

Reflections

A NEWSLETTER FROM CHAPEL OF THE CHIMES – HAYWARD

2011-2012

Dear friends, neighbors and families,



In the aftermath of any great tragedy (hurricane, tornado, fire, earthquake), we all recall news interviews with survivors who, given time to save only one thing, opted to grab the family photo album before fleeing for their lives.

Although today a computer hard drive might just as often be secured as an old-school photo album, the sentiment remains: We treasure our memories because all the other “stuff” can be replaced. We want to remember what we were, what we looked like and where we lived, to help us better understand what we have become.

Chapel of the Chimes – Hayward exists to serve this same sentiment. Whether as a final resting place or a place of eulogy and ceremony, we strive daily to be the guardian of our community’s heritage. Although few of us look at our family photo albums every day (or every year for that matter), we know where they are and that they are available to us when the need arises. So serves our memorial gardens and the ceremonies we provide.

Whether visited once in a lifetime or every week we exist for the purpose of giving space and time for crowded lives to retreat from the mad pace of our modern world to a place specifically designed for quiet reflection in a setting of beauty and serenity.

We hope that you find this newsletter an informative means to share our humble services with our community. As you will see, we strive to remain relevant in a busy, technological culture and like a family photo album, our primary goal is to always be here when we are needed.

A handwritten signature in black ink that reads "Harry Blakeman".

Harry Blakeman, General Manager

Voted Best in the Bay!

The Bay Area News Group did a survey to find the businesses that were considered the best for which to work. After getting surveys back from the employees at each company, we were

 BayAreaNewsGroup



ranked 23rd in the Bay Area in the Small Company Category. We are proud to carry the title and are striving to be ranked higher in 2012!

Calendar of Events

Being involved in the community is very important to us here at Chapel of the Chimes. Please give us a call to find out about some of our upcoming events, we would love to see you.

Evening of Remembrance Service December 7, 2011
 6:00 p.m. (placing ornaments on the tree),
 7:00 p.m. (program starts)

Memorial Day May 28, 2012, 1:00 p.m.

Veterans Day November 11, 2011 7:00 p.m.

El Dia de los Muertos October 28, 2012, 10:00 a.m.

Easter April 8, 2012
 We are coordinating the time. Please call for details.

Ching Ming April 1, 2012

Chung Yeung October 20, 2012

String Concert Series – Dates and times to be announced.
 Please call for details.

El Dia De Los Muertos

El Dia De Los Muertos or “Day of the Dead” is a huge tradition in Latin culture. It is a day of celebration where families come to the cemetery and clean the graves of their loved ones who have passed. They leave fresh flowers and offerings which include food and have a picnic while remembering those they love. Traditional Latin dancing and Mariachis are just a few of the features of this event.



Preparing the offering altar



Food offering



Traditional Latin dancing



Loved ones photos are placed to honor them



Cemetery Superintendent, Cord Ozment; Cemetery Staff, Julia Villarreal and sister Coty Villarreal



Cemetery Staff Julia Villarreal and sister Coty Villarreal



Offering altar



Regional Vice President of Operations/Western Region, Rick Miller; Cemetery Staff, Julia Villarreal; Project Manager & Executive Assistant, Cecilia Asnault; Regional Vice President of Sales/Western Region, Donna Wagner



Traditional Latin dancing



Gallery of offering



Mariachi!

Chun Yeung

Chung Yeung Festival, also known as Autumn Remembrance, is a large tradition in Asian culture. It is a day to respect and remember the ancestors and it is customary to take food, chrysanthemums, wine or tea to picnic on the hillside. It is observed as a time for happy communion with the ancestors rather than a somber occasion. After flying kites, the family enjoys the picnic lunch, which often includes ko and Moon Cake.



Lions waiting for dancing



Festivities and Celebration



Picnic luncheon after kite flying

WARMEST
HOLIDAY WISHES

FROM ALL OF US AT

CHAPEL
OF THE CHIMES

HAYWARD



Please Pardon Our Dust...

We have the privilege of serving a diverse group of families and with that comes a diverse group of goals. Over the next several months, we will be renovating areas of our park to help us meet those goals.

Mission Chapel

Our Mission Chapel is the original building in our park dating back to the late 1800's. Over the years, it was renovated and it is time again to give our beloved building a facelift. The start date is still pending. Please bear with us during this time, as we will do everything possible to accommodate your needs in the meantime.



Mission Chapel – Before

Mausoleum of Light Creek Renovations

We will also be adding a creek alongside the Mausoleum of Light that is on the south side of our Circle of Peace Mausoleum.

You may have seen the sectioned off boulders in our parking lot. These boulders will be a crucial part of the project.

When completed the new creek will feature statuary, cremation benches and boulders, and flowing water. The start date for this project is still pending.



Boulders waiting for the project to start

Crematory Renovations

Working with our Gudwara, Seik, Indian, and other ethnic families, we have been given the opportunity of learning and understanding traditions of their cultures.

There is an increase in demand and preference for witness cremations. We heard you and are striving to accommodate this request. This crematory project was finished in the fall of 2011.



Artist rendition of the finished crematory project



Construction in progress

Places for Reflection



Garden of Hope



Circle of Peace



Hillside Garden

Memorial Day

Memorial Day is probably one of the biggest events we hold each year. It is very important to us to honor those who have fallen to serve our country, as well as their loved ones left behind. Last year we put out our flags and held a ceremony honoring those here in our park. We worked with our local VFW creating a ceremony complete with color guard, bagpiper, bugler and so much more. We also featured a WWII Era 50 Caliper Machine Gun and provided a BBQ to our families. Please join us next Memorial Day for this inspiring event.



Awaiting the start of our program



Rosemary Parris & daughter Lauren shuttling families around the park



Family Service Advisor Allan Hutty & Christy Vault Representative Hal Wilkes



Local VFW bugler before the show



A cherished moment



An exciting day out for the family



Cemetery Staff, Jeremiah Spiller; Funeral Director, Andrew Velez; & Cemetery Staff, Joshua McLellan



Sales Manager Robin Russell & Family Service Supervisor Amy DuCharme



Employee Spotlights



Debra Toscanelli

Debi was recently promoted from Funeral Director to Assistant Funeral Home Manager – go Debi! When we say Debi has been in the industry since she was born, we are actually serious. Her great-grandfather was an “undertaker,” and her grandfather and father were “morticians.” Her grandmother was a “funeral arranger” and Debi’s role model because it was rare for a woman to be in this business back then. She brings a lot to our team and we are very proud to have her.



Marybeth Kelly

Marybeth is a Funeral Director and is one of the most creative on our team. When we produced the challenge for our directors to go an extra step to create a “wow” factor for each family, she flourished. Originally from Northern CA, Marybeth left the state to work in Washington in 2002. About a year ago, she returned home and came to work at Chapel of the Chimes. We are lucky and thankful to have Marybeth with us helping our families in times of need.



Arlene Mabanta

Arlene is the newest member to our sales team and comes to us with many years of experience. She began her career in Canada in 1991 and transferred to California in 2000. Her father’s career was in the industry and it was he who encouraged her into her current career.

TEAM Dionne

Chapel of the Chimes raised \$700 in cash and \$700 in other donations for a total of \$1,400 a recent Breast Cancer Awareness Event. TEAM Dionne made a great impact! We also appeared on the local television station KRON Channel 4 and Channel 2 news. We were in the **PINK** for Breast Cancer and had a great turnout of support from associates at both Hayward and Oakland Chapel of the Chimes!!



Why is Preplanning the ultimate gift of love?



We plan for just about everything in life. We generally plan for months for a wedding, nine months or longer for a baby and years for an education. Similarly, we plan for our vacations, our retirement and numerous other things in life. This is all part of the natural process of protecting and providing for our families. However, shouldn't we also prepare for the inevitable?

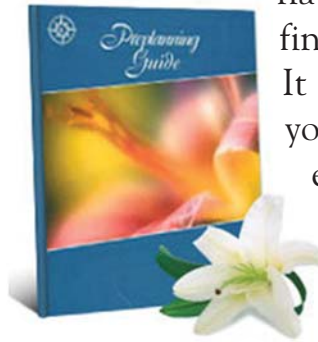
It is a well known fact that one of the most stressful events in someone's life is facing the death of a loved one while having to make their arrangements if they did not preplan. Unfortunately, we see it all the time. As it has often been said, we cannot predict, avoid or postpone our death... but you can prepare for it. The AARP has long been a proponent of preplanning due to the numerous benefits associated with this loving act. There are two ways to spare your loved ones, Unfunded Preplanning and Funded Preplanning:

I. Unfunded Preplanning provides -

- **Peace of mind** in knowing that your family will not have to make these arrangements for you as well as the confidence and assurance that your services were exactly what you would have wanted.
- **Transferability** once your arrangements are decided they are paid in full thus allowing you to give, will, sell or upgrade your selections.

- **A solution to the stress, confusion and worry** associated with having to make these arrangements for someone else.

For no cost or obligation we offer our Preplanning Guide which answers many of the questions that families have relative to their final arrangements. It also will inform you of the various entitlements that so often go uncollected as well as walking through a simple process to outline your wishes sparing those you love from having to make these types of decisions for you.



We will keep your records on file at our location free of charge so your family members will know they need simply make one phone call on that inevitable day. I assure you, there are few gifts you could ever give to your family that would be appreciated more.

However, for individuals that not only want to spare their loved ones the emotional burden of their final arrangements, but also the financial burden, prefunding can easily handle the associated expense at tremendous savings.

II. Funded Preplanning provides -

- **Inflation Protection** by freezing the costs at what they are today and avoiding any price escalation which

often can double in cost every 7-10 years.

- Discounts are available on some items for families preplanning as a further inducement to act on what every loving family knows is the right thing to do.
- Payment options allow you to make a small deposit and monthly payments that can be customized to fit the budget of any family.

For those who are unsure with their decision to preplan, knowing that virtually no one regrets the decision to prearrange can add reassurance to you and your loved ones. Remember that lives are built on relationships and experiences; we suggest that you try to make this most difficult time in your family's lives significantly easier by preplanning and perhaps prefunding your final arrangements. In either case, our Preplanning Guide is yours at no cost simply for allowing us to explain the options available and will be of tremendous help to your family.

Don't you owe it to your family to invest an hour of your time to preplanning and perhaps prefunding your arrangements? Call, email or visit our location and a Preplanning Guide will be reserved for you today.

*Preplanning...
truly a gift of love.*

Robin Russell, Sales Manager

Holiday Family Appreciation Prearrangement Programs

Savings on cemetery, funeral & cremation prearrangements from November 1 until December 31, 2011

- Interest rates as low as 1.68% for terms up to 60 months APD.
- 0% interest if paid in full within 24 months.*
- Free installation on all prearranged memorials.
- First payment deferred for 60 days.
- 50% off opening and closings on full packages for agreements containing cemetery property and all applicable merchandise such as memorials, vaults, inscriptions and lettering.
- As little as 5% down on any prearrangement with automatic payments (EFT).

*If contract is paid out within 24 months, all interest will be rebated.

For more information, call toll free 866-456-8025

Honoring Local Heroes

To salute the brave men and women who serve, protect and defend us all, we've launched American Hero Service Plans, which offers significant discounts on funeral arrangement and cemetery space, either at the time of need or before need. All active or retired members of the military, police force, fire department, and their family members including spouses, children, parents, siblings, and in-laws are eligible for this program.



For more information, call toll free 866-456-8025

Community Partnership Brings Savings

Did you know that members of various groups in our community are entitled to savings when preplanning a funeral or pre-arranging cemetery space? Our Family Care benefits include substantial discounts on products and services when you arrange a funeral, either before need or at the time of need. Eligible groups include people who work together, volunteer together, or worship together.



To find out if your group is registered, or to register yourself or your group, please call toll free 866-456-8025

DETACH AT THE PERFORATIONS, FOLD UP BOTTOM FLAP, MOISTEN GLUE STRIP AND SEAL

How can we serve you?



- I would like a free Preplanning Guide.
- I want to know more about Veterans burial benefits.
- I have questions about Cremation.
- I would like to update my records at Chapel of the Chimes - Hayward.
- Other _____

Name _____

Address _____

City _____

State _____ Zip _____

Phone (_____) _____

L I F E M A R K G R O U P

Chapel of the Chimes

H A Y W A R D

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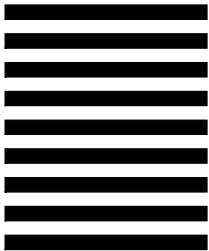
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