

Corporates Cancel Again PMA contracts with all Independents

Twice in the past 18 months Service Corporation International (SCI) has cancelled PMA funeral home contracts. In early 2006, SCI cancelled our contract with Bleitz and five other funeral homes. After we added funeral homes with the Alderwoods Group last year, SCI purchased Alderwoods in November.

Eleven of our current contracted facilities are former Alderwoods funeral homes, including Acacia in Seattle—now owned by SCI. Most recently SCI wanted to raise the price of basic cremation from \$599 to \$995—a 65% increase! When the Board declined to accept it, SCI immediately cancelled PMA's contract with the 11 former Alderwoods Funeral Homes as of June 11.

Each time they cancel the contract on us, it causes tremendous confusion for our members and huge financial cost for PMA. Unfortunately it was not a total surprise to the Board when SCI chose to raise the price so high as to "encourage" us to go elsewhere.



The new home of the **People's Memorial Funeral Cooperative** and **People's Memorial Association** on Seattle's Capitol Hill

This is the classic situation of crisis versus opportunity. Fortunately, the Board and staff of PMA have leveraged it as a chance to strengthen the organization. We have partnered with 13 independent funeral homes, a cemetery and monument company. In addition, for the first time, PMA families have the opportunity to use a funeral service which specializes in home funerals! These are all family-owned firms which share the PMA philosophy and pride themselves in quality service.

With no provider willing to serve the Seattle market, we decided it was time to found our own cooperative to serve the needs of our members.

People's Memorial was founded on the cooperative philosophy in 1939. Owning our own funeral home has long been a dream. However because of the longtime mutually beneficial relationship with Bleitz Funeral Home, there was never any reason to act on that vision.

A few months ago the opportunity presented itself. After an unsuccessful attempt to find a funeral home to serve our members in Seattle, the PMA Board voted in March to explore the possibility of establishing a cooperative funeral home. At its April meeting after researching the opportunities and risks, the Board voted to proceed with the co-op. At the Annual

People's Memorial to open Cooperative Funeral Service

Meeting on April 21st, the board presented the plan. It was affirmed by a unanimous vote of the over 400 people present.

The board has chosen the name People's Memorial Funeral Cooperative. Staff and board members have been busy leasing office space, filing legal documents, hiring staff and purchasing furnishings and equipment. The funeral cooperative must be up and running on June 11th!

Since 90% of our members choose cremation, the co-op office will be primarily an arrangements office where families meet with the funeral director and pick up cremated remains. For those who choose viewing, a funeral or memorial service, we will contract with area churches and community centers for space to hold such events.

Initially we will contract with a local crematory, with plans to later operate our own. A member-owned funeral service enables us to assure fair prices and quality service to our members with no more contract cancellations!



Spread the good news about PMA!

***Please pass the enclosed brochure on
to***

***family,
friends,
neighbors
co-workers
clergy***

PMA Members are our best advertising

Let us know if you need more!

Capital Fund Drive for Co-op

The Board has set a goal of raising \$50,000 in startup costs for the new cooperative funeral service. Former Board President, Joyce Van Tuyl and current Executive Director, John Eric Rolfstad have each pledged \$5,000 in challenge amounts toward this goal. In addition, the current board has pledged over \$7,000 for a total in challenge pledges of \$17,000. This means that for every dollar that is donated, it will be matched dollar for dollar by these pledges. Your help is needed to help us

meet this goal of \$50,000 as soon as possible. Enclosed is a donation envelope for your convenience. Please Make Checks payable to: People's Memorial Funeral Cooperative. Contributions to the cooperative are not tax-deductible, however. We also invite contributions to People's Memorial Association as well as the PMA Education Fund to help us continue this important work. Last year we raised over \$40,000 in cash and in-kind contributions. Your faithful support of PMA is most appreciated.

People's Memorial Association Office Moving

On June 1st, the office of People's Memorial Association will be moving from Northgate to the same location as the People's Memorial Funeral Cooperative on Capitol Hill. This will en-

able us to operate more efficiently by sharing office equipment as well as some staff. As a result, the PMA office will be closed to foot traffic on June 1st and reopen on June 11th in the

new location. During this weeklong closure, we will make every attempt to answer phone calls and emails, but please bear with us if it takes a little longer to get back to you.

The goal is to serve our members more efficiently in the long run. The location is at 12th Avenue and Howell. Come and visit us at the open house on June 24th.

PEOPLE'S MEMORIAL FUNERAL COOPERATIVE

Open House

Sunday June 24th, 12 Noon to 6 pm

1801 12th Ave Suite A, Seattle, WA 98122

Tours every 15 minutes

Please RSVP for scheduled tour times at info@peoplesmemorial.org or 206-325-0489

Free Parking in Central Lutheran Church lot, 1710 11th Ave

Download the 2007 Funeral Home Price Survey at: www.peoplesmemorial.org

Volunteer Opportunities

- Help a great cause
- Learn new things
- Meet new people

People's Memorial Association has a small, but dynamic group of volunteers who make a tremendous contribution to the organization. Volunteers are trained to answer phones, assist in the office, do public speaking, and help with education and outreach. On top of it all, they have a good time and go home feeling great about helping others and making a difference.

Please consider joining us for our next volunteer training! Call the office or drop us an email at info@peoplesmemorial.org to let us know you're interested.

Email



Newsletter

Due to high printing and postage costs, our printed newsletter only goes out once a year. However, we do send a brief email newsletter to subscribers six times a year. To sign up, click on the newsletter icon at the bottom of our website homepage.

New Contracted Funeral Homes All Quality Family-Owned Businesses

The PMA Contracts Committee has been working hard for several months to assure that our members have quality choices in funeral services. They have traveled around the state and met with a variety of funeral homes. Some made the cut and others didn't. Some clearly share the PMA philosophy of simple, dignified funeral options with no sales pressure—others did not.

The board is very excited with the resulting selection. They are all family-owned businesses which believe in providing customer service at fair prices without sales pressure. We are excited to have formed a coalition of independent funeral providers who are focused on serving the needs of the consumer. Take the opportunity to meet these fine folks on June 10th!

Wish List

- Recent model laptop computer
- Multi-media projector
- Original Artwork for Funeral Cooperative

Please contact the PMA office if you have an item to donate.

2007

Funeral Home

Price Survey

Available

The PMA Education Fund has completed the 2007 Funeral Home Price Survey. You may download copies from our website or contact the office to receive a copy by mail.

Contracted Funeral Home Open House

Sunday June 10, 1- 4 pm

Our new funeral providers will be hosting open houses on June 10, 1-4 pm to enable PMA members to visit their facilities and meet staff. The following funeral providers will be open to the public on that day:

Barton Family Funeral Service, 11630 Slater Ave NE, Ste 1A, Kirkland

Barton Family Funeral Service, 1400 Talbot Rd S, Ste 104, Renton

Cady Cremation & Funeral Home, 8418 S 222nd St, Kent

Klontz Funeral Home & Cremation, 410 Auburn Way N, Auburn

Linde Family Funeral Service, 435 W Bell St #C-2, Sequim

Linde Family Funeral Service, 718 Lebo Blvd, Bremerton

Moles Ferndale Funeral Home, 2039 Main St, Ferndale

Click on newsletter icon at www.peoplesmemorial.org to sign up for email newsletter



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2007-2009 PMA Contracted Funeral Services

Effective June 11, 2007 to May 31, 2009

Clip and Save!

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|---|---|--|---|
| People's Memorial Funeral Cooperative 1801 12th Ave Suite A Seattle, WA 98122 206-529-3800 | Cady Cremation Services & Funeral Home 8418 S 222nd St Kent, WA 98031 1-800-954-9672 | Klontz Funeral Home & Cremation Services 410 Auburn Way N Auburn, WA 98002 253-833-1322 | Hillcrest Bruce Lee Memorial Center 2804 W Lewis St Pasco, WA 99301 509-547-3321 |
| Barton Family Funeral Svc 1400 Talbot Rd S, Ste 104 Renton, WA 98055 1-888-878-2159 | Linde Family Funeral Svc 435 W Bell St #C-2 Sequim, WA 98382 1-800-501-4506 | Moles Bayview Chapel 2465 Lakeway Drive Bellingham, WA 98229 1-866-899-5535 | Moles Lynden 1907 Front Street Lynden WA 98264 1-866-899-5535 |
| Barton Family Funeral Svc 11630 Slater Ave NE, Ste 1A Kirkland, WA 98034 1-888-878-2159 | Linde Family Funeral Svc 718 Lebo Blvd. Bremerton, WA 98310 1-800-501-4506 | Moles Greenacres Chapel 5700 Northwest Drive Ferndale, WA 98248 1-866-899-5535 | A Sacred Moment Home Funerals 1801 12th Ave Suite A Seattle, WA 98122 206-529-3803 |
| Barton Family Funeral Svc Location coming soon Snohomish County 1-888-878-2159 | Linde Family Funeral Svc Location coming soon Pierce County 1-800-501-4506 | Moles Ferndale 2039 Main Street Ferndale WA 98248 1-866-899-5535 | Cemetery: Moles Greenacres Memorial Park 360-384-3401 |
| | | | Monuments: Pacific Coast Memorials 1-800-628-3042 |

Also visit www.peoplesmemorial.org for current PMA Funeral Homes