



425 East State Street • Fremont, OH 43420  
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The purpose of this newsletter is to inform & educate the community on funeral service & grief support issues. Please accept our sincerest apologies if this has reached a home where there is illness or sorrow.

This newsletter is available to any home or public service organization.

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# OutReach

Summer 2009 Issue 5



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## Newsletter Provided to help our community...

Dear Friends and Neighbors:

Summer is often a difficult time if you have recently experienced the loss of a loved one. There are often many family outings that will remind you of your loved one. Getting outdoors, exercising and eating healthy can all help you to feel better but the heartache is great. In this issue, we have an article that explains how exercise can improve your mood...and your memory.

In this economy, many people are being conservative with their dollars, and are afraid to invest their money for fear of losing it. This next article explains why pre-planning and pre-paying for your funeral is actually a good investment.

Another article discusses how "weddings and funerals" are a cliché pairing, similar to "death and taxes," that seem to have nothing to do with one another. But in actuality, there are a great many similarities between the two. This article talks about a few of the ways that the two ceremonies follow the same basic guidelines.

In "Family-owned funeral homes: the right choice in your time of need," we discuss the main differences between family-owned and corporately owned funeral homes, and why these distinctions are important.

And finally these days the green movement is everywhere, and funeral homes are no exception. We now offer green options for those who would prefer an environmentally-friendly service or burial. This article mentions some of the green alternatives in funeral service.

Wonderly Horvath Hanes Funeral Home & Crematory is proud to announce that 2009 is our 75th anniversary year. During the past 75 years, we have established a reputation for excellence, integrity and permanence which has made our Family Funeral Home a cornerstone of Fremont's business community.

Wonderly Horvath Hanes Funeral Home & Crematory is pleased to announce that Gwendolyn (Fisher) Coffee has received her Ohio Funeral Director and Embalmer licenses. She is very active with the Advanced Funeral Planning program having completed a Family Service Advisor Certificate of Completion held in Indianapolis to serve families planning their funerals in advance.

We hope that you enjoy this issue of OutReach. As always, if you would like more information about any of these topics, or any of our services, please do not hesitate to contact us. We are here to serve you.

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*Tom*      *Helene*      *Scott*



## Burial Detail Honored

**In celebration of our 75th anniversary** we honored veterans for their dedication and time in serving on the American Legion and Veterans of Foreign Wars Burial Detail for veterans who have died. Each member and their spouses were honored with a steak/chicken dinner cooked and served by the Horvath family and staff of the funeral home. John Kelly, Sandusky County Veterans Services Officer was the main speaker for the evening. Tom Horvath, President and co-owner of the firm, as well as, a Vietnam Veteran presented each veteran with a certificate of thank you and the book *Where Valor Rests: Arlington National Cemetery* by National Geographic.

**In attendance were:** Glen Baker, Lee Bartson, Leo Bundschuh, Sandy Cleveland, Ruel Clouser, Bob and Dana Dorsey, Aaron Depew, Ken Dumminger, Edward "Joe" and Jim Eberly, Vince Golembiowski, Richard Keyes, Denny Meek, Cal Merritt, Tom Scherf, Richard Tallman and Bob Ward.



**Absent were:** Gary Hartshorn, Norbert Levans, Karrol Reese and Steve Oberst.

"Lives of great men all remind us, we can make our lives sublime, and departing, leave behind us, footprints on the sand of time."

Henry Wadsworth Longfellow  
(1807-82)

## Pre-Planning Your Funeral in These Tough Economic Times



In light of the recent economic challenges, many families are hesitant to make an investment for future funeral expenses. Many are focused on taking care of more immediate expenses such as healthcare, housing and education. However, even a brief look at the benefits of funeral pre-planning shows that it is a sound investment, both for your own sake and for those of your loved ones.

There are two primary reasons to pre-plan your funeral. One reason is that pre-planning your funeral can save you and/or your loved ones a significant amount of money. When you pre-plan you are able to carefully choose final arrangements within your budget. Also, you can choose between a range of pre-payment options. Particularly in today's economy, making a down payment and monthly payments on funeral expenses may be the answer to many situations where money will inevitably be an issue.

When you choose to pre-pay for your funeral, there are two types of investments you can make. Your money can be safely secured in a trust, which may earn interest over time and thus cover the cost of inflation, or you can purchase a pre-need insurance policy that will cover your final expenses. Either way, pre-planning is a safe investment that will be there for you when you need it.

The second reason to pre-plan your funeral, aside from the financial benefits, is that when you pre-plan your funeral you will inevitably be saving your loved ones a great deal of stress and rushed decision-making. Rather than leaving your loved ones with the painful and oftentimes difficult responsibility of planning your final memorial tribute, you will be able to make sure that things are exactly the way you want them after your passing.

Funeral pre-planning is a wise practice that's becoming increasingly accepted and appreciated. If you are at all concerned about financing your funeral, then stop by or call us anytime to discuss options for pre-planning your final arrangements.

## Exercise to Improve Your Memory



Researchers have known for quite a long time that exercise is good for your heart and body. However, studies now suggest that what's good for your body is also good for your brain, particularly in the case of older adults. Indeed, a number of studies have provided evidence that physical exercise helps reduce age-related decline in cognitive function, and may prevent, or at least delay, the onset of dementia.

But how does regular exercise improve memory and other cognitive functions? First of all, exercise has clear effects on cardiovascular fitness, increasing the flow of oxygen-rich blood to the whole body, including the brain. Furthermore, exercise helps control blood glucose levels, which is important to mental health, because glucose is the primary source of energy for the brain. Additionally, regular exercise has been shown to reduce stress levels, which, in turn, inhibits the release of cortisol, a chemical which has been shown to impair memory. Finally, studies suggest that regular exercise may actually enhance the effects of helpful brain chemicals and even slow the loss of brain tissue which typically begins in your 40s.

So, if you want to sharpen your memory, it's time to get up and start exercising. Walking is especially good for your brain, as it is not strenuous, so your leg muscles don't take up extra oxygen and glucose like they do during other forms of exercise. As you walk, you effectively oxygenate your brain. Walking and other aerobic exercises also help to promote healthy sleep habits, which are important because sleep is necessary for memory consolidation.

Finally, exercise is also important to help deal with stress, particularly when you are dealing with the loss of a loved one. Exercise will release endorphins, which can help you feel better, can give you some personal time to think and clear your head, and enable you to remember all the good times.

## Funeral Home Couple Become Celebrants



Husband and wife team, Tom Horvath & Helene Horvath Zielinski, co-owners of Wonderly Horvath Hanes Funeral Home & Crematory recently attended a three day workshop to become Certified Funeral Celebrants. The training was held at Worsham Mortuary College in Chicago, IL.

Funeral Celebrant training is a new approach to personalized funerals presented by the In-Sight Institute. At the end of 2008, they had trained over 1200 Funeral Celebrants.

A Funeral Celebrant is a lay-person, clergy, or funeral director who provides a funeral service to reflect the personality and lifestyle of the deceased.

There is a growing number of families who identify themselves as "spiritual but not religious" says Zielinski. "Many of these families do not have a minister or church affiliation or want something more personal. This is another additional service that we can offer families. It is so important when people are bereaved that someone takes the time to listen to them and incorporate their stories about their loved one into the final farewell." For more information on using a celebrant, stop in or call us.

## Weddings & Funerals: Unique Celebrations of Love & Life



If you think that traditional funeral services have to be solemn and, to some extent, cookie-cutter, you may want to reconsider. In much the same way that a wedding is a grand celebration of holy matrimony, a funeral can be a memorable celebration of your loved one's life. Whether it is an intimate gathering of close

family and friends, or a large, public gathering, there are many ways to customize a funeral to create just the right tribute. Many people choose to plan in advance so that everything will already be in place when the time comes.

When planning the specifics of the service, we can help guide you through all the choices. In this way, our funeral directors serve a function similar to that of a wedding coordinator.

Your first task is to select the music. In much the same way that music serves to set the mood at a wedding, the funeral music you select will set the tone for the entire service. Are you trying to soothe and/or inspire those in attendance? Do you want to evoke specific memories by playing a favorite song or genre of music? You want to select music that is meaningful and will help those in attendance as they begin to move through the healing process.

Flowers and memorabilia can also help to set the mood at the funeral. At a wedding, flowers are used to create an atmosphere of ambience and romance, signifying love the couple will share in the future. Similarly, brightly-colored flowers that are displayed at the service can help to lighten the mood, while also signifying love and respect for the deceased. A memory table or memory board on which to place special remembrances, photographs and other memorabilia is also a nice touch. A video tribute, with photos of the deceased set to music, can also be created and shown during the visitation or service.

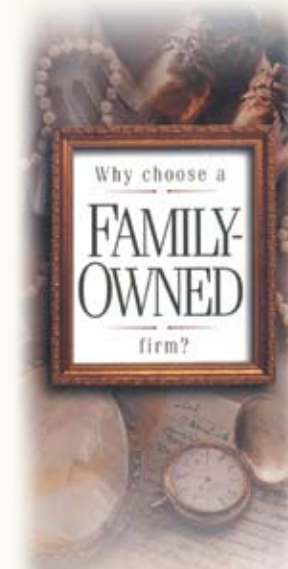
Just as candles are often used in a wedding ceremony, a candle lighting ceremony at a funeral service can hold special meaning for the family as they honor their loved one. Other special touches can include a butterfly, dove or balloon release, a teddy bear ceremony for children, a sand ceremony, a motorcycle hearse... there are endless possibilities to create a fitting tribute.

Along the same lines as a wedding favor, you might also want to consider creating a memorial folder, which will serve as a special remembrance for those in attendance. This could include a picture with birth and death dates, a poem, or possibly a favorite Bible verse. Engraved pocket stones can also be a nice memento for guests.

Remember, every funeral is unique. Stop by anytime for a tour of our facilities and see how we can help you create the perfect service for you or your loved one.

## Family-Owned Funeral Homes: The Right Choice In Your Time of Need

Over the years many family owned funeral homes have been acquired by large, international corporations; you may have noticed advertisements for funeral homes featuring family ownership. But you may ask yourself what difference does it make if a funeral home is family owned or corporate operated? The most important factor to you is price; family owned funeral homes typically charge much less than corporate operated funeral homes, and for very good reasons.



When the corporations acquired the family funeral homes they typically borrowed money to pay for those businesses, leaving them with large debt payments. Most family owned funeral businesses have little if any debt because the businesses have been in the family for many years.

Secondly, family owned funeral homes do not have stockholders or Wall Street investors to answer to. Family owned funeral homes work for the families that choose them; just one family serving another.

Third, family owned funeral homes do not have corporate overhead like big offices, highly paid CEO's and Board of Directors.

Fourth, and most important, is that funeral customs are not the same everywhere. In fact, funeral services vary greatly from one region of the country to another. Corporations transfer managers from one funeral home to another; often to communities new to them. It is very difficult for corporate executives to understand the nuances of a funeral in a part of the country they are not familiar with. Family members and staff at locally owned funeral homes are typically from the community they serve, and work there for generations. As a result we have a better understanding of the expectations of the families that select our firm.

Not all corporations are bad for the communities they are in. Large manufacturing companies, airlines, and other businesses that require large capital investments are good and necessary. But a funeral business is by its very nature a local business, and we feel we are better positioned to give you the best value, the best service, with people you can trust. After all, our name is on the sign and our reputation is our most valuable possession.