
JULY 19, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **July 26th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jerry Raney** of Diablo Valley Benefits and **Mike Wallace** of Roman Holiday Salon.

The SPOTLIGHT on **Dr. Endre Selmeczy** will be given by **Dave Cherry**.

The CLASSIFICATION will be given by **Manny Martin** of Amador Valley Property Management.

2012 Pleasanton Weekly Readers Choice Winners

Congratulations to the following TVEA members:

- Best Computer Repair: **QES Computers**
 - Best Real Estate Office: **Keller Williams**
 - Best Home Contractor: **The Door Doctor**
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POT REPORT:

This week's TVEA 50/50 raffle is at **\$63** with 8 marbles: 6 white (\$5), 1 blue (\$10) and 1 red (winner takes all).

MEMBER NEWS:

Pleasanton Financial Advisors will be giving a webinar: "Economic Indicators Are Mixed -- How Can We Know What Lies Ahead?", 6:30-7:45pm on July 24th.

To register, go to:

<https://www2.gotomeeting.com/register/176022210>

or call Gary Smith for more information: 846-3768
advisors@pleasantonfinancial.com.

HAVE YOU INVITED A GUEST THIS WEEK?

CLASSIFICATION:

When **Sharon Mace** started working for a funeral director doing paperwork and talking to clients, she found that she had a particular aptitude for the business. Clients started asking for and wanting to deal with only Sharon. When she got her funeral directors license, the person she was working with felt threatened by her, making an uncomfortable working environment. So, in 2004, she opened her own office, in the same building: A Special Touch Funeral & Cremation Service.

Being a funeral director in California, where the laws are even more stringent than FTC rules, Sharon is required to give the Price List & General Services prior to speaking about any arrangements.

A Special Touch offers pre-planning advice and services. Pre-planning one's funeral provides a person with time to make end-of-life decisions in a calm and rational atmosphere. In such a difficult time, no one should be faced with having to guess or assume what kind of arrangements a person wants or expects to have; creating a Pre-Need gives everyone peace-of-mind. A Pre-Need is something that cannot be changed by anyone other than the subject of the need; it assures that a person's final wishes are known.

By prefunding arrangements the price is guaranteed and the items will never cost more than what was already contracted (fees charged by the state are separate and will be incurred at the time of death). The money is put in a state-approved trust account or a top-rated insurance company until they are needed. The plan stays with that person no matter where they are at the time of their passing; it is transferable to any funeral home in the US.

It is important for veterans to know that there are many limits to their VA burial benefit, especially if the veteran will not be buried in a VA National Cemetery; the closest VA Cemeteries are in Dixon and Gustine. A Special Touch does not have a travel surcharge for VA

delivery to the National Cemetery (surcharge is generally \$0.75/mile outside of a 20-mile radius).

Having low overhead allows A Special Touch to offer reasonable prices and can help families control funeral costs. 90% of services are conducted at the person's church, but if there is a need for a place for the service, Sharon can recommend local sites.

Some interesting facts:

- 90% of their business is cremation.
- They cannot require, but strongly recommend, embalming.
- Anything can be put in the casket, which only the funeral director may know.
- Caskets cannot be opened at the cemetery.
- Caskets are generally placed in an underground vault so that moisture doesn't come in contact and destroy it.
- A casket can weigh a couple hundred pounds to over 800 lbs.
- Cemeteries use endowment funds for grounds keeping; those that look unkempt general do not have endowments.

To start a pre-plan for yourself or to refer someone who is in need of their services, call Sharon Mace at A Special Touch Funeral & Cremation Service at 875-1343 or online at www.aspecialtouchfuneralservice.com
