END OF LIFE PLANNING SEMINAR

We believe in the value of addressing end-of-life issues, including preplanning a funeral. With that in mind, we invited the public into our Burritt Hill Funeral Home for an opportunity to visit with our pre-planning director Alexander Scott, CFSP, CPC, and with a local, highly respected elder law attorney, Jay Kearns.

We sent out invitations, which resulted in approximately 60 attendees at our afternoon session and 50 attendees at our evening session. On Tuesday, October 20, 2009, at 2:00 p.m. and again at 6:00 p.m., Alex and Jay made short presentations and then our guests were offered the opportunity to ask questions. We were amazed at the wide variety of questions asked regarding funerals and cremations, pre-planning and pre-paying a funeral, wills, estate planning and various trusts.

All the guests left with a packet of great information from us and from our attorney's office, providing them with many answers to their questions. We also awarded a couple of raffle prizes at the end, which made for a fun afternoon or evening for all. The attendees remarked on how wonderful this was and how much information was shared with them.

Interestingly, many who could not make either of the seminars responded to us, looking for information, and requested Alex to call them to answer questions, or to schedule a private meeting. We will offer these seminars on an annual basis, because we had such great response.

We are becoming more than a funeral home. We are morphing into a resource for our community and we feel that marketing these seminars to the public at large is a wonderful way to be recognized as a safe place to turn for information.