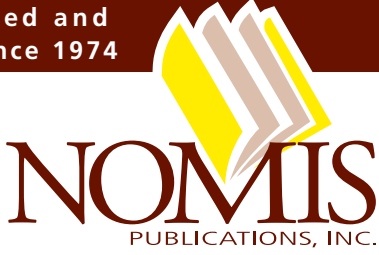


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FUNERAL HOME & CEMETERY

NEWS

SECTION B

MARCH
2010

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Walnut Creek Now Offering Caskets



Allen Miller with some of the Walnut Creek Caskets inventory.

WALNUT CREEK, OH—Schrocks of Walnut Creek has crafted fine custom cabinetry and furniture for customers worldwide since 1918. Although few knew, they have also been crafting solid wood caskets for the local community for almost seven decades. They have recently established **Walnut Creek Caskets** and are now offering their caskets through select funeral homes throughout the country.



The Mecklenburg Cherry Casket features hand-carved corners and velvet interior.

"We had been approached by funeral homes that expressed the need for quality, solid wood caskets. Most of what was available to them in the price range they wanted was wood veneer. Working with them, we made some design changes and experimented with some different finishes and fabric interiors to create the expanded product line we now offer," said **Allen Miller**, Production Manager.

All caskets, crafted by Walnut Creek Caskets, feature hand-rubbed furniture finishes, in the Schrocks' tradition. In addition to traditional cherry and oak finishes, they offer a painted and glazed finish. Fine fabric interiors come in broadcloth, polyester and velvet. All caskets feature hand-pol-

CONTINUED ON PAGE B10

BK Umbrella Industries

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Rio Concho and LaFollett Services to form American Memorial Restoration



An example of American Memorial Restoration's work, a bronze plaque before and after restoration.



Duane LaFollett

can Memorial Restoration LLC.

Judy and the late **Michael Southwick** have been in business for over 15 years with the restoration of bronze, marble and granite for individuals, cemeteries, communities, museums, and government en-

CONTINUED ON PAGE B4

GARLAND, TX— **Judy Southwick, Elizabeth Conrad, and Duane LaFollett** are pleased to announce the formation of the joint venture combining the resources of **Rio Concho and LaFollett Services** to form **Ameri-**

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almost a year, I'm so impressed by the quality of this vehicle. I've never had an issue with it, and it is by far the MOST VERSATILE VEHICLE WE'VE DRIVEN. Cremations are becoming more common, and I've used the urn enclave for a number of funerals. Any funeral director who wants to set himself apart should look into an Eagle Coach.

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JEFFREY WAGES, WAGES & SONS FUNERAL HOME IN LAWRENCEVILLE, GA



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PERFORM FLAWLESSLY, and I would definitely recommend Eagle Coaches to another director.



CHRIS MILLER, BARRON-MILLER FUNERAL HOME IN CHEEKTOWAGA, NY



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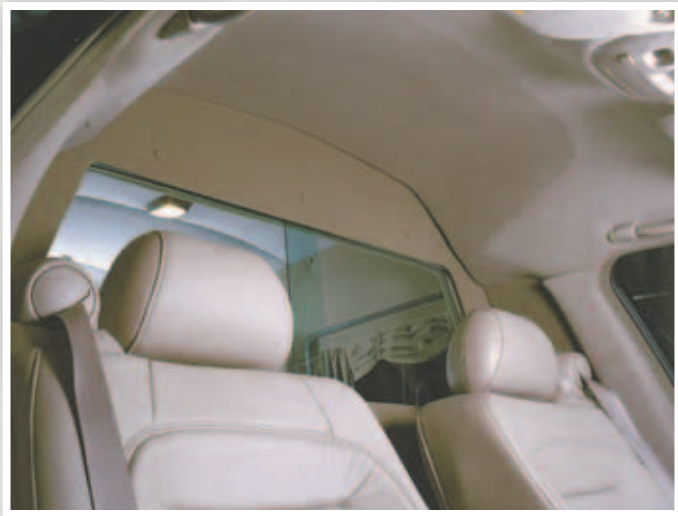


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Eagle Coach Company sets itself apart from their competitors in their service. THEY'RE SO PERSONAL, and they truly take care of their customers. We have owned other brands of coaches in the past, but when we had problems with the vehicles they didn't want to fix them. I've driven Eagle coaches for 10 years and have had virtually no problems with the vehicles. THESE VEHICLES ARE INCREDIBLY RELIABLE, with a sturdy construction that translates into having little or no maintenance. I would recommend an Eagle Coach to other funeral directors in a heartbeat.

”



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TIM STEWART
TIM STEWART FUNERAL HOMES, ATLANTA, GA



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CALENDAR *of Events*

CONVENTIONS/ CONFERENCES

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

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

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

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

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

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

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

Finger Lakes Funeral Directors Assoc. Mini Convention - Mar 30-31, 2010, Harbor Hotel, Watkins Glen, NY. (585) 356-4929. www.fingerlakesfuneraldirectors.org sullivansfuneral@stny.rr.com

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

California Assoc of Public Cemeteries Conference - Apr 08-10, 2010, Embassy Suites Hotel, Monterey, CA. 888-344-9858. www.cpc.info publiccemeteries@aol.com

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

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

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

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

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

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

Ohio FDA - Apr 27-29, 2010, Hyatt Regency Columbus Convention Center, Columbus, OH. Exhibits. 614-486-5339. www.ofdaonline.org diane@ofdaonline.org

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

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

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

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

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

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

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

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

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

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

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

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

New Mexico FSA - Jun 10-12, 2010, Marriott Pyramid North, Albuquerque, NM. 505-842-7158. www.nmfsa.org sdleishman@msn.com

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

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

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

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

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

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

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

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

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

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

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

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

Western Pennsylvania FDA - Jun 21-24, 2010, Bel-Aire Clarion Hotel and Convention Center, Erie, PA. Exhibits. 412-931-5497. rob@schellhaasfh.com

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

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

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

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

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

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

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

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

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

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

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

New York State FDA - Aug 22-25, 2010, Saratoga Hilton, Saratoga Springs, NY. Exhibits. 800-291-2629. www.nysfda.org info@nysfda.org

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

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

Independent Funeral Directors of Georgia - Sep 19-21, 2010, Hyatt Regency Savannah, Savannah, GA. 770-445-3180. www.ifdg.org ifdg@aol.com

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

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

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

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

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

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

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

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

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

MEETINGS/SEMINARS

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

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

MKJ Marketing Seminars - Mar 08-10, 2010, Ritz-Carlton Beach Resort, Naples, FL; Jul 26-27, 2010, Westin Verasa Hotel, Napa Valley, CA; Jul 28-29, 2010, W Hotel, San Francisco, CA. 888-655-1566. www.mkjmarketing.com

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

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

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

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

All Hazards Management Symposium - Apr 20-22, 2010, Tri-State Fire Academy, Huntington, WV. 304-522-2006 or 304-525-8121.

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

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

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

Rio Concho and LaFollett Services to form American Memorial Restoration

Continued from Page B1

tities. Having developed a specific process to restore bronze and marble to original quality Rio Concho is the restoration choice of many.

Upon the declining health of Mr. Southwick, Elizabeth Conrad, a noted artist and sculptor was brought in to continue the restoration business. Elizabeth has taken customer ideas and transformed them into reality. She has worked in the bronze and granite media for the past 10 years.

Duane LaFollett has been in the funeral, cemetery, and memorial business for over 20 years. He has served as a general manager for both **Stewart Enterprises** and **Service Corporation International**, and developed a wholesale granite company. In recent years, he founded **Ranch Hand Logistics** and LaFollett Services to deliver wholesale granite, installation, and consultant services for cemeteries.

American Memorial Restoration will offer a complete one stop shop for repairs and restorations for cemeteries, government entities, monument dealers, and non-profit organizations. sales representatives in specific territories in the United States will be available to assist with the firm's offerings.

Judy Southwick will serve as President of American Memorial Restoration. Elizabeth Conrad is the Director of Operations and Emergency Response Duane LaFollett is the Director of Sales, Marketing, and Fund Raising.

In addition to the regular restorations, an Emergency Response Team can be anywhere in the US in less than 24 hours to assist cemeteries, government entities, and organizations with disaster repairs, rebuilding, and securing a statue, mausoleum, building or museum. Part of the team includes a structural engineer, safety coordinator and the principals of the business. American Memorial Restorations' experience working with insurance companies makes them the preferred provider of service for many. They are the only company in the US to offer this service.

For additional information call 972-276-1136 or visit the new website at www.fixmybronze.com.

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

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FUNERAL HOME & CEMETERY NEWS

MortuaryMall.com now offering Funeral Home Management Software Solutions from ACS

WILTON, CT— **MortuaryMall.com**, the innovative online shopping site designed for funeral professionals by funeral professionals, is proud to announce that it is now offering *The Professional Programs™* modular software from **Association Computer Services, Inc. (ACS)**, the premier provider of funeral home management software solutions since 1985.

“We are extremely excited to be able to offer ACS’ modular line of funeral home management software for sale on MortuaryMall.com. ACS is an industry leader whose affordable, user-friendly software solutions have helped funeral service professionals run their businesses more effectively and more efficiently for over 25 years. Their longevity, great reputation and unmatched customer service speak volumes about ACS’ deep commitment to the funeral service profession,” said **Edward Bergin**, President of MortuaryMall.com.

ACS President **Frank Cook** stated “We are pleased that funeral homes can now purchase our software online. MortuaryMall.com has been very helpful and easy to work with. Any supplier interested in additional sales channels should consider

MortuaryMall.com.” For a limited time on MortuaryMall.com, customers who buy more than one ACS module at the same time will receive discounts of up to \$600.00. In addition, free demos of each module are available by completing a short online form at MortuaryMall.com.

Based in Indiana, Association Computer Services, Inc. has been the premier provider of funeral home software solutions since 1985. Whether a funeral home serves only a few families a year or has multiple homes in a region, ACS has the right software. ACS’ line of Professional Programs™ modular software includes PrintPRO, LedgerPRO, A/R PRO and P/N PRO. ACS’ four software modules can be purchased individually so that customers do not have to buy or upgrade expensive packaged software that includes more than they want. ACS’ modules are configured to handle one funeral home location but can be configured to handle multiple locations for an additional fee.

Based in Connecticut, MortuaryMall.com is a family owned business run by members of the Bergin family, whose funeral homes have served Connecticut fami-

Thacker Caskets, Inc. welcomes Two New Sales Representatives

CLINTON, MD— **C. J. Thacker**, President, **Thacker Caskets, Inc.** is pleased to announce that two new sales representatives have been added to the growing Thacker Sales Team. Mr. Thacker is especially proud to note that both new sales people were hired from within the company. “Both **Dennis Christian** and **Larry Jones** have worked at Thacker Caskets, Inc. on the distribution side of our business for a number of years. They have a deep understanding of funeral service and the needs of our funeral director customers,” noted President Thacker.

Dennis has been active in the funeral profession since 1963. He is a graduate of Virginia Commonwealth University, and a 1966 graduate of the *John A. Gupton School of Mortuary Science*. Dennis joined **Spencer Casket Company** in 1978, and he became part of the “Thacker Family” in 1995 when Thacker Caskets, Inc. acquired Spencer Casket. Before accepting the new sales position, Dennis managed the Thacker Customer Service Center in Richmond, VA. Dennis is a 32nd degree Mason, and a member of the Loyal Order of Moose. In his spare time, Dennis enjoys fishing, hunting, river activities, and just meeting people.

Like Dennis, Larry also managed a Customer Service Center for Thacker Caskets, Inc. Larry joined Thacker in 1996 and managed the distribution of caskets to loyal customers in New Jersey, and in the Metropolitan New York City market from the Distribution Center in Hackensack, NJ. As such, Larry possesses a hands-on knowledge of the industry, the Metropolitan

lies for more than 135 years. MortuaryMall.com redefines the way funeral service professionals shop for their funeral homes and themselves. The site currently offers more than 12,000 products, ranging from traditional funeral supplies to an unparalleled selection of name brand products important to today’s funeral homes, including flat panel TVs, DVD players, GPS devices, computers, software, portable PA systems, furni-

ture and decorative items. Many of the products on MortuaryMall.com qualify for free or low cost shipping, and each purchase is protected by an A-to-Z Safe Buying Guarantee. MortuaryMall.com is a member of the International Memorialization Supply Association (IMSA). For more information or to place an order 24 hours a day, please visit MortuaryMall.com’s website at www.mortuarymall.com.



Dennis Christian



Larry Jones

market, and he enjoys a broad base of customer relationships. Larry has been married to his wife Kathleen since 1995. They have two daughters. Larry attended the University of Delaware. When he’s not working or coaching his daughter’s sports teams, Larry plays golf and enjoys rooting for the New York Giants. Larry joins senior Thacker sales representative, **Bob Cullen**, in providing attentive sales and merchandising support to our valued customers in New York and New Jersey.

Mike Beardsley, Thacker Vice President of Sales & Marketing, pointed out that the addition of Larry and Dennis to the Thacker sales team is part of the ongoing expansion of the Thacker Sales Force. “In spite of the economic downturn and rising cremation, Thacker Caskets, Inc. continues to grow its volume and expand its service radius. This is due to the hard work of the Thacker office, sales, and factory associates, and to the runaway success of the new Thacker “Value Line” of caskets. The “Value Line” offers a selection of caskets with high eye appeal at very competitive prices...so appropriate for today’s economically challenged families and the funeral directors who serve them”, says Beardsley.

Thacker Caskets, Inc. was founded in 1939 and is the funeral director’s “Family-owned, Made in USA” casket alternative. For more information about Thacker Caskets, Inc, and the new Thacker “Value Line” of high eye appeal caskets at unbeatable prices please contact the Thacker Customer Service Office in Clinton, Maryland at 1-800-637-8891.

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By Jason Kellerman

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Landau Panels \$750⁰⁰ plus shipping

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DNA2Diamonds announces Memorial Diamond Affiliate Program

FORT WASHINGTON, PA— DNA2Diamonds, a premier creator of GIA-certified diamonds custom created from personal carbon, is set to announce the expansion of its Memorial Diamond Affiliate Program at the *International Cemetery, Cremation and Funeral Association (ICCFA) Show*. During the show, DNA2Diamonds will be speaking with representatives from various corporations to introduce the DNA2Diamond Memorial Diamond Affiliate Program.

"The ICCFA show provides DNA2Diamonds an opportunity to introduce memorial diamonds to ICCFA members and other show attendees. We would like attendees to know that we can provide cremation diamonds, cremation jewelry and memorial diamonds which we create from a lock of hair or a small amount of cremated remains. These unique memorials are lab grown diamonds from the personal carbon source of one or more family members (even the family pet), which makes them not only an exceptional way to memorialize someone, but it also means they are unlike any other diamond in the world," said **Tom Bischoff**, President of DNA2Diamonds.

"This unique memorial is also unlike any other memorial offering previously available. Not many consumers are aware of this option and it can be a simple way to increase revenue for funeral home owners, cremation providers, or even pre-need. Our customers love our memorial diamonds, not only because they're a tangible memorial, but because they forever contain the essence of their loved ones and encase the closeness of their memories."

DNA2Diamonds creates genuine, GIA-certified diamonds that are made from the signature carbon turning ashes into diamonds from a lock of hair or cremated remains, in 70 days or less. DNA2Diamonds keepsake memorial diamonds can be created in various cuts and colors of stunning red, brilliant yellow-green, warm

cognac and dazzling blue. These personal diamonds are available in sizes ranging from 0.25 carats to 2.0 carats and can be set into a ring, bracelet, and earrings or worn as a pendant. They are one-of-a-kind heirlooms to be treasured for generations to come.

To find out more about our Memorial Diamond Affiliate Program, or to purchase a signature carbon memorial diamond today, please visit their booth #238 at the ICCFA show, visit their website at <http://www.dna2diamonds.com> or call DNA2Diamonds direct at 888-335-3630.

Destiny Casket adds Church Trucks



CUPERTINO, CA— In order to meet demand from its customers, **Destiny Casket** not only provides a full line of caskets, but is also offering church trucks to funeral homes and distributors, as well.

For more information on the product lines of Destiny Casket please visit www.destinycasket.com or call 408-850-0082.

Eagle and Federal Coach Consolidate Funeral Coach Production in Cincinnati

CINCINNATI, OH— With top funeral service vehicle brands **Federal Coach** and **Eagle Coach** gaining a combined double-digit market share increase in 2009, company leadership is now poised to continue that growth with the move of its Federal funeral coach production from Fort Smith, Arkansas to its manufacturing facility in Cincinnati, Ohio.

The transition of Federal funeral coaches to Cincinnati will occur in March 2010. The facility will manufacture the Renaissance, Heritage and Stratford models under the Federal name, and the Echelon, Ultimate, Kingsley and Coupe de Fleur models under the Eagle name. Each brand will maintain its own unique identity and will be sold and serviced

by the current Federal and Eagle dealer networks. Federal and Eagle funeral limousines will be produced in the Fort Smith facility through 2010, then will migrate to Cincinnati. The funeral service vans, for each brand, will continue to be built in Ohio.

The Cincinnati plant is well known in the funeral service industry for manu-

The Specialty Vehicle Group's top funeral vehicle brands leverage resources to better serve customers

facturing some of the industry's best coaches and specialty vehicles under the Eagle brand. The move enables the **Specialty Vehicle Group (SVG)** to become even more market driven, providing its nationwide dealer network and funeral directors with unrivaled products and services.

"With the top names in funeral cars coming together under one roof, we can leverage our resources in design, development and manufacturing to provide outstanding dealer support, greater product innovation and the absolute highest quality funeral vehicles available on the market," says **Fred Wolfinger**, Eagle's brand manager. "We pride ourselves not only on the cars we build, but also on the relationships we've built by being proactive and responsive to the market."

"The move is positive one for our organization, our dealer networks and most importantly, funeral directors and livery professionals," says **Randy Garner**, brand manager of Federal Coach. "The consolidation will strengthen each brand—a positive sign for both Federal and Eagle customers."

SVG leadership says it expects to add numerous new jobs in the Cincinnati facility in the coming year. The move is part of an overall corporate restructuring that will position the company for even greater success in the future. The Specialty Vehicle Group (SVG) is comprised of the Eagle Coach and Federal Coach brands, and is a business unit of **J.B. Poindexter & Co., Inc.**, of Houston, TX (www.jbpoindexter.com). J.B. Poindexter & Co., Inc. is a diversified manufacturing company with 4,000 team members in over 35 facilities from Oregon to Florida and Saskatchewan to Mexico. Revenues in three-quarter of a billion dollar range are generated through four divisions operating in the transportation and industrial product sectors.

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**For membership information, contact Gary Forston
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Tributes.com adds Robert J. Biggins to Funeral Service Advisory Board

BOSTON, MA— Tributes, Inc., the online resource for local and national obituary news and multimedia tributes, announced that they have added **Robert J. Biggins**, CFSP, CPC and owner of **Magoun Biggins Funeral Home** in Rockland, MA to their esteemed list of funeral service industry advisors. The Tributes Funeral Service Advisory Board, comprised of 12 of the most forward thinking leaders in the funeral service profession, provides guidance to the Tributes' management team on product and business strategies in the ongoing development of Tributes.com into the brand on the Internet for everything obituary related.

Biggins has been a driving force in the funeral service industry serving in numerous leadership roles in both the *National* and local, *Massachusetts Funeral Directors Associations*, including as President of both organizations.

"Bob has informally been collaborating with the Tributes' team since the very early days of the company's inception and we are very honored to be able to formalize Bob's role in the evolution of Tributes.com by making him a member of the Advisory Board. Bob is well known in funeral service for striving for the highest quality service and products for families and we look forward to being able to continue to draw on Bob's insights into the industry, his passion for excellence in funeral service and his industry influence as we continue to build out our product offerings and develop partnerships with funeral homes across the country," said **John Heald**, a fourth-generation licensed funeral director and VP of Sales & Business Development for Tributes.com.

As the company continues to experience rapid growth with more than 1000 funeral homes that have now standardized on Tributes' online obituary solutions and distribution network, which is quickly approaching 1M unique users per month via its flagship site Tributes.com and the Tributes Network of more than 70 television stations across the country, the Tributes management team relies heavily on the input of the Advisory Board, consisting of funeral home operators, marketing and consulting professionals in the field, as it works to continue to evolve its platform to meet the needs of funeral homes and the families they serve.

"**Jeff Taylor** and the Tributes team have harnessed the power of the Internet, social networking and multi-media technologies to create a platform which allows families to truly tell, share and preserve the rich stories of their loved one's lives," said Bob Biggins. "Witnessing the joy that the creation of a tribute brings to families served by Magoun Biggins Funeral Home, I expect the Eternal Tribute to quickly become the new standard for the obituary as it continues its swift migration from print to online. It's exciting for me to now be a formal member of a team so focused on revolutionizing such an important aspect of the funeral service business in a way that truly benefits funeral homes and the families they serve."

The Tributes.com Funeral Service Advisory Board consists of the following members: **Robert J. Biggins**, **Magoun Biggins Funeral Home**, Rockland, MA; **J. Mark Busch**, **Busch Funeral and Crematory Services**, Cleveland, OH; **Glenn Gould**, **MKJ Marketing**, Key Largo, FL; **Jake Johnson**, **Johnson Consulting Group**, Phoenix, AZ; **Frank Joyce**, **Joyce Funeral Home**, Waltham, MA; **John Keohane**, **Keohane Funeral Home**, Quincy, MA; **Mark Matthews**, **Wiefel's Cremation & Funeral Services**, Palm Springs, CA; **Dave McComb**, **D.O. McComb & Sons Funeral Homes**, Ft. Wayne, Indiana (Advisory Board Chairman); **Blair H. Nelsen**, **Nelsen Funeral Home & Crematory**, Richmond, VA; **Buddy Phaneuf**, **Phaneuf Funeral Homes & Crematorium**, Manchester, NH; **Michael Turkiewicz**, **FuneralNet**, Portland, OR; and **Ken Varner**, **Cypress Lawn Cemetery & Mortuary**, El Camino Real, CA.

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 86 million current and historical death records dating back to the 1930's, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com founder Jeff Taylor officially launched Tributes.com in February, 2008. For more information about Tributes.com, please visit our website at www.tributes.com or contact John Heald directly at 617-337-9442 or john@tributes.com.

Past National Funeral Directors Association (NFDA) President Brings 10+ Years of Funeral Service Leadership to Rapidly Growing Internet Obituary Brand

Roberts & Downey Chapel Equipment introduce New Urn Carrier

ARGENTA, IL— Rick and Elizabeth Roberts, owners of **Roberts & Downey Chapel Equipment** are proud to report the successful launch of their new *Urn Carrier* that works in conjunction with their ever popular Large Baby Bier/Cremation Altar.

"We are anxiously awaiting the March arrival of our fourth grandchild and will not be able to exhibit at the ICCFA show in San Antonio," they said. "However, we would like to extend to our customers and ICCFA attendees the same show prices that would have been available at the convention."

With the Large Baby Bier/Cremation Altar as the base of the Urn Carrier, customers are getting multipurpose functionality.

You will be able to use your hearse and family car instead of hand carrying the urn into church, creating new revenue streams from your cremains services.

Using the bier base with the altar top removed, you can accommodate a youth casket from 30" to 60". The height of the bier base is designed to bring the child to a more appropriate viewing height.

With the open altar top installed, the unit will provide a table area of 20" x 40". This open altar can be used for newborn or stillborn caskets, displaying today's ever growing memorialization collages (with the ability to roll the unit right up near the casket) and even an altar for Masonic Rites.

If you are having a service with cremains, you can use the open altar for visitations and or wakes. The open presentation of the cremains allows friends and family members to approach the urn and say their goodbyes, touching the urn if they desire.

The enclosed Urn Carrier provides a way to present the cremains in a more formal manner for the funeral service. You will utilize four pall bearers and visualize to friends and family members that "even if I choose cremation, I can have a formal funeral service," producing more cremation service revenue for your firm, including the use of your hearse and possibly the family car as well.

Roberts & Downey provides a piece of plywood painted black, on which you will place the Urn Carrier as you slide it into the hearse. This plywood is slightly larger than the outside dimensions of the handles. Thus the finished urn

carrier will never touch the metal bier pins in the hearse, protecting the Urn Carrier from damage.

At the cemetery, the Urn Carrier will sit atop your church truck for the committal service.

As a combination unit instead of just an Urn Carrier, you have many different functions for your investment. For customers who already own the Large Baby Bier/Cremation Altar, you may purchase the Urn Carrier separately.

If during the cremation funeral service, even one future client can be convinced that even if they choose cremation,

they can still have a formal funeral service, we can start to be more successful and profitable from cremation services.

Roberts & Downey is evolving their furniture lines to keep up with today's growing trends by offering funeral homes elegant chapel furniture with which to service your families.

Roberts & Downey has introduced a new white linen pall cover, with a cross on top for the Urn Carrier and a matching runner for the altar top. The Catholic church covers the caskets and cremains with pall covers during the mass. They consulted with Father Rick Weltin, at their home parish in Decatur, IL. Father told them that the most important thing missing with cremains masses was a dignified way to pall the ashes.



Roberts & Downey Urn Carrier with Bier

The runner will allow you to place the urn for the visitation or wake on it and have a matching setup prior to the pall cover.

The company offers five designs: Queen Anne, Prairie Craftsman, Classic, Jamestown Colonial and Provincial. Any of the styles can be made using: Oak, Cherry, Walnut or African Ribbon Mahogany. Oak and cherry have 22 stain colors to choose from. Walnut and Mahogany are both dark colored woods, which dictate the end results.

All Roberts & Downey furniture is hand crafted on a custom order basis by skilled craftsman in the family owned and operated American shop.

The new Urn Carrier unit can be previewed on our website: www.robertsanddowney.com, by clicking on the New Products heading.

Call Rick or Elizabeth toll free at 1-800-331-9093 for pricing info or to place your order.

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www.4HEARSE.com

Funeral Innovations introduces First Completely Open Case Manager

WEBSTER CITY, IA— The ability for funeral directors to manage cases online while integrating products from all the major vendors just became a reality with the introduction of the *FI Open Manager* by **Funeral Innovations**, a leading provider of web-based software solutions for the funeral industry.

Supported on all web browsers, the FI Open Manager allows funeral directors to manage cases through an easy to use online interface, while integrating with the funeral home's website to automatically publish obituaries and online tributes.

Through its first-of-a-kind open architecture, the FI Open Manager incorporates the products of all the major vendors in the industry, freeing the funeral director from single vendor "lock-in" and providing their clients with more choices and better options. Using the Manager Kiosk, a point-of-sale product console included in the FI Open Manager, a funeral director can sit with the family to select products and services provided by the funeral home or any of

their preferred vendors in an easy and visual step by step manner.

"The FI Open Manager has been designed to be an extremely flexible and powerful tool - both administratively and as a retail presentation of goods and services," according to **Tom Frisch**, a licensed funeral director for over 20 years and president of **Memorialization Advancement Specialists, LLC**. "Packaging together any and all products has never been easier for a funeral director."

Built on cutting-edge web technologies, the FI Open Manager leverages "the cloud" to provide funeral directors access to their cases at any time from any browser. With limitless scalability and automatic backups, funeral directors are freed from worrying about computer crashes or data loss.

"Until now, funeral directors were stuck using obsolete technologies to manage their business," explains **Greg Young**, CEO of Funeral Innovations. "But now more than ever, funeral directors must embrace the web as a way

of reaching more customers and making their business more effective."

The FI Open Manager enables a funeral director to: Manage cases via any web browser; Publish obituaries and online tributes to their website, on any web host; Print all related forms; Browse and select products in front of the family with the Manager Kiosk; Choose products from any major vendor; and a free trial to try before you buy! There are several pricing packages of the FI Open Manager available to fit all funeral directors' needs and budgets.

Founded by Greg Young and **Zachary Garbow**, two former IBM engineers, Funeral Innovations provides web-based software solutions for the funeral industry. Funeral Innovation's cutting-edge suite of products and services are proven to increase funeral home's revenue and customer satisfaction. The company has offices in Rochester, MN and Webster City, IA. For more information, please visit www.funeralinnovations.com or call 800-641-0173.

MKJ recognized for Client's Open House Event

LARGO, FL— **MKJ Marketing** was recognized for their creative design and promotion of **Ballard-Durand Funeral & Cremation Services'** open house event in the 2009 "Keeping it Personal" (KIP) Awards, sponsored by the *International Cemetery, Cremation and Funeral Association* (ICCFA). Ballard-Durand Funeral & Cremation Services received an Honorable Mention award for these initiatives.

The funeral home's campaign was created by MKJ Marketing to promote a unique open house event to help the families of White Plains, NY cope with loss. The open house event was titled "Embrace the Power of Change" featuring guest speaker and author of "The Zing," **Ron Villano**. Sadly, Ron Villano lost his 17-year-old son in an auto accident over 10 years ago. With his experience as a licensed psychotherapist, he is an expert in showing people how to work through change, and the loss of a loved one, one moment at a time.

Matthew Fiorillo, funeral director and owner of Ballard-Durand commissioned MKJ Marketing to assist in launching the event. A custom newspaper ad, community poster and website banner promotions were created to broadcast the details of the event. Ballard-Durand also created a buzz for the event via social networking promotion. In addition, the



Matthew Fiorillo

White Plains Times featured an article on the event and Ron Villano as the guest speaker.

President of MKJ Marketing, **Marilyn Jones Gould** comments, "When you invest in fully branding an open house event, and centering the event around a few core messages, attendance is always increased. In Matthew's case, we wanted to show how innovative and compassionate the firm is, which was communicated in all the promotion."

Gould continues, "Ballard-Durand was smart to include social networking as part of their marketing plan. Many funeral homes don't realize the potential of this free marketing source. MKJ is actually hosting a seminar in San Francisco, CA July 28-29 on how funeral homes can benefit from Internet and Social Network Marketing. Anyone considering how to use this for their own business should attend because we will have the top authorities on Internet marketing featured as our guest speakers."

Glenn Gould, Chief Executive Officer of MKJ comments, "MKJ Marketing celebrates Ballard-Durand's KIP Award and thanks them for their confidence and trust in creating a truly personalized campaign." For more information on MKJ's seminars or other marketing products, please visit www.mkjmarketing.com or contact MKJ Marketing at 888-655-1566.

Homesteaders redesigns Company Web Site

DES MOINES, IA— **Homesteaders Life Company** has launched its revised virtual presence, online at www.homesteaderslife.com. The vision for the Web site is to promote Homesteaders while also demonstrating the market leader's advocacy of funeral service and advance funeral planning.

According to **Dean Lambert**, Homesteaders vice president of marketing, the Web site has been designed to align closely with Homesteaders' brand attributes including "trustworthy," "knowledgeable," "reliable," "committed to the funeral business" and "service-oriented."

"Visitors to the site will learn a great deal about our company such as its financial strength, products, company leadership and commitment to providing pre-need insurance funding through funeral homes," says Lambert. "In addition, we felt strongly about portraying a positive image for funeral service and advance funeral planning. This is consistent with our well-established commitment to funeral home success and preserving the value of funeral service."

The home page achieves these goals with a short description of Homesteaders' business and easy navigation to detailed company news, information and resources such as a funeral home locator driven by FuneralHomes.com. There is also a funeral industry job search engine (FuneralJobs.com), an online obituary and tribute search function (Tributes.com) and a pet death care resource (TwoHeartsPetLoss-Center.com). All are carefully selected to meet the needs of consumers, policy owners, funeral directors and even job-

seekers who might consider funeral service as a career.

Kim Medici-Shelquist, Homesteaders director of marketing communications further explains: "Three important trends have been identified by recent industry and consumer research: The lack of a well-qualified labor pool for funeral service; increasing consumer preference for digital versus printed information delivery; and growing interest in pet memorialization. Our home page provides a jumping-off point to resources that provide answers and solutions." Medici-Shelquist says fresh content will continually be added to ensure the Web site remains current and relevant to all intended audiences.

"It is very important that customers, funeral professionals and policy owners enjoy an experience as close to that which they might when calling, visiting our home office, or meeting with one of our account executives in the field," says Lambert. "We are confident our re-designed Web site achieves this aim."

The Web site was designed through a partnership between Homesteaders Marketing and Des Moines-based **Spindustry Interactive**, one of the nation's premier web strategy, web design and web development firms (www.spindustry.com).

Homesteaders Life Company (founded 1906) is the pre-need market leader focusing solely on funeral insurance funding and support. It is associated with more than 3,000 funeral homes and 8,000 licensed agents across the United States. Online at www.homesteaderslife.com.

FrontRunner and Matthews step up support for Haitian Relief

KINGSTON, ONTARIO— **FrontRunner Professional** and **Matthews International** announced that it will make a donation of \$5,000 from the companies and on behalf of its valued IMS customers to *OxFam*. The donation will be used to help the Haitian people in their time of need.

"OxFam has long been respected as a reputable, caring organization with the expertise and experience in helping the people of Haiti during this difficult time," says **Jim Doyle**, Matthews International Group President.

In addition to the imme-

diated donation, we will be donating a further 10% of proceeds from the Memorial Candle program used by our customers as a show of joint support from mid-January through February 28, 2010.

"We speak for all of our customers when we extend our sincerest thoughts and prayers to everyone affected by this global disaster," says **Kevin Montroy**, FrontRunner Professional President.

For more information about these efforts contact FrontRunner Professional at 1-866-748-3625 or online at FrontRunnerProfessional.com.

FrontRunner and Matthews release new QuickBooks integration into the IMS

KINGSTON, ONTARIO— **FrontRunner Professional** and **Matthews International** announced the release of the accounting module that fully integrates *QuickBooks Accounting* software into the powerful IMS solutions.

"The addition of this new feature adds one more to the already impressive list of capabilities of the IMS solution," says **Jim Doyle**, Matthews International Group President.

The new application allows users to capture the complete arrangement and contract process and flow all transactions over to their

QuickBooks software with the push of a button. With this advancement concluded, the FrontRunner programming team is now moving ahead to integrate all of the major accounting packages into the IMS.

"Customers have been asking for accounting features to be added and as always, we are pleased to be able to fulfill their requests. The accounting integration further excels this all-encompassing system to level unmatched by any solution on the market," says **Kevin Montroy**, FrontRunner Professional President.

CFF partners with Susanna Pau to offer new Cemetery Trust Product

MADISON, CT— **Cooperative Funeral Fund (CFF)** has announced a collaborative partnership with **Susanna Pau**, Cemetery Trust Consultant. "Susanna Pau brings an expertise in sub-accounting from her extensive experience in managing trust records for companies such as **Loewen** and **Alderwoods**. She is also quite knowledgeable with regard to the current funeral and cemetery regulations in the United States and Canada. We are pleased that Susanna has agreed to join us in the creation of a new cemetery trust product," stated **Mark Mannix**, Founder and President of CFF.

This brilliant lady attended the British Columbia Institute of Technology and achieved honors in the Management Systems and Marketing Management programs. She has more than 16 years of experience with funeral and cemetery trust management. Pau has knowledge in all areas of trust management including administration, master trusts and co-mingled accounts. She has managed a \$1.0 billion trust asset portfolio that included funeral, cemetery and endowment trusts. Pau has also built and maintained a database to manage over \$1.2 billion in endowment and staff pension plans held in over 50 funds for the University of British Columbia Investment Management Trust. Additionally, she was a part of the implementation team of a new system to manage over 600 member organizations for Healthcare Benefit Trust.

Pau stated that she is excited about the new venture, "Cooperative Funeral Fund boasts over 300 Million in funeral home trust assets. I look forward to building the cemetery trust product to the same magnitude."

CFF manages the investment, accounting, compliance and payout of funeral home preneed funds. CFF is registered with the United States Securities and Exchange Commission as an Investment Advisor. For more information please contact www.cffinc.com or call (800) 336-1102.



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Walnut Creek Now Offering Caskets

Continued from Page B1

ished hardware and liners. Walnut Creek Caskets currently produces five styles of caskets. Simple, classic designs are featured in their flat-top *Trachselwald* and curved-top *Blankenburg* and *Waldenburg* styles. Carved corner detailing highlights the *Mecklenburg* line, while the *Erlenbach* casket has a simple shaped design. Casket styles are available in cherry, oak, poplar, and pine, and come in a range of prices depending on the wood species and complexity of the design.



Allen Miller at the Walnut Creek Caskets showroom in Walnut Creek, Ohio.

“Our focus is on simple, elegant, well-made caskets that fit in with the way people think. We’re going for the classic as opposed to the trendy look,” states Miller.

All styles, except the Erlenbach casket, feature adjustable beds and mattresses. The Erlenbach is offered in natural pine and is modeled after traditional Amish caskets with its signature tapered ends. The Walnut Creek Casket version includes side handles.

When deciding on the names of their casket lines, Walnut Creek Caskets looked toward their German heritage. Each line is named for a place of significant history

in Germany. Blankenburg, Waldenburg, Trachselwald and Mecklenburg are castles. The Erlenbach line is named for the birthplace of the founder of the Amish religion, Jacob Ammann.

Walnut Creek Caskets carries an inventory on all of their caskets and can fill in-stock orders within 24 hours. They offer delivery to funeral homes within a 200 mile radius of Walnut Creek, Ohio and will ship to other areas. Companies interested in carrying caskets by Walnut Creek Caskets can obtain more information at www.walnutcreekcaskets.com or by contacting them at (330) 893-2142.

Amplivox Sound Systems Introduces the Innovative IPOD Remote Controlled Wireless PA System

NORTHBROOK, IL— AmpliVox Sound Systems is proud to introduce a breakthrough PA system that’s made for the way today’s speakers create multi-media presentations: the *IPOD Remote Controlled Wireless PA System*. This innovative system includes a self-contained IPOD docking station that recharges the IPOD as it amplifies music and plays video.

This easy to use IPOD PA System, which is compatible with all iPhone™ and most iPod® models, delivers a multi-media venue while it gives the presenter a “personal” choice in music and video selections. It features 30 watts for a clear sound for audiences up to 500 in a 2,500 square foot room, and offers an 8” full-range speaker. The design also includes a simple to operate Voice Priority



The new Amplivox system includes a self-contained IPOD docking station that recharges the IPOD as it amplifies music and plays video.

Switch which effortlessly mutes the music when the microphone is in use.

“The ever-growing popularity of the IPOD has created a wide demand for this wireless PA system. We’ve designed the IPOD PA specifically for the way our market listens to music and watches videos to give them a wide choice of multi-media selection when they’re presenting,” says AmpliVox spokesperson and CEO **Don Roth**.

Both powerful and portable, the lightweight 15 pound IPOD Remote Controlled Wireless PA System with carrying case includes a built-in anti-shock DVD/CD/MP3 disc player USB and video-out that lets the audience watch DVDs with a projector or on another video device. It also includes karaoke capabilities, a built-in UHF multi-channel wireless receiver, a wireless hand held mic, and a rechargeable battery that runs up to 4 hours on a single charge, or it can run from the AC power cord. For even more benefits to the speaker, the battery charges both the IPOD and the PA system while in use.

For more information visit <http://www.ampli.com> or call 800-267-5486.

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Traversing the Minefield is recommended as a “must read” by experts and authorities in the field. Order directly from Abbott and Hast — go to www.abbottandhast.com and click on “Death Care Web Store.” *Traversing the Minefield – Best Practice: Reducing Risk in Funeral-Cremation Service.* Authors: Michael Kubasak and Dr. William Lamers, Jr., M.D.; LMG Publishing, 476 pgs., \$99.95

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With our main office in Michigan, sales office in New Jersey and editorial offices in California, Wisconsin and Mississippi — and commentary from funeral professionals like you — we bring a well-balanced perspective of what’s happening in the funeral profession in the U.S. and around the world. But it’s not just facts; it’s information pertinent to you and your business.



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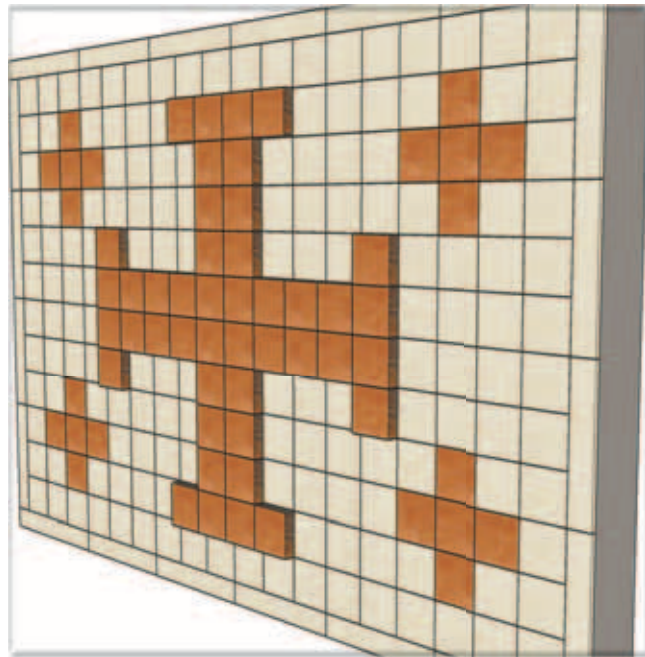
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Rendering of High Relief Jerusalem Cross Columbarium



CROOKSTON, MN— Eickhof Columbaria Inc. is excited to announce a new wall style columbarium design under its *High Relief Series Columbarium Category*.

The High Relief columbarium category encompasses the following three designs: High Relief Jerusalem Cross Columbarium, High Relief Greek Cross Columbarium, and High Relief Latin Cross Columbarium design. The High Relief Jerusalem Cross Columbarium is featured above. This columbarium can be finished in granite for exterior applications, or other appropriate stone finishes for inside. To learn more about the Eickhof High Relief Columbarium designs please contact Eickhof Columbaria Inc. at their website www.eickhofcolumbaria.com, e-mail info@eickhofcolumbaria.com, or call 1-800-253-0457.

Love Ashes Cremation Jewelry to be featured at ICCFA Convention



Love Ashes Jewelry and Framed Memorials



Love Ashes owner and artist Silvia Engel at work.

MAQUOKETA, IA— Love Ashes memorial pendants are giving people across the country a special way to keep their deceased loved ones close at heart. These one-of-a-kind creations will be featured at the Love Ashes booth at the ICCFA Convention in San Antonio, March 10-13.

Launched by artist and owner **Silvia Engel** on a national level in 2009, Love Ashes cremation jewelry and framed memorials are in high demand. These products are offered at an affordable price point, making them widely available for the public.

“My clients cherish Love Ashes memorials because they are as stunning as the lives they represent,” said Engel. “I have been privileged to work with hundreds of clients who have trusted me to create memorials for them and provide them with great comfort during a time of grief.”

Engel now offers Love Ashes nationally, allowing funeral homes and crematoriums across the country to offer her products to clients choosing cremation.

Funeral homes may associate with Love Ashes as a part of an incentive plan. Partners receive wholesale

pricing on all products while becoming an order site. They also receive a partner order kit, Love Ashes catalogs, and order forms to use at their businesses. A second option is simply to display catalogs and refer interested clients to work with Love Ashes directly.

At the ICCFA convention, attendees may visit the Love Ashes booth (#140) to learn more about becoming a partner. All attendees can experience the unique Love Ashes display and see firsthand the care that is put into each hand-made piece. Artist and owner Silvia Engel will be on hand to answer questions. Register as a partner and receive a partner kit to make working with Love Ashes straight forward and rewarding.

Additionally, Engel’s new product line, *Eternity by Love Ashes*, will premiere at the ICCFA convention. This beautiful line promises to be more popular than ever, blending current jewelry trends with a special touch for the grieving.

Since 2007, Love Ashes has produced pendants and framed memorials using ashes of cremated loved ones

and pets. Each piece is made of beautiful dichroic glass and includes ashes of the deceased, which are placed in the artwork and then kilned. The artwork is made into a pendant with the ashes visible from the back of the pendant, or hidden inside. The artwork can also be mounted and framed to create a hanging or tabletop memorial.

Clients may choose from many vibrant color styles, ranging from purples to blues to oranges and reds. These brilliant color combinations allow the deceased to be remembered with vibrancy and life – a gift to those who are grieving.

After being raised in Mexico, Engel is now an artist based out of Maquoketa, Iowa. “I want people who are grieving to be able to wear their pendants and remember their loved ones with a smile,” said Engel. “These pendants allow my clients to be comforted at a difficult time, in a beautiful way.” All Love Ashes samples may be viewed at www.loveashes.com. Funeral homes may receive product catalogs and more information by calling 1-888-452-7278.

Mark Thomas and Caring Times releases Spring 2010 Catalog

SLEEPY EYE, MN— Sleepy Eye, Minnesota-based **Mark Thomas Co.** and **Caring Times** recently mailed its new Spring 2010 product catalog. In addition to Mark Thomas and Caring Times traditional memorialization items and urns, the catalog incorporates **Chapel Craft** crosses and crucifixes and organizational emblems.

“We were determined not to increase our prices in 2010,” said **Mark Beito**, president, Mark Thomas Co. “We realize the challenging economy has forced people to be very careful with their spending and we wanted to ensure that both funeral directors and their clients can continue to have access to the very best memorial products while at the same time meeting their budget requirements.”

The Mark Thomas and Caring Ways Spring 2010 catalog features several new products available for the first time. Their own ceramic urns: produced in their new ceramics studio by their master potter, the new line of Victory ceramic urns are in a class by themselves. Hand-thrown and hand-decorated, with solid hardwood tops, these urns are of extremely high quality, but reasonably priced.

New hardwood urn: the Chapel Craft woodshop has created a new hardwood urn that will capture attention. The hand-crafted oak and walnut urns combine old-fashioned wood working with the latest in



No price increases from 2009 and the new catalog features reduced prices on some items

precision laser engraving. New metal urns: There are a dozen new designs developed exclusively for Mark Thomas, with new shapes, colors and finishes.

New folders and acknowledgements: Fifteen new designs are featured, appearing in the catalog for the first time.

New Memorial Flower™ products: There are four new products to complement the Memorial Flower™ Hearts. Customers can now choose from Memorial Flower™ Angels, Butterflies, Crosses and Doves all crafted from hand-made paper with perennial wild-flower seeds.

Headquartered in Sleepy Eye, MN, Mark Thomas Co. has been dedicated to serving America’s funeral directors since 1991. Mark Thomas carries a full line of products including memorial folders, acknowledgements, register books, prayer cards, bookmarks, service bulletins, urns, funeral director thank you cards, crosses and crucifixes. They also offer our grief information series as well as other memorialization items. To view their product offering visit www.markthomasco.com. To obtain a copy of the Mark Thomas Co. and Caring Times Spring 2010 catalog call 800-437-2635.

Frazer Consultants introduces New Life Journey Celebration Stationery



Frazer Consultant’s new Life Journey Celebration Stationery is customized to the individual and can be printed on demand.

WAUNAKEE, WI— The way to do personalization properly is to start with a blank piece of paper. Then shared memories are turned into words, and photographs are selected to create an iconic image that is personal, unique and specific. **Frazer Consultant’s** new *Life Journey Celebration Stationery* leaves the generic behind and allows a funeral home to work with a family to commemorate a loved one’s life well lived — all from that same blank piece of paper.

“The current state of printing technology and our own research has created a perfect storm that could revolutionize the funeral home stationery process,” says **Matt Frazer**, president of Frazer Consultants. The company’s print-on-demand concept reduces the need for a wide variety of inventory and the funeral home will realize a savings on printing costs.

The starting point for the Life Journey Celebration program is an easy-to-use software package that offers more than 450 themes available to capture a loved one’s interests, hobbies or occupation. Each theme includes a layout for a register book, memorial folder, prayer card, acknowledgement, bookmark, sign and DVD packaging to allow funeral directors to provide their families with personalized stationery that matches any interest, hobby, occupation or religious background.

These themes act as a frame to allow a funeral home and a family to take the process a step further and incorporate personal family photos to create a truly unique expression that

reflects personal memories of a loved one. The possibilities are endless.

To create the final product, a funeral home has the option to use its own printing equipment, or subscribe to one of Frazer’s three printing solution packages. “We have fixed low cost-per-page programs,” Frazer says. “Each package is based on a per click charge that requires the funeral home only pay per page printed, which helps reduce expenses. In a challenging economy, businesses that have more control over their costs enjoy a competitive advantage in the marketplace.”

The Life Journey Celebration program delivers the “wow-factor” for the family because the package allows for endless design possibilities. “When you talk about personalization, how can a funeral home be happy if they only have seven or eight themed packages? That’s a pretty narrow spectrum when you think about all the different interests, hobbies, occupations or religious backgrounds,” Frazer says. “What we’ve developed is a way for funeral homes to get rid of all of their preprinted stock. The only thing they have to inventory with us is blank, perforated stock.”

For the family, they don’t have to be confined to a memorial template to create a personal tribute to a loved one, Life Journey Celebration Stationery lets every family create their own.

For more information, visit www.frazerconsultants.com or call 866-372-9372.

Craig Flagler Palms Funeral Home and Memorial Gardens joins forces with MobileHelp to become a referral Partner

BUNNELL, FL— Craig Flagler Palms Funeral Home and Memorial Gardens is excited about joining forces with **Mobile Licensing Consultants** and becoming a referral partner for **MobileHelp**. **Allen Whetsell**, general manager of Craig Flagler Palms Funeral Home and Memorial Gardens, is eager to use Mobile Help as a pre-need sales tool. He finds this ground-breaking technology a great addition to his sales department. Being able to reach out to the community with another resource is invaluable in his eyes. "People are not always ready to come in (to the funeral home) and pre-arrange their or a loved one's funeral. MobileHelp gives families a reason to call us and therefore establish a relationship with them" explained Allen.

One way Allen and pre-need manager **Sal Passalacqua** decided to introduce Mobile Help to the community was during the 2010 Flagler Home and Lifestyle Show. Craig Flagler Funeral Home and Memorial Gardens became a vendor at the show and displayed Mobile Help at their booth. The home show gets approximately 20,000 visitors each year. Having the MobileHelp unit displayed caught the eyes of many walking by and brought them to their booth when they may have otherwise not stopped. The staff was able to show the unique



Craig Flagler Palms Funeral Home and Memorial Gardens

features of Mobile Help including the caregiver notification element and e-mail and text message abilities.

MobileHelp is the only medical alert system with GPS tracking and cellular communication, which allows you to care for your loved ones *in and out* of their home at the same price as other in-house only systems. The current systems on the market only

work for a few hundred feet inside the consumer's home, but MobileHelp has nationwide coverage on the AT&T network. If the GPS/cellular help button is pushed the operator comes on the 2 way speaker. The operator knows the person's name and medical conditions and can locate the person anywhere in the United States. Even if the person cannot speak, help will be sent to the person's location. This is an invaluable tool when your family member is disoriented or confused. An email or text will also be sent out to a family member of the person to inform them of the alert. This new technology not only protects the loved one at home but also in the car, walking down the street, visiting family members, or anyplace they may travel.

Craig Flagler Palms Funeral Home and Memorial Gardens, along with many other funeral homes across the country, can see how the referral partnership is a great way for funeral homes to increase pre-arrangements and preneed sales, increase market share, enhance their image in the community, as well as another revenue source for their funeral home.

Your funeral home too can offer this product to your community through Mobile Licensing Consultants. To get more information on how MobileHelp can increase your pre-need business call Mobile Licensing Consultants at 1-800-660-0352.

FUNERIA Urns are featured prominently in The Los Angeles Times



Photographed during FUNERIA's 2nd biennial Ashes to Art® exhibition at Fort Mason Center, San Francisco, CA 2003. Artwork in foreground (L to R) Lichen Urn, ceramic with unique crawl glaze by Randy O'Brien; Box #3, forged steel and stainless steel urn by Jennifer Gilbert; and Red Sandblasted Carved Lidded Jar, ceramic urn by Jim Connell (partial view).

GRATON, CA— Contemporary funerary urns made by a select group of FUNERIA's most imaginative artists were the cover story in the popular Home & Design section of the *Los Angeles Times*, 1/23/10, in "Funerary urns as modern art" by writer *Jeff Spurrier*. The lengthy article included an interview of a FUNERIA client family as well as a photo taken in the family room of their Southern California home. The family had commissioned a machined aluminum urn through FUNERIA that holds the cremated remains of their beloved son who, at 7 years-old, lost his battle with brain cancer. For the family, including their two other young children, the urn design that was inspired by their boy's love of jet fighters and light sabers is a tactile and loving reminder of his zest for life.

According to FUNERIA's founder and president, **Maureen Lomasney**, "We all respond to visual references, particularly when they inspire us to think differently about subjects that are close to our hearts. Since 2000, when we began organizing the first international Ashes to Art® competition and public exhibition to focus exclusively on original artist-made urns and personal memorial objects, we've had an interesting story to tell, and fascinating urn designs to show. We've also persisted for 10 years in building a contemporary funerary art genre that is appealing to design- and art-conscious consumers, and particularly those who are increasingly choosing cremation for their family members and themselves. As a result, conversations around the end-of-life experience have moved into the mainstream. More people in the general population are grasping the importance of speaking out loud about death and dying... for others sakes as much as for their own."

Adding, "This is particularly helpful in sharing ideas and pre-planning end-of-life experiences that can range from creating a living trust to selecting music, readings, deciding whether to bury or scatter ashes, and all of the details any of us may want at a funeral. Pre-planning removes an enormous burden from other family members whose time may be more precious spent with each other as they mourn and celebrate rather than make what they can only hope are the best choices, including purchasing decisions." According to Lomasney, more than half of all artist-made urn sales in FUNERIA's Northern California gallery are sold pre-need and displayed as artwork at home. Many of FUNERIA's most unique urns are sold to art collectors who display them without ever revealing their ultimate purpose.

FUNERIA has enjoyed a boon in publicity in the past several months that included the re-broadcast of a 2009 CNN Small Business Success feature story on the funerary arts agency's gallery, Art Honors Life, a page devoted to the gallery in last year's publication of "The Whole Death Catalog" by *Harold Schechter* and Random House, and trendspotting and art and design blog posts with global cachet. Lomasney says, "We appreciate the visibility, but it's particularly gratifying that word of mouth is still the driving force behind the attention because it means that clients and gallery visitors are our greatest champions. The LA Times story, for example, can be traced to one person having a positive experience in our gallery, and offering to share it."

Lomasney explains, "The seed for the story was planted by *Annie Wells*, who is now one of the Los Angeles Times many Pulitzer-prize winning photographers, but had earned that



D'urn #1 by Tony Knapp, wood saturated with Japanese ink, carved polymer clay.



Urn-a-matic vend by Darin Montgomery, vending machine, plastic capsules, ash (burnt news stories).

distinction several years ago while working at the Press Democrat, our local Northern California daily.

Annie had heard of our opening the gallery in 2007 and, while in the area with friends, found a vibrant little urn here to help her honor a life she loved dearly. It inspired her to share her discovery with colleagues in Los Angeles." Adding, "This is the kind of publicity that we would like to help generate in every town and city where funeral homes are carrying FUNERIA's unique brand of urns and keepsakes. And, with the introduction of our new Classics Collection, we've dedicated an entire segment of our business to support funeral service provider urn sales for pieces that aren't available for retail sale through any online urn sellers... not even on our own site. High quality American made products and original designs hold great appeal to the public, and adding an exclusive line of FUNERIA® urns to a funeral home can be a good story in the local press."

FUNERIA, along with **Hillside Memorial Park and Mortuary**, were also featured in 2008 in the Los Angeles Times thanks to Hillside's sponsorship of FUNERIA's 4th international Ashes to Art® exhibition as well as its on-going acquisition of some of FUNERIA's most spectacular and award-winning urns.



Bio Rock by Jack Thompson, cast paper pulp and binder.

service providers worldwide. FUNERIA is the founder and organizer of the precedent-setting and highly acclaimed Ashes to Art® international juried exhibitions of funerary artworks that continue to set new quality and aesthetic standards in how we honor a life well-lived. In 2010, FUNERIA is celebrating its fifth biennial Ashes to Art® funerary urn competition and exhibition year. The Artists Call for Entries as well as Sponsorship Prospectus will be available to download from www.funeria.com by April 1. The exhibition will open in October 2010 and will be featured online, with finalists, invited artists and award-winning work also featured in public and private receptions at its Northern California Wine Country gallery.

For more information visit www.funeria.com, email arthonorslife@funeria.com or call toll free 888-829-1966.

Lifestyle Prayer Card Series from Halo adds Military Services



Arlington National Cemetery Hallowed Ground



U.S. Air Force



U.S. Marine Corps

TWINSBURG, OH— Halo International proudly announces its new line of *Military Service Prayer Cards*. In keeping with the proud traditions of the Marines, Army, Navy and Air Force, Halo's specifically themed series will honor the deceased.

Highlights of famed military battles and identifying images will express your consideration of their sacrifice above and beyond a simple flag rendering. Additionally images from **Arlington National Cemetery** are highlighted in the series Hallowed Ground.

Be at the forefront of personalization and offer your families a truly indi-

vidual tribute by stocking military prayer cards for the four most recognized services.

Since its inception Halo has been the leader in the development of life style prayer cards. The *Life Style Series* are appropriate for both Protestant and Catholic services. Ask your Halo representative for samples or go online to request them at www.halointlcorp.com. Halo International Corp. located in the Cleveland, OH suburb of Twinsburg is a national OEM sourcer and procurer of uniquely different products for the Funeral, Cemetery, and Religious Goods markets.



U.S. Army



U.S. Navy

Sumpter Cottage introduces Fire and Rescue Blanket



Sumpter Cottage Fire and Rescue Blanket

SUMPTER, OR— Sumpter Cottage Memorial Keepsakes has announced the addition of a *Fire and Rescue Blanket* for fallen fire-fighters and rescue workers. The new design adds to the blankets already available for all five branches of the US Military: Air Force, Army, Navy, Marine Corps, and Coast Guard.

Measuring an ample 48" x 60", these blankets are assembled in the USA of imported materials. For burial purposes, they may be used in the casket three ways: as a cover for the deceased; as a wrap by placing the body on top of the blanket

then drawing the sides around it; or simply folded and placed under the deceased's hands. The blankets are also suitable as patriotic gifts and can be used as throws or decorative wall hangings.

After spending many years in the funeral industry as well as having served our country, owner **Frank Vargas, Jr.** wanted to help honor our country's veterans and rescue workers.

For more information, phone Frank Vargas, Jr. at (541)894-2287, or write Sumpter Cottage Memorial Keepsakes, PO Box 181, Sumpter, OR 97877.

AbsentFriends.com launches Web Site



CINCINNATI, OH— Funeral service providers, from funeral directors to celebrants to manufacturers, now have a one-stop resource to attract new customers, connect with vendors and keep current on industry news. **AbsentFriends.com** is a dual-audience web site serving those in the funeral trade as well as consumers of funeral services. This breakthrough concept requires no software purchase and provides funeral professionals with the only financially accessible site for advertising, marketing and operational tools.

AbsentFriends.com is the visionary effort of businesswoman **Jane Bourke** and funeral director **Richard Ireton**. They created the site to bring together trade professionals with each other and with consumers. "AbsentFriends.com is a resource unlike any other and truly on the cutting edge," comments Bourke. "It coordinates in one virtual location the elements for successfully operating within the funeral trade." It also gives the bereaved a unique resource during a most difficult time by providing the supports they need, such as access to information from trade professionals, free obituaries and memorial sites with photo galleries, videos, even archiving of funeral webcasts.

The site serves the funeral trade on several key levels. One example is the Products and Services Directory, with more than 70 categories. A premium listing allows advertisers to create multiple web pages and photo galleries. Additionally, they may submit an article on their new or innovative products at no additional charge. "Other ventures require the purchase of software and impose ongoing service fees," notes Bourke. "Our goal is to make absentFriends.com the funeral industry's most used – and useful – trade resource, at a price that is affordable for all."

Jane Bourke brings to the project her experience in sales and marketing, product development, manufacturing and distribution. Richard (Dick) Ireton, a funeral director, owns two funeral homes and a crematorium. He has much experience in international disaster response and

has worked on many international tragedies, including the Bali bombings and the tsunami in Thailand.

AbsentFriends Trade Association (AFTA) membership will give members direct, web-based access to tools designed to increase their revenue. "Technology has made it possible for absentFriends.com to serve the global funeral trade, giving people around the globe equal and easy access," states Bourke. Visit absentFriends.com for more information on how you can take advantage of the many business-boosting options available.

Save Time with ASD's FuneralSync™



MEDIA, PA— FuneralSync is an innovative system developed by **Answering Service for Directors (ASD)** that will automatically transfer funeral service information from your funeral home management program to ASD both effortlessly and efficiently. "FuneralSync is a great feature," says **Joe Bivona**, funeral director of **Sinatra Funeral Home** in Hastings on Hudson, NY. "It makes our lives a lot simpler. We enter our service information in to one program and are able to disperse to ASD with one click of a button."

Vice President of ASD, **Kevin R. Czachor**, says that FuneralSync is revolutionary. "Not only do funeral directors save time and eliminate chances for error associated with data duplication, but they save money using this automatic feature."

As of January 1, 2010, vendors such as **SRS, Continental, MIMS** and **Terradise** are

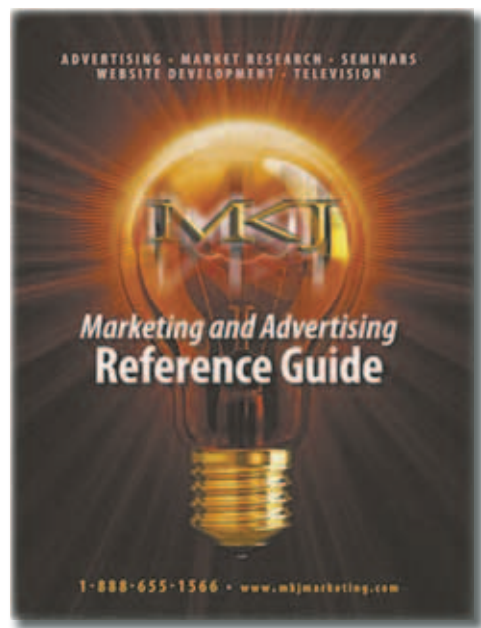
FuneralSync enabled. Other software providers are in the process of adding this feature.

Founded in 1972 by **Martin and Barbara Czachor**, ASD still has the entrepreneurial and perfectionist spirit of its founders. Working exclusively with funeral professionals, every ASD employee understands the great responsibility entrusted in them.

The funeral director's relationship with callers can be impacted for generations with each call answered. ASD's systems, facility and infrastructure will rival any 911 services or Fortune 500 communication centers. ASD, now run by the second generation of Czachors, serves over a quarter of the country's funeral homes.

For more information on FuneralSync, visit www.FuneralSync.com or call ASD's 24-hour customer service hotline at 1-800-868-9950.

MKJ Releases "Marketing & Advertising Reference Guide"



LARGO, FL— If marketing is defined as getting more people to purchase more products (or services) more often; then marketing must be a lot more than just advertising. For a funeral business to accomplish its marketing objectives, managers and owners must examine every facet of their business to find opportunities.

MKJ, the death care industry's leader in marketing, has created the *MKJ Marketing & Advertising Reference Guide* for use by owners and managers to find solutions to their marketing challenges. The reference guide of products and services will become decision makers' single source for marketing solutions. As the only comprehensive marketing firm in the death care industry, MKJ serves clients in all areas of advertising: Print Advertising, Television, Custom Television Production, Radio, Billboard, Infomercial Production and Media Buying.

But what makes the "Marketing & Advertising Reference Guide" different is that it includes other areas of marketing: Web Site Development, In-house Training Seminars, Packaged Training Programs, Market Research, and Public Relations Services & Products.

The advantage a comprehensive marketing firm brings to a client is the ability to coordinate and integrate all facets of mar-

keting into a comprehensive campaign. Inconsistency is the primary reason small business advertising fails; owners and managers start a campaign, but before it has a chance to succeed, they discontinue the advertising and move to something else. Sometimes because of budget constraints, but sometimes they stop just because they become bored with the advertising.

Marketing companies solve problems. Clients have opportunities and challenges they want resolved, and they contact MKJ for answers. Maybe the answer is advertising, but often its training, research, public relations or other forms of marketing.

For example, the objective of advertising is to create contacts; in funeral service those contacts are often consumers inquiring about prices and services. If the staff is not trained to recognize shoppers as opportunities, then the advertising campaign will necessarily fail. A marketing firm lends discipline to a campaign, while at the same time monitoring results to assure success.

To receive a copy of MKJ's "Marketing & Advertising Reference Guide" visit www.mkjmarketing.com or telephone 888-655-1566.

Memorial Collection expands Urn Customization Options



EASTHAMPTON, MA— The **Memorial Collection** has expanded options to personalize their exclusive *Memorial Tile™* inlays. The company now provides their clients with nearly unlimited options for customization, including images, text, backgrounds, orientation, and colors.

With this new offering, the Memorial Collection provides funeral directors nationwide with the tools to offer an extremely unique memorial, customized for each individual. Using an online process, the client can send images and text directly to the Memorial Collection. And a layout artist at the company uses custom computer software to create a unique look, just for that client.

"It's truly remarkable to be able to provide one-of-a kind memorials like this," stated **Jim Thompson**, Vice President, The Memorial Collection. "And the feedback so far has been outstanding."

A full line of pre-developed layouts is still available for the client to choose from. And each tile is permanently secured within the top or front of an American-made hand-crafted chest or urn, consisting of solid cherry, solid ash, or solid walnut wood, with soft velvet interiors and brass key locks.

The Memorial Collection is a division of the **October Company**, an Easthampton, MA based company that has been making products of lasting value for the American furniture industry for over 50 years. The Memorial Collection is available through a national representative network. To learn more and to find a rep in your area, call (800) 628-9346 or visit www.MemorialCollection.com.

Apex introduces The Inspiration Casket



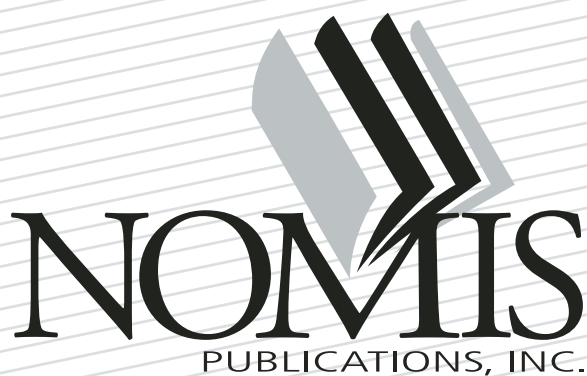
POMONA, CA— **Apex Caskets** is pleased to announce *The Inspiration* solid Mahogany casket. The Inspiration casket features a full polished high gloss Mahogany finish

with urn cut corners and bronze hardware and a luxurious soft almond ivory velvet interior. This casket gives funeral homes a luxurious cas-

ket offering at a price that is affordable for even the most budget minded family.

Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to funeral directors. They have a continued commitment to provide the funeral industry with quality products in conjunction with competitive pricing.

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



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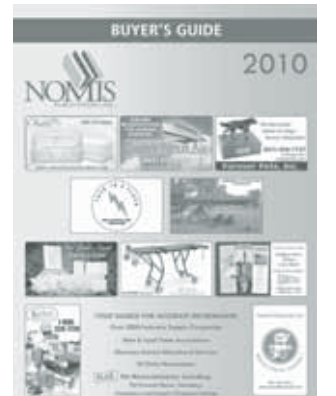
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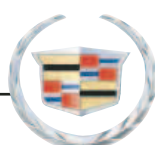
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2003	Cadillac S&S Masterpiece	black/black leather
2001	Cadillac Eagle Hearse	black/gray leather
	Cadillac Superior Hearse	silver/blue leather
2000	Cadillac M&M Hearse	black/black leather
	Cadillac Eagle Hearse	white/blue leather
	Lincoln Federal Hearse	white/blue leather
1999	Cadillac S&S Masterpiece	black/black leather
	Cadillac S&S Masterpiece	blue/blue leather
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2000	Cadillac Superior 24 Hour	black/black leather
	Cadillac Superior 24 Hour	black/blue leather
	Cadillac M&M 6-door	black/black leather
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1997	Cadillac S&S 6-door	white/blue leather



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1996 Cadillac Superior, 75k mls, One Owner, Minor Rust	\$4850	1999 Cadillac Chicago Armor, 5-Door, 90", Silver, 45k mls	\$6450
1995 Cadillac Masterpiece, 49k mls, Navy Blue	\$6850	1999 Cadillac DaBryan, 5-Door, 90", Silver, 62k mls	\$6450
1995 Cadillac Superior, 88k mls, White	\$4850	1999 Cadillac Superior, 65", 6-Door, Light Blue	\$5850
1994 Cadillac S&S, Commercial Glass, Blue, Some Rust	\$3450	1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Not Nice	\$3950
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1993 Cadillac Superior, Silver, 58k mls, Some Rust	\$3177	1996 Cadillac Superior, 65", Navy, Flip Seat, 28k mls	\$4250

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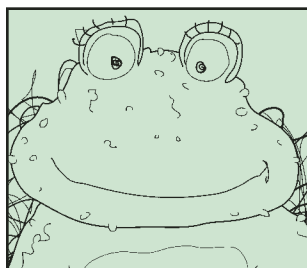
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