

October 18, 2012

Dear Death Care Professionals:

I have become aware of the absolute tremendous amount of information concerning technology available to professionals in the death care industry. I had no idea there were so many experts in every aspect of the industry. To have so much information and recommendations at a person's finger tips is astonishing. I believe one recent comment made describes such bolstering as "malarkey".

I believe we have somehow gotten everything backwards. There are just too many writers telling death care professionals they know what is best for their business. There seems to be hundreds of writers who "once ran a successful business", "once was a funeral director", and now who are "technology experts".

I challenge you to evaluate carefully what you read. Once was a funeral director, is not a funeral director. Once ran a business means they are currently not running a business. Calling oneself an "Expert" is stating they have the skill no other has (malarkey).

State Farm Insurance will tell you. Do you believe everything you hear on the internet is true?

Don't let some self acclaimed expert with a long ago expired license, if ever licensed; tell you what you need to run your business. As a Death Care Professional you know what you need, ask the "Experts" if they can provide a solution, not sell you a product.

Sincerely,
Wes Johnson
President/CEO