

Local Events

Oregon Mortuary & Cemetery Board Meetings

Tuesday, December 11th (Optional)

Please note:

Meetings will typically be held at the State Board Offices at 800 NE Oregon St, Suite 430 in Portland at 9 AM.

For official location information, you can contact the OMCB at 971.673.1500

Funeral Service Practitioner & Death Care Consultant Exam Schedule

(Exams Held At The Portland State Office Building)

TBA

OFDA Events

Eugene District Dinner
November 14th

National Events

October 2018

14-17th

NFDA

2018 International Convention & Expo
Salt Lake City, UT

January 2019

23-25th

ICCFA

Wide World Of Sales
Bally's Las Vegas
Las Vegas, NV

April 2019

2-6th

ICCFA

ICCFA Annual Convention & Expo
Charlotte Convention Center &
The Westin Charlotte
Charlotte, NC

July 2019

20-25th

ICCFA

ICCFA University
Fogelman Executive Center
University of Memphis
Memphis, TN

Features

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The Communicator

September/October 2018

OVERS Update: New ID Tag Number Edit Option

Reprinted from an OVERS Press Release

We are excited to announce that we have an update to OVERS. We have released a new ID Tag Number edit for the Death Module in the system.

Change: This new edit will be implemented in OVERS as of September 10, 2018. This edit rule was added to OVERS to ensure that death records have an ID Tag Number. A new red edit will appear in the Disposition page of the decedent record.

What This Means: Under Disposition Page of the decedent record, ID Tag Number is now required to complete the death record. Please enter the ID Tag Number. The number is found on the metal discs for burial or cremation supplied to you by the Center for Health Statistics (Oregon Vital Records). If the ID tag field is left blank, a red edit will appear upon validation, prompting you to enter the ID tag information.

If you need any assistance, please call the OVERS Help Desk at 971.673.0279 Monday through Friday, 8:00 AM - 5:00 PM.

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Suite 105
Portland OR 97223
(503) 639.1186

Portions of this newsletter
are taken from other
sources and may not
represent all available data
or be complete statements.
An attorney or accountant
should be consulted on any
legal or tax matters.
Conclusions are based on
our best analysis of
industry information
sources.

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President's Letter

The other day, I was standing outside of a local coffee shop in downtown Bend, and I watched as a woman was wheeling her elderly mother out to the parking lot. Suddenly she hit a rock with one of the wheelchair's tires; it de-rimmed, and so did the daughter. She was utterly panicked. She was not strong enough to move her mother out of the wheelchair by herself, and she was stuck. I ran over to her and offered my help. She gladly gave me her keys, and I went and got their ADA accessible vehicle. I pulled it up to where they were, helped load mom in the car, and then, together, we were able to evaluate the broken tire. She thanked me profusely, and asked who I was. I told her my name and that I run many of the local funeral homes. She expressed to me that she was surprised by my kindness, and I told her that is what we stand for: people helping people.

What does community mean to you? In today's world, it can often feel like our sense of connection with the people in our community is dwindling. At large, society is asking for less of our funeral services and wares. However, in our profession, we still and forever will indulge our client families through education to afford them the healthiest resolve of grief possible. Our well honed skill sets allow us to visit with folks during a most vulnerable time, to connect with them, to listen, to notice, to help, to be there - to bring peace.

I would be delighted if our wonderful community of funeral directors took it upon ourselves to make an extra effort at interacting with one another and within our communities. Let's raise the standard and set an example of what it means to be part of a community. Whether it is going out of your way to help someone, or even just to say hello on the street. It is unfortunate that a kind gesture might be a surprise these days, so let's work to make that the norm. As they say, no one can help everyone, but everyone can help someone. Who can you help today?

Jerome Daniel
OFDA President

Executive Director's Letter

The OFDA forwarded a PDF with a link to some fire safety videos from Federated Insurance in the past week - please take a moment to review and if possible, present in your staff training this month.

The OFDA conducted the annual dinner meeting in Medford at the Rogue Valley Country Club last month and enjoyed the company of 34 members. I want to thank everyone that gave of their time to attend and especially Chad Dresselhaus, Executive Director of the Oregon Mortuary and Cemetery Board. We asked for input regarding things the members felt might warrant review by the OMCB in terms of operating procedures in inspections and other issues we could take to the OMCB Board meeting in October. I have compiled that list of suggestions and requests for presentation. We will be asking for the same input in Eugene and Portland. If feedback means anything, I believe we have a very well thought out list of suggestions. We will keep the membership updated as we move forward. Chad has already moved on some of the suggestions.

As some of you may know, Brenda Biggs of the OMCB accepted a position with the State Veterinarian Board in September. We wish her the best in her new endeavor.

We are reviewing plans for the 2019 OFDA Convention in Seaside. It may become necessary to change location due to construction delays at the Convention Center in Seaside.

Thank you for your support,
Rick



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CREMATORY TRAINING & CERTIFICATION

October 19th, 9:00 AM – 4:00 PM. 6 total Hours of CEU
First Call Mortuary Service in Portland – 4835 NE Pacific ST, 97213
\$100.00 – cash preferred, or check made out to MHCC Funeral Service
Call Terri Makinson to reserve: (503) 419-7967

COURSE OUTLINE Friday October 19 – Crematory Training:

8:45 - 9:00 a.m.	Registration & Welcome – First Call Mortuary Service, Portland	
9:00 a.m. – 12:00 p.m.	9:00-9:45	Will Adams – starting a cremation – positive ID, machine, etc.
	9:45-11:00	Lloyd Smith- Identification procedures, logistics, process and history
	11:00-11:30	Chad Dresselhaus (OMCB) – Crematory law & inspections
	11:30-12:00	Emma Williams (Metro Cemeteries) – Cremation options in historic pioneer cemeteries
12:00 p.m. -1:10 p.m.	Lunch on your own – several good restaurants close by	
1:10-4:00	1:10-2:10	Deon Strommer – Alkaline Hydrolysis
	2:10-2:20	Break
	2:20-3:30	Will Adams - cremation
	3:30-4:00	Finishing cremation / processing cremated remains

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Are Your Wishes Clear?

Most business owners spend a lifetime building a business without really considering what will happen when they are not there to run it. Some have put together buy-sell agreements on the advice of their corporate attorney, who often just pulls it from a form book without giving much thought to what the business owners really want to have happen. Or, the owners do nothing — just let the chips fall where they may.

When designing a business succession plan, you need to consider carefully, for each owner, what should happen to their share if they die, become disabled, or retire. It might be a different answer for each owner of the business. For example, say you have three owners, Walter, Jesse, and Gus. Walter is married with two children. His wife is the bookkeeper and handles all financial matters for the company. Walter's son, Flynn, is active in the business and would eventually like to have ownership. Flynn has shown promise and has quickly caught on. It is unknown if Walter's young daughter will be interested in joining the business someday. Jesse is young and unmarried. Gus has been in the business many years and is nearing retirement. He has no children or other family involved in the business. Several years ago, their corporate attorney drafted a stock redemption agreement for them.

So, what do the owners likely want? If Walter dies, becomes disabled or retires, he would like his share of the business to go to his wife and active children, who will continue to work for and run the business. Jesse, being single, just wants to make sure his siblings get fair value for his share. Gus wants to make sure his wife and/or kids get fair value if he dies, or that he gets what he considers fair when he retires. Gus is not interested in increasing his ownership share if Walter or Jesse die or become disabled.

What do they have? Their stock redemption agreement says that if any of the owners die, become disabled or retire, the corporation will buy back and retire their shares. In other words, if Gus dies, his family will receive cash for the sale of his interest and Walter and Jesse will become 50/50 owners. However, if Walter dies, his family is taken out of ownership and Jesse and Gus will each own 50 percent of the business. This is clearly not what they want.

When planning your business succession, decide what you want to have happen at each owner's death, disability or retirement. Then look at what will actually happen under your current plan (or lack of plan). If these do not match, it's time to meet with an attorney who specializes in business succession planning. A qualified attorney can help you sort through your options and design an agreement that will be in sync with what you want.

This article is for general information and risk prevention recommendations only and should not be considered legal, coverage, financial, tax, or medical advice. The information may be subject to regulations and restrictions in your state. There is no guarantee following these recommendations will help reduce or eliminate losses. The information is accurate as of its publication date and is subject to change. Qualified counsel should be sought regarding questions specific to your circumstances. All rights reserved.

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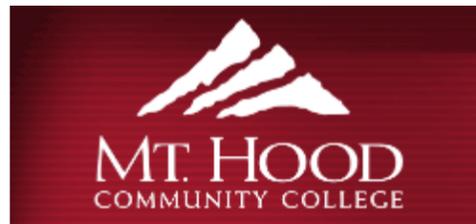
The Mt. Hood Funeral Service Program Needs Your Help!

Mt. Hood Community College Funeral Services Program has a **consistent need for bodies** so students can get the necessary **personal experience in the lab** (embalming, other preparation).
Transportation reimbursement is now available!

MHCC will pay \$150.00 each way. Funeral homes can use this program to offer free embalming to families - and the families can know they are helping a great educational facility where our new or future funeral directors and embalmers learn their profession. If you bring us a body for embalming, and then pick it up again, you can bill the college for \$300.00.

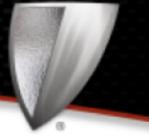
It is essential that written permission from the family be obtained before bringing any bodies to the lab.

Indigent bodies may be embalmed as well. For more information, contact Doug Ferrin at 503.491.6940



We will be accepting bodies for lab again starting in late September

RISK MANAGEMENT CORNER



Could There Be A Disaster in Your Future?

People toss around the word “disaster” quite freely these days. Even relatively minor incidents are promoted to disaster status. A missed two-foot putt, a burned dinner, or an uncharged phone battery can all be considered disasters by those affected. But when a true disaster strikes, our reality changes — so does our concept of the word.

A Real Disaster

The 2018 Atlantic hurricane season is forecast to be more active than historical averages, according to the latest outlook released in mid-May by The Weather Company®. Real disasters come in all types and sizes. Some are huge, like hurricanes; some are smaller, like a flooded basement. But if you’re the one affected by the disaster, size is irrelevant. The impact is devastating and overwhelming.

If you’re a business owner, you know the double jeopardy you face from a natural or man-made disaster. It not only affects you personally; it can also damage your business. Your company’s ability to deal with disasters is crucial not only to its future, but also to your community’s resilience. How will you as an owner react to the challenges that result from a situation that threatens to put you out of business?

Could Your Business Survive?

One useful program available through Federated Insurance is **Open for Business-EZ® (OFB-EZ)**, a business continuity tool provided by the Insurance Institute for Business & Home Safety (IBHS) and designed to help even the smallest business plan for disaster recovery.

By using OFB-EZ, you can create and customize a disaster recovery plan today, and have it ready if and when you need it. As your business evolves and you make changes in facilities, personnel, vendors, or operations, you can update your plan, ensuring it’s always accurate and current. Federated clients can access the OFB-EZ toolkit through Federated’s Shield Network®.

Once you have created your plan, it is wise to save a printed copy in addition to the electronic version. It could be days or even weeks before power or communication systems are repaired after a disaster. Having a printed copy allows you to implement your plan immediately without having to wait for Internet connections to be restored.

The IBHS www.disastersafety.org website is designed to help protect people’s homes and personal assets by creating awareness of the likely perils that can occur in a region. This site’s homepage includes a zip code tool designed to concentrate the efforts of home and business owners in preparing for specific perils like floods, wildfires, and tornadoes, among others. Resources such as best practices, assessments, guides, and checklists are all available to help protect homes and businesses *before* a disaster hits.

Disasters of all types can threaten businesses and homes regardless of location. A community cannot survive a disaster unless businesses survive, and a business cannot survive unless its employees survive. Having a solid disaster plan in place can give you peace of mind and increase the odds of staying open for business should the worst happen.

This article is intended to provide general information and recommendations regarding risk prevention only. There is no guarantee that following these guidelines will result in reduced losses or eliminate any risks. This information may be subject to regulations and restrictions in your state and should not be considered legal advice. Qualified counsel should be sought regarding questions specific to your circumstances and applicable state laws. © 2018 Federated Mutual Insurance Company. All rights reserved.



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Take Customer Service To The Next Level With New Secret Shopper Program

Reprinted from the NFDA Bulletin, 10/1/2018

For funeral home owners and managers, improving customer service is critical for increasing the satisfaction and loyalty of client families. The National Funeral Directors Association (NFDA) has expanded its Discount Advantage Program with the addition of 360 Intel, one of the country's premier secret shopper services. Secret shopper programs are used in many service-based businesses to provide valuable and unbiased feedback on how customers interact with staff.

After discussing the unique needs and challenges a firm faces, 360 Intel will work with funeral home owners or managers to design a customized secret shopper program. Firms can choose a mix of shop types – in person or phone. There are standard questions shoppers respond to but NFDA member firms can add custom questions pertaining to their firm and operations.

When a secret shopper visits or calls a funeral home, he or she will engage members of the staff (both funeral directors and non-licensed staff) and complete a detailed assessment. The confidential results are shared within 48 hours with the funeral home owner or manager and will provide insight into immediate opportunities for improving customer service.

A visit or call from a secret shopper can provide a great deal of information about specific customer service skills on which employees can be coached; however, analyzing overall customer service trends within the funeral home is also important. 360 Intel also offers owners and managers an online reporting dashboard which houses data from all shops, along with customizable charts and graphs that will enable them to analyze trends in customer service ratings over time.

“Our initial response from members who have used 360 Intel has been very positive,” said NFDA Director of Member Development Lacy Robinson, who has trained funeral professionals on customer service skills for years. “I am confident owners and managers will find great value in the feedback from 360 Intel. Follow-up reports will identify strengths and areas in which employees can improve their approach to families.”

360 Intel offers specially negotiated discounts for NFDA members. Association members will not be required to make major commitments to a certain number of shops over a particular period of time. They will also have the ability to customize a portion of the questions used for each shop and have the opportunity to anonymously

benchmark their customer service scores with those of other NFDA member funeral homes participating in the secret shopper program.

Additionally, NFDA will offer funeral homes that sign-up with 360 Intel a 50 percent discount on the online learning course, *Mastering the Art Funeral Home Phone Etiquette* presented by Lacy Robinson, NFDA director of member development. This interactive online learning course is ideal for all funeral home employees, from funeral directors and preneed specialists to administrative assistants. The course addresses specific questions they may frequently hear from people who call the funeral home, such as “How much is cremation?” and “Why are you more expensive?” Those who take the course will be able to download handouts and worksheets to further develop their customer service skills.

Funeral home staff who want to learn more about how 360 Intel can help their firm take its customer service to a new level can visit the NFDA Discount Advantage page, www.nfda.org/discountadvantage. There, they can learn more about the program, exclusive benefits for members and how to begin.

NFDA's Discount Advantage Program offers association members exclusive discounts on a variety of everyday resources such as prescription drugs, travel and vacations, including cruises, hotels, rental cars and Orlando theme park tickets. While learning more about 360 Intel, members should learn more about the other exclusive discounts available to them.

About 360 Intel

Passionate about delivering programs to help clients get a 360-view of their customers, 360 Intel is a customer experience measurement company specializing in mystery shopping services, feedback surveys, and field audits. With clients across industries, 360 Intel helps brands like Marriott, Little Caesars, It'Sugar, Emagine Entertainment, and Sonobello uncover the data needed to monitor and measure customer satisfaction. Learn more at www.360intel.com

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Batesville Adds New Features To WebPro Platform

Reprinted from the NFDA Memorial Business Journal, 10/4/2018

Batesville has added two new features to its Web Pro website platform to make it easier for people to express support through online memorial donations and funeral funding; the company is partnering with My Tribute Gift Foundation, an established nonprofit organization.

"Today's funeral home websites serve as a command center for information and activities related to a loved one's passing, including expressions of support and sympathy," said Troy Turner, senior vice president of sales and marketing for Batesville.

This integration provides benefits to families and funeral directors, including a direct way to engage with remote family and friends, improved compliance with the deceased's wishes, more convenience for people making donations, greater transparency and recordkeeping for donations, and reduced administration in facilitating donations.

Memorial donations are not new, but until recently, individuals were left to follow up by mailing in a check and then waiting to receive a confirmation from the organization. Funeral directors often found themselves in the middle, tracking down contact information for specific charities before the service and responding to calls from members of the community weeks later to verify where to send donations. Similar to other expressions of sympathy - cards, flowers and guest books - the option to make a memorial donation or contribute funds to help cover funeral expenses is presented with the obituary or service information. Both features can be activated by the funeral director on a case-by-case basis, according to the family's preferences. All collections, credit card authorizations, acknowledgments and financial reports are handled by My Tribute Gift, with no involvement by the funeral home.

Help Wanted: Full-Time Funeral Director/Embalmer

We are a locally-owned funeral home and cemetery, building on a 112-year tradition of excellent customer service. Our funeral directors enjoy the chance to spend quality time with the families they work with, walking them personally through each step of the memorialization and interment process.

Requirements & Qualifications:

- Must have Oregon state Funeral Service Practitioner and Embalmer license or the ability to reciprocate license from another state.
- Excellent interpersonal and communication skills.
- Good phone skills. Availability to cover approximately 122 nights on call per year.
- Demonstrated proficiency using a computer, specifically Gmail and Microsoft Office.
- Ability to manage numerous projects while creating a positive customer experience.
- Valid driver's license and excellent driving record.
- Ability to lift at least 50 pounds.

Please send resume and cover letter to info@rosecityfuneralhome.com

Seeking Licensed Funeral Director/Embalmer

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Please send resume to travis@redwoodmemorial.net.

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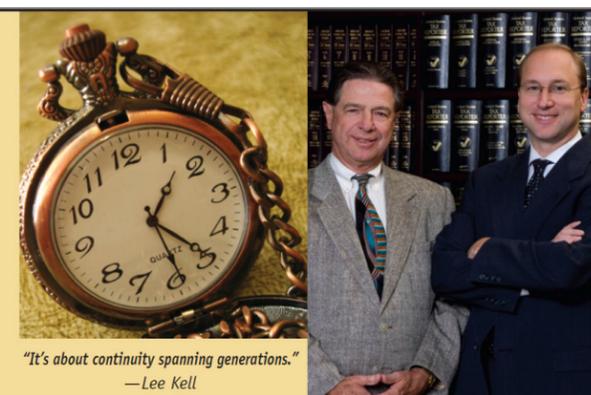
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Announcing Dr. Alan Wolfelt's 2019 Training Schedule

Reprinted from a Center For Loss And Life Transition Press Release, 9/18/2018

The Center for Loss and Life Transition provides quality bereavement care training for caregivers. Dr. Wolfelt's seminars have evolved out of a demand for concise yet comprehensive information in the growing area of death education and counseling. If you want to learn practical ways to "companion" people in grief from one of North America's most respected bereavement educators and clinicians, these learning opportunities are for you. These seminars are designed to meet the needs of people from a variety of backgrounds, including hospice staff and volunteers, mental health care providers, social workers, clergy, school personnel, funeral directors, nurses and physicians, students and other interested professionals, as well as lay people.

The 2019 course offerings and dates are as follows:

Jan. 14-17 Counseling Skills Fundamentals (Scottsdale, AZ)

Feb. 4-7 Creating Meaningful Funeral Ceremonies (Scottsdale, AZ)

Apr. 1-4 Living with Meaning and Purpose in Your Life

May 6-9 Understanding and Responding to Complicated Mourning

June 3-6 Comprehensive Bereavement Skills Training

June 17-20 Counseling Skills Fundamentals

July 8-11 Helping Children & Adolescents Cope with Grief

July 22-25 Exploring Spiritual Dimensions of Death, Grief, and Mourning

Aug. 5-8 Support Group Facilitator Training

Aug. 26-29 PTSD: Companionship the Traumatized Griever

Sept. 9-12 Exploring the Shadow of the Ghosts of Grief

Oct. 7-10 Suicide Grief: Companionship the Mourner

Nov. 4-7 Comprehensive Bereavement Skills Training (Scottsdale, AZ)

Dec. 9-12 Understanding and Responding to Complicated Mourning (Scottsdale, AZ)

Dr. Alan Wolfelt is a noted author, educator, and grief counselor. A past recipient of the Association for Death Education and Counseling's Death Educator Award, he serves as the director of the Center for Loss and Life Transition in Fort Collins, CO. He is the author of numerous books on grief and loss and also serves on the faculty at the University of Colorado Medical School in the Department of Family Medicine.

For further information or to receive a comprehensive catalog of these trainings, visit www.centerforloss.com, or contact training@centerforloss.com or call 970.226.6050.

New Book by Dr. Wolfelt Offers Healing Daily Practices

Reprinted from a Center For Loss And Life Transition Press Release, 10/1/2018

Companion Press announces the publication of a new book entitled *Grief Day by Day: Simple Practices to Help Yourself Survive... and Thrive* by renowned grief educator Dr. Alan Wolfelt. Dr. Wolfelt has often said, "When words are inadequate, use ceremony."

In this new book, he provides you with the tools to do just that. Whether you are experiencing grief or a caregiver to those in grief, this new resource will provide you with everyday practices to allow your grief to become authentic mourning. Learn the essential ingredients that make up a healing ritual. Try some of the many solo rituals gathered here or reach out to friends and loved ones who might like to try one of the simple group ceremonies. By incorporating the healing power of ritual into your days, you'll be not only surviving your grief, you'll be building in meaning and hope so that you can go on to thrive.

This is an ideal resource for caregivers to provide to those in grief to help facilitate their healing. Author, educator, and grief counselor Dr. Alan Wolfelt serves as Director of the Center for Loss and Life Transition in Fort Collins, Colorado. The author of *Grief One Day at a Time*, *Understanding Your Grief*, and many other books for grief caregivers and mourners, Dr. Wolfelt is committed to helping people mourn well so they can live well and love well. He is available for interviews on the normal, necessary journey through grief and on healing through active mourning.

Grief Day by Day is available in both soft cover and e-book formats. To order and to learn more about Dr. Wolfelt's books on grief and loss, visit www.centerforloss.com or call 970.226.6050.

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Reminder - Funeral Directors Can Enter Time Of Death On Fully Electronic Records

Reprinted from the OHA Newsletter, Matters Of Record, Fall 2018

Since the end of 2015, funeral directors have had the ability to enter the time of death and change the date of death in OVERS on fully electronic records prior to there being a medical owner. You no longer need to include the time of death in the message to the medical certifier. When you refer the record to the medical certifier, the time of death will already be in OVERS. The medical certifier can change the time of death if incorrect, but will not need to key the time of death for these records. Funeral directors should also enter the place of death information. This information can be changed by either the funeral director or the medical certifier, but is typically provided by the funeral director.

More information and a tutorial is available at <http://www.oregon.gov/oha/PH/BIRTHDEATHCERTIFICATES/REG-INTERVITALRECORDS/OVERS/Documents/dod-faq.pdf>.

If you have any additional questions, please contact the OVERS Help Desk at 971.673.0279.

What Does The Mobile Revolution Mean For Your Funeral Home?

Reprinted from the PFDA Newsletter, Oct/Nov 2018

When you are searching for a restaurant, a phone number, or an address, how often do you use your smart phone versus a desktop computer? Guess what, over 50% of all Americans who access the internet, do so on their mobile devices, and mobile traffic now exceeds desktop traffic. In 2018 so far, mobile searches leapt to 64% versus desktop searches at 36%. With these statistics, if you aren't promoting your business on the internet, you aren't really promoting your business.

A study done by Pew Research breaks down smart phone device ownership and usage by age groups:

Percentage who use their mobile devices regularly:

- Millenials - 92%
- Gen X-ers - 85%
- Baby Boomers - 67%
- Silent Generation - 30%

You might be asking how this impacts you and your funeral home. At the end of 2017, 56% of all funeral and bereavement searches were done on mobile devices, and burial and cremation mobile searches grew 13% from 2016 to 2017.

What do you need to do? First and foremost, you need to make sure that your funeral home website is mobile-friendly. If Google finds your website doesn't look good or operate well on a mobile device, your ranking on Google will sink.

Other online marketing tools that you should consider are click-to-call, which allows mobile users to click on your phone number and call you; targeted mobile ads linked to specific locations surrounding your funeral home; and geotagging, which allows you to create a marketing campaign that reaches potential at-need customers near your funeral home's location.

Join The Oregon Commission On Historic Cemeteries (OCHC) In Pendleton On October 25 & 26th

Reprinted from a OCHC Press Release, 10/9/2018

Join the Oregon Commission on Historic Cemeteries (OCHC) in Pendleton on October 25 & 26 for a public meeting, presentation and workshop.

All events are free and will take place at the Heritage Station Museum, 108 SW Frazer, in Pendleton.

October 25th
OCHC Meeting, 2:00 - 4:30 PM

The agenda includes planning for the next two years, the promotion of historic cemeteries, the historic cemetery permit process, commissioner reports, and future meetings. Interested parties may attend in person or call-in to the meeting. Meetings are accessible to people with disabilities. Special accommodations and translation may be arranged up to 72 hours in advance of the meeting by calling 503.986.0690.

October 25th
Events in Historic Cemeteries Presentation
5:30- 6:30 PM

The presentation explores events in historic cemeteries to connect people with their local cemeteries. Cemeteries have a purpose for mourning and memorialization. They also hold the continuous history of the community, the cultural trends over decades and preserved natural space. The presentation will include a historic portrayal, descriptions of musical events and other events found in cemeteries in Oregon and beyond.

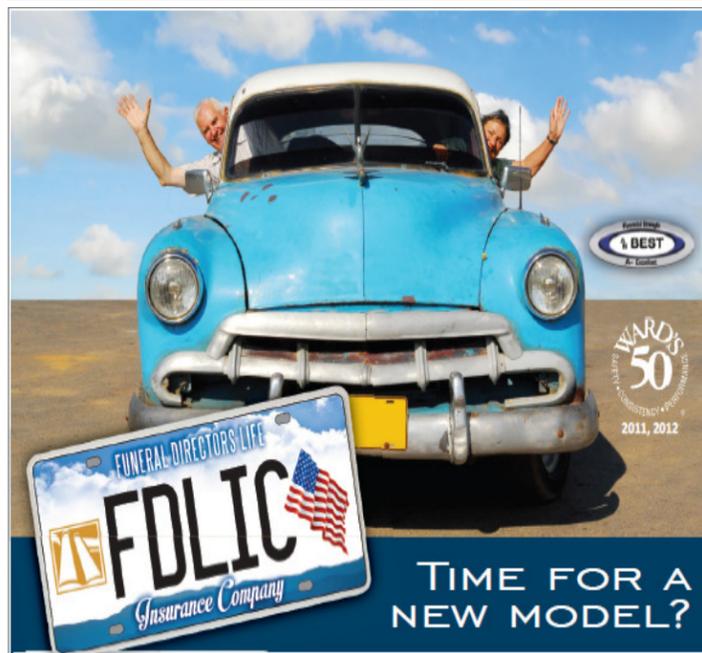
October 26th
Engaging the Community in Historic Cemeteries Workshop
9:30 -11:30 AM

Historic cemeteries rely on community support for their preservation. This workshop will cover ways to engage the community and develop a core group of supporters.

For more information about the grant program or the OCHC, visit www.oregonheritage.org or contact Kuri Gill at Kuri.gill@oregon.gov or at 503.986.0685.



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We are available to you for questions and concerns regarding eye & tissue donation and are happy to provide information, in-services, and materials for staff and families.

*For more information please contact our donor referral line at **800-605-8712 or 503-808-7000***

You have the power to Donate Life. Be an organ, eye, and tissue donor.