County Fire Rescu honor guard at a previous Unsung Heroes Me Photo by Don MacIntosh, Forest Hills Memor