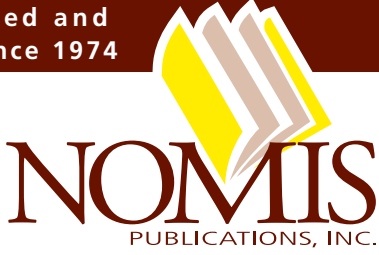


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NEWS

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For Keeps Porcelain Portraits: Tradition and Technology Meet to Preserve Fondest Memories



INDIANAPOLIS, IN—
For Keeps, an online company based in Shelbyville, IN, is now offering fine porcelain portraits in a variety of shapes and sizes, designed to be affixed permanently to tombstones and memorials as a last-

ing tribute and memory of departed loved ones. Glazed porcelain portraits made by hand through the age old tradition through a very skilled, slow process can be expensive. Now, with modern technology devel-

oped in Germany, images can be printed onto the porcelain with high end printers and then fired at 1600° F resulting in the same beautiful and lasting results, at an affordable price. Digital photo editing techniques also permit retouching and other enhancements to photos, such as combining two or more photos into one, the addition of text, color correction and other enhancements.

The porcelain portraits offered by For Keeps come in a variety of shapes including ovals, rectangles, squares, circles, and hearts. The tombstone photos (also known as memorial photos or ceramic photos) offered by For Keeps

CONTINUED ON PAGE B6

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Astral responds to funeral directors with a First of its Kind Casket



Astral's new 20 gauge, non-gasketed, swing bar casket, the Dalton. Available in light blue and white.

LYNN, IN— Because funeral directors are asking for solutions during these difficult financial times, **Astral** introduces the *Dalton*, the first non-gasketed, 20 gauge steel casket with swing bar hardware.

"Astral has rapidly become the casket selection room method of choice," said **Dave**

Hazelett, Astral's President. "We occupy the newest 'built-for-casket' manufacturing facility in the United States, and we can take advantage of our efficiency to be innovative."

"Innovative leadership on our part creates opportunity for our customers to better

CONTINUED ON PAGE B5

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CALENDAR *of Events*

CONVENTIONS/ CONFERENCES

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

Cemetery Assoc of Oregon Spring Conference - Mar 11, 2011, Belcrest Memorial Park, Salem, OR. 503-651-1724. www.cemeteryassociationoforegon.com cemeteryassociationoforegon@gmail.com

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

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

Florida Cemetery, Cremation & Funl Assn Maintenance Expo - Mar 23, 2011, Hillcrest Memorial Park, West Palm Beach, FL. 800-226-3332. www.thefcfa.com fcfa@xmr3.com

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

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

Finger Lakes FDA - Mar 29-30, 2011, Harbor Hotel, Watkins Glen, NY. 607-739-2035. www.fingerlakesfuneraldirectors.org

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

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

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

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

Texas Cemeteries Assoc - Apr 17-19, 2011, Moody Gardens Hotel & Conference Center, Galveston, TX. 817-336-0584. www.txca.us lberger@txca.us

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

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

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

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

South Carolina Morticians Assoc - May 09-12, 2011, Radisson Hotel Columbia, Columbia, SC. Exhibits. 866-711-3103. scmainc@gmail.com

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Mississippi FDA - Jun 12-14, 2011, Embassy Suites, Ridgeland, MS. Exhibits. 601-978-1920. www.mississippifuneral-directors.com mfdanetdoor.com

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

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

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

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

Florida Morticians Assoc - Jun 19-22, 2011, Rosen Plaza Hotel, Orlando, FL. Exhibits. 813-477-2020. lfdekatina@aol.com

Western Pennsylvania FDA - Jun 20-23, 2011, Bel-Aire Clarion Hotel and Convention Center, Erie, PA. Exhibits. 412-931-5497. rob@schellhaasfh.com

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Cemetery Assoc of Oregon Fall Conference - Oct 06-07, 2011, Village Green Resort, Cottage Grove, OR. 503-651-1724. www.cemeteryassociationoforegon.com cemeteryassociationoforegon@gmail.com

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

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

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

MEETINGS/SEMINARS

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

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

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

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

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

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

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

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

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

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

NFDMA House of Representatives - Apr 30 - May 03, 2011, Hilton Memphis, Memphis, TN. 800-434-0958. www.nfdma.com nfdma@nfdma.com

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

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

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

Cemetery Directors Conference - Kates-Boylston Publications - Jun 10, 2011, Loews Philadelphia Hotel, Philadelphia, PA. 800-500-4585. www.katesboylston.com/cdc

Virginia Cemetery Assn Annual Meeting - Jun 22-25, 2011, Tides Inn, Irvington, VA. 804-675-7502. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

New England Cemetery Assn Seminar - Jun 28-30, 2011, Radisson Plymouth Hotel, Plymouth, MA. 203-874-8998. www.newenglandcemetery.org rcscholl627@gmail.com

NFDA Leadership Conference - Jul 10-13, 2011, Coeur d'Alene Golf & Spa Resort, Coeur d'Alene, ID. 800-228-6332. www.nfda.org nfda@nfda.org

Professional Car Society Meeting - Jul 12-16, 2011, Clarion Inn and Conference Center, Hudson, OH. 973-729-8083. www.professionalcarsociety.org

Assoc of California Cremationists General Meeting - Jul 21, 2011, Embassy Suites, Oxnard, CA. 877-936-7222. www.accinfo.org kthomas@accinfo.org

OGR Fall Forum - Sep 18-20, 2011, Loews Coronado Bay, San Diego, CA. 800-637-8030. www.ogr.org

Selected Independent Funeral Homes - Sep 21-24, 2011, Westin Kierland Resort & Spa, Scottsdale, AZ. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

California Assn of Public Cemeteries Seminar & Area Meeting - Oct 07-08, 2011, Crowne Plaza Beach Hotel, Ventura, CA. 888-344-9858. www.capc.info publiccemeteries@aol.com

The American Society of Embalmers Conference & Meeting - Oct 21, 2011, Chicago South Loop Hotel, Chicago, IL. 800-728-9185. www.amsocembalmers.org AmSocEmbalmers@sbcglobal.net

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

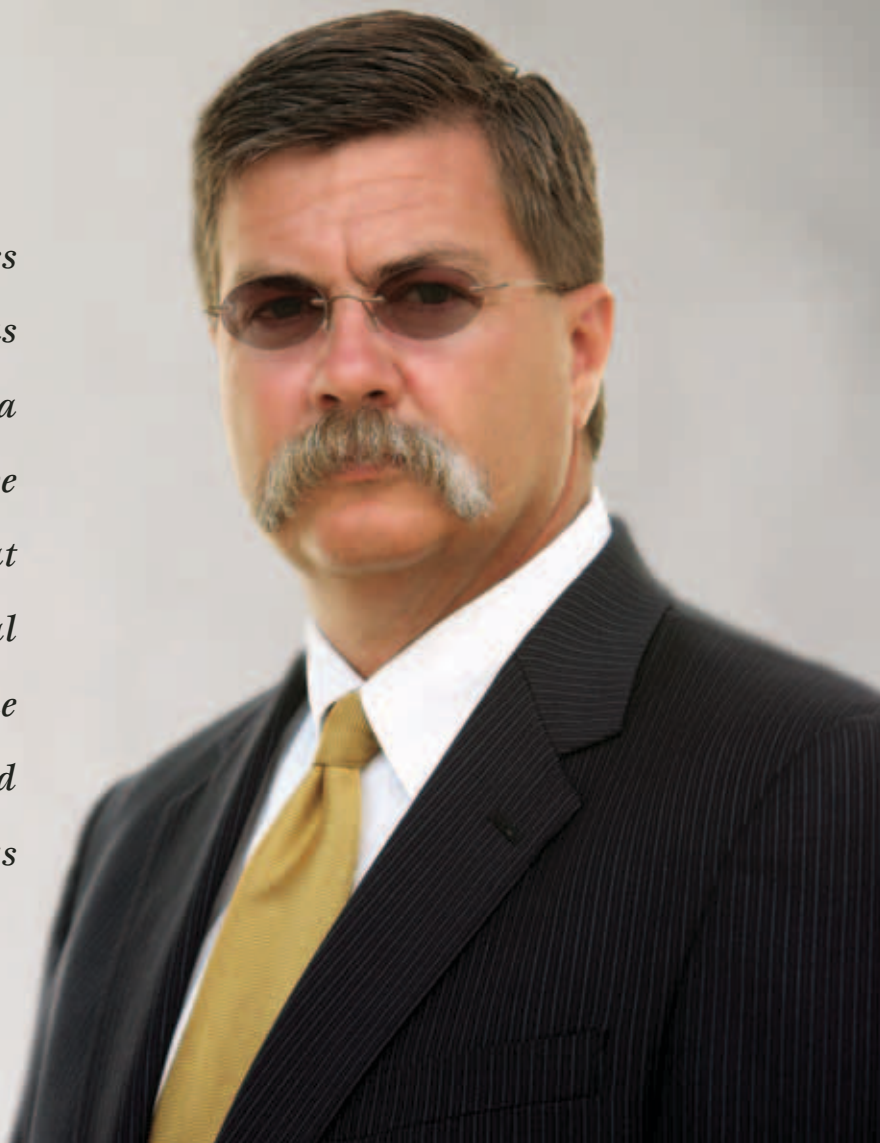
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AmpliVox Sound Systems expands Product Line with Audio Visual Presentation Carts

AmpliVox introduces 20 new Audio Visual lecterns designed for versatility and use with multimedia equipment

NORTHBROOK, IL— AmpliVox Sound Systems unveiled a line of 20 new products designed to meet the changing demands of multimedia presentations. These carts, workstations and presentation stations offer a variety of connectivity and mobility options, in a range of prices to suit any budget.

Since presenters often have to juggle multiple devices, the AmpliVox presentation stands provide for ease of set-up and flexibility of use. The premiere SN3330 Mobile Presentation Station, for example, holds a variety of audiovisual equipment such as a portable PA system, notebook computer, LCD projector, document camera and visualizer. This mobile computer cart features 4 convenient work surfaces including an easy glide laptop shelf

and two drop leaf shelves for notes and other presentation equipment. Additional convenient features include a locking security cabinet, four high-end black on black 4" casters (2 locking), a 7-outlet UL Listed electrical 25' cord and two cord wraps.

"Effective presentations require seamless connections between the speaker's message and media," said **Don Roth**, AmpliVox CEO. "Our innovative new line of presentation carts puts all the necessary tools at the speaker's fingertips. These designs anticipate our customers' needs for versatility, simplicity and professional styling."

To view all the new options in A/V and presentation carts, visit www.ampli.com.

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needs. Whether you are in a small meeting room of 30 people or a large 20,000 square foot auditorium of up to 10,000 people, AmpliVox® Sound Systems' extensive range of superior quality, simple to operate and reliable electronics will provide maximum satisfaction and ensure a crystal clear message.

Mama Goose Urns provides Exceptional Durability and Personalized Service



Marion Borgfjord



Maureen Ellard



VANCOUVER, BRITISH COLUMBIA— Mama Goose Urns is a family owned company that manufactures and sells ceramic urns and keepsakes of exceptional quality exclusively to the funeral industry. Their urns are manufactured on site and are poured extra heavy to provide a sturdy product that may be buried directly in the ground without a vault, where allowed. They provide several sizes of urns and have a vast selection of finishes and decorative motifs including inspirational scenes, floral patterns, scenic vistas, and scenes depicting ranching, sports and wildlife. Each piece is fired up to five times to create finishes of exceptional beauty and durability. Urns can also be customized with names and dates, which must be done in the early stages of manufacturing.

Although they have decided to sell only to funeral homes, **Marion Borgfjord** and her sister **Maureen Ellard** provide exceptional personal service. When contacting the company, either Marion or Maureen will answer the phone. They enjoy speaking with



their customers and answering questions about their products. In fact, direct communication is the only way to receive a list of prices and specials. Inquiries from the public are always referred back to the funeral home. Their website, www.mamagooseurns.com, does not have any prices or business information, allowing funeral directors to use the site as an online catalog that may be shared with their clients.

Marion Borgfjord began Mama Goose in Vancouver, British Columbia as a giftware manufacturing company in 1986. Although they no longer make geese ornaments, they have retained their rather unusual name and



apply the same attention to quality and careful craftsmanship.

For more information, Marion may be reached, toll free, at (877)-214-4555 or by email at [\[magooseurns.com\]\(http://magooseurns.com\). Maureen may be contacted by phone at \(877\)263-3369 or by email at \[maureen@mamagooseurns.com\]\(mailto:maureen@mamagooseurns.com\). Or, visit their website at \[www.mamagooseurns.com\]\(http://www.mamagooseurns.com\).](mailto:marion@mama-</p>
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ASD becomes First to offer Patent Pending "First Call" Feature

MEDIA, PA— First Calls are the lifeblood of any funeral business. ASD's new, patent-pending "First Call Connect" feature makes real-time, First Calls available to funeral professionals instantaneously while the caller is still on the line. With First Call Connect, clients are notified via text or email message as soon as an operator begins to take first call information. Only ASD provides this new real-time communication option.

After the First Call text message has been sent advising a client that someone is in the process reporting a passing, Directors are given the option to take part in the call using First Call Connect, or to listen in on the call in a muted mode.

According to **Kevin Czachor**, family member owner and Vice President, "ASD's unparalleled combination of funeral exclusive systems and staff gives clients the ability to really customize how their calls are handled. With First Call Connect, we truly become an extension of our clients' businesses without ever putting their caller on-hold or making them wait for a call back."

Funeral Director **Thomas Gale** agrees. "What I like about First Call Connect is that it gives us the flexibility to either enter the call immediately and attend to the situation at hand, or allow ASD to handle it. The call is still recorded. You can listen in on the conversation, and I have the option to immediately take care of the family. If I'm not able to, I'm aware that there is a death call and am prepared in advance for it."

First Call Connect benefits families by reducing the time it takes to speak with someone about final arrangements. And for funeral home directors and managers, this feature significantly decreases the possibility of a lost business opportunity. First Call Connect joins ASD's other innovative features that allow funeral professionals to stay connected with their customers 24/7.

New Feature Guarantees Unmatched Immediacy

ASD is the leader in answering services and call support for funeral professionals. As a full service provider, ASD give directors and staff of funeral homes the tools they need to offer the highest caliber of service, both at and away from the office. ASD's innovative technology and call support expertise have made it a national leader in the death care space. Headquartered in Media, Pennsylvania the firm offers comprehensive answering services for funeral homes and funeral related businesses of all sizes. For more information about ASD's First Call Alert and First Call Connect features, visit www.myasd.com or call the 24-hour customer service hotline at 1-800-868-9950.

Astral with a First of its Kind Casket

Continued from Page B1

serve the needs of families today. Change is required because we will never see yesterday again," Hazelett continued.

In addition to being non-gasketed, features of the Dalton include: an increase in width, swing bar hardware, powder coating with matching powder coated bars, adjustable bed (head and foot), memorial record tube and full warranty.

All Astral Personalized Panels will fit this very affordable and environmentally friendly casket. The Dalton is durable, with a sealed bottom, and individually tested. Both the interior and exterior are chemically treated to resist rust and corrosion.

Astral's products can be purchased from authorized distributors and company-owned business centers throughout the United States and Canada. For information, please call 1-800-278-7252 or visit www.astralindustries.com.

Mark Thomas introduces new "Comfort and Healing" After-Care Series of Booklets

SLEEPY EYE, MN— **Mark Thomas Co.** has introduced the "Comfort and Healing" series of after-care booklets, an economical four-part program designed to help families cope with grief and begin healing. "We introduced our Funeral and Grief Information series over a decade ago with the publication of 'Am I supposed to feel like this?'" said **Mark Beito**, president, Mark Thomas Co. "Now we've added three more booklets to create a series of four that can be mailed to families served by funeral directors during the year after a death: at three weeks, and three, six and eleven months following the funeral."

Each eight-page full color booklet helps the reader better understand what he or she is experiencing and provides hope and encouragement for the journey. Readers will feel cared for and remembered throughout that first year after the loss.

"Am I supposed to feel like this?" presents a road map of the grief process and addresses topics from "What will grief make me feel like?" to "Putting your life back together."

"Seeing through the tears" discusses what to expect af-

ter the early shock recedes and the reality of loss sinks in. The normal feelings of grief are presented.

"A time for healing" addresses issues of anger and guilt, coping with loneliness and knowing when to move on with taking steps toward one's new life.

"Hope and renewal" provides information on the pressures the bereaved may feel to "be over it" and how to prepare for the changes that inevitably come with rebuilding one's life.

Included with each set of "Comfort and Healing" booklets are four mailing envelopes and a tracking card to make it easy to remember just when to send each booklet. Also included is suggested copy for a cover letter to accompany each booklet as it is mailed. With an order of 25 sets a funeral director may have a four-line imprint added to the front of each booklet at no additional charge. In addition, the mailing envelopes will also be imprinted with the funeral home's return address.

"When a funeral home can get an after-care program like this for less than a dollar per booklet, including the envelope and the funeral home imprint,

there's no reason not to offer it," Beito said.

"There are no long-term contracts or on-going subscriptions for the 'Comfort and Healing' series. Just purchase the required quantities with no further obligations," said Beito. "The series is an excellent way to provide a caring and considerate value-added service to the families served by a funeral home."

To order the "Comfort and Healing" series of booklets or to obtain a copy of the Mark Thomas Co. Spring 2011 catalog, call 800-437-2635.

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, acknowledgments, register books, prayer cards, bookmarks, service bulletins, funeral director thank you cards, professional products and the Chapel Craft line of urns, crosses and crucifixes. We also offer our grief information series as well as other memorialization items. To view our product offerings visit our web site: www.markthomasco.com.

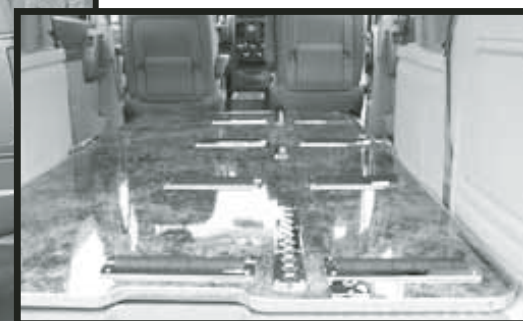
From Our Family To Your Family - Factory Direct



All New
2010 Chrysler Town & Country



By Jason Kellerman



2004 Chevrolet Venture Ext. Wb
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Silver, Landau Panels, Link Roladeck Floor System
Nice Condition! \$6,500.00



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Tech Savvy Funeral Directors sought for Beta Testing

CHICAGO, IL— **Atneed.com** is seeking tech-savvy funeral directors as beta testers of its new online Arrangement Room tool, which promotes personalized funerals and increased merchandise sales. Beta testers will have a chance to use the unique new Arrangement Room tool both in testing mode and with clients should they so choose. Participants in Beta Testing will have the additional advantage of having the total cost of their first order reimbursed.

To apply to participate in the Beta Test,

use the following URL: <https://www.atneed.com/betatester.aspx>

Atneed.com is the new, intuitive and easy to master online Arrangement Room tool that, according to President **Dan Goldman**, “presents more product than ever before. As a result the funeral director can show more, sell more and make more. The bereaved will be able to plan the perfect memorial, be it a traditional funeral, a life celebration or scattering.” For more information call or email dan@atneed.com or call (866) 449-4495.

Innovative Scanning Technology to Protect and Preserve Identity

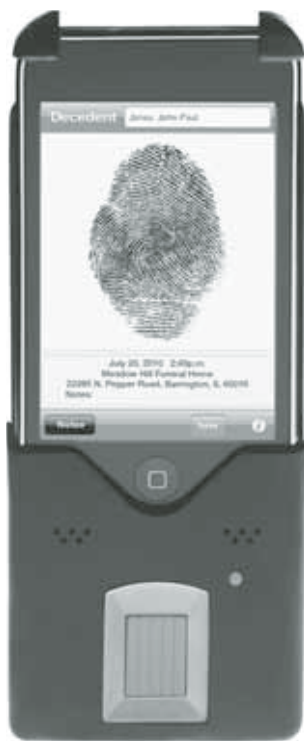
FOX RIVER GROVE, IL— An exciting strategic alliance has been forged between two funeral service innovators to bring the latest scanning technology to the market: **Meadow Hill Corporation**, the company that first developed fingerprint keepsakes under the *Thumbies*® name, and **Cremation Safeguard, LLC**, a young, start-up company committed to the elimination of wrongful cremation through a patented ID and tracking process. Independently, both companies have applied technology to create new options that benefit increasingly concerned consumers as well as business owners. Together, Safeguard and Meadow Hill are igniting an industry that has seen little innovation in the past ten years.

The key by-product of this relationship is a patented biometric scanner to capture superior fingerprints. The handheld and wireless unit works in conjunction with an Apple iPod touch, known for its reliability and ease of use, and with a proprietary *Thumbies* App. A keyboard allows users to identify each print of the deceased and add other per-

manent information, such as the name of a family member who witnessed the print taking.

For Cremation Safeguard this state-of-the-art scanner is part of an authorization, fingerprint identification and video documentation system that feeds into a web-based program that processes, tracks and stores each step in cremation service. Assured identity creates a positive atmosphere between family, funeral home and crematory, and greatly reduces liability due to misidentification.

For Meadow Hill high quality scanned fingerprints mean high quality finished keepsakes. Funeral homes ordering *Thumbies* are now able to upload all their fingerprints directly to an encrypted storage system, called the *Thumbies* Vault. When ready to place an order they can download prints from their vault folder directly to an electronic order form designed exclusively for *Thumbies* custom keepsakes. The availability of prints with this new technology greatly widens the time frame funeral homes have to present *Thumbie* keepsakes to their families.



Biometric Fingerprint Scanner

Meadow Hill and Safeguard present funeral service with innovation that is bound to change procedures in funeral homes nationwide. Be sure to search them out for a demonstration at upcoming state and national conventions. For additional information contact **Ashley**, Meadow Hill's Scanner Specialist, at 877-848-6243 (847-381-9000 for those outside the US) or email ashley@meadowhillco.com.

Directors' Choice develops "DC to Go" iPhone Application, Blackberry to follow

SAINT JOHN, NB, CANADA— **Directors' Choice Answering Service**, of Saint John, NB, is delighted to announce the launch of their much-anticipated iPhone application, *DC to GO*. This is the first mobile application that is tailored to meet the needs of their funeral industry-exclusive clients.

“In this age of immediate communications, our clients are in need of every convenience that we can provide,” states **Directors' Choice CEO, Gary Darychuk**.

“DC to GO” is your one-stop portal for **Directors' Choice** services”, continues Darychuk. “You can use your iPhone to check messages, listen to call recordings, contact our staff, and manage



on-call and service information; all in real time, as it happens. You can benefit from the convenience of “DC to GO” anytime, anywhere.”

The life of today's funeral director is a hectic one, and commonly revolves around the grieving families they serve on a daily basis. “DC to GO” provides a continuous connection to those families calling for support, but also allows the increased freedom

to leave the office to attend to other responsibilities.

The iPhone App is compatible with any iOS device, and was built over several months by **Directors' Choice** developers. It is now available for immediate download at Apple's iStore. Once downloaded, a company representative will issue a pass code to ensure secure access.

Darychuk estimates that the “DC to GO” application for Blackberry will be available to clients within 90 days.

Founded in 1997, **Directors' Choice** provides award-winning, specialized call management to over 1000 funeral homes, both in the United States and Canada. You can check them out at www.dchoice.com.

Trinity adds Fraley to Sales Team

LAPEER, MI— **Trinity Fluids, LLC** is proud to announce the addition of **Fraley Funeral Supply** to their sales team. Both companies share a belief that their customers' needs are paramount. Trinity Fluids' technical advancements and Fraley's regional/industry expertise combine to bring state-of-the-art products and services to the funeral service industry. “We are very excited to have the knowledge and service coverage in the Southern United States

with **Eric** and **Beth Zentner**. Our current and future customers will truly benefit from our expanded team,” said **Mike Wessels**, President of Trinity Fluids.

Trinity Fluids, LLC formulas are designed to enable funeral homes to better manage inventory and reduce costs while improving quality. Trinity Fluids formulas come ready to use in recyclable cube packaging, a first of its kind in the industry. The full line of arterial, cavity and pre-injec-

tion fluids are cost-effective premium products in innovative and recyclable cube packaging.

Fraley Funeral Supply also offers a wide variety of products that will enhance the operation of funeral service establishments. Fraley Funeral Supply is based out of Joplin, MO.

To discover the advantages of Trinity Fluids and Fraley Funeral Supply, visit them at www.trinityfluids.com or contact **Eric Zentner** at Fraley Funeral Supply 800-641-4666.

For Keeps Porcelain Portraits — Tradition and Technology Meet to Preserve Fondest Memories

Continued from Page B1

include any desired retouching or digital enhancement plus the addition of text, such as a poem, Bible verse, saying or any message.

These ceramic or tombstone photos or cameo memorials are available for direct purchase by the consumer and are also sold through dealers such as funeral homes and monument makers; they serve an additional purpose as an excellent fund raising opportunity for churches, where the church arranges the sale of the porcelain tombstone photos to its parishioners and keep a large percentage of the proceeds for funding of church projects.

Each For Keeps memorial grave photo

comes with a lifetime guarantee — the porcelain plaques will remain unfaded and unweathered for generations to come, as a permanent reminder of a departed loved one. According to **Lee Pruitt**, President and Founder, “The kiln fired process used to produce For Keeps porcelain portraits is not to be confused with ink jet or dye sublimation processes which are not permanent and will fail even if laminated with a UV protective film or resin.”

Details of the For Keeps dealership plan, church fundraising program and special offers can be found at www.for-keeps-gifts.com. Contact **Lee Pruitt** at 317-604-1417 or email ltpruitt@for-keeps-gifts.net.

Doric Products board member inducted into Hall of Fame



Doric Products, Inc. board member, **Ace Brewster** (bottom row, center) receives induction into **Millville Sports Hall of Fame**.

MILLVILLE, NJ— **Asa “Ace” Brewster**, co-owner of **Brewster, Inc.** in Millville, NJ, has been a part of the Doric family since 1962. In addition, Brewster has also served on the board of directors for **Doric Products** since January 26th 1977, the day Doric became incorporated. On October 23, 2010, Brewster received high honors with an induction into the Millville Sports Hall of Fame for his football accomplishments in the late 1940s at Millville Senior High School.

Having started at a school with no sports curriculum, Brewster did not throw a football until his sophomore year of high school and had no idea how to play the game. However, the coach noticed he could run, and run fast, so he offered to teach him. Myrtie Brewster, wife of 60 years, says, “It didn't take Ace long to

learn — and he was fast. If he could break through the line, no one could catch him.” Brewster's most memorable play was the Thanksgiving Day game in 1948 against long time rival, the Vineland team. Vineland was ahead 6 to 0 when Ace got the ball and down the field he went for an 88 yard touchdown. With an extra point earned by the kicker, the Millville Thunderbolt team was victorious. Brewster also received recognition for outstanding performance in track and field.

Although Brewster received scholarship opportunities at very reputable universities, he chose to enter his family burial vault business, marry his high school sweetheart and says he wouldn't change a thing. From School Board to Fire Commissioner, Brewster has always been and still remains very active in his community.



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Heaven's Gain Expands Products Carrying Baby Urns



The Baby in Wings urn offers the comforting words: "Heavenly angels, sent from above, keep you from harm, wrap you in love."

CINCINNATI, OH— Heaven's Gain, known for its high quality reasonably priced caskets for pregnancy loss and preemie death has now expanded to carry infant urns. These inexpensive urns make it a little easier for funeral directors to serve families dealing with pregnancy loss. A unique urn for infant twins who have passed has also been added.

Caskets are available ranging from plastic, composite to solid woods like cherry, cedar, and white ash. Vaults are available to fit each casket and urn.

Priding itself on personalized service and quick response for quality products at reasonable prices, Heaven's Gain specializes in burial products for pregnancy loss or preemie death. A line of memorial items and books is also available. You can view the entire catalog at www.heavensgain.com. For more information call 513-607-6083 or e-mail heavensgain@fuse.net.

Hainsworth USA announces the Addition of Pet Products



Woolen Pet Caskets and Urns from Hainsworth USA

GLENWOOD, MD— Hainsworth USA, Ltd., the company that introduced woolen caskets to the US funeral market in 2009, recently announced the addition of a line of eco-friendly pet products including caskets and cremation urns for dogs and cats.

Trading as **Pets Remembered by Hainsworth**, the new division offers a unique line of woolen caskets in varying shapes and sizes. The product line was market tested at the 2010 NFDA and based on response it is now being formally introduced at the 2011 ICCFA.

The product line, featuring octagonal shaped caskets for cats and rectangular shaped for dogs, offered in multiple sizes, is crafted from pure virgin wool stretched over a recycled fiberboard frame. The casket interiors are lined with organic cotton. Pet families appreciate the soft, warm feel, the finely sewn details

and the fluffy mattress in the casket. The line also includes a versatile cremation urn.

Best of all, Hainsworth allows for personalization on an optional matching name plate with limitless selections for embroidered designs and text options. Additional name plates can be requested as keepsakes.

Per **Tim Smith**, Hainsworth's President and CEO, "with the introduction of the Pets Remembered line, funeral directors who want to serve pet families now have an opportunity to serve or explore the pet market with the same high quality products that they offer in their primary market."

Stop by ICCFA booths 801 and 803 to see the Natural Legacy line of woolen caskets and the new Pets Remembered series. For more information, call 877-421-4242 or visit www.hainsworthusa.com.

Lundgren launches new Collections



The Blue Sky Collection by Timothy Foss



The Fir Heart Collection by Arne Pihl

SEATTLE, WA— Lundgren Monuments is proud to announce the launch of new urn collections by artists **Arne Pihl** and **Timothy Foss**. These exclusive collections represent a growing and exciting alliance between the art community and death care, bringing a higher level of craftsmanship, design and individuality to current offerings in urns and memorials. Lundgren Monuments boutique

specializes in connecting the contemporary artist to all aspects of memorialization, and these two new collections are dynamic additions to the current offerings.

Please visit the boutique at 1011 Boren Avenue in Seattle to see these beautiful works in person. Visit the website at www.lundgren-monuments.com or call toll free 1-800-205-9055 to learn more. If you can dream it, we can build it.

Wilbert announces Introduction of New Sales Collateral



"Memorialization Choices" Catalog Believed First in Funeral Service

BROADVIEW, IL— Wilbert Funeral Services, Inc. announced recently the availability of a new consumer-focused catalog that discusses the purpose of memorialization items as well as showcases a selection of these keepsakes. The 16 page catalog presents "stories" from families on how these keepsakes have become meaningful remembrances of their loved ones.

"Our research with consumers has clearly indicated a need for more information on the concept of the memorialization items and how these keepsakes can best be incorporated into the grieving process after the funeral has taken place", stated **Joe Weigel**, VP of Sales and Marketing for Wilbert. "Further, this research uncovered a clear desire by families to learn more from funeral directors about ways to hold on to the special memories of their loved ones regardless of whether cremation or burial is chosen as the means of final disposition."

"Wilbert's Memorialization Choices product line addresses this consumer gap and allows funeral homes to be the information channel for memorialization," Weigel added. "The catalog presents these memorial selections, which are designed to create a lasting connection to the past while preserving loving memories for the future."

The catalog showcases memorialization jewelry, memorial prints and other unique selections. Funeral homes can get more information about the catalog by contacting their Wilbert licensee or by emailing moreinfo@wilbertonline.com.

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation-related products and services to North American funeral homes. From its offices in Broadview, the company licenses the right to manufacture burial vaults under the Wilbert trademark to a network of over 200 licensees and sub-licensees throughout North America.

Passages International, Inc. announces redesigned Web Site and new Catalog for 2011



ALBUQUERQUE, NM— As Passages International enters its 12th year of business as the recognized global leader for earth-friendly funeral merchandise, they remain dedicated to serving customers and their families with cutting-edge products designed to meet a growing demand for biodegradable, eco-friendly and non-traditional merchandise. Due to an increase in consumer demand and growing customer base, Passages International has experienced increasing sales revenue each year since 1999.

The new catalog includes several new product lines, detailed images and is arranged to make it easy for funeral directors to present these options to interested families.

"The immense growth of our customer base is attributed not only to demand by families but by the high quality of products and level of service that our team is able to provide," says **Darren Crouch**, president of Passages International. "We take pride in what we do and want to make

it as easy as possible for funeral homes and cemeteries to offer eco-friendly alternatives to families. The redesign of our web site and printed catalog makes it easier for visitors to navigate through the product lines and for funeral professionals to market profitable green merchandise to their community."

As part of an on-going effort to provide funeral professionals with up-to-date product information, wholesale prices and special offers, highlights to www.passagesinternational.com include:

- Detailed product information
- On-line catalog that can be viewed by families during an arrangements conference
- Ideas on how to create a merchandising display
- Enhanced marketing features, including product sheet and catalog download
- Easy navigation to aGreenerFuneral.org and Partner Provider program for funeral professionals
- Easy navigation for consumers to locate a near-by Partner Provider of Passages' products
- New products and special offers updated frequently

Visit often, there's more to come. While on the web site, be sure to add your email address to the database so you will receive periodic notice of special offers and company news.

Passages International, Inc. is the largest supplier of green and eco-friendly funeral products. Since 1999, it has led the funeral industry with innovative and environmentally-friendly urns, caskets and memorial products. Passages provides urns for water and earth burial as well as for scattering. The eco-friendly, woven caskets are used for cremation or burial and are available for adults, children and infants.

For more information on Passages' biodegradable products and to see photos of all products, visit www.PassagesInternational.com, email amwehr@passagesinternational.com, or call (888) 480-6400.

The Last Quilt Company, LLC is Awarded a Patent



The Newly Patented Walkabout Dressing Table Skirt

DERRY, NH— The Last Quilt Company has just been awarded a Patent by the U.S. Patent Office for the *Walkabout™ Dressing Table Skirt*, U.S. Patent #7,823,519.

Perfect for use during an identification viewing, the *Walkabout™* covers the table top and all four sides without having to attach anything to the table.

The weight of the deceased keeps the skirt in place.

The *Walkabout™* is designed to allow the skirt to be placed on the dressing table without having to move the deceased off the table. The *Walkabout™* is made in an array of colors to match any funeral home décor and also matches many choices of coverlets, quilts, and pillow cases.

The *Walkabout™* is made

of 100% polyester for easy care. It is machine washable or dry cleanable and, as always, proudly Manufactured in the U.S.A.

For more information please contact The Last Quilt Company, LLC by phone 603-887-5411, email Marty@lastquilt.com or visit www.lastquilt.com for the latest information or to get a free catalog.

Glass Art on Granite from Everlasting Granite Memorial



Couple's Portrait in Glass Art

ELBERTON, GA— Everlasting Granite Memorial Co. is introducing a unique choice for imaging pictures, emblems, scenes and lettering on any color of granite. The process is called *Glass Art*.

State-of-the-art laser technology is used to "tattoo" the pigment into the granite. *Glass Art* encapsulates the images into a "glass" envelope, protecting them against the elements to last indefinitely. Atlas Testing Laboratories confirm no other process known that has the lifespan of *Glass Art*.



US Marines Glass Art

Glass Art was specifically designed for Everlasting Blue granite which is commonly called Georgia Grey. *Glass Art* can be imaged on polished, steeled or sawn surfaces. Under certain conditions, it may also be used on flamed surfaces.

For years images have been diamond etched or laser etched on black granite. Customers interested in personalized memorials are no longer limited to more expensive black granite due to the advanced laser technology of *Glass Art*.

For more information, call 800-554-8407.

Legrand Wilbert presents Grant to Children's Hospital Los Angeles



(L to R) Children's Hospital Los Angeles Senior Associate Director of Foundation Giving Lynn Weiner; Children's Bibliotherapist and Literally Healing Program Director Claire Austin, BS, Mphil; and Rev. Dagmar Grefe, Ph.D., manager, Department of Spiritual Care and Clinical Pastoral Education, Legrand Wilbert's Chan Hunt and René Arellano.

LOS ANGELES, CA— The Wilbert Foundation and Legrand Wilbert, LLC have awarded a \$7,800 grant to Children's Hospital Los Angeles. The check was presented on January 18 by Legrand Wilbert's **Chan Hunt**.

Children's Hospital Los Angeles will use the funds to print a bilingual version of *Water Bugs and Dragonflies: Explaining Death to Young Children*. The book presents death as the gentle metaphor of a water bug turning into a dragonfly that will not remain in a pond but rather transcend into a new life of limitless freedom. The story helps children adapt to the loss of a loved one as they consider how their sibling, like the water bug, is entering a greater form of existence.

The grant funds will also allow the printing of a year's supply of bereavement cards that are sent to families whose child has died in the hospital. Each card is typically signed and personalized by the chaplain who had been caring for the family.

Formed by **Wilbert Funeral Services, Inc.** in September 2002, the Wilbert Foundation provides crucial funds and resources for children and their families coping with the trauma

of grief, death, or preparation for surgery.

By the close of 2011, the foundation will have distributed \$535,000 in total grants, including funds for the country's most comprehensive training program for pediatric chaplains. The Wilbert Foundation remains diligent in its journey to build an endowment fund of \$1,000,000. It has also given a total of 2,750 teddy bears to grieving children at 86 hospitals.

A family-owned business for more than 100 years, Legrand Wilbert, LLC provides the nationally recognized line of Wilbert burial vaults, cremation urns, and urn vaults to Southern California funeral homes and cemeteries. Legrand Wilbert also offers on-site training on business-relevant topics such as customization and personalization; sales tracking; and the most effective use of merchandising displays and materials. Legrand Wilbert is available for service and delivery six days a week. For more information, please call (323) 268-5168 or e-mail sales@legrandwilbert.com.

To learn more about the Wilbert Foundation, please call **Terry Whitlock** at 1-888-WILBERT.

Windsong Memorials introduces Cremation Ash Memorials for Heroes



US Army Memorial



Fire Fighter's Memorial

CUMBERLAND, RI— Windsong Memorials, the innovative design company of the Eternal Cross, and featured in the July 2010 issue of *Funeral Home and Cemetery News*, has introduced a memorial product line honoring Police, Fire, and Military heroes. "We're using the same process designed for the Eternal Cross of transforming cremains into decorative artwork in the image of a police shield, fire department symbol, and several United States Military symbols (Air Force, Army, Marines, and Navy). Our unique memorials can be hung on the wall, placed on a shelf, or set in the garden to serve as constant reminders of your departed loved one," said **Alex Lynch**, founder of Windsong Memorials.

The idea of expanding their memorial offerings to include these products was based on specific customer requests made around September 11, 2010, the nine-year anniversary of the terrorist attacks.

Each memorial is hand-made by a skilled artist located in Rhode Island. Great care is taken in handling the cremains during the design process. The memorials range in size from 9 to 13 inches and vary in shape. The memorials can be custom painted based on the client's needs. Windsong Memorials will engrave the deceased's name date of birth and date of death on the back. All



Painted Police Shield Memorial

memorials are treated with a moisture barrier and delivered with mounting screws and picture-wire for hanging.

For further information on the new memorials, contact Alex Lynch at Windsong Memorials, 401-578-8645 or email at info@windsong-memorials.com. You can also visit their web site at www.windsong-memorials.com.

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Aurora Casket Offers Training for Changing Industry

Leading casket company announces 2011 Lifetimes training series

AURORA, IN— The nation's largest privately owned casket manufacturer, **Aurora Casket Company**, announces the 2011 dates for its Lifetimes training series. This program is designed to help funeral directors manage the many influences on their arrangement conference while creating funerals and memorial services that truly satisfy families.

The training series covers many topics including how to address the concerns of multiple generations, indecisive families, and tension filled situations. Aurora Casket will host the workshops at its Marketing and Sales Center in Aurora, IN on March 23, May 25, July

20 and September 21.

"When I attended Lifetimes I learned that thinking creatively and sharing insights with others is always beneficial; to the families we serve, my business and to the people who attend," **Parrott & Wood Chapel of Memories** Funeral Director **Paul Smith** said. "The series also reinforced that spending more time with clients equals a higher level of satisfaction, superb memorialization and dollars to the bottom line in the long run."

Aurora created the Lifetimes training series to equip funeral service professionals with new skills through a combination of



Lacy Robinson

lecture, discussion and skill practice in a relaxed supportive environment. Participants leave with custom solutions that fit the unique concerns of their firm.

"One of the great things about Lifetimes is that it's constantly evolving to reflect the challenging needs of funeral directors but the focus remains on our families and how we can better meet their wishes." Aurora Casket Senior Professional Development Trainer and Lifetimes facilitator **Lacy Robinson**, CSFP said.

Interested parties and individuals may learn more by calling Aurora at (800) 457-1111 or online at www.auroracasket.com.

Aurora Casket is the largest family-owned funeral supplier in America. Founded in 1890, the company operates five manufacturing facilities in the U.S. and Canada, and provides a full range of burial, cremation, and technology products to funeral home clients across America. Aurora is a fifth-generation family business, owned and operated by the Barrott and Backman families. For more information, visit www.auroracasket.com.

New Prep Room Design Brochure available from Duncan Stuart Todd

INCLINE VILLAGE, NV— **Duncan Stuart Todd, Ltd.** announces the publication of a new brochure for their *Premier Source Design* program. Premier Source combines architectural design with a complement of OSHA compliant equipment for the preparation room.



The brochure depicts an LEV device, which is recommended by NFDA for the purpose of exhausting formaldehyde vapors from the embalmer's breathing zone.

available free by calling 877-832-6898 or email info@dstlimited.com. The brochure is also posted on the website, www.dstlimited.com/design.

NRJ adds Mortuary-Sandbag Arm Positioners



ROYAL OAK, MI— **NRJ, LLC** has announced a new addition to its product line, *Mortuary-Sandbag Arm Positioners* or "M.A.P.'s".

Challenging cases such as rigor arms, spider fin-

gers and ship-ins can now be easily treated thanks to the new M.A.P. system. M.A.P.'s are made from a durable/chemical OSHA-friendly fabric. The material is flexible and supple so it

can handle a variety of cases effectively. M.A.P.'s can be used immediately following preparation or after dressing and casketing.

The M.A.P. system has been designed by **Ron Novak**, an embalmer with 28 years of experience. His design has been tested on hundreds of cases with excellent results. Ron says, "M.A.P.'s also work great on swollen necks and hands." Each set of M.A.P.'s also includes a easy to follow instruction guide. To order M.A.P.'s or find out about their other products simply go to www.graveyardgift.com or call 248-577-9975 (M-F, 9-5pm E.S.T.)



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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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2000 Cadillac Superior Coach.....	Cash Ext/Neut Int.....	40,000 mi
1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int.....	52,000 mi
1997 Cadillac M&M Coach.....	Wht/Wht Ext/Burg Int.....	71,000 mi
1996 Cadillac Eagle Coach.....	Blk/Blk Ext/Blue Int.....	69,000 mi
1992 Cadillac Federal Coach.....	Wht/Wht Ext/Blue Int.....	24,000 mi

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2003 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int.....	48,000 mi
2002 Cadillac M&M 5-Door 90" Limo.....	Blk Ext/Blk Int.....	59,000 mi
1999 Cadillac Eureka 6-Door Limo.....	Wht/Wht Ext/Blue Int.....	39,000 mi
1996 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int.....	78,500 mi



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- '06 Federal Hearse, Silver, Miles in the 30K's **\$51,500***
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- (3) '05 Raised Roof Limos, 47", Black..... ~~\$32,900* ea~~
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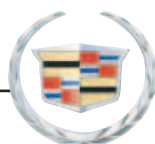
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Hearse/Limousines 8

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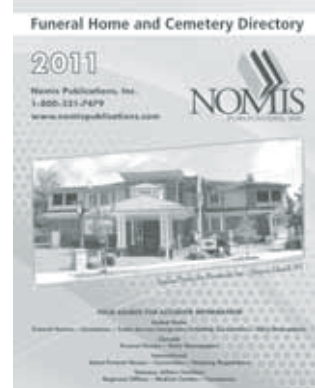
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(2) 2009 CADILLAC S&S MEDALIST W/25,100 MILES BLACK EXTERIOR & TAN INTERIOR



(3) 2008 CADILLAC S&S MEDALIST W/27,100 MILES BLACK EXTERIOR & BLACK INTERIOR



2008 CADILLAC S&S MEDALIST W/26,227 MILES SILVER EXTERIOR & BLACK INTERIOR



2007 LINCOLN S&S MAJESTIC W/29,227 MILES BLACK EXTERIOR & BLACK INTERIOR

NOT PICTURED

2005 CADILLAC S&S MEDALIST W/36,349 MILES, SILVER BODY, BLACK TOP
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(5) 2008 CADILLAC S&S 47" 6-DOOR LIMO W/27,000 MILES BLACK EXTERIOR & BLACK INTERIOR, 3" EXECUTIVE TOP



2007 CADILLAC LCW 90" 5-DOOR LIMO W/39,408 MILES SILVER EXTERIOR & BLACK INTERIOR



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 2004 Eureka Cadillac, 47" 6-dr, black, Sharp!
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 2000 Eagle Kingsley, black, clean, Priced to Sell.
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