



CHRIS CHRISTIE  
Governor

KIM GUADAGNO  
Lt. Governor

## New Jersey Office of the Attorney General

Division of Consumer Affairs  
State Board of Mortuary Science of New Jersey  
124 Halsey Street, 6<sup>th</sup> Floor, Newark, NJ 07102



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Acting Director

**Mailing Address:**  
P.O. Box 45009  
Newark, NJ 07101  
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January 14, 2016

### Certified and Regular Mail

Frederick R. Whiteley III, Manager  
Horizon Funeral & Cremation Services  
1329 Route 37 West  
Toms River, NJ 08755

Re: File # 15-42

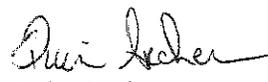
Dear Mr. Whiteley:

At its meeting of January 5, 2016 the Board reviewed all documents pertaining to this matter and determined to reduce the penalty to \$2,500.00 for the violation of N.J.A.C.13:36-5.12(I). Enclosed for your convenience is a copy of a revised acknowledgment form. Please sign the revised acknowledgment page and return it along with a check or money order within fourteen (14) days of receipt of this letter.

In addition you are advised of the following correction, with your letter dated November 18, 2015, in which you stated that the Board "ultimately decided that this complaint had no cause for discipline". Please be advised, that in accordance to the letter dated April 10, 2015, the Board's ultimately determination were that the ads were misleading to your future and existing consumers. Therefore a letter of advisement was issued without any further disciplinary action at that time.

However, be advised that since this is considered your second <sup>Not Re-Action</sup> offense, any further violation of the statues and/or regulation, a penalty up to \$10,000.00 could be issued against your practitioner's license and/or the funeral home registration.

Very truly yours,  
BOARD OF MORTUARY SCIENCE

  
Quin Archer  
Executive Director

QA/ck  
Enclosure(s)