

Helping Hands

Employee Assistance Program (EAP) valuable tool in all situations

Life is full of surprises, some of which can be stressful and create anxiety. When that happens, it's important to remember that the Company has a program in place to help you get through those rough patches.

The Employee Assistance Program (EAP) is a free 24-hour-a-day, seven-day-a-week service that can provide guidance on a range of issues.

"The program is very broad and can cover everything from providing assistance on how to take care of aging parents to helping compile a household budget," said Director of Compensation and Benefits Margo Gremillion, who oversees EAP. "It's all encompassing. The main thing is to view it as a way to connect to the right resources."

Gloria Rodriguez, human resources director for the Northern, Mid-Atlantic, Central, Southeastern and South Florida/Puerto Rico Regions, said the service was crucial after a deceased's family member went to **Baldwin Fairchild's Glen Haven Memorial Park** in Orlando, Fla., in the summer of 2012 to attempt suicide.

The distraught man, who discharged his gun and was in a standoff with police, ultimately surrendered to the police SWAT Team. Because the incident was upsetting to many employees, the EAP was asked to send a counselor to visit with the staff.

"We decided to do (the outreach) on a group basis and the counselor had everyone give their interpretation of the event," Rodriguez said. "They felt they had gone through the experience together, and it was more therapeutic to talk about what they had experienced."

Rodriguez said employees appreciated the opportunity to talk about the incident.

A more recent incident at **Los Osos Mortuary** in Los Osos, Calif., had an EAP counselor helping staff cope with the stress of an on-site suicide in May. Administrative Assistant Cherree Eichinger said the Company's decision to bring the counselor on so quickly showed management really cared about taking care of their employees.

"He was an excellent counselor with enormous insight into the incident we saw," Eichinger said. "He mentioned everything we could be feeling, everything we were feeling, and he gave us great tools to help us deal with it."

Eichinger said the counselor and EAP services helped her replace the vision of the scene in her memory with happier images.

Manager Michael Elliott said the experience was very positive, with each staff member taking

away something different from EAP.

"As an employee, I found it very beneficial personally. It was nice to have someone to speak to privately about what unfolded and to get some reassurance

Put EAP to work

The Company's Employee Assistance Program (EAP) is available to all employees and members of their household for free 24 hours a day, seven days a week by calling (888) 371-1125. Benefits include, but are not limited to

- Three free sessions with an Employee Assistance Professional.
- Unlimited telephone consultations.
- Information and referrals related to child care, elder care, legal, financial and education issues.
- Online access to a network of EAP Professionals and other resources at www.cignabehavioral.com.

really helps with the anxiety and problems that we were having," he said. Elliott stressed that talking to an EAP counselor is well worth it for anyone who is even slightly considering using the service.

Providing helpful counseling after incidents such as these is just one of the many services EAP provides, though.

"The EAP is a good resource for anyone dealing with issues they may not know how to handle," Rodriguez said. "I think a lot of people think EAP is a psychological service and there's a negative stereotype associated with it ... but it's a resource that can be very beneficial to employees."

Rodriguez said she has recommend EAP to employees who have struggled to pay their rent, people experiencing challenges dealing with teenage children and those taking caring of elderly parents.

"And it's 100 percent confidential," she said.



Now more than ever

Caring for people, making a difference®. At the end of the day, that's what matters — always has and always will.

Although we have announced our agreement to be acquired by Service Corporation International, it's just as important as ever that we continue to provide the Best in Class service that is synonymous with our facilities. Simply

demonstrate that we really do have the best people, the best systems and the highest-quality operations. Remember, that's why families choose us.

With change comes opportunities, and those opportunities will only manifest themselves if we all display the right attitude and the commitment to doing the best job we possibly can do. If we keep a positive spirit, we'll put our best foot forward.

creating a lasting, positive impression will cement our relationships with families for the future.



Tom Kitchen

Respect your colleagues and

families at all times and treat each other as you would like to be treated. Always take the **initiative** to make every interaction with customers and your colleagues meaningful. That includes going the extra mile to think outside the box to solve problems and continue providing superior service to families.

Addressing everyone you come in contact with by **name** ties back into appearance and helps us further strengthen

that bond for years to come. Showing **gratitude** shows families we are privileged to serve them and make a difference in their lives.

These values

were important before the SCI announcement and are even more essential now. Do your best to stay focused on what's most important — caring for families. That has been our mission for more than 100 years, and it's still our number one priority today.

“Serving families is why we're here and we need to remember that in everything we do.”

put, serving families is why we're here and we need to remember that in everything we do.

Families call and come through our doors every day as they turn to us for assistance.

We help people at the worst times of their lives, and that is an incredibly significant responsibility to

manage and never lose sight of. It's what we do best.

Our top quality service, performance, processes and operations are what made our Company appealing to SCI. They want to expand their operations and presence by combining our funeral homes and cemeteries with theirs. It's vital that we continue to

best — serve families.

As we begin to plan for a transition, we cannot lose sight of the cultural principles that are our foundation. We need to continue to incorporate the



Company's CARING standards to help us remain Best in Class and show our customers that we really do care.

We **communicate** honestly and clearly to understand a family's needs and make sure they understand what we can provide for them. Take pride in your **appearance** and the image our facilities and properties portray, because



SEInside is for internal use by Stewart Enterprises employees only.

Submit all items for publication to: Stewart Enterprises, Inc.
1333 S. Clearview Parkway ♦ Jefferson, LA 70121

Attention: Christian Moises SEInside@stei.com

Editor
Connie P. Ernst

Graphic Design
Max Rivera

Managing Editor
Christian Moises

Production
Karen P. Locantro

Chairman shares thoughts on merger

(Editor's note: SEInside sat down with Chairman of the Board Frank B. Stewart, Jr. to gather his thoughts about Service Corporation International's pending purchase of Stewart Enterprises. The following article expresses points he'd like to share with Stewart employees.)

Difficult decision

After more than 100 years in business, the firm my grandfather founded that eventually became Stewart Enterprises, is now being sold to another major player in our industry, Service Corporation International of Houston.

Deciding to accept SCI's offer was not an easy decision for me. Over the generations, my family worked tirelessly to build this firm, and I have personally invested more than 54 years into making Stewart Enterprises what it is today, a publicly held company traded on NASDAQ.

As Chairman of the Board, I am obliged to do what is in the best interests of all shareholders of the Company. One of those obligations is to make sure our shareholders receive the best return they can on their investment and our Board of Directors unanimously feels that it is in our shareholders' best interests to accept SCI's offer.

Grateful to employees

I feel a tremendous obligation to, am proud of and thankful for the thousands of employees who have worked for Stewart Enterprises over the past 100 years. They have served well as funeral, cemetery, sales and administrative professionals. I care deeply about our people and the presence we have in the

communities we serve. Stewart Enterprises has sponsored innumerable charities and events. Our employees are good citizens of their communities and have devoted tens of thousands of volunteer hours to community needs.

SCI is the biggest death care firm in the United States. Their company is about four times our size. They serve hundreds of thousands of families each year. The reason they want to buy Stewart is to enlarge their organization and geographic presence. I am confident that our employees will have an even greater opportunity to build their careers working with SCI.

Future success

I firmly believe SCI will continue to operate our businesses with the same focus and professionalism that the Stewart management team has devoted to our funeral homes and cemeteries. I have every confidence in the success of the combined enterprise.

It has been my privilege to serve in this profession as long as I have and I know our people and businesses are in good hands.



Frank B. Stewart, Jr.

CARING COIN

Caring in action

Director of Operations Mark Panter presented a CARING Coin to Carl Stephens, a maintenance employee at Boza & Roel Funeral Home in Tampa, Fla., in May for his help in solving a problem with the air conditioning.

Stephens' solution saved the company more than \$1,000, said Stewart Resource Center Project Manager Scott Ladd.

"Carl watched the time it took them to complete the AC at Boza, then we worked with the AC company manager to have them bill it as a time and material versus the fixed price they quoted," Ladd said. "They swore it would take them at least two days, and it didn't quite take a full day."

Has there been a CARING Coin presentation in your area? SEInside wants to share it in a future issue. Please send a high-resolution photo with a write-up about why the employee received the recognition to SEInside@stei.com.



From left: Director of Operations Mark Panter, Boza & Roel Funeral Home building maintenance employee Carl Stephens and Stewart Resource Center Project Manager Scott Ladd.
Photo by Diane Stall, Boza & Roel Funeral Home

VIP success depends on YOU

The news we received several weeks ago about SCI buying Stewart certainly will cause change within our Company and our industry. However, when you think about it, it's not going to change the fact that caring for families is our first priority. We always need to remind ourselves of that.

In last month's issue of *SEInside*, I encouraged you to keep the momentum going. I think that is true now more than ever. Let's stay on top of our game and take advantage of the tools we have to help us do that. Specifically, I mean our newest tool: VIP.

When we accept the challenge of taking that first call, we must commit ourselves to serving that family and showing that we care. This can be an emotional event, so every action we take will be scrutinized. Let's make sure we provide a positive experience.

“Let's stay on top of our game and take advantage of the tools we have to help us do that.”

To do that, we're always reviewing our processes and services. That's why we've launched VIP. The system enhances TAP and replaces VAC by streamlining the information entry process for families. What VIP does that VAC did not is send the information a family enters online directly into CAFÉ and TAP.

“VIP is a ‘win-win’ for both the family and the funeral arranger,” said Western Divisional Trainer Barry Lambert, who was instrumental in testing and fine tuning the new tool with Eastern Divisional Trainer Keith Lucas. “This allows us

to spend more time developing relationships instead of spending time collecting that information during the conference.”

VIP provides families with a secure, password-protected place on facility websites to enter information about the deceased loved one. Families can enter information for death certificates and apply for veterans benefits. They can also compose an obituary using a template tool or a text tool.

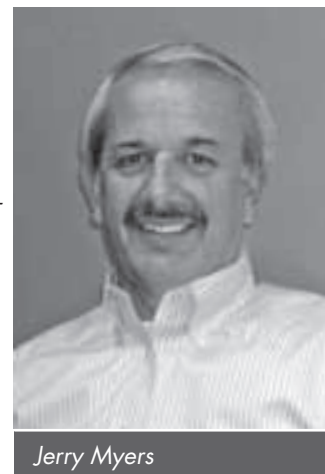
That means we'll have even more face-to-face time with the family and, because the information the family inputs goes directly into CAFÉ and TAP, this new process will increase the accuracy of the information we have in our system.

The key to VIP's success, though, depends heavily on you, specifically on the employees who take that first call. When you get that initial call, send the family straight to VIP.

By using VIP, we continue to balance the ever-growing presence of technology in our operations with a more personal touch and help us be better prepared for that first meeting with the family.

VIP will help us streamline our operations, make us work more efficiently and, simply put, make it easier for families to take care of their arrangements at their convenience.

And, that helps us with our mission of caring for people — which is really why we are professionals in this industry.



Communication is key!

We 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.

As always, direct your regular human-resource related questions to your local Human Resources team or the Employee Support Team at (800) 553-8736 or hremployeesupport@stei.com.

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 program provides 24-hour confidential access to professional advice including some face-to-face visits when needed. To access EAP benefits, call (888) 371-1125 or visit www.cignabehavioral.com.



Park Services Appreciation Month is coming

August is Park Services Appreciation Month, which means now is the time to start preparing for how to say thank you to your cemetery co-workers.

Whether they are responsible for cemetery operations, maintenance or landscaping, these colleagues provide valuable park 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? Here are a few ideas of how your location can say thanks:

- The funeral home staff at a combo location can bring donuts or bake a cake for the cemetery staff.
- Sales employees can bring an ice chest of Gatorade or other thirst-quenching drinks one day.
- A group can sign a thank you card and send it to the local cemetery office.

In some locations last year, families we serve heard about our appreciation month and wanted to contribute. One ex-

Share your stories!

We 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 corporatecommunications@stei.com so we can share them with everyone in the Company!

ample involved Wyatt Renick, who visits the grave of his wife twice a day at Washington Memorial Park in Sandston, Va. When Renick heard about Park Services Appreciation Month, he reached out to the manager and insisted on contributing soft drinks for workers.

So start thinking of ways to help promote Park Services Appreciation next month and say thanks. Be creative — you can do it!

PHOTO OF THE MONTH

Keep snapping!

If you missed the deadline to submit your photos for the Photo of the Month contest for August, there's no need to worry. You can just turn them in to be considered for September!

As a refresher, check out the *SEInside* issue from June on *SEnet* to learn more about how to take the perfect picture to show off what's going on your location.

Make sure to email your photos to Communications Specialist Christian Moises at cmoises@stei.com by 5 p.m. Wednesday, July 24 so the selection committee has time to review the entrants and pick a winner. The winning photo will be featured in an upcoming issue of *SEInside*, and the winning photographer will receive a gift from The Company Store!



BREAKING BARRIERS

Specialists share thoughts to connect, communicate with non-Anglo communities

There's a reason "communicate" is the first word in the Company's CARING cultural standards. In addition to its crucial placement to spell the acronym, it's also the first line in growing our business. As the standard states, communicate honestly and clearly ... seeking first to understand and then to be understood.

Cultural differences or a language barrier, however, can make communication somewhat challenging from time to time. While it may seem difficult to connect with these communities, learning a little about their culture and working with someone on your staff who can speak or understand the language can go a long way.

Now, specialists in three regions are connecting with these types of communities and offering their insight into how these non-English cultures function.

That, coupled with their own experience of making inroads, can help you share the Company's benefits and services with the same potential customers in your area.

PROMOTING PRENEED

The Los Angeles area has a large number of Koreans. Many of them don't speak English, especially the older generation, and a good number of them are Catholic.

The fact that **Mission Hills Catholic Mortuary** Family Service Specialist Jean Kim speaks Korean makes her an asset to the Korean community — and the Company.

Kim's father passed away four years ago, and she started working with Stewart two years later. The Korean culture doesn't deal with death beforehand, which left Kim and her mother making "100 decisions in a couple of days."

"Shortly after I lost my father, I was helping my mother's friend preplan at the location," said Kim, who was born in Korea and moved to the United States about 20 years ago. "The sales counselor thought I'd be good at it because I was able to translate and help someone from another culture."

Kim, who is 44, said a majority of Koreans from her generation still aren't familiar with the preplanning option. That's why she's developing advertising in Korean for a local Catholic newspaper. She also plans to offer seminars at local churches to explain what the Company can offer — especially preplanning.

"I didn't know about preplanning. My personal experience was really sad and hard for me," she said, "and I can help prevent that from happening to other (Korean) families. I'm trying to help families and that's all that matters."

MAKING INROADS

Executive Director Michael Wilfong said what's key to landing new customers is taking a look at the surrounding community and finding out the best and most comfortable way to communicate with them.

"Oftentimes that's in their native language," Wilfong said, adding that locations in his areas of Dallas have adapted by hiring people who are fluent in foreign languages.

While they didn't specifically target employees with those skills initially, he said they most likely would make it a

requirement if any of the positions become vacant.

Restland of Dallas Community Service Specialist Grace Lee is a perfect example.

While English is Lee's second language and she struggles a bit to understand the concept of the Company's products and services, management felt her personality and knowledge of the Chinese culture and language would help Restland penetrate that population.

"We can fully express ourselves, ask questions and voice our concerns in a more personal, intimate way when we communicate in our own native language," Lee said. "It feels more like home. This is something they can't get from non-Chinese speakers."

She's been with the Company for about two and half years, and Rod Cochran, manager of community and family service at Restland, said that a few months of Lee taking candy jars and a special discount package to church pastors and secretaries in the community is paying off.

The Chinese community can be insular and leery of outsiders, Cochran said.

"Once she finds an individual willing to talk about preneed — historically they don't prearrange — and that individual has signed up for prearrangement, he or she will share the news," he said.

While she just landed her first contract in May, Lee's work has helped Restland to ink 40 contracts.

The connection has afforded Lee some job flexibility at Restland, which means she will translate for a director during an at-need situation if necessary.

"We have to be flexible enough to allow them to cross boundaries and assist us no matter what the client's need is," Wilfong said.

TAKE A CUE

A majority of the people in the South Florida/Puerto Rico Region speak Spanish, and most members of the Company's staff there were raised in the Hispanic and Latin communities.

Even though specialists, about 50 percent of whom speak little or no English, are comfortable with the culture, they still encounter challenges with the Hispanic community that can help specialists companywide work better with that growing population nationwide.

Hispanics believe in preplanning and are family oriented, said Gabe Romanach, director of community and family service for the Treasure Coast/West Palm Beach area. The community really is no different than others except for the language — and price.

"They're used to bargaining for everything in their home countries," he said. "Expect the Latins to negotiate any price or discount you give them."

Mercy Zayas, director of community and family service for the Miami area, said pricing has always been an issue with the Hispanic community.

"They need to see a discount to be motivated to buy, and they need to feel like they are getting the best price possible," Zayas said. "We're seeing it more than ever because of the economic downturn."

As for a potential language barrier, Romanach said that challenge is fading as many of the people who are preplanning for themselves or their parents are becoming more comfortable speaking English.

Zayas advises specialists in other regions working with the Hispanic community to learn their culture.

"Learn how they celebrate, what their holidays are and what's important to their family," she said.

NUMBERS

Tracking Cremation

States with highest cremation rate

	Cremation rate*	
	2011	2009
Nevada	73.9	65.5
Rhode Island**	73.4	27.5
Washington	72.1	65.8
Oregon	70.6	64.5
Hawaii	68.9	65.4
Montana	67.1	59.3
Maine	65.5	55.9
New Hampshire	65.1	54.8
Colorado	64.7	57
Arizona	62.7	60.9

States with lowest cremation rate

	Cremation rate*	
	2011	2009
Mississippi	15.7	9.8
Alabama	18.6	11.5
Kentucky	22	13.2
Louisiana	22.5	15.7
West Virginia	25.2	17.5
Indiana	27.1	21.2
Arkansas	28.9	20.7
Utah	29.5	22.7
South Dakota	30.2	20.2
Tennessee	30.7	16



Source: Cremation Association of North America. Bolded states are where the Company owns and operates facilities. *All figures in percent. **The cremation rate spiked in 2011 because an out-of-state company that opened a new cremation facility in Rhode Island that year.

338,803

Number of preneed contracts in the Company's backlog as of Oct. 31, 2013.

26,208

Preneed funeral contracts sold in fiscal 2012.

\$107.64
million

Value of preneed funeral sales in fiscal 2012.

Price Point

\$1,650

National average cost for cremation with limited memorialization services and a basic urn.

\$7,300

National average cost for a traditional funeral with burial without cemetery property, burial vault and headstone / grave marker.

Source: Cremation Association of North America citing the National Funeral Directors Association and the Funeral and Memorial Information Council.

Going Viral



Monthly visits to Stewart facility websites were up 35 percent in April compared with the same month in 2012.

Year	Visitors
2013	556,480
2012	411,842

Spotlight on Hospice

Of the roughly 2.5 million deaths in 2011, 1.06 million were patients who died under hospice care, according to the National Hospice and Palliative Care Organization's 2012 Hospice Care in America report. Here's the average length of time patients received hospice care:

Length of stay	Percent
Less than 7 days	35.8
8-29 days	27
30-89 days	17.2
90-179 days	8.7
180 days or more	11.4



TOP 10

Congratulations to May's Top 10 at-need cremation revenue producers!

Eastern Division

John Smith II, <i>Northern Region</i>	\$8,430
Katrina Smith, <i>Mid-Atlantic Region</i>	\$7,600
James Ostrand, <i>South Florida/Puerto Rico Region</i>	\$6,886
Michele Vetula, <i>Mid-Atlantic Region</i>	\$5,925
Raysa Gutierrez, <i>Southeastern Region</i>	\$5,795
Heather Sharpe, <i>Northern Region</i>	\$5,670
Jeffrey Walley, <i>Mid-Atlantic Region</i>	\$5,235
Karina Osorio, <i>Southeastern Region</i>	\$5,205
Angel Garrido, <i>South Florida/Puerto Rico Region</i>	\$5,175
Danielle Watkins, <i>South Florida/Puerto Rico Region</i>	\$4,795

Western Division

Earl Griffin, <i>Southwestern Region</i>	\$11,445
Rodney Dufour, <i>Southern Region</i>	\$8,310
Patrick Schoen, <i>Southern Region</i>	\$8,135
Bobby Debenport, <i>Southwestern Region</i>	\$7,733
Edward Hood, <i>Southwestern Region</i>	\$7,420
Phillip Maher, <i>Midwestern Region</i>	\$7,409
Elena Vasquez, <i>Los Angeles/Pacific Northwest Region</i>	\$7,150
Carolyn Roberson, <i>Southwestern Region</i>	\$6,602
Shelly Murray, <i>Midwestern Region</i>	\$6,310
Eduardo Huerta, <i>Southwestern Region</i>	\$6,272

CONNECTING WITH CUSTOMERS

Making an impression

Explaining why your location stands out is key to landing new business

As the saying goes, first impressions last a lifetime. That's why it's so important to be totally prepared to cover everything when taking that first phone call from a potential customer. One of the more essential aspects to address during that call is setting our facilities apart from the competition.

"Describing attributes over the phone is like giving a tour in person," said Corporate Training Manager Duane Darcey. "Callers will decide whether you will deliver Best in Class service based upon what you say about your facility and what your tone of voice says about you."

Sharing those qualities is actually easier than you may think but requires a little leg work on your end. Gather your colleagues together to brainstorm ideas and write down at least three features that differentiate your facility from competitors. Ask yourself why families choose your funeral home or park. Saying your facility is "popular" is not a differentiating attribute, since other locations in the area may also be popular.

"We under serve families when we fail to educate them about what options are possible," Darcey said.

As stated in the Company's *FACE 2 FACE* training program to teach arrangers and managers key behaviors to help them grow their business, avoid talking about your competitor. Focus on what makes your cemetery or funeral home better instead of why your competitor is less expensive. Remember, not all callers choose their death care provider based solely on price.

"When customers call, they often ask for price informa-

tion because they don't know what else to ask. What they really want to know is why they should come to you, especially if your prices are higher," Darcey said. "Think about what makes you so proud to be a part of your team and share that with callers."

Food for thought

As you brainstorm ideas that set your facility apart from competitors, try to find at least three unique features that only your location can provide — and be specific! Once you've come up with a list, share it with your colleagues so they can always refer to them easily.

Here are some examples to help start your discussion:

- Your loved one never leaves our care, which other companies in the area cannot promise.
- We have a crematory on-site.
- We have been serving families for ____ years.
- We have a visitation room for children.
- We have our own parking lot.
- Our chapel can seat 300, making it one of the largest in town.



Everly-Wheatley Funeral Home

Where located: Alexandria, Va.
Year founded/year acquired by Stewart: 1849/May 1990
Named for: Josiah Everly went to work for B. Wheatley Funeral Home. When Wheatley passed away, Everly wanted to buy the funeral home. Wheatley's widow allowed the sale under one condition — that Everly keep Wheatley in the name, which he did.
Leadership: Jeff Campbell, director of operations; Ron Charette, director of

community and family service; Jennifer Snodgrass, location manager
Employees: 16
Website: www.EverlyWheatleyFuneralHome.com
2012 services: 420
Fun fact: The fourth generation of Everlys is working at the funeral home, and Josiah Everly's grandson, Joe Everly, is regional vice president for the Southern Region.

Be aware of solicitations disguised as invoices

Many locations throughout the Company receive notices that look like invoices or calls from vendors promoting questionable goods. But looks can be deceiving and the notice or call actually may be a solicitation for services that the Company does not need or already pays for through another vendor.

One recent example was a notice a company named Compliance Document Services sent to several locations. The top of the notice identifies it as a "Labor Law Compliance Notice" and it displays a balance due to be paid for 2013 federal and state employment posters. On the second page of the notice, in small print, a statement reads: "This offer serves as a solicitation for services and is not to be interpreted as a bill due."

The fine print is easy to miss, as it blends in with general information about the posters. In this case, Stewart does not work with Compliance Document Services and locations should never have to pay an invoice related to this legal requirement.

Employees who process invoices should carefully review all bills and invoices, especially those from unfamiliar companies. If you have a question about any invoice, withhold payment until you

have verified whether you've actually ordered and received the goods or services reflected on the document.

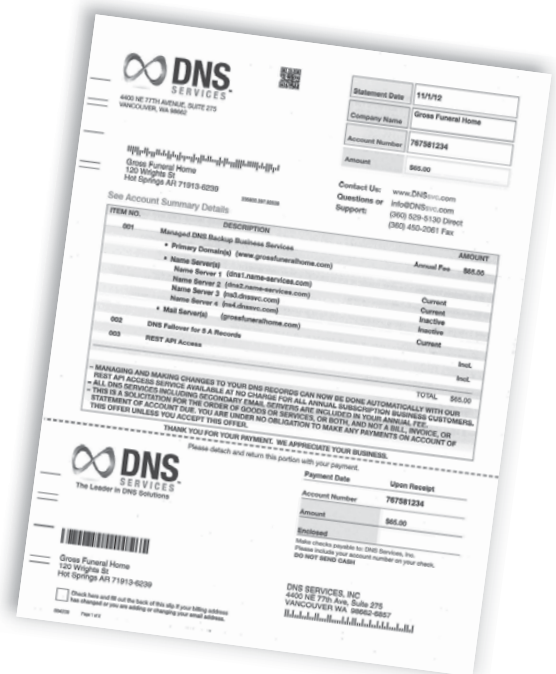
Another example involves someone playing the role of a vendor calling a location to confirm the shipment of a product. The problem is, the location never actually placed the order. The employee who answers the phone may simply say, "OK" and end the call.

Soon, an invoice arrives for a large amount, usually attributed to something vague, such as items that could be used in the facility. An employee unwittingly pays the invoice with a P-Card. When the shipment arrives, it is something of far less value than the amount paid.

If this happens, your location may have been scammed out of a certain amount of money. When these false orders are paid for with a P-Card, the scammer gets the money and the location's secure credit card information.

Here are some guidelines to follow if an invoice or call seems questionable:

- If a shipment is received and the facility cannot trace it to a legitimate order, make a copy of any documents in the shipment and the invoice (if available), and return the shipment to the sender.



- If payment has already been made, notify the Purchasing Department so they can dispute the charge with our P-Card company and cancel the P-Card.
- Employees who pay these invoices and have access to the P-Cards should not pay a bill without having confirmation from a manager or other employee that it is a legitimate order and invoice.

Remember, these are just two examples of how outside companies can scam a location. Many others are out there. This serves as a reminder that employees companywide need to be aware of this problem and stay vigilant.

10 QUESTIONS WITH ...

Willie Nelson

Cemetery Operations IV at Pine Crest Cemetery in Mobile, Ala.

Jan. 1, 1977, marked a new year — and the start of a lifelong cemetery career for Willie Nelson, who has been taking care of the property at Pine Crest for more than 36 years.

Nelson, 53, started in cemetery groundskeeping by following in the footsteps of his grandfather and his brother, who were both working at Pine Crest when he started.

“I just wanted to keep the line going,” he said. Nelson has been married to his wife, Connie, for 27 years and enjoys fishing in Mobile Bay. He’s also an avid deer hunter, claiming his largest win — a nine-point buck — two years ago.

What aspect of your job is most rewarding?

Getting along with my co-workers and putting a smile on their faces and the faces of the families I get to help.

How do you feel your job fits into the Company’s overall operation?

I’m a part of everything that goes on outside at Pine Crest.

How do you best overcome challenges?

The only way to do it is to look at it, size it up and find out if you can or can’t do it. If you can’t, be upfront with your supervisor and figure out another way.

Any advice for someone seeking a position like yours?

Always love your job and love the people you work with. If you care enough about the job, you’re going to do the best you can.

What would people not know about your work?

(Chuckling) There’s a whole lot they wouldn’t know if they haven’t been here as long as I have. You have to be careful with everything you do, make the people happy and watch your

Park Services Appreciation Month reminder

Willie is just one of the hundreds of park services employees companywide who work tirelessly in the elements to keep our locations looking Best in Class.

In case you missed it, Park Services Appreciation Month is coming up in August. Check out the story on Page 5 in this month’s issue of *SEInside* to get an idea of what the month is all about and ideas on how you can say thank you to employees like Willie!



surroundings. You have to be on top of your game to make sure everything goes right.

How are you “making a difference” every day?

Simply by being here and helping people. I try to please them, and a lot of times they come to me because I’ve worked with them before or other people have told them about me. They say, “He’ll get it done for you.”

Who has had the greatest impact on your career?

When I first got here, my brother, Alfred Nelson, really showed me the ropes. I also had a cemetery operations supervisor, Major Ellis, who taught me most of what I know.

Why have you stayed with Pine Crest for so long?

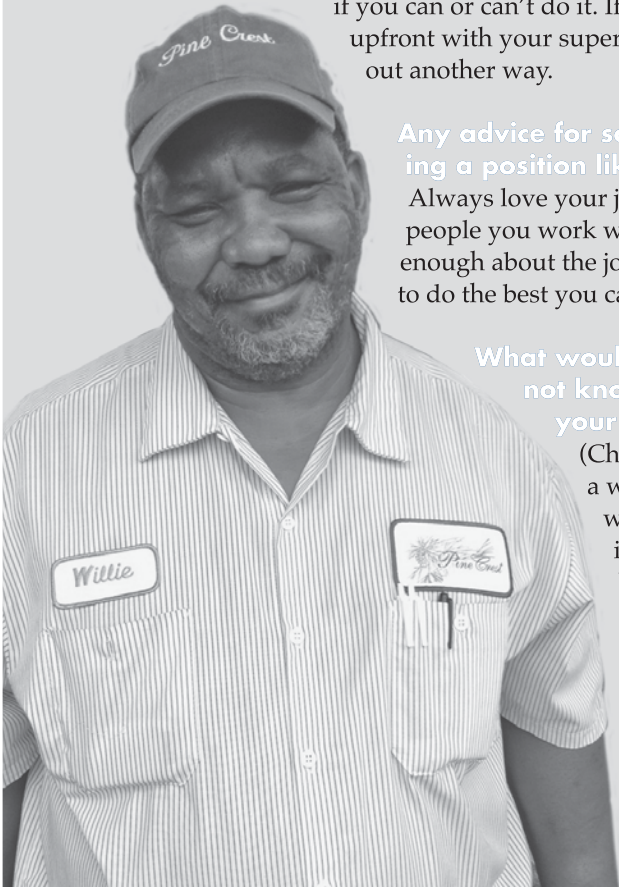
They gave me the opportunity to work and have always appreciated my work.

How much longer do you think you’ll continue working?

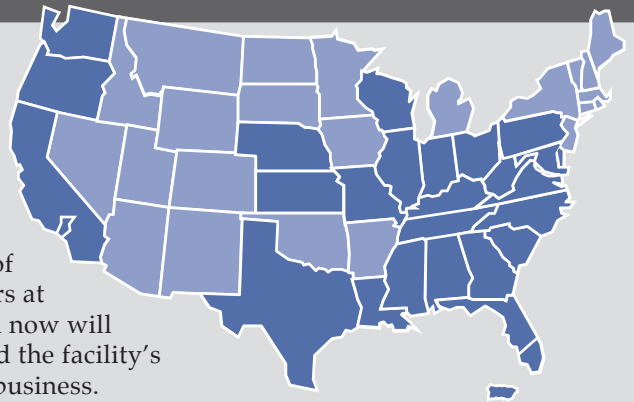
Some people have mentioned retirement, but I’m going to go as long as I can go. Maybe another 20-25 years.

Are you a fan of the other Willie Nelson, the famous country singer?

(Chuckling) I like some of his records.



News and business development ideas from throughout the Company



About 40 people attended a book signing for New York Times bestselling author John Lescroart on June 1 inside the San Francisco Columbarium. Photo by Matt Outcalt, San Francisco Columbarium

NORTHERN

Locations throughout Tennessee have been busy lately, with **Highland Memorial Park** in Knoxville dedicating its new Whispering Waters Cremation Garden in late May. The garden already has about 10 interments. **Mount Olivet Funeral Home** in Nashville, meanwhile, held its second Mount Olivet Paint Club workshop, where Manager John Smith instructs attendees in painting a picture during lunch as a community outreach event. Finally, the Widowed Persons Organization at **Oak Hill Memorial Park** in Kingsport is putting the final touches on its cookbook, which it will sell to the public to help support WPO events.



About 70 people attended a flower arranging workshop at Valhalla Funeral Home and Memory Gardens in Huntsville, Ala., on June 9. The event resulted in nearly 40 leads. Photo by Gerald Miller, Valhalla Funeral Home

SOUTHWESTERN

Thanks to an increase in staff, **Guardian Funeral Home** in Fort Worth, Texas, now has a counselor on site every day of the week to help families with at-need and preneed arrangements. Gary Decker, manager of community and family service at Laurel Land Funeral Home, said counselors previously were based at Laurel Land and would visit Guardian as needed. Decker said having a steady

rotation of counselors at Guardian now will help build the facility's preneed business.

WESTERN

Halley-Olsen-Murphy Funerals & Cremations in Lancaster, Calif., will move into its new home this month after operating out of a former church and an adjacent house for nearly 60 years. A grand opening is scheduled for Aug. 2. Construction on the roughly 10,000-square-foot facility started about six months ago. The new funeral home, which is half a block away from the current facility, incorporates a modern design to remain attractive to families who are not seeking traditional services. The care center will be transferred from Lancaster to the Palmdale site.

SOUTHEASTERN

Myrtle Hill Cemetery worked with the Tampa Bay Rough Riders to complete a refurbishing of its Spanish-American War Memorial last month. The historical preservationist group approached General Manager Mike Baty earlier this year about sprucing up the nearly 7,500-square-foot memorial space, which has about 150-200 military interments, including several from the Spanish-American War. Myrtle Hill staff straightened markers and laid sod while Rough Riders volunteers refinished two small cannons, a flagpole, a monument and a bronze plaque.



Finley-Sunset Hills Memorial Park and Mortuary shows off its one-of-a-kind vending machine advertisement for Do Your Kids A Favor. Photo by Evone Manzella, Finley-Sunset Hills Memorial Park and Mortuary

Do you want to have your region's news included in Stewart Snippets? Contact Communications Specialist Christian Moises at (504) 729-1978 or by email at cmoises@stei.com.

CORRECTION: Emmitt Watson was incorrectly identified in the June issue of SEInside's Stewart Snippets. We apologize for the error.