

# SAN DIEGO MEMORIAL SOCIETY

Simple, Inexpensive, Dignified Cremation and Burials

## SUMMER & FALL 2010 NEWSLETTER

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### PRESIDENT'S REPORT

The past couple of years have been very interesting. Two years ago the Society was faced with a debt of over \$12,000 and a checking account balance of less than \$6,000. Today the debt has been totally erased, the check book is healthy with over \$15,000 on hand and membership is growing. The San Diego Memorial Society is currently healthy.

A lot of the credit for our current health is thanks to you, the members. Your generous donations took care of our debt, stabilized our budget and provided for our current security. We also should note that the bequest from the Darlene Anderson estate has provided a generous endowment that will provide us with some security for some time. The Society owes a deep debt of gratitude in Darlene's memory for this great gift.

While membership is increasing, donations are down. We averaged about 24 new members a month in the past few years. In 2010 the number of new members has increased to about 45 a month. This is the result of a campaign to get the word out about the Society to all the communities of the county. It was helped by the video of our Office Coordinator, Barbara Thomson, which aired on channel 7 once and on channel 4 several times, explaining how much we help people with pre-planning for end-of-life both financially and educationally. We are slowly, but surely, losing the reputation as "San Diego's best kept secret!"

The Board of Directors you elected in April have hit the floor running. Already we have set in motion an action to acquire 501(c)(3) status. The Board's 501(c)(3) Committee recommended and the total Board approved an attorney to see the process through. Additionally, four Board members are serving on a Public Relations Committee to guide the society in utilizing

### YOUR BOARD OF DIRECTORS:

Russell Armstead-President  
Paul Ward-Vice President  
Elaine Durson-Secretary  
Frances San Clemente-Treasurer

Timothy Jenkins-Director  
Paul Marsh-Director  
Lee Mason-Director  
Phyllis McGrath-Director  
Victor Savino-Director  
Barbara Thomson-Director  
Sheila Williams-Director



*A nonprofit, nonsectarian association  
established in 1958.*

6/06

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## **PRESIDENT'S REPORT CONT...**

its advertising funds in the best manner to reach the people who need to know about us. We have never before been financially able to advertise.

Two task forces were created: a task force to determine how to invest our inheritance in a safe and profitable manner and another one to secure a location for our annual meeting as the Unitarian church is in a remodeling mode and will not be available to us in April, 2011.

We depend upon you, our members, to do three things: First, tell your family, friends, neighbors, and your co-workers about the advantages of membership in the San Diego Memorial Society. Secondly, if you belong to any organization, club, or religious body, or live in a Senior complex encourage those in charge to consider inviting a speaker from the Society to share the great advantage of membership. Thirdly, despite the increase in new members, that income only covers about half of our expenditures. We don't want to rely on our inheritance for monthly expenses. Donations have and always will be extremely important to the work of the Society. Your support is needed just as much now as it has ever been. Please consider donating, no matter how small the amount is. And, like Darlene Anderson, consider the Society in your endowments. We help so many people in so many different ways, both with their end-of-life needs as well as educating them in all of the things available to them in their pre-planning and at-need experiences. We also advise them what to look out for that they don't need when pre-planning. We also are hoping to move into an office once again in the year ahead which will require more expenses for rent and utilities.

The Society does far more than just negotiate greatly discounted prices for your end-of-life needs. We are here to answer any questions you may have and offer our knowledge, experience and expertise in any way we can to help our members. If any problem arises with one of our Participating Mortuaries we are the one that intercedes for the family or directs them to the proper authorities.

We are available to give presentations anytime and anywhere the opportunity arises. You frequently need our help and we always need yours in regards to putting out the good word about your San Diego Memorial Society and any donations you can send us. Donations may be sent via our web site.

## **FOR YOUR INFORMATION**

### **NEW NATIONAL CEMETERY**

There has been another delay in the opening of the Miramar National Cemetery. It was scheduled to be opened this month but has been pushed back for casket burials until February, 2011. About 2600 in-ground cremated remains burial plots will be ready in December, 2010.

**REMINDER — WE DO NOT PICK UP BODIES. WHEN THERE HAS BEEN A DEATH YOU CALL THE MEMBER'S CHOSEN MORTUARY.**

## **FOR YOUR INFORMATION CONT...**

### **NEW MORTUARY ADDED**

We have added one new mortuary to our list of Participating Mortuaries since our last newsletter. It is Miramar Memorial Services located at 7920 Miramar Rd. #125, San Diego, CA 92126, Phone no. 858-565-0108. The mortuary has been in San Diego County for many years but under a different name and in a different location. They have already served several of our members and received nothing but positive reports from the families of the deceased.

### **REMINDER**

Humphrey Mortuary is still doing a wonderful service taking care of our members that signed up with them over the years. They are no longer taking our new members nor have they since May, 2007. You will find enclosed in this issue a list of the current Participating Mortuaries plus the new plans we have added. Please read the info carefully so you understand what each plan covers. If you have any questions don't hesitate to call the office (858-391-1267).

### **FUTURE NEWSLETTER'S AND CORRESPONDENCE VIA E-MAIL**

Once more, just a reminder to those of you who have not already added your name to our e-letter list: if you would like to receive your newsletters via email please fill out the information form on our website or send an email to [barbara@sdmsonline.com](mailto:barbara@sdmsonline.com) with your email address and current mailing address. Please remember if you choose this you will NO LONGER receive any correspondence from us via U.S.Mail. Also remember to send any future email changes to us or you will receive no correspondence from us.

### **WANTED**

#### **BOARD MEMBERS**

The Society is in need of 3 or 4 more good Board Members. We badly need people who are willing to give 1 1/2 hrs of their time on the 2<sup>nd</sup> Saturday of each month to attend our meeting. Also to serve on a committee as needed and be able to occasionally serve at a function of another organization at a table that is set up by our Society. It really leaves a good feeling knowing that you have helped both the Society and the people you are answering questions for. It is not something that requires that much of your time during a year. Please contact the office and come to one of our board meetings to see if you feel you would fit in and enjoy helping us and our members.

#### **OFFICE ASSISTANT**

The Society is in need of an Office Assistant to work part time, as needed, with the Office Coordinator. Must be computer literate, able to work on their own at times and have no problems dealing with and discussing end-of-life situations plus helping the person on the phone with any problems they may be facing regarding death. Must be compassionate and understanding in all areas concerning death. Telephone experience in this field is extremely important. This may work into a full time job as Office Coordinator at some future time.

**DONATIONS ALWAYS NEEDED AND GREATLY APPRECIATED!**

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## **SPOTLIGHT ON PARTICIPATING MORTUARIES**

### **CREMATION SERVICES, INC.**

CSI, was founded in 1996 by the Schock family and remains a family owned and operated crematory and mortuary located at 2570 Fortune Way in Vista. Stephen Schock and his son Steve manage the operation that serves not only his own mortuary customers, but also cremations for 20 other mortuaries. CSI is home to the newest and largest cremation facilities in the county with cremators capable of handling large decedents. The friendly service and concern for consumers have earned CSI a place on the SDMS's list of participating mortuaries.

### **WILLIAMS SAN DIEGO MEMORIAL CHAPEL**

They are at 2441 University Ave. in San Diego. This family owned Memorial Chapel was founded by Sheila Williams and has occupied this address since 1996. The stated goals of this mortuary is to stress professionalism with compassion and to treat customers as family members. In addition, Ms. Williams presently serves as the president of the San Diego County Funeral Directors Association.

### **FAREWELL**

The Society and the Board of Director's lost 2 very valuable members and dear friends during the months of June & July. Gerry Newall, who had been our secretary, and Dean Smith, who had been a Director representing the 1<sup>st</sup> UU Church for 14 years, left us within a couple of weeks of each other. They are now at peace but greatly missed.