

*Newsletter 2014*

# PEOPLE'S MEMORIAL™

Association ♦ Funeral Cooperative ♦ Education Fund

*Envisioning a future where all of us have information about and access to death care options that reflect our personal values and resources*

## *Celebrating 75 Years of Serving Members*



In January 1939, a group of visionary teachers from Seattle banded together to form an organization to make simple, dignified, economical funeral options available to the general public.

They named it PEOPLE'S MEMORIAL ASSOCIATION. Little did they know how they would revolutionize funeral care.

In 1939 the cremation rate in Washington State was less than one percent. Seventy-five years later it is almost 80% who choose cremation. We are celebrating the fact that PEOPLE'S MEMORIAL helps thousands of Washington families each year make smart, informed decisions regarding their final arrangements.

PEOPLE'S MEMORIAL provides information by phone, through our website, public speaking events and workshops. PEOPLE'S MEMORIAL wants all families to make choices that are consistent with their values and within their family budget.

*Celebrate 75 Years at the Annual Meeting.*

## *Seattle Teen Music To Perform at 75th Anniversary*

People's Memorial Association is pleased to welcome Seattle Teen Music who will perform at the Annual Meeting commemorating our 75th Anniversary. Seattle Teen Music is dedicated to supporting youth and young adult music in the Seattle area. The organization was founded in 2009 by Megan and Jon Scherrer out of a lack of venues for fledgling teenage musicians to perform locally. The program has since expanded greatly with over 500 performers entertaining at over 60 events in the Seattle area last year. Their belief is that music and the arts are vital to growing a creative community that begins with our youth.



We hope you come to hear them perform at the 75th Anniversary Annual Meeting of PEOPLE'S MEMORIAL.

## *Celebrate our 200,000 Member*

PMA's Membership continues to grow, thanks to you. The 200,000th Member will be announced at the Annual Meeting. Come see who it is.

# PEOPLE'S MEMORIAL™

## *Annual Meeting*

*Saturday April 12th, 2014, 9:30 am to 11:30 am*

**University Unitarian Church**

6556 35th Ave NE Seattle, WA 98115

**75th Anniversary Reception Following the Meeting**

Doors Open at 8:45 am Door Prizes

To receive annual meeting materials in advance, contact the office at [info@peoplesmemorial.org](mailto:info@peoplesmemorial.org) or 206-325-0489

[www.peoplesmemorial.org](http://www.peoplesmemorial.org)

[www.funerals.coop](http://www.funerals.coop)

[www.funeralinformation.org](http://www.funeralinformation.org)

## *“Got Your Ducks in a Row” is a Success!*

The end-of-life planning workshop sponsored by PEOPLE'S MEMORIAL Education Fund, “Got Your Ducks in a Row?” has been very well received! We continue to host these and more will be scheduled this Spring and Fall.

The “Ducks” workshop includes information from an estate planning attorney, a spokesperson from Compassion & Choices of WA reviewing the Death With Dignity Law and Advanced Directives, along with a presentation by PEOPLE'S MEMORIAL on funeral directives and decisions about body disposition. There are many handouts to help you make decisions that are right for you.

We are working on translating our basic information and forms into Russian and Spanish. Immigrant families are some of the most vulnerable, sometimes overspending on funeral arrangements. For more information, call the office or email [info@peoplesmemorial.org](mailto:info@peoplesmemorial.org)

## *Celebrating 75 Years With a Thank You*



As we celebrate PMA's 75th Anniversary, we wish to acknowledge three special people, John Eric Rolfstad, Pam Kiesel and Nora Menkin.

**John Eric** led PEOPLE'S MEMORIAL as the Executive Director through many hurdles and ensured the health of the organization with the creation of the Funeral Co-Op in 2007. John Eric leaves a legacy that includes creativity and generosity. His hard work helped create our successful three-entity organization. The “Got Your Ducks in a Row?” workshops are a wonderful program he designed. John Eric provided PMA many years of leadership.

**Pam Kiesel** stepped in as the Interim Executive Director while a new ED is being recruited to replace John Eric. We hope to introduce the new ED at the Annual Meeting while also thanking Pam for her leadership.

**Nora Menkin** is our new Managing Funeral Director of PEOPLE'S MEMORIAL Funeral Co-Op. Nora's expertise will provide great benefit to the Co-Op. Come meet Nora at the Annual Meeting.

## *Unused Cemetery Plots? Donate Them*

Do you have cemetery plots you don't plan to use and haven't been able to sell? Please consider donating them to benefit those with no money for even simple cremation. You will receive a tax deduction for the current market value of the plots.

Through the PEOPLE'S MEMORIAL Education Fund, we are accepting cemetery plot donations to fund indigent cremations. If you would like to learn more about this program, email [info@peoplesmemorial.org](mailto:info@peoplesmemorial.org) or call 206-325-0489.

## *Record Safekeeping of funeral planning documents*

PEOPLE'S MEMORIAL offers a service that enables members to store their funeral planning documents electronically for access by the Funeral Home at time of death. PEOPLE'S MEMORIAL will hold your papers in secure electronic files. Your original documents are scanned and returned to you. Upon death, your electronic records are forwarded to the Funeral Home of your choice.

This simplifies and expedites your arrangements, as well as, ensure your wishes are honored. The cost is just \$25 per person. For more information, visit our website, email [info@peoplesmemorial.org](mailto:info@peoplesmemorial.org) or call the office.

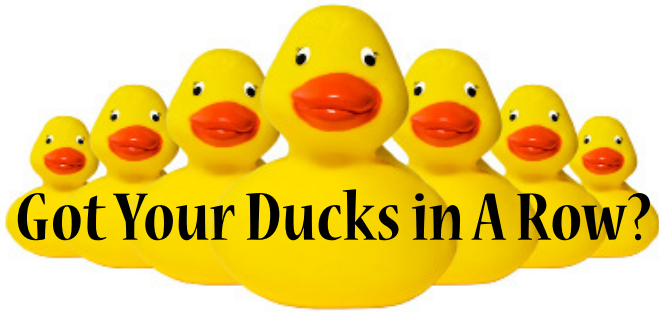
## *75 Years of Caring For Families*

Thank you to our contracted Funeral Homes, our partners in caring for families, who deliver every day member prices and no sales pressure to PMA members. In addition to PMA's own Funeral Home, we contract with 21 other Funeral Homes across Washington State.

Once again the Seattle Foundation will be matching all gifts given on May 6, 2014 through the Give **BIG** program on their website. This is a great opportunity to support your favorite nonprofit organizations, including PEOPLE'S MEMORIAL.

[www.seattlefoundation.org](http://www.seattlefoundation.org)





## Got Your Ducks in A Row?

### Upcoming Free Workshops

To Help You or an Aging Parent  
Get Your Affairs in Order

Learn how to make sure your wishes are carried out at end-of-life  
Presentations on legal, financial and final arrangement planning

### SPOKANE EVENT

Saturday May 17th 10 am to 1 pm

Unitarian Universalist Church of Spokane  
4340 W Fort George Wright Dr Spokane WA 99224

### SEATTLE EVENT

Saturday October 11th 9:30 am to 12:30 pm

Seattle First Baptist Church  
1111 Harvard Ave Seattle 98122

Invite a Friend to Join Us

No Charge - No Obligation

Space Limited--RSVP early

206-325-0489 Toll Free 1-866-325-0489 or

[info@peoplesmemorial.org](mailto:info@peoplesmemorial.org)

## Give the Gift of a Lifetime Membership

Do a BIG FAVOR for a neighbor, friend or family member by giving them the gift of a membership to

**PEOPLE'S MEMORIAL™**

Membership rate will increase September 2014 so GIVE TODAY.

YOU are our best advertising!

## 2014 Board Nominees

### Board of Directors (3 year term):

**Cassidy Stout** is an Enhance Wellness Social Worker & Program Coordinator for Senior Services of King County. She received an MSW at UW with a focus in Multigenerational practice, emphasizing older adults & their families. Cassidy has volunteered with multiple non & not-for-profit organizations, including PMA.



**Venus Gomez-Deming**, currently on PMA's Board, is seeking a 2nd term. She serves on the Transitions Committee & co-chairs the Annual Meeting Committee. She is a native of the Philippines & Professor Emeritus in Nutrition at Shoreline CC & was instrumental in organizing the college's multi-cultural academic & community outreach activities.

**Sonja Outlaw**, currently oversees IT infrastructure operations at the Fred Hutchinson Cancer Research Center. She was honored for high achievement in the field of technology at the Women of Color Empowered in 2011. She holds an MBA with a human resource management focus.



### Board Alternates (1 year term):



**Diane Snell** is a retired Group Health Social Worker with experience in Home Health & Hospice. She also has business experience with 14 years at Eddie Bauer in sales, advertising, product info, and managing catalog sales. She has long been an advocate for PMA, joining with her family in 1979 after moving to this area.

**No Candidate:** Position Open.



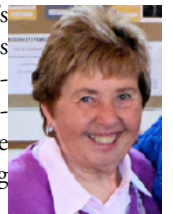
### Nominating Committee (1 year term):

**Sally J. Brown**, current President of PMA, also co-chairs the Marketing Committee & is on the Finance and Transitions Committees. Her career includes marketing, restaurant management & food writing. She serves on the Boards of the Women's University Club, Seattle & Mercer Island Historical Society.



**Pam Kiesel** has served as a PMA Board Alternative, Board Member & Treasurer. She has been active on the Bylaws Committee, the Strategic Goals Task Force & Marketing Committee, the latter of which she continues to serve. She is a member of the Transitions Committee. She was appointed Interim Executive Director while a new ED is recruited. Pam is retired from a career in IT.

**Barbara Van Droef** served 2 terms on PMA's Board. She was President & currently the Transitions Committee Chair. Her leadership facilitated the recent hire of the PM Funeral Coop Managing Director. Barbara is on the Funeral Consumers Alliance Board representing PMA. She is a retired nursing educator & nurse practitioner.



# PEOPLES' MEMORIAL™

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Seattle, WA 98122-2474



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US POSTAGE  
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SEATTLE, WA  
PERMIT #999

**Association Office:** 206-325-0489 1-866-325-0489

**Website:** [www.peoplesmemorial.org](http://www.peoplesmemorial.org)

**Email:** [info@peoplesmemorial.org](mailto:info@peoplesmemorial.org)

**Statewide Time of Death:** 1-888-762-2762

**Co-op Funeral Home in Seattle:** 206-529-3800

**Website:** [www.funerals.coop](http://www.funerals.coop)

**Email:** [info@funerals.coop](mailto:info@funerals.coop)

**Interim Executive Director:** Pam Kiesel

**Managing Funeral Director:** Nora Menkin

**Office Manager:** Kathy Long

## Board of Directors:

Sally J. Brown, *President*

Tiffany Gorton, *Vice President*

Jennifer L. Jones, *Secretary*

Julissa Hafen, *Treasurer*

Miles Carter

Steve Corker

Karen May

Rod Stout

Venus Gomez-Deming

Claudia Gowan, *Alternate*

Todd Smith, *Alternate*

*Peoples' Memorial™ envisions a future where all have information about and access to death care options that reflect their personal values and resources.*

## PEOPLES' MEMORIAL™ *Select Contracted Funeral Homes*

*At Time of Death, just one number to reach any of these locations*

**1-888-762-2762**

**Seattle:** PEOPLES' MEMORIAL™ Funeral Cooperative

**West Seattle:** Howden Kennedy Funeral Home

**Kent:** Cady Cremation & Funeral Home

**Auburn:** Klontz Funeral Home & Cremation

**Lacey:** Funeral Alternatives of Washington

**Aberdeen:** Harrison Family Mortuary

**Kelso:** Dahl-McVicker Funeral Home

**Vancouver:** Evergreen Staples Funeral Home

**Spokane:** Heritage Funeral Home

**Port Townsend:** Kosec Funeral Home

**Everett:** A Sacred Moment Funeral Home

**Bellevue:** Curnow Funeral Home

**Covington:** Edline Yahn & Covington

**Tacoma:** Weeks' Dryer Mortuary

**Winlock:** Cattermole Funeral Home

**Cathlamet:** Dowling Funeral Home

**Longview:** Steele Funeral Chapel

**Pasco:** Hillcrest Bruce Lee Memorial Center

**Home Funerals:** A Sacred Moment

*Visit [www.peoplesmemorial.org](http://www.peoplesmemorial.org) for the most up-to-date info on Peoples' Memorial-contracted Funeral Homes*