

# The Skylawn View

A NEWSLETTER FROM SKYLAWN FUNERAL HOME

2011-2012

Dear friends, neighbors and families,



In the aftermath of any great tragedy (hurricane, tornado, fire, earthquake), we all recall news interviews with survivors who, given time to save only one thing, opted to grab the family photo album before fleeing for their lives.

Although today a computer hard drive might just as often be secured as an old-school photo album, the sentiment remains: We treasure our memories because all the other “stuff” can be replaced. We want to remember what we were, what we looked like and where we lived, to help us better understand what we have become.

Skylawn Funeral Home exists to serve this same sentiment. Whether as a final resting place or a place of eulogy and ceremony, we strive daily to be the guardian of our community’s heritage. Although few of us look at our family photo albums every day (or every year for that matter), we know where they are and that they are available to us when the need arises. So serves our memorial gardens and the ceremonies we provide.

Whether visited once in a lifetime or every week we exist for the purpose of giving space and time for crowded lives to retreat from the mad pace of our modern world to a place specifically designed for quiet reflection in a setting of beauty and serenity.

We hope that you find this newsletter an informative means to share our humble services with our community. As you will see, we strive to remain relevant in a busy, technological culture and like a family photo album, our primary goal is to always be here when we are needed.

*Michael K. Fry-Shaw*

Michael Fry-Shaw, General Manager

## Voted Best in the Bay!

The Bay Area News Group did a survey to find which businesses were considered the best to work at. After getting surveys back from the employees at each company, we were ranked 23rd in the Bay

 BayAreaNewsGroup



Area in the Small Company Category. We are proud to carry the title and are striving to be ranked higher in 2012!

# Events at Skylawn

- Veterans Day . . . . . November 11th, 2011
- Annual Celebration of Light. . . . . December 4th, 2011
- Chinese New Year . . . . . January 23rd, 2012
- Ching Ming . . . . . March 31st & April 1st, 2012
- Easter Sunday. . . . . April 8th, 2012
- Mothers Day. . . . . May 13th, 2012
- Memorial Day . . . . . May 28th, 2012
- Fathers Day . . . . . June 17th, 2012



Above: A standing room only event hosted the 2011 Annual Memorial Day Service. The service continued outside with the Air Force Color Guard.



Above: Our annual Ching Ming event – 2011

Left: Formerly known as Lifemark Center, Skylawn Funeral Home was officially re-named with a ribbon cutting ceremony. Left to right: Rick Miller, VP of Operations; Donna Wagner, VP of Sales; Nickol Ladd, Funeral Home Manager; Greg Lim, Sales Manager and San Mateo City Councilman, Robert Ross

Skylawn Funeral Home - June 23rd, 2011



WARMEST HOLIDAY  
 WISHES  
 FROM ALL OF US AT  
**SKYLAWN**  
 FUNERAL HOME AND MEMORIAL PARK

# Skylawn Memorial Park Special Features



**Mausoleum in the Sky:** Constructed in several phases, our mausoleum houses many different placement and memorialization options for our families. Construction of the final and most scenic level of this Mausoleum is scheduled to be completed March of 2012.



**Bai Ling II:** One of the most recognized gardens at Skylawn gives families seeking a Far Eastern flair burial and cremation options with an unequalled view and good Feng Shui.



**Eternity:** One of our newest gardens offers families the option of upright memorialization with a view unequalled anywhere.



**Skylawn Funeral Home:** Newly constructed, is one of the most beautiful and serene funeral homes in the country, offering families a relaxed spacious building to have services, visitation and receptions.



**Coastal Range Scattering Platform:** This platform offers families one of the most beautiful ways to scatter and memorialize their loved ones while being secure in the knowledge that there will always be a special place to go for remembrance.



**Skylawn Memorial Park Aerial:** Nestled in the hills between San Francisco Bay and the Pacific Ocean, Skylawn Memorial Park and Funeral Home offers families many different options and prices to fit any family's budget, all in a setting that is like no other.



**Veterans Columbarium:** One part of our unparalleled memorialization options for Veterans. Skylawn offers 14 Veteran Gardens as well as cremation options specifically designed to honor our Veterans.



**Horse-Drawn Carriage:** One of the types of personalized services offered by Skylawn.

## Skylawn Salutes:

My husband Ron and I are the very proud parents of two young men currently serving in the US military. They are both happy with their new families and becoming more confident and self assured every day. You can see it in the way they walk, how they hold themselves and the respectful way they treat us and each other.



Our first son, **Matthew G. Mikkelsen**, was inducted into the US Airforce on his 25th birthday, February 1, 2011. He had been waitlisted for a full year pending placement in the position of his choice. Today Matthew is part of the Intelligence Community specializing in cyber security, protecting US Military and the government's infrastructure. His initial training began at Keesler Air Force Base in Mississippi and he is now stationed at Ellsworth Air Force base in South Dakota. He cannot share many details of what he does because of his security clearance but I know this is right up his alley – he is learning to be a hacker to prevent our systems from being hacked!



**Martin L. Mikkelsen**, our second son, was the catalyst for Matthew's decision to consider the US Air Force. Martin is also in the Intelligence Community; he joined the US Navy in November of 2008 and qualified for a "CTI" Cryptologic Technician – Interpretive position. Basically Martin is a linguist; he had studied the Japanese language for 5 years prior to joining the US Navy and had hoped to learn Chinese as his next language. Martin was sent to the "DLI" Defense Language Institute in Monterey, CA for about 18 months and was assigned Iraqi as

the language and culture he was to study. He is now stationed at Fort Gordon in Augusta, Georgia, and intends to make the Navy his career.

Any fears that my husband and I had about raising two "gamer" boys in the '90s who were only interested in what was going on in their cell phones and their lap tops has now been laid to rest. By the grace of God they have found their way, sprouted wings and they are following their dreams into challenging and rewarding lives.

Now we are the observers of their lives. We watch them from a distance, sigh with relief, puff up our chests and quietly enjoy the peace that comes from knowing your children are fulfilled.

Lorrie Caruso-Mikkelsen  
Skylawn Memorial Park Family Service Consultant



**Zachary W. Lim**  
Class of 2015  
USMA  
West Point, NY

Zachary Lim, son of our Sales Manager, Gregory Lim, successfully completed Cadet Basic Training this summer and was accepted into the Class of 2015 at West Point Military Academy on August 13,

2011. Duty, Honor, Country – these are the core principles that are woven into the fabric of each Cadet. In addition, Zachary will receive an education that is of the highest standard.

# Skylawn's Leadership Team



**Michael Fry-Shaw –  
General Manager**

We are pleased to announce that Michael Fry-Shaw has returned as the General Manager at Skylawn Memorial Funeral Home and Memorial Park.

Mike was the General Manager at Skylawn from 2001-2005. He and his family are thrilled to be returning “home”. Michael says it is a pleasure to not only return to the Bay Area but to come back to the cemetery and funeral home that he LOVES!



**Nickol Ladd –  
Location Manager**

Nickol started her career in funeral service in 2001 in Southern California, and is a graduate of Cypress College of Mortuary College. Nickol

began serving families as a funeral director at Skylawn Funeral Home in 2008. A member of the American Legion Auxiliary, the Fraternal Order of Eagles, and the Association of Women Funeral Professionals, Nickol has a strong commitment to the communities we are privileged to serve.



**Eddie Sauer – Community  
Service Supervisor**

Eddie has been in this profession for 16 years primarily as a Family Service Advisor assisting families during their time of need. Being a Vietnam Veteran

and a Life Member at Large in the VFW, he is now focusing on our American Hero & Community Partnership programs via seminars at Veterans organizations, churches and local businesses focusing on educating the community about funeral and cemetery services.



**Gregory Lim –  
Sales Manager**

Greg has had over 16 years in Prearranged Cemetery and Funeral service and as a California native and long-time coast side resident; Greg is honored

to be a part of this community. Greg is committed to helping Skylawn Funeral Home and Memorial Park be the premier funeral provider on the peninsula.



**Kathleen Sullivan –  
Office Manager**

Kathleen has been with Skylawn Memorial Park since 2004 and began her career here as an Administrative Assistant and since then has moved

into the Office Manager position. Kathleen is a charter member of the San Carlos based Soroptimist International Group and a member of the Skylawn Memorial Park sponsored bowling league out of San Mateo.



**Daniel Kelsey –  
Grounds Superintendent**

Daniel has been maintaining the grounds at Skylawn Memorial Park since 2008. He began his career with Chapel of the Chimes in Oakland and

then transferred to Chapel of the Chimes in Hayward. Dan has been an integral part of the new developments at Skylawn Memorial Park including Eternity and Jade Gardens and the current enhancements being made to the Mausoleum in the Sky.



**Brian Rodriguez –  
Assistant Sales Manager**

Brian joined Skylawn in 2010 after having relocated from Seattle and brings 12 years of experience in the funeral profession. As Assistant Sales Manager,

his responsibilities focus on ensuring that our funeral and cemetery advisors are well trained ensuring that the families we serve are provided with all options and that our services meet or exceed their expectations.

# Why is Preplanning the ultimate gift of love?



We plan for just about everything in life. We generally plan for months for a wedding, nine months or longer for

a baby and years for an education. Similarly, we plan for our vacations, our retirement and numerous other things in life. This is all part of the natural process of protecting and providing for our families. However, shouldn't we also prepare for the inevitable?

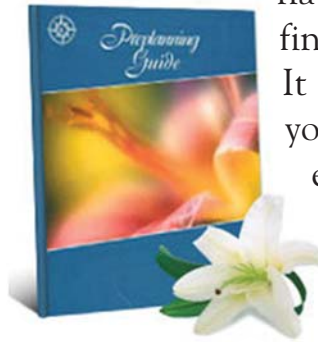
It is a well known fact that one of the most stressful events in someone's life is facing the death of a loved one while having to make their arrangements if they did not preplan. Unfortunately, we see it all the time. As it has often been said, we cannot predict, avoid or postpone our death... but you can prepare for it. The AARP has long been a proponent of preplanning due to the numerous benefits associated with this loving act. There are two ways to spare your loved ones, Unfunded Preplanning and Funded Preplanning:

## I. Unfunded Preplanning provides -

- **Peace of mind** in knowing that your family will not have to make these arrangements for you as well as the confidence and assurance that your services were exactly what you would have wanted.
- **Transferability** once your arrangements are decided they are paid in full thus allowing you to give, will, sell or upgrade your selections.

- **A solution to the stress, confusion and worry** associated with having to make these arrangements for someone else.

For no cost or obligation we offer our Preplanning Guide which answers many of the questions that families have relative to their final arrangements. It also will inform you of the various entitlements that so often go uncollected as well as walking through a simple process to outline your wishes sparing those you love from having to make these types of decisions for you.



We will keep your records on file at our location free of charge so your family members will know they need simply make one phone call on that inevitable day. I assure you, there are few gifts you could ever give to your family that would be appreciated more.

However, for individuals that not only want to spare their loved ones the emotional burden of their final arrangements, but also the financial burden, pre-funding can easily handle the associated expense at tremendous savings.

## II. Funded Preplanning provides -

- **Inflation Protection** by freezing the costs at what they are today and avoiding any price escalation which

often can double in cost every 7-10 years.

- Discounts are available on some items for families preplanning as a further inducement to act on what every loving family knows is the right thing to do.
- Payment options allow you to make a small deposit and monthly payments that can be customized to fit the budget of any family.

For those who are unsure with their decision to preplan, knowing that virtually no one regrets the decision to prearrange can add reassurance to you and your loved ones. Remember that lives are built on relationships and experiences; we suggest that you try to make this most difficult time in your family's lives significantly easier by preplanning and perhaps pre-funding your final arrangements. In either case, our Preplanning Guide is yours at no cost simply for allowing us to explain the options available and will be of tremendous help to your family.

Don't you owe it to your family to invest an hour of your time to preplanning and perhaps pre-funding your arrangements? Call, email or visit our location and a Preplanning Guide will be reserved for you today.

*Preplanning...  
truly a gift of love.*

Gregory Lim, Sales Manager  
Skylawn Ferial Home and  
Memorial Park

# Holiday Family Appreciation Prearrangement Programs

Savings on cemetery, funeral & cremation prearrangements from November 1 until December 31, 2011

- Interest rates as low as 1.68% for terms up to 60 months APD.
- 0% interest if paid in full within 24 months.\*
- Free installation on all prearranged memorials.
- First payment deferred for 60 days.
- 50% off opening and closings on full packages for agreements containing cemetery property and all applicable merchandise such as memorials, vaults, inscriptions and lettering.
- As little as 5% down on any prearrangement with automatic payments (EFT).

\*If contract is paid out within 24 months, all interest will be rebated.

For more information, call toll free 888-498-7668

## Honoring Local Heroes

To salute the brave men and women who serve, protect and defend us all, we've launched American Hero Service Plans, which offers significant discounts on funeral arrangement and cemetery space, either at the time of need or before need. All active or retired members of the military, police force, fire department, and their family members including spouses, children, parents, siblings, and in-laws are eligible for this program.



For more information, call toll free 888-498-7668

## Community Partnership Brings Savings

Did you know that members of various groups in our community are entitled to savings when preplanning a funeral or pre-arranging cemetery space? Our Family Care benefits include substantial discounts on products and services when you arrange a funeral, either before need or at the time of need. Eligible groups include people who work together, volunteer together, or worship together.



To find out if your group is registered, or to register yourself or your group, please call toll free 888-498-7668

DETACH AT THE PERFORATIONS, FOLD UP BOTTOM FLAP, MOISTEN GLUE STRIP AND SEAL

How can we serve you?



- I would like a free Preplanning Guide.
- I want to know more about Veterans burial benefits.
- I have questions about Cremation.
- I would like to update my records at Skylawn Funeral Home and Memorial Park.
- Other \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_



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SKYLAWN FUNERAL HOME AND MEMORIAL PARK

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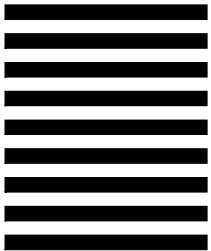
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