

Selected Independent Funeral Homes

# BULLETIN

September-October 2014



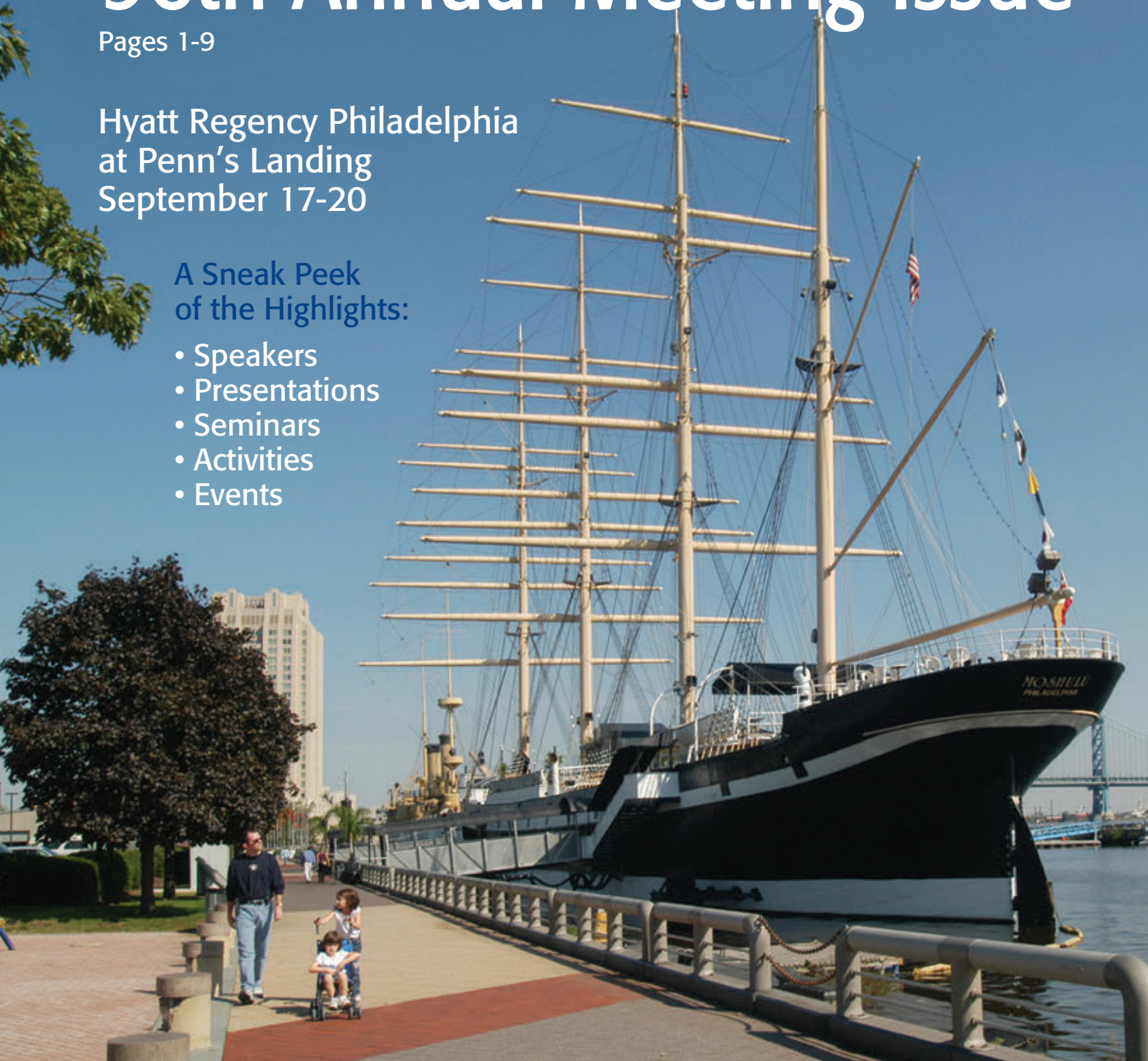
## 96th Annual Meeting Issue

Pages 1-9

Hyatt Regency Philadelphia  
at Penn's Landing  
September 17-20

A Sneak Peek  
of the Highlights:

- Speakers
- Presentations
- Seminars
- Activities
- Events



## German Firm Finds Value in Selected Transfer Services

### Seeman and Soehne KG of Hamburg Gains Business Through Membership

Selected Transfer Services (STS) is a no-cost program that provides members with a network of designated Selected member firms who are committed to offering each other timely, efficient and quality service in transfer, embalming and cremation at a reduced rate. Member firms can trust that they are working with fellow Selected members who share the same standards of good practice and commitment to provide the very best service to all client families.

Michael Schuett of Seeman and Soehne KG in Hamburg, Germany, recently shared his team's experience being a part of STS.

"When Selected introduced STS, we knew this program could really be a huge benefit for us, so we signed up immediately," Michael said. "As many of you might know, Hamburg is a big city, and



Michael Schuett

we have a lot of international business here. This includes the Airbus headquarters office and a bustling seaport with cruise ships, international shipping and more. Hamburg also has gradually become a vacation destination. As a result, we have several foreigners who die each year in Hamburg and need transportation back to countries like Great Britain, the United States, France, Canada and India, just to name a few. We have seen increased numbers of business travelers who have died in Hamburg as well.

"Since signing up for STS, we have worked together with several Selected member firms in Great Britain and the United States. Sometimes we just need to ask questions about regulations in the country to which we are transporting. On other occasions, we have asked for more extensive help. Each time, the families we served were very impressed that we belong to an international group of family-owned funeral homes and therefore could supply the right

answers at the right time and provide help better, faster and more professionally than our competitors.



"In addition to shipping out, we also have worked with firms to bring families' loved ones back home to Germany. Since signing up for STS, we have helped two families who were on vacation in the United States. Both families experienced horrible accidents and called us in Hamburg because they had no clue what to do. Thanks to STS, we were able to help them get everything done in the U.S. Because of the fast and professional help, we have gained even more business. Now, word is spreading that our firm can help even outside of Germany, thanks to partnering with other companies who have the same high standards as we do."

[Concludes on page 17](#)

The dedicated team at Seeman and Soehne KG



**Selected Transfer Services,  
from page 13**

“Overall, STS is the right program at the right time for the best and most professional funeral homes I can think of! Our families actually talk about it, and we at Seemann & Soehne gained more business from the transfer cases that followed. Thank you for STS. To our fellow members, if there is anything in Germany we can assist you with at any time, please never hesitate to contact us!”

Join more than 200 of your fellow Selected member firms by signing up for Selected Transfer Services today! There is no cost to take part in the program. Download an enrollment form at [selectedfuneralhomes.org/selected-transfer-services](http://selectedfuneralhomes.org/selected-transfer-services), or contact Dan Beavers, Member Programs Coordinator, at [danb@selectedfuneralhomes.org](mailto:danb@selectedfuneralhomes.org) or 1-800-323-4219. ▲



**Selected is Proud to Welcome  
the Newest Members of  
Selected Transfer Services.**  
Since July 1, 2014

**Bass-Smith Funeral Home, Hickory, NC**  
**Douch-Small Funeral Service, Wimborne, England**  
**Gorman-Scharpf Funeral Home, Springfield, MO**  
**Hogg Funeral Home, Hayes, VA**  
**Holloway Funeral Home, Salisbury, MD**  
**Joiner-Anderson Funeral Home, Statesboro, GA**  
**Loess Hills Funeral Home, Glenwood, IA**  
**Magner Funeral Home, Norwalk, CT**  
**McLean Funeral Directors, Gastonia, NC**  
**Minshall-Shropshire-Bleyler Funeral Home, Media, PA**  
**Saddleback Chapel, Tustin, CA**  
**Thompson Funeral Chapel, Goodyear, AZ**  
**Van Orsdel Family Funeral Chapels and Crematory, Miami, FL**  
**Waite & Son Funeral Homes, Medina, OH**  
**Wilkirson-Hatch-Bailey Funeral Home, Waco, TX**  
**Wilson-Miller Funeral Home, Midland, MI**

## ***Have the Talk of a Lifetime*<sup>®</sup> Webinars Draw Global Interest**

Free webinars in May and July about the Funeral and Memorial Information Council's (FAMIC) *Have the Talk of a Lifetime*<sup>®</sup> campaign have drawn participants from around the world to learn more about the campaign, discover the free materials that are available and to hear how fellow funeral service professionals are implementing *Have the Talk of a Lifetime* in their communities.



In order to improve public perception, attitudes and behavior, and to reinforce the value of memorialization, the 11 funeral service associations that are members of FAMIC, including Selected, united to launch the national public education campaign. Through participation in *Have the Talk of a Lifetime*, you can help people in your community discover the unique life stories of the people who

matter most to them. These discussions will help families and friends make important decisions about how they wish to remember and honor the lives of their loved ones through meaningful memorialization.

**Marketing Materials** have been developed to enable you to promote this national campaign and change consumer attitudes toward memorialization. These include a how-to guide; digital, print and radio ads; consumer video and brochure; community presentation; news release template; sample pitch letters; and social media guidebooks and tools.

Materials can be downloaded at [famic.org/campaign](http://famic.org/campaign). Contact Selected Headquarters at 1-800-323-4219 or [info@selectedfuneralhomes.org](mailto:info@selectedfuneralhomes.org) to obtain log-in information. Members will be notified when the next *Have the Talk of a Lifetime* webinar is scheduled. ▲