

"No enterprise can exist for itself alone. It ministers to some great need, it performs some great service, not for itself, but for others; or failing therein, it ceases to be profitable and ceases to exist. "

CALVIN COOLIDGE

In an industry too often misconstrued as 'deathly' depressing and portrayed as a pack of vultures just waiting for opportunity to strike, it has become challenging for funeral service-providers to gain the complete trust of its clientele. While for the most part, this has been caused by the consumer's shift in views, tastes, wants and choices, it would also be good for those in the industry to do some introspection and go back to the heart of what we ought to be doing---that is, getting the "dead where they need to go and the living where they need to be." (Patrick Lynch)

It was with that in mind that Arlington Memorial Chapels, Inc., decided to gather fellow funeral owners and practitioners. In commemoration of its 29th year of providing Family Funeral Care, the company held its 4th annual National Seminar (Is Your Business Dying: IV), aptly entitled "Thinking from Inside the Box"---a seminar aimed towards going back to basics or going back to the core and heart of funeral service.

In opening its doors to the rest of the industry, it was Arlington's hope to be able to give back to the community and go back to the very essence of service. Extending its vision of "One team, one family" to the realm of the greater community, Arlington wanted to cater not only to neighboring funeral service providers, but to those from far provinces who may not have the same opportunities of learning and growth. Knowing the difficulty of securing visas, the problem of incurring expenses and the distance of travel, it was the company's hope to be able to share whatever knowledge its executives and staff members had the privilege of learning from seminars abroad.

In the words of the company president and CEO,

"We have had the privilege of attending international seminars, despite the difficulty in securing visas, the cost and the distance of travel. Given what we have and knowing what we know, sharing this with those without the same opportunity serves as our way of giving back to the industry and going back to the heart of what we do. The seminar also hopes to become a venue for camaraderie, unity and learning for all those involved." (Rafael Jose)

Thus, for a grueling three months, the company and its employees were hard at work in preparing for the seminar and providing the participants with only the best materials, activities and speakers. With the help of its sponsors and donors, namely, *The Philippine Star*, *Pure Foods*, *Coolidge Trading Corporation*, *Jollibee*, *Pizza Hut*, *Sogo Hotel*, among others, the seminar proved to be a huge success, welcoming participants from all over the country.

The seminar featured both locally renowned and internationally acclaimed experts on current practices and new trends in the funeral business. The following topics were conducted by the respective speakers/experts:

- I. Space Planning/Architectural Trends for Funeral Homes
Architect Marcos de Guzman
- II. Feng Shui/Chinese System of Aesthetics
Ms. Maricel Gaskell
- III. Embalming: Trends and Innovations (ESCO)
John Chew and Shawn Beck
- IV. Attitude and Prosperity in Business
Dr. Carl E. Balita
- V. Changes and Innovations in the Funeral Home
Roberto S. Jose
- VI. Protocols in Retrieval of Coroner/Medico-Legal cases
P/Supt. Filemon C. Porciuncula, Jr. M.D.
- VII. Coping with Grief by celebrity clients
Ms. Boots Anson-Roa & Ms. Yayo Aguila
- VIII. Dealing with Grief and Children
Cathy Babao-Guballa

*See Speakers' Profiles for additional information

The Talks, in detail.

Over the years, architectural trends and space planning have greatly influenced the way funeral homes have been run. Just as architectural trends are shifting, so are consumers' tastes. Planning how a funeral home ought to be built, how its space ought to be used and how to make the most of its structure---became the opening talk for the seminar. (Arch. Marcos de Guzman) And aptly so, as the building or structure itself can symbolically serve as the foundation for a funeral home. An

In the same light, the use of *Feng Shui* or the Chinese System of Aesthetics has become instrumental in the interior design of structures over the years. From the placement of furniture to the right colors, Feng Shui has been told to bring in both good fortune and positive energy. The talk on Feng Shui conducted by Ms. Maricel Gaskell, helped the participants incorporate the interior trends applicable for their respective funeral homes.

One of the highlights of the seminar was the talk conducted by ESCO's John Chew and Shawn Beck. With the constantly changing trends and technologies in embalming, it was greatly helpful for those especially from far provinces, to be able to learn from those equipped with the most advanced technologies in embalming. It was also a great opportunity for ESCO to be able to distribute their products and provide their services to funeral service providers in the country.

In line with this, Arlington's representative, Roberto S. Jose conducted a workshop that involved a group discussion and synthesis among the participants. It was a great learning experience for everyone as the workshop opened the floor for the discussion of possible improvements in the funeral industry. It also served as a great way for everyone to get to know other people in the same industry and learn from each other's ideas and suggestions.

The second day of the seminar began with the talk by P/Supt. Filemon Porciuncula, on the protocols involved in the retrieval of coroner/Medico-Legal cases. Because oftentimes, these practices can be overlooked, the company saw to it that a talk on proper retrieval and the handling of these special cases, be conducted.

In conclusion of the seminar and in preparation for the festivities to follow, three celebrity speakers were invited to speak on loss and coping with grief. A gem of Philippine cinema, university professor and public service provider, Ms. Boots Anson-Roa spoke of the grief experienced by widows such as herself. She also spoke of the celebration of life and 'memorialization' conducted at her husband's service.

Ms. Yayo Aguila-Martinez, a TV and movie actress by profession, similarly spoke of the grief one experiences during death. She recalled her experience when she lost her Mother and spoke of the process of letting go, aided by memorial services such as releasing butterflies at the interment.

As a fitting end to the seminar, Ms. Cathy Babao-Guballa conducted a talk on the stages of grief and children. An often-overlooked aspect is the inclusion of children in the funeral process. In a country and culture that has sadly deemed children "clueless" about death, it was a wake-up call for those in the industry to take children into consideration when planning a funeral or dealing with death.

SPEAKERS' PROFILES



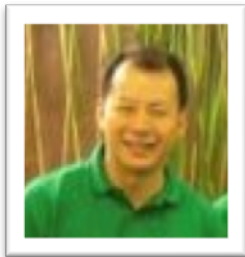
ARCHITECT MARCOS DE GUZ MAN
Marcos de Guzman Architecture Network
Manila, Philippines

Marcos de Guzman, Jr. is a product of the Ateneo de Manila University and the University of Santo Tomas, College of Architecture and Fine Arts. He is currently the Managing Partner of Marcos de Guzman Architecture Network, an architectural design firm. He has been involved in the designs of several real estate development projects across the country. His clients include top developers such as Ayala Land Premier, Alveo Land Inc. Avida Land Inc, Cebu Holdings Inc, Vista Land, Brittany Corporation, Crown Asia Philippines, Land Co Pacific, Filinvest land among others. He also had a column entitled "Living Architecture" under the Properties Section of the Philippine Daily Inquirer from 2004 to 2010.



DR. CARL E. BALITA
Dr. Carl Balita Review Center
Manila, Philippines

Dr. Carl Balita is a Registered Nurse, Registered Midwife, Registered Professional Teacher with Master of Arts in Nursing and Doctor of Humanities. From his alma mater, University of Sto. Tomas, he already exemplified superb leadership and eventually evolved to be one of the excellent-rated faculty members of the Pamantasan ng Lungsod ng Maynila and later on became the Dean of Dominican College, which paved way to his career as a reviewer. A recipient of various media awards, Dr. Balita is also an author and publisher of several nursing reference books.



ROBERTO S. JOSE
Arlington Memorial Chapels, Inc.
Quezon City, Philippines

The youngest son of the Jose siblings, Roberto S. Jose graduated from Ateneo de Manila University, with a degree of Bachelor of Arts in Interdisciplinary Studies, major in Socio-Anthropology and minor in Legal Management. In 1999, he took his higher education in George Mason University (Master's in Conflict Analysis & Resolution) and Strayer University (Master's in Business Administration). He holds certifications from Northern Virginia Food Manager and Northern Virginia Mediation.



JOHN A. CHEW, Ph.D.
The Embalmer's Supply Company
East Lynne, CT, U.S.A.

John Chew is the CFSP Director of Education of ESCO and a former Associate Professor and Program Director of Miami Dade Community College and Lynn University from 1969 to 1997. He is also the President, Director of Education of the International Academy of Thanotechnological Studies in UK and Coordinator of the Academy of Restoration and Embalming, Recinto De Ciecias Medicic, University of Puerto Rico Medical School. He is affiliated with the American Board of Funeral Service Education and the Funeral Service Curriculum Committee. He first developed the funeral service correspondence program for funeral service and many innovative specialized mortuary forensic technical facial reconstruction using cyan-acrylates, fusion process for internal facial bone stabilization, which was the first commercial mummification process in 1700 years. John appeared on numerous national and international TV and radio programs and State, National and International workshops and conventions; and an author of over 200 technical articles.



SHAWN BECK
The Embalmer's Supply Company
East Lynne, CT, U.S.A.

The fifth generation of his family to run the business, Shawn Beck is currently the President of The Embalmers' Supply Company, which was founded in 1886. He has been working for the company for 35 years, beginning in the shipping department and production line as a teenager. Later he was promoted to Traffic Manager, coordinating the shipments of finished products. As Vice President he was the day to day contact for the sales force. In 1999 he was promoted to President when his father and CEO, Richard Beck "retired". Shawn is responsible for establishing relationships with foreign countries and is always available when a funeral director has an inquiry on a difficult case. Shawn has been married to his wife Cheryl for 18 years. In his spare time he enjoys boating, fishing and playing golf with his father.



P/SUPT. FILEMON C. PORCIUNCULA, JR, M.D.
PNP NPD Crime Laboratory
Manila, Philippines

A graduate of Doctor of Medicine at Perpetual Help College of Medicine, Dr. Mon Porciuncula worked as the resident physician of Carlos Medical & Maternity Hospital and Tanay Community Hospital. His medical career took a turn in 1999, when he entered the Philippine National Police Crime Laboratory. With various trainings on forensic science and legal medicine, here and abroad, he has dedicated himself to public service.



MS. CATHY BABAO-GUBALLA
Columnist/Educator/Counselor

Cathy Babao Guballa is a mother, wife and writer who pens a parenting column for Philippine Daily Inquirer. She also considers herself a staunch children's health advocate and grief counselor/educator. She took up Bachelor of Science in Business Management at the Ateneo de Manila University and a Master's Degree in Family Psychology and Education at Miriam College.



YAYO AGUILA
Actress

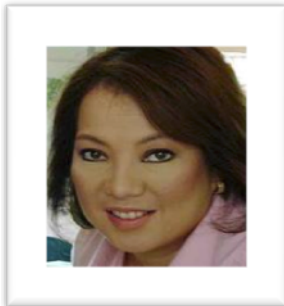
A seasoned actress and a mother of 4 children, Yayo paved her career via the movie "Bagets" at the age of sixteen years old. She is currently seen on ABS-CBN's "Good Vibes". An "Ulirang Ina" and "Gintong Ina" awardee, Yayo is a graduate of St. Theresa's College in Quezon City.



MS. BOOTS ANSON-ROA
PRIME
Manila, Philippines

One of Philippine cinema's most cherished gems, the beautiful and talented Boots Anson-Roa has maximized her potentials through education, media and public service. A product of the University of the Philippines Speech and Drama Department, she has pursued various courses in developmental programs, journalism, public and media relations and film and television production in Georgetown University in Washington D.C

She became the Press Attaché/Cultural Officer /Special Assistant to the Ambassador of the Philippine Embassy in Washington D.C. in the eighties. Her job entailed liaison and coordination with U.S. and International Media Agencies, the Filipino-American community in the entire United States, International Cultural Agencies and U.S. Congressional Offices. As an educator, she was a lecturer/ trainor in Philippine Language, Culture and History at the Georgetown University's Center for Immigration Studies. Presently, she teaches mass communication at the Ateneo de Manila University and the University of the Philippines. She is usually invited to conduct seminars and workshops in Mass Communication, Culture, the Performing Arts, Public and Human Relations, Women and Family.



MARICEL GASKELL
Morizon, Inc.
Manila, Philippines

A psychic since she was 17 years old, Maricel Gaskell became a regular columnist for "Your Fortune" for Mod Magazine. She is regularly invited by different associations, clubs, media practitioners and television and radio programs to talk about topics related to psychic abilities. She is also a consultant of some government officials, politicians, top players in the business world and celebrities. Maricel has a regular column in Pilipino Star Ngayon and a radio program called UGAT (Uy Ganyan Ang Tama). She also owns a consultancy and trading company.

ADDENDUM

In response to the challenge posed by the seminar learnings, Arlington Memorial Chapels, Inc. recently opened a playroom for grieving children at their main facility. In celebration of its 29th year, the company officially opened the doors of the playroom last June 27, 2011.

"Let children walk with Nature, let them see the beautiful blendings and communions of death and life, their joyous inseparable unity, as taught in woods and meadows, plains and mountains and streams of our blessed star, and they will learn that death is stingless indeed, and as beautiful as life." John Muir

In celebration of its 29th year, Arlington Memorial Chapels & Crematory continues its mission of providing Family Funeral Care, with the opening of



A Playroom for grieving children

Arlington
MEMORIAL CHAPELS & CREMATORY

The playroom was put up in memory of Angelo, a member of the Jose family who was lovingly welcomed back into heaven in 1995.

Adults, experiencing grief, find it difficult to cope with loss. Just when one has moved on or seemingly resolved this grief, a reminder of the loss still floods them with emotions and brings back feelings of despair and great sorrow. Adults can recognize and understand what is happening and can acknowledge their emotions; children often cannot.

The playroom hopes to become a haven for children in the grieving process by providing them with a venue to express themselves. It is our hope that through arts & crafts, book reading and play, the children are able to cope with their grief. We are in the process of getting offsite children psychologists who can volunteer their time to help us in this endeavor. The playroom is

now open to serve Arlington's client families from 2-6 pm at The Arlington Memorial Chapels & Crematory, 12 G. Araneta Avenue, Quezon City

The Grand Opening and blessing of Little Angels Playroom will be on June 27, 2011 at 3:30 pm. A number of celebrities have volunteered to do book reading for children on that day.

For more information please contact Isabella Jose at 412-2101 or 713-1111.

OBITUARIES

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MONDAY, JUNE 27, 2011

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"Little Angels Playroom"



IN LOVING MEMORY OF ANGELO
1995-1995

Playroom for grieving children

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NEWSPAPER CLIPPING FROM THE PHILIPPINE STAR