

ary- talk on why "Show Business Is No Business!" by the actor Walter Slezak.

iblic d at e E. . He : re- le," ies.

pted r of ifer-

cor- pro- lans n a

zed der b-5, ake h a

A FORMAL OPENING was held for the new Garden Chapel of Duval Funeral Home, Tampa, Fla. Also added to the funeral home were a covered garage area, a reception foyer, a family room, reposeing rooms, and a large off-street parking area.

nan in mind

specialists...and not just

Guaranteed Performance, Guaranteed Low Price

We not only pick up the deceased anywhere in the U.S., embalm them, secure necessary documentation, and deliver them in our exclusive Trans-Containaire shipping units to the nearest jetports, but we do it all for one low guaranteed price!*

Inman Nationwide Shipping—when you need more than just a mortuary service.

nan® NATIONWIDE SHIPPING®
IAN IN MIND®

n Ave., Cleveland, OH 44113

To the Editor

Objects to Proposed NFDA Preneed Plan

I have read with much interest your interview with Pat Mayes concerning the NFDA preneed insurance company proposal. As an NFDA member and "non-supporter" of this proposal, I would like to comment on several of the points that Mr. Mayes made in the interview.

First, I want to state that I agree with virtually everything Mr. Mayes said regarding the importance of preneed in general and the need for funeral directors to provide products that will meet the consumer's needs so that we may "begin to control our own destiny rather than leaving control to others." My objection to NFDA's entrance into preneed through an insurance-based program is twofold; first, I do not think it can meet its own objectives, and secondly, I believe it will eventually harm NFDA itself.

One of the objectives of this program, according to Mr. Mayes, is to provide a national program that virtually all funeral homes can participate in, thereby addressing the problem of "portability" and other problems associated with the present situation of having many different and segmented preneed providers. Rather than bring about a national program of unity, I see NFDA's insurance program as just one more program from which to choose with no more chance of being a "national" program than any of the other present and emerging programs such as the Guardian Plan, Forethought, Paradise, etc. Let me explain.

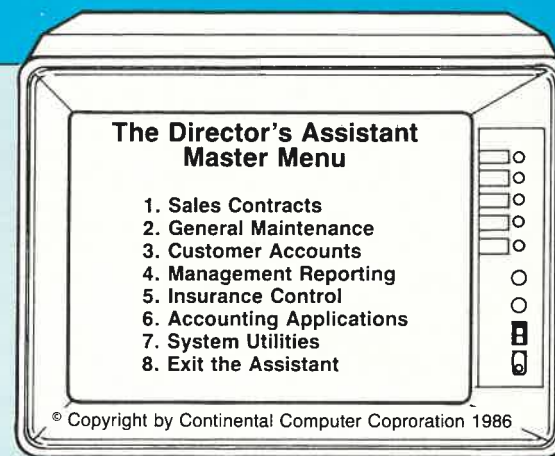
Wyoming law strictly forbids funeral directors from being associated in any way with insurance companies either as endorsers for a fee or agents. The only type of preneed program allowed in this state is by Trust. Some other states, though maybe not as restrictive, do have laws limiting funeral director involvement with insurance programs. Until Wyoming law is changed, there is no way that Wyoming funeral directors can legally participate in NFDA's or anyone else's insurance-based preneed program. Until all states allow funeral director involvement in this type of program, NFDA cannot become a "national program." Why does NFDA believe that it can accomplish this goal any better, sooner, or easier than any of the other aforementioned programs?

Even if this goal is reached by NFDA or another program, NFDA cannot claim to provide a unity within preneed programs. As long as several programs exist throughout the country, true portability cannot exist unless the various providers agree on a method of transfer between programs. Again, why does NFDA feel that it can bring this about any easier than the other existing programs can?

Secondly, I believe that eventually NFDA will be harmed by its own program. NFDA is again embarking on a program to "bite the hand that feeds it." Many of us remember the furor over NFDA's decision several years ago to accept advertising in the "Director," thereby competing with the trade publications for the available advertising dollar. The present insurance proposal is going to affect a lot more people and a lot more NFDA revenue than the advertising issue.

Will the parent company of Forethought (Batesville

The Director's Assistant



The most sophisticated and complete computer system for funeral home management—

INCLUDES:

- Client Information
- Insurance Billings and Policies
- All VA Reports and Applications
- State Death Certificates and State Reports
- Pre-Arranged Contracts
- Statement of Death Forms
- All Social Security Reports
- Obituary Forms for Newspapers
- Unlimited Reports
- Accounting System

Select the leading Funeral Home Management Package

Continental Computer Corp.

P.O. Box 232 • Jonesboro, AR 72403

1-800-874-1413 (Outside Arkansas)
501-932-0081 (Inside Arkansas)