

COVER

DIXON MEMORIAL CHAPEL & CREMATION SERVICE

PROFESSIONALISM.... "IT'S WHO WE ARE, IT'S HOW WE SERVE"

By: Leslie D. Reed

QUINTESSENTIAL...PROUNOUNCED kwɪn(t)ə'sen(t)ʃhəl by definition means "of the pure and essential essence of something." The word professional is used so casually in our modern lexicon, that the true meaning is lost on most of us. It seems that being and acting professional is an afterthought anymore. **James Dixon, Funeral Director at Dixon Memorial Chapel & Cremation Service (Dixon Memorial)** conducts his business in a way that brings you back to a



time when professionalism was the rule, not the exception. We stopped by Dixon Memorial to speak with James about the funeral business, and what Dixon Memorial exemplifies and represents in how it conducts and carries out the business of helping families in their time of need.

James let me know that he is most proud of the fact that he has enjoyed repeat business. He said, "it is so gratifying to help families that I have helped before. Nothing speaks as well about our business as having repeat business." James shared with me what I believe is his most valuable business asset: "people come to me for an answer." James understands that in answering the toughest questions at a time when answers are few (death of a loved one) his company and his staff truly deliver on

the word professionalism.

Leslie: James, it's been a year since we last talked. What's been happening with Dixon Memorial since then?

James: "We are blessed to be a blessing."

Q: How so?

A: "We went from 14 families served in 2016 to 40 families served last year... and we are just getting started." We thank you Indianapolis for trusting us."

Q: You are obviously performing more services; how else has the business grown?

A: "We have been able to demonstrate to families our value with our professional and personal service.

Q: James, you mention quite often "personal service", what does that mean?

A: "All of our clients are different... everyone has a personal story that we must tell in the most professional and personal manner."

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Q: James, it seems to me as a business man that the funeral business is changing. Is this a true assessment?

A: "Yes, it is, and the changes are good. It requires us to stay on top of our game. We pride ourselves on being current in

every aspect of our business.

Q: What is the biggest change you have seen?

A: "What you see in the funeral business is not always what it truly is."

Q: Expand on this James.

A: "Historically our business was focused more on the people than the profits. A business might be in a name that you know, but not owned by the people with that name."

Q: Do you feel that less local ownership of funeral businesses is a good thing?

A: "Nationally owned businesses (funeral) can never deal with families in the personal way that a business born and bred in our city can."

Q: Talk to me about what Dixon Memorial means when they say, "Professional Service with a personal touch."

A: "Your loved one is physically here with us at our facility. We are a full-service facility. What that means is we do it all. From the 1st call to the last prayer said at the grave site. You can't beat personal service. It's like a tailored suit. The tailor puts a little bit of himself in every stitch. That's the Dixon difference: personal, involved, committed. We know no other way."

Q: James, you have said a lot to our readers, leave them with something that stays with them and will remind them to call you when the need arises.

A: "If you don't call, I can't help you...If you call I'm available to serve you."

DIXON MEMORIAL CHAPEL & CREMATION SERVICE IS LOCATED AT 1910 BELLEVUE PLACE ON THE WEST SIDE OF INDY. CALL THEM AT 317.974.9255 www.dixonmemorialchapel.net