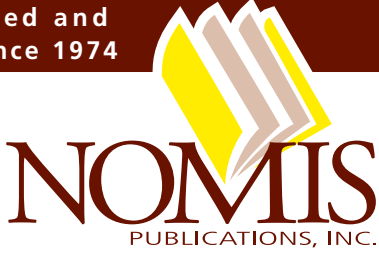


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FUNERAL HOME & CEMETERY

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APRIL
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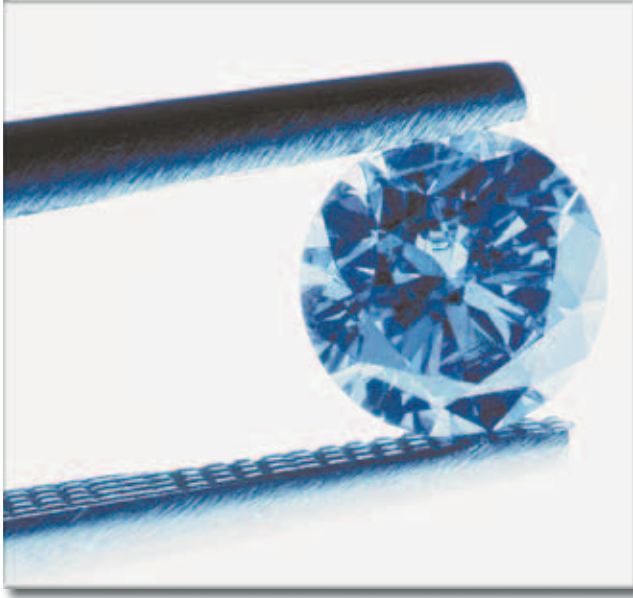
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From Ash to Diamond: The Algordanza Story

HOUSTON, TX— *Joy Nix* of Austin, TX, lost her father in 2005. She was always very close to her daddy and after he passed there was that void she couldn't get over.

"We liked to say we were like two peas in a pod," said Joy. "But after he passed, I



lost my pod-mate." After contacting **Algordanza**, she learned of a new process where she can have a real diamond completely made from her father's ashes. "I think he would think it's really cool," Joy said. "He was very into being creative."

Algordanza extracts the carbon from the ashes, and using a "High Pressure and High Temperature" process they are able to crystallize the carbon into a real diamond that can pass any test given to any "store-bought" diamond. Now she has his diamond being placed in her engagement ring; even though he's not here anymore, he can still walk her down the aisle just like every father dreams of doing for his little girl.



Beautiful Algordanza Diamonds

Algordanza has made miracles like this for families all around the world. Joy mentions what every parent wants to do for their children, "Now I can have him with me

through all of my life experiences."

For more information on Algordanza USA call 281-298-6691 or visit www.MyMemorialDiamond.com.

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Sterling Design introduces personalized Cremation Urns



ENGLEWOOD, FL— **Sterling Design** is pleased to introduce its new line of fully personalized cremation urns. The urns are manufactured from 100% acrylic solid surface with a capacity of 230 cubic inches. Larger and smaller units are also available. There are twelve standard appliques, custom designs are also available. E-mail your customer details and photograph and the urn will be on its way within 24 hours of confirmation.

Marble Concepts Inc. was incorporated in 1995 and has been in the commercial and residential countertop

business ever since. After researching many different applications for their products, the owners, **Jim** and **Tina Smith**, decided to offer the funeral industry this exciting new concept. By combining the two technologies of solid surface fabrication and vinyl printing, Sterling Designs takes personalization to a new level.

From their facility in Englewood, the staff designs, fabricates, prints and ships direct to the customer. Not out-sourcing makes Sterling Design responsible for all quality control issues and customer service. Every order is processed correctly and shipped in a timely manner.

For further information visit www.Sterling-Designs.net or call (941)475-2985.

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CALENDAR *of Events*

CONVENTIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Jewish Funeral Directors of America - May 18-20, Montreal, Quebec, Canada. (781)477-9300.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Pennsylvania Cemetery, Crematory & Funl Hm Assoc - Sep 27-29, 2009, Pittsburgh Institute of Mortuary Science,

Pittsburgh, PA. (717)236-9970.

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

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

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

2010

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

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

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

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

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

SEMINARS/MEETINGS

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

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

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

Life Appreciation 2009 Baby Boomer Weekend Intensive Training - Apr 11-12, Boston, MA, Hartford, CT, and Syracuse, NY; Apr 25-26, Ft Lauderdale, FL, Tampa, FL, and Atlanta, GA; May 9-10, Seattle, WA, Los Angeles, CA, and Chicago, IL; May 23-24, Oklahoma City, OK, Kansas City, MO, and Des Moines, IA; Jun 13-14, St Paul, MN, Sioux Falls, SD, and Omaha, NE; Jun 27-28, Denver, CO, Santa Fe, NM, and Salt Lake City, UT. (800)877-8905.

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

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

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

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

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

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

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

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

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

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

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

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

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

2010

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

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

Matthews introduces Natural Choice™ Collection of Earth-Friendly Caskets



Greenbrier is one of six models in the Natural Choice™ Collection.

PITTSBURGH, PA— Matthews Casket Division is pleased to introduce the *Natural Choice™ Collection*, an earth-friendly line of caskets for the environmentally conscious consumer.

Inspired by the natural splendor of the Appalachian Trail, the Natural Choice Collection features six caskets of varying price points, hand-crafted by the artisans at the Matthews hardwood plant in York, PA. Each casket is built of a renewable Northeastern wood species and contains no metal parts. Only organic polymer matrix fasteners and glues are used in construction, as well as biodegradable finishes free of formaldehyde and hazardous metals. In addition, the Natural Choice collection has earned the seal of approval from the *Green Burial Council™* an organization dedicated to making burial sustainable for the planet, meaningful for families, and economically viable for the provider.

Thomas Pontone, Matthews Casket Division Senior Vice President stated, "More than ever before, people are concerned with reducing their impact on the environment after their death. The Natural Choice Collection is an excellent choice for those wanting a traditional-style burial in a green cemetery." Mr. Pontone further commented, "We're pleased to have earned the approval of the Green Burial Council, which is the assurance of harmony between one's final resting place and the natural environment."

Joe Sehee, executive director of the Green Burial Council, added, "Matthews is to be commended for becoming the first major casket company to develop a product line for the growing number of Americans seeking more eco-friendly end-of-life rituals. We hope others will follow their lead."

For over a century and a half, **Matthews International** has been a leader in memorialization products and funeral industry services. The Matthews Casket Division, comprised of the brands **York Casket** and **Milso**, specializes in world-class casket manufacturing and distribution, YMS® casket selection room retailing systems and FRC® funeral service merchandise, plus the cutting-edge Matthews IMS™ Integrated Management System. For more information, call 800-223-4964 or visit the Matthews website at www.matw.com.

Homesteaders Partnerpoints® Program celebrates Ten Years and One Million Points

DES MOINES, IA— A record 1,606 Homesteaders-affiliated funeral home owners have qualified to redeem more than one million *PartnerPoints®* in 2009. Homesteaders' exclusive rewards program was conceived ten years ago as a way to offer greater value to loyal funeral home customers who write quality pre-need business with the company.

"PartnerPoints® is truly exceeding our expectations," says **Dean Lambert**, Homesteaders VP-marketing. "Our funeral home customers tell us the program differentiates Homesteaders from other pre-need insurance funding providers and that they enjoy the flexibility to use PartnerPoints® in many ways, including to augment product growth and compensation for their pre-need associates."

This is the first year the annual rewards have totaled one million PartnerPoints®.

Qualifying funeral home owners redeem their earned PartnerPoints® in a variety of ways, including cash, marketing support, travel, gift cards and more. Since the program's inception Homesteaders customers have earned more than 5.6 million PartnerPoints®.

To enroll in the program funeral home owners must sign a Partnership Agreement and meet certain production criteria. For more information contact your Homesteaders account executive or **Theresa Schmidt**, Ancillary Programs Coordinator, at 800-477-3633.

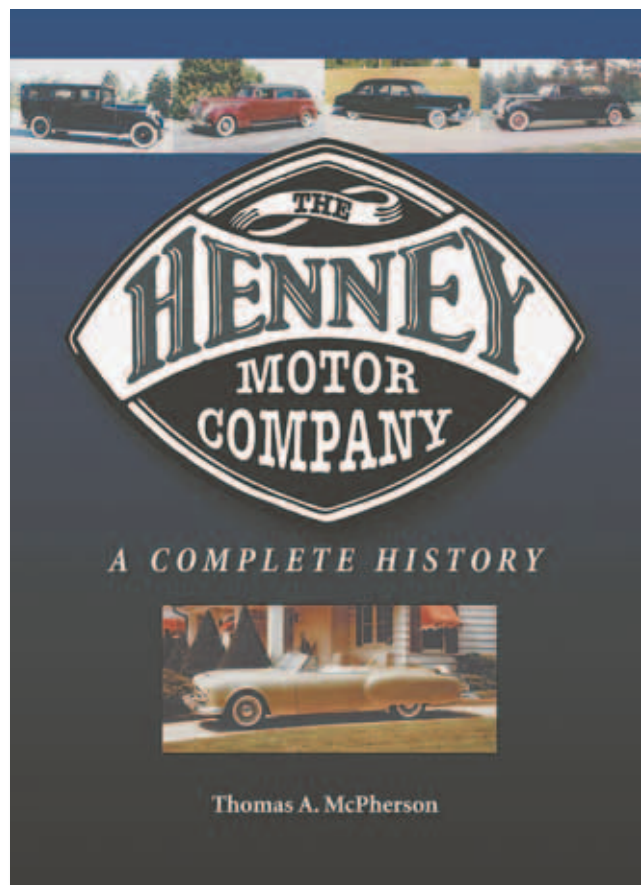
Homesteaders Life Company has a singular commitment to the success of its funeral home customers and to preserving the value of funeral service. Founded in Des Moines in 1906, the company is a national leader in providing funeral insurance funding and support.

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



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The Henney Motor Company: A Complete History is Published



The only definitive book ever published on Henney and its fabled relationship with Packard, *The Henney Motor Company: A Complete History* is also the story of a pioneering American company, its charismatic leaders, wide array of products and the unique segment of the motor industry in which it was a major player.

Thomas A. McPherson's byline is well known to most professional car enthusiasts. Because he has been documenting the history of the professional car industry and its products for many years, he is considered by many to be the leading authority in the field.

A life-long car buff, Mr. McPherson has been collecting automotive literature since the 1950s, has held product information and public relations positions with the Canadian subsidiaries of Fiat/Lancia, DaimlerChrysler, Hyundai and Audi, has co-authored a few books on funeral cars and hearses, as well as self-publishing highly respected and authoritative books on Flxible, Eureka and Superior.

The Henney Motor Company is available at book, hobby, and specialty stores or directly from the publisher by contacting: Iconografix, Inc. Dept. PR, PO Box 446, Hudson, WI 54016. Call 1-800-289-3504 or visit www.enthusiastbooks.com.

HUDSON, WI— Initially assembling its own complete vehicles, Henney mounted its premium-quality hearse and ambulance bodies on such diverse chassis as Essex, Ford, Lincoln, Pontiac, Pierce-Arrow, Oldsmobile, Velie—and at least one Austin.

The harsh economic climate of the 1930s brought Henney and Packard together, Henney hitching its wagon to the Packard star to become the sole American professional car builder authorized to use the prestigious Packard commercial chassis. This exclusive arrangement eventually evolved to a point where—in addition to its famed funeral coaches and ambulances—the Henney Motor Company was also building seven-passenger sedans, limousines and concept cars for Packard as well as special limousines for the White House.

After the Freeport, Illinois plant closed in 1955, the Henney name was resurrected for use on the first modern electric-powered automobile in America—the Henney Kilowatt.

Lawnwood Memorial Park installs Aeon's URNArium System



(L to R) Jim Davies, Aeon, and Judson Caldwell, owner, Lawnwood Memorial Park, with the URNArium.

COVINGTON, GA— Aeon Manufacturing Co., Harbor City, CA recently completed installation of a custom URNArium System at Lawnwood Memorial Park in Covington, GA.

The URNArium system combines a cremation urn and columbarium system into a single shallow depth (3") unit suitable for attachment to indoor and outdoor walls. 12 x 12-inch image panels form the design on the front of the system. An infinite choice of designs and themes are available in full color or laser engraved panels. Lawnwood

selected color glass panels of a churchyard scene by famous artist Thomas Kincaid. A small bronze margin at the bottom of each panel allows for identification and each urn contains 250 cubic inches.

"We designed and patented a very unique product that is targeted to the cremation consumer and also serves as a positive revenue enhancer for the cemeteries in our industry" said Jim Davies, V.P. of sales and marketing development for Aeon. Additional information is available by calling (888) 812-6442 or E-mailing at info@aeonmfg.com.

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By Jason Kellerman



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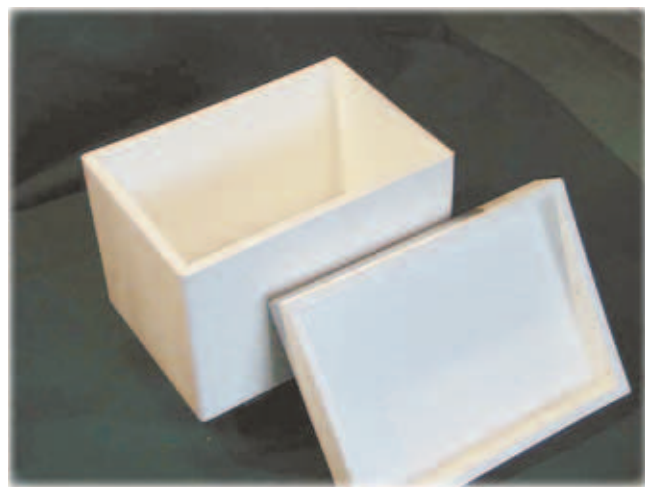


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The Eco-Keep Urn

TIGARD,OR— In this day of environmental consciousness, wouldn't it be great to offer your clients a "green" alternative to what is normally available? **Beitano** has developed an urn and/or vault made from 100% recycled post consumer plastics. For the first time ever, you can offer a stand-alone urn or, in conjunction with partial scattering, an urn burial vault. *Eco-Keeps* are made from 100% American waste materials. Constructed of 1/2" thick sheets of HDPE recycled plastics, this first of its kind uses 6 pounds of post consumer plastics (about 41 milk jugs worth) that could otherwise end up in our landfills.

Eco-Keeps can be personalized by you or loved ones. As depicted, it comes in a blank white form so that one can add, apply, write on or decorate as desired. **Beitano** offers a "blank canvas" so you can create a work of art befitting the one that will occupy the Eco-Keep. Eco-Keeps are economical. Their large capacity, at over 324 cubic inches, allows enough displacement for a

person up to 300 pounds, or possibly two people, at less than the cost of most urns that are smaller.

Eco-Keeps are suitable for human and/or pet cremation remains, and are safe for burial, nook placement or home retention.

Eco-Keeps are also a keepsake storage box. Many of us have keepsakes/mementos such as locks of hair, baby teeth, corsages and other objects that mean so much to us but once we are gone are not appreciated by anyone else and are lost or thrown away. Whether or not you use the Eco-Keep as an urn is entirely up to you. Eco-Keeps will last until you decide and your precious mementos will be kept safe.

Eco-Keeps are vertical load tested and certified to 1,400 pounds per square inch. Failure point was 25,000 pounds per square inch. Eco-Keeps could also be used as vaults to place urns in for burial. Please visit www.beitano.com for further information, pricing and other contact information.

Names Unlimited introduces VETERAN sign for Funeral Coaches



CALEDONIA,OH— **Names Unlimited Corp.** has a new item available for use on funeral coaches. It is a VETERAN sign which can be used in pairs on either side of the coach or individually on the loading door. The sign is heavy duty magnetic vinyl and clear coated to enhance durability and minimize fading. The signs provide an economical way of personalizing the service while honoring those who have served. Visit NamesUnlimitedCorp.com or call (877) 776-6263 for more information.

Mooney-Keehley announces new Customer Satisfaction Tool

ROCHESTER,NY— In an effort to assure their customers of complete satisfaction with their products and services, **Mooney-Keehley** is introducing a new on-line tool called *Open-Line Customer Experience Improvement Tool™* (Open-Line). Mooney-Keehley is the only company in the industry that offers this state-of-the-art satisfaction system.

Open-Line will send you an email "check-in" to make sure that we are meeting your expectations. It's a fast and easy process that funeral directors can use at their convenience and allows us to respond quickly and efficiently to any problems—as well as to any compliments or suggestions—you may have. If you have nothing to tell us, simply ignore or delete the check-in.

Ken Hampson, President of Mooney-Keehley stated "In today's economic environment, it is increasingly important to make sure that you are manufacturing the products and providing the customer service that your customers demand. Open-Line provides us with real time data and feedback to support our programs."

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

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

Under New Ownership, GRN Batesville grows with the Funeral Service Profession

BATESVILLE,IN— **Global Recruiters of Batesville** (www.grnbatesville.com), a recruiting and search firm focused on the funeral service and cemetery professions, was recently purchased by **Mark Jorgensen**, a former Vice President with **The Forethought Group**. Jorgensen brings thirty years of sales, marketing and general management experience to the organization. He succeeded company founder **Steve Lang** who was appointed Executive Vice President at **Homesteaders Life** last year.

"Steve Lang identified a unique way to serve the profession by helping qualified candidates connect with leading providers nationwide," according to Jorgensen. "I'm delighted to return to funeral service and continue to build upon that solid foundation of service for our client firms, both large and small."

Global Recruiters of Batesville utilizes an extensive network of funeral service professionals to identify qualified candidates for client firms. "Unlike staffing firms that simply gather and mail resumes, our search consultants are in touch daily—screening, interviewing and reference checking candidates in order to provide the best talent in the business," says Jorgensen. "This technique, known as "direct sourcing," assures candidates and clients that when they do meet, both parties will be fully informed on the qualifications and job requirements. And it's all managed to maintain confidentiality for all parties."

While Global Recruiters of Batesville specializes in serving the funeral home and cemetery professions, it's a part of the fastest growing professional search network in the United States. With more than 190 independently owned offices in North America and Europe, the affiliation creates opportunity for networking in a wide variety of industries and professions that could also provide outstanding candidates for management.

Search Firm specializes in placing funeral directors and managers for funeral homes and cemeteries throughout North American markets

Grief Books from Funeral Home Lending Libraries and other Grief Literature provide Survivors with Hope

EDINA,MN— A book, booklet or even a brochure about how to deal with the loss of a loved one is a literal lifeline to someone who is dealing with grief. Funeral directors often see these components as part and parcel of the grieving process—a tangible element in the often difficult, personal grief journey and a way that funeral directors can show their concern about how friends and family manage their grief.

Some bereavement professionals feel that the funeral home lending library is the traditional approach to providing grieving family members with some kind of support following the funeral. They see more progressive funeral homes utilizing elaborate "after-care" programs with scheduled mailings to the grieving family members with special telephone hotlines available from third-party companies. There are also programs that provide grieving survivors with password-protected access to grief information on the Internet that can be downloaded.

But many funeral directors are opting for quick-read, little booklets that provide basic information about grief resolution and/or support. Because these booklets are so inexpensive, they can be made available free to attendees at viewings or funerals.

Two the booklets most often ordered by funeral directors from **Grief Resources Catalog** (www.griefresourcescatalog.com) are "It's OK. A Journey through Grief" by **Steve Mitchell** (who is a funeral director) and **Gale Massey's** "Grief... reminders of healing." Both of these booklets and more than 50 other books, booklets and DVDs about grief are now available.

For additional information or a free, printed catalog or to order materials, contact Grief Resources Catalog on the Internet at www.griefresourcescatalog.com. Write to Grief Resources Catalog at 5021 Vernon Avenue, #209, Edina, MN 55436. Call or fax **Dennis Williams** at (952) 922-3469. E-mail: williams@griefresourcescatalog.com.

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 <small>2004 Eagle Cadillac Ultimate Hearse white diamond, black top, gray leather</small>	 <small>2001 Eagle Cadillac Ultimate Hearse white, white top, black leather</small>	 <small>2006 Eagle Cadillac Ultimate Elite Hearse w/table academy gray, black top, blue leather</small>	 <small>2002 Eagle Cadillac Ultimate Hearse black, black top, blue leather, exterior chrome package</small>
 <small>2003 Eagle Cadillac Ultimate Hearse dark blue, dark blue top, blue leather, stainless band</small>	 <small>1998 S & S Cadillac Victoria Hearse dark blue, dark blue top, blue leather</small>	 <small>2007 Eagle Chrysler T & C Touring Funeral Van white, white top, gray cloth</small>	 <small>SEVERAL TO CHOOSE FROM! CLEARANCE PRICED!</small>

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Trigard Enhances its own Marketing Muscle hiring Angel Jett

DANVILLE, IL— Trigard welcomes their newest member, **Angel C. Jett** of Danville, to take on the newly added position of Marketing & Graphic Design Specialist. Jett plans to use an inventive and fresh perspective to the already existing marketing department. Trigard marketing is always progressing with new ideas and will use her technical design background to strengthen its foundation and creative methodology to give a strong push forward.

In 2005, Angel achieved a Bachelor of Arts Degree in Graphic Design from Eastern Illinois University in Charleston, Illinois. She considers her most worthy achievements, previous to and outside of Trigard, the ones that are a result of donating her talent and knowledge of marketing and design to churches and local business who can also benefit from this additional graphic design specialists' 'muscle'.



Angel C. Jett

LifeWay unveils next innovation in Digital Music: SongMap™

NASHVILLE, TN— **LifeWay Worship** unveiled the latest innovation in digital music: *SongMap™*, a web-based application that allows users to create custom arrangements of songs and produce corresponding audio files and sheet music. *SongMap™* was developed through the largest known recording project in Nashville history. Nearly 1,000 songs and 8,000 mixes were recorded in just 10 months by over 150 professional musicians, vocalists and engineers.

The technology was unveiled at an inaugural ceremony at LifeWay's corporate headquarters in Nashville, which was attended by Christian and mainstream music industry executives; worship and music ministers; and government and civic leaders.

SongMap™ is the first web-based technology that allows users to choose specific sections of songs: verses, choruses, transitions, and more—in the keys they prefer—and then download sheet music and audio files that correspond to the custom arrangement. The technology was developed specifically to meet the needs of worship leaders who want more flexibility arranging songs for church services. At the same time, *SongMap™* has broader implications throughout the mainstream music world.

"*SongMap* is the first technology that gives users the ability to change songs on the Internet to meet their own tastes," said **Mike Harland**, director of LifeWay Worship. "Some churches need sheet music for a full rock band each week, while others rely solely on accompaniment tracks. We set out to find a way to help these churches create music that suits their congregations. In doing so, we created a new music technology that does what none other has done before."

Three years in development, *SongMap™* was created by a team of software engineers and music industry professionals. It is the signature product of the LifeWay Worship Project, a groundbreaking set of new products that includes hymnals, PowerPoint® presentations, video and audio files, and sheet music.

As part of the project, the LifeWay Worship team gathered a lineup of over 150 professional musicians, vocalists and sound engineers to produce recordings of up to 8 recorded formats of more than 900 of the most loved church songs in just 10 short months. The selection ranges from traditional hymns to contemporary worship songs, as well as standards such as "America the Beautiful." The production team then divided the arrangements into more than 500,000 individual segments. From these segments, the *SongMap™* technology allows users to "map" custom mixes of individual songs.

Though sophisticated on the back end, *SongMap™* was designed for use by anyone with an Internet browser; users simply register free of charge at www.LifeWayWorship.com. Once a song is purchased, the user has immediate access to the corresponding MP3 file and sheet music, and the custom file is stored in the user's online media library for future use.

LifeWay Worship will have over 100 songs available for mapping, and will continue to add "mappability" to its products on an ongoing basis, including new release titles. Registered users will receive regular updates as this occurs.

LifeWay Christian Resources is one of the world's largest providers of Christian products and services. As part of LifeWay's church resources division, LifeWay Worship developed the Worship Project to provide churches of all sizes a unique, cost-effective, holistic package of worship planning tools that includes hymnals, sheet music, accompaniment tracks and videos. For more information on *SongMap™*, and LifeWay-Worship.com, please visit www.LifeWayWorship.com.

"We are very fortunate and excited to have Angel join Trigard's marketing team. She began as the head graphic designer at one of our local funeral homes, and her creativity and talent is just what Trigard needs as we continue to grow," says **Suzanne DeRouchie**, Trigard's Marketing Coordinator.

Angel is exciting and honored to have been given the opportunity to be a part of the Trigard team.

Trigard is a family owned and operated business based in Danville. They have catered to the varying needs of the death care industry since the 1960s. Trigard regularly hosts Trigard University, a program dedicated to assisting dealers and funeral directors by providing the necessary tools to make their firms succeed in today's competitive environment. Trigard believes that by working closely with other death care providers, we enhance our knowledge of the industry and stay a step ahead in today's changing marketplace.

Bass-Mollett expands Urn Line to meet growing needs of Cremation Industry



Bass-Mollett's newly expanded Urn Line

GREENVILLE, IL— **Bass-Mollett** is aware of the growing popularity of cremation and has expanded their product line to fill this need. This newly expanded line includes new affordable premium metal urns and tokens, high quality wooden urns, genuine and cultured marbles, spun around metals, Blooming Biodegradables, cultured onyx, hand painted alloy, cremation jewelry, wooden scattering urns...and much more.

Also included in their urn line, is Bass-Mollett's very own personalized cremation urn computer program. The software pro-

gram is designed to create a personalized cremation urn as a memorial tribute of the deceased for their loved ones. Bass-Mollett continues to introduce software programs to aid in creating the most unique custom personalized funerals, including programs for register books, interiors, prayer cards, service folders, memorial candles, picture frames and more.

For more information about Bass-Mollett's complete line of funeral products call 800-851-4046 or visit our newly updated web site at www.bass-mollett.com.

Quincy Memorials participates in 2009 Monument Industry Show in Indianapolis

QUINCY, MA— **Quincy Memorials** principals **Jeffrey Poirier** of Quincy and **Bryan Poirier** of West Bridgewater recently represented their company at the 2009 Monument Industry Show, held in Indianapolis, IN from January 23 to January 26.

This event is viewed in the industry as the premier North American showcase of mausoleums, monuments, equipment, and more, and attracted thousands of industry representatives from all across the United States. The event included exhibits featuring new products and services, educational seminars, and a chance to meet and work with others in the industry. The event was sponsored by parent organization *Monument Builders of North America* (MBNA) and it was the organization's 100th Annual Meeting.

Jeffrey M. Poirier, Senior Manager at Quincy Memorials, said, "We are committed to providing the latest that our industry has to offer to our customers, and availing ourselves of industry shows such as this one help us to achieve that goal."

Kingston Location Relocates

In other news the Poirier's have announced the relocation of their Kingston office to 1 Tarkiln Road.

The family-owned business, which maintains headquarters in Quincy, MA, has had a presence in Kingston since 1992. Jeffrey Poirier, said that the company's decision to move from its former location at 71 Evergreen Street, Kingston, was based on the need for a larger display area, increased customer needs, and for increased visibility in the community.

"We are pleased to have been a part of the Kingston business community for so many years," said Poirier, adding, "Our new location offers greater convenience, handicap access, and visibility for our customers, and we invite our neighbors in the Kingston area to come by and see our new location."

Quincy Memorials is a leading provider of enduring, beautiful monuments, skill-

fully created to help memorialize a loved one. With locations in Quincy, Kingston and Waltham, Quincy Memorials serves the needs of families in Eastern Massachusetts and beyond. Quincy Memorials has been operated under the ownership of the Poirier family since 1979, when **Yves** and **Donna Poirier** purchased the business. Both Yves and Donna grew up in the granite industry in Barre, VT; and Quincy Memorials traces its roots back to 1950. Today, Yves and Donna are joined in the business by sons Jeffrey and Bryan. The main headquarters for Quincy Memorials is located at 18 Willard Street, Quincy. The company provides monuments, mausoleums, markers, colonial tablets, urns, cemetery lettering, bronze (historic) markers, and more. Quincy Memorials provides a variety of services to assist customers, including a pre-need program. For additional information on Quincy Memorials, please visit their website, www.QuincyMemorials.com, or call 617-471-0250.

Poirier named Sales and Marketing Manager

QUINCY, MA— **Quincy Memorials**, a leading provider of beautiful and enduring monuments, has named **Bryan Poirier** of West Bridgewater to the position of Sales and Marketing Manager for the three-location company. In this role, he will help guide the growing business in its advertising, public relations and community outreach initiatives.

A graduate of Bentley College with a Bachelor's Degree in Marketing, he has been involved with the family-owned business since "as far back as he can remember." He recently joined the company in a fulltime capacity. His recent promotion will signal an expanded role at the company, which has been in the Poirier family since 1979. A former resident of Brockton and Abington, he enjoys many sporting activities including but not limited to basketball, soccer, and tennis.

"This is a fast-changing time in the monument industry," said Poirier, noting, "Our mission is to stay ahead of the changes and do what we can to bring the best products and services to the client. We will continue to reach out to the community and organizations to make them aware of the many unique services and benefits that we offer."

Quincy Memorials is a leading provider of enduring, beautiful monuments, skillfully created to help memorialize a loved one. With locations in Quincy, Kingston and Waltham, Quincy

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Econo~Cremation Container and Oversize Casket are Low-Cost Solutions for Cremations or Burials



Starmark Harmony Deluxe 29" Oversize



Starmark Econo~Cremation Container

RICHMOND, IN— Starmark Funeral Products' consumer research has consistently shown that even families seeking the most economical of cremations appreciate having a dignified and attractive container. If consumers want it, Starmark makes sure that funeral directors can offer it. The new Starmark *Econo~Cremation Container* delivers extra interior width with a smart modesty skirt and leak resistant liner. It is available with or without an interior. Yet, both versions have been enhanced with a two-piece lid that includes the modesty skirt for minimal identification viewings. The upgraded version includes a modest cotton interior that visually completes the background.

According to Starmark President **Gerald Davis**, "Funeral directors rarely feel comfortable charging cremation consumers \$100 or more for a plain cardboard box. Our new Econo~Cremation Container, with or without the cotton interior upgrade, is specifically designed for modest cremation with identification or minimal viewing. Best of all, funeral directors need not feel guilty. This product is perfectly suited to fill this need, aesthetically and economically. The Econo~Cremation Container meets the perception and price point of the consumer while providing value and profitability for the funeral professional."

It has long been a dreaded combination that created headaches for funeral directors—a larger person coupled with a need for an economy burial or cremation. There simply wasn't an affordable product to do the job. Starmark President Gerald Davis has often heard the problem expressed, "Ask a funeral director what the industry needs and a very economical oversize product that can be either cremated or buried will inevitably be mentioned. So we listened to our customers. Our new 29" wide oversize is a low priced, cloth covered product created specifically to fill the void."

The Starmark *Harmony Deluxe 29" Oversize* has an outside dimension of 33.75 inches. It is covered in soft gray flannel with an attractive ivory crepe interior and is constructed of lightweight laminated corrugated fiberboard for maximum strength at minimum empty weight. Convenient swing bar handles make transport easy for either burial or cremations. The Harmony Deluxe 29" Oversize contains no metal and cremates quickly and efficiently—even the fully functional swing bar handles. Yet, the Harmony Deluxe 29" Oversize handles have been tested to over 1250 lb lift capacity, making them safe for burial or cremation. Further product details are available at www.starmarkfp.com or by calling 1-888-366-7335.

Anchor Audio Upgrades One of its Most Popular Sound Systems

TORRANCE, CA— To fill the need for a highly portable, yet powerful, public address and music system in one inclusive package, **Anchor Audio, Inc.**, an industry leader in state-of-the-art audio systems, introduces the *BEACON 7500*, a new, fully-featured sound system within a completely self-contained, durable enclosure that brings hi-fidelity sound quality to any remote location.

An array of eight neodymium speakers and three neo sub-woofers, a 150 watt AC amplifier and mixer, a battery capable of delivering 125 watts, and the ability to accommodate two wireless microphones and a built-in MP3 player rounds out this complete, go-anywhere portable sound system.

"The Beacon 7500 fills the need for a portable public address system, that also plays music and doesn't require an audio engineer to operate," says **Janet Jacobs**, president of Anchor Audio. "With 'plug and play' design, you simply roll it into place, open it up, and start broadcasting high-quality sound with enough power to fill an auditorium or small stadium."

New features and functions make the Beacon 7500 user-friendly and state-of-the-art. The built-in MP3 player accepts multiple files and displays functions as used on an LCD screen all enclosed at the top of the Beacon case for easy viewing while in use.

An LED light alerts user the battery is drained and needs recharging. Three LED lights display battery charge status, and the charging time for completely drained batteries has been reduced to 7 hours. The Beacon 7500 can be used while charging and not interrupt a presentation.

Placing portability first, the BEACON portable PA system resides within a durable, airtight, sealed and lockable enclosure that affords maximum mobility via built-in rollers and a retractable extension handle. The patented case snaps open to reveal an array of eight midrange speakers mounted on an expandable housing that deploys to stand six feet tall, thus eliminating the need for a separate speaker stand.

A built-in amplifier supplies 150 Watts of power on AC, enough to cover a football field with crystal clear sound. The Beacon public address system also includes a 110/220 VAC converter, making it possible to travel the world without worrying about power conversion. The rechargeable, on-board DC battery packs 125 Watts of power for 6-8 hours, providing maximum flexibility for setting up a portable PA system wherever needed.

Two universal input jacks add to the Beacon's capability as a public address system. A "voice over" function can automatically lower the music volume when a microphone is activated, allowing clearer speech projection.



Applications for this portable public address system include: field sporting events, county fairs, outdoor concerts, hotel banquet rooms, a school auditorium, pool side, a rally, the theater, corporate meeting rooms, reception halls, on the steps of city hall, church functions, transit centers, weddings, and even emergency situations such as a shelter or near a disaster area.

For over thirty years Anchor Audio has enjoyed an excellent reputation for manufacturing rugged, versatile and lightweight portable sound systems at an attractive price point. Anchor Audio sound systems are RoHS compliant per worldwide standards.

Prestigious users include the White House, British Parliament, the Hague, all branches of the U.S. military, the Swiss Army, several renowned universities, national and regional parks, and major resort hotels including the Hotel D'Arts.

For more information, you may visit www.anchoraudio.com, call (310) 784-2300 or email sales@anchoraudio.com.



Johnson Consulting Group opens new office in Scottsdale, Arizona



SCOTTSDALE, AZ— Johnson Consulting Group, a Total Solutions Company and market leader, is proud to announce the opening of their offices in Scottsdale, Arizona. Record organic and acquisitive growth over the past two years has necessitated the move to support the company's growth, expanded product offerings, and market potential and demand.

Tom Johnson, Chairman, commented, "We believe in reinvesting in our businesses with state-of-the-art technology, innovative business solutions and modern facilities. Our most important and valued asset is what walks through our front doors every day."

"They are our valued associates and our clients," he continued. "Our team has empathy for our Clients' needs, they



Tom Johnson



Jake Johnson

are highly educated, experienced, and several are licensed funeral directors that have the practical experience."

Jake Johnson, President, commented, "We are privileged to serve all sizes of businesses in the funeral and cemetery industry. Our goal is to listen first to our client's needs and then respond with solutions that are crafted and customized to meet and exceed their expectations. We also pride ourselves and are deeply committed to offering all of our services at very competitive prices."

The Johnson Consulting Group would like to extend a personal and open invitation to visit us if your plans call for you to be in the Scottsdale area. For more information, visit the website and sign up for a free newsletter at www.johnsonconsulting.com, or call 888-250-7747.

Memory Pendants® Keepsake Jewelry offers Timeless Way to remember Loved Ones



Opal Style Ash or Lock of Hair Keepsake

EVERETT, WA— **L. Huffman Studios**, an artist owned and family operated business, offers a timeless way to remember loved ones who have passed on with their line of *Memory Pendants®* keepsake jewelry. Memory Pendants® are handcrafted out of colorful dichroic glass and can be customized to securely hold memorial ashes, a precious lock of hair, or both. Works of art in and of themselves, they are a discreet and elegant way to memorialize relatives, friends and cherished pets.

With a keepsake of their loved one close at hand, the bereaved experiences a sense of comfort and peace through the grieving process. As beautiful as they are meaningful, Memory Pendants® keepsakes are all one-of-a-kind and come complete with a certificate of authenticity.

Made of fused dichroic glass which reflects a vibrant and lively array of colors, Memory Pendants® come in a variety of styles—many of which incorporate sterling silver. Customers select the colors to be used in their piece and decide whether or not they would like the ash and/or hair keepsakes to be made visible.

In addition to the lock of hair or ash keepsake, which is worn around the neck non-wearable keepsakes include: Worry Stone,



Dichroic Glass Square, Non-Visible Style

Hanging Memorial, and the Hanging Memorial/Ornament.

Memory Pendants® were first created in 2003 by the artist behind L. Huffman Studios, **Linda Huffman**, after the passing of her cherished dog *Daisy*. Linda decided to create herself a wearable keepsake incorporating *Daisy's* memorial ashes as a source of comfort during that difficult time. Since 2003, over 1,200 pendants have been uniquely crafted with care. It is Linda's first-hand understanding of the grieving process that makes her so sensitive and compassionate to her customer's needs.

Many satisfied customers are taking comfort in the peace of mind that Memory Pendants® bring them:

"I just want to take another minute to tell you how much I appreciate all you have done. This being such an emotional issue, you could not have been more caring, sensitive and thoughtful. And your responsiveness and friendliness have really made this whole process such a warm experience. In corresponding with you, it is so clear to me that you truly respect your customers' situation and handle it with the full understanding of what your precious jewelry means to each and every one of them. For this, my family and I cannot thank



Dichroic Glass Worry Stone, Visible Style

you enough," said Nancy in Colorado.

We received the sample and information in the mail today. Wow, am I impressed! I was surprised; the pendant is truly amazing. We like it so much that we are placing the product on the floor. It's a pleasure to work with you," according to **Monarch Society, Inc.**, Denver, CO.

"Mrs. Smith came and picked up the pendant the other day. She (along with the three of us) absolutely loved it. She told me that the past week had been a very hard one on her but when my call came in that the piece was here she felt a sense of relief come over her. We all think that it turned out beautifully and were very impressed by the craftsmanship. I am sure that she is going to get many compliments on it. It really was a perfect tribute. Thank you again for everything. We were impressed by your sensitivity, professionalism and felt comfortable with the ease of working with you," wrote **Jill Sherman, Frurip-May Funeral Home**, LaGrange, IN.

Linda Huffman's work has earned her international acclaim as an artist. Her oil paintings have been exhibited across six continents. She



Dichroic Glass Rectangle, Non-Visible Style

has been represented with Simic Galleries in California and the QE II Gallery and Museum in Maui and London, England. For the past five years, she has been listed in Marquis "Who's Who in America", "Who's Who in the World" and "Who's Who of American Women." The most meaningful accolades, however, are the testimonials provided by customers of her Memory Pendants® keepsakes.

For additional information, contact **Charles Huffman** at chuck@huffmanstudios.com or visit <http://www.memorypendants.com>.

L. Huffman Studios is a small, family-owned and operated business. Established in 1992, the studio stands behind every Memory Pendant® created with a total commitment to quality and the highest possible level of customer service. Linda Huffman, the artist and owner of L. Huffman Studios, is one of the first few glass artists in the country to design and create fused dichroic glass cremation pendants. Driven by a sincere desire to offer a quality and unique memorial, each piece is crafted with a high degree of sympathy and respect for the customer.

Wilbert recognizes Top Sales Performers at Annual Conference

BROADVIEW, IL— **Wilbert Funeral Services, Inc.** honored the top sales performers in its licensee network during the company's annual sales meeting held recently in Chicago, IL. Vice President of Marketing **Joe Weigel** hosted the awards banquet which took place during the final evening of the conference.

"Every Wilbert Licensee organization and every sales representative who works there is a top performer," commented Weigel. "But the organizations and the individuals we are honoring tonight have set the standard for the rest of our network."

The following awards were presented during the Awards Night ceremonies: Sales Rookie of the Year was given to **Matt Stewart** of **Suhor Industries** in Oklahoma City. Outstanding Sales Awards for Licensee or-

ganizations were given to **Arnold Wilbert** of Goldsboro, NC; **Bickes, Inc.** of Decatur, IL and **Yates Wilbert Vault Company** of Charlotte, NC. Outstanding Sales for Licensee organizations in the Cremation segment were awarded to **Legrand Wilbert** of Los Angeles, CA; **Elm Cap Industries** of West Hartford, CT and **Christy Vault Company** of Colma, CA.

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 and distribute cremation products under the Wilbert trademark to a network of over 200 licensees and sub-licensees throughout North America.

Matt Stewart Presented Wilbert's Rookie of the Year Award

F.A.C. Marketing hires new Account Executive

BURLINGTON, IA— **F.A.C. Marketing** is proud to announce the addition of **Derek Baker** as Account Executive.

With 15 years experience owning and operating his own businesses, Baker possesses a wealth of marketing and business experience. His background encompasses many avenues of marketing including extensive knowledge in ecommerce and online advertising.

"Marketing has always been a passion of mine,"

Baker said. "This position allows me to work closely with clients and truly understand their needs. I'm a firm believer in personal relationship building and permission marketing. I am looking forward to getting to know our clients and helping them find marketing solutions that meet their needs."

"Derek has a unique understanding of our clients," said **Mindy Kraus**, Business Manager and Creative Director of F.A.C. Mar-

keting. "As a past business owner himself, he is able to identify with our clients, most of whom are locally owned and operated funeral homes."

The growing staff at F.A.C. Marketing is a testament to the dedication of their parent company, **Woodward Communications, Inc.**, to keep the business growing. With the recent addition of a Junior Graphic Designer and now with the Account Executive position filled, F.A.C. continues to grow

Deaton-Kennedy announces Partnership with artist Lena Liu

JOLIET, IL— **Deaton Kennedy**, North America's premier bereavement stationery provider is pleased to announce a partnership with renowned artist, **Lena Liu**. "The wonderfully sensitive art of Lena Liu is both meaningful and moving. It touches our deepest heartfelt emotions. The Deaton-Kennedy Company is honored to be associated with Lena Liu and have the privilege of distributing her work throughout the industry," said **Robert Nobles**, CEO of the Deaton-Kennedy Company.

Lena Liu is an artist of unparalleled popularity. Art lovers around the world enjoy the universal yet personal character of her paintings. Beautiful birds, tranquil landscapes and breathtaking floral and musical still lifes are among her collectors' favorites.

Today, avid collectors of her work enjoy it across various media, including limited-edition prints, porcelain collector plates,

ornaments, figurines, music boxes, sculptures, cards, tapestries, bookmarks and calendars. Lena has achieved recognition at national shows and exhibits. The Collectors' Information Bureau (CIB) honored her as Best Plate Artist of the Year. The National Association of Limited Edition Dealers (NALED) honored her as Artist of the Year. She was named the Canadian Artist of the Year at the Canadian Collectible of the Year Awards. She was also an inaugural inductee into the prestigious Bradford Exchange Plate Artist Hall of Fame.

"I am pleased with the opportunity to work with the Deaton-Kennedy Company," said Lena Liu. "I hope that my work can provide comfort and inspiration to people."

For more information, please contact your Deaton-Kennedy representative or call (800) 435-4068.

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Messenger introduces Earthwise, an Earth-Friendly series of Coordinated Stationery

Funeral Service Insider's Annual Compensation and Casket Surveys is Now Open

Funeral Service & Flower Cars: Photo Archive now available on UndergroundHumor.com

WALL, NJ— *Funeral Service Insider* recently opened its annual compensation and casket surveys, and the publication is asking funeral home owners and funeral directors to take some time to fill them out.

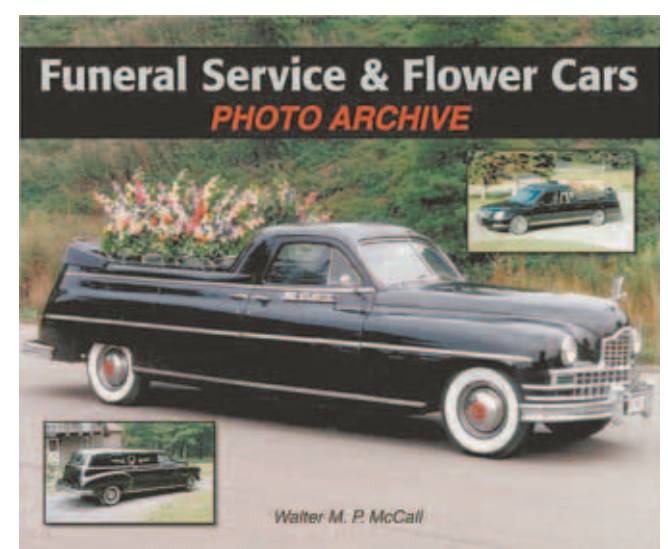
"Our Casket Survey and Compensation Survey issues are two of our most popular issues," said the newsletter's executive editor, **Thomas A. Parmalee**. "Given the downturn in the economy, funeral service professionals are especially interested this year to find out how casket sales and pay levels are being affected. The more responses we get, the better."

While answers from the survey are tabulated to help portray what's going on in funeral service, no one is quoted by name unless they give the editor their permission.

To complete the Annual Compensation Survey, please visit <http://tinyurl.com/dzruo8>.

To complete the Annual Casket Survey, please visit <http://tinyurl.com/8z3vuu>.

To view a sample issue of *Funeral Service Insider* visit www.katesboylston.com/fsi or call 800-500-4585 to subscribe.



WILTON, CT— **UndergroundHumor.com** is pleased to announce that **Walter McCall's** new book, *Funeral Service & Flower Cars: Photo Archive*, is now available in its bookstore.

Throughout history, flowers have accompanied the deceased to their final resting place. At first, flowers were carried in the hearse with the casket, or in a separate carriage. With the advent of the automobile funeral, flowers were transported to the church or cemetery in big touring cars with their tops let down. But in the 1930s an entirely new kind of funeral vehicle—the Flower Car—blossomed in America. Flower cars were built on all makes of chassis, from luxury Packards, Cadillacs, LaSalles and Buicks to Pontiacs and Chevy El Caminos. The only book ever dedicated to these unique professional cars documents the evolution of the flower car from the 1930s to the long, low coupes de fleur still being built today. A bonus feature includes a section on the other workhorse of the funeral home fleet, the Service Car, which transported the deceased from home or hospital to the funeral parlor and hauled caskets and other funeral service paraphernalia to the church or cemetery.

Walter McCall is one of

the most widely known and respected fire apparatus historians and authors in North America. In addition to his highly regarded *American Fire Engines Since 1900*—still considered the "bible" of the old fire engine hobby—Walt McCall has authored ten Iconografix fire apparatus and professional car books including the landmark *Encyclopedia Of American Fire Engine Builders*. Walt served as Editor of *Engine!-Engine!*, the quarterly magazine of the Society for the Preservation and Appreciation of Antique Motor Fire Apparatus in America (SPAAMFAA) for 25 years and edited *The Visiting Fireman*, the annual international directory of fire buffs for nine years. McCall has also written numerous articles for fire service and antique vehicle publications and newsletters in the United States and Canada.

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

The "Digital Ad Display" is a great way to enhance any Funeral Home

HILTON, NY— For a more unique way to display images and photos at a memorial service, the *Digital Ad Display* indoor LCD digital signage by **Digital Imaging Source LLC** is a modern affordable solution. The Digital Ad Display is available in several sizes from 7" and larger to deliver a looped series of high resolution screens, which can contain words, photos and video.

Stationed at a funeral home's entrance, the digital board can direct visitors to the correct parlors. It can be used in the casket room as a silent "salesman" featuring your various offerings and services. The system can also be placed in the parlor with a perpetual slideshow celebrating the deceased's life in pictures.

Available in table top, wall mount and floor standing configurations, the Digital Ad Display can be easily installed in minutes. Using a standard 110V outlet for operation, either configuration can easily be moved within the funeral home depending on the need.

Images and video for the Digital Ad Display are stored on inexpensive, reliable and readily available flash cards. Users simply create JPEG and MPEG content using virtually all imaging/video editing programs on the market. Once their content is created, they simply transfer (drag-and-drop) those files to the flash cards using a standard USB read/write adapter. No custom software is required.

The Digital Ad Display does not require a computer or network to operate. The system is 100% solid-state with no moving parts which allows for quiet ultra reliable operation. Because the system runs of flash cards, it eliminates the maintenance and complexity issues associated with computer hardware, software, networks and operating systems.

For more information, please call 585-305-1257, email sales@digitalimagingsource.com or visit their website at www.digitalimagingsource.com.

Earthwise series of Coordinated Stationery from Messenger

AUBURN, IN— **Messenger Corporation**, the leading funeral stationery supplier in North America, has introduced a new earth-friendly stationery series entitled *Earthwise*. This new line of coordinated stationery features earth-friendly materials throughout its design. The memorial register book cover features woven textured paper with a 100% renewable cotton spine. The paper used for the interior and cards is made from recycled post-consumer fibers and is acid, chlorine and Lignin free. The paper is certified by the Forest Stewardship Council which is devoted to encouraging the responsible management of the world's forests. Natural soy-based inks are also used throughout the series.

"We have had countless requests from funeral directors asking us to create an eco-friendly stationery series" stated **Bob Hoaglund**, VP of Sales and Marketing at Messenger. "While many of the products in our offering feature recycled paper and natural inks, we wanted to develop a product that is more in line with the 'green initiative.'" **Barrie Fleetwood**, Di-

rector of Marketing added, "We have always been known for our quality and we recognized the need to provide an environmentally friendly stationery series without sacrificing the quality and style that our customers have become accustomed to."

The new Earthwise stationery series is complete with three sizes of service folders, acknowledgement cards, prayer cards, two sizes of laminated bookmarks and can be ordered in the popular box set. For more information about this new stationery series, please call Messenger at 1-800-827-5151.

Messenger, headquartered in Auburn, IN, has been in business since 1913 and has grown to be the most innovative manufacturer of funeral stationery products in North America. Among a long list of their innovations include an extensive line of funeral stationery products featuring the art of Thomas Kinkade, known as the "Painter of Light." Messenger also introduced the industry to the Box Set for merchandising and the Stationery Builder Software – a simple-to-use tool for printing Messenger stationery products.



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DEPARTMENT INDEX

Antique Cars/Equipment.....	1
Business Equipment.....	2
Business Opportunities.....	3
Consultation Services.....	4
Funeral Business For Sale.....	5
Funeral Business Wanted.....	6
Hearse/Limousines.....	8
Help Wanted.....	9
Miscellaneous.....	10
Position Wanted.....	12
Wanted to Buy.....	13

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1999 Cadillac 6-Door Limo
1995 Chevy Astro Van, gray
1994 Cad Eureka Coach, blk, 36k mi
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2005 LINCOLN S&S 6-DOOR LIMOUSINE
WHITE EXTERIOR, BLUE INTERIOR W/9,408 MILES



2003 CADILLAC S&S 47" 6-DOOR LIMOUSINE
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2001 LINCOLN S&S 6-DOOR LIMOUSINE
BLACK EXTERIOR, BLACK INTERIOR W/48,305 MILES



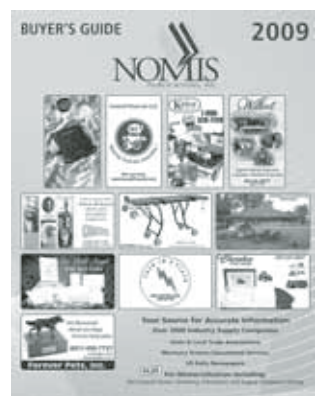
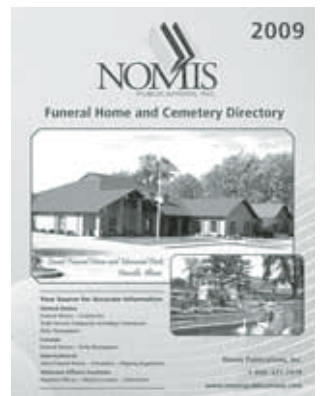
1999 CADILLAC EUREKA 6-DOOR LIMOUSINE
BLACK EXTERIOR, BURGUNDY INTERIOR W/12,400 MILES
NOT PICTURED-BLACK EXT & BLUE INT, ONE OWNER

NOT PICTURED

1999 CADILLAC S&S 6-DR LIMOUSINE, BLK EXT & BLUE INT W/38,420 MILES
1996 CADILLAC 6-DOOR W/FLIP SEAT, SILVER EXT W/33,500 MILES

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Hearses/Limousines Cont'd 8

Help Wanted 9

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- 1999 Eagle Cadillac Ultimate, dark blue.
- 1999 Federal Cadillac Renaissance, silver.
- 1999 Superior Cadillac, 49" 6-dr, black w/black top.
- 1998 S&S Cadillac Masterpiece, Commercial Glass, white, Sharp!
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- 1994 Superior Cadillac Statesman Landau, black.
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2002 CADILLAC S&S 6/47"



1993 CADILLAC S&S MASTERPIECE

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2004 CADILLAC EAGLE FLOWER CAR
 black with gray leather

HEARSES

- 2005**
 Cadillac S&S Hearse blue/blue leather
- 2004**
 Cadillac Eagle Flower Car..... black/gray leather
 Cadillac S&S Hearse blue/black leather
 Lincoln Eagle Hearse (2 in stock).....white/black top/black leather
 Cadillac S&S Victoria blue/blue leather
 Cadillac S&S Victoria black/blue leather
- 2003**
 Lincoln S&S Hearse black/black leather
- 2001**
 Cadillac Eagle Hearse blue/blue leather
- 2000**
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LIMOUSINES

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 Cadillac DaBryan 5-door (2 in stock).....silver/gray top/gray leather
 Cadillac Federal 6-door black/black leather
 Cadillac LCW 24-hour black/black leather
 Cadillac DaBryan 5-door black/black leather
- 2003**
 Cadillac LCW 6-door black/black leather
 Cadillac S&S 6-door white/black top/black leather
 Cadillac S&S 6-door gold/black top/black leather
- 2002**
 Cadillac Federal 6-door blue/blue leather
- 2001**
 Lincoln S&S 24-hour black/blue leather
- 2000**
 Cadillac S&S 6-door blue/blue leather
- 1998**
 Cadillac S&S 6-door white/burgundy leather
- 1997**
 Cadillac S&S 6-door white/blue leather

FIRST CALL

- 2009**
 Chrysler Eagle 1st Call..... silver/black top/gray interior
- 2008**
 Chrysler T&C Van black/gray interior
- 2003**
 Chevy Eagle 1st Call white/gray interior



2004 LINCOLN EAGLE HEARSE
 white with black top and black leather



2004 CADILLAC S&S VICTORIA HEARSE
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2003 CADILLAC S&S 6-DOOR LIMO
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- 1994 Cadillac S&S, Commercial Glass, Blue, Some Rust\$4450
- 1994 Cadillac Federal, White, 119k mls\$3950
- 1994 Cadillac Federal, 71k mls, Navy Blue\$6950
- 1993 Buick Eagle, Navy Blue, 76k mls\$4450
- 1993 Cadillac Superior, Silver, 58k mls\$4450
- 1980 Cadillac S&S, White, 59k mls\$2650

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- 2000 Cadillac Federal, Black, 101k mls, "EDGY"\$8950
- 1999 Cadillac M&M, Black, 54k mls\$6950
- 1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Not Nice\$7500
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Index of Advertisers

Abbott & Hast Publications.....	A39	Judean Delivery LLC.....	A25
Adfinity.....	A16	Judith Roth Studio Collection.....	A48
Air-Flite Containers Inc.....	A34	KEE Funeral Supplies.....	A29
Always On Call Answering Service LLC.....	A30	Kelco Supply Company.....	A15
A-Medi-Legal National Autopsy Service.....	A31	Lim-O-Tec Limousine & Auto Repair.....	B15
American Capital Funding LLC.....	A27	Lindsay Cadillac of Alexandria.....	B19
American Coach Sales.....	B18	Lynch Supply Company Inc.....	A21
American Crematory Equipment Co.....	A45	Madelyn Company Inc.....	A6
American Floor Products Co Inc.....	A17	Mark Thomas Company.....	A16
Association Computer Services.....	A46	Matthews International.....	A11
Baines Professional Vehicles.....	B4	McCord Products Inc.....	A29
Barrier Products LLC.....	A41	Meadow Hill's Thumbies®.....	A45
Bay Memorials.....	A32	Messenger.....	A21
Bennett Funeral Coaches.....	B13	Mooney-Keehley.....	A34
Beta Capital.....	A14	Mortech Mfg.....	A19
B & L Systems Inc.....	A5	Mortuary Financial Services Inc.....	B15
Boardman Printing.....	A38	Mortuary Lift Company.....	A18
Boston Prayer Card Co.....	A18	Mortware.....	A1
Cherokee Casket Company.....	A4	Nadene Cover-Up Cosmetics.....	A39
Church Chair Industries Inc.....	A28	Names Unlimited Corp.....	A32
Church & Chapel Metal Arts.....	A17	Nature's Passage Burial At Sea Service.....	A24
C & J Financial LLC.....	A42	New England Cremation Supply Inc.....	A44
C & L Containers.....	A32	Newman Brothers Inc.....	A34
Colonial Professional Cars Ltd.....	B14	Parks Superior Sales.....	B20
Conaway's.....	B16	Passages International Inc.....	A22
Continental Computer Corp.....	A13	Pittsburgh Inst of Mort Sci.....	A41
Corinthian Catafalques by Mark G Schmidt.....	A36	Precious Memories.....	A24
Cremation Keepsakes.....	A46	Premier Funeral Supply Inc.....	A15
Crematory Manufacturing & Service Inc.....	A9	Prestige Vehicle Corp.....	B3
Custom Air Trays.....	A16	Rainman Umbrellas.....	B1
Custom Column Service.....	B18	Robert P Durant.....	B15
Derma-Pro Mortuary Cosmetics.....	A22	Royal Coachworks.....	B17
DNR Industries Ltd.....	A27	Salam International Inc.....	A7
Duncan Stuart Todd Ltd.....	A28	Simmons Institute of Funeral Service.....	A45
Eagle Coach Company.....	B7	SmartChoice Distribution Inc.....	A23
Eagle's Wings Air.....	A18	Southland Medical Corporation.....	A29
Elegante Brass Company.....	A8	Specialty Hearse & Limo Sales.....	B14
Eternal Light Cross.....	A23	Stakmore Company Inc.....	A3
Ethel Maid.....	A8	Superior Coaches.....	B5
Forever Pets Inc.....	A36, A42	Sure-Guard Medical Products Inc.....	A27
Funeral Directors Assn of Kentucky.....	A20	Taylor Urns.....	A26
Funeral Directors Research.....	A18, A35, A44	T C F Equipment Finance.....	B13
FuneralNet.....	A37	TCT Coach Sales.....	B14
G Burns Corporation.....	A30	Terrybear Urns.....	A38
Guideline Publications Co.....	A6	The Fan Man.....	A30
Hanley Coach Sales.....	B16	The Outlook Group.....	A31
Homesteaders Life Company.....	A31	TiesForYou.com.....	A41
Houston Brothers Inc.....	B17	TreasureLine Urns.....	A4
Inman Shipping Worldwide.....	A26	Trigard Vaults/Liners.....	A10
Int'l Cemetery Cremation & Funeral Association.....	A47	Triple H Company.....	A28
Int'l Memorialization Supply Association.....	A35	Veterans & Family Memorial Care.....	A36
Joe Carney Funeral Supplies.....	A12	Vischer Funeral Supplies Inc.....	B1
Jos Scarano Shipping Service.....	A40	Webcasting Central.....	A38



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