

Military marketing

Veterans represent a large part of community, and the Company can cater to them!

Military veterans have always been an important segment of the Company's customer base, and with the growing number of World War II veterans 90 years old or older, it's become an even more important demographic for locations to work with.

Community Relations Manager Ginger Selby said many veterans want to be buried with their entire family, which is one of the advantages the Company offers.

"They can't really plan ahead at a national or state cemetery," she said. "It's not that they're not great programs; however, they are buried in the next space available and a space is reserved next to them for their spouse. People who have served our country are very proud people, and they want to protect their family."

That's why, Selby said, more veterans are considering perpetual care so they can ensure they'll be around future generations of family.

Ryan Leahy, director of community and family

service at El Camino Memorial Park, agrees.

"It's important to get their business especially because of the heritage that comes with it — family, friends, distant family, etc.," he said.

Reach out

Leahy said that to attract veterans, location representatives must get out in the community to meet and greet.

"If you want any traction with veterans, you have to be in front of them," Leahy said. "Otherwise, they don't trust you or feel comfortable."

He and Selby, both certified consumer group presenters, often lead Veterans Appreciation and Education seminars at American Legion and Veterans of Foreign Wars halls geared toward

Resources available

The Company offers a variety of marketing materials to help promote the benefits of choosing perpetual care. The following materials, which can be ordered by going to *SEnet* and clicking on the "Stewart Enterprises Online Ordering" link under the "QuickLinks" header, include:

- A customizable insert to promote veterans discounts or specials
- A customizable flyer to announce the benefits of a veteran's burial
- A brochure detailing veterans benefits that can be placed in common areas
- Customizable flyers and ads that can be used to announce and promote holiday events

former military members. Leahy also attends special events for both organizations — hamburger nights, Taco Tuesdays or poker games — and occasionally hosts one so he or another representative can speak to the group. Many times, he said, veterans who are members of other clubs will visit with him after the event and ask if he can speak at their next event.

(See *Military*, page 3)

The St. Bernard Memorial Gardens Veterans Memorial in Chalmette, La., is one example of how many of the Company's locations memorialize members of the military.

Marketing Department file photo



Plan to avoid procrastination

Proper planning prevents poor performance. Those are the five Ps to success and they create a motto we should all strive to live by to avoid yet another P: procrastination.

How many times have you said, "I'm going to get more exercise," or "I'm finally going to clean out that closet?" The exercise question is one I've asked myself. When I thought about discussing how to avoid procrastination in this month's *SEInside*, I realized that

I've wanted to get more exercise for years.

I watch busy people who exercise frequently and I wonder how they find the time. How are people who have a job, family and other things going on in life able to do it?

What I've learned is that they've ordered their life and made exercise a priority. It's important to them to make the time every day to exercise and they rarely let anything knock it off the top of their to-do list.

They also compartmentalize their tasks, and what that really means is they focus on one thing. Doing that allows them to shut out distractions. If they're with their family, they're only thinking about family.

The same goes for work, other activities and life in general.

To avoid procrastination, figure out what it is that you want to do and why it's important to you. Then, set your priorities and stick with it. If you really want to do it, you'll figure out a way to get it done.

Once you get going, you'll be glad

you did. Realize that it doesn't have to be perfect. If you plan to walk for 20 minutes and you only accomplish 10 minutes, be proud of the progress you made.

That's why it's so important to set realistic goals. Set yourself up for success by devising a plan for what you need to do, organizing how you're going to accomplish it and making time



Tom Kitchen

Eye on the prize

Cigna, the Company's health care provider, offers the following tips to help you achieve short- and long-term goals:

Short-term

Short-term goals help you accomplish your long-term goal. They keep you going each day. They usually are goals you hope to reach tomorrow or next week.

One example would be to start using the stairs at work or to take one 10-minute walk and build up to walking three times a week. Short-term goals should be easy to do and will grow as you make progress.

Long-term

A long-term goal is not something you can do all at once. It's the goal that inspires you and that will show how far you've come when you complete it. It's usually a goal you hope to reach in six months or a year.

A long-term goal could be to walk for one hour three times a week. To keep going, think how proud you'll be when you reach this goal. When you reach your long-term goal, you can keep things fresh by setting new goals. With the help of goals, you can go as far as you want!

“Set yourself up for success by devising a plan for what you need to do ...”

to reach your goals.

I make to-do lists to keep me on track. I prioritize the items on my list and revise it throughout the day. At the end of the day, I check off what I accomplish. I feel satisfied when I see the check marks and am able to plan accordingly for the items I haven't checked off yet.

So, instead of procrastinating, dust off your list of goals and make a plan today that will guide you across the finish line!



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TOP 10

Congratulations to the September Top 10 at-need cremation revenue producers!

Eastern Division

Ascia Durant, <i>Mid-Atlantic Region</i>	\$8,306
Charles Carey, <i>Mid-Atlantic Region</i>	\$6,691
Anthony Dimuzio, <i>Southeastern Region</i>	\$6,290
Chadwell Hamiel, <i>Central Region</i>	\$6,190
Jeffrey Walley, <i>Mid-Atlantic Region</i>	\$5,875
Debra Blanchette, <i>Southeastern Region</i>	\$5,775
Erick Bradford, <i>South Florida/Puerto Rico Region</i>	\$5,655
Torena Bar, <i>Mid-Atlantic Region</i>	\$5,635
Andrea Gomez, <i>Southeastern Region</i>	\$5,623
Luis Zegarra, <i>Southeastern Region</i>	\$5,405

Western Division

Christopher Cieplak, <i>Midwestern Region</i>	\$8,810
Guadalupe Lopez, <i>Los Angeles/Pacific Northwest Region</i>	\$8,443
Patrick Schoen, <i>Southern Region</i>	\$8,185
Amanda Amundson, <i>Western Region</i>	\$7,737
Amie Douglas, <i>Southwestern Region</i>	\$7,086
James Pool, <i>Southwestern Region</i>	\$7,074
Bertha Campos, <i>Los Angeles/Pacific Northwest Region</i>	\$7,072
Phillip Maher, <i>Midwestern Region</i>	\$7,015
Shelly Murray, <i>Midwestern Region</i>	\$6,882
Kati Farney, <i>Midwestern Region</i>	\$6,850

Military (From page 1)

“Many of them are not aware of the benefits they are entitled to,” Leahy said. “A lot think that everything is provided from the Veterans Administration, which is incorrect. It’s our job as consumer group presenters or sales specialists to make them aware of their benefits.”

Hosting events at an American Legion or VFW hall is also beneficial for the location and the veterans’ group.

“They generate income by hosting these events ... and it helps them attract new members when we invite outside guests,” Selby said. “That’s been a good partnership.”

Get them involved

Selby added that hosting events on holidays such as Veterans Day and Memorial Day is a great way to build those relationships with veterans by making them feel like they are a part of the community.

“It’s more about giving back to the veterans in an appreciative manner instead of a sales event,” she said, “though we do have information available if they request it.”

Selby said ideas include inviting families of deceased veterans from the past year to Memorial Day or Veterans Day events — whether or not their family member is interred at the location — and allowing an American Legion or VFW post to conduct a ceremony on the property.

Steve Gillespie, director of community and family service for the Northern Region, has found two other benefits of working with veterans.

“You can find great sales employees in veterans returning from the Middle East,” Gillespie said. He hired a former Marine at Newark Memorial Gardens in Newark, Ohio, who Gillespie said was one of the best sales specialists at the time. “They are very coachable and disciplined individuals.”

He also recommended involving veterans from the start when adding an area in the cemetery designed specifically for members of the military so they are aware there’s a place just for them.

That includes talking with them about the plans and doing early marketing to spread the word or allowing them offer input on the design.

“You have to invest time to get it started, but it’s really relationship building,” he said. “As long as you’re honest with them, it’s a demographic where you can capture a whole group who can open all kinds of doors.”

Resources available

Make sure to include the following talking points when meeting with a veteran to explain the benefits of choosing your location:

- Allows customization and personalization of burial, memorial and funeral as desired
- Allows their entire family to be buried with you
- Allows them to preselect their family’s burial plot from a range of choices
- Offers mausoleum entombment and family estates
- Provides funeral director’s services (national cemeteries do not provide mortuary/funeral director’s services)
- Offers funeral and memorial services on weekends
- Offers discounts to veterans and their spouses
- Encourages families to approach the casket prior to closing the grave

Enter ICCFA KIP Awards by Nov. 20

Winners will be recognized at group's 2014 convention in Las Vegas!

Every celebration of life should be as unique as the person it represents. We believe our funeral homes and cemeteries are the best in the business. That's why we're inviting you to enter the International Cemetery, Cremation and Funeral Association's (ICCFA) 2013 Keeping It Personal (KIP) Awards.

The KIP Awards recognize innovation and excellence in personalization in the cemetery, cremation and funeral profession.

Three of our properties were recognized last year for their personalized events: Lake Lawn Metairie Funeral Home and Cemeteries (Louisiana) won a first place honor for its annual "Run Through History" event, while Valhalla Funeral Home and Memory Gardens (Alabama) and David Clayton & Sons Funeral Home (Texas) received honorable mention awards for their entries.

Want to enter?

The Company will sponsor entries in three categories:

- **Most Personalized Service or Memorial:** An outstanding example of a personalized funeral for a particular individual, or a very personalized memorial. Explain how funeral arrangers and/or directors of community and family services provided a particular family with a funeral service or memorialization that really told the story of their loved one's life.
- **Event:** For the most personal and creative workshop, seminar or holiday event sponsored by your cemetery or funeral home. The event must include the participation of your clients and/or the general public. Such events may include, but aren't limited to, themes that are educational, commemorative, charitable, celebratory, financial or psychological in nature.

- **Best Practice:** A "best practice" is something you do for every family, or every family in a certain situation (examples: when the deceased is a veteran or a baby). Note: An event such as a Christmas program is not a best practice, it's an event.

How do I submit an entry?

To be considered, a service, event or practice must have taken place **on or after Dec. 1, 2012**. (Those that take place prior to Dec. 1, 2012, are not eligible for this year's KIP Awards.) You'll need to follow ICCFA's rules, listed online at www.iccfa.com/kip. Please read the FAQs and the entire entry form carefully. Make sure you're entering the correct category and that the form is filled out completely. Keep in mind:

- Entries must be submitted on standard 8.5" x 11" sheets of paper secured in a report holder or loose-leaf three-ring binder (per ICCFA).
- Each entry must include a cover letter that tells the judges about your service/memorial, event or practice in 500 words or less. Explain what you did and why it was special. (Don't use industry jargon — judges do not work in the death care industry, and may not be familiar with such terms.)
- Each entry requires its own, separate entry form.

Tips: ICCFA states photos and CD-ROMs may be included, but are not required. If the entry involves a memorial, a photo should be included.

Once you have completed the above steps, submit the entry to your manager.

Managers will then submit the entries to Rachel Sinclair at 5600 Carroll Canyon Road, San Diego, CA, 92121. Note: The ICCFA deadline is Nov. 29, but the Com-

pany requires you to submit your entry to Rachel Sinclair by Nov. 20 so that all entries can be packaged together and sent to ICCFA.

How does my entry get to ICCFA?

Submitted entries will be reviewed to ensure all of ICCFA's entry instructions are followed. This means ICCFA entry forms must be completed for each entry. You may download a form at www.iccfa.com/kip.

Those entries worthy of submission will be sent to ICCFA in advance of the official entry deadline. The Company will pay ICCFA KIP entry fees. In the case that multiple entries are submitted for similar services, events or practices, the first entrant will be the one submitted to ICCFA.

What will the winners receive?

ICCFA awards a grand prize, first place and honorable mention for each category. Winners will be recognized at the ICCFA's 2014 Convention & Expo in Las Vegas, in ICCFA Magazine and on the ICCFA website.

Stewart grand prize winners will also receive a trip to the awards banquet in Las Vegas. Only one employee may attend the awards ceremony on behalf of each grand prize-winning entry. Location managers must choose the lead person for each entry (in those cases when multiple employees are listed on an entry).

What types of entries win?

Visit www.iccfa.com/kip for examples of past winners in each category.

Anything else?

If you have any questions, contact Marketing Communications Director Connie Ernst at (504) 729-1951 or cernst@stei.com.

Laurel Land Cemetery and Funeral Home

Where located: Dallas

Year founded/year acquired by

Stewart: Cemetery – 1927, funeral home – 1964/ December 1979

Leadership: Kelvin Chamberlain, executive director; William “Bill” Allen, director of community and family service; Holli Sherman and Shelia Okafor, managers of community and family service; Rodney Ford, funeral home manager

Employees: 100

Website: www.LaurelLandDallas.com

2012 interments: 1,200

Fun fact: The cemetery’s Pearl Harbor Monument is the largest memorial of its kind in the nation outside of a national cemetery. The 2013 Pearl Harbor Day program on Dec. 7 will be the facility’s 72nd annual event.



DID YOU KNOW

John M. Taylor Funeral Home,

founded in 1862 in Annapolis, Md., handled the remains of American Revolution naval commander John Paul Jones when they were transferred from the French cemetery where he was buried in 1792 to the U.S. Naval Academy.



PHOTO OF THE MONTH

Keep snapping!

Congratulations to Personal Computer Specialist Angela Collins on winning the November Photo of the Month contest with her snapshot of a statue at Nicolet Memorial Gardens in Green Bay, Wis.!

The deadline for the January Photo of the Month contest will be 5 p.m. CDT Friday, Nov. 22!

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 featured in an upcoming issue of *SEInside*, and the winning photographer will receive a gift from the Company store!

As a refresher, check out the June 2013 *SEInside* issue on *SEnet* to learn more about how to take the perfect picture to show off what’s going at your location.



VIRTUAL VIGILANCE

Information Systems offers tips on how to stay safe while checking email, surfing the Web

The Internet can be a scary place today, and with the amount of personal information we share online, from banking to photos on Facebook, it's more important than ever to protect yourself.

"You need to become self aware of what cyber security is and what the threats are," Information Systems Director Steve Nuccio said. "Just like you have to be aware of your surroundings

Today, though, they're not as much about viruses as they are about gathering information through phishing — a common term for acquiring information such as usernames, passwords and credit card details — by masquerading as a trustworthy entity.

Many of those attacks come by way of spam messages through email. One option is a denial of service, or DOS, attack.

First line of defense

To keep spam and potentially harmful viruses from making their way into your email inbox, the Company relies on Microsoft Forefront to examine all incoming and outgoing email. The program looks for viruses, spyware and malware that can steal your address book, send out spam emails and even crash your computer or the Company's system.

Here is a look at the viruses and spam the program blocked for all of its customers and Stewart Enterprises employees between Sept. 11 and Oct. 10:

300 million

Viruses filtered for all Microsoft Forefront clients

81 percent

How much of incoming mail to Company inboxes was spam

95,000

The daily high for spam sent to Company inboxes

40,000

The daily low for spam sent to Company inboxes

35,000

How many viruses were blocked from entering Company inboxes

at home, you need to do the same on the Internet. It's another community, a large community, a worldwide community."

Nuccio said many computer attacks are just more sophisticated versions of the same ones from 20 years ago.

"Spammers aren't asking for anything and it seems like an innocent email, but the objective is to bring down email systems," he said. "They're not looking to get any money out; they just want to shut you down."

What happens with spam, Nuccio said, occurs when an employee clicks on an innocent looking email that has hidden code behind it. Often that malicious code copies the em-

ployee's email address book and is programmed to send the email to everyone on that list. As more employees open the email, the situation compounds.

"It's like fishing — spammers cast a wide net, grab a whole bunch of information and hope they catch

something," Nuccio said, adding that some attacks fall under spear phishing, where just one person or specific group is targeted.

For example, a company may have its board of directors' information on its website.

"Now they have the board's names, what they look like and how to find them, so they can target these individuals," he said.

Clicking unsubscribe on an email can also lead to potential issues. While it probably won't cause any harm to your computer, the unsubscribe option on many emails can be a scam, Nuccio said.

"If it's a site you are aware of and frequent, it's most likely OK to click unsubscribe," he said.



"However, if it's an unsolicited email that has an unsubscribe option, avoid it. Clicking it will report back to whoever is sending the email, and it says it's a good email. They're just casting lines out there."

Nuccio suggests that if you're unsure about an email, just delete it. If it's important and legitimate, the sender will try again, he said, and if it's spam, it probably won't return. For example, banks and financial institutions will never ask users to go to an external

website to verify personal information. If that is the case, proceed with caution or ask for help.

While the Information Systems department and the Help Desk are always available to help employees with work-related computer issues, Nuccio also offered the following tips to help keep your personal electronic devices safe.

Password protect

Nuccio said the company hasn't had any real issues of identity theft; however, the possibility always exists. That's why he advises employees to never share their information with anyone to keep their work and personal information safe.

antivirus program, and Nuccio said you should do the same with your personal computer.

"Buy it, install it and make sure it's updated," Nuccio said of programs such as McAfee and Norton™ AntiVirus. Other free programs, such as AVG and Microsoft Security Essentials, can protect your computer, though they're not as robust as the others.

Stay updated

As technology — and viruses — become more advanced, make sure you're running the most current version of your Internet browser, such as Firefox, Internet Explorer, Safari or Google Chrome.

"All the current versions of those browsers will give you some type of warning if you stumble across a questionable site," Nuccio said.

"For instance, if you think you're going to CapitalOne.com and it's not really Capital One, the browser address bar may turn from green to red to alert you that the site is potentially dangerous."

It's also important to install updates as soon as you are notified. Many times they pop up in the lower right corner of your computer screen and they're labeled "Software updates," "From your administrator" or "McAfee updates available." Installing those updates ensures your computer has the most current protection available and may help

Wi-Fi safety guide

With the use of smartphones and laptops for business purposes at public places becoming more prevalent, the risk of having your device hacked or your information stolen is stronger than ever.

The reason is because Wi-Fi, the oftentimes-free wireless Internet connection many businesses provide to customers, may not be secure and encrypted. The Federal Trade Commission says "encryption is the key to keeping your personal information secure online. Encryption scrambles the information you send over the Internet into a code so that it's not accessible to others."

The FTC recommends the following tips when using a Wi-Fi hotspot in a public place:

- Only log in or send personal information to websites that you know are fully encrypted.
- When you've finished using an account, log out.
- Do not use the same passwords for different websites. It could give someone who gains access to one of your accounts access to many of your accounts.
- Many web browsers alert users who try to visit fraudulent websites or download malicious programs. Heed these warnings and keep your browser and security software up to date.

improve your computer's efficiency.

Avoid, however, anything that looks suspicious, as it may be spyware, which tracks a user's Internet presence, or a newer attack known as scareware.

"It's something many people have probably seen before. As you're browsing, you see a little window pop up that says, 'We've found these viruses on your computer and we can eliminate them for \$125,'" he said. "Their hope is they'll scare you into giving them information or money, so do not press anything and restart your computer to remove it."

Back to school

Here's a breakdown of 2012 new students and graduates from funeral services education programs in states where Stewart does business, according to the American Board of Funeral Service Education.

State	New students	Graduates
Alabama	36	28
Arkansas	44	50
California	100	57
Florida	178	58
Georgia	120	71
Illinois	136	101
Kansas	30	25
Kentucky	53	35
Louisiana	52	20
Maryland	28	25
Mississippi	59	30
Missouri	36	31
Nebraska	13	8
North Carolina	119	35
Ohio	82	62
Oregon	19	20
Pennsylvania	119	87
South Carolina	48	33
Tennessee	78	44
Texas	339	123
Virginia	72	55
Washington	25	20
West Virginia	14	13
Wisconsin	51	41

Grand total

The American Board of Funeral Service Education reported the following number of new students and graduates from 58 funeral services programs nationwide in 2012.

New students	2,885
Graduates	1,589

Looking ahead

The U.S. Bureau of Labor Statistics expects the job market for funeral directors will be good through 2020. Its data also shows that those who embalm and are willing to relocate will have a better chance at finding work.

The growth reflects an increase in the number of expected deaths among the largest segment of the population: aging baby boomers. Also, a growing number of older people are expected to prearrange their final wishes, which will increase the need for funeral directors.

Here's a look at the projected employment picture:

2010	2020 (projected)	Change
29,300 jobs	34,600 jobs	+18 percent

Price check

2009	2012
\$6,560	\$7,045

The average cost of a funeral was up 7.4 percent between 2009 and 2012, according to the National Funeral Directors Association. The cost includes a basic services fee, transfer of remains to the funeral home, embalming, other preparation of the body, use of facilities, hearse, service car, basic printed package (such as programs, a register book and memorial/prayer cards) and a metal casket.

18,500

Average daily volume of inbound email to Company employees

4,500

Average daily volume of outbound messages

Source: Information Systems



Hospice report

The Medicare hospice benefit is the predominate source of payment for hospice care, according to the National Hospice and Palliative Care Organization's 2012 Hospice Care in America report that surveyed more than 5,300 hospice programs nationwide. Here is how hospice patients pay for their care:

Medicare hospice benefit	84%
Managed care of private insurance	7.7%
Medicaid hospice benefit	5.2%
Uncompensated or charity care	1.3%
Self pay	1.1%
Other	0.7%



10 QUESTIONS WITH ...

Liam Smith

Orlando Care Center manager

Liam Smith says the number one question he is asked is how and why he chose to work in the death care industry.

"I took an aptitude test in high school and it said either join the military or become a mortician. What does that say about my personality?" he said, laughing. "Naturally I thought that couldn't be right."

So he earned his bachelor's degree in marketing management from Orange County Community College in Middletown, N.Y. He then decided to follow the aptitude test's recommendation, enrolled at Gupton-Jones College of Funeral Service in Decatur, Ga., and graduated in August 1997. He went to Baldwin-Fairchild Funeral Home-Ivanhoe Chapel in Orlando, Fla., for his internship and never left.

A day in Smith's life includes planning embalmings and cremations at the Orlando Care Center, scheduling personnel and the vehicle fleet, coordinating the transportation of remains and ordering all the caskets and urns for the 11 locations in the area.

"I love embalming and I love teaching embalming. It's rewarding and meaningful, and I know I've done something valuable at the end of the day," he said. "I guess the aptitude test was correct."

Smith has a son, Patrick Joseph, 20, and a girlfriend, Shannon.

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

Initiative. I am always willing to do what needs to be done around the funeral home. I don't need to be asked.

What five things are necessary to do your job well?

1. An outgoing staff. I have 17 employees, and to keep this place running and to make sure our families and funeral directors are served, I need everyone to be ready. 2. Information from the funeral directors to tell me what they need. If I have those two things, everything else falls into place.

How do you best overcome challenges?

I pause. I have to stop for a moment, recognize what it is that's going on, then determine how I am going to address the situation. If I make the mistake of just barking out orders, then that's not always effective.

Is there a motto you live by?

Just for today. At the end of every day, I have to go over to the scheduling department. I look at all the events just for the next day and think, "What do I need to do today to get through tomorrow." I can worry about Monday on Sunday, not Friday.

You mentioned you teach a lot of SOP. What's your favorite part of SOP?

(Without hesitation) Section 1,000, paragraph 3. "Unless there are extenuating circumstances, do not make arrangements without the body in house." I want to do a good job, and I want my staff to have the time to do a good job.

Tell me more about your passion for teaching.

We're a licensed training facility, and we typically have three students from the St. Petersburg, Fla., area — one intern, one apprentice and one who comes in to do embalming — each year. The biggest thing about teaching is that it helps me stay sharp with my skills. If I'm teaching it, I have to practice it.

What advice would you give new embalmers about being good at their job?

You have two ears and one mouth. Use them proportionally. ... If you watch and listen instead of trying to impress everyone, you will do just fine.

What's on your bucket list?

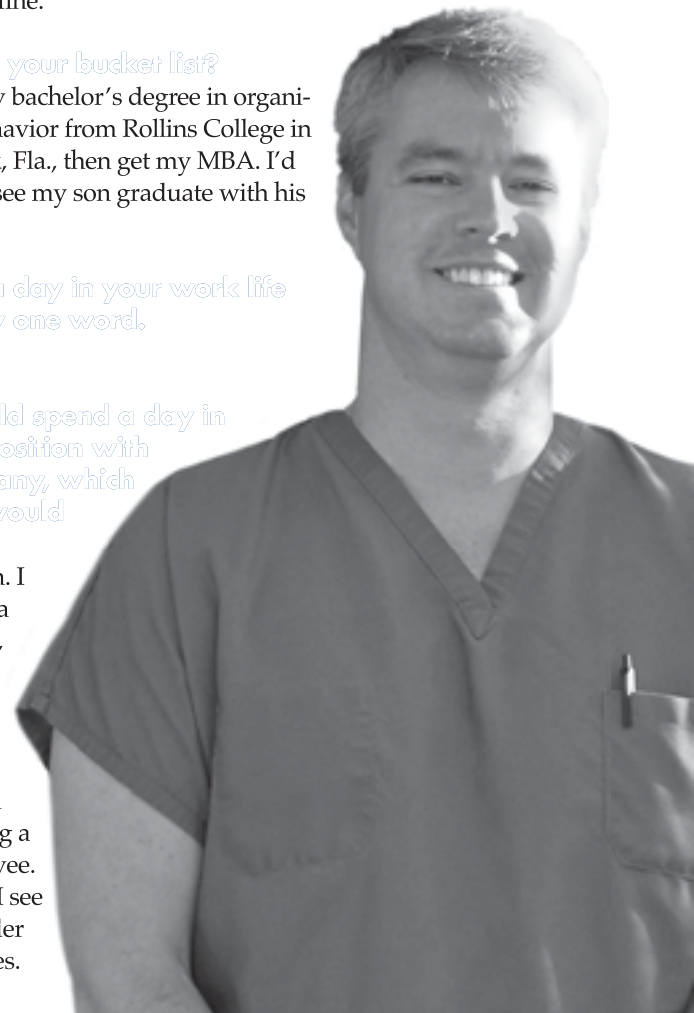
To finish my bachelor's degree in organizational behavior from Rollins College in Winter Park, Fla., then get my MBA. I'd also like to see my son graduate with his doctorate.

Describe a day in your work life using only one word.

Vigilant.

If you could spend a day in another position with the Company, which position would it be?

Boat captain. I have no idea what that is, but it's one of the options in the dropdown menu when you're hiring a new employee. Every time I see that, I wonder what he does.



Making contact

When two people first meet, they make basic assumptions about each other that directly affect the success or failure of their communication. In their initial contact, each of them forms an impression of the other, and those impressions will continue to have a substantial and lasting influence on their future interactions.

When someone is talking to you, you generally rely more heavily on the nonverbal messages they send than the words they say. If a person's nonverbal communication does not match his or her words, then you can easily be confused by the mixed signals.

It's always good to be aware of what your body language is communicating to people you interact with, whether its families, co-workers or friends, and learn to interpret the signals they send back to you. Check out these common gestures and what they usually mean as listed in the Company's FACE 2 FACE training program:

Reading the customer

According to the Company's FACE 2 FACE training program that teaches arrangers and managers key behaviors to help them grow their business, image consultant Leonard Zunin discovered the importance of the first four minutes in any face-to-face communication and broke the exchange into three components:

55% *Nonverbal messages, such as posture, gestures, eye contact and facial expressions*

38% *Vocal expression, including accent, tone of voice and rate of speech*

7% *Verbal expressions, meaning the words you use when talking with a customer*

▼ Gesture	▼ Usual meaning
Tapping fingertips together	Confidence or thoughtfulness
Chewing or biting nails	Nervousness or uncertainty
Leaning forward toward a person	Interest or emphasis
Turning away from a person	Disinterest, anger or denial
Pushing hands forward with palms out	Defensiveness, importance or emphasis
Nodding the head	Comprehension or agreement
Covering mouth with hand while talking	Reluctance to speak or hesitation
Sighing	Impatience or boredom
Forming a steeple with clasped hands	Analysis or contemplation
Pointing the index finger at someone	Anger or aggressiveness
Clasping hands behind head	Relaxation or confidence
Rolling eyes	Frustration, sarcasm or disbelief
Making appropriate eye contact	Politeness or rapport
Folding arms	Unwillingness or immovability
Smiling	Friendliness or sincerity

Caring in action

Donna Harper, manager at Mackey Mortuary in Greenville, S.C., recently presented a Caring Coin to Funeral Assistant Allen Smith for what she describes as “exemplifying” and going above the basic standard operating procedures.

“Allen deserves this because of the great work he does at our crematory, his proficiency and his professionalism,” Harper said. “He does a lot to promote our crematory and cremations, and has taken the initiative to spruce up the place.

He’s always working to improve the environment at the crematory and the entire care center.”

Harper said Allen often leads tours of the facility and even brought in his own plants to make the facility look nicer.

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.



*Christine Hunsaker, senior vice president of cremation services, and Mackey Mortuary Funeral Assistant Allen Smith.
Photo by Donna Harper, Mackey Mortuary*



Caring for others

Employees at Corporate Headquarters collected food throughout October for Second Harvest Food Bank for the Greater New Orleans and Acadiana Region. With the holidays just around the corner, now is the perfect time for your team to help the community.

The options are unlimited, from toy drives to food collections, volunteering at a homeless shelter to collecting clothes. By helping make the holidays a little brighter for the less fortunate, we all can take the Company’s motto of *caring for people, making a difference®* to a new level!



*Communications Specialists Christian Moises, left, and Sharon O'Regan pack food items that employees at Corporate Headquarters donated to Second Harvest Food Bank.
Photo by Courtney Sutherby, Corporate Headquarters*

Communication is key!

We know many of you may have questions related to 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.

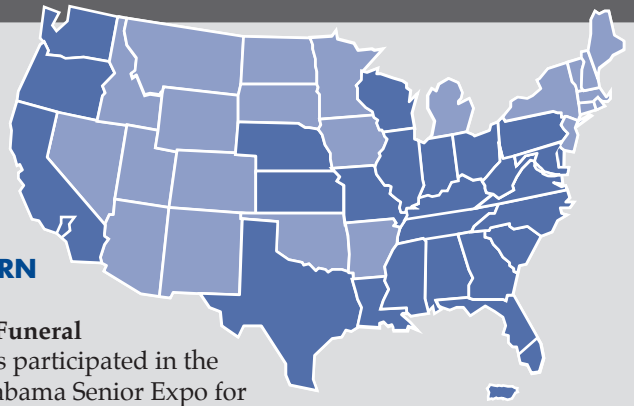
Additionally, if you experience anxiety and uncertainty about this situation, remember that our Employee Assistance Program (EAP) is available to all employees at no cost. Our

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 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.



News and business development ideas from throughout the Company



NORTHERN REGION

Highland West Memorial Park, Funerals and Cremations

Funeral Home Manager Christi Robbins coordinated a luncheon for all first responders in the Knoxville, Tenn., area on Sept. 11 in front of the facility's Public Service feature. About 75 police, fire and EMS representatives attended the event, including a family that lost a loved one in the attacks on the World Trade Center and had the service at Highland West.



About 75 first responders attended a luncheon to honor them on Sept. 11. Photo by Kevin Knowles, Highland West Memorial Park

MIDWESTERN REGION

Lincoln Memorial Park held the 21st annual Walk to Remember Memorial Service: "A Time and Place to Remember" on Oct. 6 to recognize National Pregnancy and Infant Loss Awareness Month. The walk made its way from the mausoleum through the cemetery to a special Snowdrift Crab tree that was dedicated as a living memorial to the babies who have died. A marker and plaque also mark the spot. Families placed slips of paper containing the names of their babies in the soil around the roots of the tree. At the end of the ceremony, each family received a flower bulb to plant in the fall so it will bloom in remembrance in the spring.



The staff at Westlawn-Hillcrest Funeral Home in Omaha, Neb., has increased its fall decorations on its main entrance over the past few years. Photo by Theodore Bolamperti, Westlawn-Hillcrest

SOUTHERN REGION

Valhalla Funeral Home

Home has participated in the North Alabama Senior Expo for several years to share the services they can provide with the community. In the spring of 2006, the team chose Mardi Gras as their booth's theme to pay homage to New Orleans after Hurricane Katrina and handed out Moon Pies, a treat commonly thrown during Carnival parades. A tradition was born, and the Valhalla team has handed them out every year since. They recently gave away more than 1,200 treats at the September 2013 expo.

SOUTHWESTERN REGION

Restland Cemetery in Dallas held a flag retirement ceremony Sept. 28 with Boy Scout Troop 1845. The ceremony started with park officials preparing the flag to be disposed of properly by cutting out the stars and separating the white and red strips. All attendants had the opportunity to place a piece of the flag over the fire. When no traces of the flag remained, the ashes were buried and Taps was played. "This was a very patriotic moving experience for our park employees and members of the community who participated," said Community Relations Specialist Sandra Moudy.



Members of Boy Scout Troop 1845 conduct a flag burning ceremony to properly dispose of a worn flag at Restland Cemetery. Photo by Sandra Moudy, Restland Cemetery

WESTERN REGION

Los Osos Valley Mortuary & Memorial Park installed a new cremator to replace the original one that was in use since 1968. General Manager Michael Elliott said the new machine has cut cremation time by almost 60 percent.