

## Do Your Kids a Favor going strong

**D**o Your Kids a Favor has reached its six-month milestone, and the results keep rolling in since its soft launch late last year.

“This is our first companywide, syndicated marketing campaign with a single message, and we’re very pleased with how it’s going in a few ways,” said Vice President of Marketing Phil Sprick.

The first, he said, is based on positive feedback from employees and the community. Sprick said that communicating a single message from all our properties can be a complicated task, but the Marketing Team was ready.

“Making sure the right ad runs in the right newspaper on the right day with the right logo is a challenge. That’s one of those behind-the-curtain things that is really difficult to execute,” he said. “Doing it with hundreds of ad placements in

dozens of markets takes magic, and we have some magicians in the Marketing Department who are able to make it happen. That allows our operations and sales people to do what they do best

without worrying about placing ads and dealing with vendors.”

At the same time, the campaign is helping the

Company raise its visibility to help keep its business, brand and images in front of consumers, Sprick said.

Here are a few notable leads that turned into contracts because of Do Your Kids a Favor:

### SIGN OF THE TIMES

A family was looking for its grandfather’s and great-grandfather’s cremated remains at the **San Francisco Columbarium** in

December. Family Service and Preplanning Specialist Catherine Sanchez said she took the family into the Columbarium, where they saw a Do Your Kids a Favor poster.

That’s all it took to get the conversation going.

“I told them that if they do the prearrangement, they’re doing a favor for their kids, that everything is paid, their wishes are set up and they don’t have to worry about it later,” Sanchez said.

They emailed back and forth a few times and signed a nearly \$64,000 contract not long after.

### IT’S IN THE MAIL

Paul Mosher, manager of community and family service at **El Camino Memorial Park** in San Diego, said a mailer that was sent out led to a happy ending for Preplanning Specialist Eleanor Wiemers.

The reply postcard came back full of

*(See Do your kids a favor, page 5)*

**9,005**  
Leads generated by Do Your Kids a Favor as of May 10



Marketing Department file photos

## Core principles provide foundation for success

On the surface, banking and death care may not have much in common, but their core principles are nearly identical. I noticed that similarity as I read the letter to shareholders from JPMorgan Chase & Co.'s Chairman and CEO Jamie Dimon in the company's 2012 annual report.

In the letter, Dimon highlighted some of JPMorgan's core values:

- *Share what you know when you know it.*
- *Mistakes have consequences.*
- *We invest for the long run, and we manage risk accordingly.*
- *Each of our businesses is among the best in its field.*

Those are just a few of the overarching themes that have guided JPMorgan to success, and when you think about it, they're applicable to any company. The steps we've taken over the past year or so have been focused on taking care of the customer by streamlining our processes, hiring the right people, training and coaching them to succeed, and operating the Company in a financially sound manner.

We excel at what we do — yet we can always continue to grow, learn and improve. Here are three of the more important principles Dimon shares that we can all follow to create an even stronger company.

### Never lose sight of the main mission: serving families

We are a service-based business and it's critical for us to serve our customers better than the competition. It's the

“We excel at what we do — yet we can always continue to grow, learn and improve.”

basis of everything we do. Just like JPMorgan reorganized a portion of its business, we have reorganized our sales and operations organization to better serve our customers.

We've enhanced the customer experience by implementing TAP to ensure that all families are presented with all options during the arrangement conference. VIP is yet another way to assist families when a death occurs.

from the CEO



Tom Kitchen

When you look back at how we've tweaked policies, procedures and staffing to enhance the customer experience from start to finish, it's clear that our primary goal is to better serve our families.

### We have extraordinary relationships developed over decades

This principle actually ties in with another — the investments we've made in the past few years have driven and will continue to drive results. While the latter focuses primarily on financial investments, it also is apparent in our work with families.

Our success is driven by the connections we make with families at one of the most difficult times of their lives and the superior customer service we provide from start to finish. That is demonstrated through the generations of families we have served. We have to continue to nurture relationships with current and prospective customers to build and maintain our trust and credibility.

Once you are focused on delivering exceptional customer service and building meaningful relationships, everything else should take care of itself. That doesn't mean we should be content with the status quo, which leads to the next important principle.

(See *Core principles*, page 3)

SEINSIDE

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

Attention: Christian Moises  
*SEInside@stei.com*

*Marketing Communications Director*  
 Editor  
**Connie P. Ernst**

*Communications Specialist*  
 Managing Editor  
**Christian Moises**

*Graphic Designer*  
**Max Rivera**

*Senior Communications Specialist*  
 Production Manager  
**Karen P. Locantro**

*SEInside* is for internal use by  
 Stewart Enterprises employees only.

## Caring for people ... and yourself!



If you're like most people, you probably want to improve your health. What if you could also save a good bit of money in the process? Well, you can, if you hustle to **Make a Date With your Doc** to get your annual physical exam — and enter a chance to win free health insurance!

If you and your covered spouse are already enrolled in Stewart's health care plan and you each have a physical by June 30 and submit the entry form by July 8, you can become eligible to receive nine months of health insurance coverage with no employee premium due. Any eligible physical you and your covered spouse had in 2013 will be recognized.

The drawing will be held in mid-July, and the free health care will run from Aug. 16 through April 30, 2014. One winner will be selected from each region for a total of 11 winners. Chances of winning are based on the number of eligible entries received.

**For more information and official contest rules or to fill out the form, visit the Benefits section of *SEnet*.**

## Core principles *(continued from page 2)*

### Fight complacency

Everyone in the Company has a responsibility to fight complacency. People always talk about continuous improvement, but sometimes they'll ask where you are in the process. It's not relevant to say where you are because the concept of continuous improvement is that you're always looking for ways to improve. It's a never-ending process; there is no "end."

When I took my first accounting class in college, I thought there was a finite body of knowledge and that at some point in my career, I'd learn everything I needed to know. Well, I've been at it for 40 years, and I can say that you never reach the finish line in terms of learning. There's always something new we can learn or master, and that's what will keep us at the top of our game — and an industry leader.

It's no secret we already are Best in Class as a Company. While we've implemented changes over the past year to enhance customer service and make our business model more efficient, it's vital to remember that each day brings new challenges we must face head on. That means we need to remember to follow the core principles that make us great.

## IT PAYS TO HAVE FRIENDS!

Refer a friend to join our sales team  
and earn a **\$500** referral bonus.



Employees know better than anyone why our Company is a great place to work. Tell your friends about our job openings in sales. If your referral is hired and employed with us for six months, it pays off for you — and keeps our Company strong. Start spreading the news today.

Visit "Careers" on [www.stei.com](http://www.stei.com) to learn about open sales positions in your area. Tell your friends who apply to enter your name on the employment application.

Go to "Careers" on *SEnet* or email the Employee Support Team at [HRemployeesupport@stei.com](mailto:HRemployeesupport@stei.com) to read about the Sales Employee Referral Program eligibility and conditions.





## Spot on Ops and Sales *with Executive Vice President of Operations and Sales Jerry Myers*

### Keep the momentum going!

When you think of summer, you think of the kids being off from school, barbecues, baseball games, lounging around the pool and taking a family vacation. That means people will be busy and hard to track down.

While June, July and August can be slower than the rest of the year, we need to stay on top of our game and keep the momentum going.

Look at our Do Your Kids a Favor campaign for motivation. In the roughly six months since the marketing effort went companywide, we've generated nearly 10,000 leads. Many of those have resulted in sales, and we need to keep pushing forward.

Taking care of families means we're a 24/7/365 operation, so a little relaxation isn't bad. We just need to use that opportunity appropriately to remain Best in Class and stay ahead of the competition.

Here are some ideas of what we can do to continue the success.

#### REVISIT AND REVIEW

We've introduced quite a few programs, such as CRM, TAP and HMIS, to help make the preplanning and funeral processes easier for families and restructured our organization in a few ways.

The next few months are a great time to review those programs and procedures — or dig in and learn how to use them to ensure we can use them

well to make arrangements as smooth as possible for customers.

#### SPREAD THE WORD

As summer kicks off, many people will be out and about. Share the Company's message at community events and help keep the leads coming in.

Whatever the event, it's important

**“We need to always review what we did yesterday to make sure tomorrow is even better.”**

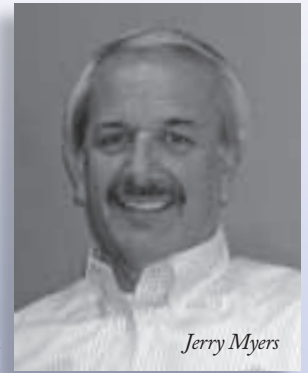
to share what we do and the benefits of preplanning. You never know where our next call or sale will come from. Connect with our neighbors, and leave no stone unturned.

#### TAKE STOCK

Are you running low on Company literature and marketing materials or

does your maintenance equipment need a tuneup?

If you missed out on spring cleaning, use the upcoming months to get your house in order. That includes everything from restocking the supply cabinet to cleaning up the grounds.



Jerry Myers

#### NEW IDEAS

We're always looking for new ways to generate business, and you should be, too. You know your community the best, so use this time to think of different and unique ways to have the public visit your location.

Any opportunities we can create to have new people see our facilities and learn about what we do is always beneficial.

#### KEEP DOING WHAT YOU DO BEST

Above all else, remember that we truly are Best in Class and we are the leaders in caring for people, making a difference®. We need to always review what we did yesterday to make sure tomorrow is even better. And there's no better time to do that than the dog days of summer!

*Jerry*



**Visit SEnet, your connection to a world of valuable Company information.**

<https://spsenet.stei.com>



# Cream of the crop

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

### Eastern Division

Debra Blanchette, <i>Southeastern Region</i>	\$7,065
Lynn Giraud, <i>South Florida/Puerto Rico Region</i>	\$6,595
Allison Corder, <i>Northern Region</i>	\$6,060
Anne Marie Warner, <i>Mid-Atlantic Region</i>	\$5,932
Gerianne Kenny, <i>Mid-Atlantic Region</i>	\$5,868
Randy Howard, <i>Southeastern Region</i>	\$5,250
Amanda Ludewig, <i>Mid-Atlantic Region</i>	\$5,160
Peter Hardy, <i>Southeastern Region</i>	\$5,125
Manuel Lapura, <i>Mid-Atlantic Region</i>	\$5,007
Charles Brown, <i>Southeastern Region</i>	\$4,887

### Western Division

Rodney Dufour, <i>Southern Region</i>	\$8,303
Jean Newman, <i>Southern Region</i>	\$6,956
Rebecca Smith, <i>Southwestern Region</i>	\$6,813
Gary Anderson, <i>Southwestern Region</i>	\$6,100
James Pool, <i>Southwestern Region</i>	\$6,018
Richard Huntley, <i>Western Region</i>	\$5,960
Robert Gentry, <i>Southern Region</i>	\$5,955
Enriquez Perez, <i>Los Angeles/Pacific Northwest Region</i>	\$5,916
Justin Nicklas, <i>Southern Region</i>	\$5,900
Marisela Pons, <i>Los Angeles/Pacific Northwest Region</i>	\$5,895

## Do Your Kids a Favor *(continued from page 1)*

information, which prompted Wiemers to follow up on the lead. It turned into a nearly \$7,500 contract.

"The family was very responsive," she said. "The concept of relieving the kids of this burden was big and although the family was just starting to think about preplanning, the wife kept repeating the phrase, 'I really don't want to leave these decisions to my kids.' It was almost as though that thought was helping her to not delay in moving forward any longer."

### CROSSING BORDERS

Do Your Kids a Favor has created so much excitement in the South Florida/Puerto Rico region that Regional Vice President Peter Saavedra said the campaign is going beyond the continental United States.

"We're giving it a Spanish twist for Puerto Rico," Saavedra said. "We were already translating the content into Spanish for other parts of the U.S. market, and we expect to roll out Do Your Kids a Favor in Puerto Rico sometime in the third quarter."

Saavedra said it has produced a consistent stream of small sales so far.

### WORTH REPEATING

As a reminder, here's how you can help generate even more leads.

- If someone asks you what you do for a living, let them know that you work for a funeral and cemetery company. Let them know a death in the family is all the more difficult when they have to guess what plans to make and grieve at the same time.
- If you have made or started your own prearrangements, tell them about your experience.
- If someone asks you about preplanning, explain the benefits.

Tell them it gives peace of mind, protects the ones you love and unburdens a spouse or children. It can be done in a couple of hours and in the comfort of home — even online at [DoYourKidsAFavor.com](http://DoYourKidsAFavor.com).

- Hand out the Do Your Kids a Favor referral cards you received when the campaign started. If you need more cards, don't hesitate to ask for them. In a pinch, make sure to give them your personal business card so they have a way to find you.

## SHARE YOUR STORY!

Tracking leads generated from Do Your Kids a Favor is important to gauge the campaign's success, and we need your help in keeping tabs on them.

"We need to make sure we are able to measure our return on investment, so it's imperative that when our specialists run leads, that they do it timely and that they input the information into the CRM system," said Phil Sprick, vice president of marketing.

If you have a success story tied to Do Your Kids a Favor or a creative way of sharing the campaign with customers, please contact Communications Specialist Christian Moises at (504) 729-1978 or by email at [SEInside@stei.com](mailto:SEInside@stei.com) so we can share your tactics!



# Connecting with the community

## Facilities benefit from filling neighbors' need for gathering space

Stewart Enterprises makes it a priority to ensure people feel welcome at its facilities and encourages locations to create events to have neighbors visit them for reasons outside of funeral and cemetery services. It's all in an effort to make people comfortable being at our facilities, and it's beneficial in helping build relationships for the future and boost preneed and at-need sales.

Many locations also are finding ways to open their doors and be of service to the community, oftentimes with the community starting the conversation.

Take for instance **Baldwin-Fairchild Funeral Home** in Altamonte Springs, Fla., which has offered its chapel to LifeSpring Christian Church free of charge every Sunday for the past year. The church held its services at a few other places that weren't the right fit before its pastor, who performs funerals for Baldwin-Fairchild Cemeteries and Funeral Homes, approached the manager of the West Altamonte Chapel location.

Then there's **Gross Funeral Home** in Hot Springs, Ark., which, because of its southern plantation look and feel, is popular among to-be brides for wedding photos.

While not all events are one-size-fits-all, here's how three locations are getting people on their property for non-funeral-related reasons and to build relationships for the future.

### DRIVING BUSINESS

**Finley-Sunset Hills Mortuary and Sunset Hills Memorial Park's** primary objective is, like all Stewart properties, caring for people during one of the most difficult times of their lives.

Manager Steve Heaton, though, always keeps his ear to the ground to get people into the Portland, Ore., facility for other reasons besides a funeral service.

"As soon as you say 'funeral home,' they say they'd rather go to Denny's. Once they get here, they're pretty comfortable," Heaton said. Piano



Members of Tualatin Valley Cruisers Club, which has been meeting in Finley-Sunset Hills' reception room every month since 2003, celebrate during their 2012 Christmas party.

Photo courtesy Rick Rainwater, Tualatin Valley Cruisers Club

teachers and students, who can use its baby grand piano for recitals, and the Royal Rosarians, which meet monthly to organize Portland's annual Rose Festival, are among the groups that have accepted his offers.

Of note, though, is the Westside Cruiser and the Tualatin Valley Cruisers clubs. The latter car enthusiasts group has been meeting in Finley-Sunset Hills' reception room once a month since 2003 and brings an average of 65-76 members. The group even holds its summer barbecue, Thanksgiving potluck meal and Christmas party at the facility.

This relationship has been beneficial for both groups. Heaton, already a car enthusiast, joined the club and has since purchased a PT Cruiser. Of more significance

are the roughly seven funerals and three prearrangements Finley-Sunset Hills has facilitated for the two groups.

"Basically it was the tie-in from the meetings," Heaton said. "A lot of them said they wouldn't have had a funeral there



Don Thies grills hamburgers during the Tualatin Valley Cruisers Club's summer barbecue last year at Sunset Hills Memorial Park.

Photo by Steve Heaton, Sunset Hills Memorial Park

but they were really comfortable there because of the meetings."

For Heaton, that's validation for hosting different groups. "It's about getting more people into the building, which makes them more comfortable to come to a funeral," he said.

### CONVERTING SPACE

Arkansas Director of Operations Kim Thibodaux readily admits that **Griffin Leggett - Conway Funeral Home's** competition is stiff. So the facility decided to step up its game and give the community something the competition didn't have.

"We had a huge room that was considered a reception room but just didn't really work well for a parlor," Thibodaux said of the room that had a sofa, chairs and a sample casket. "We weren't using it often, so we removed the (contents) and turned it into a multipurpose community room in three months."

The renovation was completed in February and already has attracted at least one group who sought out Griffin Leggett's service — but not for death care. A representative from Conway Regional Medical

Center called the funeral home in April asking if they could donate ink pens for an upcoming health fair. When the representative went to the facility to pick up the pens, she mentioned that she led a prayer group in her free time, and because it had grown so much, asked if they could use the new space.

"That's what we want, people in our doors," Thibodaux said. "What's happening is slow word of mouth just by getting people in our door."

That was the purpose of converting



Kneeling, from left, Greg Reyome, Chuck Hatcher and Dakota Carter; middle row, Jon Garland, Dennis Farr, Ilija Mitrovic, Juan Chagoya, Charles Dannewitz, Mark Jenkins and Ron Sergent; and back row, Ben Marshall, Mike Sanders, Chuck Mizell, Marty Coleman, Billye Wilcox and Bill Ryan.

Photo by Ben Marshall, Sylvan Abbey Memorial Park

the reception room to a multipurpose space, which Thibodaux believes led to call volume being up 250 percent over plan in April.

"To me, the way to get sales is by developing a relationship with people in some other way. I'm not saying that door knocking and cold calling doesn't get the job done, but society has changed," she said.

### HOW DOES YOUR GARDEN GROW?

Charles Dannewitz has been an unofficial employee at **Sylvan Abbey Memorial Park** since the spring of 2010 when his wife passed away and he placed her cremated remains in a memorial bench at the Clearwater, Fla., facility.

General Manager Bob Marshall recalls seeing Dannewitz hauling plants and other gardening tools from his car to a site in the cemetery. Marshall finally approached him one day.

"I said (jokingly) I thought it would be in our best interest for us to obtain an employee uniform for him to wear and put him to work in the cemetery," Marshall said. "We joked back and forth about that for quite a few months."

In reality, Dannewitz was landscaping the area around his wife's cremation bench near the facility's maintenance shop. When he asked Marshall if the park had any space for him to grow a few vegetables, Marshall offered the 87-year-old widower a small plot of land in



Charles Dannewitz's garden at Sylvan Abbey Memorial Park includes peppers, greens and more than 40 tomato plants.

Photo by Ben Marshall, Sylvan Abbey Memorial Park

front of the shop.

Nearly three years later, Dannewitz still visits his wife's memorial nearly every day and has grown the garden from a small 15-by-15-foot plot to one about 30 feet by 100. Many Sylvan Abbey employees benefit from the garden, which Dannewitz runs and pays for himself.

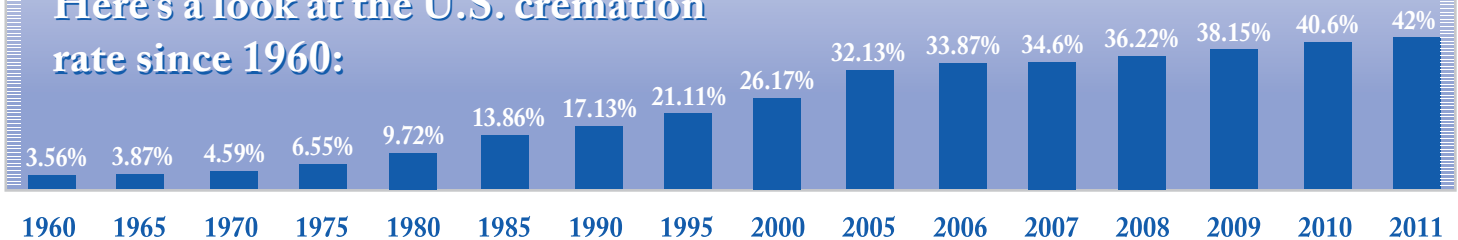
"He comes every morning and tends to the garden then visits his wife's cremation bench," Marshall said. "He likes to think of himself as staff. We've kind of adopted him, or he's adopted us, or maybe a little bit of both. He's become a part of us."

## Tracking cremation

Source: Cremation Association of North America

**49%** estimated U.S. cremation rate by 2016

Here's a look at the U.S. cremation rate since 1960:



### Catholic concerns

A recent Harris Interactive survey commissioned by the Archdioceses of Newark, New York and Hartford, Conn., shows that the vast majority of younger Catholics — ages 35-44 — are more likely to opt for a traditional burial. The nationwide survey of 1,007 Catholics ages 35 and older, conducted online between Aug. 17 and Sept. 10, shows the following:

#### 35 percent

How many younger Catholics are more likely to prefer a traditional full casket in-ground burial, compared with 24 percent of those older than 45.

#### 53 percent

Amount of younger Catholics who feel it is very important, extremely important or absolutely essential that someone deliver a eulogy on their behalf. Only 32 percent of those older than 45 feel it's important.

#### 62 percent

How many Catholics in general are interested in preplanning their burial, but only 11 percent have actually done so. Of that 11 percent, about 45 percent have actually paid for their arrangements.

#### 30 percent

How many cited financial concerns as the primary reason for not preplanning.

**44,459**

Total interments performed at Stewart facilities in fiscal 2012, which ended Oct. 31

### Death count



Funeralwise.com has released the results of its 2012 TV Body Count study, which tracked the number of deaths appearing in TV programs during the fall season and how death is portrayed in popular culture. Here are the findings:

**1,516** Number of deaths among the 40 series in the study, up 12 percent over the 2011 report

**4.7** Average deaths per episode among the shows

**11** Number of funerals observed during the study, or one funeral in every 138 TV deaths

### Hospice report

The majority of hospice patient care is provided in the place the patient calls "home." Here's how the location of death for the nearly 1.06 million hospice patients who passed away in 2011 measures up:

Location	2011	2010
Patient's place of residence	66.4 percent	66.7 percent
Private residence	41.6 percent	41.1 percent
Hospice inpatient facility	36.1 percent	21.9 percent
Nursing home	18.3 percent	18 percent
Acute care hospital	7.4 percent	11.4 percent
Residential facility	6.6 percent	7.3 percent



# High Flying

## 14 flag presentation dos, don'ts

For millions of people, the American flag is the enduring symbol of our country. U.S. flags are flying at more homes and businesses than ever before, including Stewart funeral homes and cemeteries. With Flag Day falling on June 14 and the Fourth of July just around the corner, do you know the proper way to present and care for the American flag?

If not, don't worry. Here are 14 flag dos and don'ts:

### DOs

- Display the flag only from sunrise to sunset, unless the government dictates otherwise for a special event. In that case, the flag may be displayed 24 hours a day if properly illuminated at night.
- When the flag is used to cover a casket, it should be placed so that the union (the blue part with the stars) is at the head and over the left shoulder.
- The flag should be lifted briskly and lowered cautiously.
- Always allow the American flag to fly free.
- The flag should be destroyed in a dignified way, preferably by burning privately, when it can no longer be flown.
- The flag should be at the center and at the highest point of the group when a number of flags of states, localities or organizations are displayed together, either on the same pole or on separate ones.
- The union should be in the upper left corner when the flag is displayed horizontally or vertically.

## Flag Facts

**\$3 million** Value of U.S. imports of American flags. The vast majority of that total — \$2.5 million — was for U.S. flags made in China.

**\$920,277** Value of U.S. flags exported in 2009. Mexico was the leading customer, purchasing \$333,882 worth.

Source: Flag Manufacturers Association of America



### DON'Ts

- The flag should never be lowered into a grave.
- The flag should never be displayed with the union down, except for a signal of dire distress in an instance of extreme danger to life or property.
- Never display it during inclement weather unless it is an all-weather flag.
- Never dip the flag to a person or thing. State and organizational flags are dipped as a mark of honor.
- The flag should never touch anything beneath it, including land, water or merchandise.
- The flag should not be draped over the hood, top or back of a vehicle.
- The flag can be displayed at the unveiling of a statue or monument but should never be used as the covering for the statue or monument.

## Butterworth Funeral Home – Arthur A. Wright Chapel spotlight

**Where located:** Seattle

**Year founded/year acquired by Stewart:** 1930/October 2004

**Named for:** The funeral home gets its name from Bert Butterworth Sr. The chapel was built in 1932 by the daughters of Arthur A. Wright in honor of their father, who established the first crematory/columbarium in Seattle in 1898.

**Leadership:** Mark Forney, director of operations; Ron Clark, general manager

**Employees:** 4

**Website:** [www.butterworthfuneralhome.com](http://www.butterworthfuneralhome.com)

**2012 services:** 140

**Fun fact:** The original crematory, columbarium and funeral home is under the current facility and is still maintained with hundreds of open-front, occupied niches and original stained-glass windows and doors. Niches occasionally are sold to family members who already have relatives there. A wall was built around the original building, which was covered with dirt, and the current facility was built above it.



*Marketing Department file photo*



## 10 questions with...

*Mark Nuckolls, manager of community and family service, Mid-Atlantic Region*

**M**ark Nuckolls will respond to his given name, but he's better known as "Coach," a nickname he received in 1991 when he was working with Loewen Group Inc.

"I look at my role as more of a coach than a manager," Nuckolls said. "Everything I believe in is about coaching people."

With about 32 years of death care industry experience, Nuckolls is a second-generation cemeterian who's in his second stint with Stewart. The first was from 2007-09 as a general manager of sales for the Charleston, W. Va., market before returning in October 2011.

Nuckolls admits money was what initially attracted him to the industry, but he's since changed his tune.

"If I can share something about this business with anyone looking at working in the industry, it's that it's a place where you can truly help people — and make money doing it — prepare for the worst day of their life."

The 57-year-old and his wife, Kathy, have four children — son, Jason; fraternal twins, Alexandra and Austin; and daughter, Jessica. He enjoys golfing, coaching Little League soccer and sailing.

### What aspect of your job is most rewarding?

Watching our specialists succeed and blossom.

### At which element of CARING do you excel the most?

Respect. It all starts with that. Not just for the employees, but the families we serve.

### What five things are necessary to do your job well?

1. Attitude.
2. Be the first one here and the last one out.
3. Be the general and lead your troops into the battle.
4. Make sure people have something positive every day and help them remove obstacles.
5. Get out — and stay out — of your comfort zone.

### How do you best overcome challenges?

Organization. You have to understand your challenges first, then you have to research them and face them straight on. Also, be part of the solution and not the problem.

### What motto do you live by?

Failure is not an option.

### Any advice for someone seeking a position like yours?

A lot has to do with attitude, so always be learning. Don't think for one moment that you're going to fail at what you do.

### How are you "making a difference" every day?

Staying positive no matter what. We all have our daily goals, personally, but we need to make sure what our vision is and keep everyone focused on that.

### Who has had the greatest impact on your career?

Personally and professionally, my father, Ted Nuckolls. He started training me when I was eight years old, and even at 80, he still gives me advice even though I'm 57.

### If you could improve one thing about your job, what would it be?

Be better at monitoring all the salespeople's activity and be there for them more.

### Why Stewart?

It's a great company and always has been. They're very consistent and passionate. When they say they're a family organization, they really are. They really do care about their people. And I see it from the daily communications.



## Did you know?

*Jerome Bonaparte, nephew of Napoleon Bonaparte, the French military and political leader who rose to prominence during the latter stages of the French Revolution, is buried at Loudon Park in Baltimore.*



# Stewart Snapshots

## *Use these photography tips to provide an inside look at your facility*

**P**lenty of noteworthy events and accomplishments take place at our facilities every day and *SEInside* wants to share that good news. Whether it's an employee who earned a CARING coin, a successful community service event, employee fellowship or an interesting view of your facility, we are counting on you to snap a photo and send it our way.

To make sure your photos are published, however, you'll want to follow *SEInside's* photo submittal guidelines and tips on how to take an award-winning photo.

**RESOLUTION.** The most common mistake people make when submitting a photo to be printed is sending a low-resolution photo.

The first step in getting a high-resolution photo is to use a digital camera — not a mobile phone — set on the highest resolution available. The display screen on most cameras will show an “L” to confirm you're at the highest resolution. If not, you can change the setting by clicking on the function button in the middle of the wheel and changing the setting manually.

If you are unsure of how to change the resolution on your camera, refer to your owner's manual or try the manufacturer's website.

**CHECK PHOTO SIZE.** It should be in a .jpg format and be at least 1 megabyte (MB) in size or larger, which you will see when you attach it to your email. Anything smaller will not print clearly in *SEInside*.

**FOCUS.** Make sure the image you're photographing is in focus before you snap the picture. With digital cameras, it's easy to get a clear shot; so if your first one is blurry, delete it and take another one.

**COMPOSITION.** Be aware of your surroundings. Pay attention to what is in the foreground and background, and position subjects so they stand out rather

than blend in with the scenery.

**MULTIPLE SHOTS.** Take several photos of the subject from different angles to see which shot looks the best. You might be surprised what a difference a change in angle can make, whether it's tilting the camera slightly to the left or right.

**MOVE OR ZOOM IN.** Close-up shots will help you eliminate distracting, unnecessary backgrounds. Get close enough to fill the frame with the person or object you are photographing.

Also, when taking a photo of someone in front of an object, have him or her stand closer to the camera instead of closer to the object so you can see his or her face.

**LIGHTING.** Make sure you have the right amount of light. Use a flash if you are taking a photo inside or if it is dark or cloudy outside.

**GATHER INFORMATION.** Make sure to take notes about what's going on, who's in the photo and what their job title is. We also want to make sure the person behind the lens receives the appropriate credit, so send that person's name and job title, too.

**SEND PHOTO.** Attach photo files to your email. Do not insert them into another document, such as a Microsoft Word file or a .pdf. You'll also want to attach them at their original size.

If a window pops up that asks if you'd like to make the pictures smaller for emailing, be sure to check the box that reads, “Keep photo the original size.” If you have several photos to send, you may have to send them in more than one email.

**KEEP YOUR CAMERA WITH YOU.** Some of the best pictures are impromptu, and you never know when you're going to see something worth sharing!

## It's your time to shine!

Now that you're a master photographer, we want to see your photos!

To entice you, *SEInside* will launch a reoccurring Photo of the Month feature in the August issue to showcase the best of the best.

Use the photo tips provided in this month's issue and send us your best shots of events at your location, employee fellowship or just a really cool photo from your facility.

Make sure to email your photos to [SEInside@stei.com](mailto:SEInside@stei.com) by 5 p.m. Wednesday, June 26 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!

If you have any questions, please contact Communications Specialist Christian Moises at [cmoises@stei.com](mailto:cmoises@stei.com) or at (504) 729-1978.

Happy snapping!



## CENTRAL REGION

**Montlawn Memorial Park** in Raleigh, N.C., held a grand opening for its Whispering Waters Cremation Garden last month, at which time employees offered tours of the facility and served refreshments. The garden features 830 inurnment spaces.

## CORPORATE

Wondering what happened to the “News Niche?” The *SEInside* staff has changed it to include news from every region every month! But we need your help in knowing what’s going on throughout the Company.

Whether it’s a notable event that’s happening at your location, a new way to help generate leads and get the community onsite, or a new monument, building or cremation garden, we want to hear about it!

To be included, send your happenings to [SEInside@stei.com](mailto:SEInside@stei.com). Have questions? Feel free to contact Communications Specialist Christian Moises at (504) 729-1978 or [cmoises@stei.com](mailto:cmoises@stei.com).

LOS ANGELES/  
PACIFIC NORTHWEST

Several locations in the Los Angeles/Pacific Northwest Region celebrated Administrative Professionals Day on April 24 by inviting secretaries, administrative assistants, receptionists and other support professionals to their facilities for lunch. Executive Director Greg Bradley said it’s a great way to get professionals, many from local churches and other companies the locations do business with, into Stewart facilities.

## MID-ATLANTIC REGION

**Kirk and Nice Funeral Home** in Plymouth Meeting, Pa., has scheduled its third annual citywide Shredding Event this month. The event is designed to foster community engagement by inviting the public to drop off documents that need to be shredded.

The past two years have seen nearly 100 families — even doctor’s offices — bring documents to be destroyed.

## MIDWESTERN

The Illinois market started picking up new leads in mid-May by sponsoring a hole at a local golf tournament, something it will do at nearly a dozen events through late September. Joe Stubits, community relations specialist at **Andrew J. McGann & Son Funeral Home**, said one tournament last year landed about 11 leads and four signed contracts. The tournaments allow Stubits and his crew to meet with almost every golfer, which can be up to 300 people depending on the tournament.

## NORTHERN REGION

**Mountain View Memory Gardens** in Huddy, Ky., recently opened its new Resurrection mausoleum and lawn crypts, which has 312 mausoleum spaces, 414 double-depth lawn crypts and 46 oversize lawn crypts. Director of Operations Tim Beavers said the facility had sold more than 50 spaces as of May 7.

## SOUTHEASTERN

More than 100 uniformed public safety officers joined family members of public servants who have died in the line of duty to dedicate the Garden of Fallen Heroes at **Baldwin-Fairchild’s Chapel Hill Cemetery** in Orlando, Fla. The April 16 event highlighted the center monument, which is a 10-foot-tall obelisk. Memorialization options include granite benches and cremation pedestals, 100 ground spaces and eight family estate lots.

## SOUTHERN

**Pinecrest Memorial Park** in Mobile, Ala., was the site of the Briley Faith Walk-n-Run for a Cure throughout the property to raise money for spinal muscular atrophy research and to help

families who have children with the condition. The Alexander, Ark., facility offered to host the event because David Fogarty, family service and preplanning specialist, is Faith’s grandfather. Faith passed away in December 2012 at the age of three months.

SOUTH FLORIDA/  
PUERTO RICO

**Woodlawn Park Cemetery North** held what is expected to be the first in a series of historical walking tours of the facility to celebrate its 100th anniversary and showcase the property to the public. The first tour was in March and was led by a guide from local museum HistoryMiami, which will lead future tours. The facility also plans to hold an evening event in July for members from local chambers of commerce to continue the anniversary celebration and promote its new chapel.

## SOUTHWESTERN

**Restland Coppell Chapel** Manager Charlotte Waldrum was instrumental in coordinating nearly 50 funeral directors and other industry professionals from throughout Texas to help with funeral and burial services for the people who were killed in the West, Texas, fertilizer plant explosion April 17. Waldrum, who serves as secretary/treasurer of the Texas Funeral Directors Association, was one of about 10 Stewart employees who volunteered their time over 17 days.

## WESTERN

*New York Times* bestselling author John Lescroart held a book signing for his latest novel, *The Ophelia Cut*, at the **San Francisco Columbarium** on June 1. To encourage people to return to the facility two weeks later, reservations were taken for a wine, cheese and tour event featuring Cemetery Operations Specialist Emmitt Smith, a facility tour guide and historian who knows the columbarium and its residents better than almost anyone.