

Preplanning: A first-person perspective

(Editor's note: Communications Specialist and SEInside Managing Editor Christian Moises started with the Company on April 15 with no prior death care industry experience. He knew about preplanning and thought it was something you didn't really think about until you are in your 50s. Nearly four months later, he's changed his tune.)

The SEInside staff has been encouraging everyone in the Company to preplan his or her own final arrangements to better relate with customers and families when promoting Simplicity Plan® and our Do Your Kids a Favor® campaign. I decided it was time for me to give it a try.

I'm only 32, though, so my first reaction was, "Do I really need to do this?" Then I thought, "I am getting married next summer, and we plan to have kids not too far after that."

I figured having my intentions written out now could be valuable, given that we never know when it's our time to go, so I started by taking the tour on SimplicityPlan.com. The first thing that jumped out at me was the benefit of planning — for anything. We've read it in stories and marketing materials, and it does seem really obvious. However, it really hit a chord this time that preplanning funeral arrangements is no different than the planning I do now for vacations, home repairs, my wedding, and preparing for children and retirement.

The online tour also pointed out the large number of decisions that need to be made and tasks that must be completed when someone dies. I remember watching my parents trying to decide what their mom and dad's favorite songs were or what style of urn they would like to have their cremated remains placed in. They were grieving, and the pressure of trying to think like their parents added to the stress.

I started to fill out my contact information, such as name, address and phone number, then I got pulled in another direction. Two weeks passed before I was able to continue completing my plan, and jumping back into the system was easy. I even forgot my password, which was simple to reset.

Since my basic contact and vital information was already in the system, it was time to dig into the really important stuff. That included birth and marriage certifi-

icates, insurance documents and the like. I don't have most of the documents the system asked for just yet; however, I imagine having all documents in one place for safekeeping would be very helpful.

As I went through the rest of the plan, the questions became more advanced for someone my age, such as executor of my will, stock holdings and life insurance. Yet, they still were simple enough to answer if I had the information.

Then I got to the funeral service information: pall-

bearer names, cremation or traditional burial, what songs I'd like played at the service, if I had one. Basically, it was every question I'm

facing with my fiancée for our wedding — except it was for my funeral.

I don't normally talk or think about all of this information,

(See Preplanning, page 5)



simplicityplan®

Stewart Snippets See page 12

SOUTHERN REGION

Chairman of the Board Frank B. Stewart, Jr. and Southern Regional Vice President Joe Everly were featured on the cover of *American Funeral Director* magazine's September 2013 issue. The photograph shows Stewart and Everly in front of **Lake Lawn Metairie Funeral Home** in New Orleans, the city hosting the eighth annual Funeral Service Business Plan Conference on Dec. 3-4.



Success, even with distractions

October is here and that means the end of the year is just around the corner. It also means there's a lot going on — children are back in school, football season is in full swing and holiday preparations are under way. Those are just three of the distractions that may make life a little more challenging.

It's no secret that the past 12 months within the Company have posed their

foundation for success rooted in focus and perseverance. It is how, despite the organizational changes and the pending merger, we've been able to continue to provide the quality service families associate with our Company. Strong sales volume so far this year is evidence of that hard work and a desire to be successful.

Those traits have served the Company well for years and once again have provided a solid platform for this year's success. We are disciplined, and it's one of the underlying characteristics that truly makes us Best in Class. Without it, nothing really is accomplished and we rely on luck. That's why we must set our minds to accomplish our objectives by developing and implementing a plan of action.

Discipline has been — and will continue to be — the key to finishing strong. It allows us to prioritize

successful formula?

As Larsen proves, everything can always be improved, and it's common to revisit and tweak a plan to achieve a goal. Our time is now.

As fiscal 2013 comes to an end later this month, it's important to continue to maximize our efforts through that date and beyond. If you're just short of reaching a goal or want to go beyond expectations, visit with your manager or team and figure out how to readjust your efforts to meet — and beat — your goal for this year. Take advantage of the tools the Company offers on *SEnet* to help improve your game.

Remember that the end of the fiscal year simply marks a transition from one period to the next. Our job is not complete on Oct. 31. We need to remain focused and disciplined to keep the momentum going and continue to provide exceptional service to the families that turn to us.

Congratulations on your accomplishments this year and thank you for staying focused even with the distractions. I sincerely appreciate your efforts and hard work; it's what makes our Company an industry leader.



Tom Kitchen

“As Stewart Enterprises employees, we face challenges all the time, and we survive — and thrive.”

own share of distractions. Late last year, we reorganized our sales and operations structure and processes to improve the customer and employee experience. We changed the roles and responsibilities of our sales specialists, and we standardized and enhanced our sales training program.

We faced more distraction in May when the Company entered into a merger agreement with Service Corporation International.

As Stewart Enterprises employees, we face challenges all the time, and we survive — and thrive. It should come as no surprise, then, that I say we have once again proven we are among the best in our industry as we prepare to close the books on another fiscal year.

That's because we have a strong

the steps necessary to meet the goal. Sometimes we may not succeed, and that doesn't mean failure, so long as we learn from the experience. Look at the popular lubricant product WD-40®. Did you know that the “40” part of the label represents the number of tries it took inventor Norm Larsen to find the



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Learning the lingo

Death care, like every profession, has its own jargon. Because of the sensitive nature of our industry, however, we must choose our words carefully.

There will be some regional variances, and, in some instances, it is entirely appropriate to use the terms that a family seems comfortable with.

As an example stated in the Company's *FACE 2 FACE* training guide for arrangers and managers, if the family

wants to know when they can pick up the "ashes," simply give them an answer. Never correct the family's choice of terminology. You can use the pronoun they or them to refer to the "ashes" and substitute with "cremated remains" where appropriate.

The following chart lists a few terms and the correct word or phrase the Company prefers to use when communicating with customers face-to-face and in writing:

▼ **Improper term**

▼ **Best in Class term**

Ashes	Cremated remains
Burn	Cremate
Cardboard box	Rigid container
Cheap	Basic/modest/inexpensive/economical
Coffin	Casket
Contract	Agreement
Cooler/refrigerate	Temperature-controlled environment
Corpse	Deceased/decedent/father/mother/etc.
Cremains	Cremated remains
DC	Death certificate
Dig	Open/disinter
Down payment	Initial investment
Driver	Field representative
Engraving	Inscription/lettering
Embalming facility	Care center
Future "use"	Future "need"
Grave	Burial plot
Graveyard	Cemetery or memorial park

▼ **Improper term**

▼ **Best in Class term**

Headstone	Memorial
Incinerate	Cremate
Internment	Interment
Intombment	Entombment
Marker	Memorial
Morgue	Holding facility
Pick up	Receive
Prep room	Care center
Removal	Bring/accept/receive into our care
Removal person/crew	Field representative(s)/associate(s)
Rental casket	Ceremonial casket
Retort	Cremation chamber
Sealer/protective	Closing mechanism
Ship or mail	Send
Sold	Purchased
Sprinkle	Scatter
Tombstone	Monument

Take note

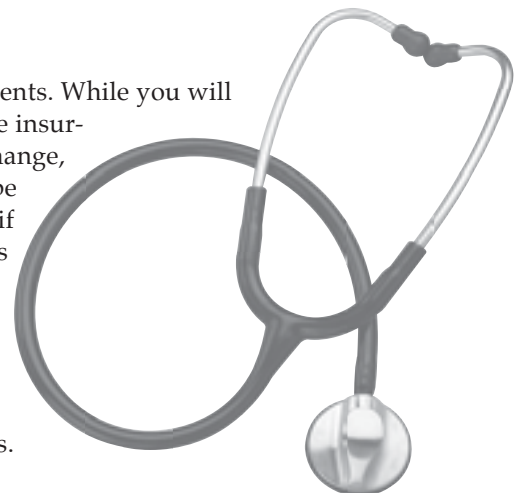
In early October, employees will receive in the mail a notice related to health care reform. All employers are required by law to send these notices to all full- and part-time employees, including those not enrolled in the Company's health care plan.

This notice contains information about the new government-run Health Insurance Marketplace — commonly known as health care exchanges.

The new Marketplace is an electronic market where you can purchase health insurance for

you and your dependents. While you will be eligible to purchase insurance through the exchange, you may or may not be eligible for a subsidy if the Company's plan is considered affordable based on your wages.

You can go to HealthCare.gov for more information about these exchanges.



Prepare for transition

Life is a series of transitions. We leave elementary school for middle school and then high school. Some attend college and others go to mortuary school. Perhaps our first job requires us to move to a different city. We land our first professional job and learn the ropes of the work force. We find love, start a family and guide our children through their lives.

Some of the transitions we go through can be easy, while others may require a little effort. We are about to go through another one together as a Company with the pending merger with Service Corporation International.

We will have to learn SCI language, processes, systems and products. It's something many of you have done before as the Company has acquired new locations over the years.

This should not cause angst, though, because of our strong foundation of industry knowledge. It's also important to note that SCI is impressed with the Stewart way and has expressed interest in trying to incorporate some of our ways of doing things into its operation.

Even though we never really know what we're facing until it actually happens, we can do a few things to ready ourselves.

Keep an open mind and remain positive

Instead of automatically thinking a new situation or another way of doing something will be bad or difficult, realize this transition may create an opportunity to re-evaluate how something is done and provide a way to improve. Maintain an optimistic outlook and embrace what's new.

Be flexible

A transition is an ever-evolving process, which means things will continue to change. As employees of the Company, we are used to facing new challenges every day. If your manager asks you to take on new responsibilities, look at it as an opportunity to further your career.

Pay attention

Company leadership is doing its best to keep you up to date on merger-related news as soon as it happens. Whether it's answers to questions submitted to questions@stei.com, a meeting with your manager or an update on the progress of the merger, make sure to keep yourself informed — and ask questions, if necessary — so you know the facts and are not misled by rumors.

Solidify your relationships

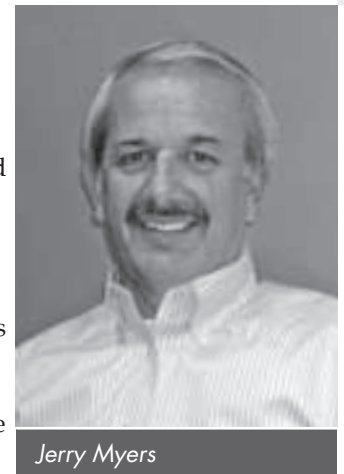
We already have strong connections

with our families and communities, and that must continue. The families we serve expect — and deserve — quality service now and after the merger is final. If customers ask you questions, reassure them that they will continue to receive the Best in Class service to which they are accustomed.

Continue to be the best

Continuing to do good, quality, caring work will help you navigate through the transition. It will keep your attention on the task at hand and set you up for success after the dust settles. Keep in mind that the seeds you plant today will determine your success in the future.

Above all else, remember that we have established ourselves as the best in our industry and that serving families is why we're here.



Jerry Myers

Jerry

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.



Preparing for the holidays

Fall is officially here and that means the holidays are right around the corner. The end of the year often is crazy, and parties and events surrounding the festivities can bring more opportunities for us to overindulge and make life a little more hectic. Maybe you have to travel to be with family and your eating and exercise routines may be interrupted.

Don't fret! You can do a few things now and keep them in your back pocket to help survive the excitement in the coming months without becoming stressed out or adding extra weight. These tips can also help you maintain your energy level and focus on serving families while taking care of yourself in the long run.

Let's get physical

You may not even realize that many of the things you do each day can help you meet your physical activity needs. Many household chores, for example, will get your heart rate going faster. A faster heartbeat is what defines moderate-level activity.

Experts recommend performing 2½ hours of moderate activity a week, such as brisk walking or cycling. Any activity, though, that raises your heart rate is beneficial.

For many, fitting physical activity into your busy day can seem difficult. Here are some ideas for working short bursts of activity into your day.



Finding support

The more support you have, the easier it is to exercise. If your family members tell you they love how you're getting healthier, you'll probably be motivated to walk an extra 10 minutes. Here are a few things to look for:

- **Walk or do your activities with a partner.** It's motivating to know that someone, whether it's a co-worker, spouse, partner or child, is counting on you. That person can remind you how good it feels to exercise or how far you've come and can even motivate you with what he or she has accomplished.
- **Friends and family are a great resource.** They can exercise with you or encourage you by saying how they admire you. Let family and friends know that their encouragement makes a big difference to you.
- **Join a class or workout group.** People in these groups often have some of the same challenges you have. They can give you support when you don't feel like exercising and can boost your morale when you need a lift.
- **Reward yourself!** Buy new workout clothes, take yourself to the movies or treat yourself to a new DVD. Do whatever it takes to remind yourself that you've been meeting your goals.

At work

- Get to know your location by walking around the cemetery, funeral home, mausoleum or property during your morning and afternoon breaks.
- Park farther away from the front door than you would normally.
- Suggest holding meetings with colleagues during a walk inside or outside the building.
- If you need to speak to a co-worker, walk to that person's office or desk rather than using email, the phone or instant messaging.

At home

- Use an exercise DVD for a little while before and after work.
- Turn up the music and dance while you vacuum.
- Take a walk or jog through your neighborhood.
- Wash the car, clean the garage or wash the windows.
- Be more active in your daily routine. Vacuuming, housework and yard work can all be aerobic.

Staying calm

The holidays are an especially busy time. There's shopping, special events and parties in addition to an influx of families visiting our locations to pay their respects to their loved ones.

All of that can increase your stress level. When you are stressed, your body responds as though you are in danger. Some stress is normal and even useful. It can help if you need to work hard or react quickly, such as winning a race or finishing an important job on time.

If stress happens too often or lasts too long, though, it can have bad effects such as headaches, an upset stomach, back pain and trouble sleeping. Sometimes it is clear where stress is coming from, such as during a job change, having a baby or the death of a loved one.

Manage stress

- **Learn better ways to manage your time.** Because a lot of things are going on during the holidays, decide which things are most important and do those first.
- **Find better ways to cope.** Look at how you have been dealing with stress. Be honest about what works and what does not. Think about other things that might work better.
- **Take care of yourself.** Get plenty of rest, eat well, don't smoke and limit how much alcohol you drink.
- **Try out new ways of thinking.** When you find yourself starting to worry, try to stop the thoughts. Work on letting go of things you cannot change, and learn to say "no."
- **Speak up.** Not being able to talk about your needs and concerns creates stress and can make negative feelings worse. Assertive communication can help you express how you feel in a thoughtful, tactful way.
- **Ask for help.** People who have a strong network of family and friends manage stress better.
- **Exercise.** Regular exercise is one of the best ways to manage stress. Walking is a great way to get started.
- **Write.** It can help to write about the things that are bothering you.
- **Let your feelings out.** When you need to, talk, laugh, cry and express anger with someone you trust.
- **Do something you enjoy.** A hobby can help you relax. Volunteer work or work that helps others can be a great stress reliever.
- **Learn ways to relax your body.** This can include breathing exercises, muscle relaxation exercises, massage, aromatherapy, yoga, or relaxing exercises like tai chi and qigong.
- **Focus on the present.** Try meditation, imagery exercises or self-hypnosis. Listen to relaxing music. Try to look for the humor in life. Laughter really can be the best medicine.

Office management

You can reduce some job stress by learning how to manage your time and your job duties. Think about the kinds of events that trigger stress for you at work. Then you can focus on one or two things you can do that will help the most to reduce stress. Here are some ideas:

- **Get organized.** Keep track of your projects and deadlines by making a list of what's urgent. Decide what matters most and what can wait.
- **Don't put things off.** Use a schedule planner to plan your day or week. Just seeing on paper that there is time to get each task done can help you get to work. Break a large project into small steps, and set a deadline for each one.
- **Learn to say "no."** Don't overcommit yourself. If you take on too much, you're creating stress.
- **Focus.** Do one thing at a time. Focusing and working sequentially produces better quality results and is more efficient and effective than trying to do several things at once. Plus, with many things going on at once, it takes longer to check things off your list — and we know how important that is!
- **Concentrate.** Try to limit distractions and interruptions. Ask others to give you a block of time when you are not disturbed.
- **Delegate.** Ask someone else to take on a task. You can alleviate stress by not always taking all the responsibility.

Did you know?

If you are enrolled in the Company's health insurance program with Cigna, several Lifestyle Management Programs are available to you for free! Access them by calling (855) 236-1873 or by going to myCigna.com and logging into your account.

Weight Management

Cigna can help you manage your weight using a non-diet approach. This program offers support to help you build your confidence, become more active, eat healthier and change your habits.

Tobacco Use

Cigna offers a smoking cessation program to

help you become — and stay — smoke-free. The program also helps you create a plan to quit that is just right for you.

Stress Management

Cigna's stress management program can help you understand the source of your stress and teach you coping techniques to use on and off the job.

Floral Hills Funeral Home and Cemetery

Where located: Kansas City, Mo.

Year founded/year acquired by

Stewart: 1929 (cemetery), 1954 (funeral home) / 1999

Leadership: John Frownfelter, director of operations; Angela Erickson, director of community and family service; Kirk Kinsinger, manager

Employees: 20

Website:

www.FloralHillsFuneralHome.com

2012 services: 586 interments / 580 services

Fun fact: At one point, Floral Hills' Avenue of Flags was the nation's second-largest American flag display on Memorial Day with 3,000 flags set up that morning and taken down that evening. That number has since been cut to 1,800 flags that line all of the roads throughout the cemetery the entire holiday weekend.



PHOTO OF THE MONTH

Keep snapping!

Congratulations to Marisol Barajas, administrative assistant at Calvary Mortuary in Los Angeles on winning the October Photo of the Month contest with her snapshot from Calvary Cemetery!

The deadline for the December Photo of the Month contest will be 5 p.m. CDT Thursday, Oct. 31!

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.



Preplanning *(From page 1)*

especially plans for my service, so it was nice to be able to put my wishes down in writing. I'm sure a lot of the information will change as I grow older, and it's good to know I can upload the information and documents there when the time comes. It's also nice to be able to print out the plan and put it away for safe keeping.

Shortly after I finalized my information, my fiancée received an email notifying her that I had named her a designee for my plan. She was a little caught off guard by

the message, "If Christian should become ill or pass away, simply follow the instructions in the letter ...;" however, she remembered I was writing this story and was put at ease.

Hearing her response made me happy to know my plans are written down and my future wife is well aware of my final intentions. With my parents in their early 60s and able to fill in a lot of the blanks I can't right now, I'm going to push them to do this Kid a Favor — before the end of the year.

Tracking Cremation

43.2 percent

The cremation rate in the United States in 2010, a 1.5 percent increase compared with the figure for 2011, according to the Cremation Association of North America. The five-year annual growth rate now stands at 1.79 percent, and CANA estimates that the national average will hit 48.8 percent in 2017.



\$15.9 billion

Revenue generated by the funeral home industry in 2013, up 2.6 percent over 2012

Source: IBISWorld

Online Report

Visitor traffic to our facility websites has grown an average of 22 percent each year since 2010, according to the Interactive Marketing team. There was an average of 470,000 visits per month and 5.6 million visits per year in the past 12 months. Here's the average number of obituaries created and the average number of guestbook entries over the past 12 months:

	Obits created	Guestbook entries
Month	2,700	32,000
Year	18,000	216,000

Source: Marketing Department



Taking Stock

Corporate Headquarters orders the following amount of products annually:

Paper towels
13,824 rolls

Forks and spoons
24,000 of each

Dawn dishwashing detergent
144 bottles

Sweet'N Low, Equal and Splenda
57,600 packet of each

Toilet paper
4,320 rolls

Source: Corporate Headquarters Administration

Signed, Sealed Delivered

Number of packages sent companywide through UPS in fiscal 2013 as of Aug. 3

18,884

Source: Corporate Headquarters Administration

Naming Rights

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copyright www.stei.com

26 Federally registered trademarks the Company owned as of Sept. 18

1,102 Number of registered website addresses the Company maintained as of Aug. 1

Source: Marketing Department

TOP 10

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

Eastern Division

Katrina Smith, <i>Mid-Atlantic Region</i>	\$6,468
April Felkins, <i>Mid-Atlantic Region</i>	\$6,409
Charles Roman, <i>Central Region</i>	\$6,145
Anne Hutzenbiler, <i>Mid-Atlantic Region</i>	\$5,845
Gerianne Kenny, <i>Mid-Atlantic Region</i>	\$5,469
Scott Virts, <i>Southeastern Region</i>	\$5,354
Jeffrey Walley, <i>Mid-Atlantic Region</i>	\$5,218
Rebecca Bailey, <i>Southeastern Region</i>	\$5,125
Felicia Kemp, <i>South Florida/Puerto Rico Region</i>	\$5,116
Sonja Cheatham, <i>Mid-Atlantic Region</i>	\$5,040

Western Division

Richard Burton, <i>Southwestern Region</i>	\$9,312
Kathy Gibson, <i>Southwestern Region</i>	\$8,876
Eric Ortega, <i>Los Angeles/Pacific Northwest Region</i>	\$8,850
Nydia Gamarro, <i>Los Angeles/Pacific Northwest Region</i>	\$8,791
Steven Moore, <i>Southwestern Region</i>	\$8,522
Rodney Dufour, <i>Southern Region</i>	\$8,385
Jennifer Floyd, <i>Southern Region</i>	\$8,170
David McCoy, <i>Southwestern Region</i>	\$7,698
Sheila Barcus, <i>Midwestern Region</i>	\$7,695
Jeanne St. Upery, <i>Southern Region</i>	\$7,294

CARING COINS

Caring in action

Management at the three cemeteries in Pennsylvania — Sunset Memorial Park, George Washington Memorial Park and Hillside Cemetery — recognized cemetery personnel during Park Services Appreciation Month in August with lunches, drinks and sweets.

“The work the grounds men perform is truly outstanding as they work in all climates throughout the year,” said Mid-Atlantic Regional Vice President Jack Yent.

Yent also presented all park services employees at those locations with Caring Coins!

“Their dedication is what makes the park look great and what makes all of our jobs easier,” said Director of Operations John Rapp.

For more photos of how the Company's locations said thank you during Park Services Appreciation Month, please go to SEnet.



*George Washington Memorial Park in Plymouth Meeting, Pa.
Photo by Kristy Sheldon,
George Washington Memorial Park*



*Sunset Memorial Park in Feasterville, Pa.
Photo by Jack Yent, Mid-Atlantic Regional Office*



*Hillside Cemetery in Roslyn, Pa.
Photo by John Rapp, Sunset Memorial Park*

SCI: A Life Story

Service Corporation International's original business plan was based on reducing overhead costs by sharing resources such as embalming, accounting, transportation and personnel among three or four funeral homes in a business "cluster."

That was in 1961, when the Waltrip family, which owned Houston Heights Funeral Home, built a second business, Waltrip Funeral Directors, and acquired Hyde Park Funeral Home. In 1962, Robert L. Waltrip started Southern Capital Company, which would later be renamed SCI.

Here are major milestones in how SCI grew to become the nation's largest provider of death care services.

1964 Southern Capital Company acquires its first funeral home, Compton Funeral Home, in Waco, Texas.

1965 Southern Capital Company reaches \$1 million in revenue.

1968 SCI purchases Chicago's Drake & Sons Funeral Home, the first acquisition in the United States outside of Texas. It also purchases Heights Funeral Home, which Waltrip's father started in 1926.

1969 Southern Capital Company changes its name to Service Corporation International. Later that year, SCI enters the Canadian market with funeral homes in British Columbia and Manitoba.

1970 The company begins trading on the America Stock Exchange.

1973 The company organizes its corporate operations by establishing the Eastern, Central and Western Regions. SCI also enters the cemetery business by acquiring National Heritage Corp.

1974 SCI becomes the first funeral service company to trade on the New York Stock Exchange.

1981 The company expands into Canada with acquisitions in Alberta, Ontario and Quebec.

1983 SCI purchases National Cremation Society.

1987 SCI celebrates its 25th anniversary and acquires Centurion National Group, Boyertown Casket Co., S&S Casket Co. and Morlan International Inc. It also creates the Funeral Supply Division and the International Funeral Associates.

1988 The company opens the Institute of Funeral Service, a mortuary college in Houston.

1989 SCI begins trading on the Toronto Stock Exchange. It's now the second largest funeral services provider in Canada.

1993 Expansion into markets outside North America begins with acquisitions in Australia. The trend will continue with Great Britain and France (1994); Ireland, the Netherlands, Portugal and Spain (1997); and Germany, Czech Republic, Belgium, Malaysia, Singapore, Chile, Uruguay and Argentina (1996-99).

1994 Revenues exceed \$1 billion for the first time.

1996 SCI launches www.sci-corp.com and reorganizes into five North American divisions: Central, Eastern, Western, Northwest and Southern. The company becomes the largest provider of death

Company Structure



Unlike Stewart's 10 regions, SCI groups its facilities according to similarities in the markets it serves. The funeral homes and cemeteries within each market may share common resources such as personnel, preparation services and vehicles. Each market is led by a market director, who is responsible for funeral and/or cemetery operations and preneed sales. Those divisions are:

Major Markets:
Facilities concentrated around the largest metropolitan areas where SCI does business so locations can share resources.

Metro Markets:
Mid-sized metropolitan areas where some resources may be shared, though not on the same scale as major markets.

Main Street Markets:
Properties under this classification primarily serve more rural or suburban communities.

care services in the world with 2,882 funeral homes, 345 cemeteries and 150 crematoria.

1998 SCI purchases American Memorial Life Insurance, the preneed funeral insurance division of American Annuity Group, for \$164 million.

(See *Life Story*, page 12)

Chris Hamiel

Eastern Division cremation services director

Chris Hamiel was seven when his grandmother passed away and instead of grieving, he says he “disappeared” into the funeral home and ended up taking a tour of the facility with a funeral director.

“I got into a little bit of trouble, but it really piqued my interest,” Hamiel said.

He started in the industry nearly 22 years ago when he was 18. Hamiel washed the fleet vehicles and answered calls at night at his first job with Pursel Davis Funeral Home in Marshalltown, Iowa, where he lived in an apartment upstairs. He also plowed snow during the winter and cared for the facility’s petunias.

“Downtown Marshalltown had a petunia contest, and I — we — won it two years in a row,” he said. “I was — and still am — just so enthusiastic to be working in the industry and I felt people deserved the best when they showed up at the facility.”

Hamiel attended Worsham College of Mortuary Science in Wheeling, Ill., and moved to Alaska after graduation to do his apprenticeship at Alaskan Memorial Park Mortuary & Crematory in Juneau, Alaska, the only funeral home in the city to this day.

“I not only apprenticed as a funeral director and embalmer, but as a manager, sales director and crematory operator,” he said. “There were two of us, and I literally did everything from digging graves to writing contracts.”

In 1999, he joined Stewart Enterprises and became manager of Garrett Funerals and Cremations in Waynesville, N.C. In 2009, he became cremation services director for the Eastern Division.

“My major focus is coaching and motivating employees to change the behavior of the consumer and our team when it comes to cremation and promote it as an option,” he said.

Hamiel has been married to his wife, Angie, for 16 years. They have a six-year-old son, Davis, and live in Waynesville, N.C.

What aspect of your job is most rewarding?

When I can go out, learn a new skill and share it with someone else, that’s what puts a smile on my face.

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

Name. It’s the most important one on the list because that’s the first thing we do in this business — learn a person’s first name. Your name is everything.

What five things are necessary to do your job well?

1. My iPad. 2. The dry cleaners because I like to look professional when I go out. 3. Direction from my leadership. 4. Being around people with a desire to learn. 5. The support of my team.

How do you best overcome challenges?

That one’s easy. You have to get the facts on the challenge, look at both sides and consider every challenge an opportunity.

Is there a motto you live by?

In this industry, if anyone starts complaining to me, I flip it around and jokingly ask them, “Have you sold an urn today?” It makes a sticky situation rather lighthearted. Then I stop and help them.

What would most people not know about you?

I don’t keep a lot of secrets, and I’m an avid Facebook user, so you can find out what I do in my personal life. I used to be a beekeeper because we wanted to produce our own honey. My brother has them all now because I didn’t have the time anymore. It was the curiosity of doing something that could be dangerous.

What’s on your bucket list?

I want to continue my love of flying. I’m close to getting my pilot’s license.

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

Timeless.

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

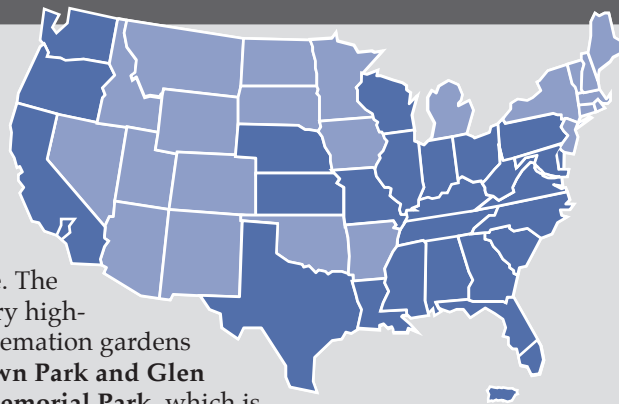
I’d like to spend a day with (Executive Vice President and Investors Trust Inc. President) Larry Hawkins. He handles all the investments for our Company, and I’d just like to see what he does with large amounts of money.

Why Stewart?

It’s a two-way street. Stewart has sure taken care of my family for 14 years and I’ve done the same in return. It’s been a wonderful partnership.



News and business development ideas from throughout the Company



CENTRAL

For the second year, South Carolina properties **Mackey Mortuary Funerals and Cremations**, **Cannon Memorial Park Funerals and Cremations** and **Dillard-Hillcrest Memorial Park Funerals and Cremations** helped plan and sponsor the “Honoring Our Veterans” event. The program allowed representatives from each of the three properties to share the services they can provide with more

than 5,000 senior citizens and more than 200 veterans and their guests. Local hospice organizations and skilled nursing facility representatives also attended.



SOUTHEASTERN

Tranquil Oaks® Cremation Garden at **Baldwin-Fairchild Oaklawn Park Cemetery** in Sanford, Fla., was featured on the cover of the August 2013 issue of *American Cemetery*

magazine. The cover story highlighted cremation gardens at **Oaklawn Park** and **Glen Haven Memorial Park**, which is in Winter Park, Fla.

SOUTHWESTERN

J.E. Foust & Son Funeral Home in Grapevine, Texas, will host an event Oct. 26 in conjunction with National Domestic Violence Awareness Month. The event, “A Pearl of Great Worth,” is open to the public and will feature guest speakers and moving video presentations to increase awareness of domestic violence. Female attendees will receive a pearl to symbolize each woman’s worth.

SOUTH FLORIDA/PUERTO RICO

To help generate leads by explaining what services their facilities provide, Puerto Rico sales professionals participated in the Society of Human Resources, Puerto Rico Chapter’s annual conference from Sept. 18-20.

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.

Life Story *(From page 10)*

1999 The company launches Dignity Memorial Network®, the first national brand in the North American death care industry. It redefines its North American operational map with 32 major markets and 44 middle markets. It also creates SCI Global Village, the company’s intranet.

2000 SCI divests most of its businesses outside of North America.

2003 The company creates a corporate service model called Market Support Centers (MSC) to provide financial, pricing, human resources, cemetery development and compliance support to markets and locations within them.

2006 SCI acquires The Alderwoods Group.

2008 Dignity Planning®, an online preplanning tool, launches.

2010 SCI acquires Keystone North America.

Market Support Centers

SCI’s Market Support Centers have specialists focused on key business functions who are available to help, kind of like having a team of consultants who handle the business side of things so employees can focus more on serving families. The centers offer the following services:

- **Finance:** reports, analysis and monitoring
- **Pricing support:** implementation, analysis and monitoring
- **Human resources:** human resources training, performance management support and employee relations
- **Cemetery development:** inventory, analysis, master planning consulting, construction support
- **Quality assurance:** state and federal regulations, law and compliance, business standard