



CHANCELLOR FUNERAL HOME, LLC

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Garden of Memories
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June 30, 2014

To Whom It May Concern,

In May of 2012, the Mississippi Funeral Directors Association lost our only employee, our office manager of many years. With less than a month to our annual convention and my assuming the position of President of the Association, we found ourselves in an overwhelming position of managing an office, the details of a multi-million dollar trust with deposits and claims to be paid, and to follow thru with the annual convention. With no idea where to start, the board immediately began to weigh our options.

It was at that point the Affinity Resource Group was recommended to us. This was a concept that we hadn't considered, but has been the best choice we could have ever made. Our alignment with ARG brought stability, security, assurance, and cost savings to our association. With their ideas and direction, MFDA has grown stronger and is better positioned for a changing future.

I would without hesitation or reservation recommend Jean Weiss and Tina Durba and Affinity Resource Group to anyone. Their expertise and commitment to the task they take on is exemplary.

Thank you ladies making my life easier and our association better.

Sincerely,

Bill Chancellor

President MFDA 2012-2013

"Our Family Serving Yours"