



There's a lot of misinformation in the public because the public doesn't understand about cremation, and the minute you

start talking about establishing a crematory, they come out of the woodwork.—Harvey Lapin

□ Don't take sides in family disputes

Harvey Lapin, Northbrook, Illinois

When you have a family dispute, do not take sides, even if you agree with one side. Because if you take sides, you're going to end up at the other end of a complaint, and maybe a lawsuit. You don't want to be a defendant. Let the family resolve it; do

nothing. Just say, "Get back to me when you resolve it. Give me a court order. By the way, the storage fee is ..."

You should have in your rules that if you have the cremated remains after a certain amount of time, or the body if there's a dispute about whether to cremate or not, what the storage fee is, and make sure the family knows. A lot of times, when they know somebody's going to be charged for something, that will instigate people to resolve matters.

If you have employees, chances are you're going to have a problem somewhere along the line. Make sure you have somebody designated to handle complaints. Make sure the person handling complaints is not the person being complained about, because they're going to immediately become defensive—that's just the way it works. Find a nice, sympathetic person to handle complaints, and have an alternate if that is the person who caused the problem. □