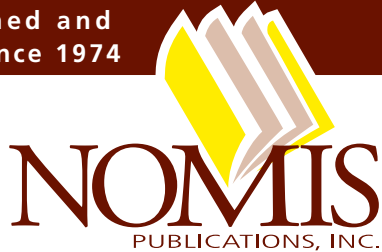


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Link Manufacturing, Inc. introduces VistaMounts Remote Controlled Television Mount

SIOUX CENTER, IA— Link Manufacturing, Inc. the makers of Cargo Management Products, is bringing a new solution to funeral directors: a freestanding remote controlled television mount with casters. Jim Hoss, Business Unit Manager for VistaMounts states, "We saw a need in the funeral industry for alternative TV mounting methods. With tribute videos on the rise, and more families requesting the use of AV equipment, we decided to tailor a solution which brings elegant design, with unparalleled functionality."

The VistaMount is designed to transport a 63" flat screen TV to a location on 5" casters. When in the proper location the TV can be elevated by remote to over 7 feet in the air. The TV swivel and tilt can also be adjusted by remote. Hoss states, "We really wanted an out of sight, out of mind product for the industry. The family wants the video tribute to be the focal point. Making adjustments for glare and height needed to be as discreet as possible."

One of the key benefits is increased utilization of one TV. Normally you



The VistaMount by Link Manufacturing

would need multiple TVs for several rooms. With the VistaMount one person can lower and transport the TV and stand to multiple locations.

The VistaMount is also designed to fit through doorways, and roll over cords or door jams. It is an all in one package for the Funeral Industry. With

accessories like shelves, attached powerstrips, and several control features, the VistaMount brings an impressive level of professionalism to someone who may not be familiar with the audio/video world. For more information on VistaMount call 1-866-968-4782 or visit www.vistamounts.com.

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Rainman Umbrellas 7632 Sayne Ln. Knoxville, TN 37920

Thompson Monuments introduces Hannah's Light Solar Candle

WEBSTER CITY, IA— Thompson Monuments, Inc. of Webster City is pleased to announce their new Hannah's Light Solar Powered Candle for placement into eternal light housings of many brands. The candle has been named after Denis and Deb Thompson's daughter Hannah who, at the age of eight years, died as a result of an accident in 1986.

Hannah's Light Solar Powered Candle eliminates the need to continually light wax candles at the cemetery. The candle is made of strong PVC plastic with the solar panel recessed in the side to make it a very attractive alternative. The

sun charges the rechargeable battery during the daytime which allows the "flame" to glow brightly at night. The candles come with either a red or a white "flame" that flickers much like a real candle would. The high quality solar panel efficiently charges the battery even though it is inside the colored housing of the eternal light.

For more information and pricing go to this website: www.cemeterylights.com. The page will ask for a user name and password. Type in the word customer as your user name and then type wholesale for the password. This page will give you much more information on this innovative memorial candle.



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CONVENTIONS

Georgia FDA Midwinter Expo - Mar 2-3, Georgia Railway Train Depot, Atlanta, GA. Exhibits. (770)592-8002.

California Assoc of Public Cemeteries - Mar 26-28, Embassy Suites Hotel, San Luis Obispo, CA. Exhibits. (888)344-9858.

Washington Cemetery & Funeral Assoc Spring Conference - Mar 27, Embassy Suites Hotel, Lynnwood, WA. (888)522-7637.

Preferred Funeral Directors Intl - Mar 28-31, The Parker, Palm Springs, CA. (888)655-1566.

North Dakota FDA - Apr 6-8, Ramada Plaza Suites, Fargo, ND. Exhibits. (701)360-3118.

Oklahoma FDA - Apr 6-8, Doubletree Hotel & Tulsa Convention Center, Tulsa, OK. Exhibits. (405)843-0730.

Iowa FDA - Apr 14-16, Gateway Hotel & Iowa State Convention Center, Ames, IA. Exhibits. (800)982-6561.

Catholic Cemeteries of the West - Apr 14-17, Sheraton Park Anaheim, Anaheim, CA. Exhibits. (408)296-4656.

ADEC - Apr 15-18, Hyatt Regency Dallas, Dallas, TX. Exhibits. (847)509-0403.

Oregon FDA - Apr 16-19, Phoenix Grand Hotel, Salem, OR. Exhibits. (800)304-5095.

NFDA Professional Women's Conference - Apr 17-19, Sheraton Austin Hotel, Austin, TX. (800)228-6332.

ICCFA - Apr 20-23, Mandalay Bay Resort & Casino, Las Vegas, NV. Exhibits. (800)645-7700.

OGR - Apr 22-25, 2009, Gaylord Opryland Resort and Convention Center, Nashville, TN. Exhibits. (800)637-8030.

Texas Cemeteries Assoc - Apr 26-28, The Omni Fort Worth Hotel, Fort Worth, TX. (817)336-0584.

Kansas Funeral Directors & Embalmers Assoc - Apr 26-29, Capitol Plaza Hotel, Topeka, KS. Exhibits. (785)232-7789.

Nebraska FDA - Apr 27-29, Embassy Suites Downtown, Lincoln, NE. Exhibits. (402)423-8900.

Michigan FDA - May 4-7, Soaring Eagles Resort, Mt. Pleasant, MI. Exhibits. (800)937-6332.

Minnesota FDA - May 5-7, The DePot, Minneapolis, MN. Exhibits. (763)416-0124.

South Dakota FDA - May 11-12, Rapid City, SD. Exhibits. (605)246-9466.

North Carolina FDA - May 11-13, Twin City Quarter, Winston-Salem, NC. Exhibits. (800)616-2332.

South Carolina Morticians Assoc - May 11-14, Charleston, SC. Exhibits. (866)711-3103.

California FDA - May 18-20, Dolce Hayes Mansion, San Jose, CA. Exhibits. (800)255-2332.

Ohio FDA - May 20-22, Hyatt Convention Center, Columbus, OH. Exhibits. (800)589-6332.

Arizona Cemetery, Cremation & Funeral Assoc - May 28-30, Chapparal Suites, Scottsdale, AZ. (623)362-3255.

South Carolina FDA - Jun 6-8, Myrtle Beach Resort at Grande Dunes, Myrtle Beach, SC. Exhibits. (800)445-3427.

North Carolina and South Carolina Cemetery Associations - Jun 7-9, Embassy Suites, Kingston Plantation, Myrtle Beach, SC. Exhibits. (803)419-0768 or (336)874-2974.

Tennessee FDA - Jun 7-9, Marriott Hotel, Franklin, TN. Exhibits. (800)537-1599.

West Virginia FDA - Jun 7-11, Marriott Hotel, Charleston, WV. Exhibits. (800)585-2351.

Funeral Directors & Morticians Assoc of North Carolina - Jun 8-11, Embassy Suites, Winston-Salem, NC. Exhibits. (877)639-1400.

Texas FDA - Jun 8-12, Hyatt Regency & Palmer Event Center, Austin, TX. Exhibits. (800)460-8332.

Independent Funeral Directors of Florida - Jun 11-14, Renaissance Resort World Golf Village, St. Augustine, FL. Exhibits. (850) 222-0198.

Louisiana FDA - Jun 14-16, The Bourbon Orleans Hotels, New Orleans, LA. (337)289-5950.

Virginia FDA - Jun 14-17, Hotel Roanoke, Roanoke, VA. Exhibits. (804)264-0505.

Georgia FDA - Jun 14-17, Hyatt Regency Hotel, Savannah, GA. Exhibits. (770)592-8002.

Pennsylvania FDA - Jun 15-17, Holiday Inn Harrisburg/Hershey, Grantville, PA. Exhibits. (717)545-7215.

Wisconsin FDA - Jun 15-18, Kalahari Resort, Wisconsin Dells, WI. Exhibits. (800)648-5580.

Maryland State FDA - Jun 20-25, Clarion Resort, Ocean City, MD. Exhibits. (888)459-9693.

Alabama FDA - Jun 21-24, The Grand Hotel, Point Clear, AL. (334)956-8000.

Florida Morticians Assoc - Jun 21-25, Ramada Inn and Conference Center, Tallahassee, FL. (850)224-2139.

Funeral Directors Assoc of Kentucky - Jun 22-24, Hyatt Regency Louisville, Louisville, KY. Exhibits. (800)866-3211.

Western Pennsylvania FDA - Jun 22-25, Bel Air Hotel, Erie, PA. Exhibits. (412)462-2288.

Idaho Funeral Service Assoc - Jun 28-Jul 1, Whitetail Resort, McCall, ID. Exhibits. (208)888-2730.

Illinois FDA - Jun 28-Jul 1, Crowne Plaza Hotel, Springfield, IL. Exhibits. (800)240-4332.

Cemetery Assoc of Tennessee and Georgia Cemetery Assoc - Jul 26-28, Double Tree Hotel, Chattanooga, TN. Exhibits. (615)714-9605.

NFDMA - Aug 1-5, Detroit Marriott & COBO Convention Center, Detroit, MI. Exhibits. (800)434-0958.

CANA - Aug 19-22, Marriott City Center Hotel, Denver, CO. Exhibits. (312)245-1077.

Washington State FDA - Aug 23-25, Campbell's Resort, Chelan, WA. Exhibits. (253)588-7111.

New York State Assoc of Cemeteries Fall Conference - Sep 13-16, Sagamore Resort, Bolton Landing, NY. Exhibits. (518)783-1134.

New Jersey State FDA - Sep 21-24, Bally's Atlantic City, Atlantic City, NJ. Exhibits. (800)734-3712.

Washington Cemetery & Funeral Assoc - Sep 23-27, Coeur d'Alene Golf & Spa Resort, Coeur d'Alene, ID. Exhibits. (888)522-7637.

Catholic Cemetery Conference - Sep 29-Oct 2, Chicago Hilton & Towers, Chicago, IL. Exhibits. (888) 850-8131.

Selected Independent Funeral Homes - Oct 7-10, Hard Rock Hotel, San Diego, CA. Exhibits. (800)323-4219.

Pennsylvania Cemetery, Crematory & Funl Hm Assoc - Sep 27-29, 2009, Pittsburgh Institute of Mortuary Science, Pittsburgh, PA. (717)236-9970.

NFDA - Oct 25-28, 2009, Boston Convention & Expo Center, Boston, MA. Exhibits. (800)228-6332.

Professional Grounds Management Society - Oct 28-31, 2009, Louisville, KY. Exhibits. (800)609-7467.

CFSA Fall Conference - Nov 16-17, 2009, Crowne Plaza, Indianapolis, IN. Exhibits. (847)295-6630.

2010

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

Kansas, Missouri and Nebraska Funeral Directors Associations Tri-State Convention - May 2-5, 2010, Overland Park Convention Center, Overland Park, KS. Exhibits. (785)232-7789 or (573)635-1661 or (402)423-8900.

West Virginia FDA - Jun 6-10, 2010, Marriott Hotel, Charleston, WV. Exhibits. (800)585-2351.

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

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

SEMINARS/MEETINGS

The Funeral Service Professional Association - meets every Sunday night online at 8pm for discussion at www.embalmer.com.

Georgia FDA Legislative Reception - Mar 3, Georgia Railway Train Depot, Atlanta, GA. (770)592-8002.

West Virginia FDA Midwinter Meeting - Mar 3-5, Marriott Hotel, Charleston, WV. (800)585-2351.

Life Appreciation 2009 Baby Boomer Weekend Intensive Training - Mar 7-8, Little Rock, AR, Memphis, TN, and Jackson MS; Mar 28-29, Flint, MI, Toronto, ON Canada, Toledo, OH, and Pittsburgh, PA; Apr 11-12, Boston, MA, Hartford, CT, and Syracuse, NY; Apr 25-26, Ft Lauderdale, FL, Tampa, FL, and Atlanta, GA; May 9-10, Seattle, WA, Los Angeles, CA, and Chicago, IL; May 23-24, Oklahoma City, OK, Kansas City, MO, and Des Moines, IA; Jun 13-14, St Paul, MN, Sioux Falls, SD, and Omaha, NE; Jun 27-28, Denver, CO, Santa Fe, NM, and Salt Lake City, UT. (800) 877-8905.

MKJ Marketing Seminars - Mar 9-10, "Receptions" Naples Grande Beach Resort, Naples, FL; Mar 11-12, "Event Planning" Naples, FL. (888)655-1566.

The Academy Training Dates - Mar 24-25, Boomers and Beyond, Indiana; Mar 26-27, Community Presentations; Apr 21-24, AFP 101; Apr 28-29, Financial Aspects of Advance Funeral Planning; Jun 8-9, Boomers and Beyond; Jun 10-11, Community Presentations; Jul 21-24, AFP 101; Sep 10-11, Boomers and Beyond; Sep 15-16, Family Service Follow-up Programs; Oct 20-23, AFP 101; Oct 27-28, Financial Aspects of Advance Funeral Planning; Jan 19-22, 2010, AFP 101. The Academy Training Center, Franklin, OH, unless otherwise noted. (800)331-6270.

NFDA Advocacy Summit - Mar 30-Apr 1, Renaissance Mayflower Hotel, Washington, DC. (800)228-6332.

NFDA Family Business Conference - Apr 5-7, Thunderbird School of Global Management, Phoenix, AZ. (800)228-6332.

Mt. Ida College and ADEC Online Courses - Apr 6-May 1, Psychosocial Needs at the End-of-Life; May 4-29, Bereavement Care: Current Concepts and the Application to Practice; Jun 8-Jul 3, Complementary Therapy Integration in End of Life Care; Sep 14-Oct 9, Drawing Lines in the Sand; Oct 19-Nov 13, Spiritual Issues at the End of Life; Nov 16-Dec 18, Training Facilitators for Children's Programs and Bereavement Support Groups. (617)928-4649 or www.mountida.edu/ncde

Academy of Graduate Embalmers of Georgia Clinic - Apr 20-22, Holiday Inn, Forsyth, GA. (877)840-6060.

All Hazards Management Symposium - Apr 21-23, Tri-State Fire Academy, Huntington, WV. (304)522-2006 or (304)525-8121.

Catholic Cemetery Conference Smaller Cemetery Seminar - Apr 23-26, Philadelphia, PA. (888) 850-8131.

NFDMA House of Representatives - Apr 25-28, Hotel DuPont, Wilmington, DE. (800)434-0958.

American Board of Funeral Service Education Meeting - Apr 29-May 2, Crowne Plaza, Springfield, MO. (816)233-3747.

New York State Assoc of Cemeteries Public Affairs Seminar - May 4-5, Desmond Hotel, Albany, NY. (518)783-1134.

Catholic Cemetery Conference School of Leadership & Management Excellence - Jul 12-16, John Carroll University, Cleveland, OH. (888) 850-8131.

Assoc of California Cremationists Operators Training - Jul 14-15, Best Western Pepper Tree Inn, Santa Barbara, CA. (562)596-0464.

ICCFA University - Jul 17-22, Mid South Convention Center and Veranda Hotel, Tunica, MS. (800)645-7700.

NFDA Leadership Conference - Jul 26-29, Chateau on the Lake Resort, Branson, MO. (800)228-6332.

ICCFA Fall Management Conference - Oct 7-10, 2009, Washington, DC. (800)645-7700.

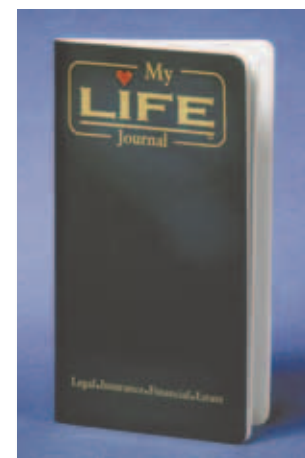
Jewish Funeral Directors of America Seminar - Nov 1-5, 2009, St. Regis Monarch Beach Resort, Dana Point, CA. (781)477-9300.

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

West Virginia FDA Midwinter Meeting - Feb 9-11, Marriott Hotel, Charleston, WV. (800)585-2351.

Pocket Reference Journals "My Life" useful as a Handout or Marketing Tool



FOUNTAIN VALLEY, CA— Pocket Reference Journals, a publishing company specializing in pocket-size informative record keeping journals, has found its niche in emergency documents management. In such precarious times a book that fits into the palm of your hand when you're out the door is a lifesaver. The "My Life Journal" helps you to find and locate important documentation after, and during, a crisis. Written with the help of an Estate Planner, a C.P.A. and a Certified Financial Planner, it is a must have.

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It is well thought out, going from birth through death, and everything in between. It has successfully been used by many banks, funeral homes, insurance providers, mortgage brokers, loan officers, retirement communities and professional organizers. It is the perfect "security blanket" to have in times of emergency or referral. It is also useful for transferring information to loved ones when you can't be there.

The My Life Journal may look ordinary, but it is a life preserver in disguise, and is priceless when kept and referred to for a lifetime. For further information and pricing visit www.pocketreferencejournals.com. Quantity discounts are available for custom imprinted orders.



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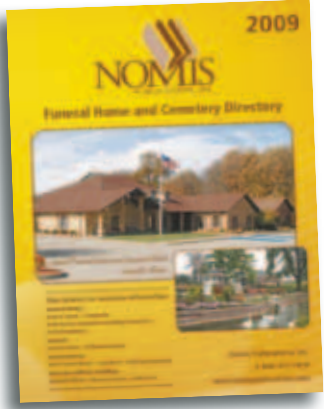
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ConnectingDirectors.com unveils Site Changes

ZANESVILLE, OH— Ryan Thogmartin, founder of **Connecting Directors** (www.connectingdirectors.com) unveiled changes to his innovative social networking site for funeral service professionals. “Recently we’ve incorporated many changes to current features, and added new ones, based on membership feedback. It’s our goal to make Connecting Directors the ‘hot spot’ on the Web for funeral directors, as well as those in related funeral industry fields.”

The Connecting Directors discussion board has always been a popular feature, but the activity on the board has been increasing steadily. “Funeral professionals can post questions, and receive timely responses from a cross-section of our members,” declared Ryan, proudly. “No one has to wait for the annual NFDA convention or the state association gatherings to get the professional support they need. And, let’s face it, in this challenging economy; it’s not often possible to attend these events, due to the expenses involved. The team at Connecting Directors has developed the perfect solution for the pressing problem of ‘working in relative isolation.’”

The site now includes an online store, partnering with **Underground Humor**, to bring a touch of levity. They also make it possible for members who are published authors to promote their books, or information products within this virtual retail outlet.

Ryan continued in his outlining of site features by adding, “A really valuable resource has proven to be our Job Openings page. We’ve partnered with **FuneralStaff.com** who provides us with a list of the top positions in the industry. Connecting Directors is really a one-stop shop for professionals in our field. Not only that, other industry companies are supplying us with openings as well.”

This “one-stop” mentality brought about the Connecting Directors Resume page, where members can submit their resume for review by prospective employers. Interested funeral homes and industry-related companies can download the resume quickly and easily, when they find a prospective hire that fits their criteria.

“Our Press Release section provides an avenue for industry-related vendors to submit their releases, thereby keeping our members current on what’s new in products and services,” Ryan stated. “We want our members to be the best informed and the most supported professionals in funeral service. That’s why I regularly ask members what they would like to see added or expanded within the site.”

Connecting Directors features daily blog articles, written by leaders in their respective fields: **Kizer and Bender**, **Tim Totten** of **Final Embrace**, and **Robin Heppell**, known by his peers as the Funeral Futurist, just to name a few. And with mobile technology, the Connecting Directors blog can be accessed over your Internet-capable mobile device, through the URL, <http://www.connectingdirectors.mofuse.mobi>. “There’s no reason anymore to be disconnected from what’s new in the field—even if you can’t spend time in front of your computer, you can reach out and find what you need here at Connecting Directors.”

Ryan also produces monthly podcasts for those who want their information ‘on the go.’ They can be downloaded easily from iTunes or directly from the Connecting Directors site. “Our video and MP3 gallery brings in a lot of traffic, says Ryan. Currently they are featuring a series done by the *Columbus Dispatch*, Death Perceptions. This is a fascinating cross-study of death in society—I’m really pleased to offer that to our members.”

Connecting Directors is also the place to get industry-related news, through the Google News feature incorporated into the home page. They also partner with Industry leaders, such as **FuneralHomes.com**, and **Hilltop.net**, who provide discounts to their membership. “We’re bringing on partners every day,” declared Ryan, “so members need to visit often to see what savings they can reap from their membership.”

Currently the site has over 1,300 members, with a strong international base. “We’ve got members from Canada, China, Australia, Europe, UK, Puerto Rico, and of course, the U.S.—this is the place to connect with your peers in other countries, and share your experiences,” said Ryan with a smile. “We even have a private messaging feature, where members can ‘talk’ back and forth privately. Professional relationships, and deep friendships will grow from this site, I just know it.”

“Not every funeral director can attend state or national conventions. My goal is provide a gathering place, where funeral professionals can be informed and continue their professional and personal development.” Ryan invites all funeral professionals to visit the site, and become a member. “Memberships are free; there’s no reason not to register!”

Eternal Image Makes Its Movie Debut in Indie Short “What About Sal?”

FARMINGTON HILLS, MI— **Eternal Image, Inc.** (OTC:ETNL.PK), has announced that its baseball themed casket and urn products have been featured in the live-action short film “*What About Sal?*” which was produced and directed by **Neil Leifer**.

“When the time is right we will submit the film to different festivals and see if it is accepted,” said Neil Leifer. “I am hopeful that ‘What About Sal?’ will be featured in many festivals around the country and even the world.”

The movie focuses on Ralph, who promised his best friend, Sal, that he would spread his ashes in Fenway Park. An Eternal Image product plays an active part in the story line, proving a perfect place to store the Sal’s ashes until Ralph can fulfill his promise.

“The movie ‘What About Sal?’ celebrates the devotion so many sports fans have for their team,” said **Clint Mytych**, president of Eternal Image.

“From the moment we began selling products (at the end of 2006) we have heard dozens of stories from people who feel strongly that their deaths should celebrate the passions of their life. The movie reaffirms that the remains important to people of all walks of life.”

Neil Leifer was a professional photographer for four decades, his pictures regularly appearing in every major national magazine, including *Sports Illustrated*, *Time*, *LIFE*, *Newsweek*, *The Saturday Evening Post*, and *Look*, shooting first as a freelancer and later as a staff photographer for *Sports Illustrated* and *Time*.

During the early 1990s Leifer became an independent film producer. “What About Sal?” will be his seventh film. Other films include “God’s Gift,” “You Write Better Than You Play: the Frank Deford Story,” “Yesterday’s Hero,” “Trading Hearts,” “The Great White Hype,” and “Portraits of a Lady.” He has also published nine books, four of which are collections of his sports photography. For more information visit www.NeilLeifer.com.

New Casket Lines Help Company Reach Significant Milestone

For the two-day period of December 2 and 3, 2008, a company sales order record was set due in part to its newly introduced line of Major League Baseball™ caskets.

CONTINUED ON PAGE B9

Eternal Image announces National Distributors

FARMINGTON HILLS, MI— **Eternal Image, Inc.** has announced that **Church & Chapel Metal Arts, Inc.** has become a national distributor of Eternal Image licensed sports urns as well as pet urns.

“We are very excited to welcome Church & Chapel as our newest distributor,” said **Clint Mytych**, President, Eternal Image. “Working with a funeral products distributor of more than seventy years, dedicated to supplying quality products is what will make this a successful business relationship far into the future.”

Church & Chapel Metal Arts, Inc. was established in 1933 and has thrived under the ownership of three generations of the Taddeo family. The company offers a complete line of supplies to the funeral home industry that includes torchiere lamps, lecturns, kneelers and cremation urns. Church & Chapel has a team of 150 sales representatives working across North America, Canada and Mexico to distribute products to an active membership of more than 10,000 funeral homes.

Church & Chapel 150 Person Sales Team to Provide Introduction to More Than 10,000 Active Funeral Businesses

“We commend the thorough design process Eternal Image undertakes during the manufacture of each branded cremation urn,” said **Frank Taddeo**, Vice President of marketing and sales, Church & Chapel Metal Arts, Inc. “In addition to a well crafted line of products, the proper licensing methods Eternal Image employs will provide distributors and funeral homes with confidence in both the packaging and the promotion of the line.”

Eternal Image urns will be featured in the newest Church & Chapel Metal Arts, Inc. product catalog that will be available in the first quarter of 2009.

Eternal Image announces Youth Casket Line

FARMINGTON HILLS, MI— **Eternal Image, Inc.** has announced that it will begin selling its first line of youth caskets early in the second quarter of this year. Prototype production has already commenced.

“There is nothing more agonizing for a parent than burying a child, yet until now there have been no funerary products designed to reflect the child’s life – everything has been very staid and stoic,” said **Clint Mytych**, CEO, Eternal Image. “Our Precious Moments products will reflect the innocence and beauty of childhood and allow families to personalize how they say goodbye to their own precious young family member.”

Product Line to Debut Nearly a Year Ahead of Schedule

Due to demand from distributors and funeral homes, the line will launch about 10 months earlier than planned.

“Because we have been able to completely design and manufacture these products within the United States, we have been able to bring them to market far more quickly,” added Mytych.

The line will include caskets that are gender specific and will be available in all traditional youth sizes.

Arts, Inc. product catalog that will be available in the first quarter of 2009.

Pierce Chemicals Royal Bond Sales Team to Provide Introduction to More Than 11,000 Funeral Homes

Eternal Image Inc has also entered into an agreement with **Pierce Chemicals Royal Bond Inc.** to distribute Eternal Image licensed urns.

“This is an opportune moment for Eternal Image, being connected with a state of the art funeral supply company,”

CONTINUED ON PAGE B9

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Where Next Generation Web Sites Are Going

By Brian Young

A critical revelation regarding the future role of Web sites in death-care unfolded further during the NFDA's 2008 Orlando Expo. A number of firms came asking about new features for Web sites, like Web broadcasting and obituary e-mail notifications. For those paying attention, these particular areas of interest expose a deeper realization by leading funeral homes attuned to their market. Based on rapidly changing consumer behaviors, these firms see new opportunities to increase their visibility and generate revenue while earning much praise and thanks from their community.

This article considers examples of the fundamental shift that these tech-forward funeral homes are making in the way they use their Web sites to increase their visibility and proximity within their community.

When one recognizes where death-care Web sites come from, it makes this shift in use stand out like the proverbial elephant in the room.

First generation deathcare Web sites were a source of phone numbers, location information and a few pages of sparse facts, mostly about the firm. Second generation sites had grown into small online libraries of information dressed in more attractive graphics. Some of these Web sites offer limited means for the community to act supportively towards grieving families through online guest books and flower programs. Also, most of these Web sites offered online at-need and pre-need forms by which families could provide the funeral home basic information. But, while the quality of graphics has increased, the primary purpose of most deathcare Web sites today remains unchanged and unexpanded: provide information in an attractive static way that hopefully leads to business.

Now, let's look at new generation uses of Web sites by leading firms. See how they perform multiple functions with various types of profitable returns.

Consider obituary e-mail notifications, just one of a growing number of tools savvy funeral homes have started using. These family-requested e-mails from your business arrive daily in scores or hundreds of individual e-mail boxes, bearing your Current Services list and Web site branding. It's pro-active, service oriented, and creates brand visibility. That's non-intrusive advertising.

Consider Send-A-Meal catering programs that let guest-book signers purchase and send a catered meal to a grieving family. It is a practical, appreciated opportunity for well-wishers that earns a profit and builds one's reputation for service.

Consider other uses for Web broadcasting equipment beyond service broadcasting. Some firms are letting families and friends send holiday messages and the like to troops overseas. These charitable acts strengthen the community and one's visible role in it.

Consider dedicated pages within your Web site where families can find a list of recommended/approved caterers to provide meals in your reception facility. You save the family searching time, expand your services, and turn a profit on the Web page where you sell advertising space to caterers wanting to serve your families.

Consider Web site home pages outfitted with eye-stopping multimedia tools, designed to make your firm's image stick in the minds of the thousands of people coming to your site just to read an obituary. That's an advertising bill you aren't paying repeatedly.

Consider Web sites equipped with grief-counselor chat-boards or grief videos that allow your community to find genuine support under your branding 24 hours a day. It engenders gratitude and further recognition of your brand.

There is so much more to consider that is already being done, usually to the large advantage of the progressive firm. It all starts by asking, "what all are we doing through other means that we could also do from our Web site?"

As you plan your strategy to win more market share and improve your service this coming year, don't forget to build the tool that increasingly impacts your ability to procure business. Whether it's marketing, advertising, customer service, community service, PR, e-commerce, family support or grief support, your Web site can play a major role. The return will be profitable community gratitude as well as a strong position from which to leverage new technological opportunities as they arise.

Brian Young is the Marketing Director at FuneralNet, the original and largest national provider of custom Web sites to the death-care industry. Brian received his Bachelors degree in Mass Communications from the University of Central Oklahoma. He has worked both nationally and internationally in public relations, marketing and sales roles. You may e-mail Brian at brian@funeralnet.com, or call him at (800) 721-8166 ext. 536.

Bass-Mollett adds new Catholic Boxed Sets available in two Designs



GREENVILLE, IL— Bass-Mollett has added to their line of boxed sets by creating a series designed specifically for Catholics. These box sets not only include the traditional register book, acknowledgment cards, bookmark, grief pamphlet, blooming heart, floral card envelope and ink pen; but also a keepsake double picture frame with the Madonna and child print and Hail Mary prayer, a beaded ro-

sary and prayer cards. This entire set is available in their Treasured in Her Heart series and their latest Good Shepherd design.

A software program has been designed to further enhance these sets by personalizing the double frame with the deceased's photo and a more personal prayer or poem chosen by the family. Blank perforated sheets are also included in the boxed set for this option.

Bass-Mollett continues to introduce software programs to aid in creating the most unique custom personalized funerals, including programs for register book interiors, prayer cards, service folders, memorial candles, grave markers and more. For more information about Bass-Mollett's complete line of funeral products call 800-851-4046 or visit our newly updated web site at www.bass-mollett.com.

Thacker announces Sales Expansion



Bob Dyer



Bill Moore



Regina Reams-Prigg

CLINTON, MD— Thacker Caskets, Inc., the nation's second largest family-owned casket maker, has announced important sales expansion plans and the hiring of three additional sales associates. Thacker Vice President of Sales & Marketing **Mike Beardsley**, said "the hiring of these three new associates is concurrent with the initiation of a second shift at the new Thacker Casket Manufacturing facility in Florence, AL. The resulting boost in production makes Thacker's sales expansion possible all while insuring uninterrupted service to Thacker's growing customer family."

Company President **C. J. Thacker**, shared that "employment at the Alabama factory has risen to 189 workers hailing from both Alabama and Tennessee." Thacker went on to say that he and the Thacker family are proud to be adding American jobs at a time when the larger American casket companies are closing US factories, and outsourcing production to Mexico.

Bob Dyer comes to Thacker Caskets, Inc. with a rich background in Funeral Service. Bob is a graduate of Tennessee Technological University with a Bachelor's Degree in Business Administration. He is also a graduate of *John Guppton College* in Nashville where he earned an Associates Degree in Mortuary Science. Bob worked in a Funeral Home before joining **Batesville Casket Company** where he worked for 15 years. Just prior to joining Thacker, Bob was in Medicare Insurance Sales for Humana. Bob will pioneer a new territory for Thacker which includes Central Tennessee and Northwestern Georgia. Bob enjoys renovating homes as a hobby.

Regina Reams-Prigg will provide sales attention to Thacker's valued funeral home accounts in the Central and Tidewater areas of Virginia. Regina is a native of Powhatan, VA. She is a graduate of the Univer-

sity of Richmond with Bachelor of Science degrees in Business Administration, and in Biology. She also earned a Business Fellowship at Magdalen College of Oxford University, England. Regina possesses a strong and diverse sales background. Most recently she has been a Regional Sales Manager for Rothenberger-USA and for Makita USA selling industrial quality tools to industrial and commercial retailers. Regina enjoys riding both motorcycles and horses in her spare time.

Bill Moore will be charged with opening a new sales territory for Thacker Caskets, Inc. that will encompass Northern and Central Alabama, and a portion of Eastern Mississippi. As such, both Bill Moore and Bob Dyer will have access to the vast resources and support of the Thacker factory, and massive new Distribution Center in Florence, AL. Bill is originally from Huntsville, AL. He and his family now live in Moody, AL. Bill brings to Thacker over 15 years of successful sales experience. Bill worked in the recreational vehicle industry and prior to that he spent a number of years selling institutional furnishings. Bill is a graduate of the University of Alabama-Huntsville with a degree in Business Administration. Bill's two sons are both involved in school sports and weekends find Bill cheering on the Crimson Tide.

Thacker Caskets, Inc. is America's fastest growing casket maker. As noted by **Audrey Thacker**, company Vice President, "Thacker provides a welcome alternative to those funeral directors who are tired of paying the big casket prices charged by the big corporate casket companies. Thacker's low overhead, high quality approach to the market resonates with funeral directors in these challenging economic times."

For more information on Thacker Caskets, Inc., please call the Thacker Customer Service Offices at 1-800-637-8891.

FuneralNet partnership aims to increase Service Calls for Clients

PORTLAND, OR— In order to increase service calls for funeral homes by providing them more engaging Web sites, **FuneralNet**, the original Web site design company for death-care Web sites, has partnered with **Celebritas**, a design and advertising firm specializing in advanced multi-media tools for Web sites.

"We see this as a great opportunity for our clients to achieve a competitive advantage due to the fact that people today shop around online before deciding who to call," says FuneralNet President **Michael Turkiewicz**.

FuneralNet accepted the partnership offer after seeing the quality of Celebritas' work with the movie-like video tribute for **Dave Daly**, former President and CEO of **Evergreen Washelli Funeral Home**.

FuneralNet has been watching the behavior shift

among shoppers towards deciding which funeral homes to consider based on the Web-site experiences they have. "Our partnership with Celebritas lets us provide far more engaging Web pages for clients through the use of interactive, multi-media presentations that are much less costly to create than video presentations," Turkiewicz says.

These interactive, multi-media features, called eMotion Graphics, look like video screens embedded within a Web page. Rather than video, the eMotion Graphic adds motion, narration, and music to pictures. Video clips or animation can be added as well. In addition, hot buttons or text links can be embedded within the video frame or outside its edges. These allow viewers to access more information or go to a desired area of the Web site during or at the end of presentations.

"The eMotion Graphic provides the perfect means to engage and impress Web visitors with your services as soon as they land on a Web page," Turkiewicz says. "Better still, the interactive elements increase the chances of leading visitors onto more of your Web site pages or even generating an arrangement or transaction right on the spot."

FuneralNet, the first company to build Web sites exclusively for the death-care industry, was founded by Michael Turkiewicz in 1996 and has since grown to become the largest provider of Web sites to death-care businesses in America. FuneralNet has invented or made common many of the programs and functions that have become industry standards, such as online obituaries, online forms, e-commerce programs, A-Z cremation Web sites, and more.

New Online Technology provides a tangible way to remember Loved Ones

Apex Casket introduces Round Top Carving Casket



Memorial Book from Light Years Ltd.

HUMBLE, TX— **Light Years Ltd**, a UK company, has created a way for groups of people to join together and contribute their photos, memories, and comments to produce a memorial book that can be viewed online and ordered as a keepsake. Photover.com acts as an editor, pulling information together from a variety of sources, and presenting it in a professional layout online, available for delivery as a beautifully simple leather-bound book.

Light Years' Memorial Books are simple to make; there are only five steps from signup to completion. After a user joins photover.com he simply uploads photos, copies of letters and anything else he wishes to be included in the book. Next it is simple to start creating pages using a drag-and-drop tool which ensures everything fits properly on the page. Finally, the user can invite people to contribute to the book with the click of a button, which automatically sends out e-mail invitations. When the book is complete the user can order a printed copy and invite others to view the online version and leave their comments.

"Our memorial books offer people a way

to celebrate the life of a loved one, with all of their friends and family," says **Gary Hosmer**, director of Light Years Ltd. "Photover.com allows users to create a personalized, tangible, one-of-a-kind piece that can be viewed online and passed down through generations of a family."

Memorial books are printed landscape (8" x 11"), single-sided on photo quality paper. Each book is bound in a cover made from single skin genuine leather and embossed with the words, 'Celebration of Life.' All photobooks are produced and shipped within the United States.

Memorial books are not the only type of photobooks that users can create on photover.com. Yearbooks and wedding books are also easily made with the Light Years system. For more information visit www.photover.com.

Light Years Ltd is a privately owned IT company specializing in developing new online technology. The company is based in England with a US office in Humble, Texas. Light Years Ltd created its photover.com technology after two years of research and development.



POMONA, CA— **Apex Casket** is pleased to announce the *Round Top Carving Casket*, model #H-CS41. The Round Top Carving casket has a hand rubbed high gloss finish, bronze hardware and a floral carved design. This casket gives funeral homes a luxurious casket offering at a price that is affordable for even the most budget minded fam-

ily. This casket features light champagne velvet, tailored spread and full lining and a tailored pillow that is suitable for male and female alike.

In addition to the Round Top Carving casket, Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to funeral directors. Apex has a continued commitment to

provide the funeral industry with quality products in conjunction with competitive pricing. Watch for more new product releases in the coming months.

To see Apex's entire product line, go to www.apexcasket.com. Email any questions to sales@apexcasket.com. You can also call to request a catalog at 1-888-680-6800.

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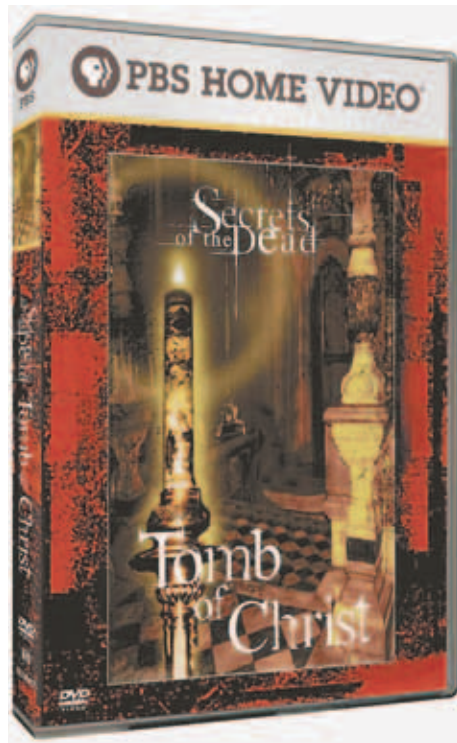


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"Secrets of the Dead – Tomb of Christ" available at UndergroundHumor.com



WILTON, CT— **UndergroundHumor.com** is pleased to announce that PBS Home Video's *Secrets of the Dead – Tomb of Christ* is now available on DVD in its video store.

At the center of Christianity, in one of Earth's holiest cities, an ancient mystery is close to being solved. Two respected Oxford archaeologists may have the proof that Jerusalem's Church of the Holy Sepulcher houses the site of Jesus Christ's crucifixion and burial. *Martin Biddle* and *Birthe Kjolbye-Biddle* have unearthed astonishing facts about the church with cutting-edge technology: thermal mapping, 3-D computer models, and keyhole cameras.

UndergroundHumor.com is the funeral service profession's subterranean source for gifts and novelties, featuring books, videos, t-shirts, scale models, antiques and more. Catalogs are mailed upon request or can be downloaded from their website at any time. For further information, visit www.UndergroundHumor.com or call toll-free at 1-800-961-6132.

Homesteaders Life Company to join American Enterprise Group

DES MOINES, IA— **Des Moines-based American Enterprise Group, Inc.** and **Homesteaders Life Company** announced they have signed a letter of intent for Homesteaders Life Company to join American Enterprise Mutual Holding Company subject to the conclusion of a satisfactory due diligence process and regulatory approvals.

"This is an exciting diversification opportunity for American Enterprise," said **Michael E. Abbott**, chief executive officer of American Enterprise. "Homesteaders holds a premier leadership position in a significant and very specialized marketplace—pre-need insurance funding. Their commitment to their funeral home owner customers is consistent with our commitment to our customers in our individual health and senior markets. Homesteaders provides insurance products and support services designed to help their funeral home customers meet the needs of their client families, while American Enterprise is committed to providing its customers with high-quality, health insurance and related products and services. We believe the combination of these two strong, established mutual organizations will enhance the long-term security of our customers and provide increased capital strength to leverage the growth opportunities that exist in each of these very separate and distinct marketplaces."

Homesteaders chairman and president **Graham Cook** said joining with another mutual organization is important because the mutual structure supports a financial commitment to long-term security as opposed to short-term gains. "American Enterprise shares our vision to support funeral home owners' efforts to meet their client

Joint commitment benefits funeral home owners seeking to meet consumer demand for pre-need insurance funding from a provider that is focused on long-term policy owner security.



Michael E. Abbott



Graham Cook

families' demand for safe and secure prearranged funeral funding," said Cook. "As a member of this organization Homesteaders will have access to resources that will support and amplify our company's position as the pre-need insurance funding provider of choice."

Following successful completion of a merger, Homesteaders would operate as a distinct company under its current management lead by Cook.

"Each of our insurance companies will continue to operate independently and no changes in staff are anticipated or planned as a result of the merger," said Abbott.

Based on financial statements as of Sept. 30, 2008, the combined organization would have revenues of \$833.4 million, surplus of \$424.8 million and assets of \$2.26 billion.

American Enterprise Mutual Holding Company, through its affiliated companies, Des Moines-based **American Republic Insurance Company** (founded in 1929) and Omaha, Nebraska-based **World Insurance Company** (founded in 1903), provides customers with financial security through affordable health insurance and related services while preserving free-

dom of choice in the senior and individual health markets. Both World Insurance Company and American Republic Insurance Company are rated A- (Excellent) by A.M. Best Company. The company has approximately 548 employees working in Des Moines, 313 in Omaha, and 83 assigned to other locations; and more than 30,000 independent sales representatives, managing general agents, independent marketing organizations and career agents. Visit www.americanenterprise.com for more information.

Homesteaders Life Company (founded in 1906) is an insurance company focused solely on funeral insurance funding and support. Based in Des Moines, the company has 129 employees working at the Des Moines home office with 33 field personnel across the U.S. Homesteaders is associated with more than 3,000 funeral homes and 8,000 licensed agents across the United States. The company has more than tripled its assets to \$1.7 billion in the past decade while securing a market-leading position in the funeral insurance funding industry. Homesteaders is rated B++ (Good) by A.M. Best Company. Visit www.homesteaderslife.com for more information.

Lifelong Memories releases Free Printing Software enhanced with new Additions



PORTAGE, WI— **Lifelong Memories** has announced the release of Version 11.0 of their free personalization printing software for the funeral home market. With this new and improved software version, users will be able to access the features and files through the funeral home's computer network. Another enhancement is the duplex printing capability which is time saving for the funeral director. This upgrade also includes two new products, a Square Tribute Candle and a Large Format Register Book, and many new layout styles for more personalization op-

tions. Lifelong Memories Printing Program Version 11.0 update is in direct response to funeral home user's requests.

Lifelong Memories Printing Program Version 11.0 is the culmination of hours of discussion with users and comparison and review of products in the funeral service industry. Custom personalization is the main focus of the products that are printed with this program. These new additions along with the many standard features will continue to help funeral directors throughout North America to provide the special personal

touch the families today expect and appreciate.

For additional information on the Lifelong Memories Printing Program software Version 11, contact **Dave Petrie**, 888-454-3356 or visit www.lifelongmemories.net.

Demo versions of the software are available. Current user updates are available immediately.

Lifelong Memories is a division of **FM Solutions**, founded in 1995, and began serving the funeral home industry 1998 with funeral management software. In 2000 Lifelong Memories created and introduced the Original Tribute Candle with picture based personalization. Over the past nine years Lifelong Memories has continued to develop the highest quality and innovative personalization products and software for the funeral home industry including candles, register books, paper products, casket panels, key chains, wood plaques, memory chests and DVD cases and labels.

The Memorial Balloons Introduced

OZONE PARK, NY— The invention of the **Memorial Balloons** are a line of decorative mylar balloons specially designed for memorializing lost loved ones. The design intent is to offer consumers a simple and unique means of celebrating the lives of those who have passed on. Just like the traditional mylar balloons, the Memorial Balloons are fashioned from a durable reflective material but what sets this product line apart is found in the printed messages. A series of messages and images convey commiseration and sympathy. Personal salutations for holidays such as Merry Christmas, Happy Birthday and Happy Easter paired with ...in Heaven... will also be available. Additional balloons feature The Lord's Prayer, Hail Mary and He Whispered Pray, just to name a few. The balloons contain illustrated renderings of angels and similar themes and come with a durable stake that allows the balloon to be securely suspended next to a grave or memorial site.

The Memorial Balloons were invented by **Mary Jacob** of Ozone Park, NY. She said, "I can visualize visiting the cemetery and seeing numerous Memorial Balloons fly-

ing by a headstone, monument or marker in commemorating the special days of lost loved ones, such as birthdays, holidays, etc. and never forgetting the special days we once celebrated together. Flowers never

last too long but the Memorial Balloon will withstand many more days. They are attractive and distinctive and provide a tangible memory of a parent, sibling, friend or a pet, offering a three-dimensional salutation that is personal. Consumers will find the Memorial Balloons an inspirational outlet for mourners and appreciate the sentiments offered."

For more complete information on design features, advantages, benefits, target markets and distribution channels, please go to the product Website at www.adventproduct.net/24276/default.htm.

Development of the product is being handled by **Advent Product Development** of Pawleys Island, SC.

For more information about licensing or sale, contact the Licensing Department at APD (843)237-5915 or 313 Commerce Drive, Pawleys Island, SC 29585 or email advent@adventproduct.net.



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Duncan Stuart Todd, Ltd. at ICCFA Convention

INCLINE VILLAGE, NV—Duncan Stuart Todd, Ltd., the Preparation Room Specialists, will exhibit at the 2009 ICCFA Convention and Exposition in Las Vegas, NV, April 20-23.

Attendees are invited to visit Booth 123 to meet with **Marjori and Duncan Todd** and learn how DST can take the stress out of creating a modern preparation room. A video presentation of embalming rooms designed and equipped by DST will be on view. The company's flagship offerings are Premier Source Design packages and OSHA

compliant PrepAir ventilating systems.

The company was founded in 1993 by **J. Stuart Todd**, with ownership and management assumed by Duncan and Marjori Todd in 1999.

The Todds welcome calls at 877 832 6898 or emails at info@dstlimited.com. The web site, www.dstlimited.com, features full descriptions of the company's product line, technical product information, testimonials from clients, articles published in trade magazines, and stories highlighting preparation room installations.

Famento launches Web Service to take Death Care Partners Online

SAN FRANCISCO, CA—Famento Inc., a website for recording personal life stories and family history, launched a new website creator service developed specifically for the death care industry. The new service allows businesses to create their own professional website in minutes.

The website comes with powerful features like multimedia online memorials and photo galleries.

"Famento is dedicated to helping families record their life stories, and share them with current and future generations," said **Lauren Kwan**, the company's co-founder. "Our partners in the death care industry are at the forefront of helping families celebrate and record the life stories of loved ones. We developed this tool for them so that they can now bring their business online and create, manage and update their own website, with features that use the latest web technology, like online memorials."

"We are a family owned business, so families are impressed that I can offer Famento online memorials. I am even going back to previous customers to create online memorials for them. It is easy to set up, and my customers have all been enthusiastic" said **Don van Straaten**, owner, **Byrgan Cremation & Burial**.

"There are many businesses in the death care industry that are still not online. We want to make it easy for these businesses to do that. The internet is where people across all ages search for information first. According to the newly released 'Generations Online in 2009' report by Pew Internet & American Life Project, older Americans are also increasingly turning to the internet. Compared to 26% in 2005, 45% of people age 70-75 are now online. Businesses that are not online are missing a huge opportunity," said Kwan.

"In 2009, we are looking forward to the upcoming launch of other services that will help families record and share their personal and family stories" said Kwan.

For more information, visit http://famento.com/partner_index.aspx.

Famento is a place for you to record personal and family history. Famento lets you keep in touch with people you care about, and tell them about your life using photos, videos, stories, and more. Famento is a privately funded company based in San Francisco. For more information, please visit www.famento.com.

Eternal Image Movie Debut

Continued from Page B5

"We always knew that when the caskets reached the market there would be strong acceptance, but this sales order record beat even our own expectations," said Clint Mytych, president, Eternal Image. "After filling all the pre-orders, we worked on the waiting list, distributing nearly every casket in inventory to funeral homes and distributors. By the time those two days were over, we had booked sales orders into the six-figures and it's worth noting that December sales orders alone exceed total sales from the entire third quarter!"

The initial MLB™ casket line includes twenty of the thirty teams. The balance of the team caskets will enter production in the next three to four months. Caskets are also currently in production for several Collegiate Licensing Company™ schools.

Mooney-Keehley announces no price increase for 2009

ROCHESTER, NY—Mooney-Keehley took a bold step on October 23, 2008 when they sent a letter to funeral directors nationwide. **Ken Hampson**, President of Mooney-Keehley took a stand against the upwardly spiraling prices and fuel surcharges that funeral directors are becoming accustomed to. In his letter, Ken stated, "We have carefully evaluated market conditions and economist predictions for our raw material costs and believe that it would be imprudent to raise your prices at this time."

"As a privately held independent company we are not driven by short term results at the expense and sacrifice of our customers. Rather than focus on short term pricing gains, we will continue to work on offering the classic, elegant funeral products our customers have come to expect."

Quality engravers, printers and publishers, Mooney-Keehley has been serving the needs of funeral directors since 1930. Mooney-Keehley is headquartered in Rochester, New York and offers a wide assortment of register books, acknowledgement cards, prayer cards, clergy records and forms, carry bags, crucifixes, laminating materials and other related accessories. In addition, Mooney-Keehley provides letterhead and business card printing for one-stop service.

For sales information or to request a catalog, call 1-800-451-6736 or visit www.mooneykeehley.com.

Brochure gives suggestions for the Caregivers of those who are Grieving

EDINA, MN—"*Is There Anything I Can Do To Help?*" is a brochure that is inexpensive and provides important suggestions for caregivers of someone who is grieving. This inexpensive little brochure offers nineteen different suggestions of what you and others can do that just might save a life. The various suggestions include attitudes, words and acts that can be very helpful. This is the kind of basic information that everyone would like to have at the tip of his or her fingers when tragedy strikes. Here is a typical suggestion: Accept silence. If the mourner doesn't feel like talking, don't force conversation. Silence is better than aimless chatter. The mourner should be allowed to lead.

The booklet is published by **Medic Publishing** and is available from **Grief Resources Catalog** (www.griefresourcescatalog.com). It's 6 panels, 3 5/8" x 7 1/8" in size. Funeral directors and cemetery managers have found these brochures to be ideal marketing tools.

The Grief Resources Catalog carries more than 50 different grief books, booklets and tapes. Books and booklets for children and adults can have a big impact on those who receive them. For a free sample copy of "Is There Anything I Can Do To Help?" brochure or additional information or a free, printed catalog or to order materials, contact Grief Resources Catalog on the Internet at www.griefresourcescatalog.com. Write to Grief Resources Catalog at 5021 Vernon Avenue, #209, Edina, MN 55436. Call or fax **Dennis Williams** at (952) 922-3469. E-mail: williams@griefresourcescatalog.com.

Eternal Image Distributors

Continued from Page B5

said Clint Mytych, CEO, Eternal Image. "This opportunity will provide greater national exposure for our licensed urns and our company name."

Pierce Chemicals Royal Bond Inc. was established in 1935 and is the nation's second largest manufacturer of embalming chemicals. They serve as a comprehensive supplier for funeral homes, selling machinery, instruments, and memorial products like registration books and acknowledgement cards. A thirty person sales team works to sell and distribute funeral products to more than half of the 22,000 funeral homes across the United States.

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

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Funeral Business For Sale 5

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Funl Busn For Sale Cont'd 5

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2000 Cadillac Superior Coach.....	Blk/Blk Ext/Blue Int.....	51,000 mi
1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int.....	48,000 mi
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BLUE EXTERIOR, BLUE INTERIOR W/EXT TABLE



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BLACK EXTERIOR, BLACK INTERIOR



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Hearse/Limousines 8

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2004	
Lincoln Eagle Hearse (2 in stock)	white/black top/black leather
Cadillac S&S Victoria (2 in stock)	blue/blue leather
Cadillac S&S Hearse	blue/black leather
2003	
Lincoln S&S Hearse	black/black leather
Cadillac S&S Hearse	gold/black top/black leather
2002	
Cadillac Eagle Hearse	black/gray leather
2001	
Lincoln S&S Hearse	black/black leather
Cadillac Eagle Hearse	blue/blue leather
2000	
Cadillac S&S Hearse	blue/blue leather
Cadillac Superior Hearse	black/blue leather
Cadillac Eagle Hearse	silver/black top/blue leather
1998	
Cadillac S&S Hearse	blue/blue leather
Cadillac M&M Hearse	black/blue leather
1995	
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1990	
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LIMOUSINES

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Cadillac DaBryan 5-door (2 in stock)	silver/gray top/gray leather
Cadillac Federal 6-door	black/black/leather
Cadillac LCW 24-hour	black/black leather
2003	
Cadillac LCW 6-door (2 in stock)	black/black leather
Cadillac S&S 6-door	white/black top/black leather
Cadillac S&S 6-door	gold/black top/black leather
2002	
Cadillac Federal 6-door	blue/blue leather
2001	
Lincoln S&S 24-hour	black/blue leather
2000	
Cadillac S&S 6-door	silver/black leather
Cadillac S&S 6-door	blue & bronze/blue leather
Cadillac S&S 6-door	blue/blue leather
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Cadillac S&S 6-door	white/blue leather
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Cadillac Superior 6-door	blue/blue leather

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1999 Eagle Cadillac Ultimate, dark blue.
1999 Federal Cadillac Renaissance, silver.
1999 Superior Cadillac, 49" 6-dr, black w/black top.
1996 Federal Renaissance Coach & Federal 6-dr Limo, black.
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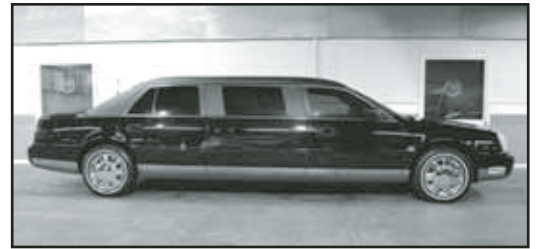
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