

San Diego
MEMORIAL SOCIETY

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Memo to: All San Diego Memorial Society Members
From: Margaret Moody, President

When Humphrey Mortuary terminated the agreement with the Society there was much work to do. New relationships with independent mortuaries were arranged, thousands of questions from members were answered, and new materials were published and distributed.

The San Diego Memorial Society is moving rapidly into a new phase of activity. We are building new relationships with six mortuaries in San Diego County. Each mortuary is participating by offering at least one of the five plans we have prearranged with them on behalf of our members. Each also agrees to offer the plans without encouraging the purchase of additional products and services (you may want something additional, but you should not feel exploited, pressured or manipulated). We welcome feedback about the treatment you receive. Please find a list of the participating mortuaries enclosed.

Many of our members who made cremation or burial arrangements years ago are staying with Humphrey Mortuary, but nothing prohibits any member from moving to one of the new mortuaries. I am sharing a short portion of the presentation our Executive Director made at the Annual Membership Meeting (see reverse side of this letter). John did a good job of outlining the options for members. If you were unable to attend, I'm sure you will find the information useful.

The last few months have been expensive. The balance in our reserve account is now \$10,000 less than it was in January. If you believe in the work we do and are in a position to make a generous contribution, it is a great time to assist. You will find a donation envelope enclosed.

Another way to make a difference is to tell family and friends about the San Diego Memorial Society. Please recommend us to friends and family who might want to join the Society.

Look for our next newsletter in a few months. We are committed to keeping you well informed as things evolve and the newsletter will be packed with helpful information.

Best wishes,



Maggie Moody, President

**Excerpts from the presentation of John K. Davis, Executive Director, San Diego Memorial Society
Given at the April 15, 2007, Annual Membership Meeting**

...We learned near the end of 2006 that SCI, one of the world's largest corporations, would purchase Humphrey Mortuary effective the first of January. We were a bit nervous about this change, but when SCI terminated the agreement between Humphrey Mortuary and the San Diego Memorial Society late in the month of February effective on May 25, it came as a bit of a shock...

So, how does this situation affect you?

If you joined San Diego Memorial Society prior to April, 1989, the cost for the plan you selected was locked when you joined whether you pre-paid for your plan services, or not. If your Service Instruction Booklet is on file at Humphrey Mortuary, we have been assured that your arrangements will be honored at the locked price. You need do nothing other than to keep your service instructions up to date at Humphrey Mortuary.

If you joined after April, 1989, the cost for the plan you selected was locked only if you pre-paid for services when you submitted your completed Service Instruction Booklet to Humphrey Mortuary. If you prepaid, you need do nothing other than to keep your service instructions up to date at Humphrey Mortuary. If you want to move your assets to one of the new mortuaries, you can with no or little additional cost and Humphrey Mortuary will assist you to accomplish the transition.

If you joined after April, 1989, and have not pre-paid for the plan you selected, but your completed Service Instruction Booklet is on file at Humphrey Mortuary, we have been assured that your arrangements will be honored. We will continue to monitor the services to our members at Humphrey Mortuary and we expect the great service and fair dealing will continue. For all of those who are in this last category, the cost for your plan will be the same if you decide to submit a new Service Instruction Booklet to one of our new participating mortuaries, so there is no price advantage one way, or the other. You should trust your felt sense of how best to proceed.

What about the future? We are quite excited about the new arrangements we have made. We have identified six mortuaries that meet our standards and each will serve our members at the current price for at least one of the four plans we offer. Many of the new mortuaries are also offering a new plan—a simple cremation plan that includes only the basics. The new plan is available at a cost of only \$495, over \$200 less than the other cremation plan. The new basic cremation plan does not include delivering cremains to cemeteries in San Diego County or scattering ashes at sea. We know many of our members prefer arrangements that are as simple and inexpensive as possible, so we are glad to add this new option.

The new participating mortuaries are located throughout San Diego County, so members will be able to select a mortuary that is close by...