

BUILDING CUSTOMER VALUE & RELATIONSHIPS



NEWS - BUSINESS

Columbia funeral home reshapes services with life experience on video

Thompson brings sights, sounds, scents in telling life stories

BY RODDIE BURRIS - RBURRIS@THESTATE.COM
02/21/2015 4:58 PM | Updated: 02/21/2015 4:24 PM



Thompson Funeral Home USC themed memorial display



SPECIAL POINTS OF INTEREST:

On March 31, The State newspaper in South Carolina published an earned media story for the Thompson brand highlighting the ShareLife® experience of telling a life story in the Columbia market.

The State reporter interviewed Location Leader, Edward LaPosta and captured these important words for the news piece, which in its entirety is lengthy.

"We did ShareLife to try to get away from the traditionalism that surrounds funeral service. It's done in an effort to think outside the box, to offer our families and the community a new way of celebrating lives."

Read the full story here <http://www.thestate.com/news/business/article/17024173.html#storylink=cpy>

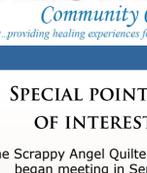
WHAT IS EARNED MEDIA?
...publicity gained through interesting, informative content distributed by the brand

SPECIAL POINTS OF INTEREST:

On February 15, Team McDermott-Crockett in Santa Barbara, CA was featured in the local news for their "Gone but Not Forgotten" outreach to honor and remember unclaimed individuals.

In her interview and during the voyage, Location Leader, Jennifer Parks shared these heartfelt words...

"We don't always get the benefit of the story, and everyone has one. Maybe it's because I'm a mom, I can't help but think 'that's somebody's kid.' These people are so much more than just homeless..."



LOCAL NEWS

In Solemn Ceremony, Duo Carries Out Sacred Burials at Sea for Those Too Easily Forgotten

Scattering ashes with grace, mortuary employees embrace a ritual to 'take care of people who don't have anyone'



Billy Gurtlie and Jennifer Parks, employees with McDermott-Crockett & Associates Mortuary, scatter ashes at sea with Capt. Jason Burke at the helm of the Newbury Street off the coast of Santa Barbara. "We don't always get the benefit of the story," Parks says of those they carefully lay to rest. "And everyone has one." (Lara Cooper / Woodhawk photo)

http://www.noozhawk.com/article/solemn_ceremony_sacred_burials_at_sea_20150201

By Lara Cooper, Noozhawk Staff Writer | @laraanncooper | Published on 02.01.2015 9:15 p.m.

Community Care outreach supports veterans village

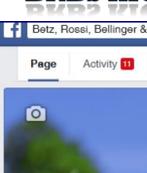
Thursday, February 12, 2015 at 3:28 by Susan Smiley-Height

The outreach of Hiers-Baxley Community Care recently presented a donation to the Ocala Ritz Veterans Village.

The \$600 donation was raised through selling reserved bleacher seating to the 2014 Ocala Christmas Parade, plus reserved parking and hot cocoa and cookies.

One hundred percent of proceeds were provided to the Ocala Ritz Veterans Village, which offers housing, educational programs and support for homeless Veterans.

The outreach of Hiers-Baxley Community Care is an ongoing effort to support veterans and the community. Throughout the course of the year, Hiers-Baxley hosts more than 100 outreaches throughout north central Florida.



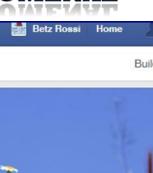
Jaye McPherson, with Hiers-Baxley, presents a \$600 donation to Dolly Rodriguez of the Ocala Ritz Veterans Village. Submitted photo.

SPECIAL POINTS OF INTEREST:

The outreach efforts of Hiers-Baxley Community Care to local veterans was highlighted in a February 12 news piece.

The outreach program brought support to Ocala Ritz a Veterans Village—a local facility that provides services and support homeless Veterans.

Hiers-Baxley Community Care has an ongoing effort to support Veterans and community.



Scrappy Angel Quilters celebrate fifth year of outreach

Friday, January 23, 2015 at 12:07 by Susan Smiley-Height

The Scrappy Angel Quilters had a busy year in 2014, the fifth year the group has participated in community outreach projects.

During the past year, the quilters created works to give to homeless women and children, veterans, pediatric cancer patients and others.

The "Hiers-Baxley Community Care" sponsored group meets from 9:30 a.m. to noon each Thursday in the community room at Memorial Baptist Church, at 3693 SE 95th St., Ocala. The group consists of approximately 30 ladies, led by Lea Marty. The group's coordinator is Hiers-Baxley Community Care Director Beverly Brown.

Some of the projects accomplished by the group are annual activities, some are monthly and some are on a scheduled basis. The group holds tutorials several times per year where more-experienced members offer a workshop or teach a new block. The group hosts a quilting retreat once per year.



Left to right, Kathleen Estes, Libby Neubarth and Beverly Brown are seen during a Dec. 18 outing at Pasta Faire in Belleview. Submitted photo.

There are no fees to be part of the Scrappy Angels Quilters. New members are welcome. To learn more, call Brown at 671-6466.

A very EASY way to build relationships with local not-for-profit organizations in your communities...



LIKE-IT CAMPAIGNS TO SUPPORT LOCAL CHARITIES

BRBS KICK-STARTER TURNS PHENOMENAL



CONGRATULATIONS TO TEAM BRBS WHO EXPERIENCED THE PHENOMENAL POWER OF THAT DIGITAL DOORWAY WE CALL FACEBOOK.

WITHIN ONLY TWO DAYS OF LAUNCHING THEIR BRAND NEW FACEBOOK PAGE, THEY ACHIEVED A RECORD 652 NEW LIKES! THEIR 30 DAY CAMPAIGN RESULTED IN NEARLY 900 NEW LIKES. GREAT JOB, TEAM BRBS!

Wow! We are simply overwhelmed by all of your support. We are just a few likes away from our goal. We continue and will always be your community partner.



LifeSteps™ ...stepping forward, remembering always



McDermott-Crockett COMMUNITY CARE



"Heart Full of Memories" 2015

Valentine's Day Lunch at Washington Twp. Senior Center—February 12, 2015

Theme—Let's Talk About Love by Community Outreach Director, Elisha Elliott

Total Guests in Attendance: 82

As guests assembled and prepared for lunch, I visited each person and gave them a heart-shaped, candy-filled favor and introduced myself. Once I spoke with almost everyone, I was introduced and spoke about a little book that the seniors from this very senior center had compiled called, "How We Met." It told the stories of many of the couples from the center and how they met and got married. This book was written/compiled in 2006. It is simply lovely and a wonderful keepsake and I thought it was time to write a sequel. So, I talked about what I know about love and asked all the guests in attendance to tell me what they know about love—after all, I am sure there is a lot that I have yet to learn! The guests loved that I talked about the book that was written almost 9 years ago and were happy to help out. I collect the stories on 2/26 and will begin compiling them into a small book that each member of the center will receive. The guests very much appreciated the candy favors, the Valentine fortune cookies, and the beautiful sheet cake that I brought for dessert. I offered to help organize events for the center (like a craft day or a trip to the aquarium) which was very well responded to.

McGUINNESS COMMUNITY CARE



What I Know About Love...

"Heart Full of Memories Luncheon" 2015



"Heart Full of Memories Dinner" 2015



"Heart Full of Memories" 2015



6th Annual HEART FULL OF MEMORIES DINNER EVENT at Nancy Lopez Legacy Restaurant...The Villages, FL

HIERS-BAXLEY COMMUNITY CARE

"providing healing experiences for our community"

Feb 14, 2015

1ST ANNUAL FIRST RESPONDERS APPRECIATION BREAKFAST

"We had 52 in attendance with 46 new contacts at our First Responders Appreciation Breakfast. We look forward to hosting this outreach again in 2016!"

"We offered free hotdogs, an egg hunt, photos with the Easter Bunny, and a drawing for prizes."

photos with the Easter Bunny were by far the hit.

Mr. Boone said we did a good job."

GINGER HARTMAN, CFSP

WHO: ELEMENTARY STUDENTS
WHAT: EASTER EGG HUNT
WHEN: SATURDAY, MARCH 28, 2015 11:00AM-2:00 PM
WHERE: NORTH BOSSIER ~ BROWNLEE PARK @ 4307 OLD BROWNLEE RD, BOSSIER CITY, LA

This is a FREE event, however, tickets are required and entry is limited to the first 200 contacts at our First Responders Appreciation Breakfast.

- 3 Easter Egg Hunts
- 2 Bounce Houses
- FREE Balloons for all
- FREE Hot Dogs
- FREE Photo with the Easter Bunny
- Prize Giveaways

Children **must** be accompanied by a parent or guardian!

THIS FREE COMMUNITY EVENT IS SPONSORED BY:

