

Mortuary Lift now offers Integrated Load Scale



Integrated Load Scale with Ultimate 1000 Lift

CEDAR RAPIDS, IA— **Mortuary Lift Company**, a manufacturer of the original Lifting System™ has integrated a load scale into its *Ultimate 1000 Lift*. This groundbreaking integration provides the funeral industry with the only ceiling-mounted lift with a load scale. The integrated load scale is a response by Mortuary Lift to customer requests. It is also a proactive step in anticipation of changes to the funeral service industry. “Weighing remains is the new wave of the funeral industry,” notes Mortuary Lift president **Katie Hill**. “With profit margins already so low, funeral homes can no lon-

ger absorb the increased costs of preparing bodies of excessive weight, as well as the increased fees from crematories and airlines when weight limits are exceeded. A load scale will be essential equipment in every funeral home.”

The integrated load scale has numerous advantages over floor scales, such as its one-step process and the elimination of the need for mathematical calculations. A most important benefit is that, like the Ultimate 1000 Lift, the integrated load scale is ceiling-mounted, so it takes up no floor space, which is typically limited in most prep and body-handling rooms.

“Our scale received a lot of positive response at the NFDA convention in New Orleans,” comments Hill. “People were saying, ‘Wow, that’s really slick.’ We have sold several since the show – in less than a month.”

The Mortuary Lift Company has been providing high-quality, dependable body lifts to funeral homes and mortuaries worldwide for more than 50 years. The Ultimate 1000 continues to be one of the top-selling lifts in the industry and qualifies for ADA tax credit. For more information about Mortuary Lift’s Ultimate 1000 Lift and its integrated load scale call 1-800-628-8809.

Deaton-Kennedy Releases Breast Cancer Awareness Series

JOLIET, IL— In an effort to provide support and raise awareness for a cause that has touched the lives of countless families, the **Deaton-Kennedy Company** released the *Breast Cancer Awareness Series* at the 2010 NFDA Convention in New Orleans.

Prominently featuring the pink ribbon that embodies the fight to find a cure, each piece of the series has a classic and elegant feel. The picture frame memorial book accommodates a 4” x 6” photograph within a delicate pearl foil stamped frame. The series’ coordinated stationery in-

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Cherokee Child Casket Company introduces Infant Removal Bag



GRIFFIN, GA— During the 2010 *National Funeral Directors Association* convention in New Orleans, **Cherokee Casket Company, Inc.** introduced an infant removal bag. Canvas exterior color options are blue, hunter green and burgundy. The removal bag is designed for easy cleaning

with a removable polystyrene ribbed tray. The bag interior is lined with Pro-Tec nylon that is fluid and bacterial resistant but still maintains a soft feel. Two fleece receiving blankets are included. For more details visit www.cherokeechildcaskets.com or call 800-535-8667.

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CALENDAR *of Events*

CONVENTIONS/ CONFERENCES

NY State Assn of Cemeteries Empire State Green Industry Show - Jan 11-13, 2011, Hyatt Regency Riverside Convention Center, Rochester, NY. Exhibits. 518-783-1134. www.nysac.com nysac@nysac.com

Alabama FDA Midwinter Expo Trade Show - Jan 17-18, 2011, Marriott Birmingham, Birmingham, AL. Exhibits. 334-956-8000. www.alabamafda.org afda06@bellsouth.net

Monument Builders of North America Inc Fall Industry Show - Jan 28-31, 2011, Indianapolis Convention Center, Indianapolis, IN. Exhibits. 800-233-4472. www.monumentbuilders.org info@monumentbuilders.org

National Concrete Burial Vault Assn - Feb 20-27, 2011, Eastern Caribbean Cruise, Port Everglade, Ft Lauderdale, FL. 407-788-1996. www.ncbva.org jan@camco.biz

ICCFA - Mar 08-11, 2011, Mandalay Bay Resort & Casino, Las Vegas, NV. Exhibits. 800-645-7700. www.iccfa.com

Monument Builders of North America Inc Pacific NW Monument Builders Assn Spring Convention - Mar 17-19, 2011, Embassy Suites, Portland, OR. Exhibits. 800-767-7866. www.monumentbuilders.org info@monumentbuilders.org

Assn of Independent Funl Hms of Virginia Conference - Mar 18, 2011, Richmond Marriott West, Glen Allen, VA. 804-643-0312. www.ifhv.org ifhv@aol.com

Cemetery & Mortuary Assn of California - Mar 23-25, 2011, Pechanga Hotel, Temecula, CA. Exhibits. 916-441-4533. www.cmaccalifornia.com cmac@usa.net

California Assn of Public Cemeteries - Mar 24-26, 2011, Holiday Inn Hotel, Sacramento, CA. Exhibits. 888-344-9858. www.capc.info publiccemeteries@aol.com

North Dakota FDA - Apr 04-06, 2011, Ramada Plaza, Fargo, ND. Exhibits. 701-360-3118. www.ndfda.org thenriksen1@cox.net

Oklahoma FDA - Apr 04-06, 2011, Hardrock Hotel, Tulsa, OK. Exhibits. 405-843-0730. www.okfda.com ofda@wavelinx.net

International Order of The Golden Rule - Apr 07-09, 2011, Loews Atlanta Midtown, Atlanta, GA. Exhibits. 800-637-8030. www.ogr.org info@ogr.org

Utah FDA - Apr 13-14, 2011, Downtown Salt Lake Marriott, Salt Lake City, UT. Exhibits. 801-467-9661. www.ufda.org ufda@ufda.org

Catholic Cemeteries of The West - Apr 25-29, 2011, Zermatt Resort, Midway, UT. Exhibits. 408-296-4656. www.ccwecare.org dsylva@pacbell.net

Nebraska FDA - Apr 26-28, 2011, Younes Conference Center Hampton Inn, Kearney, NE. Exhibits. 402-423-8900. www.nefda.org nefda@assocoffice.net

Ohio FDA - Apr 26-28, 2011, Hyatt Regency, Columbus, OH. Exhibits. 800-589-6332. www.ofdaonline.org diana@ofdaonline.org

Kansas Funl Dirs & Embalmers Assn - May 01-04, 2011, Wichita Marriott, Wichita, KS. Exhibits. 785-232-7789. www.ksfda.org kfda@kscoxmail.com

South Dakota FDA - May 12-13, 2011, Ramkote Hotel & Conference Center, Sioux Falls, SD. Exhibits. 605-246-9466. www.sdfda.org tkerr@triotel.net

North Carolina FDA - May 16-18, 2011, Grove Park Inn Resort & Spa, Asheville, NC. Exhibits. 800-616-2332. www.ncfda.org larry@ncfda.org

Minnesota FDA - May 17-18, 2011, Embassy Suites Earle Brown Heritage Center, Brooklyn Center, MN. Exhibits. 763-416-0124. www.mnfuneral.org info@mnfuneral.org

Iowa FDA - May 17-19, 2011, Iowa State Center & Gateway Hotel, Ames, IA. Exhibits. 800-982-6561. www.iafda.org admin@iafda.org

Arizona Funl Cemetery & Cremation Assn - Jun 01-03, 2011, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. www.azfda.org afcca@q.com

Massachusetts FDA - Jun 04-05, 2011, Ocean Edge Resort & Golf Club, Brewster, MA. 781-335-2031. www.massfda.org info@massfda.org

Oregon FDA - Jun 05-08, 2011, The Riverhouse Resort, Bend, OR. Exhibits. 800-304-5095. www.ofda.org mark@ofda.org

Tennessee FDA - Jun 05-07, 2011, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 800-537-1599. www.tnfuneral.org tnfuneral@xspedius.net

Texas FDA - Jun 06-10, 2011, Sheraton & Arlington Convention Center, Arlington, TX. Exhibits. 800-460-8332. www.tfda.com admin@tfda.com

Missouri Funl Directors & Embalmers Assn - Jun 06-07, 2011, Holiday Inn Select, Columbia, MO. Exhibits. 573-635-1661. www.mofuneral.org info@mofuneral.org

Indiana FDA - Jun 07-09, 2011, Lucas Oil Stadium, Indianapolis, IN. Exhibits. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

Southern Cemetery Crem & Funl Assn, Kentucky Cemetery Assn, Indiana Cemetery Assn and Cemetery Assn of Tennessee (Joint Convention) - Jun 08-10, 2011, Brown Hotel, Louisville, KY. Exhibits. 251-634-3434. www.scfa.info scfa@bellsouth.net

Independent Funeral Directors of Florida - Jun 09-12, 2011, Buena Vista Palace, Lake Buena Vista, FL. Exhibits. 850-222-0198. www.ifdf.org jscheff@ifdf.org

Mississippi FDA - Jun 12-14, 2011, Embassy Suites, Ridgeland, MS. Exhibits. 601-978-1920. www.mississippifuneraldirectors.com mfdanet@netdoor.com

Montana FDA & Wyoming FDA Joint Convention - Jun 12-14, 2011, Billings Hotel & Convention Center, Billings, MT. Exhibits. 406-449-7244. www.mfda.net or www.wyfda.org mfdas@sy-key.com or wyfda@sy-key.com

Alabama Funl Dirs & Morticians Assn Inc - Jun 12-15, 2011, Riverview Plaza Hotel, Mobile, AL. Exhibits. 334-347-2371. www.alabamafdma.org info@alabamafdma.org

North Carolina & South Carolina Cemetery Assn Joint Convention - Jun 12-14, 2011, Kingston Plantation Embassy Suites, Myrtle Beach, SC. Exhibits. 336-874-2974. artysor@gmail.com

West Virginia FDA - Jun 13-15, 2011, Marriott Hotel, Charleston, WV. Exhibits. 800-585-2351. www.wvfdanet.org rprice0851@aol.com

Michigan Assn of Municipal Cemeteries Inc - Jun 15-17, 2011, ODAWA Casino Resort, Petosky, MI. Exhibits. 989-814-0670. www.michamc.org

Alabama FDA - Jun 19-21, 2011, Marriott Grand Hotel, Point Clear, AL. 334-956-8000. www.alabamafda.org afda06@bellsouth.net

Wisconsin FDA - Jun 20-23, 2011, The Osthoff Resort, Elkhart Lake, WI. Exhibits. 608-256-1757. www.wfda.org info@wfda.org

Illinois FDA - Jun 21-23, 2011, Crowne Plaza, Springfield, IL. Exhibits. 800-240-4332. www.ifda.org info@ifda.org

ADEC - Jun 22-25, 2011, Inter Continental Miami, Miami, FL. 305-577-1000. www.adec.org info@adec.org

Maryland State FDA - Jun 26-30, 2011, Clarion Resort & Conference Center, Ocean City, MD. 410-553-9106. www.msfdanet.com msfda@msfdanet.com

Virginia Morticians' Association - Jun 26-29, 2011, The Hotel Roanoke Conference Center, Roanoke, VA. Exhibits. www.virginiamorticiansassociation.org

Idaho Funeral Service Assn - Jun 26-28, 2011, Shore Lodge, McCall, ID. Exhibits. 208-888-2730. www.ifsa.us ifsa@ifsa.us

Virginia FDA - Jun 26-28, 2011, The Cavalier Hotel, Virginia Beach, VA. Exhibits. 804-264-0505. www.vfda.net lwhittaker@vfda.net

Louisiana FDA - Jun 26-28, 2011, Paragon Casino Resort, Marksville, LA. Exhibits. 225-767-7640. www.lfdaweb.org info@lfdaweb.org

California FDA - Jun 27-28, 2011, Monterey Marriott, Monterey, CA. Exhibits. 800-255-2332. www.cafda.org cfda@amgroup.us

FDA of Kentucky - Jun 27-29, 2011, Louisville Marriott Downtown, Louisville, KY. Exhibits. 800-866-3211. www.fdaofky.com info@fdaofky.com

Florida Cemetery Cremation & Funl Assn - Jul 14-16, 2011, Hilton Daytona Beach Hotel, Daytona Beach, FL. Exhibits. 800-226-3332. www.thefcfa.com knopke@curlewills.com

Associated Cemeteries of Missouri - Jul 22-23, 2011, Port Arrow, Lake of the Ozarks, MO. Exhibits. 314-863-3011.

Assn of Independent Funl Hms of Virginia - Jul 22-24, 2011, Hilton Hotel, Virginia Beach, VA. Exhibits. 804-643-0312. www.ifhv.org ifhv@aol.com

National Funeral Dirs & Morticians Assn Inc - Jul 31 - Aug 05, 2011, The Omni Hotel at CNN Center, Atlanta, GA. Exhibits. 800-434-0958. www.nfdma.com nfdma@nfdma.com

Assn of AL Cemeteries, LA Cemeteries Assn & MS Cemetery Assn Tri State - Aug 07-09, 2011, Imperial Palace Casino & Resort, Biloxi, MS. Exhibits. 601-898-8565. lchedotal@comcast.net

NY State FDA - Aug 14-17, 2011, The Crowne Plaza Convention Hotel, Niagara Falls, NY. Exhibits. 800-291-2629. www.nysfda.org info@nysfda.org

Washington State FDA & Washington Cemetery, Cremation & Funl Assn Joint Convention - Aug 24-27, 2011, Sun-cadia Lodge, Roslyn, WA. Exhibits. 253-588-7111. www.wsfda.org jewell@wsfda.org

Catholic Cemetery Conference - Aug 27-31, 2011, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131.

Colorado FDA & CAC Combined Convention - Sep 07-09, 2011, Denver Marriott South at Park Meadows, Littleton, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

New Jersey State FDA - Sep 26-28, 2011, The New Taj, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org njsfda@njsfda.org

Catholic Cemetery Conference - Oct 05-08, 2011, Gaylord Opryland Resort & Convention Center, Nashville, TN. Exhibits. 888-850-8131. www.catholic-cemeteryconference.org

NFDA & CANA Joint Convention - Oct 23-26, 2011, McCormick Place, Chicago, IL. Exhibits. 800-228-6332. www.nfda.org nfda@nfda.org

Casket & Funeral Supply Assn Fall Conference & Trade Show - Nov 14-15, 2011, Crowne Plaza Hotel, Indianapolis, IN. Exhibits. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

FDSA of Greater Chicago - Nov 16, 2011, Przybylo's The White Eagle Restaurant and Banquets, Niles, IL. Exhibits. 630-980-4740. www.fdsachicago.com office@fdsachicago.com

MEETINGS/SEMINARS

ICCFA Wide World of Sales - Jan 12-14, 2011, Bally's Las Vegas, Las Vegas, NV. 800-645-7700. www.iccfa.com

Alliance of Illinois Cemeterians - Jan 13-14, 2011, Clock Tower Hotel, Rockford, IL. 217-789-2340. www.aicemeterians.org secretary@aicemeterians.org

Utah FDA Midwinter Meeting - Jan 13-15, 2011, Holiday Inn, St George, UT. 801-467-9661. www.ufda.org ufda@ufda.org

New Hampshire FDA Annual Meeting - Jan 15, 2011, Church Landing- Inns At Mills Falls, Meredith, NH. 877-886-4332. www.NHFDA.org NHFDA1@gmail.com

Oregon FDA Winter Educational Meeting - Jan 17, 2011, The Monarch Hotel & Conference Center, Clackamas, OR. 800-304-5095. www.ofda.org mark@ofda.org

The Academy Training Dates - Jan 18-21, 2011 Advance Funeral Planning; Jan 25, 2011 Continuing Care for the AFP/Continuing Care Specialist; Mar 15-18, 2011 Advance Funeral Planning; Apr 05, 2011 Continuing Care Program Development for the FH Owner or Manager; Apr 12-13, 2011 Financial Aspects of AFP; Apr 14, 2011 Green Leads/Referrals; Apr 19, 2011 Continuing Care for the AFP/Continuing Care Specialist; May 10-13, 2011 Advance Funeral Planning; Jul 12, 2011 Continuing Care Program Development for the FH Owner or Manager; Jul 19, 2011 Continuing Care for the AFP/Continuing Care Specialist; Jul 26-29, 2011 Advance Funeral Planning; Sep 13-16, 2011 Advance Funeral Planning; Sep 20, 2011 Continuing Care Program Development for the FH Owner or Manager; Oct 11, 2011 Continuing Care for the AFP/Continuing Care Specialist; Oct 13, 2011 Green Leads/Referrals; Oct 18-21, 2011 Advance Funeral Planning; Nov 01-02, 2011 Financial Aspects of AFP; Jan 17-20, 2012 Advance Funeral Planning. The Academy Training Center, Franklin, OH. 888-655-1566. www.mkjmarketing.com

Selected Independent Funl Hms NextGenSeminar - Jan 23-27, 2011, Westin Casuarina Resort & Spa, Grand Cayman. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

Virginia FDA Winter Leadership Summit - Jan 24-25, 2011, Marriott Richmond, Richmond, VA. 804-264-0505. www.vfda.net lwhittaker@vfda.net

North Carolina FDA Mid-Winter Educational Conference - Jan 28 - Feb 02, 2011, Carnival Fantasy Cruise, Charleston, SC. 800-616-2332. www.ncfda.org larry@ncfda.org

Mississippi FDA Winter Seminar - Feb 06-07, 2011, Riverwalk Casino & Hotel, Vicksburg, MS. 601-978-1920. www.mississippi-funeraldirectors.com mfdanet@netdoor.com

FDA of Kentucky Midwinter Conference - Feb 08-09, 2011, Hyatt Regency Hotel, Lexington, KY. 800-866-3211. www.fdaofky.com info@fdaofky.com

West Virginia FDA Midwinter Meeting - Feb 08-10, 2011, Marriott Hotel, Charleston, WV. 800-585-2351. www.wvfdanet.org rprice0851@aol.com

Assoc of California Cremationists Crematory Operator Training - Feb 09, 2011, Embassy Suites Hotel, Sacramento, CA. 877-936-7222. www.accinfo.org kthomas@accinfo.org

New Generation of Funeral Practitioners Assoc Board of Directors Retreat - Feb 11-13, 2011, Embassy Suites Hotel, Miami, FL. www.ngfpa.com newgenerationfpa@gmail.com

Cremation Assn of North America/ NFDA Cremation Symposium - Feb 16-18, 2011, Caesar's Palace, Las Vegas, NV. 312-673-1077. www.cremationassociation.org info@cremationassociation.org

Indiana FDA Midwinter Conference - Feb 23-24, 2011, Sheraton Keystone Hotel, Indianapolis, IN. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

NYSTA Southeast Regional Conference & NYSAC Cemetery Maintenance Seminar - Feb 23, 2011, Holiday Inn, Fishkill, NY. 518-783-1134. www.nysac.com nysac@nysac.com

MKJ Marketing Seminars - Mar 07, 2011 Competing with a Discounter or Becoming One, Mandalay Bay Resort, Las Vegas, NV; Mar 21-22, 2011 Websites & Internet Marketing, Ritz Carlton Resort, Naples, FL; Mar 23-24, 2011 Upgrading Cremation Sales, Ritz Carlton Resort, Naples, FL; Jun 25 - Jul 02, 2011 Funeral Service Challenges Here and Abroad, Mediterranean Cruise 888-655-1566. www.mkjmarketing.com

Maryland State FDA Quarterly Meeting - Mar 09, 2011, Marriott Inn, Hunt Valley, MD. 410-553-9106. www.msfdanet.com msfda@msfdanet.com

Casket & Funeral Supply Assn 2011 Winter - Mar 10-12, 2011, Mandalay Bay Resort & Casino, Las Vegas, NV. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

NYSTA Western Regional Conference & NYSAC Cemetery Maintenance Seminar - Mar 16, 2011, Millennium Hotel, Buffalo, NY. 518-783-1134. www.nysac.com nysac@nysac.com

100 Black Women of Funl Serv Annual Conference - Mar 20-23, 2011, Marriott Spring Hill Suites Houston, Houston, TX. 407-595-9277. www.100blackwomenoffuneralservice.com hundredbwfs@aol.com

NFDA Advocacy Summit - Mar 20-23, 2011, Renaissance Mayflower Hotel, Washington, DC. 800-228-6332. www.nfda.org nfda@nfda.org

MKJ Marketing Seminar - Mar 21-24, 2011, Naples, FL. 888-655-1566. www.mkjmarketing.com

Virginia Cemetery Assn Sales Meeting - Mar 23, 2011, Hilton Garden Inn, Charlottesville, VA. 804-675-7502. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

NFDA Professional Women's Conference - Apr 01-03, 2011, Hotel Monaco, Alexandria, VA. 800-228-6332. www.nfda.org nfda@nfda.org

Selected Independent Funl Hms Spring Management Summit - May 11-13, 2011, Columbia Club, Indianapolis, IN. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

Maryland State FDA Spring Golf Outing - May 18, 2011, Compass Pointe Golf Course, Pasadena, CA. 410-553-9106. www.msfdanet.com msfda@msfdanet.com

Selected Independent Funl Hms European Group Meeting - May 27-31, 2011, Grand Hotel Fasano, Lake Garda, Italy. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org



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Directors' Choice wins its Fifth CAM-X Award of Excellence



(L to R) Gary Blair, President of CAM-X, and Gary Darychuk, CEO of Directors' Choice.

ST. JOHN, NEW BRUNSWICK, CANADA— Directors' Choice of St. John, NB has been honored with the exclusive 2010 Award of Excellence for the Fifth consecutive year. The award is presented annually by the Canadian Call Management Association (CAM-X), the industry's Trade Association for providers of call centre services including telephone answering and message delivery. Directors' Choice was presented with the award recently at the CAM-X 46th Annual Convention and Trade Show held at the Hard Rock Hotel & Casino, Las Vegas, NV

Independent judges are contracted by CAM-X to evaluate message services throughout Canada over a six-month period. The criteria for scoring include courtesy, response time, accuracy and overall service to their clients. If the company scores 80% or better in ALL categories, they are presented with the coveted Award of Excellence. The program

is now in its 21st year. "Participation in the AOE helps create a focus on service quality that runs levels deep throughout an organization and not just during the program period, but each and every day of the year. This translates into satisfied customers and allows everyone, at all levels, to take pride in their personal participation as well as in the company as a whole. And in a service industry, nothing builds employee confidence more than positive feedback from satisfied customers," says CAM-X President Gary Blair. "We congratulate Directors' Choice for their achievements."

Founded in 1964, CAM-X began as a national trade Association representing live answering services. The Canadian Call Management Association now encompasses companies across Canada offering specialized and enhanced operator based services including: call centers, contact centers,

inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax, and internet services among others.

Now a five-time winner Directors' Choice earned the Gold Award for

five consecutive years. CAM-X extends its congratulations to the staff of Directors' Choice on their proven quality service to their customers.

Directors' Choice has been "the funeral director's answer" for industry-

exclusive answering services since 1997. Their First Call Experts serve thousands of funeral professionals across North America 24 hours a day, 7 days a week, and handle over 80,000 first calls per year.

Halo International releases two New Catalogs



TWINSBURG, OH— Two new catalogs have been released by **Halo International Corp.** showcasing new styles and materials, greatly expanding the available selections in their current catalog.

The first catalog *Companion Urns* presents the greatest selection of double urns available from a single source. Their new double heart shaped urn collection comes in a variety of mediums including: brass, bronze, hardwood, stainless steel, powder coated steel, cultured marble, and beautiful burl wood.

The second catalog *Cultured Marble* extends their wide selection of shapes and color combinations. Additionally, an amazing variety of appliques and laser engravings is available to funeral directors through their Halo representative.

Only Halo International provides the style, quality and rapid turn-around you require. Find out more at www.halointlcorp.com, or call 330-425-3800.

Glass Remembrance introduces PetCremainsGlass.com



PATASKALA, OH— Glass Remembrance has just introduced the *Encased Memories* custom pet line. The Encased Memories line is offered by Pet Cremains in Glass, <http://www.petcremainsglass.com>. The original products were created to memorialize pets and persons by incorporating cremation ashes in molten glass. The introduction of Encased Memories is in response to customer demand for keepsakes utilizing pet tags, hair clippings, collars, etc. These items would perish at the high temperature of glass, so an alternative art form had to be found to showcase them.

Each Encased Memory sculpture is hand blown with a specific opening size at the bottom. Your keepsake is carefully placed in the hollow chamber of the sculpture and the piece is then sealed shut with a UV

light activated glass epoxy, eternally preserving your unique memorial. Keepsakes are handled with extreme care and returned to their owners as precious tributes to lost loved ones.

All items in the Glass Remembrance collections are the result of the creativity of the company founder, **Lee Guttentag**. As an avid dog lover, Ms. Guttentag understands that incredible bond between owner and pet. She pours emotion, artisanship and craftsmanship into every creation, and her endeavors are soundly supported by a select staff of passionate and capable craftsmen.

You cannot find, nor create a better way to maintain a cherished remembrance of your pet. For more information email sales@glassremembrance.com or visit <http://www.petcremainsglass.com>.

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 <p style="font-size: 0.8em;">2000 Superior Cadillac Statesman Hearse silver, black top, black leather</p>	<p style="font-size: 0.8em; color: red; font-weight: bold;">Low Miles!</p>  <p style="font-size: 0.8em;">2009 S&S Cadillac 47" Six Door Limo black, black leather</p>	 <p style="font-size: 0.8em;">2006 Federal Cadillac 46" Six Door Limo black, black leather</p>
 <p style="font-size: 0.8em;">2006 Federal Cadillac 64" Six Door Limo black, black leather, flip seat</p>	 <p style="font-size: 0.8em;">2000 Eagle Cadillac Le Escort Flower Car black, black leather, chrome wheels, stainless bed</p>	<p style="font-size: 0.8em; color: red; font-weight: bold;">Two Available</p>  <p style="font-size: 0.8em;">2002 Federal Cadillac Six Door Limo white, blue leather</p>
 <p style="font-size: 0.8em;">2005 Eagle Cadillac Ultimate Elite Hearse dark blue, dark blue top, blue leather, electric table</p>	 <p style="font-size: 0.8em;">2006 Eagle Cadillac Ultimate Hearse silver, gunmetal crown top, gray leather, oval window</p>	 <p style="font-size: 0.8em;">2003 Eagle Cadillac Ultimate Hearse silver, black top, black leather, manual table</p>

www.4HEARSE.com

Beyond Indigo Funerals launches Online Reputation Management Program

HANOVER, MN— Funeral industry marketer **Beyond Indigo Funerals** is pleased to announce its new *Online Reputation Management Program*. Online reviews can help make or break a company's online reputation, and they're becoming more important every day. As part of this new program, Beyond Indigo will help its funeral home clients build arsenals of positive online reviews. This includes providing education about asking for and attracting positive reviews, monitoring the reviews as part of the client's Search Engine Optimization (SEO) campaign, monitoring reviews in top online directories, and proactively responding to any negative reviews.

In addition to its Online Reputation Management Program, Beyond Indigo assists clients with localized search engine optimization and online reputation management by performing keyword analyses, customizing profiles, encouraging/monitoring reviews, creating directory listings, and maximizing the use of all related posts. At the end of October, Google launched Place Search, a new local search feature that organizes global information around places and allows users to access detailed information around specific locations. Beyond Indigo developed its Online Reputation Management Program to help funeral homes seize the benefits of Place Search so that potential clients will immediately find them during searches.

"Now more than ever, it's important for funeral homes to rank high in major search engines," said **Kelly Baltzell**, MA, founder and CEO of Beyond Indigo. "Google now places snippets of reviews front and center with search results, so companies must take all necessary precautions to accrue positive reviews and counteract negative ones." To learn more about Beyond Indigo's Online Reputation Management Program, visit www.beyondfunerals.com/services/online-reputation-management.html.

Beyond Indigo Funerals offers a complete line of digital and print marketing solutions that help funeral professionals maximize every channel of their brand, including custom funeral home websites, interactive tools, SEO plans, social media campaigns, logo design packages, eNewsletters, blogs, and brochures. Our full-scale strategic marketing approach has enabled our funeral industry partners to achieve up to 30% more new busi-

ness. We continually provide funeral professionals with training, analysis, consulting services, and round-the-clock-resources to position them as experts within their field. Located in Hanover, Minnesota, the Beyond Indigo family of companies includes **Beyond Indigo Pets**, **Beyond Indigo Equine**, **Beyond Indigo Funerals**, and **Beyond Indigo Grief Support Community**.

Celebration of Chris Henry's Life continues Beyond the Service

CINCINNATI, OH— On December 16, 2009, Carolyn Henry Glaspy received a call that her son, Cincinnati Bengals' wide receiver Chris Henry, had been hurt in an accident. The 26-year old had suffered massive head trauma as a result of falling out of the back of a pick-up truck driven by his fiancée during a domestic dispute.

When Carolyn arrived at Carolinas Medical Center in Charlotte, North Carolina she just expected to see him injured. Never, ever did she imagine she would be telling him goodbye. With Chris unresponsive, Carolyn consented to donating his organs. She said he had always been a blessing to her and knew he would want to be a blessing to others. Chris Henry died the following day.

Nearly one year later, on November 6, 2010, Carolyn returned to Carolinas Medical Center to meet four of Chris' organ recipients and their families for the first time. After teary introductions and warm embraces, Carolyn unfolded her ever-present tribute blanket by **Funeral Home Gifts** that had been given to her by **JC Battle and Sons Funeral Home** in Cincinnati. Her arms spread wide, she held out the blanket featuring a photo of the son she was so proud of. She smiled and said, "This is Chris".

See the very touching video of their meeting that aired on Thanksgiving Day on CBSsports.com, Chris Henry's Legacy.

eBridge Solutions sponsors "The Messiest File Room in America" Contest

TAMPA, FL— Do you have the messiest, most disorganized file room in the United States? Do you have file cabinets filled with paper? Banker's boxes stacked in no particular order? Paper stacked to the ceiling? If you answered yes to any of those questions, get out your camera.

Since January is National Get Organized Month, **eBridge Solutions**, in conjunction with **Fujitsu Imaging Products Group** and **Custom Productivity Solutions**, is holding a contest to find the messiest file room in America. To enter, contestants need to submit a photo (or two) of their file room, overstuffed file cabinets or warehouses filled with disorganized files.

The Messiest File Room Contest runs January 1-28, 2011. To enter, simply take a picture (or two) of your file room – the messier, the better – and post them on the eBridge Solutions' Facebook fan page: Messiest File Room Contest. To be eligible, photos must be submitted by US small businesses (between 5

and 150 employees). The top 10 entries will be chosen by our staff and placed online for community voting from January 29-31, 2011.

The grand prize winner will be selected on or about February 1, 2011 based on a combination of community voting (60%) and judging by eBridge Solutions and Fujitsu staff (40%).

The grand prize winner will receive 12 months of document management services from eBridge Solutions, a Fujitsu scanner and organizational consulting services. Document management services and training will begin after the consultation. The grand prize has an estimated value of \$4,000.

For complete details, visit www.eBridgeSolutions.com. Headquartered in Tampa, FL, eBridge Solutions is a leading web-based document management company providing document imaging, storage and retrieval services for businesses nationwide. For more on eBridge Solutions, visit www.eBridgeSolutions.com.

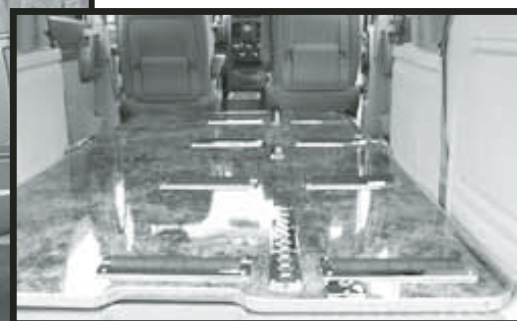
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Doric Products Inc. announces Molly Richardson as new Marketing Administrator

MARSHALL, IL— Doric Products, Inc., a leader in the metal and lined concrete burial vault industries, is pleased to announce the addition of Molly Richardson as Marketing Administrator. Molly, new to the death-care industry, brings with her many personal qualities and traits that are sure to be an asset to Doric. With a bachelor degree in Marketing from Illinois State University, and an enthusiasm for photography and

creative thinking, Molly is already proving to be a good fit.

In her new position, Molly will work in a variety of areas including advertising, marketing, and general promotion of Doric Products, Inc. and Classic Metal Vaults. She will work closely with Joe Gonet and the Doric Marketing Committee to meet the needs of the dealers while providing them with tools to grow their individual businesses. Molly recently attended her

first Doric Dealer meeting in Myrtle Beach, SC. She commented on the "great enthusiasm and friendliness of the dealers." Being family oriented, Molly is looking forward to getting to know the Doric dealer family and learn more about this evolving industry.

The Doric team welcomes Molly and her family and is pleased that the "Strength of Doric" continues to grow not only as evidenced by their products but also by their dealers and staff.

AmpliVox Sound Systems Amplifies Sales Force

NORTHBROOK, IL— November, 2011 On the heels of a record breaking sales year, with 2010 profits up a substantial 12% over 2009, AmpliVox Sound Systems has upgraded its sales force. Sales Manager Bill Gamber has assumed all sales and marketing responsibilities for the Troxell Communications account, and Dan Kreusch has been added to the sales team as its newest Account Executive.

Bill Gamber's experience with Troxell Communications provides direct and thorough coordination of supplying Troxell with AmpliVox Portable Sound Systems and lecterns. He has also participated in Troxell's Vendor Summit and other trade shows as well as assisting Troxell representatives in the field.

Dan Kreusch brings a diverse business background to the AmpliVox sales team including extensive consumer electronics experience in the corporate, entrepreneurial, tradeshow and direct sales arenas.

"We have an exceptional winning team of sales professionals on board to help us continue to expand our products and innovations. Both Bill and Dan have excellent track records of delivery, execution, and leadership which is critical to the continued success of AmpliVox," commented Don Roth, CEO of AmpliVox.

AmpliVox® Sound Systems products are made in the USA (with only a few exceptions), meet stringent UL standards, and come with an up to 6-year warranty. Our wide selection meets every speaker's sound coverage and style needs. Whether you are in a small meeting room of 30 people or a large 20,000 square foot auditorium of up to 10,000 people, AmpliVox® Sound Systems' extensive range of superior quality, simple to operate and reliable electronics will provide maximum satisfaction and ensure a crystal clear message.

Drive More Traffic to Your Website: Funeral Innovations announces Facebook Integrated Obituaries

ROCHESTER, MN— Funeral Innovations recently released the industry's first obituaries platform that seamlessly integrates with Facebook. This technology advancement allows funeral homes to easily befriend, market, and educate Facebook members with no additional effort required.

After consulting with hundreds of funeral directors, Funeral Innovations realized funeral homes often overlooked their website as a revenue-generating asset. Facebook integration of obituaries is the first step in driving more traffic to the funeral home website where monetization techniques and customer acquisition can dramatically increase a funeral home's bottom line.

Many online obituaries, including Funeral Innovations', allows visitors to share the obituary with their friends on Facebook. However, Funeral Innovations' Facebook integration takes the social obituaries

strategy a giant leap forward by automatically publishing each obituary to a funeral home's Facebook page, where it is promoted to the news feed of all of the funeral home's followers. It can then be easily "liked" to improve its viral distribution even more.

Funeral Innovations offers different packages depending on the funeral home's need. Funeral Innovations' "Instant Obits" may be embedded in any third party website in minutes. However, to achieve the best search engine optimization results, the obituaries can be bundled with Funeral Innovation's Advanced Web Strategy, which includes consulting services and technologies to grow your Facebook following.

An example can be found at: www.facebook.com/MaquoketaAreaObits and more information can be found at http://funeralinnovations.com.

LDI announces David Robison as National Sales Director

PORTSMOUTH, NH— LDI Corporation announces the addition of David Robison as National Sales Director of Medical and Mortuary Products.

In his role Mr. Robison has complete responsibility for increasing brand awareness within the Healthcare and Deathcare industries for LDI's environmentally designed product lines. He will also be working closely with customers to identify needs in the marketplace that will provide direction to the LDI product development team. "Dave is going to lead us as we continue to establish LDI as the premier

supplier of environmental and safety designed Medical and Mortuary products in North America." says LDI's Vice President, Josh Dame. "Dave has quickly demonstrated highly effective relationship building skills which are critical as he works to help hospital staff, medical examiners and funeral directors look at the products they buy from an environmental, health and safety point of view."

Mr. Robison joins LDI with over 25 years of sales management and military supervision experience. Please contact Dave at (866) 332-0700 with your

specific needs, so he may provide you with customized service and solutions.

LDI Corporation, of Portsmouth NH, was founded with the goal of developing environment friendly products as alternatives for toxic and polluting materials. LDI offers PVC-free, phthalate-free and formaldehyde-free products. They develop sustainable and innovative safety solutions for several industries and markets.

For further information, please call LDI Corporation at 866-332-0700 or visit their web site at www.LDIolutions.com.

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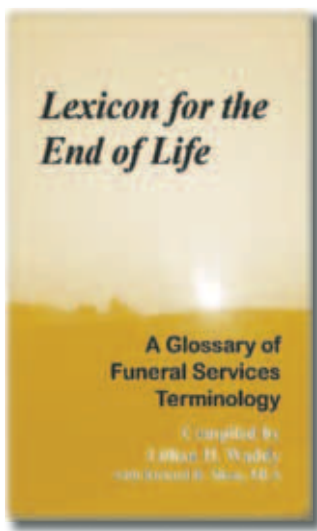
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End of Life Services publishes Lexicon for the End of Life

WICOMICO CHURCH, VA— End of Life Services, LLC announces publication of *Lexicon for the End of Life*, a book designed to assist effective communication between funeral service providers, families and friends of loved ones planning or in need of funeral related services and products.

The book is a tool with broad applications: useful for professionals in the funeral service industry, students of mortuary science, and consumers who need information to influence their decisions regarding at need or pre-need funeral services and products.



The 150-page glossary includes streamlined definitions for many anatomical terms, causes of death, funeral home

equipment and procedures, various methods for final disposition of remains, and religious observances of Christian, Jewish, and Muslim faiths.

The book's appendices provide layman-friendly discussions of pre-need funeral arrangements, what to do when someone dies, the embalming process, and organ and tissue donations.

Copies of *Lexicon for the End of Life* may be ordered from End of Life Services, LLC at 804-580-8023 by e-mail at Heathsville5@aol.com or on Amazon.com.

Emblematic announces its full line of Memorial Service Emblems now available in Non-Magnetic as well as Magnetic Options



BUFFALO, NY— Following the satisfactory completion of field tests conducted by funeral directors, **The Emblematic Company, Inc.**, Buffalo, NY, now offers its entire line of memorial service emblems in both magnetic and non-magnetic styles. The emblems enable funeral directors to pay a fitting tribute to deceased Veterans, Firefighters and Law Enforcement Officers.

According to **Mike Bolo**, Emblematic's president, "We have spent the past year working to answer the requests from funeral directors for emblems which can be attached, easily removed and reattached to hearses that have non-metallic doors. We were successful in developing a special Low-Tac adhesive which is pre-applied to the back of our emblems. A few of our funeral director customers worked with us in testing the emblems on the composite plastic doors of their hearses. The tests confirmed that the non-magnetic emblems were easy to apply to the hearse,

remove, store in the original packaging and then successfully reapply later."

Employing the same full-color graphic design as the original military emblems, the new emblems are nearly 12 inches in diameter and feature attractive, dynamic silver-embossed vinyl. They are printed with quality ultraviolet inks to resist fading in direct sunlight and include an integral pull-tab to make mounting and dismounting quick and easy.

The new adhesive-backed emblems are being offered featuring designs for Army, Navy, Marine Corps, Air Force, Coast Guard, National Guard, Firefighter and Law Enforcement.

For additional information, contact The Emblematic Company, Inc., 9998 Clarksburg Road, Eden, NY 14057. Toll-Free 866-300-0407, phone 716-992-9407, fax 716-992-8917. Email info@emblematicco.com or visit www.EmblematicCo.com.

Deaton-Kennedy Releases Breast Cancer Awareness Series

Continued from Page B1

cludes acknowledgements, memorial folders, greeting cards, bookmarks, and prayer cards.

For every purchase of the Breast Cancer Awareness Series, the Deaton-Kennedy Company will make a donation to the *National Breast Cancer Foundation*. All donations go toward funding research and awareness campaigns to combat a disease that has touched the lives of tens of thousands of families.

Since being founded in 1928, the family owned Deaton-Kennedy Company has maintained an unrivaled

tradition of excellent quality, impeccable service and a reputation for providing innovative solutions. Known throughout the industry as a designer and producer of fine-quality funeral stationery, careful attention to detail and emphasizing customer service has made Deaton-Kennedy #1 in customer satisfaction.

For more information on the Breast Cancer Awareness Series or other products visit www.deatonkennedy.com, contact your Deaton-Kennedy representative, or call 800-435-4068.

Eckels and Company forms strategic relationship with Surgically Clean Air Inc.



GUELPH, ONTARIO, CANADA— **Eckels and Company** (www.eckelsandcompany.com) has announced a strategic business relationship with **Surgically Clean Air Inc.** (www.surgicallycleanair.com) in order to provide professional quality air purification systems for the funeral home industry. Founded in 2003, Surgically Clean Air is an industry leader in providing commercial indoor air purification that is both highly effective and operationally affordable.

Funeral home and mortuary personnel face a variety of occupational health hazards as a result of exposure to formaldehyde, glutaraldehyde, phosphine gas and organophosphates. Additionally, clean, odor-free air provides a welcom-

ing environment for potential clients and the families of loved ones. To address these issues, Surgically Clean Air offers the Surgically Clean Air 301F, a single, dedicated, portable device which uses less than \$180 annually in consumables (with continuous use).

This six stage air sterilization and purification unit first passes contaminated air through an anti-microbial pre-filter, which removes the largest particles. Then the air is subjected to a dual-stage electronic precipitator.

Stage three is an activated carbon filter which removes odors, chemicals and gases.

Next, dual high intensity ultraviolet lights and a catalytic filter capture

the residue from destroyed VOCs, bacteria and viral organisms, in addition to irradiating any remaining harmful bacteria and viruses. Finally, the purified air is infused with negative ions promoting higher alertness, decreased drowsiness and more mental energy.

With this new co-operative partnership, Eckels and Company continues their fine tradition of providing the funeral service profession with a continuous stream of new, creative and innovative products and services based on tireless research and development.

For more information, contact Eckels and Company at 1-800-265-8350, fax 800-914-1141 or visit www.eckelsandcompany.com.

Messenger appoints new Sales Representative

AUBURN, IN— **Messenger Corporation**, the leading funeral stationery supplier in North America, has appointed a new sales representative. **Jeffrey Burnett** joins Messenger with over twenty-one years of sales experience in the funeral stationery industry. Mr. Burnett's sales territory includes the entire state of New Jersey and portions of New York and Pennsylvania. "Messenger is thrilled to add such a skilled sales professional to our committed sales force," stated **Bob Hoaglund**, Vice President of Sales and Marketing at Messenger. "Jeff is well respected in the industry and his knowledge, expertise and dedication to service will certainly benefit customers in his new territory."

When asked about his new position with Messenger, Mr. Burnett stated "Messenger is highly regarded in the funeral stationery industry for their innovative products and services and it is truly an honor to be part of their sales team."

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 and the Stationery Builder Software – a simple-to-use tool for printing Messenger stationery products.

For more information please visit www.messengerstationery.com or call Messenger at 1-800-827-5151.



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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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Business Equipment 2

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Funeral Business For Sale 5

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Funl Busn For Sale Cont'd 5

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Funeral Business Wanted 6

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2000 Cadillac Krystal Coach.....	Silver Ext/Blue Int.....38,000 mi
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1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int.....52,000 mi
1997 Cadillac M&M Coach.....	Wht/Wht Ext/Burg Int.....71,000 mi
1996 Cadillac Eagle Coach.....	Blk/Blk Ext/Blue Int.....69,000 mi
1996 Chevrolet Superior Coach.....	Wht/Wht Ext/Blue Int.....62,000 mi
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LIMOUSINES	
2005 Cadillac Eureka 6-Door Limo.....	Blk/Blk Ext/Drk Gray Int.....22,000 mi
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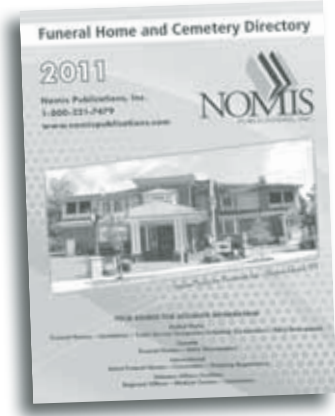
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Hearse/Limousines 8

2006 5-Door 120" 24-Hour Limousine. Federal Lincoln, custom, dark blue with black vinyl top, hidden TV, bar, etc. 32-34K miles, excellent condition, four to choose from. **Will consider selling with a matching coach,** 29-30K miles, five to choose from. This is a funeral director operated livery firm. Please see photos on our website: www.gold-crosslimo.com. **Contact Dan Becker at 330-565-1206.**

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- 2011 Cadillac DTS Sedan, silver
- 2010 Cadillac Hearse, blk
- 2007 Chevy Express Van w/casket table & entry ramp
- 2004 Chev Astro Van w/casket tbl, blu

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- 1997 Cad Eureka Coach, blk
- 1994 Cad Eureka Coach, blk, 36k mi
- 1994 Chevy Suburban, blue/silver
- 1990 Cadillac Funeral Coach, blk

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2005 FORD LCW EXCURSION LIMO
black with gray leather

HEARSES

- 2011
Cadillac Federal Hearse..... black/black leather
- Cadillac Eagle Ultimate..... silver/black leather
- 2007
Cadillac S&S Masterpiece..... black/gray leather
- 2005
Cadillac Eagle Hearse..... white/blue leather
- 2003
Lincoln Eagle Hearse..... blue/tan leather
- 2001
Cadillac Superior Hearse..... silver/blue leather
- 2000
Cadillac S&S Victoria..... blue/tan leather
- Cadillac S&S Hearse..... black/black leather
- Lincoln Federal Hearse..... black/neutral leather
- Lincoln Eagle Hearse..... black/black leather
- 1999
Cadillac S&S Masterpiece..... blue/blue leather
- 1997
Lincoln S&S Hearse..... silver/black top/blue interior
- 1994
Cadillac S&S Victoria..... silver/black top/blue leather
- Cadillac Eureka Hearse..... silver/black top/blue leather
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LIMOUSINES

- 2000
Cadillac Superior 24 Hour..... black/black leather
- Cadillac DaBryan 5-Door (2 in stock)..... white/black leather
- 1998
Cadillac M&M 6-Door (2 in stock)..... white/blue bottom/blue leather
- 1995
Cadillac S&S 6-Door..... white/black leather
- 1994
Cadillac S&S 6-Door..... green/black top/black leather
- Cadillac Eureka 6-Door..... silver/black top/blue leather

FIRST CALL

- 2010
Chrysler T&C Prestige..... black/gray interior



2000 LINCOLN FEDERAL HEARSE
black with neutral leather



2000 CADILLAC SUPERIOR 24-HOUR LIMO
black with black leather



1997 LINCOLN S&S HEARSE
silver with black top and blue interior

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HEARSES

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- 1996 Cadillac Superior, 79k mls, One Owner, Minor Rust.....\$3975
- 1995 Cadillac Eagle, Black, 74k mls, SHARP! Needs Engine.....\$3250
- 1995 Cadillac M&M, Navy Blue, 79k mls.....\$4250
- 1994 Buick Superior, 75k mls, Brown over Copper.....\$3500
- 1990 Cadillac S&S, FWD, 35k mls, Ext Table, As New.....\$4750
- 1990 Cadillac Eureka, FWD, Recent White Paint, 83k mls.....\$2650

LIMOUSINES

- 2000 Cadillac S&S, 6-Door, Black, 68k mls, Clean, Needs Headgaskets.....\$5750
- 2000 Cadillac Krystal, White, 79k mls, From Texas.....\$6750
- 1999 Cadillac S&S Presidential, Black, 59k mls, Needs Headgaskets.....\$3500
- 1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Fair.....\$2750
- 1998 Cadillac M&M, Black, 56k mls, Clean.....\$3500
- 1993 Cadillac Superior, 6-Door, 46" Stretch, Navy Blue, 45k mls.....\$3250
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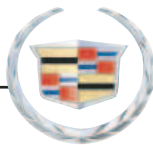


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