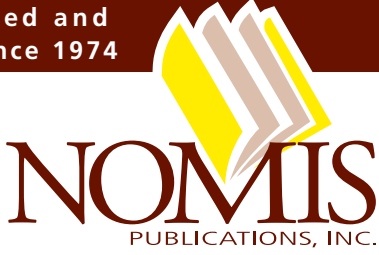


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# FUNERAL HOME & CEMETERY

# NEWS

SECTION B  
JANUARY  
2010

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## C.J. Boots Casket Company Moves

By Aleasha Sandley, Herald Bulletin Staff Writer



The New Home of C.J. Boots Casket Company

ANDERSON, IN— In a 45-day whirlwind, the building at 516 Meridian Street transformed from an empty shell to a full-fledged casket manufacturing plant as Anderson company **C.J. Boots Casket Co.** moved into its new home.

As company owner **Chris Boots** put it, "Moving a casket company is quite the undertaking."

After outgrowing its 20,000-square-foot facility on 38th Street, C.J. Boots Casket Co. began looking for other space, finding the 43,000-square-foot downtown building at the beginning of August. The company moved into its new digs the first week of November and started production there the next week.

"It's been amazing," Boots said. "The support from the local businesses and contributors made it helpful."

The new building had the right price and its layout was conducive to Boots' business flow, he said. It will allow the company to expand production, particularly on its lines of green, oversized and entry-level hardwood caskets, and eventually to hire more workers.

"We hope to be able to build our business in such a way that we can create more jobs and more opportunities for the city of Anderson for years to come," Boots said.

The new casket plant at the corner of Fifth and Meridian streets was once a Ford dealership, a distribution center, a skating rink and a dance studio, said C.J. Boots Vice President of Marketing and Merchandising **Jim Rogers**. Workers spent long days, nights and weekends remodeling it to fit the casket company's needs.

"They worked very, very hard to make this happen in a short amount of time," Boots said. "All of the roads led to Fifth and Meridian."

The company's new offices have plush navy carpet and warm tan walls, and the production plant is separated into stations, where each casket is handmade in a series of steps. It takes about 34 hours to finish one casket, Rogers said.

"We're into lean manufacturing," he said. "You won't see a ton of caskets sitting

**CONTINUED ON PAGE B7**

## BK Umbrella Industries

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## Eternal Branding's Signature Services provides Technology and Increases Goodwill



SOUTH DAYTONA, FL— **Eternal Branding**, a division of **Premium Promotions & Imports, Inc.**, announced the debut of the newest feature in their "Signature Services" series for funeral homes, *Eternal Photo Memories* an online service. PPI's, Eternal Branding's Signature Services feature a complete line of branding strategies designed specifically for the funeral industry that are proven to increase customer goodwill while increasing revenues and profits.

Eternal Photo Memories is being offered exclusively to licensed funeral homes at no charge and allows families and guests to create their own photo memory books and other photo items online simply by adding a link or banner to the funeral home's website directed to the Eternal Photo Memories website located at <http://www.EternalPhotoMemories.com>. In addition to photo books, visitors can print memorable photos on mugs, calendars and a wide variety of other items. The entire ordering process is accomplished easily and intuitively online eliminating all paperwork, inventory and overhead.

**CONTINUED ON PAGE B5**

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# CALENDAR *of Events*

## CONVENTIONS/ CONFERENCES

**New York State Assoc of Cemeteries / Empire State Green Industry Show** - Jan 12-14, 2010, Radisson & Hyatt Regency/Rochester Riverside Convention Center, Rochester, NY. Exhibits. 518-783-1134. www.nysac.com nysac@nysac.com

**ICCFA Wide World of Sales Conference** - Jan 13-15, 2010, Riverside Hilton, New Orleans, LA. (800)645-7700. www.iccfa.org

**Alabama FDA Midwinter Convention** - Jan 18-19, 2010, Marriott Hotel 280, Birmingham, AL. Exhibits. 334-956-8000. www.alabamafda.org afda06@bellsouth.net

**Alliance of Illinois Cemeteries** - Jan 21-22, 2010, Hotel Baker, Galena, IL. Exhibits. 217-789-2340. luann.johnson@cwlp.com

**North Carolina FDA Midwinter Conference** - Jan 23-28, 2010, Royal Caribbean Cruise, Tampa, FL. 919-876-7886. www.ncfda.org larry@ncfda.org

**South Carolina FDA Midwinter Conference** - Feb 01-03, 2010, Columbia Hilton Center, Columbia, SC. Exhibits. 800-445-3427. www.scfda.org scfda@aol.com

**National Concrete Burial Vault Assoc (NCBVA)** - Feb 02-04, 2010, Bellagio Hotel, Las Vegas, NV. Exhibits. (407) 774-6751.

**Funeral Directors Assn of Kentucky Midwinter Conference** - Feb 09-10, 2010, Lexington Downtown Hotel & Conference Center, Lexington, KY. 502-223-0622. www.fdaofky.com info@fdaofky.com

**Assoc of California Cremationists Conference** - Feb 10, Hilton Ontario Airport, Ontario, CA. 562-596-0464. www.accinfo.org kmtacc@hotmail.com

**Indiana FDA Midwinter Conference** - Feb 16-17, 2010, Crowne Plaza, Indianapolis, IN. 317-846-2448. www.indiana-fda.org info@indiana-fda.org

**New York State Assoc of Cemeteries Conference** - Feb 23-24, 2010, Holiday Inn Suffern, Suffern, NY. Exhibits. 518-783-1134. www.nysac.com nysac@nysac.com

**International Conference of Funeral Service Examining Boards** - Feb 25-26, 2010, Doubletree Anaheim/Orange County Hotel, Orange, CA. 479-442-7076. www.theconferenceonline.org info@theconferenceonline.org

**New York State Assoc of Cemeteries Conference** - Mar 01, 2010, Millennium Airport Hotel, Buffalo, NY. Exhibits. 518-783-1134. www.nysac.com nysac@nysac.com

**Georgia FDA Funeral Service Expo** - Mar 01-02, 2010, Georgia Railway Train Depot, Atlanta, GA. Exhibits. 770-592-8002. www.gfda.org execdirector@gfda.org

**ICCFA** - Mar 10-13, 2010, Grand Hyatt & San Antonio Convention Center, San Antonio, TX. Exhibits. (800) 645-7700. www.iccfa.org

**Ohio Assoc of Cemetery Superintendents and Officials** - Mar 16-17, 2010, Embassy Suites Dublin, Dublin, OH. 614-885-5933. oacosecretary@gmail.com

**Washington Cemetery & Funeral Assoc Spring Conference** - Mar 19, 2010, Embassy Suites, Lynnwood, WA. 888-522-7637. www.wcfa.us info@wcfa.us

**Illinois Cemetery & Funeral Home Assoc Spring Conference** - Mar 24-25, 2010, Willowbrook Holiday Inn Hotel & Conference Center, Willowbrook, IL. 866-758-7731. www.icfha.org icfha@hotmail.com

**Cemetery & Mortuary Assn of California Spring Conference** - Mar 24-26, 2010, Laguna Cliffs Resort & Spa, Dana Point, CA. Exhibits. 916-441-4533. www.cmaccalifornia.com cmac@usa.net

**ADEC** - Apr 07-10, 2010, Hyatt Regency Crown Center, Kansas City, MO. Exhibits. 847-509-0403. www.adec.org info@adec.org

**California Assoc of Public Cemeteries Conference** - Apr 08-10, 2010, Embassy Suites Hotel, Monterey, CA. 760-746-0662. www.ccapc.info publiccemeteries@aol.com

**NFDA Professional Women's Conference** - Apr 08-10, 2010, The Mulberry Inn, Savannah, GA. (800)228-6332. www.nfda.com nfda@nfda.org

**North Dakota FDA** - Apr 12-14, 2010, Ramada Plaza, Fargo, ND. Exhibits. 701-360-3118. www.ndfda.org ndfda@gvtel.com

**Texas Cemeteries Assoc** - Apr 18-20, 2010, Omni South Park, Austin, TX. Exhibits. 817-336-0584. www.txca.us llberger@txca.us

**Texas Cemeteries Assoc** - Apr 18-20, 2010, Omni Hotel at Southpark, Austin, TX. Exhibits. 817-336-0584. www.txca.us llberger@txca.us

**Oklahoma FDA** - Apr 19-21, 2010, Embassy Suites Hotel & Convention Center, Norman, OK. Exhibits. 405-843-0730. www.okfda.com ofda@wavelinx.net

**Catholic Cemeteries of the West** - Apr 19-23, 2010, Renaissance Hotel Seattle, Seattle, WA. 408-296-4656. www.cwecare.org dsylva@pacbell.net

**International Order of the Golden Rule (OGR)** - Apr 22-24, 2010, The Broadmoor, Colorado Springs, CO. Exhibits. 800-637-8030. www.ogr.org info@ogr.org

**Ohio FDA** - Apr 27-29, 2010, Hyatt Regency Columbus Convention Center, Columbus, OH. Exhibits. 800-589-6332. www.ofdaonline.org steve@ofdaonline.org

**Kansas, Missouri and Nebraska FDAs Tri-State Convention** - May 02-05, 2010, Overland Park Convention Center, Overland Park, KS. Exhibits. (785)232-7789 or (573)635-1661 or (402)423-8900.

**North Carolina FDA** - May 09-11, 2010, Sheraton Imperial, Research Triangle Park, NC. Exhibits. 800-616-2332. www.ncfda.org larry@ncfda.org

**Michigan FDA** - May 10-13, 2010, MGM Grand Hotel, Detroit, MI. Exhibits. 800-937-6332. www.mfda.org pdouma@mfda.org

**Minnesota FDA** - May 11-12, 2010, Kelly Inn, St. Cloud, MN. Exhibits. 763-416-0124. www.mnfuneral.org lhardin@mnfuneral.org

**Iowa FDA** - May 11-13, 2010, Iowa State Center & Gateway Hotel, Ames, IA. Exhibits. 800-982-6561. www.iafda.org admin@iafda.org

**South Dakota FDA** - May 13-14, 2010, Ramkota Hotel & Conference Center, Sioux Falls, SD. Exhibits. 605-246-9466. www.sdfda.org tkerr@triotel.net

**Arizona Funeral Cemetery & Cremation Assoc** - Jun 02-04, 2010, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. www.afcca.org afcca@q.com

**Tennessee FDA** - Jun 06-08, 2010, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 800-537-1599. www.tnfda.org tnfda@xspedius.net

**West Virginia FDA** - Jun 06-10, 2010, Marriott Hotel, Charleston, WV. Exhibits. (800) 585-2351.

**Tennessee FDA / TFSSC** - Jun 06-08, 2010, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 800-537-1599. www.tnfda.org tnfda@xspedius.net

**Georgia FDA** - Jun 06-09, 2010, Sea Palm Resort, St. Simons, GA. 770-592-8002. www.gfda.org execdirector@gfda.org

**Indiana FDA** - Jun 07-10, 2010, Lucas Oil Stadium, Indianapolis, IN. Exhibits. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

**French Mortuary Convention** - Jun 10-12, 2010, Marriott Pyramid North, Albuquerque, NM. 800-719-6333. www.frenchmortuary.com

**Independent Funeral Directors of Florida** - Jun 10-13, 2010, Grand Hyatt Tampa Bay, Tampa, FL. Exhibits. 800-386-8778. www.ifdf.org jscheff@ifdf.org

**Virginia FDA** - Jun 13-16, 2010, Newport News Marriott at City Center, Newport News, VA. Exhibits. (804)264-3260.

**South Carolina FDA** - Jun 13-15, 2010, Myrtle Beach Resort & Spa at Grande Dunes, Myrtle Beach, SC. 800-445-3427. www.scfda.org scfda@aol.com

**Texas FDA** - Jun 14-18, 2010, Moody Gardens Hotel & Conference Center, Galveston, TX. Exhibits. 800-460-8332. www.tfda.com admin@tfda.com

**Wisconsin FDA** - Jun 14-17, 2010, Marriott Madison West, Middleton, WI. Exhibits. 608-256-1757. www.wfda.org info@wfda.org

**Assoc of California Cremationists Conference** - Jun 14-15, 2010, Bahia Resort Hotel, San Diego, CA. Exhibits. 562-596-0464. www.accinfo.org kmtacc@hotmail.com

**California FDA** - Jun 14-16, 2010, Bahia Resort, San Diego, CA. Exhibits. 800-255-2332. www.cafda.org cfdad@amgroup.us

**Pennsylvania FDA** - Jun 14-16, 2010, Holiday Inn Harrisburg/Hershey, Grantville, PA. Exhibits. 800-692-6068. www.pfda.org john@pfda.org

**Oregon FDA** - Jun 16-19, 2010, Shilo Inn Suites Oceanfront Hotel, Seaside, OR. Exhibits. 800-304-5095. www.ofda.org mark@ofda.org

**Michigan Assoc of Municipal Cemeteries** - Jun 17-19, 2010, Bavarian Inn Lodge, Frankenmuth, MI. Exhibits. 269-471-1006.

**Maryland State FDA** - Jun 19-24, 2010, Clarion Resort, Ocean City, MD. Exhibits. 888-459-9693. www.msfdad.net msfdad@msfdad.net

**Idaho, Montana & Wyoming Tri State Convention** - Jun 20-23, 2010, Snow King Resort, Jackson Hole, WY. Exhibits. 208-888-2730. www.ifsad.us ifsad@ifsad.us

**Alabama FDA Midsummer Convention** - Jun 20-22, 2010, Grand Hotel, Point Clear, AL. 334-956-8000. www.alabama-fda.org afda06@bellsouth.net

**Illinois FDA** - Jun 22-24, 2010, Hotel Pere Marquette & Peoria Civic Center, Peoria, IL. Exhibits. 800-240-4332. www.ifda.org info@ifda.org

**Virginia Cemetery Assoc** - Jun 24-27, 2010, Ramada on the Beach, Virginia Beach, VA. Exhibits. 804-379-0627. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

**Virginia Morticians Assoc** - Jun 27-30, 2010, Fairview Park Marriott, Falls Church, VA. 804-469-9544. www.virginiamorticiansassociation.com vmainc@msn.com

**FDA of Kentucky Convention & Midwest Regional Trade Show** - Jun 28-30, 2010, Louisville Marriott Downtown & Key International Convention Center, Louisville, KY. Exhibits. 800-866-3211. www.fdaofky.com info@fdaofky.com

**Southern Cemetery Cremation & Funl Assoc, North Carolina Cemetery Assoc & South Carolina Cemetery Assoc** - Jul 11-13, 2010, Kingston Plantation Resort & Conference Center, Myrtle Beach, SC. Exhibits. 251-634-3434. www.scfa.info scfa@bellsouth.net

**Assoc of Independent Funeral Homes of Virginia** - Jul 23-25, 2010, Hilton Oceanfront Hotel, Virginia Beach, VA. Exhibits. 804-643-0312. www.ifhv.org ifhv@aol.com

**NFD&MA** - Jul 31 - Aug 05, 2010, Harbor Beach Marriott Resort & Spa, Fort Lauderdale, FL. Exhibits. 800-434-0958. www.nfdma.com nfdma@nfdma.com

**Ohio Assoc of Cemetery Superintendents and Officials** - Aug 02-04, 2010, Holiday Inn, Boardman, OH. Exhibits. 614-885-5933. oacosecretary@gmail.com

**Cremation Assoc of North America (CANA)** - Aug 04-07, 2010, Sheraton Waikiki Hotel, Honolulu, HI. Exhibits. 312-245-1077. www.cremationassociation.org cana@smithbucklin.com

**Fountain Academy International Conference** - Aug 05-08, 2010, Holiday Inn Convention Center, Springfield, MO. 417-833-5130. vrfountain@earthlink.net

**Assoc of Alabama, Mississippi and Louisiana Cemeteries Tri-State Convention** - Aug 15-18, 2010, Perdido Beach Resort, Orange Beach, AL. Exhibits. 256-820-4611. www.alabamacemeteries.org alcemeteries@aol.com

**New York State FDA** - Aug 24-29, 2010, Saratogo Hilton, Saratogo Springs, NY. Exhibits. 800-291-2629. www.nysfda.org info@nysfda.org

**Colorado FDA & Colorado Assoc of Cemeteries** - Sep 08-10, 2010, Embassy Suites Hotel & Conference Center, Loveland, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

**Catholic Cemetery Conference** - Sep 14-17, 2010, Omaha Hilton, Omaha, NE. Exhibits. (888) 850-8131.

**Preferred Funeral Directors International** - Sep 25-28, 2010, Ritz-Carlton Highlands, Lake Tahoe, CA. 727-524-8100. www.pfdi.org info@pfdi.org

**New Jersey State FDA** - Sep 28-30, 2010, New Taj, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org wbeebe@njsfda.org

**Illinois Cemetery & Funeral Home Assoc** - Sep 29-30, 2010, Marriott Hotel & Conference Center, Normal, IL. 866-758-7731. www.icfha.org icfha@hotmail.com

**Selected Independent Funeral Homes** - Sep 29 - Oct 02, 2010, Walt Disney World Grand Floridian Resort & Spa, Orlando, FL. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

**Washington Cemetery & Funeral Assoc** - Sep 30 - Oct 02, 2010, Skamania Lodge, Stevenson, WA. Exhibits. 888-522-7637. www.wcfa.us info@wcfa.us

**Jewish Funeral Directors of America** - Oct 03-06, 2010, Intercontinental, Chicago, IL. 781-477-9300. www.jfda.net

**NFDA** - Oct 10-13, 2010, New Orleans, LA. Exhibits. 800-228-6332. www.nfda.org nfda@nfda.org

**Casket & Funeral Supply Assoc (CFSA)** - Nov 15-16, 2010, Crowne Plaza Union Station, Indianapolis, IN. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

**Connecticut FDA** - Dec 02, 2010, The Hartford Marriott Rocky Hill, Rocky Hill, CT. Exhibits. 800-919-2332. www.ctfda.org ctfda@aol.com

## MEETINGS/SEMINARS

**New Hampshire FDA Meeting** - Jan 16, 2010, The Margate on Winnepesaukee, Laconia, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

**The Academy Training Dates** - Jan 19-22, 2010 Advanced Funeral Planning; Jan 26-27, 2010 Green Leads; Feb 01, 2010 Continuing Care Program Development; Feb 02-03, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Feb 23-26, 2010 Advanced Funeral Planning; Mar 02-03, 2010 Community Connections; Apr 20-23, 2010 Advanced Funeral Planning; Apr 26, 2010 Continuing Care Program Development; Apr 27-28, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; May 04-05, 2010 Financial Aspects of Advance Funeral Planning; Jun 22-25, 2010 Advanced Funeral Planning; Jul 12, 2010 Continuing Care Program Development; Jul 13-14, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Jul 20-21, 2010 Green Leads; Aug 24-27, 2010 Advanced Funeral Planning; Sep 21-22, 2010 Community Connections ; Oct 19-22, 2010 Advanced Funeral Planning; Oct 25, 2010 Continuing Care Program Development; Oct 26-27, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Nov 02-03, 2010 Financial Aspects of Advance Funeral Planning. The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

**Michigan FDA and The Outlook Group** - Jan 26, 2010 and Jan 29, 2010, MAPP - Michigan Advance Funeral Planning Professional, Michigan FDA, Okemos, MI. 800-331-6270. www.theoutlookgroup.com

**Selected Independent Funeral Homes** - Sep 29 - Oct 02, 2010, Walt Disney World Grand Floridian Resort & Spa, Orlando, FL. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

**Washington Cemetery & Funeral Assoc** - Sep 30 - Oct 02, 2010, Skamania Lodge, Stevenson, WA. Exhibits. 888-522-7637. www.wcfa.us info@wcfa.us

**Jewish Funeral Directors of America** - Oct 03-06, 2010, Intercontinental, Chicago, IL. 781-477-9300. www.jfda.net

**NFDA** - Oct 10-13, 2010, New Orleans, LA. Exhibits. 800-228-6332. www.nfda.org nfda@nfda.org

**Casket & Funeral Supply Assoc (CFSA)** - Nov 15-16, 2010, Crowne Plaza Union Station, Indianapolis, IN. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

**Connecticut FDA** - Dec 02, 2010, The Hartford Marriott Rocky Hill, Rocky Hill, CT. Exhibits. 800-919-2332. www.ctfda.org ctfda@aol.com

**MEETINGS/SEMINARS**  
**New Hampshire FDA Meeting** - Jan 16, 2010, The Margate on Winnepesaukee, Laconia, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

**The Academy Training Dates** - Jan 19-22, 2010 Advanced Funeral Planning; Jan 26-27, 2010 Green Leads; Feb 01, 2010 Continuing Care Program Development; Feb 02-03, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Feb 23-26, 2010 Advanced Funeral Planning; Mar 02-03, 2010 Community Connections; Apr 20-23, 2010 Advanced Funeral Planning; Apr 26, 2010 Continuing Care Program Development; Apr 27-28, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; May 04-05, 2010 Financial Aspects of Advance Funeral Planning; Jun 22-25, 2010 Advanced Funeral Planning; Jul 12, 2010 Continuing Care Program Development; Jul 13-14, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Jul 20-21, 2010 Green Leads; Aug 24-27, 2010 Advanced Funeral Planning; Sep 21-22, 2010 Community Connections ; Oct 19-22, 2010 Advanced Funeral Planning; Oct 25, 2010 Continuing Care Program Development; Oct 26-27, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Nov 02-03, 2010 Financial Aspects of Advance Funeral Planning. The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

**Michigan FDA and The Outlook Group** - Jan 26, 2010 and Jan 29, 2010, MAPP - Michigan Advance Funeral Planning Professional, Michigan FDA, Okemos, MI. 800-331-6270. www.theoutlookgroup.com

**MKJ Marketing Seminars** - Feb 08-11, 2010, Westin Riverfront Resort, Beaver Creek, CO; Mar 08-10, 2010, Ritz-Carlton Beach Resort, Naples, FL; Jul 26-27, 2010, Westin Verasa Hotel, Napa Valley, CA; Jul 28-29, 2010, W Hotel, San Francisco, CA. 888-655-1566. www.mkj-marketing.com

**West Virginia FDA Midwinter Meeting** - Feb 09-11, 2010, Marriott Hotel, Charleston, WV. (800)585-2351.

**Mississippi FDA Winter Seminar** - Feb 14-16, 2010, The Inn at Ole Miss, University, MS. 888-759-6332. www.mississippifuneraldirectors.com mfda@netdoor.com

**CANA & NFDA Cremation Symposium** - Feb 17-19, 2010, Harrah's Hotel, Las Vegas, NV. 312-245-1077. www.cremationassociation.org cana@smithbucklin.com

**Monument Builders of North America (MBNA) Meeting** - Feb 18-21, 2010, Westin Crowne Center, Kansas City, MO. 800-233-4472. www.monument-builders.org info@monument-builders.org

**Funeral & Cemetery Alliance Sales Seminar** - Feb 25, 2010, Radisson at Celebration, Orlando, FL. 407-896-1015. www.fcagl.org wandaclasses@bellsouth.net

**NFDA Advocacy Summit** - Mar 08-10, 2010, Renaissance Mayflower Hotel, Washington, DC. 800-228-6332. www.nfda.org nfda@nfda.org

**Professional Grounds Management Society Spring Seminar** - Mar 18-19, 2010, Charleston Marriott Hotel, Charleston, SC. 800-609-7467. www.pgms.org pgms@associationhqts.com

**CFSA Winter Seminar** - Mar 25-27, 2010, Charleston Place Hotel, Charleston, SC. (847) 295-6630. www.cfsaa.org

**Illinois FDA Spring Seminar** - Apr 06-07, 2010, Hilton Garden Inn & Thema Keller Convention Center, Effingham, IL. 800-240-4332. www.ifda.org info@ifda.org

**Academy of Graduate Embalmers of Georgia Annual Meeting** - Apr 12-14, 2010, Georgia Public Safety Training Center, Forsyth, GA. 770-445-3180. www.ageg.org AcademyGA@aol.com

**New Hampshire FDA & Vermont FDA Twin State Meeting** - Jun 22-23, 2010, Ashworth by the Sea, Hampton, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

**NFDA Leadership Conference** - Jul 11-14, 2010, Hyatt Regency Chesapeake Bay Resort, Cambridge, MD. 800-228-6332. www.nfda.org nfda@nfda.org

*If you have a Convention, Meeting or Seminar you would like to see listed here, send information to:*



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# Accubuilt announces Release of 2010½ Models



Accubuilt S&S Medalist



Accubuilt S&S Medalist Wood Interior

LIMA, OH— **Accubuilt, Inc.** has announced the revamping of its line of **Cadillac** funeral vehicles for 2010½.

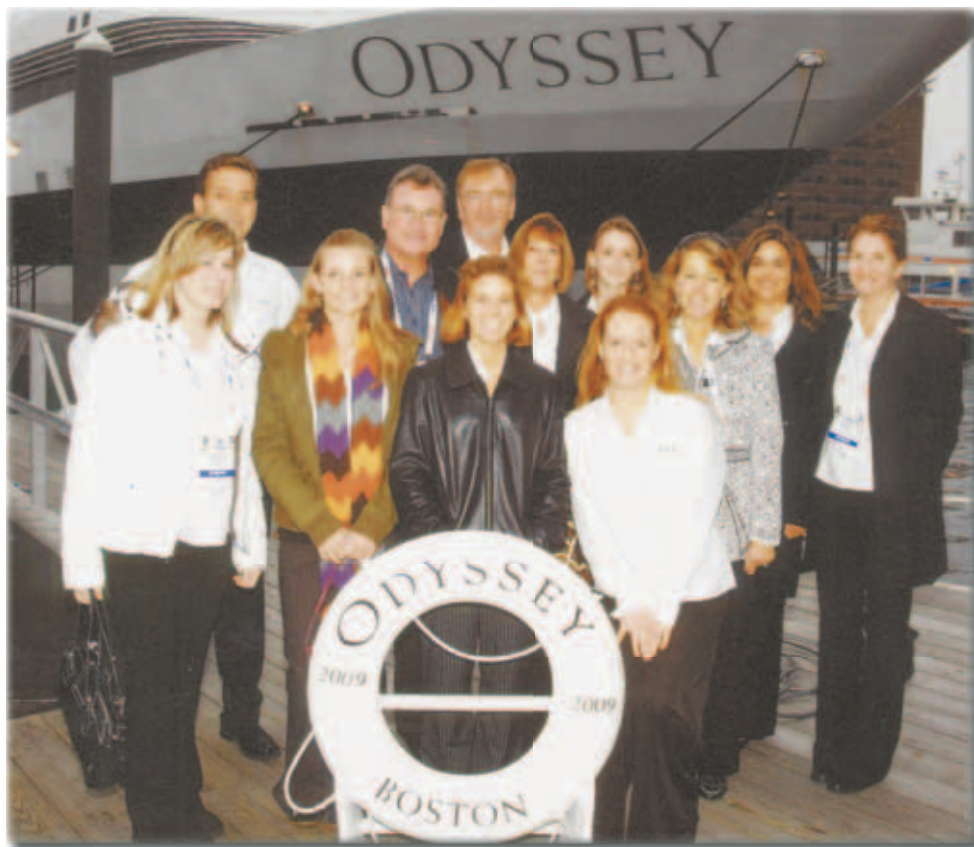
Accubuilt Chairman and CEO **Greg Corona** pointed out that “since the OEMs decided not to change the body style for 2010, Accubuilt felt it was time to take control and do something on our own. The chassis of professional vehicles have been basically the same for a number of years and we could tell

from talking to our customers that it was time to do something new and exciting.”

**Dennis Schlueter**, Accubuilt’s VP of New Product Development commented, “We had discussions with our major dealers and customers and came up with some things we could do to our vehicles inside and out to make them more appealing and give them a more stylish, elegant look. Little

**CONTINUED ON PAGE B9**

# CFF hosts 20 Year Celebration on the Boston Harbor



(L to R) Morgan Smith, Todd Hanson, Jenna Snelgrove, Mark Mannix, Catie Canetti, John Warner, Lynn Tanner, Jamie Snelgrove, Ann Marie St. George, Joy Hubbard, Liz Robison and Wendy Harris.

MADISON, CT— Established in July of 1989, **Co-operative Funeral Fund Inc.** (CFF) is relied upon by more than 700 funeral homes nationwide to manage the investment, accounting, compliance and payout of their preneed funds.

To celebrate this momentous occasion, CFF enjoyed a client reception on the Boston Harbor aboard the Odyssey cruise line during the Boston NFDA convention.

“It was a real treat to see the faces of the voices we know so well by telephone” said **Liz Robison**, VP Trust Administration, who has been with CFF for the last 13 years. CFF offers both trust and insurance products. Trust funds are invested in United States Treasury bonds that are held to maturity. United States Treasury bonds are backed by the full faith and credit of the United States govern-

ment. CFF uses **National Guardian Life** (NGL) for its insurance product.

CFF has enjoyed significant growth since its inception in 1989 and continues to grow and expand its territory. CFF is registered with the United States Securities and Exchange Commission as an Investment Advisor. For more information please contact [www.cffinc.com](http://www.cffinc.com) or call (800) 336-1102.

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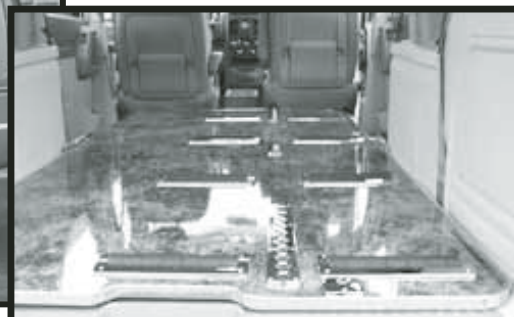
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## Grief Resources Catalog offers four Booklets to help those who care for someone who has lost a Loved One

EDINA, MN— It's often a thankless job, but fortunately someone usually steps up to the task...and it's usually someone you didn't expect. Through thoughtful actions, a care-giver can provide family members, friends and loved-ones of the deceased with important grief support and information.

In order to provide bereavement support, funeral directors can rely on a few key grief booklets from **Grief Resources Catalog** that can be very helpful - *Adult Children - How to Deal with the Grief of a Surviving Parent*, *Widowers - How They Grieve and What You Can Do to Help* and *Being a Friend to Someone Who is Grieving*. These booklets discuss very specific, and often times thorny issues. In *Adult Children - How to Deal with the Grief of a Surviving Parent*, the adult child and surviving parent have both experienced a major loss, but are grieving for different reasons. For widowers, machis-

mo and other cultural influences often dictate behavior. In *Being a Friend*, the authors stress the ability of the caregiver to be able to withstand the pressures of being there for a grieving person. Also included are very specific things you can do and say and things you shouldn't do and say.

**Barbara Moore** and **Dennis Williams** wrote these booklets. Each of the booklets includes a checklist to help the care-giver organize his or her support efforts.

For additional information about these quick-read booklets or a free, printed catalog or to order materials, contact Grief Resources Catalog on the Internet at [www.griefresourcescatalog.com](http://www.griefresourcescatalog.com). Grief Resources Catalog carries more than 50 different grief booklets, books, DVD's and tapes. Grief Resources Catalog, 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: [williams@griefresourcescatalog.com](mailto:williams@griefresourcescatalog.com).

## Eternal Branding's Signature Services

*Continued from Page B1*

By adding the Eternal Memories link to their website, funeral homes will be taking the first important step toward developing a new and important tool that simultaneously expands their After-Care marketing opportunities while improving the visibility of their logo and brand, a critical but often overlooked source of business in today's competitive marketplace.

Through Eternal Branding's multi-faceted Signature Services, funeral homes are also creating their own "quick-turn" memorial photo-books, and floral books branded with the funeral home logo and a personal message. These books can be presented to the family following the service. This gesture creates immeasurable goodwill while introducing the family to their entire line of After-Care products which the family can access through their website. Further, the flexibility of Eternal Branding's Signature Services gives funeral homes the option of ordering a single item such as a logo mug bulk purchasing for specific promotional events or occasions. A complete list of promotional products available for branding are available on the company website. [www.PPI-EternalBranding.com](http://www.PPI-EternalBranding.com).

Commenting on Eternal Branding's Signature Services, **Nancy Lohman**, Chief Operating Officer of **Lohman Family Properties**, located in Northern Florida, said "During sorrowful moments in our lives, one of the most meaningful symbols of our love for each other are through the gift of flowers we send and, yet, so many families see them for such a brief moment in time. Now, thanks to PPI's Eternal Branding division, we are finding a way to give the gift of the floral remembrances to a family to enjoy forever through the timeless photo book we create quickly and simply after each service. It's one more of our 'signature services' that sets us apart from others."

According to **Patty Fay**, Director of Eternal Branding, "For 20 years, we have worked closely with our clients helping develop powerful but cost effective branding strategies that create goodwill, brand awareness and, as a result, more business. Our clients have come to appreciate how even the smallest consideration can make a big difference in how a transaction is remembered. This has never more true than in the funeral industry where consumer sensitivity is at its highest. I am proud to be a part of a win-win process that brings added value to the families and added value and goodwill to my clients... forward thinking funeral directors."

To obtain a free link to sample Eternal Branding's Signature Services, to receive a complimentary memorial floral or photo book for one of your families and to explore further how Eternal Branding's Signature Services will increase your profits, contact Patty Fay, Eternal Branding 888-451-3905 Ext. 3225 or email [pattyfay@ourppi.com](mailto:pattyfay@ourppi.com).

## Rich Sells to lead Johnson Consulting Group's Newly Created Cemetery and Funeral Pre Need Sales Division

SCOTTSDALE, AZ— The **Johnson Consulting Group**, a Total Solutions Company, and market leader adds a new division due to the ever increasing need to assist clients across the country and internationally in accelerating their pre need cemetery and funeral sales. **Rich Sells**, a highly successful and proven executive in cemetery and funeral pre need sales and marketing will head up this newly created division.

Rich spent 27 years with **Service Corporation International** holding key positions leading to the position of Senior Vice President of Sales. He is currently on the board of **Fort Rosecrans Cemetery** at Miramar Support Foundation in California. While at SCI, Mr. Sells conceived and led the construction and implementation of SCI's traveling replica of the Vietnam War Memorial. He also served as President of the **International Cemetery and Funeral Association** which has over 6,000 members. He is also a certified public accountant (CPA).

**Jake Johnson**, President of Johnson Consulting states, "We felt it was a rare and exceptional opportunity to have an industry leader with the abilities and excellent reputation of Rich Sells to lead our new division. He is ideally suited and well qualified to build and grow this division to the prominence of our other divisions. Rich brings a new dimension to our company in the area of funeral and cemetery sales. We are fortunate to have him as part of our team."

For more information contact Johnson Consulting Group at 888-250-7747 or visit their web site at [www.johnsonconsulting.com](http://www.johnsonconsulting.com).



Rich Sells

## DST introduces PrepArm for Localized Air Extraction



A transparent hood, not shown, attaches to PrepArm.

**INCLINE VILLAGE, NV— Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists, introduces *PrepArm*, a system for exhausting noxious fumes at the source in the preparation room. PrepArm has a flexible extractor arm with an attached transparent hood fitted with a LED light strip. It can be mounted from the ceiling or the wall and is standard in single or double configurations. Custom configurations are also available.

PrepArm is maneuverable much like the overhead light in a dental office. The two outermost joints in the arm rotate and swivel through 360 degrees. This unique flexibility makes it possible for the embalmer to locate the hood exactly where it is required. By capturing fumes at the source, PrepArm can prevent many airborne particles from entering the embalmer's respiratory system. The hood also protects the embalmer from splatters or chemical bursts.

PrepArm, used in conjunction with an effective overall heating, air conditioning and ventilating system, contributes to a safe and comfortable working environment.

For further information, [www.dstlimited.com](http://www.dstlimited.com), [info@dstlimited.com](mailto:info@dstlimited.com) or call 877-832-6898.

## Homesteaders sponsors Economic Recovery Guide

**DES MOINES, IA— The Funeral Director's Economic Recovery Guide: A Comprehensive Guidebook on How to Maximize Profits When the Recovery Comes** is a timely resource that every funeral director needs on his or her shelf.

The book is a companion to *The Funeral Director's Economic Survival Guide*, published earlier this year by **Kates-Boylston Publications**. **Homesteaders** is the sponsor of both books, and the company praised the latest compilation of high-quality content. "Once again, the editors of Kates-Boylston have pulled together an anthology of articles from trusted industry experts that are important to funeral home success in uncertain economic times," said **Dean Lambert**, vice president of marketing. "We are pleased to present the second in a series of guides with content that will not disappoint."

"There is so much doom and gloom in the marketplace, and we wanted to take a forward-looking view," says **Thomas A. Parmalee**, executive editor of Kates-Boylston Publications. "The Economic Recovery Guide provides insights into where the economic downturn has brought us but also offers funeral home owners insights on decisions they can make to succeed now and in the future."

The Economic Recovery Guide includes new content from experts such as **Tom Johnson** with **Johnson Consulting Group**; **Mayra Ruiz-McPherson** of **Ruiz-McPherson Communications**; **Alan Creedy** of **Trust 100**; and Lambert, who explains why preneed is an important component to economic survival. The book also includes Kates-Boylston's popular 2008 Salary Survey and 2008 Casket Survey. These reports dig into how the economy has affected pricing and staffing and what moves you need to make to survive difficult times while positioning yourself for a more profitable period that is just around the corner. But you have to make the right moves to get there.

Focused solely on funeral insurance funding and support, **Homesteaders Life Company** is a market leader associated with more than 3,000 funeral homes and 8,000 licensed agents across the United States. Visit [www.homesteader-life.com](http://www.homesteader-life.com) for more information.

Kates-Boylston Publications has been helping funeral professionals succeed and serve since 1877. For information on how to get your Recovery Guide visit [www.katesboylston.com](http://www.katesboylston.com) to learn more.

## Stardust Art offers Memorial Keepsakes on Canvas

**JANESVILLE, WI— Stardust Art** is an original artistic way to memorialize your departed loved one or beloved pet. Longtime artist **Valerie Saxer**, has designed a vibrant collection of giclee paintings that she respectfully enhances with a small portion of cremains, providing an extraordinary visual reminder of a loved one. "Perhaps they are not stars, but rather the stardust in the heavens, shimmering to let us know they are still with us."

The collection is offered on medium weight canvas, in eight color combinations and three sizes, completely personalized for you. Each piece is framed, and custom sizes are also available.

A new addition to the Stardust Art line is a "memorial photo enhancement." Keepsake art will be created onto medium

weight canvas by reproducing a cherished photo and then enhancing it with a tiny portion of the loved one's cremains.

Another option is offered for families wishing to honor their pets. A canvas can be enhanced with "paw prints" made of an earth-friendly compound and a small amount of cremains.

Valerie Saxer, a former nurse, is currently a hospice volunteer and artist. She is working with the funeral industry nationwide and is a member of the *Cremation Association of North America*. Stardust Art, LLC strives to be as earth-friendly as possible and uses "green" or environmentally friendly products. Visit [www.stardust-art.net](http://www.stardust-art.net) to see how the artwork is created or for further information and ordering. Stardust Art can also be reached at 608-756-1425.

## Doric installs new Board of Directors



(L to R) Front row: Chuck Foskey, Adair Payment, Bobby Smith, and Gerald Hardy. Back row: Mike Crummitt, Asa Brewster, Steve Vincent, Jim Wiens, and Hubert McQuestion.

**MARSHALL, IL**— The 2009-2010 Board of Directors were installed recently as **Doric Products Inc.** hosted its shareholders at the annual meeting held in LaCrosse, WI. Current board members are **Asa Brewster** (**Brewster Vaults**, Millville NJ), **Michael Crummitt** (**Crummitt & Son Vault**, Martins Ferry OH), **Charles Foskey** (**Wicomico Vault**, Salisbury MD), **Gerald Hardy** (**Hardy Doric Inc.**, Chelmsford MA), **Hubert McQuestion** (**Lake Shore Burial Vault**, Brookfield WI), **Adair Payment** (**Atlas Concrete Products**, Orlando FL), **Bobby Smith** (**Eagle Burial Vault**, Ruston LA), **Steven Vincent** (**J.P. Vincent and Son**, Galena IL) and **Jim Wiens** (**Concrete Vaults Inc.**, Newton KS).

The new Board held a meeting to vote officers into position for the 2009-2010 year. Those elected were: President, **Steve Vincent**; Vice President of Finance and Treasurer, **Jim Wiens**; Vice President of Manufacturing, **Mike Crummitt**; and Secretary, **Gerald Hardy**. The Executive Committee will again consist of Crummitt, McQuestion, Vincent and Wiens.

Following elections, Board President Vincent commented "I appreciate the continued vote of confidence and support shown by the shareholders and directors." Other members of the board echoed his comment and noted that consistency of membership allows projects to continue without interruption.

New to the Doric Board of Directors is Charles "Chuck" Foskey. Undoubtedly, the name will sound familiar to you. Chuck was voted into the seat that was left vacant when

his father, Charlie, passed away this summer. He has been with the family vault business since it began in 1975 and was also involved with Wicomico Memorial Park Cemetery until it was sold in 1998.

Chuck currently serves as President of Wicomico Vault and also makes time to participate in a variety of organizations. Among them are the Delmarva Funeral Service Association, Greater Salisbury Chamber of Commerce, and the National Concrete Burial Vault Association. He also serves as a Master Mason with Centennial Lodge #221 A.F. & A.M and is active in the Thomas J. Shryock Commanders of Knights Templar and the Maryland chapter of Ducks Unlimited.

Chuck is also proud of his work as a volunteer firefighter with the Salisbury Fire Department for 26 years. He has served in a number of leadership roles within the department and is currently the Assistant Chief as well as corporate president. Chuck looks forward to his involvement with Doric and Classic Metal Vaults and continuing "the highest quality standards" in the industry.

The Doric leadership requires all Doric licensed manufacturing plants undergo an independent inspection by a field inspector of the *National Concrete Burial Vault Association* (NCBVA). This requirement ensures that consumers receive quality products that meet or exceed industry standards. If you would like contact information for the Doric location in your area, please visit their website at [www.doric-vaults.com](http://www.doric-vaults.com) or call us at 800-457-0671.

## 2009 Sales Award Winners for Doric Products Inc.



Doug Evans (Left) and Jim Woods (Right) of Carolina-Doric Inc. receive the #1 Top Sales Award, presented by Board President Steve Vincent.

**MARSHALL, IL**— **Doric Products, Inc.** has announced the 2009 Sales Award winners. Doric dealers were recognized at the Annual Dealer meeting in La Crosse, WI. **Steve Vincent**, President of Doric Products Inc., addressed the Doric dealers at a formal dinner before presenting sales awards. "I want to thank each of you for your continued hard work" Vincent noted. He went on to thank them for their excellent representation of the Doric product line.

Congratulations to "#1 Dealer Sales Award" winner **Carolina-Doric Inc.** (Florence, SC). Steve Vincent, President of Doric Products Inc., presented the award to **Jim Woods** and **Doug Evans**, partners in Carolina-Doric Inc. Jim and Doug were asked to stay on stage for the next award as well as they pulled down the "Greatest Number Sold" award. These awards are given to the Doric licensee

with the largest sales total for the prior fiscal year and the greatest number of liners sold.

Additionally sales awards were presented in the following categories: "Top Cremation Product Sales Award" - **Concrete Vaults, Inc.** (Newton, KS); "Daisy Chrisom Award" - **Doric of Tennessee** (Cowan, TN); "Overall Greatest Percentage of Increase" Division I - **American Concrete Industries** (Bangor, ME); Division II - **C & M Precast** (Kerrville, TX); Division III - **Williams Vault Co.** (Emporia, VA); Division IV - **Precast Concrete Company** (Blissfield, MI).

This year, Doric also awarded "Rookie of the Year" plaques in three divisions. Division I - **Vaults and More** (Baton Rouge, LA); Division III - **Baxter Burial Vault Service** (Cincinnati, OH); and Division IV - **Panhandle Vaults** (Amarillo, TX).

Winners in the Phoenix Category follow: "Greatest Number Sold - Phoenix": Division I - **Concrete Vaults, Inc.** (Newton, KS); Division II - **Rex Vault & Mausoleum Service** (Newton, IL); Division III - **Warga Concrete Products Inc.** (Fort Wayne, IN); Division IV - **J.P. Vincent & Son** (Galena, IL). "Greatest Percentage of Increase - Phoenix": Division I - **Chesapeake Burial Vaults** (Bartclay, MD); Division II - **Jacson, Inc.** (Henderson, TX); Division III - **Perfection Vault Co.** (Woodson, IL); Division IV - **Precast Concrete Company** (Blissfield, MI).

Patrician Category winners were: "Greatest Number Sold - Patrician" Division I - **Carolina-Doric, Inc.** (Florence, SC); Division II - **Atlas Concrete Products** (Orlando, FL); Division III - **Wicomico Vault Co.** (Salisbury, MD); Division IV - **Doric Vault of Connecticut** (North Haven, CT). "Greatest Percentage of Increase - Patrician": Division I - **Lake Shore Burial Vault Company** (Brookfield, WI); Division II - **Doric South**

**Inc.** (Demopolis, AL); Division III - **Jefferson Concrete** (Watertown, NY).

In the Athenian Category, winners were: "Greatest Number Sold - Athenian": Division I - **Concrete Vaults, Inc.** (Newton, KS); Division II - **Doric Vault of Eastern New York** (Hudson, NY); Division III - **Warga Concrete Products Inc.** (Fort Wayne, IN); Division IV - **Doric Vault of Connecticut** (North Haven, CT). "Greatest Percentage of Increase - Athenian" Division I - **American Concrete Industries** (Bangor, ME); Division II - **American Vault Co.** (Cleveland, OH); Division III - **Doody Burial Vaults** (Winchendon, MA); Division IV - **Precast Concrete Company** (Blissfield, MI).

Winners in the Lydian Category: "Greatest Number Sold - Lydian": Division I - **Carolina-Doric, Inc.** (Florence, SC); Division II - **Sam Green Vault Co.** (Lynchburg, VA); Division III - **West Plains Vault Co.** (Pomona, MO) and **Odon Vault Co.** (Odon, IN); Division IV - **Western Michigan Doric** (Muskegon, MI). "Greatest Percentage of Increase - Lydian" Division I - **American Concrete Industries** (Bangor, ME); Division II - **Beck Vault** (Rome, NY); Division III - **Harris Precast** (La Porte, IN).

Bronze Category winners: "Greatest Number Sold - Bronze" Division I - **Carolina-Doric Inc.** (Florence, SC); Division II - **Southern Vault Services** (Blakely, GA); Division III - **Harris Precast** (La Porte, IN); Division IV - **Doric Vault of Connecticut** (North Haven, CT). "Greatest Percentage of Increase - Bronze" Division I - **Lake Shore Burial Vault Co.** (Brookfield, WI).

The Doric leadership requires all Doric licensed manufacturing plants undergo an independent inspection by a field inspector of the National Concrete Burial Vault Association (NCBVA). This requirement ensures that consumers receive quality products that meet or exceed industry standards.

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## Excel Industries, Inc. debuts Big Dog Line at GIE+EXPO



Big Dog Mower

**KESSTON,KS— Excel Industries, Inc.**, manufacturer of **Hustler Turf Equipment**, is pleased to announce the introduction of a new product line of residential and commercial zero-turn mowers. *Big Dog Mowers* made its debut at the 2009 GIE+EXPO in Louisville, KY.

“We developed the Big Dog Mowers brand because of the need in the distribution channel for a high quality, value priced, zero-turn product line,” said **Paul Mullet**, President and CEO of Excel Industries.

Big Dog Mowers will be sold through a new distribution network set-up by Excel Industries. These distributors will work with their dealers to market and sell Big Dog Mowers.

Big Dog Mowers will showcase three series of mowers for its value product line. All mowers come with fabricated decks and are backed by the same quality, technology, and customer service that has helped make Excel Industries a leader in the industry.

**C Series™** – The C Series residential line of mowers will be equipped with reliable 17.5 and 21 hp Briggs & Stratton engines and come with 42 and 46-inch decks. These mowers feature proven Hydro-Gear transmissions for smooth operation and extended life. The C series mowers come with a limited 2-year residential warranty.

**R Series™** – The R Series is an upper end homeowner as well as commercial mower. This series is powered by Kohler V-Twin and Briggs & Stratton engines. Kohler is available in a 48-inch deck with 22 hp engine or 54-inch deck with 24 hp engine. Briggs & Stratton is available in a 48-inch deck with 21 hp engine or 54-inch deck with 26 hp engine. The R Series features commercial grade Hydro Gear ZT 3100 transmissions that provide smooth operation and durability. Large 20-inch tires and 13-

inch caster tires provide a smooth ride. Top speed is 7.1 mph. ROPS is available for all R Series mowers. The R Series is backed by a limited 2-year residential and limited 1-year commercial warranty.

**X Series™** – The X Series is a high quality commercial line of mowers powered by Kohler and Kawasaki commercial V-Twin engines with remote canister air cleaner and Briggs & Stratton ELS engines. Durable side discharge decks feature multiple reinforcements. The X-1052 model comes equipped with a 24 hp Kawasaki, 25 hp Kohler, or 26 hp Briggs & Stratton engine and the X-1060 model is equipped with a 26 hp Kawasaki, 26 hp Briggs & Stratton, or 27 hp Kohler engine. Large 24-inch drive and 13-inch front caster tires provide a smooth ride and optimal center of gravity provides superior balance. Get the job done fast with a top speed of 11 mph. Has 10-gallon fuel capacity. ROPS comes standard on all X Series mowers. The X Series comes with a 2-year/1200 hour or 4-year/500 hour limited warranty.

The Big Dog Mowers brand is a welcome and exciting addition to Excel Industries.

“Having two brands will help fill our manufacturing capacity,” added Mullet. “This will help provide stability for our employees and provide additional jobs during these difficult economic times.”

For more information on Big Dog Mowers or its products, please contact us or visit us online at [www.bigdogmowers.com](http://www.bigdogmowers.com).

Founded in 1960 and based in Hesston, KS, Excel Industries is a leading manufacturer of premium commercial and residential lawn care equipment. Excel introduced the world's first zero-turn mower in 1964 and the world's first all-electric zero-turn mower in 2008. Excel Industries has a global distribution network of more than 50 distributors.

## R&S Design Gallery launches New Website



Marble Grave Marker

**INDIANAPOLIS,IN— R&S Design Gallery** has recently launched their online e-commerce website which offers a large selection of memorial products. The website can be viewed at [www.rsmemorialproducts.com](http://www.rsmemorialproducts.com).

This online store has been designed especially for funeral associations, distributors, and independently or corporate owned funeral homes. The online catalog highlights more than 50 of R&S exclusive urn designs and offers the ability to view and buy marble cremation products at the same time. The discounted pricing is accessible online by entering a unique user name and password which is given to genuine companies after phone verification. This process avoids end users taking advantage of the discounted pricing. Funeral advisors/directors will be able to select urns online based on the likeness of their client families, buy matching urn mementos and also take advantage of our personalization service. Also, by offering a huge selection of pet urns R&S is playing an important role in providing funeral industry the products they need to not only be prepared for but to capitalize on this important market shift.

[rsmemorialproducts.com](http://rsmemorialproducts.com) offers human urns, pet urns, infant urns, keepsakes, biodegradable urns, grave markers and

## Messenger introduces New Website



**AUBURN,IN— Messenger Corporation**, the leading funeral stationery supplier in North America, is pleased to announce a new and improved website at [www.messengerstationery.com](http://www.messengerstationery.com). The new site is a reflection of the company's leadership status in the funeral stationery industry. It offers visitors the opportunity to learn about the company and its history, view detailed product information and features improved navigation to ensure visitors quickly find the product they're looking for.

“We are thrilled with the results of the new design and improved functionality,” stated **Barrie Fleetwood**, Marketing Director at Messenger. “More and more funeral professionals are turning to the Internet to source their funeral stationery products. We wanted to make the experience inviting for the funeral professional as well as resourceful. The new design allows us to share our company's 96-year history as the

leader in funeral stationery supplies, which we hope will make our customers feel closer to the Messenger brand.”

Additional updates and resources will be available on the site in the coming months.

For more information, please visit Messenger's website at [www.messengerstationery.com](http://www.messengerstationery.com) or call 800-827-5151.

Messenger, headquartered in Auburn, IN, has been in business since 1913 and has grown to be the most innovative manufacturer of funeral stationery products in North America. Among a long list of their innovations include an extensive line of funeral stationery products featuring the art of Thomas Kinkade, known as the “Painter of Light.” Messenger also introduced the industry to the Box Set for merchandising, the highly personalized LIFE funeral stationery product line and Stationery Builder Software for printing stationery products.



Matching Teak Candleholders and Urn

mementos. For over 20 years R&S has been the leader in offering unique patented designs, concepts and exclusive stones. They were among the first direct manufacturers and wholesalers and have since become the largest provider of memorial products in America.

The company's strength lies in its specific focus on providing the highest quality product. R&S products have been sold to many of the leading death-care businesses around the country. “Even though our concepts and urn designs have been copied and sold under different labels, that does not stop us from being innovative and continuing to introduce new value added products to our customers,” states **Rahila Robinson**.

R&S now offers candleholders in the same color marble as their urns. They can be used alone or can be lighted right beside the urn at the time of service. They also offer grave markers hand carved from antique white marble that are perfect for engraving. It can take up to three lines of inscription of 20 characters on each line. The letters are deeply carved into the stone to last for generations to come. The grave marker weighs only six pounds and can be easily shipped to any location in the country. The R&S Indianapolis warehouse maintains sufficient stock of almost all products. Each order is shipped same day.

For more information contact Rahila Robinson at 800-669-5291 or visit [www.rsmemorialproducts.com](http://www.rsmemorialproducts.com). You may also email questions to [rsdesigngallery@comcast.net](mailto:rsdesigngallery@comcast.net).

## Yazoo Mills introduces Cremation Rollers to their Product Line

**NEW OXFORD,PA— Yazoo Mills Inc.**, a leading manufacturer of paper tubes and cores, has added cremation rollers to their line of product offerings. Yazoo now offers a 2-1/2” O.D. x 18” long heavy duty cremation roller. The rollers are designed to reduce floor abrasions, aid in casket loading, and withstand 1000 pounds

of weight. Hundreds of crematories across the U.S. are now using Yazoo's cremation rollers at a considerable cost savings. These rollers are in stock for immediate shipment. For more information about Yazoo's cremation rollers, please visit their website at [www.yazoomills.com/custom-paper-tubes/cremation-rollers.aspx](http://www.yazoomills.com/custom-paper-tubes/cremation-rollers.aspx).

## C.J. Boots Casket Company Moves

*Continued from Page B1*

around. Everything we do comes from raw lumber. We do everything in-house.”

The caskets are made from lumber, 80 percent of which comes from Indiana. Each casket is handmade from its wooden exterior to its fabric interior, which can be customized with embroidered or photo panels. Rogers recalled one casket made for a young boy with cancer that had an interior made from Indiana Pacers jerseys and a logo of the Fishers Police Department painted on the outside.

The company has made about 20,000 caskets in its 10 years in business. It ships caskets around Indiana and to 14 other states.

Boots said he wanted to keep the company in Anderson because all of its employees live there.

“We're glad to say that a casket company can help bring more life to downtown Anderson,” he said.

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## F.A.C. Marketing unveils New Website, Newspaper Campaigns

**BURLINGTON, IA— F.A.C. Marketing** has recently redesigned their web site at [www.facmarketing.com](http://www.facmarketing.com).

"We see our website as a fluid tool," said **Derek Baker**, Account Executive for the agency. "It is important to provide our clients with pertinent information in a simple manner with good design. This is exactly what our new site does."

Beyond the fresh design, visitors will also notice new samples available on the site.

Many of the agency's products are featured including newspaper ads, logo design, web development, TV commercials and radio spots.

F.A.C. Marketing has also utilized their website to showcase their new newspaper campaigns, marking the first time the agency has offered ready-to-use newspaper campaigns. These campaigns cover a multitude of funeral topics from preneed to pet services.

F.A.C. Marketing is a full-

service marketing agency. With years of experience and concentration in the funeral industry, the professionals at F.A.C. Marketing are dedicated to providing custom marketing solutions to each individual funeral home.

For more information on F.A.C. Marketing's newspaper campaigns, or any of their services, please call 800-800-5809. A monthly e-newsletter is also available. Sign up at [www.facmarketing.com](http://www.facmarketing.com).

## 2010 Showcase is a huge success for Baines Professional Vehicles



**WHEELING, IL—** On November 12, 2009 **Baines Professional Vehicles** held a 2010 Showcase at their facility in Wheeling, IL. "We really wanted to show people several exciting hearses and the options that are available," said **John Baines** of Baines Professional Vehicles. A total of nine new vehicles, including two Eagle Cadillac Echelon hearses, an Eagle Cadillac Coupe de Fleur hearse, an Eagle Cadillac Ultimate Premier Elite hearse and the one-of-a-kind Federal Cadillac Renaissance with a painted top and special interior that was displayed at the NFDA Convention in Boston, MA. Five of the nine hearses were pre-sold and one was sold at the Showcase. "We really wanted to not only show funeral directors the exciting

options available, but that funeral directors are buying them," said **Patrick Baines**, President of Baines Professional Vehicles. Some of the other options on display were portable urn enclaves, limousine-style windows with privacy drapes, cot mates and electric tables.

Over 70 funeral directors who attended were treated to lunch. Licensed Illinois funeral directors also had the opportunity to earn two hours of CE credit. Speaking at the showcase were **Angela Jurson** from **Cadillac Professional Vehicles**, **Randy Garner** of **Federal Coach**, **Craig McCutcheon** of **McCutcheon Insurance**, **Bill Henak** of **TCF Equipment Finance** and **Fred Wolfinger** of **Eagle Coach Company**. "There are a lot of

questions about the future of the funeral coach. This was a wonderful opportunity for the funeral director to hear directly from Cadillac and the coachbuilders about their plans for the future and ask them questions," pointed out **Daniel Baines** of Baines Professional Vehicles. It also highlighted the available leasing, financing and insurance options available to them.

About two years ago Baines Professional Vehicles moved to their current and larger facility in Wheeling, IL. "We wanted to host a showcase sooner, but with the economy and the re-structuring of GM, we decided to wait for the right time. This worked out perfectly," said Patrick Baines. Photos of the 2010 Showcase can be seen on their website [www.4hearse.com](http://www.4hearse.com).

## New Officers appointed by The Emblematic Company



Thomas F. Fritz



Mike Bolo



James V. Cox

**BUFFALO, NY— The Emblematic Company, Inc.**, of Buffalo, announces new corporate officers. **Thomas F. Fritz**, formerly president, moves up to chairman of the board. **Mike Bolo**, formerly vice president for sales and marketing, has been appointed president. **James V. Cox**, formerly a vice president, assumes the duties of secretary-treasurer.

Mr. Bolo is a retired DuPont sales executive and small business owner since 1993. He joined Emblematic in 2007. He resides in Eden, NY. Mr. Fritz, a retired Kodak executive and a Marine Corps veteran from the Korean War, resides in Rochester, NY. Mr. Cox, a World War II U.S. Navy officer, has had a long career in Western New York as the founder of several companies in the plastics industry. He resides in West Seneca, NY.

At 89 years old, Mr. Cox came out of retirement in response to a nationwide demand for military-related items to show support for U.S. troops and anti-terrorist activities. He developed a technique featuring a dynamic, silver embossed vinyl printed with special U.V. inks which resist fading in direct sunlight. Custom-designed and copyrighted mil-

itary emblems, representing the Army, Navy, Air Force, Marine Corps, Coast Guard and National Guard are laminated to a heavy-duty magnetized rubber which can be mounted on any magnetic metal. Using an optional Mag-Mount device, Emblematic's emblems can be displayed indoors in offices, lobbies, family rooms, dens, etc.

Shortly after the introduction of the military service branch emblems in 2004, funeral homes across the country began mounting the memorial emblems on their hearses and coaches in recognition of a deceased veteran's service. At the request of funeral directors, Emblematic extended its family of emblems to include a group of public service memorial magnets which honor deceased fire/rescue and law enforcement personnel. There are now over 1,900 funeral directors across North America using Emblematic's magnets on their vehicles.

Further information can be obtained from The Emblematic Company, 9998 Clarksburg Rd., Eden, NY 14057. Call 866-300-0407 or 716-992-9407. Fax 716-992-8917. Email [info@emblematicco.com](mailto:info@emblematicco.com) or visit [www.EmblematicCo.com](http://www.EmblematicCo.com).

## Brandon Byerly joins Rob-Win Press

**ALLENTOWN, PA— Rob-Win Press** is proud to announce that **Brandon Byerly** has joined the Company as Sales Representative for North Carolina and South Carolina.

**Robin Cook**, Rob-Win President, noted that "Brandon's extensive knowledge of the funeral industry, both as a licensed funeral director and as a sales professional providing preneed insurance products to funeral homes, ensures his meeting our customers' highest product quality and service requirements."

Mr. Byerly is a Summa Cum Laude graduate of High Point University and also graduated

from the Funeral Director's program at *Fayetteville Technical Community College*. He has been active in the funeral industry since 1994 and a licensed funeral director in the state of North Carolina since 1998. Brandon, his wife Terri, and their children reside in Thomasville, NC.

Rob-Win Press, headquartered in Allentown, Pennsylvania has been supplying the funeral industry since 1938 with highest quality register books, service folders, acknowledgment cards, portfolio bags and many related products. The Company's long-term success reflects meeting the changing



Brandon Byerly

product requirements of funeral homes while offering old fashioned dedication to quality and outstanding customer service.

## Tributes.com exhibits Strong Growth in First Year

**BOSTON, MA— Tributes, Inc.**, the online resource for local and national obituary news and multimedia tributes, announced strong performance in its first official year of business since the launch of *Tributes.com* in the fall of 2008. More than 1000 funeral homes now rely on the Tributes obituary platform in direct partnership with Tributes or via strategic Tributes partners such as **Aurora Casket**, **FuneralNet**, **MKJ Marketing** and **Stewart Enterprises**. Over 50 television and radio stations across the U.S. have new localized and customized obituary sections on their websites powered by Tributes.com and more than half a million consumers and growing visit Tributes.com and the Tributes Network of media partners each month for obituary news.

"We have seen tremendous growth in the Tributes business in all of the areas that will ultimately drive our success – funeral home partnerships, media partnerships and consumer engagement," said **Elaine Haney**, President of Tributes.com. "Funeral Homes across the country are realizing that they now have an opportunity to improve their obituary program to deliver better and more cost effective products for their families while at the same time generating new revenue streams for their businesses, driving traffic to their websites and leveraging the obituary as an important marketing vehicle to promote their offerings locally and nationally."

"Tributes.com provides obituaries for our new web site, but they do much more than that. Their eternal tribute product helps families leverage multi-media capabilities to create a permanent record that truly communicates and celebrates their loved ones lives through



pictures, video, music, and more – a comforting solution to the cold, costly and temporary newspaper obituary," stated **Brandon W. Burningham** CFSP, CPC, **Memorial Mortuaries, Cemeteries & Cremation Services**. "By providing this product to my families at a fraction of the cost of a print obituary, I also generate revenue for my business and promotion of my brand and service offerings throughout the Tributes Network."

For more information about Tributes.com visit <http://www.tributes.com/global/about-us>. Download the Tributes White Paper – Evolution of the Obituary at <http://www.tributes.com/pdf/Evolution%20of%20the%20Obituary.pdf>.

**Helping Death-Care Professionals Succeed** *By Charlie Kanet*

Becoming a specialist in products and services for the death-care industry was never the goal of **Kanet Advertising**. But like most journeys in life, the fork in the road often leads to exciting, satisfying destinations, places where you suspect you were meant to be, even though you arrived there by accident.

My journey had an ordinary first step. A leading manufacturer of caskets retained our agency to create a coordinated, multi-faceted campaign to help their customers—funeral home owners and directors—sell effectively when families choose cremation. We immersed ourselves in learning not only about our client's business but also about their clients' businesses. We researched, conducted phone interviews with their customers across the country, brainstormed ideas, came up with a plan and implemented it.

Such roll-up-our-sleeves efforts brought a deep understanding not only of the challenges facing our client and their clients, but of those shared throughout the death-care industry. Along the way, I recognized the challenges of a changing industry, an industry faced with:

- Increased competition. Not just from the likely competitors but even big-box stores, membership clubs and the Internet.
- The changing attitude of families who often fail to appreciate and embrace the traditional end-of-life traditions.
- The aggressive growth of cremation's popularity.
- Narrow profit margins, making the creation of new streams of revenue so important.

I'm not certain why, but these challenges would not let go of me. Perhaps I had grown weary of spending my time and talent on frivolous accounts like tanning salons, furriers and retailers of high-end trinkets. Instead, I became drawn to the task of figuring out how to create advertising, marketing and public relations to help businesses in the death-care industry overcome their challenges.

My search led me to many places. I sat in on classes at the nationally acclaimed *Cincinnati College of Mortuary Science* and struck up relationships with the professors. I attended trade shows for the death-care industry where I had a chance not only to learn of innovative products but also meet the entrepreneurs behind the products. Before long, a healthy portion of our agency's accounts were businesses that provide either innovative items for funeral home owners and directors to offer to their families, or services which help those in the funeral industry achieve success.

Kanet Advertising's position as the ad agency of choice for products for the death-care industry blossomed. Businesses started turning to us for our expertise that focused on bringing together manufacturers and sellers of products with funeral home owners and directors. It did not hurt that our multi-tiered campaign for our casket-making client not only was a significant success but also that one element of the campaign, the consumer brochure, earned a national award.

Kanet Advertising is a good fit for these clients in many ways. Most of them are small, hardworking businesses with a creative product to sell. Our agency has always respected and appreciated the creativity and pluck of America's small business owners and we have worked diligently to create efforts to keep them competitive. Some of these clients had previously engaged the services of large advertising agencies, only to find disappointment in being a small fish in a big pond. Others had attempted to tackle their advertising themselves, but found that a limited knowledge of advertising coupled with too many other tasks to juggle was a formula for ineffective marketing or, worse yet, no marketing at all. With competition increasing daily, many recognized that professional advice and implementation of advertising is needed.

So our agency was a welcome option: an award-winning full-service agency with a comprehensive understanding of the

death-care industry and a commitment to being as careful about spending your money as you are. Without the Madison Avenue overhead and endless staff of junior executives, Kanet Advertising turns out creative, effective advertising every day. With more than 30 years in the advertising business, I have developed a network of specialists to turn to as needed. So my clients can be assured of access to some of the best in the business without the cost typically associated with such a high level of skill.

And just as the funeral industry is built on strong relationships and unmatched service, we focus on making the experience of working with us not just productive but easy. **Gabe Fikes** agrees. He is the owner of **Eternal Light**, innovative solar-powered cemetery and memorial markers. "When I started dealing with Charlie and the staff at Kanet Advertising it was one of the easiest things that I have done to market my business. I told them my dream scenario and what I wanted to happen, and they went about putting a plan into action," explains Fikes. "One step always leads to the next. Charlie and his staff think outside the box, which is what I was looking for. They are always up to date on any and all new ideas to market not only my product but my company name as well."

Our most important measure of a job well done is customer satisfaction, but when industry organizations want to give us a pat on the back, we will gladly accept it. So when a print campaign for international crematory manufacturer *Facultative* won both a Stevie Award and a Hermes Creative Award in 2007, we admit to feeling a sense of pride, probably because it confirms our efforts to create advertising, marketing and public relations that truly work. But the most important endorsement comes from our satisfied clients. "It has been a pleasure working with Charlie and his staff at Kanet Advertising," says **Blake Kelley**, president and CEO of **Timeless Memories**, creators of customized Book of Memories photo albums and Tribute Videos. "They have a real passion for helping me grow



Charlie Kanet



Kanet's Advertising Awards

my business. Their approach goes beyond creating professional ads; they work to identify best practices for marketing my products."

Sometimes fate has a way of altering the path on your journey. My own journey took me places I hadn't intended to travel, but on arriving I feel right at home. It is my agency's goal to guide the way for our death-care clients so that the path to their success has as few twists and turns and unexpected detours as possible.

Charlie Kanet is president of Kanet Advertising, a Cincinnati-based agency specializing in marketing, advertising and public relations for the death-care industry. He can be contacted at (513) 241-2874 or at ckanet@kanetadvertising.com.

**Accubuilt announces Release of 2010½ Models**

tweaks like improving body lines and adding warm wood accents really make a big difference."

Mr. Corona continued, "We focused our efforts on the S&S and Superior branded Cadillac vehicles because these are the most popular products we offer. We think our customers, as well as the general public, will notice the improvements and see the results in these fresh, new vehicles."

The new models will be available starting in January of 2010. Interested parties can locate a dealer in their area by visiting [Accubuilt.com](http://Accubuilt.com) or calling 888-324-7895.

Accubuilt's industry-leading funeral vehicles include the

**S&S Coach, Superior Coaches** and **Eureka** brands, as well as other high-quality, specialty vehicles manufactured under the **DaBryan, Tuscany** and **Accubuilt** brand names.

Accubuilt, Inc. has manufacturing facilities in Lima, OH; Springfield MO; and Elkhart, IN. The Company's specialty vehicle offerings are certified and approved by the Cadillac Master Coachbuilder program, Lincoln Quality Vehicle Manufacturer program, Ford Truck Quality Program and the National Mobility Equipment Dealers Association. For more information on Accubuilt, Inc. and its extensive vehicle offerings, please visit [www.accubuilt.com](http://www.accubuilt.com).

*Continued from Page B4*

**HOPE Greetings adds Customization to its Products**



HOPE Sympathy Tissue Packet



HOPE Sympathy Handkerchief



HOPE Peace Handkerchief

**JACKSONVILLE, FL—HOPE Greetings** is off to a great start, since launching at the *National Funeral Directors and Morticians Association Convention*. HOPE (Handkerchiefs Of Prayer and Encouragement) Greetings provides embroidered handkerchiefs and tissue greetings customized with encouraging scriptures and quotes designed to be given as a unique and practical gift in lieu of or in addition to paper cards.

Created in response to a less-than-fulfilling funeral experience for their late uncle, **Jeanine** and **Cleveland Ferguson** established HOPE Greetings with a desire that families receive comfort through a keepsake that has a more personal touch. In 2009, HOPE Greetings launched its website ([www.hopegreetings.com](http://www.hopegreetings.com)) and its clientele began to grow.

"My customers love them," stated **Oscar Rollins**, of **Lawson & Rollins Purple Shield Funeral Home, Inc.**, Gonzales, LA. "The HOPE Greetings products have provided me with a new and unique way to customize and improve the quality of the services we provide," he continued.

While many funeral directors expressed the same sentiments, they wanted more from HOPE Greetings.

"I found through market re-

search and dozens of conversations with funeral owners across the country, that while funeral directors saw value in our innovative products, it was most important that the keepsake they provided to families allowed them to also promote their services and business name, serving a dual purpose," stated **Jeanine Ferguson**, co-owner of HOPE Greetings, Inc.

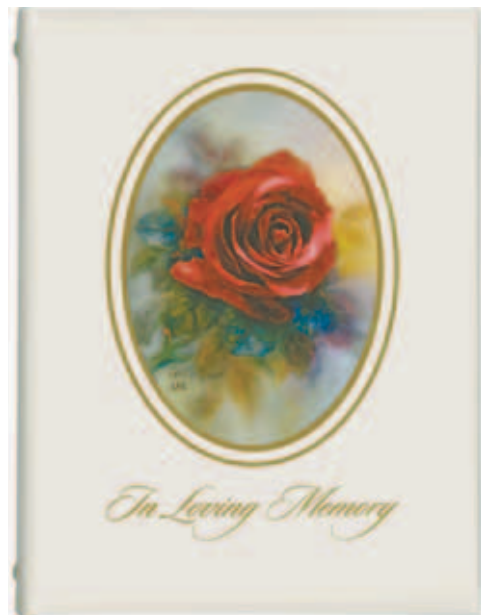
As a result, for wholesale customers, HOPE Greetings will individually customize each handkerchief with the name of the funeral home.

"What better way to ensure that the client, as well as their family and friends, are continually reminded of the excellent service that the funeral home provided," stated **Cleveland Ferguson**, co-owner of HOPE Greetings, Inc.

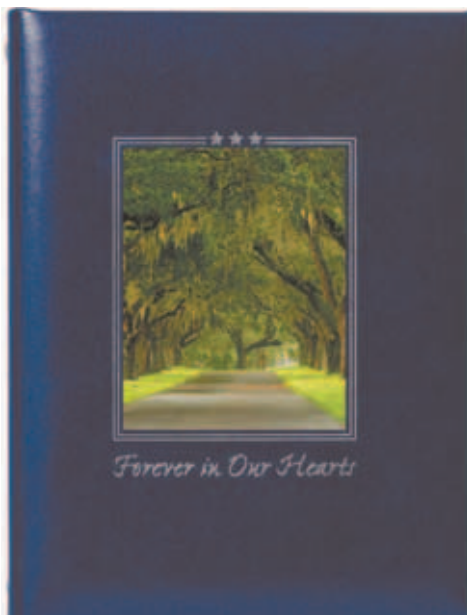
Tissue packets, designed with four color images and encouraging quotations, which are the other line of custom gifts HOPE Greetings retails, are also being offered with an option to have the funeral homes name placed on the package. The tissue packets can be resealed as well as refilled.

For more information on HOPE Greetings products, wholesale pricing and offerings, contact 866-998-4299, or visit [www.hopegreetings.com](http://www.hopegreetings.com).

## Rob-Win Press announces New Products for 2010



Lena Lui American Rose Register Book



America The Beautiful Register Book



Lena Liu Wooden Woodland Path Urn



New Economical Memorial Registry Book



Lena Lui Cultured Marble American Rose Urn

ALLENTOWN, PA— Rob-Win Press, a funeral industry leader providing highest quality products nationwide for over 70 years, is proud to announce its 2010 new products, the most extensive in Company history. Rob-Win President, **Robin Cook**, noted, "Our extensive market research concluded customers are looking to Rob-Win for three major new product lines, reflecting their changing needs to successfully meet challenging funeral industry and economic conditions."

"Most important, our funeral home customers want products based on a proven track record they know will sell. Our new *Lena Lui American Rose* register book meets this need, as renowned artist Lena Lui's latest addition to her famous line of successful designs. These include the popu-

lar *Guardian Angel*, considered by many as the industry's most beautiful angel design. The American Rose captures the striking color and intensity of our national flower, with rich gold foil accenting this stunning design. Our *America The Beautiful* register book series, successfully celebrating the American landscape, has been expanded to include Southern, Western and Tropical photographs, increasing the appeal of this series to people in all areas of our country."

Secondly, Cook says, "Funeral homes want more products which meet the needs of their increasingly budget-minded families, without sacrificing style and beauty. In response, we have expanded our line of Economy Registry Books, adding five new designs, now available in four colors for the first time. In

addition, our new Memorial Registry book line is perfect for those seeking the most economical yet stylish funeral register book. This new product has been exceptionally well received since its introduction at the NFDA Convention in Boston."

"Thirdly, our customers recognize the increasing role cremation will play in the funeral industry and are demanding urn products high in quality and value. Rob-Win's new line of Lena Liu Wooden and Cultured Marble Urns does both, successfully reflecting the quality of Lena's new American Rose design at prices meeting the needs of families seeking economic cremation services."

For more information about Rob-Win's exciting new products, or existing line of fine funeral products, call Rob-Win Customer Service at 800-327-0940 or email Selena at [selena@robwin.com](mailto:selena@robwin.com) or visit [www.robwin.com](http://www.robwin.com).

## Destiny Casket offers Veneer Line



CUPERTINO, CA— The cremation rate is high and increasing every year. In order to help funeral homes to increase profit margins **Destiny Casket** has introduced a new line of *Value Caskets*. Constructed with Veneer wood this line carries a low price tag.

In addition to the Value Casket line and popular Hy-

brid line, Destiny Casket also provides metal and wood caskets as well as other products such as church trucks and cots to funeral homes and distributors. For more information on the product lines of Destiny Casket please visit [www.destinycasket.com](http://www.destinycasket.com) or call 408-850-0082.

## L. Huffman Studios partners with Atneed.com as a national online distributor for their Memory Pendants® Line

EVERETT, WA— L. Huffman Studios, an artist owned and family operated business located in the Pacific Northwest, proudly announce that **Atneed.com**, a Chicago, IL based funeral supply company, has agreed to become a national distributor of the L. Huffman Studios trademarked brand of *Memory Pendants®* which offers a



timeless way to remember loved ones who have passed on with their line of unique cremation jewelry and lock of hair keepsakes. "This is an exciting time for us," said **Linda Huffman**, artist/owner of L. Huffman Studios, "as Atneed.com will be adding Memory Pendants® to their new merchandising platform that allows funeral directors to instantly create a sophisticated, fully branded virtual display room and offer the families they serve a multitude of choices in memorial items, merchandise and services."

As **Daniel Goldman**, president of Atneed.com explains, "Good merchandising is fundamental to good service. It is a customer satisfying process, and in this industry, serving customers well is both more challenging and more important than in any other industry I can think of. Our free on-line format allows Funeral Directors to quickly and gracefully discover, and then instantly meet the unique needs of each individual family."

The use of computers and the internet are becoming more and more apparent and is allowing the funeral industry to embrace new technol-

ogy and new business techniques. Atneed.com delivers both. "We listen carefully to what funeral directors need and what families want. We are constantly adding new products to the catalog and developing new features on the site in response to Funeral Director feedback," Goldman says. "We help Funeral Directors use technology to enhance their business."

Linda Huffman, the guiding force behind Memory Pendants® which are hand-crafted out of colorful dichroic glass, reflect a vibrant and lively array of colors, and can be customized to securely hold memorial ashes, a precious lock of hair, or both. Works of art in and of themselves, they are a discreet and elegant way to memorialize relatives, friends and cherished pets. Since 2003, over 2,000 pendants have been uniquely crafted with care. It is Linda's first-hand understanding of the grieving process that makes her so sensitive and compassionate to her customer's needs.

With a keepsake of their loved one close at hand, the bereaved experiences a sense of comfort and peace through the grieving process. As beautiful as they are meaningful, Memory Pendants® keepsakes are all one-of-a-kind memorials that come in a variety of styles — many of which incorporate sterling silver. Customers select the colors to be used in their piece and decide whether or not they would like the ash and/or hair keepsakes to be made visible or non-visible. In addition to the lock of hair or ash keepsake, which is worn around the neck, non-wearable keepsakes include a worry stone, hanging memorial and a memorial ornament with an optional stand.

Atneed.com, Inc. was founded in 2009 and launched at the 2009 NFDA convention in Boston, MA. The Chicago based company provides Funeral Direc-

tors with an easy way to offer families all the options available in funeral merchandise and services. The free, web based service offers a wide selection of memorial products specializing in cremation offerings and allows funeral directors to have an on-line store customized with their own logo, company information and images. For more information about Atneed.com, contact Dan Goldman at (866) 449-4495, email [dan@atneed.com](mailto:dan@atneed.com) or visit the web site at <http://www.atneed.com>.

L. Huffman Studios is a family-owned and operated business. Established in 1992, the studio stands behind every Memory Pendant® created with a total



commitment to quality and the highest possible level of customer service. Linda Huffman, the artist/owner of L. Huffman Studios and an internationally acclaimed artist, cartoonist, educator and fused glass artist in her own right, is one of the first few glass artists in the country to design and create fused dichroic glass cremation pendants. Driven by a sincere desire to offer a quality and unique memorial, each piece is crafted with a high degree of sympathy and respect for the families that they serve. For information on L. Huffman Studios or Memory Pendants, contact **Chuck Huffman** at [chuck@huffmanstudios.com](mailto:chuck@huffmanstudios.com), call 425-252-2742 or visit their web site at <http://www.memorypendants.com>.

## Messenger introduces new Expressions Note Cards

AUBURN, IN— **Messenger Corporation**, the leading funeral stationery supplier in North America, recently launched a new line of blank note cards entitled *Expressions by Messenger*. The note cards are an elegant and professional way for funeral homes to send a personal message to their families. The cards measure 5" w x 7" h folded and feature six popular designs by Thomas Kinkadee and Rick Kelley. The 4-color artwork is beautifully accented with a gold foil stamped border. The cards are printed on white linen card stock with matching linen envelopes. Cards may be requested with a verse.

For more information or to request product samples, please call Messenger at 800-827-5151.

Messenger, headquartered in Auburn, IN, has been in business since 1913 and has grown to be the most innovative manufacturer of funeral stationery products in North America. Among a long list of their innovations include an extensive line of funeral stationery products featuring the art of Thomas Kinkadee, known as the "Painter of Light." Messenger also introduced the industry to the Box Set for merchandising, the highly personalized LIFE funeral stationery product line and Stationery Builder Software for printing stationery products.



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*The Funeral Home & Cemetery News does not guarantee that the items, positions or services advertised are still available, or that the person inquiring about the ad will obtain a response.*

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### Funeral Business For Sale 5

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# Classified ADS

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**Funl Busn For Sale Cont'd 5**

**Central New Hampshire Funeral Home For Sale**  
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**Funeral Home for sale in the Northeast, 160 calls, great facilities, please email resume and interest to: kclcds@yahoo.com. Must have financial ability, owner will not finance.** 5DJF

**Funeral Business Wanted 6**

**Pennsylvania Licensed Funeral Director, 12 years experience, seeks opportunity to purchase a funeral home in eastern Pennsylvania.** Interested in firms doing 50+ calls. If you are currently considering the sale of your business or may consider a sale of your firm in the near future, please contact me. All replies will be held in strict confidence. **Reply to: Nomis Publications, Inc., PO Box 5159, Dept. 665, Youngstown, OH 44514.** 12J

**Hearses/Limousines 8**

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 Matching set 2001 Eureka Cadillac Hearse with 47K miles and 2001 Cadillac 65" 24-hour car with 53K miles with flip seats. Both black vinyl roofs on silver. Southwest PA funeral home. Excellent condition, no defects. Serious inquiries only. **Email plh@h-fs.com or call 412-580-3586.** 8CDJF



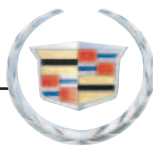
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# Classified **ADS**

Hearse/Limousines Cont'd 8

**NEWTOWN MOTORS**

**2006 Cadillac Federal Renaissance Hearse**  
9,950 miles  
Oval Window – Wig Wag Flag Holder – Urn Enclave Baby Casket Area  
60-Month Lease Available \$7,500.00 down \$599.00 + tax / month



**2004 Federal Cadillac 24-Hour Limo**  
Silver/Black with Flip Seat  
60-Month Lease Available \$7,500.00 down \$329.00 + tax / month



Call Mike or Susan  
610-353-2310  
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8DJF



**1999 Cadillac 6 door 47in.** Stretch, black over white, beige interior. Very clean no rust 25,000 miles. \$7,000. **Phone 1-877-237-3863**



**2003 Cadillac 6 door 47 in.** Stretch, beige interior, silver over silver 20,500 miles, \$26,000. **Phone 1-877-237-3863**



**2003 Lincoln, 100 in.** Stretch, black with black interior, 6 door, 2 drop down TVs, very clean. 61,700 miles, new tires and battery. \$28,000. **Phone 1-877-237-3863**



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8I

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2002 Cadillac Superior Coach.....	Blk/Blk Ext/Gray Int.....54,000 mi
2001 Cadillac Superior Coach.....	Drk Blue Ext/Drk Blue Int.....37,500 mi
2001 Cadillac Masterpiece Coach.....	Wht/Wht Ext/Blue Int.....28,000 mi
2001 Cadillac Eagle Coach.....	Wht/Wht Ext/Blue Int.....43,100 mi
1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int.....72,300 mi
1997 Cadillac M&M Coach.....	Wht/Wht Ext/Burg Int.....66,000 mi
1996 Cadillac Federal Coach.....	Blk/Blk Ext/Blk Int.....47,750 mi
1996 Cadillac M&M Coach.....	Wht/Wht Ext/Blue Int.....62,000 mi
1992 Cadillac Federal Coach.....	Wht/Wht Ext/Blue Int.....24,000 mi
LIMOUSINES	
2005 Cadillac S&S 6-Door Limo.....	Wht/Wht Ext/Blue Int.....22,000 mi
2004 Lincoln Eureka 65" 6-Door Limo.....	Wht/Wht Ext/Blue Int.....32,000 mi
2003 Cadillac Eureka 90" 5-Door Limo.....	Drk Blue Ext/Drk Blue Int.....55,000 mi
2003 Cadillac Eureka 90" 5-Door Limo.....	Drk Blue Ext/Drk Blue Int.....57,000 mi
2002 Cadillac M&M 5-Door 90" Limo.....	Blk Ext/Blk Int.....54,400 mi
1999 Cadillac Eureka 6-Door Limo.....	Wht/Wht Ext/Blue Int.....39,000 mi
1996 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int.....78,500 mi
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2007 CADILLAC S&S MEDALIST COACH W/25,027 MILES BLACK EXTERIOR & BLACK INTERIOR



2006 CADILLAC S&S MEDALIST COACH W/17,027 MILES WHITE BODY, BLACK TOP & BLUE INTERIOR



2003 CADILLAC S&S MEDALIST COACH W/24,153 MILES BLACK EXTERIOR & GRAY INTERIOR

NOT PICTURED

2001 CADILLAC S&S MEDALIST COACH W/45,000 MILES, BLACK EXT  
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1997 CADILLAC EUREKA COACH W/46,000 MILES, WHITE EXT & BLACK TOP

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2004 CADILLAC S&S 90" 5-DOOR LIMOUSINE W/36,408 MILES BLACK EXTERIOR & BLACK INTERIOR



2004 CADILLAC FEDERAL 6-DOOR LIMO W/35,408 MILES BLACK TOP, SILVER BODY, BLACK INTERIOR



2003 CADILLAC M&M 6-DOOR LIMO W/29,140 MILES WHITE EXTERIOR AND BLUE INTERIOR

NOT PICTURED-BLACK EXT & BLUE INT, ONE OWNER

NOT PICTURED

2001 LINCOLN S&S 6-DOOR LIMOUSINE, BLACK EXT, BLACK INT, W/48,420 MILES  
1996 CADILLAC 6-DOOR W/FLIP SEAT, SILVER EXT W/33,500 MILES

# Classified **ADS**

Hearse/Limousines Cont'd 8

**1994 Cadillac Hearse, Miller/Meteor.** Black with blue interior, 60K miles, excellent condition, asking \$5,000. Located in Pennsylvania. Call Jim 570-706-5434. BJFM

**1998 Cadillac Hearse \$6900; 2001 Cadillac Limo \$6900; 2001 Lincoln Limo/Hearse Combo, seats 6 plus casket \$18,900. See all Pix: www.zrepo.com. 407-366-0000.** BJ

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Has Matching Limousine

**2006 Superior Cadillac Statesman Hearse**  
black/black top/black leather interior, 15,000 miles

**2003 Cadillac Statesman Hearse**  
black/black top/black leather interior, only 24,000 miles  
\$34,900

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black/black top/black leather interior  
Great Price \$29,900

**2000 Cadillac Statesman Hearse**  
black/black top/black leather interior, 29,000 miles  
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**2005 Superior Cadillac Hearse**  
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black/black top/black leather interior, 28,000 miles

**2002 Federal 65" 24hr Cadillac Limousine**  
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**1999 Federal Cadillac 6-Door Limousine**  
silver/silver top/beige leather interior, 31,000 miles  
Great Price \$9,500

**1996 Cadillac 6-Door Limousine**  
black/black top/black leather interior, flip seat, 25,000 miles  
Great Price \$8,500

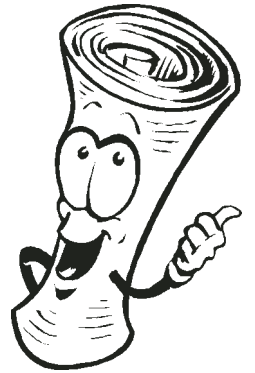
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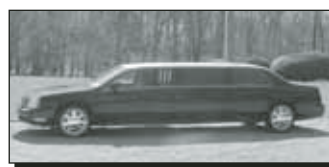
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# Classified ADS

Hearse/Limousines Cont'd 8

**NEWTOWN MOTORS**

**2003 Federal Cadillac Hearse**  
**2003 Federal Cadillac 6-Door Limo**

Matching Pair – Silver/Blue  
 60-Month Lease Available  
 \$10,000.00 down on the pair of vehicles  
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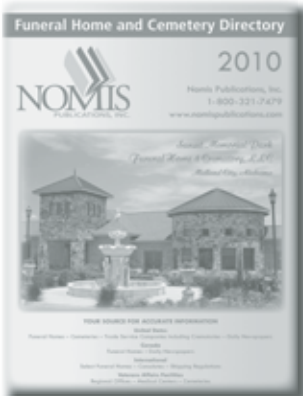
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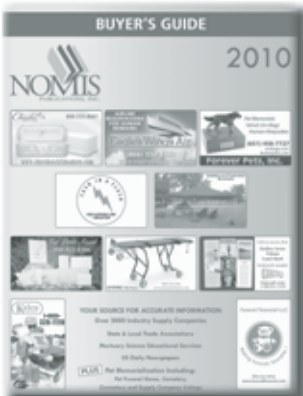
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