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8 **BEFORE THE**  
9 **DEPARTMENT OF CONSUMER AFFAIRS**  
10 **FOR THE CEMETERY AND FUNERAL BUREAU**  
11 **STATE OF CALIFORNIA**

11 In the Matter of the Accusation Against:

Case No. A1 2012 122

12 **EXQUISITE FAMILY MORTUARY;**  
13 **REOLA M. WHITFIELD, Owner**  
14 **2617 West Manchester Blvd**  
15 **Inglewood, CA 90305**

**A C C U S A T I O N**

15 **Funeral Establishment License No. FD 2080**

16 **EIKO POLK**  
17 **218 W. Imperial Hwy.**  
18 **El Segundo, CA 90245**

19 **Funeral Director License No. FDR 3202**

Respondents.

20 Complainant alleges:

21 PARTIES

22 1. Lisa M. Moore (Complainant) brings this Accusation solely in her official capacity as  
23 the Bureau Chief of the Cemetery and Funeral Bureau, Department of Consumer Affairs.

24 2. On or about January 20, 2011, the Cemetery and Funeral Bureau issued Funeral  
25 Establishment License Number FD 2080 to Exquisite Family Mortuary; Reola M. Whitfield,  
26 Owner (Respondent Exquisite Mortuary.) The Funeral Establishment License was in full force  
27 and effect at all times relevant to the charges brought herein and will expire on January 31, 2013,  
28 unless renewed.



1 funeral establishment as necessary to ensure full compliance with the Funeral Director's and  
2 Embalmer's law..."

3 9. Section 125.3 of the Code provides, in pertinent part, that the [Bureau] may request  
4 the administrative law judge to direct a licentiate found to have committed a violation or  
5 violations of the licensing act to pay a sum not to exceed the reasonable costs of the investigation  
6 and enforcement of the case.

7 10. Section 118, subdivision (b), of the Code provides that the  
8 suspension/expiration/surrender/cancellation of a license shall not deprive the  
9 Board/Registrar/Director of jurisdiction to proceed with a disciplinary action during the period  
10 within which the license may be renewed, restored, reissued or reinstated.

#### 11 BACKGROUND

12 11. On or around February 26, 2012, M.J. arrived home to find her father ("Melvin") had  
13 passed away in her residence. Among the first responders to the residence were two individuals  
14 who provided two telephone numbers of funeral establishments that would purportedly assist low  
15 income families. After contacting one such establishment (Eternal Rest), M.J. or others on her  
16 behalf were advised by "Kenneth" that he could take care of everything for \$540 up front with a  
17 balance due of \$1,630. Eternal Rest and Kenneth Pitchford are both former licensees of the  
18 Cemetery and Funeral Bureau. Both licenses were revoked effective January 13, 2010.

19 12. On or around February 29, 2012, Kenneth came to M.J.'s home to make  
20 arrangements for the funeral service and to go over the charges. It was agreed that the funeral  
21 establishment would have the subject remains available for viewing March 3, 2012 at 10:30 a.m.  
22 and the service was to begin ninety minutes later. Subsequently, the remains were to be  
23 cremated. Kenneth provided M.J. with an account number for Eternal Rest and told her that the  
24 \$1,630 balance should be placed in the account 24 hours prior to the viewing and funeral service.

25 13. Following the funeral service, M.J. was provided with collection of documents that  
26 identified Respondent Exquisite Mortuary as the mortuary handling the services. A general price  
27 list (GPL) was not among them nor was a GPL provided to M.J. at the prior meeting with  
28 Kenneth. On or around April 3, 2012, a Bureau investigator interviewed Kenneth at Respondent

1 Exquisite Mortuary, during which he identified himself as the "Operations Manager" for  
2 Exquisite Mortuary.

3 14. M.J. and her daughter T.J. ultimately decided that they wanted to witness Melvin's  
4 cremation. After calling the funeral establishment to inquire about particulars, she was advised  
5 that it would cost \$250 per family member to view which raised concerns about the Respondents'  
6 business practices. Shortly thereafter, M.J. filed a complaint with the Cemetery and Funeral  
7 Bureau.

8 15. Upon examination of the documents provided to M.J., Kenneth was asked by the  
9 Bureau investigator what happened to the copper casket identified in the documents after it was  
10 used for Melvin's funeral. In response, the Bureau investigator was confronted with hostility and  
11 inconsistencies from several individuals involved in Melvin's services. It was eventually  
12 acknowledged that the casket was re-used for another decedent.

13 FIRST CAUSE FOR DISCIPLINE

14 (Failure to Provide General Price List)

15 16. Respondents Exquisite Mortuary and Polk are subject to disciplinary action pursuant  
16 to section 7685 in that they failed to provide a GPL to M.J. upon beginning discussion of  
17 Melvin's funeral arrangements. Complainant refers to, and by this reference incorporates, the  
18 allegations set forth above in paragraphs 11-15 as though set forth fully.

19 SECOND CAUSE FOR DISCIPLINE

20 (Use of Previously Used Casket)

21 17. Respondents Exquisite Mortuary and Polk are subject to disciplinary action under  
22 section 7702 in that the casket used to house Melvin's remains was subsequently re-used by  
23 another decedent. Complainant refers to, and by this reference incorporates, the allegations set  
24 forth above in paragraphs 11-15 as though set forth fully.

25 PRAYER

26 WHEREFORE, Complainant requests that a hearing be held on the matters herein alleged,  
27 and that following the hearing, the Director of Consumer Affairs issue a decision:  
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1. Revoking or suspending Funeral Establishment License Number FD 2080, issued to Exquisite Family Mortuary; Reola M. Whitfield, Owner;
2. Revoking or suspending Funeral Director License Number FDR 3202, issued to Eiko Polk;
3. Ordering Reola M. Whitfield and Eiko Polk to pay the Cemetery and Funeral Bureau the reasonable costs of the investigation and enforcement of this case, pursuant to Business and Professions Code section 125.3;
4. Taking such other and further action as deemed necessary and proper.

DATED: October 15, 2012 *Lisa M. Moore*

LISA M. MOORE  
Bureau Chief  
Cemetery and Funeral Bureau  
Department of Consumer Affairs  
State of California  
*Complainant*

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