

The Chimes Times

A NEWSLETTER FROM CHAPEL OF THE CHIMES, OAKLAND

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.

Chapel of the Chimes – Oakland 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.

A handwritten signature in black ink that reads "Harley Forrey".

Harley Forrey, General Manager

Voted Best in the Bay!

The Bay Area News Group did a survey to find the businesses that were considered the best for which to work. After getting surveys back from the employees at each

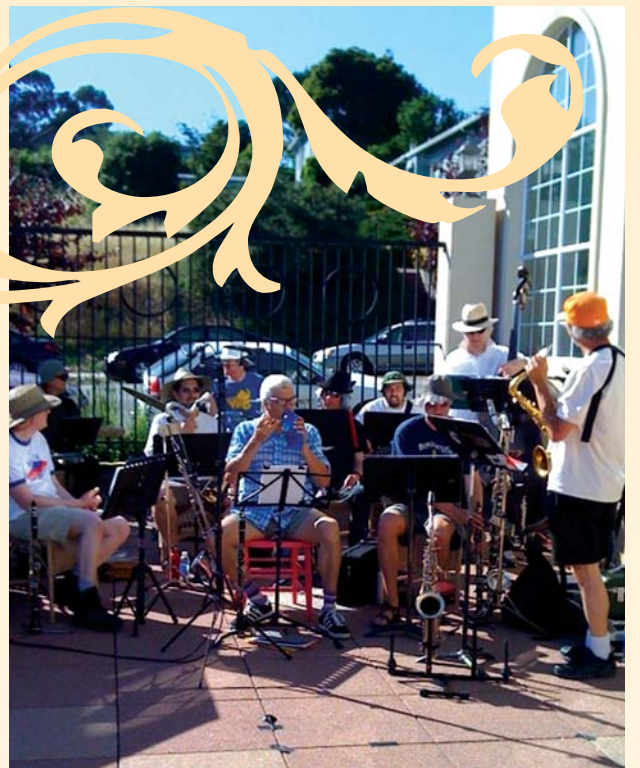
 BayAreaNewsGroup



company, we were ranked 23rd in the Bay Area in the Small Company Category. We are proud to carry the title and are striving to be ranked higher in 2012!

Upcoming Events

- Ever After Art Exhibition September 18, 2011 to November 13, 2011
- Sound and Performance Event 5:00pm – 8:00 pm on November 6, 2011
- OperaLab (Concert) 2:30 pm on November 13, 2011
- Night of Remembrance 7:00 pm on December 14, 2011
- Clerestory Concert 8:00 pm on January 21, 2012
- Easter Sunrise Service 6:00 am on April 8, 2012
- Memorial Day Service TBA
(Concert)
- Buddhist Memorial Service 10:00 am – 12:00 pm on May 26, 2012
- Summer Solstice Concert 5:00 pm – 9:00 pm on June 21, 2012



On June 21st, Chapel of the Chimes hosted the Summer Solstice Concert. There were more than 40 artists who participated. Over 1,900 people attended this annual event.

Annual Service of Remembrance

Healing, Hope and Reflection is the theme to our Annual Service of Remembrance which is a Bay Area hallmark tradition!

All our families that we have served in past years are invited to a Celebration of Life in which guests may partake in festivities that include music, messages of hope, refreshments, memorialization and even joy!

Along with holidays, the end of the year brings a tender time for the families that we have served throughout the years. Here at Chapel of the Chimes local talent, celebrants and employees create a community gathering which crosses all demographics to the commonalities that encompasses us all - Healing, Hope and Reflection.

No one is ever alone at the Service of Remembrance.



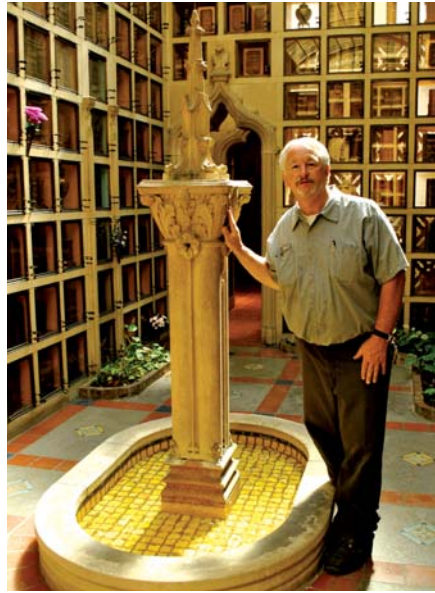
A choir performs at the 2010 Service of Remembrance.



Our Service of Remembrance is highlighted with a candle lighting ceremony.

WARMEST HOLIDAY
 WISHES
 FROM ALL OF US AT
 CHAPEL OF THE CHIMES
 OAKLAND

Jewel of the East Bay



Jan Donaghy, a Chapel of the Chimes employee, is featured in the photos in front of some of the exquisite water features within our Julia Morgan Building. We are very fortunate to have such talented staff members that help maintain the integrity of our beautiful building.

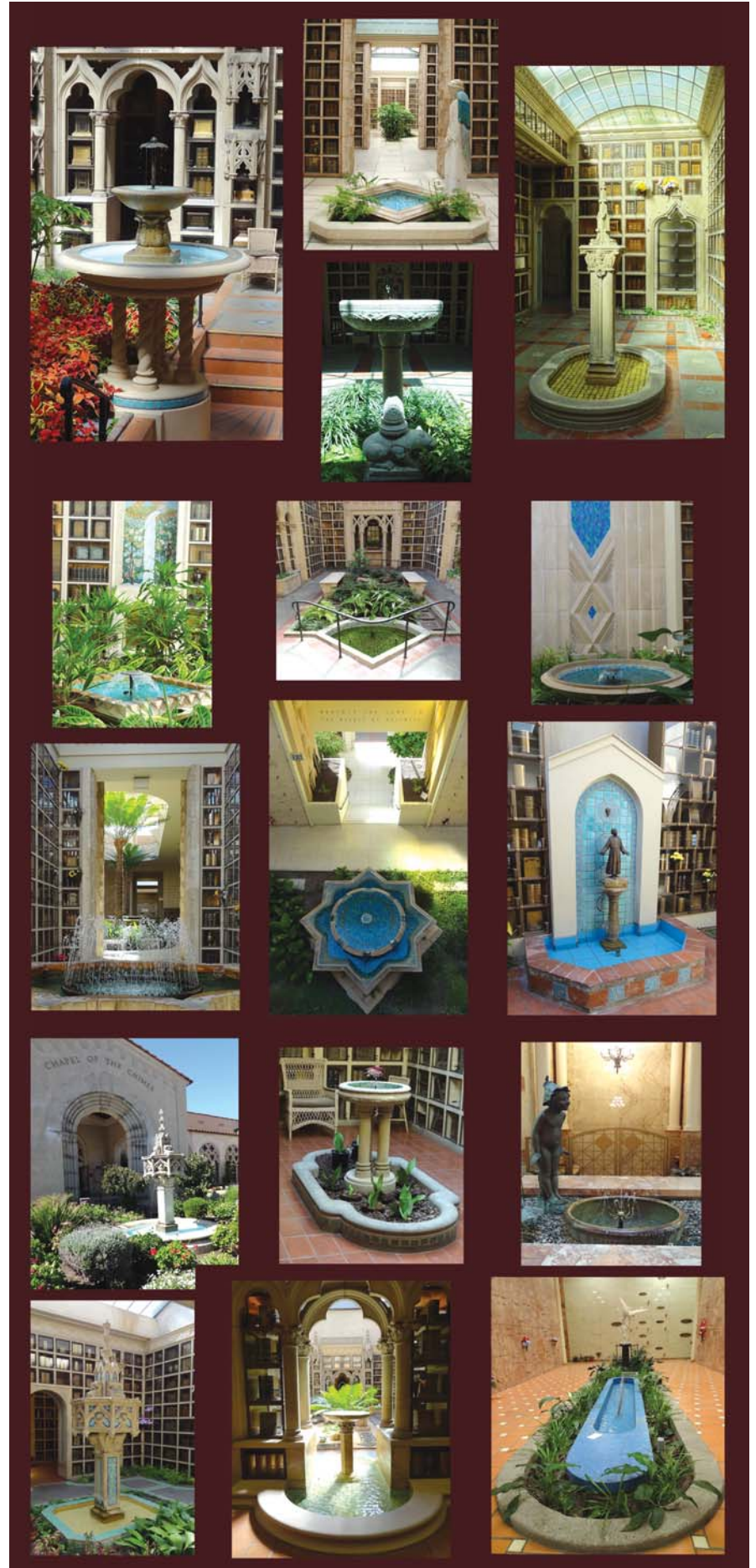


The new roof work and skylight repair on our building. This year Chapel of the Chimes plans to complete phase 1 of a five year project to replace the existing roof and repair our existing skylights within our buildings.



The garden in the Julia Morgan Building

Garden of the Blessed





One of our own 'Faithful Fallen'
is memorialized in true tradition.



Our service to the community not only extends to the families of the entire East Bay, but to those who also serve the community in a different capacity. When the loss of one affects the entire community, sometimes in a very public way, Chapel of the Chimes is again, called upon. This sometimes entails 'Serving the Server'

To serve, and be served, is the weave of the same cloth; and Chapel of the Chimes is an integral part of communal tapestry.

Chapel of the Chimes

Staff



Front row left to right: Harley Forrey, Karee Korell, Todd Parker, Jonathan Colwell; Back row left to right: Tom Marsden, Bob Walkup, Ribbian McGrew, Ed Bell, Alvin Louie



Maintenance

Because of the labor of love our maintenance staff performs preserving and showcasing the property and facilities, we have been recognized as the "Jewel of the East Bay," and granted Distinguished Landmark status. Guests visiting their loved ones are welcomed by a tranquil beauty that our columbarium and mausoleum uniquely provide.

Left to right bottom row: Tom Kelsey, Diane Holley, Manuel Alvarez; Top row left to right: Salvador Aguilar, Jan Donaghy, Matt Farvall



Ed Bell, a Funeral Director at Chapel of the Chimes, recently completed training to become a Certified Funeral Celebrant. With this training Ed has developed skills to help assist families from a wide variety of religious and cultural settings to honor, eulogize, and memorialize their loved one.



Administration

Left to right: Edith Alvarez, Bunny Ghilardi, Monica Kelsey



Field Service Advisors

Bottom row left to right: Jaime Ma'o, Sophie Aretta, Linda Charles; Top row left to right: Doug Mutchler, Mary Scott, Ian Ho

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?

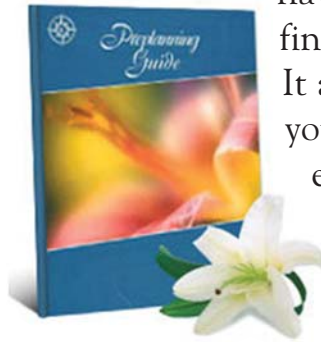
It is a well known fact that one of the most stressful events in someone's life is facing the death of a loved one while having to make their arrangements if they did not preplan. Unfortunately, we see it all the time. As it has often been said, we cannot predict, avoid or postpone our death... but you 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, prefunding 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 prefunding 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 prefunding your arrangements? Call, email or visit our location and a Preplanning Guide will be reserved for you today.

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

Doug Mutchler,
Sales Manager

Holiday Family Appreciation Prearrangement Programs

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

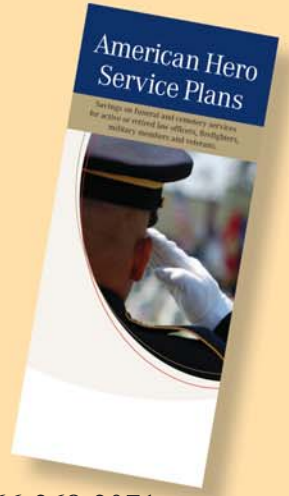
- Interest rates as low as 1.68% for terms up to 60 months APD.
- 0% interest if paid in full within 24 months.*
- Free installation on all prearranged memorials.
- First payment deferred for 60 days.
- 50% off opening and closings on full packages for agreements containing cemetery property and all 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 866-268-2071

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 866-268-2071

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 866-268-2071

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 Chapel of the Chimes - Oakland.
- Other _____

Name _____

Address _____

City _____

State _____ Zip _____

Phone (_____) _____



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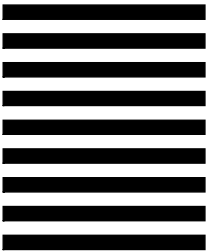
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