# **FUNERAL HOME & CEMETERY**

**SECTION B JANUARY** 2012

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# "Cake Boss" helps Matthews and **Pontone Family Celebrate 80 Years**



PITTSBURGH,PA— Renowned cake artist and television personality Buddy Velastro, better known as the "Cake Boss," leant his artisanal culinary skills to Matthews for the Pontone family's 80th anniversary celebration during the recent New Jersey State Funeral Directors Association convention at the Trump Taj Mahal in Atlantic City. Velastro, master baker at Carlo's

**CONTINUED ON PAGE B9** 

# **Bob Cullen Named Thacker Casket** Salesman of The Year

CLINTON, MD- It was indeed a "September to remember" as the Thacker sales team returned to Thacker's Florence, AL factory for their 2011 national sales meeting. It was especially memorable for longtime Thacker sales representative, Bob Cullen. Bob, a fourteen year Thacker veteran and dean of the Thacker sales force was

**CONTINUED ON PAGE B8** 



(L to R) CJ Thacker, Bob Cullen, and Mike Beardsley

# BK Umbrella Industries

64" Umbrella - All Fiberglass - Windproof **Embroidery and Silk Screen Available** 

**Minimum Order: 6** 

Please call for colors and free quote

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# **Accubuilt Awards Top Dealers**



The 2011 Circle of Excellence Winners

LIMA, OH— Accubuilt, Inc. manufacturer awards at their Dealer Sales Meeting on Ocof specialty-built funeral coaches and lim- tober 24 at the Hyatt Regency in Chicago. ousines, presented their annual top dealer

**CONTINUED ON PAGE B9** 



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# CALENDAR Events

#### CONVENTIONS/ CONFERENCES

Alabama FDA Midwinter Expo Trade Show - Jan 15-17, 2012, Marriott Birmingham, Birmingham, AL. Exhibits. 334-956-8000. www.alabamafda.org afda06@bellsouth.net

Alliance of Illinois Cemeterians - Jan 19-20, 2012, Jumer's Casino & Hotel, Rock Island, IL. Exhibits. 309-788-6622. www. aicemeterians.org aic\_secretary@mediacombb.net

National Concrete Burial Vault Assn - Jan 23-25, 2012, Hilton Hotel, Las Vegas, NV. Exhibits. 888-886-2282. www.ncbva.org jan@camco.biz

Illinois Cemetery & Funl Home Assn - Feb 22-23, 2012, Willowbrook Holiday Inn, Willowbrook, IL. Exhibits. 866-758-7731. www.icfha.org icfha@hotmail. com

Cemetery Association of Oregon Spring Conference - Mar 15, 2012, Portland Memorial Mausoleum, Portland, OR. Exhibits. 503-651-1724. www.cemeteryassociationoforegon.com info@cemeteryassociationoforegon.com

ICCFA Convention - Mar 19-22, 2012, Mandalay Bay Resort & Casino, Las Vegas, NV. Exhibits. 800-645-7700. www.iccfa.com

Catholic Cemeteries of The West - Mar 26-30, 2012, Radisson Hotel, Fresno, CA. Exhibits. 408-296-4656. www.ccwecare. org dsylva@pacebell.net

Texas Cemeteries Assoc - Apr 15-17, 2012, Grand Hyatt Hotel, San Antonio, TX. Exhibits. 817-339-8210. www.txca.us pdouglas@txca.us

North Dakota Funeral Directors Assn 107th Convention - Apr 16-18, 2012, Ramada Plaza Suites Hotel & Convention Center, Fargo, ND. Exhibits. 701-360-3118. www.ndfda.org thenriksenl@cox.ner

Oklahoma FDA - Apr 16-18, 2012, Embassy Suites, Norman, OK. Exhibits. 405-843-0730. www.okfda.com ofda@wavelinx.

**Utah FDA** - Apr 18-19, 2012, Salt Lake City Marriott Downtown, Salt Lake City, UT. Exhibits. 801-467-9661. www.ufda.org ufda@ufda.org

International Order of The Golden Rule - Apr 19-22, 2012, Renaissance Arlington Capital View Hotel, Arlington, VA. Exhibits. 800-637-8030. www.ogr.org info@ogr.org

Nebraska FDA - Apr 23-25, 2012, Lincoln Embassy Suites, Lincoln, NE. Exhibits. 402-423-8900. www.nefda.org staff@ nefda.org

Ohio FDA - Apr 24-26, 2012, Hyatt Regency Hotel, Columbus, OH. Exhibits. 800-589-6332. www.ofdaonline.org diana@ofdaonline.org

Ohio FDA Annual Convention and Exhibition - Apr 24-26, 2012, Hyatt Regency and Columbus Convention Center, Downtown Columbus, OH. Exhibits.

Kansas Funl Dirs & Emblamers Assn - May 06-09, 2012, Capital Plaza Hotel, Topeka, KS. Exhibits. 785-232-7789. www.ksfda. org kfda@kfda.kscoxmail.com

South Dakota Funl Dirs Assoc - May 10-11, 2012, Best Western Ramkota Hotel & Watertown Event Center, Watertown, SD. Exhibits. 605-246-9466. www.sdfda.org tkerr@triotel.net

Minnesota FDA - May 14-16, 2012, Embassy Suites, Brooklyn Center, MN. Exhibits. 855-416-0124. www.mnfuneral.org info@mnfuneral.org

Michigan FDA - May 14-17, 2012, Soaring Eagle Casino & Resort, Mt. Pleasant, MI. Exhibits. 800-937-6332. www.mfda.org pdouma@mfda.org

South Carolina Morticians Associaion, Inc. - May 14-17, 2012, Embassy Suites Greenville Golf Resort & Conference Center, Greenville, SC. Exhibits. 803-339-4133. www.scmainc.com scmainc@gmail.com

Iowa FDA - May 15-17, 2012, Iowa State Center & Gateway Hotel, Ames, IA. Exhibits. 800-982-6561. www.iafda.org admin@iafda.org

**Iowa FDA Convention and Trade Show** - May 15-16, 2012, Hilton Coliseum, Ames, IA. Exhibits. 800-982-6561.

North Carolina FDA - May 16-18, 2012, Grove Park Inn Resort & Spa, Asheville, NC. Exhibits. 800-616-2332. www.ncfda.org larry@ncfda.org

Massachusetts FDA - Jun 01-02, 2012, Ocean Edge Resort, Brewster, MA. 781-335-2031. www.massfda.org info@massfda.org

Louisiana FDA - Jun 03-05, 2012, Bourbon Orleans Hotel, New Orleans, LA. Exhibits. 225-767-7640. www.lfdaweb.org info@lfdaweb.org

Tennessee Funeral Directors Association - Jun 03-05, 2012, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 615-321-8792. www. tnfda.org

**Tennessee FDA** - Jun 03-05, 2012, Embassy Suites, Murfreesboro, TN. Exhibits. 800-537-1599. www.tnfda.org

Missouri Funl Directors & Embalmers Assn - Jun 05-06, 2012, St. Charles Convention Center & Embassy Suites Hotel & Spa, St. Charles, MO. Exhibits. 573-635-1661. www.mofuneral.org info@mofuneral.org

Arizona Funeral Cemetery & Cremation Assn - Jun 06-08, 2012, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. www.azfda.org afcca@q.com

Independent Funeral Directors of Florida - Jun 06-09, 2012, Omni Orlando Resort at ChampionsGate, Orlando, FL. Exhibits. 850-222-0198. www.ifdf.org mhood@ifdf.org

South Carolina FDA Summer Convention - Jun 10-12, 2012, Myrtle Beach Marriott Resort, Myrtle Beach, SC. 800-445-3427. www.scfda.org scfda@ aol.com

Texas FDA - Jun 10-15, 2012, Omni Bayfront Hotel, Corpus Christi, TX. Exhibits. 800-460-8332. www.tfda.com admin@ tfda.com

Illinois FDA - Jun 10-13, 2012, Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL. Exhibits. 217-525-2000. www.ifda.org info@ ifda.org

Pennsylvania FDA Covention & Expo - Jun 11-14, 2012, Holiday Inn Harrisburg/Hershey, Grantville, PA. Exhibits. 800-692-6068. www.pfda.org joann@pfda.org

West Virginia FDA - Jun 13-15, 2012, Hollywood Casino at Charles Town Races, Charles Town, WV. Exhibits. 855-345-4711. www.wvfda.org kimesrob@yahoo.com

Virginia Morticians Association Inc - Jun 16-19, 2012, Sheraton Virginia Beach Oceanfront Hotel, Virginia Beach, VA. Exhibits. 804-469-9544. www.virginiam-orticiansassociation.org vmainc@msn.com

Georgia FDA - Jun 17-20, 2012, The King and Prince Beach & Golf Resort, St. Simons Island, GA. 770-592-8002. www.gfda. org

Western Pennsylvania FDA Convention - Jun 18-21, 2012, The Ambassador Conference Center, Erie, PA. Exhibits. 800-335-4050. www.wpfda.org

Western Pennsylvania FDA Convention - Jun 18-21, 2012, Courtyard by Marriott, Erie, PA. Exhibits. 800-335-4050. www. wpfda.org steve@osbornefuneralhome.com

FDA of Kentucky - Jun 18-20, 2012, Hyatt Regency Hotel, Louisville, KY. Exhibits. 800-866-3211. www.fdaofky.com info@fdaofky.com

FIAT-IFTA International Convention - Jun 21-24, 2012, Dublin, Ireland. Exhibits. www.fiat-ifta2012.com

Southern Cemetery, Cremation & Funeral Association - Jun 24-26, 2012, Hyatt Regency, Savannah, GA. Exhibits. 251-634-3434. www.sccfa.info sccfa@bellsouth.net

Southern Georgia, South Carolina, North Carolina Cemetery, Cremation & Funeral Associations Joint Convention - Jun 24-26, 2012, Hyatt Regency, Savannah, GA. Exhibits. 251-634-3434. www.scfa.info sccfa@bellsouth.net

California FDA - Jun 24-26, 2012, Hyatt Newport Beach Hotel, Newport Beach, CA. Exhibits. 800-255-2332. www.cafda.org cfda@amgroup.us

Virginia FDA - Jun 24-26, 2012, The Cavalier Hotel, Virginia Beach, VA. Exhibits. 804-264-0505. www.vfda.net lwhittaker@ vfda.net

New England Cemetery Association Annual Conference - Jun 25, 2012, Attitash Grand Summit Hotel, Bartlett, NH. www.newenglandcemetery.org kccody@ mtcalvarycem.org

Virginia Cemetery Association - Jun 28 - Jul 01, 2012, The Homestead Resort & Spa, Hot Springs, VA. Exhibits. 804-675-7502. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

Association of California Cremationists Meeting - Jul 10, 2012, Hilton Sacramento Arden West, Sacramento, CA. Exhibits. 562-596-0464. www.accinfo.org kthomas@accinfo.org

Florida Cemetery Cremation & Funeral Assn - Jul 19-22, 2012, Sawgrass Marriott Resort, Ponte Vedra Beach, FL. Exhibits. 800-226-3332. www. thefccfa.com leighann@executiveoffice.org

Assn of Independent Funl Hms of Virginia - Jul 20-22, 2012, Hilton Virginia Beach Oceanfront, Virginia Beach, VA. Exhibits. 804-643-0312. www. ifhv.org ifhv@aol.com

**Associated Cemeteries of Missouri** - Jul 20-21, 2012, The Resort, Lake of The Ozark, MO. Exhibits. 314-863-3011.

Oregon FDA & CAO - Jul 23-25, 2012, Seaside Convention Center & Shilo Hotel, Seaside, OR. Exhibits. 800-304-5095. www.ofda.org mark@ofda.org

Cemetery Association of Tennessee - Jul 29-31, 2012, Mail Stay Inn and Suites, Pigeon Forge, TN. Exhibits. 615-714-9605. www.cemeterytn.com cforee@afamilylegacy.com

National Funeral Directors & Morticians Association, Inc. - Aug 04-09, 2012, The Mirage Hotel, Las Vegas, NV. Exhibits. 800-434-0958. www.nfdma.com nfdma@nfdma.com

Cremation Assn of North America - Aug 15-18, 2012, The Westin Bayshore, Vancouver, BC. Exhibits. 312-245-1077. www. cremationassociation.org info@cremationassociation.org

Colorado FDA - Aug 22-24, 2012, Ameristar Casino Resort Spa, Black Hawk, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

New Jersey State FDA - Sep 18-20, 2012, Trump Taj Mahal, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org njsfda@njsfda.org

Selected Independent Funeral Homes - Sep 19-22, 2012, The Westin Copley Place, Boston, MA. Exhibits. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

Catholic Cemetery Conference - Sep 25-28, 2012, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131. www.catholic-cemeteryconference.org

Professional Grounds Management Society - Oct 24-27, 2012, The Galt House, Louisville, KY. Exhibits. 410-223-2861. www. pgms.org pgmas@assnhqtrs.com

CFSA Fall Conference & Trade Show - Nov 05-06, 2012, JW Marriott, Indianapolis, IN. Exhibits. 847-295-6630. www.cfsaa. org mallen@cfsaa.org

Maine FDA - Nov 30 - Dec 01, 2012, Hilton Garden Inn Auburn Riverwatch, Auburn, ME. Exhibits. 207-729-9100. www.mefda. org sallybelanger@aol.com

#### MEETINGS/SEMINARS

New Hampshire FDA Meeting - Jan 14, 2012, Church Landing, Meredith, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

The Academy Training Dates Jan 24-25, 2012 Continuing Care for the Advance Funeral Planner or Aftercare Specialist; Jan 31 - Feb 03, 2012 Advance Funeral Planning; Feb 14-15, 2012 Green Leads/Referrals; Mar 20-23, 2012 Advance Funeral Planning, Michigan; Apr 17-18, 2012 Continuing Care for the Advance Funeral Planner or Aftercare Specialist; Apr 24-25, 2012 Funding Skills for Advance Funeral Planning; May 15-18, 2012 Advance Funeral Planning; Jul 17-20, 2012 Advance Funeral Planning; Aug 07-08, 2012 Community Presentation; Sep 18-21, 2012 Advance Funeral Planning; Sep 25, 2012 Great Ideas Workshop; Oct 02-03, 2012 Green Leads/Referrals; Oct 16-17, 2012 Continuing Care for the Advance Funeral Planner or Aftercare Specialist; Nov 06-0/, 2012 Funding Skills for Advance Funeral Planning; Nov 13-16, 2012 Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

ICCFA Wide World of Sales - Jan 18-20, 2012, Bally's/Paris Las Vegas Hotel, Las Vegas, NV. 800-645-7700. www.iccfa.com

Selected Independent Funeral Homes NextGen Seminar - Jan 22-26, 2012, Hilton Los Cabos Beach & Golf Resort, Los Cabos, Baja California, Mexico.

The New England Cemetery Association Mid Winter Retreat - Jan 28-30, 2012, Hilton Hotel, Mystic, CT. www.newenglandcemetery.org kccody@mtcalvarycem. org

South Carolina Cemetery & FDA Annual Winter Workshop - Feb 06-08, 2012, Hilton Columbia Center, Columbia, SC. 803-419-0768. www.sccemeteryassociation. com tpaules@yahoo.com West Virginia FDA Meeting - Feb 07-09, 2012, Charleston Marriott Hotel, Charleston, WV. 304-345-4711. www.wvfda.org kimesrob@yahoo.com

FDA of Kentucky Midwinter Conference - Feb 07-08, 2012, Hyatt Regency Hotel, Lexington, KY. 800-866-3211. www.fdaofky.com info@fdaofky.com

CANA/NFDA Cremation Symposium Seminar - Feb 08-09, 2012, The Signature at MGM Grand, Las Vegas, NV. 312-245-1077. www.cremationassociation. org info@cremationassociation. org

Michigan FDA Midwinter Conference - Feb 12-19, 2012, RIU Guanacaste, Costa Rica, Mexico. 517-349-9565. www.mfda.org pdouma@mfda.org

MKJ Marketing Seminars - Feb 13-16, 2012 Revitalizing your Brand and Niche Marketing, Vail Mountain Marriott Resort, Vail, MO; Mar 07-08, 2012 Pricing: How to Price for Today's Consumers, the Legal and Marketing Issues, Ritz-Carlton Hotel, Naples, FL; Mar 18, 2012 Cremation: Upgrading the Sale and Considering a Cremation Society, Mandalay Bay Resort and Casino, Las Vegas, NV. 888-MKJ-1566. www.mkjmarketing.com kcasey@mkjmarketing.com

Indiana FDA Midwinter Conference - Feb 15-16, 2012, JW Marriott, Indianapolis, IN. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

Maryland State FDA Midwinter Retreat - Feb 17-19, 2012, Clarion Resort, Ocean City, MD. 888-459-9693. www.msfda.net msfda@msfda.net

Mississippi FDA Midwinter Educational Seminar - Feb 19-20, 2012, Pearl River Resort, West Philadelphia, MS. 888-759-6332. www.mississippifuneraldirectors. com mfda@netdoor.com

MBNA & CMA/PNMBA Joint Annual Meeting - Feb 24-26, 2012, Bahia Resort & Hotel, San Diego, CA. 800-233-4472. www.monumentbuilders.org info@monumentbuilders.org

Strategic Planning for Funeral Service Professionals Seminar - Mar 05-06, 2012, Dallas, TX. 855-928-8363.

Casket & Funeral Supply Assoc Winter Seminar - Mar 08-10, 2012, Omni La Mansion del Rio, San Antonio, TX. 847-295-6630. www.cfsaa.org mallen@cfsaa.org California Assn of Public Cemeteries - Mar 22-24, 2012, Embassy Suites Hotel, San Luis Obispo, CA. 760-746-0662. www.capc.info publiccemeteries@ aol.com

Assn of Independent Funl Hms of Virginia Meeting - Mar 22, 2012, Richmond Marriott West Hotel, Glen Allen, VA. 804-643-0312. www.ifhv.org ifhv@aol.com ADEC Meeting - Mar 28-31, 2012, Hilton Atlanta, Atlanta,

GA. 847-509-0403. www.adec. org info@adec.org

Selected Independent Funeral
Homes Spring Management
Summit - Apr 16-18, 2012,
Embassy Suites Buckhead, At-

Embassy Suites Buckhead, Atlanta, GA. 800-323-4219. www. selectedfuneralhomes.org info@selectedfuneralhomes.org

National Funeral Directors & Morticians Association, Inc. - Apr 28 - May 02, 2012, Sheraton

Raleigh Hotel, Raleigh, NC. 800-434-0958. www.nfdma.com nfdma@nfdma.com

New York State Assoc of Cemeteries Seminar - Apr 30 - May

01, 2012, The Desmond, Albany, NY. 518-783-1134. www.nysac.com nysac@nysac.com

PCS International Meet - Jun 18-22, 2012, The Shores Resort

18-22, 2012, The Shores Resort & Spa, Daytona Beach, FL. 386-255-4704. www.professionalcarsociety.org fantafuss1@yahoo.com

New Hampshire & Vermont FDA Twin States Meeting - Jun 19-20, 2012, Ashworth by The Sea, Hampton Beach, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

The Assoc for Gravestone Studies Conference - Jun 19-24, 2012, Monmouth University, West Long Branch, NJ. 413-772-0836. www.gravestonestudies.org info@gravestonestudies.org

American Bio-Recovery Association Meeting - Aug 20-22, 2012, Sandusky Kalahari Resort, Sandusky, OH. 888-979-2272. www.americanbiorecovery.org info@americanbiorecovery.org

New York State FDA Fall Leadership Meeting - Sep 19-21, 2012, Mirror Lake Inn, Lake Placid, NY. 800-291-2629. www. nysfda.org info@nysfda.org

California Assn of Public Cemeteries - Oct 12-13, 2012, Embassy Suites Resort & Hotel, South Lake Tahoe, CA. 760-746-0662. www.capc.info publiccemeteries@aol.com

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



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# **Building a Thriving Business: The Secrets Behind ASD's Success**

MEDIA,PA— To retain a competitive advantage, funeral directors must live their jobs 24/7, remaining available at all times to families. The potential value of a single phone call for a funeral director is far greater than for other types of businesses because of the substantial dollar amount of a single sale. In order to capture new business and secure future referrals, it

is imperative for funeral professionals to protect their phone lines.

Working with a quarter of funeral homes in America, ASD - Answering Service for Directors assisted with roughly ten percent of all first calls reported in the United States in 2010. The company's experienced team of programmers have designed and custom-built software solutions from the ground up. This allows ASD to retain complete control over their own systems rather than being left at the mercy of an outside vendor with no real stake in their success. Using proprietary software, ASD can update software immediately, run internal diagnostics tests anytime, and carefully monitor their programs to consistently provide the highest caliber of service.

ASD's systems were built solely to



meet the needs of funeral professionals. A majority of the features were created specifically to decrease the possibility of a lost business opportunity. Supervisors oversee calls 24/7 to handle any situation that might fall into a gray area. When one of ASD's call specialists handle a first call, an alert will appear on the screen to notify a supervisor if the call is not dispatched within a short time frame. Creating safety mechanisms within ASD's systems eliminates the possibility of a client ever losing a business opportunity due to an operator's error. This combination of funeral expertise and state of the art technology offers a level of unmatched oversight for funeral professionals. Statistically, ASD clients will go their entire careers without ever losing a death call while their lines are forwarded.

Unlike many answering services, all of ASD's messages are dispatched by the same operator who spoke to the caller. Allowing employees to manage and track their own calls means clients receive messages without delay. Unless other instructions are listed on the account, first calls are always dispatched immediately. Every attempt to reach the

on-call person is logged and operators are able to view when a director is in the voicemail or on another line retrieving the information from their screens. ASD's sophisticated message tracking system automatically generates digital reminders when it is time to reach the next person on call. This prevents an overflow of urgent calls from delaying the dispatch of a first call—the same operator who talked to the family and understands the importance of the call is responsible for making sure the director receives the message immediately.

Headquartered in Media, PA this family owned business offers comprehensive answering services for funeral homes and funeral related businesses of all sizes. For more information, visit www.myasd. com or call 1-800-868-9950.

# Zontec Solution Installed in Memorial Park Cemetery



Memorial Park Cemetery

**TULSA,OK**— **Jason Thames**, superintendent of **Memorial Park Cemetery** in Tulsa, OK, stated, "We've had the **Zontec** system installed in our mausoleum for a couple of years now and are extremely satisfied with the results. Our building had a strong chemical smell that we could not get rid of and this portable system knocked it out completely. We love the fresh rain smell that it leaves behind. We have received a lot of compliments. You can add our name to your list of satisfied customers."

"Having a chapel service inside the mausoleum is the time to reinforce the beauty of the building and hopefully gain new customers from within your community. When people first enter a mausoleum they enter cautiously especially knowing there are dead bodies inside the walls. Most people associate death with odors and bugs. If they smell any odor or have to swat at bugs flying around their faces during the service, no matter how beautiful your building is, and how many statues or stain glass windows you have, they will not be a future customer and worst of all how many others will they tell."

"Our portable system eliminates a minimum of ninety five percent of your gnats and clears the air each day leaving the air smelling mountain fresh. You can't afford not to have our system," stated **Lyndi Demers**, project manager at Zontec International, Inc.

Located in the rolling foothills of northeast Oklahoma Memorial Park Cemetery has cared for Tulsa's memories since 1927. Memorial Park Cemetery is the tenth largest cemetery in the nation. For more information, visit www.memorialparktulsa.com.

For over 25 years, Zontec has adhered to the highest quality standards in the industry manufacturing superior products that are built to last. For more information about the Zontec system, to see testimonials from many satisfied customers, visit www.zontecsolution.com, call 1-800-474-0105 or email them at info@zontecsolution.com.

# Accubuilt Unveils New MKT Hearse



LIMA,OH—Accubuilt, Inc. unveiled an all new MKT Hearse during the *National Funeral Directors Association's* (NFDA) International Convention & Expo held in Chivers II. as Comban 23.2.2

cago, IL on October 23-26. The new MKT is the replacement for the Lincoln town car platform. The MKT Hearse application, unveiled by Accubuilt, met with extremely positive reaction from show attendees. The MKT Hearse features a modern design with advanced technology and comfort features that are particularly appealing to owners and operators. New features include a backup camera, rear-sensing system, a 88 degree side door opening angle, a loading door height of 77" and a standard urn device and storage tray.

Nathan Hurst, Executive Vice-President of Commercial Operations commented about the unveiling, "We are very pleased with the amount of attention the MKT received and the number of

orders that were written at the show. We believe that the positive reception to our MKT Hearse is a strong signal for future growth in this business sector."

Accubuilt is a diversified specialty vehicle manufacturer that traces its roots back more than 134 years. The professional vehicles are **S&S** and **Superior** funeral coaches and limousines traditionally used by the funeral service industry. Built on Cadillac DTS and Lincoln MKT heavy-duty chassis, and are used by independent and corporate funeral homes as well as professional livery operators around the world. Accubuilt's manufacturing facility is located in Lima, OH and the company's specialty vehicle offerings and is certified and approved by the Lincoln Quality Vehicle Modifier program. For more information on Accubuilt, Inc. and its extensive vehicle offerings, please visit www.accubuilt.com.

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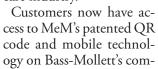
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# MeM Mobile Technology Now Included with Bass-Mollet Stationery

GREENVILLE,IL—Bass-Mollett Publishers, Inc., a leading provider of printed funeral stationery, and Making Everlasting Memories® (MeM), a progressive memory archiving and publishing company, are bringing innovation to the deathcare industry.





To see a demonstration of MeM's mobile technology, scan this QR code using a Smartphone QR code reader

plete line of stationery products, keepsakes and urns, revolutionizing how funeral professionals connect families to their loved ones' online memorials.

Through this strategic alliance, funeral homes offering Bass-Mollett stationery and keepsakes can now feature a MeM-patented QR code that will take family and friends of the deceased to a customized mobile site. On the site they'll find the obituary, personal memories and stories, photos, texting and voice messaging capabilities for the family, and can even access directions to the service and cemetery through GPS mapping. QR codes may also be placed on Bass-Mollett urns, enabling mausoleum visitors to learn more about the lives of those at rest for years to come.

"MeM is leading the way in how we share our loved ones' stories and keep their memories alive. This mobile technology will redefine the way funeral homes connect and provide value to the families they serve," said **John Flowers**, president and CEO of Bass-Mollett. "Families today want to access and share their loved ones' memorials anytime and anywhere. We're thrilled to now offer MeM technology and help funeral professionals innovate and differentiate through the services they provide." Q R code scanning has increased dramatically. According to a report by Scanlife, Q3 2011 had 427,994 mobile scans, a five hundred and twenty five percent increase since Q3 2010 (65,591 mobile scans).

"We're thrilled to be able to provide our patented technology on Bass-Mollett's high-quality products. Our turn-key, customizable solution for funeral directors, cemetery owners, monument builders and other service providers allow Bass-Mollett to deliver a unique service that gives lasting value to their customers," said **Scott Mindrum**, president and CEO of MeM.

MeM's one-stop-shop approach provides the deathcare and memorial industries with a full array of online and offline products designed with their customers in mind. Unlike other services, once data is collected from family members and entered into the MeM system, service providers can create a wide array of personalized keepsake items, including professionally printed story books, stationery items, tribute movies and web pages which may be preserved indefinitely and updated continually over time.

Established in 1951, Bass-Mollett Publishers, Inc. is celebrating its 60<sup>th</sup> year of supplying the funeral industry. Now in its 4<sup>th</sup> generation of family ownership, Bass-Mollett will continue to proudly and consistently serve the funeral industry for decades to come.

Established in 1995 in Cincinnati, OH, Making Everlasting Memories (MeM) is a progressive memory archiving and publishing company that utilizes the latest technologies to publish and preserve the life stories of its customers. MeM is accessible via www.mem.com.

# **Aurora Wins Honors for Marketing**



Aurora's Booth at the 2011 NFDA Convention



The Aurora Report

AURORA,IN— Aurora Casket Company, the largest privately owned casket manufacturer in the country, was awarded a 2011 Gold MarCom Award for Best Employee Publication. The glossy magazine, the Aurora Report, features news and information regarding the people, products and services offered by the leading funeral services provider.

Less than eighteen percent out of thousands of award entries from agencies, businesses and organizations internationally earned a Gold MarCom Award. The awards recognize outstanding creative achievement by marketing and communication professionals. There were more than 6,000 entries from throughout the United States, Canada and several other countries in the 2011 competi-

"While we are proud to receive this recognition what has been even more exciting is having a means of uncovering and sharing the stories of the people of our company," director of creative marketing, **Marty Strohofer** said. "The Aurora Report has been incredibly effective in that, it combines a beautiful design with interesting, worthwhile content about how our employees are working to best serve our clients and their families."

Aurora also "made an impression" at the National Funeral Directors Association's 2011 International Convention & Expo as the organization recognized the funeral service supplier as having the best booth that was more than 400 square feet, a distinction determined by attendees who judged booths based on categories such as creativity, design, friendliness, giveaways and overall appearance. The company encouraged those in the industry to "make an impression," particularly in relation to its debut of Advisor, an online platform designed to foster better communication with families and internal employees.

Founded in 1890, Aurora is the largest family-owned funeral service supplier. Aurora caskets are proudly made in the United States and Canada. For more information about Aurora products and services, visit www. auroracasket.com.

# **Greeting Express Partners with ASD to Offer Directors Exclusive Discounts on Life Photo Books**

DURHAM,NC— Greeting Express recently joined ASD - Answering Service for Directors' Rewards Partnership Program to provide funeral professionals with savings on the company's unique line of custom photo books. As an ASD Rewards Partner, Greeting Express will offer ASD clients exclusive discounts on the company's Life Book Program licensing fee, which provide families with a distinct and lasting memorial of their departed loved one.

As a leading printer of hard cover photo books, Greeting Express specializes in high-quality personalized products that commemorate significant life events. Led by **Anthony De-Marco**, Director of Sales, the com-

pany began offering the Life Book Program to funeral professionals after DeMarco lost his father in late 2010.

"My goal was to create a product of superior quality that would be a highly valued tangible keepsake while inexpensive at the same time," DeMarco said.

Families can customize their loved one's Life Photo Books with the photos, captions, font, and style of their choosing and include funeral items such as an obituary or mass card. The final product is a stunning, enduring memorial that families will appreciate for years to come and funeral attendees will never forget.

Working with twenty five percent of the nation's funeral homes, ASD – An-

swering Service for Directors' has been providing professional and compassionate call support to funeral homes since 1972. Greeting Express joins ASD's Rewards Partnership Program, which brings exclusive benefits to funeral professionals who require services or products from one of ASD's highly regarded Rewards Partners. "We feel extremely honored to be a part of an exclusive group with such an amazing and reputable company," DeMarco said.

For more information, visit www. greetingsexpress.com/lifeprogram, call 919-695-4000, or e-mail info@greetingexpress.com. To learn more about the ASD Rewards Program visit http://www.myasd.com or call 1-800-868-9950.

# Rookwood Pottery Co. Revives Historic Line through Product Agreement with Aurora Casket Company

**CINCINNATI,OH**— The **Rookwood Pottery Co.**, historic maker of the one-of-a-kind, hand-crafted architectural tile and art pottery, is partnering with the largest family-owned supplier in funeral service, **Aurora Casket Company**, to make an exclusive line of cremation urns.

The deal marks Rookwood's return to the funeral industry, where familial connections and legacies carry notable significance. In the 1940s, when World War II caused a severe shortage of metals in the United States, Rookwood produced ceramic urns to meet demands. In fact, one of the designs in the Aurora line is a modernized version of a 1940s classic.

Under the agreement, Aurora commissioned Rookwood to create a line of eight urns, comprising two designs in four colors. Rookwood's artisans will produce the urns, which will bear the Rookwood logo and time stamp, at its Over-the-Rhine facility in Cincinnati. The urns are only available through licensed funeral homes.

The timing of the partnership with Aurora is important as demands for cremations continues to rise, with an estimated 44.4 percent of the population expected to choose cremation by 2015, according to the *Cremation Association of North America*. That compares with 34.3 percent of the population in 2007.

Chip DeMois, CEO of Rookwood, said the company decided to bring back its urns after recognizing this trend. "In our research we find that most urns come from overseas and they are not ceramic," DeMois said. "Aurora gives Rookwood a chance to revive American-made, ceramic urns. A Rookwood urn represents the finest in American ceramics and is one of the new business cornerstones of Rookwood's current revival as the leader in architectural tile and art pottery."

Aurora Casket has prominently featured the urns in its recent cremation products catalog. The products are now available to the thousands of funeral homes that Aurora serves, said **Steve**  **Jones**, President of **Meierjohan-Wengler**, an Aurora subsidiary which produces and distributes cremation urns.

"We're really honored that Rookwood chose us as a partner," Jones said. "Part of Aurora's mission is to help bring an honorable closure to every life. Rookwood, because of its beauty and uniqueness, will help us take a step toward our mission. That is important to a family-run company."

"Aurora, through Steve Jones, has demonstrated a true respect and appreciation for the quality that Rookwood represents," DeMois said. "Likewise, the brand integrity and quality of the Aurora name ensures us the best opportunity to offer our urns throughout the country," says DeMois.

In addition to the line of urns available through Aurora Casket, Rookwood is offering customized, hand-painted urns through Rookwood. For more information about either company, please visit www.rookwood.com or www.auroracasket.

# **Funeral Source One adds Cremation Urns**



FALL BRANCH, TN— Funeral Source One (FS1) has announced the addition of 35 cremation urns to their line of merchandise available at www.funeralsourceone. com. The entire line is available for same day shipping including engraving and customization. More items directly related to cremation and memorialization will be added throughout 2012.

FS1 stocks thousands of items to help effectively start or run a funeral home, embalming service, crematory or cemetery. The FS1 line of embalming tables, church trucks and dressing tables was met with great success at conventions across the country in 2011.

Founded in 2009 by industry professional, 24 year old, T.R. Ward, while in mortuary school, FS1is one of the fastest growing funeral supply and equipment companies in North America. Phones are answered 24 hours a day at 1-888-792- 9315. For more information mail your correspondence to Funeral Source One, PO Box 26, Fall Branch, TN 37656, visit www.funeralsourceone.com, or email tr@funeralsourceone.com.

# **Funeral Directors' Answering Service holds Open** House

HUNTINGTON, WV - Funeral Directors' Answering Service held an open house this past November to celebrate their move into a suite of larger offices. The move comes at a time when Funeral Directors' Answering Service is expanding its workforce and its line of services. Owner, Dustin Cremeans is understandably excited about the changes that are afoot at the answering service. According to Cremeans, "adding services such as our Spanish-speaking operators and an updated, integrated website is

a sign that we are growing, which not many businesses can say in this economic climate."

Cremeans opened Funeral Directors' Answering Service in 2008, after four years of direct experience in the funeral home industry and six years in the answering service industry. His unique insight into both industries is what led him to open an answering service that focused solely on the funeral industry. While most of their customers are funeral homes they also provide service for trade services, livery services, vault companies, crematories and other funeral-related companies and organizations. Cremeans understands the im-



**Funeral Directors' Answering Service Staff** 

portance and sensitive nature of every call that comes into a funeral home and his staff receives extensive training before they ever answer a phone. Training includes coursework on the funeral industry and funeral-specific terminology, the software systems utilized by Funeral Directors' Answering Service, and proper protocols for death calls and other important circumstances.

Starting with a handful of clients in the Huntington, WV area, Funeral Directors' Answering Service has steadily expanded and now serves funeral-related businesses from coast to coast. Focusing on professional, yet personal, service seems to be the key to their success. According to Cremeans, "We understand that every time we answer the phone we are representing the reputation of our customers and we strive to treat all callers exactly as a director or owner would themselves. At the same time we recognize the personal side of our business. I make myself available 24/7 to meet the needs of my clients and we foster personal relationships with all of our clients. It is these relationships that keep the lines of communication open and allow us to seek ways to constantly improve our level of service." For more information, visit www.directorsanswering.net or call 877-452-3857.

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# **Messenger Appoints New Positions**

AUBURN, IN— Messenger LLC is pleased to announce the recent appointment of five new positions designed for the company's recent growth and continued servicing of customers.

Matt Stallings joins Messenger as customer service supervisor. Matt brings with him several years of customer service experience that will help sustain and build upon



**Matt Stallings** 



**Alicia Broughton** 



Christine O'Rourke

the Messenger mission to serve the needs of its customers. Matt is a graduate of Taylor University with a B.S. in Management Sys-

tems and an M.B.A. Alicia Broughton joins Messenger as product development manager. Alicia's experience encompasses an extensive eleven year background in merchandising, product development and sales. She brings to the Messenger team an excellent foundation, involving product development, management, licensing and working with companies to develop innovative and compelling stationery products. Alicia will be responsible for leading the development and design process of Messenger's quality product line. Alicia holds a BS from Michigan State University in Merchandising Management

Barrie Fleetwood has been appointed as ecommerce manager. Barrie began his career at Messenger in 1994 and has held various management positions providing him valuable insights on the funeral industry. Barrie most recently held the position of marketing manager for the past seven years. Barrie's unique skill set and experience will be instrumental in the design and implementation of Messenger's ecommerce initiatives.

Kevin Tkacz joins Messenger as vice president of operations. Kevin brings a wealth of industrial knowledge and experience to the Messenger team. Kevin graduated from Purdue University with a B.S. in Organizational Leadership and received an MBA from Indiana Institute of Technology in Business Administration. Before joining Messenger, most of his career was spent in the automotive industry in various capacities including business planning, quality management, project management and plant management. He is certified in lean manufacturing and six sigma methodologies. In his new role, Kevin will be responsible for integrating the company's operations to support the achievement of Messenger's transformational growth goals.

Christine O'Rourke joins Messenger with twenty four years experience in marketing and advertising. Christine holds a B.A. from Indiana University in Journalism. In her role as marketing manager, she will identify new market needs and growth opportunities, as well as, develop marketing strategies to emphasize the company's overall brand and mission.

Referring to the position announcements, Kevin Keane, Messenger's president, commented "as we lead our company and industry into the future and help our clients achieve greater success, we are pleased to announce the addition of these key positions." Bob Hoaglund, vice president of sales and marketing at Messenger added, "Messenger is thrilled to add such experienced professionals to our growing organization."

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 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 1-800-827-5151.

### **Bob Cullen Named Thacker Caskets Salesman of The** Year Continued from Page B1

named Thacker's Salesman of the Year at the annual awards banquet held at George's Steakhouse in Sheffield, AL.

Bob began his career in the funeral supply industry more than 25 years ago with Casket Shells Inc. of Eynon, PA. Bob serves Thacker's valued customers in Metropolitan New York, New Jersey, Westchester County, and Eastern Pennsylvania.

In presenting Bob with the coveted Thacker Salesman of the Year eagle trophy, Mike Beardsley, Thacker's vice president of sales and marketing, remarked, "This award is the culmination of a tremendous amount of effort and determination by Bob to grow his market share in the face of some of the most challenging business conditions our industry has ever witnessed. Bob rewrote the record books over the last twelve months, and we are very proud of Bob and of his notable accomplishments."

Thacker President, C. J. Thacker, expressed his pleasure at being able to present a new and very special award to Larry Jones, another long tenured Thacker employee. Larry was named "Rookie of the Year" at the Thacker Awards Banquet. Larry is the first Thacker sales representative so recog-

Larry joined Thacker Caskets, Inc. in 1996 as Thacker's distribution manager for the New York and New Jersey Metropolitan market managing the busy Hackensack Center. Late in 2009, Larry accepted a new and challenging role. Larry became an outside casket sales representative providing sales coverage to the same markets that he served while being a distribution manager. Thacker's president noted, "As a family-owned company we enjoy hiring from within whenever possible. Larry's caring dedication to our Thacker customers as our distribution center manager carried over to his new role as a sales representative making his transition seamless and very successful. Larry's sales have exceeded our most optimistic expecta-

meeting, both Bob Cullen and Larry Jones were inducted into the prestigious Thacker "President's Club" in visit at www.thackercaskets.com.



**Larry Jones** 

recognition of their outstanding sales performances during the past year. Bob and Larry join original "President's Club" inductee, Connie Azure, who was recognized at the 2010 annual meeting held at Washington, DC's elegant National Harbor Resort.

Thacker Caskets, Inc. is the nation's preferred source for American-made metal caskets, and for affordable casket personalization. If keeping more jobs in the USA and Not coincidentally, at the same more money in your pocket is important to you then contact Thacker Caskets, Inc. at 800-637-8891 or

# **Cremation with Confidence Marks 1st** Anniversary

**LARGO,FL**— The greatest challenge for many traditional funeral firms is explaining the difference between their cremation fees and the advertised cremation price for minimal service cremation providers, such as discount funeral firms and cremation societies. The price difference can be so great that many firms have simply stopped competing for the minimal disposal business, which is understandable. However, there is another aspect to this challenge that many firms don't consider. Can staff members deliver an intelligent response when consumers ask why a funeral firm's price for minimal cremation is so much higher than the advertised price from competitors? When consumers think a funeral firm's cremation prices are too high, they are inclined to also assume prices for traditional services, cremation memorial services, urns, and caskets are also too high. So, being able to provide an explanation for cremation prices has greater implications than simply competing for a single case, it is a matter of maintaining credibility with the public.

Cremation with Confidence<sup>™</sup> is a marketing concept originated by Blair Nelsen, owner of the Nelsen Funeral Homes & Crematory in Richmond, VA. Blair coined and trademarked the phrase, "Cremation with Confidence" to educate Richmond families on dignified cremation services. The concept was so successful that Nelsen formed a new business with MKJ Marketing to create a national network of leading funeral homes.

Unlike traditional burial services, pricing for cremation can vary greatly within a community, particularly where there are minimal service cremation providers with prices thousands of dollars lower than traditional funeral homes. Advertising from these lower priced alternatives confuses consumers, and can make funeral home cremation fees seem unreasonably high, which can cause consumers to question the firm's pricing integrity, not just with cremation, but also for all funeral home services.

A major challenge for many funeral firms is that their own staff does not understand why funeral home cremation prices are higher than the minimum service providers. Cremation with Confidence trains staff to deliver a quality message while educating the public. Cremation with Confidence provides the materials staff members need to substantiate cremation pricing by creating a ten step cremation procedure and committing to follow that procedure with each and every cremation family served. Cremation with Confidence does not mandate cremation procedures, but assists each firm to verbalize their own existing procedures into wording consumers can

The ten step procedure communicates that funeral firms will treat their loved one with respect and dignity; each firm will abide to a system of checks and balances to assure professional services; and the Cremation with Confidence firm offers each family the opportunity to celebrate their loved ones life with funeral or memorial services.

A few benefits of licensure include exclusive rights to the trade mark protected Cremation with Confidence within a designated geographic area, such as a county or trade area; custom brochures that presents the firm's ten step cremation procedure; personalized newspaper advertisement and press release; banners for the funeral home web site; and a DVD based training program that demonstrates how to use Cremation with Confidence. In the past year, over 120 funeral facilities nationally have affiliated with Cremation with Confidence and this number continues to grow on a weekly basis. To see the names of the affiliated firms, visit www.CremationWithConfidence.com. As the consumer learns that all cremation providers are not the same, they will come to appreciate the importance of the Cremation with Confidence guarantee. Please call MKJ Marketing at 888-655-1566 for further information.

# David **Silvers Promoted** at 1st Source

SOUTH BEND, IN— 1st Source Bank announces the promotion of David **Silvers** to Assistant Vice President. David is a lender in the bank's Specialty Finance Group where he specializes in the funeral car market.

David graduated from Miami University with a B.S. degree in Business. He is active in the community and volunteers with the Leukemia & Lymphoma Society of Cincinnati.

1st Source Corporation, parent company of 1st Source Bank, has assets of \$4.31 billion and is the largest locally controlled financial institution headquartered in the northern Indianasouthwestern Michigan area. The Corporation includes seventy five banking centers in seventeen counties, twenty two 1st Source Bank specialty finance group locations nationwide, eight trust and wealth management locations and seven 1st Source insurance offices.

1st Source common stock is traded on the NASDAQ Global Select Market under "SRCE" and appears in the National Market System tables in many daily newspapers under the code name "1st Src." Since 1863, 1st Source has been committed to the success of the communities it serves. For more information, visit www.1stsource. com.

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# **Accubuilt Awards Top Dealers at National Sales Meeting**



The 2011 Top Volume Dealer award was presented to Specialty **Hearse and Ambulance Sales Corporation** 

The dealer awards are separated into three unique categories: Dealer of the Year; Top Volume Dealer; and Top Performer in Commercial Glass.

The award for the 2011 Dealer of the Year was presented to Vaughan Specialty Auto from Alvarado, TX. Criteria for this award include overall market performance, sales performance and salesperson hiring and retention.

The 2011 Top Volume award went to **Specialty Hearse** and Ambulance Sales Corporation from Plainview, NY for their sales volume achievements.

The 2011 Top Performer in Commercial Glass category was won by Ambulance and Coach Sales from Nashville, TN, selling the most commercial glass of all dealers with their one-of-a-kind hearse application.

"We are very proud of the three dealers receiving these awards and would like to personally thank them for their hard work and dedication this past year," commented Nathan Hurst, Accubuilt's Executive Vice-President of Commercial Operations.

Additionally, a group of fifteen dealers were recognized for their outstanding sales performance during the past



The 2011 Dealer of the Year award was presented to Vaughan **Specialty Auto** 

year as a part of Accubuilt's Circle of Excellence program. Established more than a decade ago, the Circle of Excellence program honors those dealers who sell twenty or more vehicles in a one-year period.

Hurst expressed his feelings about the accomplishments of the winning dealers. "We are extremely pleased with the number of dealers that received the Circle of Excellence award this year and would like to personally thank each of them for their hard work and dedication." and **Bob Messing**, VP of Sales and Marketing for Accubuilt, recognized the Circle of Excellence winners. Many of the dealers were repeat and consecutive year winners. 1<sup>st</sup> Time Winners: **David Stultz** of **Midwest Coach** and **David Priest** of **Heritage Coach**; 3<sup>rd</sup> Time Winner: **Debbie Conaway** of **Conaway Enterprises**; 5<sup>th</sup> Time Winners: Anna Vaughan Lax of Vaughan Specialty Auto and Ric



The 2011 Top Performers in Commercial Class award was presented to Ambulance and Coach Sales

Conaway of Conaway Enterprises; 7th Time Winners: Joe Vasta of Specialty Hearse & Ambulance and Chak Morcos of Douglas Distributors; 8th Time Winners: Ellis Galyon and Wayne Justice both of Ambulance & Coach Sales and Dick Conaway of Conaway Enterprises; 9th Time Winner: Michael Parks of Parks Superior Sales; 10th Time Winner: **Robert Durant** of **Heritage Coach**; and 11th Time Winners: Scott O'Neill and Jim O'Neill both of Specialty Hearse & Ambulance and Jerry Small of Bill Black Cadillac.

Accubuilt's manufacturing facility is located in Lima, OH and the company's specialty vehicle offerings are certified and approved by the Lincoln Quality Vehicle Modifier program. For more information on Accubuilt, Inc. and its extensive vehicle offerings, please visit www.accubuilt.

# **AmpliVox's New Pinnacle Podium Elevates Style and Function Design**

NORTHBROOK,IL - AmpliVox Sound Systems has announced an upscale redesign to its popular line of Pinnacle Multimedia Lecterns. Always a first choice for its versatility and efficiency, the new Pinnacle adds a sophisticated style to make any presentation more professional

and appealing. This hardshell polyurethane lectern offers elegant aesthetics with unbeatable durability and performance, at a fraction of the cost of all-wood

Clean, streamlined design elements make the new Pinnacle an elegant choice for any business, hospitality, education, or religious setting, while discreet convenience features keep presentations flowing smoothly. Attractive divided front panels are available in four classic wood finishes, complementing the black polyurethane shell. A top grill cover camouflages a flat reading shelf with room for notes or a laptop, while a deep interior shelf supports multimedia devices, water, and supplies. The Pinnacle adds to its versatility, thanks to its lightweight

plastic construction of the and virtually indestructible shell. The weatherproof and water-resistant shell even floats, as AmpliVox employees verified. The tailored bottom edge conceals industrial strength "tilt-n-turn" locking casters for quick and easy mobility, aided by easy-grip pocket handles. In keeping with AmpliVox's commitment to proactive environmental practices, the Pinnacle is manufactured entirely in the US with plastic components coming from primarily recycled

The Pinnacle is available in three versions for a customized consumer choice. All are covered by AmpliVox's industry-leading 12 year warranty on the shell, six years on the electronics.

The SN3250: Elegant Pinnacle style in a non-sound option; the ST3250: A sound-ready Pinnacle lectern including an XLR cable and output for connectivity with external sound systems; a dashboard with a LED light and a digital clock; a sensitive 19" dynamic gooseneck mic that

> becomes "hot' when XLR cables are connected to the house system; and a fouroutlet AC power strip; and the SW3250: All the features of the ST3250, plus a complete wireless sound system including a 50-watt amp, two Jensen speakers, and a wireless mic of the customer's choice (lapel, headset, collar or handheld) in addition to the dynamic sensitive built-in mic.

The Pinnacle's versatility extends to a wide range of customization options. The shell can be fabricated in almost any color by request, and is also offered with customized colors and front panel logos for colleges, military organizations, corporations, and golf courses. The Pinnacle Pro Starters lectern, for example, comes in traditional golf tournament green and includes specialized design



The Pinnacle

features to support event management. These customized podiums are standout pieces that will be valuable longterm assets for any institution.

The new Pinnacle Multimedia Lectern line sets a new standard for professional style with unbeatable versatility and value. To learn more about the Pinnacle line or other fine AmpliVox Sound System products, visit www. ampli.com. 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 <sup>®</sup> Sound Systems' extensive range of superior quality, simple to operate and reliable electronics will provide maximum satisfaction and ensure a crystal clear message.

# "Cake Boss" helps **Matthews and Pontone Family Celebrate 80 Years in the Casket** Business

Continued from Page B1

City Hall Bake Shop in Hoboken, NJ is one of the most successful cake artists in the United States. His TLC network show "Cake Boss" is viewed by millions across the country.

Matthews hosted a customer appreciation dinner and party at il Mulino restaurant for well over one-hundred New York and New Jersey funeral home customers. The party was held to express gratitude to customers and celebrate the Pontone family's 80 years of dedicated service to the funeral profession. Following dinner, an elaborate sculpture-like cake was unveiled by the Cake Boss, intricately detailed to depict the Pontone's original South Brooklyn Casket Company office and casket warehouse. Every detail of the Union Street address was painstakingly captured, from the weathered bricks to the wood grain of caskets sitting atop a delivery truck. The base of the cake featured a series of photos adorning its perimeter, showing members of the storied Pontone family past and present. During the party, sales manager, Michael Pontone delivered a speech that thanked customers for their support and renewed the pledge that both Matthews and the Pontone family are dedicated to helping funeral directors succeed and grow their business for many years to

Following the party, vice president and general manager, Andrew Pontone commented, "The cake was an absolute work of art, and beautifully honored the history of the Pontone family business." Sales manager, Steven Pontone added, "Hearing the wonderful feedback from customers means a lot to my family, and reinforces the fact that 80 years later, Matthews continues to uphold the high ideals on which our family business began."

The Matthews International Casket Division is a leading United States-based manufacturer of caskets and other funeral service products. The Division produces a wide variety of high-quality wood and metal caskets and offers urns, showroom display systems, IMS management software and an innovative consumer-based marketing program known as The Remembrance Process. For more information regarding Matthews's products, contact your local Matthews sales representative, call 800-223-4964 or visit www.matw.com.

WWW.NOMISPUBLICATIONS.COM

# U.S. Cremation Equipment Introduces New High Volume Cremator

**ALTAMONTE SPRINGS,FL**— Following on the heels of the outstanding success of **U.S. Cremation Equipment's** "Classic" cremator, it is now proud to introduce the "Classic XL" cremator. As the nation's fastest growing manufacturer of human cremators, U.S. Cremation Equipment's standard size "Classic" cremator has quickly become the most popular high performance cremator on the market.

As all of U.S. Cremation Equipment's cremators are manufactured in the USA, the "Classic XL" has been developed for high volume operations that demand even higher production machines. It can be operated continuously over a twenty four hour period with no cool-down required between cycles and accommodates oversized cases in excess of 1,000 lbs. The "Classic XL" can cremate up to ten cases in a twelve hour work day.

Other features include a cremation chamber that accepts caskets and containers up to 52" wide; over fire air ports have been added for improved performance; a PLC Control System with 15" touch screen interface; opacity monitoring and control system. Also available are a Continuous Emission Monitoring (CEM) System, data logger and acquisition system. Optional features include an oxygen monitoring system, remote monitoring and diagnostics, and a mobile automatic insertion machine.

For more information, please visit www.uscremationequipment.com or call 321-282-7357.



The Classic XL Cremator

# Johnson Consulting Group Affiliates with Todd Lumbard

PHOENIX,AZ— Jake Johnson has announced an affiliation with Todd Lumbard to further expand Johnson Consulting Group (JCG) services throughout Canada. Johnson Consulting Group is the death care industry's premier consulting firm in areas of mergers and acquisition, accounting, management consulting, customer satisfaction surveys and business valuations. The company has grown over the past fifteen years through affiliations with some of the death care industry's leading consultants, including: Tom Johnson, Bill Cutter, Ken Knauss, Rich Sells, Robert Horn, Dale Espich, Greg Hilgendorf, Brooks Cowles, Al Asta, and Charles Merrick.

JCG is proud to have served a number of Canadian firms, and has made a commitment to elevate the standard of services in Canada by affiliating with Todd Lumbard, who will work exclusively with Canadian firms. These consulting services will include the areas of brokering, business valuations, financial accounting, management consulting, customer satisfaction survey programs, and loan sourcing.

Lumbard's experience in the funeral service includes being a current owner of funeral homes, crematories and a cemetery located in Manitoba and Saskatchewan and serves as past president of the *Selected Independent Funeral Homes* (SIFH). Todd is also currently involved with the *Funeral and Cremation Services Council of Saskatchewan* and is a licensed funeral director and embalmer. Prior to entering the funeral service, Todd pursued a career as a professional athlete as a hockey goaltender, culminating his career with the New York Islanders.

"With SIFH, Todd developed an international perspective of funeral service having worked with funeral businesses throughout the free world. This perspective will serve him well as he works with JCG's Canadian clientele," said Jake Johnson.

Todd Lumbard stated "I am excited about the opportunity to bring the expertise of Johnson Consulting Group combined with my knowledge of Canadian operations to funeral directors and cemeterians throughout Canada."

JCG has also announced an alliance with Federated Funeral

**Directors of America**, a fiducial company providing business valuation, merger and acquisition services to Federated member firms

Federated is the funeral industry's largest comprehensive accounting and business consulting firm with a client base of 1,300 funeral homes in forty five states. By creating an affiliation with Johnson Consulting Group, Federated clients will have access to the most comprehensive business valuation, merger and acquisition group in the death care industry. According to Jake Johnson, "our volume and expertise in mergers and acquisition provides a solid foundation for providing the market value support necessary for credible funeral home valuations."

According to Johnson, "at JCG, through our successful buying and selling engagements, we can provide the largest database of comparable funeral home value market data. When we tap into that data for our business valuation projects, we can say with confidence that our valuation summaries represent the best determination of market value available in the

business." Federated Funeral Directors Association members are welcome to contact Johnson Consulting at 888-250-7747 or Federated Funeral Directors of America at 800-877-8832. For additional information about the Johnson Consulting Group's services in the US and Canada visit www. johnsonconsulting.com, call 888-250-7747 or 480-556-8500. For Todd Lumbard you may email tlumbard@ johnsonconsulting.com or call 306-501-8920.

# NorthStar Memorial Group Chooses eBridge

TAMPA,FL—NorthStar Memorial Group has chosen Tampa-based eBridge to provide hosted document management solutions to its network of thirty five funeral homes, cemeteries, and crematories in California, Florida, Illinois, Ohio, Oklahoma, Tennessee, and Washington.

**Deb Gilmore**, NorthStar's director of company administration, said the group had been researching document management options when they received a recommendation from a member of the *Florida Cemetery, Cremation, and Funeral Association* (FC-CFA), who was already using the document management services provider.

services provider.

"Our business is very recordintensive, and we are required to retain many records indefinitely," Gilmore said. "Paper deteriorates over time, and valuable space in our buildings becomes filled with expensive, fire-proof cabinets. eBridge allows us to safely and permanently store our records, easily access them from any web-enabled device, and utilize the freed-up space in our facilities for improved customer service."

NorthStar's chief information officer, **Robert Page**, said the group and its network of death care providers have found eBridge easy to implement and use.

"Removing files from a physical locale and making them available to authorized users on the web will greatly

enhance our ability to provide better customer service and meet regulatory reporting requirements," Page said. "No longer will we have to wait for a file to be copied, mailed, and delivered before research can be performed."

eBridge was founded ten years ago, and has been growing in the death care industry since 2009.

"By talking and meeting with those in the industry, we identified that death care professionals could benefit from eBridge's centralized, online document management solution," said eBridge CEO, Leslie Haywood. "With funeral homes and cemeteries required to keep documents for the life of the businesssometimes upwards of 100 years— it's essential that they keep their documents in good working order. We're thrilled that NorthStar has found our solution to be a good fit, and look forward to serving their member organizations." Headquartered in Tampa, FL, eBridge is a leading webbased document management innovator providing imaging, storage and retrieval services for businesses nationwide. Clients maximize efficiency while ensuring compliance with state and federal records retention mandates, consumer privacy regulations and various corporate disaster recovery and business continuity operational policies. For more information, visit www.eBridge.com.

# **SVG Reveals Concept Cars in Chicago**



The E-Class Mercedes-Benz Coach and Limousine

# **Astral Fills Void in Central Georgia**

LYNN,IN - Due to the increased demand for Astral caskets in the south, Astral recently expanded their distribution with the opening of a new warehouse in Kennesaw, GA. In this economy, most funeral homes are searching for ways to keep their costs down and this expansion will allow funeral directors in the Atlanta area to offer families high quality, American-made caskets at a very affordable price. Atlanta will be another location where Astral challenges the status quo for casket pricing. CEO and chairman of the board, Charlie Shaw commented, "Atlanta is a new market for Astral and we are very excited about



Nathan Helm and Emma Markley

the opportunities that exist. With the products and level of service that we provide, we believe that Atlanta will be a great market for Astral." **Emma Markley** and **Nathan Helm**, two bright individuals,

will be the sales representatives serving funeral directors in the Atlanta area.

To learn more about Astral and its product line, call 1-800-278-7252 or visit www.astralindustries.com.

AMELIA, OH— During the 2011 NFDA/CANA International Convention and Expo in Chicago, IL company representatives from the Specialty Vehicle Group (SVG) unveiled a concept coach and limousine built on the Mercedes-Benz E-Class chassis. For the past 12 months SVG, the parent company and builder of both Eagle and Federal professional vehicles, has been exploring the opportunity of offering an exclusive set of premium funeral vehicles to the market. SVG selected this year's NFDA convention to showcase their concepts, and the response was overwhelmingly positive.

"Our research and experience has lead us to believe that there is an unfulfilled need in the North American marketplace for a high quality, limited edition funeral coach and sixdoor limousine built on an exclusive, luxury brand chassis," said company president, **Tim Lautermilch**. "Mercedes-Benz is recognized worldwide for engineering excellence, and is the funeral coach of choice in many parts of the world. The NFDA show in Chicago was the ideal venue to showcase our concept ve-

AMELIA, OH — During the 2011 NFDA/ hicles, and to gain valuable market feedback."

SVG will be accepting orders for the Mercedes-Benz coach and limousine in the first quarter of 2012, with anticipated deliveries commencing late in the second quarter. Both vehicles will utilize the E-Class platform, with the funeral coach being manufactured on the all-wheel-drive E-350 wagon, and the limousine on the rear-wheel-drive E-350 sedan. Both models feature a 44-inch wheelbase extension, and are powered by a 3.5-liter V-6, gasoline engine, with 302-hp at 6,500-rpm. Specialty Vehicle Group (SVG) cooperated with BINZ of Germany for technology and engineering regarding the Mercedes-Benz chassis. BINZ is the European market leader and has been a Mercedes converter for 75 years, producing extended wheelbases on the Mercedes E-Class.

SVG is the parent company of the Eagle Coach Company and Federal Coaches, and is the largest Cadillac master coachbuilder and Lincoln qualified vehicle modifier of funeral vehicles in North America. SVG is a business unit of **J.B. Poindexter & Co., Inc.** 

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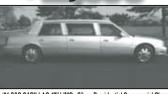
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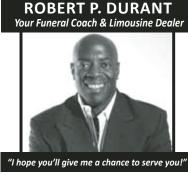
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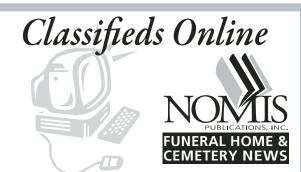
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> **HEARSES/ LIMOUSINES CONTINUED NEXT PAGE**

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, ,	2009	0 ,
Cadillac DTS Flower Sedan		black/black leather
	2006	
Cadillac M&M Hearse		black/black leather
	2005	
Cadillac S&S Hearse		black/black leather
	2004	
Lincoln Eagle Hearse		silver/black leather
-	2003	
Cadillac S&S Victoria		black/black leather
Cadillac Eagle Hearse		
Cadillac Superior Hearse		
	2002	
Cadillac S&S Hearse		silver/blue leather
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	2001	
Cadillac Superior Hearse		blue/blue leather
	2000	
Cadillac Eureka Hearse		green/black top/blue leather
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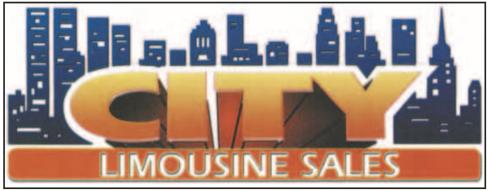
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# Index of Advertisers

Abbott & Hast Publications	
Affinity Caskets	
American Crematory Equipment Co.	
ASD - Answering Service For Directors	
Association Computer Services	
Baines Professional Vehicles	B4
Bay Memorials	
Beta Capital	
Blue Mound Calendars	
Boardman Printing	
Boston Prayer Card Co Cherokee Casket Company	
Church & Chapel Metal Arts	. Ao A15
City Cadillac-Oldsmobile Inc	B18
C & J Financial LLC	
Colonial Professional Cars Ltd	
Continental Computer Corp	
Cremation Keepsakes	
CrematoryParts.co	
Derma-Pro Mortuary Cosmetics	
DirectFuneralProducts.com	
Duncan Stuart Todd Ltd	
Eagle Coach CompanyElegante Brass Company	
Forever Pets Inc	A27
Guneral CarTrader.com	
Funeral Directors' Answering Service	
Guneral Service Foundation	
Guneral Source One	
G Burns Corporation	A30
Heritage Coach Company	
Honor Vase Inc	A18
Houston Brothers Incnman Shipping Worldwide	
nman Snipping Worldwidenternational Memorialization Supply Association	
ntl Cemetery Cremation & Funeral Association	
arvis Incinerator Co Inc	
ohnson Consulting Groupos Scarano Shipping Service	
unkin Safety Appliance Co	
KEE Funeral Supplies	
ast Rodeo Casket Co	
Madelyn Company Inc	. A6
Mc Cord Products Inc	
Meadow Hill's Thumbies® Messenger	
Monarch Advertising	
Moonlight Memoirs	A28
Mortech Mfg	
Nadene Cover-Up Cosmetics	
Names Unlimited Corp	A26
National Funeral Directors Association	
National Mortuary Shipping New England Cremation Supply Inc	
Newman Brothers Inc	A37
Nomis Publications Inc	
NRJ Enterprises LLC Parks Superior Sales	
Precious Memories	A14
Premier Funeral Manufacturing LLC	
Prestige Vehicle CorpProgressive Environmental Services	
Robert P. Durant	
Roberts & Downey Chapel Equipment Inc	
Royal CoachworksSimmons Institute of Funeral Service	
outhland Medical Corporation	
pecialty Hearse & Limo Sales	B14
Superior Coaches	
he Fan Man	
TheFuneralCarStore.com	B15
The Outlook Group	
The Preneed Store	
Frans Containaire Inc	
Triple H Company	
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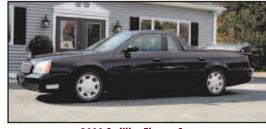
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