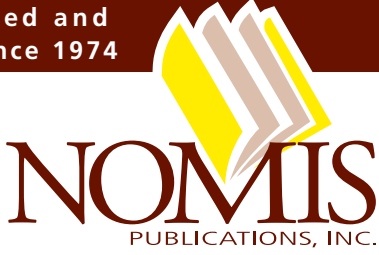


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FUNERAL HOME & CEMETERY

NEWS

SECTION B

MAY
2009

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Eagle Coach used in Multi-National Funeral for African First Lady



The Eagle Echelon Limited Funeral Coach



First Lady Edith Bongo

serving leader, ruling the oil-rich, densely forested Gabon since 1967. He married the eldest daughter of Congo's president—Edith Lucie—in 1990.

Edith Bongo, 45, died on Saturday, March 14th from a long but undisclosed illness in a hospital in Morocco. On Monday morning, **Eagle Coach Company** in Cincinnati got a phone call from officials in the United States representing the government of Gabon. They were looking to

White Echelon funeral coach selected and flown to Africa for ceremony

obtain a white Echelon Limited funeral coach—Eagle's premier vehicle—for the ceremony. Eagle Coach's Atlanta-based dealer, **Shields Southeast Sales**, had a new white Echelon in stock and immediately available.

Following a flurry of money wiring, title transfers and customs procedures, the Echelon coach was driven to the tarmac at Atlanta's Hartsfield Airport and loaded onto a waiting plane by noon on Tuesday. Upon arrival in the small African country, large crowds of mourners wept on the streets of Gabon's capital as the white hearse carried the coffin from the airport to the presidential palace.

GABON, AFRICA— Thousands of mourners gathered in the streets of Gabon to mourn the death of *Edith Lucie Bongo*, first lady of Gabon. Edith Bongo's political clout was profound—she was the eldest daughter of Congo's current President *Denis Sassou Nguesso* and wife of Gabon's President *Omar Bongo Ondimba*. President Bongo Ondimba is Africa's longest-

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"We were all humbled and honored to supply the funeral coach for such a renowned First Lady," **Mike McKiernan**, General Manager of Eagle Coach said. "The Echelon coach is our flagship vehicle, and it was used for its highest calling at Ms. Bongo's funeral service."

Edith Bongo was revered as an advocate, political leader and humanitarian against AIDS, which plagues Ga-

Pinnacle Funeral Supply offers competitive pricing Nationwide

CARMEL, NY— A New York based company, **Pinnacle Funeral Supply** is offering competitive pricing on supplies. As an independently owned and operated company, Pinnacle is able to bypass the "middle man" to offer low pricing. Many of the products can be shipped directly from the manufacturer resulting in quicker delivery and lower costs. The staff at Pinnacle is available 7 days a week from 8am to 10pm Eastern time. For more information call toll free 1-888-688-2788.



The First Lady's Funeral Procession

bon and Congo. Her political status in both Congo and Gabon created one of Africa's strongest ties between the two countries. She was laid to rest in her native Northern Congo with a traditional African burial ceremony.

In the past year, Eagle Coach Company has also supplied funeral coaches for the state funeral of New Zea-

CONTINUED ON PAGE B6

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CALENDAR *of Events*

CONVENTIONS

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, Hotel Vogue, 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.

Virginia Morticians Assoc - Jun 21-24, Williamsburg Marriott, Williamsburg, VA. Exhibits. (804)732-4190.

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.

Independent Funeral Directors of Georgia - Jun 29-30, The Ramada Plaza, Macon, GA. (770)445-3180.

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 29-Oct1, The New Taj, 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.

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

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.

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.

CFA 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.

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

Mt. Ida College and ADEC Online Courses - 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 - 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.

The Academy Training Dates - 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 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, 2010, Marriott Hotel, Charleston, WV. (800)585-2351.

CFA Winter Seminar - Mar 25-27, 2010, Charleston Place Hotel, Charleston, SC. (847)295-6630.

Matthews appoints Newcombe Vice President of Sales & Marketing

PITTSBURGH, PA— Matthews has announced the appointment of **Rob Newcombe** as the Vice President of Sales & Marketing for the Bronze Division. Rob will have direct responsibility for leading all sales, marketing and customer service efforts for the Bronze Division Memorial Business.

Newcombe most recently served as VP Marketing for Electrolux's Home Care Products Division North America.

Prior to that, Newcombe worked for ten years in increasingly responsible sales and marketing positions for Whirlpool Corporation in Canada and the United States and Moosehead Breweries.

Newcombe earned a Bachelor of Commerce degree from Dalhousie University in Halifax, Nova Scotia. Newcombe will be based in Pittsburgh at the NorthShore location.



Rob Newcombe

Judean Delivery offers Customized Web Page

Judean Delivery offers a customized web page for your company's cremation scattering service. The page includes a title, a description of the service, and a certificate of scattering. The certificate is personalized with the decedent's name, location, date and GPS coordinates. The package also includes a small keepsake of earth from the holy site laminated in clear plastic.

SALEM, MA— **Judean Delivery**, a cremation scattering company based in Salem, MA and Jerusalem, Israel that only deals with industry professionals, has added a new service. Now it is possible to add a Judean Delivery web page to your website with your company name on it. The customized page can also be printed out and used as a brochure for the families you serve.

Judean Delivery supplies the customized brochure to the funeral professional. It is extremely simple for any webmaster to add this page under "cremation services" or whichever heading one may desire.

Judean Delivery scatters the cremated remains (one ounce or less) of your family's loved one at the holiest places in Christianity—in the Holy Land. Cremation scattering locations include Jerusalem, Bethlehem, Nazareth, and the Garden of Gethsemane on the Mount of Olives, as well as the Jor-

dan River, the Judean Wilderness, at the Sea of Galilee, and on the Via Dolorosa.

Judean Delivery's scattering service allows the funeral professional to offer choices to the families they serve for a very reasonable cost.

The cremation scattering service includes a personalized certificate of confirmation created in Jerusalem with the decedent's name, the name of the person or family who made the request, location, date and GPS coordinates. This package also comes with a small keepsake of earth from the holy site laminated in clear plastic.

Judean Delivery, LLC is a proud member of International Cemetery, Cremation and Funeral Association the Cremation Association of North America. The staff at Judean Delivery is committed to providing professional dignified services for the cremated remains entrusted to their care. Contact them at www.judeandelivery.com or toll free at 800-260-8124.

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



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The Champion Company introduces ENIGMA Line of Green Ecobalming Chemicals

SPRINGFIELD, OH— The **Champion Company** is proud to announce the introduction of its *ENIGMA Line* of Fourth Generation Ecobalming Chemicals for natural/green burial and ecocremation/disposition. ENIGMA redefines what

embalming is in the 21st Century and allows, for the first time ever, a non-toxic, non-hazardous, safe, and effective alternative to toxic formaldehyde-style embalming.

ENIGMA Ecobalming chemicals, created by The

Champion Company, has received the prestigious **Green Burial Council Seal of Approval** and is certified and approved for use in all natural/green burials and ecocremations and other green dispositions.

The Champion Compa-

ny invites you to accompany them into the new and enlightened future of embalming and the funeral industry. For more information contact The Champion Company at (800) 328-0115 and visit www.enigma-champion.com.

Aurora's New "Green" Casket approved by Green Burial Council



Aurora's Natura "Green" Funeral Casket

AURORA, IN— As funeral directors seek new ways to serve family requests for natural or "green" burial, **Aurora** responds with the new *Natura* "green" funeral casket.

Constructed of natural poplar hardwood without color treatment, the *Natura* is manufactured according to environmentally responsible processes. The interior is lined in 100% natural cotton with an all-natural casket bed, wood hinges, and an exclusive wood locking mechanism.

This product has been reviewed and classified as "approved" by the **Green Burial Council**.

To assist funeral directors who wish to proactively meet the requests for natural burial products and services, **Aurora** sponsored a seminar on April 20 in Las Vegas, in

CONTINUED ON PAGE B6

Messenger earns Facility of the Year Award



Messenger's Sales and Marketing Management Team with their Facility of the Year award. (L to R) Barrie Fleetwood, Nichole Bishop, Heather Garman, Bob Hoaglund, Mike Avon, and Bob Staub.

AUBURN, IN— **Messenger**, a **Norwood Promotional Products** company and the acknowledged leader in funeral stationery products, has earned the "2008 Facility of the Year" award from **Norwood** headquarters located in Indianapolis, IN.

Each year, **Norwood Promotional Products** selects a "Facility of the Year" based on achievements made over the past year including significant sales over the prior year, on-time shipping performance of 99%, zero lost accident days and reduction in inventory levels. "I

am extremely proud of the entire **Messenger** team for earning this amazing distinction for 2008" states **Kevin Keane**, President of **Messenger**. "Even with the uncertain economy, we have worked hard to identify ways to improve upon our performance and ensure

our customers receive quality products in the most effective manner possible."

To receive more information on **Messenger's** full line of funeral stationery products, promotional products and other funeral care products, please call 1-800-827-5151.

Doric introduces Website Redesign



MARSHALL, IL— **Doric® Products** invites you to visit their website at www.doric-vaults.com and check out their new look. The website features a fresh new layout with easy-to-use navigation menus. One of the most important changes you will see is the addition of their **Classic Metal Vault®** line of air-seal products. Click on the **PRODUCT LINES** button and then choose **CMV Vaults** from the secondary list of product lines. You will be presented with images of the full **CMV** line including aluminum, porcelain, galvanized, textured and powder-coated vaults.

The **PRODUCT LINES** button also provides you with photos of their popular line of cremation urns and urn vaults. Among the products featured are the **Executive Series®** of cultured marble urn vaults and matching urns, tailored metal urns, concrete urn vaults, and metal air-seal urn vaults. Personalization has been added on both the vault and cremation lines of products. Scroll through offerings of full-color carapace overlays as well as cut-vinyl appliques.

The **DEALER LOCATOR** tab has been tremendous-

ly improved. It is now easier than ever to locate your **Doric Dealer**. Simply select your state and county from the drop-down menus and a full listing of contact information is provided for the **Doric Dealer** servicing the area. Of course, **Doric** has left several of your favorite features available to you such as the "Decision Book" button that provides resource information for those who are looking for additional information before making their final plans.

"Phase One" of the website update is now complete and **Doric** would like to hear your comments. Please feel free to send an email from the site by clicking on the **CONTACT US** button.

Doric Products Inc. is proud to be involved with their family of manufacturing plants. Each **Doric** licensee is independently inspected and certified by a field inspector of the **National Concrete Burial Vault Association (NCBVA)**. This certification ensures the consistent manufacturing of quality burial vaults that meet or exceed industry standards. **Doric** continues to be the only vault manufacturer that requires this independent audit.

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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>1999 Eagle Cadillac Ultimate Hearse gold firemist, gold top, burgundy leather</small>	 <small>SEVERAL TO CHOOSE FROM! CLEARANCE PRICED!</small>

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David W. Miles named to Homesteaders Board

DES MOINES, IA— **Homesteaders Life Company** announced that **David W. Miles** has been named to its Board of Directors to complete the term of retiring Board member **Bob Hopson**.

David W. Miles currently serves as managing director of The Miles Group, LLC, a private equity investment company. He received his Juris Doctorate from Harvard Law School and holds a Masters of Public Policy from the John F. Kennedy School of Government. Mr. Miles has extensive experience in the financial services industry, including serving as president of Investors Management Group, Ltd., and executive vice president of AMCORE

Financial, Inc., and Principal Mutual Funds.

Mr. Miles presently also serves as president of the Board of Regents, State of Iowa. He and his wife, Loree, live in West Des Moines, IA. His special interests include his two granddaughters, current affairs, education, sustainability, hiking and running.

Homesteaders Life Company (founded 1906) is an insurance company focused solely on funeral insurance funding and support. A market leader associated with more than 3,000 funeral homes and 8,000 licensed agents across the United States. Visit www.homesteaderslife.com for more information.

New Catalog for Duncan Stuart Todd, Ltd.

INCLINE VILLAGE, NV— A new capabilities brochure is available free from **Duncan Stuart Todd, Ltd.**, the Preparation Room Specialists.

The new publication features a section on safety concerns with products especially chosen to protect the embalming room from possible adverse effects of back siphonage and fluctuating water pressure. A majority of the product groups also include new photographs. DST offers the funeral director or owner a combination of products and design services that result in a modern OSHA compliant facility with an emphasis on ventilation.

To receive a brochure and/or learn how the product safeguards can work for you, please call 877-832-6898. You may also visit the web site, dstlimited.com, and click on Contact to leave an email message.

F.A.C. Marketing redesigns Family Issues Newsletter

BURLINGTON, IA— **F.A.C. Marketing** has announced a redesign of their popular *Family Issues* quarterly newsletter.

The agency has offered this soft-sell tool to funeral homes for 15 years. During that time the newsletter has gone through routine changes to keep up with the times. Recently, the agency decided it was time for a new look.

"The newsletter is a soft-sell tool, so it is important to keep it fresh," explained **Mindy Kraus**, Business Manager and Creative Director of F.A.C. Marketing. "It was time to update the look of *Family Issues* to ensure we keep the interest and attention of the families receiving the publication."

Although F.A.C. Marketing provides a complete proof each quarter, funeral homes are still able, and encouraged, to customize their

newsletter by including their own articles, staff bios and information on community activities. Stock articles provided by the agency cover many subjects for seniors including Social Security, Medicare and health tips. A pre-need article is also included in each issue.

In addition to copywriting and design, F.A.C. Marketing also handles all addressing, mailing and list management in-house.

F.A.C. Marketing is a full-service marketing agency. With years of experience and concentration in the funeral industry, the professionals at F.A.C. Marketing are dedicated to providing custom marketing solutions to each individual funeral home. For more information on *Family Issues*, or any of their services, please visit www.facmarketing.com or call 800-800-5809.

SRS Computing partners with aegis™

INDIANAPOLIS, IN— At a time when doing business seems increasingly challenging, two companies have partnered to give their clients in the funeral industry a revenue stream not previously available. **SRS Computing** and **aegis™** have integrated their services so that monument design and order placement can be accomplished with just one click through the SRS software program, *SRS Monument Manager*.

SRS software, created exclusively for management of funeral homes, cemeteries and crematoria, has simplified the process of monument sales by the addition of aegis' *The Design Studio™*. Now when the funeral professionals use the SRS Monument Manager, they can access the aegis design tool to create a custom monument, or choose from an extensive selection of pre-designed samples. Users can then place the order directly with aegis or transfer the design to their own fabrication source. The integration means that there's no additional user input and no separate accounting or duplicate recordkeeping, so the process increases efficiency. The average time from start to order submission is just an hour.

"Until now, many funeral professionals avoided the sale of monuments," notes **Scott Simons**, president of SRS Computing. "We wanted to open up that source of revenue for our clients by providing a process that is not only simple to use but profitable for them, too."

"Using SRS Monument Manager, a user links to aegis' *The Design Studio™* and gains access to thousands of design options, hun-

dreds of granite and bronze products, 3-D monument models and life-like granite colors," says **Rick Kelner**, president of aegis. "Families see their monument right away, in true color and 3-D, so design modifications and approval can be done at once."

The alliance between aegis and SRS is an ideal fit on several levels, according to the companies' principals. "We are extremely pleased to be working with an industry leader such as SRS," affirms Kelner. "They understand their funeral clients' needs and are committed to bringing innovative solutions." Simons shares Kelner's enthusiasm for the partnership. "The aegis design tool is the best on the market," states Simons. "The company's great reputation and unmatched service complement the SRS commitment to the funeral industry."

Since 1999, SRS Computing has been setting the industry standard in custom software applications designed exclusively for management of the funeral home, crematory and cemetery industries. SRS' innovative program for funeral homes, PROCession, has wildly exceeded sales expectations since its launch in February 2008, and continues to grow in popularity. www.srscomputing.com.

aegis has transformed monument design by creating an Internet-based process, eliminating the hassles and headaches associated with monument sales. With aegis there is no more waiting for approval drawings, or sifting through brochures for ideas, or complex pricing and paperwork or the need for technical or CAD experience. www.alwaysaegis.com.

Monument Sales Made Simple, Profitable

LEWCO, Inc. now offers Field Service for Crematory and Incinerator Repairs

SANDUSKY, OH— **LEWCO, Inc.** is a well-respected industry leader in the manufacture and service of process heating equipment. In business since 1917, LEWCO has gained continual expertise in field service of high-heat equipment and in meeting the needs of their growing customer base. Recently they have expanded their service line to include the repair and maintenance of crematory and incinerator equipment.

The LEWCO Field Service Technician, **Matt Bracic** and Application Engineer, **Lou Schaefer**, each have over 25 years of experience in the repair and maintenance of high-heat equipment. They are experts in refractory repair, complete rebuilds, testing assistance, stacks, controls and preventative maintenance. They have experience with all types of crematories: **ALL, B&L, Crawford, IE, 151, Thermtec** and many other manufacturers. LEWCO maintains a complete spare parts inventory in their 135,000 square foot facility in Sandusky, Ohio, as well as a fully staffed engineering department and sales team.

The longevity of your equipment investment can be extended through systematic repair and preventative maintenance. Inspecting and maintaining your equipment will provide you with many years of reliable service and minimize unscheduled downtime.

LEWCO is an expert in the manufacture and service of process heating equipment. You may not have the time to learn the intricacies of equipment maintenance, the components required, or the ability to maintain an inventory of necessary parts. Let LEWCO handle these tasks for you, saving you time and money. For more information, or request a quote for service, please call **Sandra Ostheimer** at (419)625-4014, ext. 1039, or visit www.lewcoinc.com.

Eternal Image engages Selective Development to secure Financing

FARMINGTON HILLS, MI— **Eternal Image, Inc.**, a public company engaged in the design, manufacturing and marketing of licensed brand funeral products, announced that it has engaged the services of **Selective Development LLC** to establish flexible non-toxic financing for Eternal Image to meet current demands and future opportunities.

"We have formed a true business partnership with Shane Swetel of Selective Development," said **Clint Mytych**, CEO, Eternal Image. "We believe the scope of success for Eternal Image relies heavily on financial security. We look forward to the expertise and objectivity this reputable consulting firm will bring to Eternal Images' immediate growth and future developments."

Selective Development LLC offers management consulting services with specialties in business financing, merger and acquisitions, venture capital and private equity. The

Eagle Coach's Echelon used in Funeral for African First Lady

Continued from Page B1

lander **Sir Edmond Hillary**, the first successful climber of Mount Everest, and **Matt Maupin**, Cincinnati native and national war hero, who was held captive and killed while serving in Iraq.

Since its humble beginnings in 1982, Eagle Coach Company has risen to become arguably the most recognized industry leader in overall quality, style, innovation and customer satisfaction. Eagle Coach builds professional vehicles from start to finish—demanding attention to detail and unrivaled quality. Each year brings groundbreaking advances in the coaches to accommodate the ever-changing needs of the public. Eagle Coach Company is located in Amelia, OH.

company prepares various types of funding projects for presentation to numerous banking services.

"While working with Eternal Image I have realized that they are truly capable of being a one-hundred million dollar a year company," said **Shane Swetel**, owner, Selective Development LLC.

Eternal Image, founded in 2002, is headquartered in Farmington Hills, MI. The company is the first and largest manufacturer and marketer of licensed brand image funerary products. Currently, the company offers urns and caskets that feature licensed images from Major League Baseball™, STAR TREK™, Collegiate Licensing Corporation™ and other well-known brands, as well as pet urns and garden memorial stones featuring the American Kennel Club™ and Cat Fancier's Association™. For more information about EI, visit www.EternalImage.net or call 1-888-6-CASKET.

Aurora's New "Green" Casket approved

Continued from Page B4

conjunction with the ICCFA Annual Convention and Exposition.

This seminar, "Don't Miss the Green Opportunity," was presented by **MKJ Marketing** at the Mandalay Bay. **Joe Sehee**, founder and director of the Green Burial Council joined **Glenn Gould** and **Marilyn Jones Gould** to present the defini-

tive program on "going green" in deathcare.

The Green Burial Council has been working to make burial sustainable for the planet, meaningful for families, and economically viable for funeral service providers.

Aurora Casket is the largest independent supplier of funeral goods and

services, from caskets and cremation products to technology and training solutions. Headquartered in Aurora, Indiana, Aurora has served funeral professionals for five generations.

For more information about Aurora's green burial products, visit www.auroracasket.com or contact your Aurora representative.

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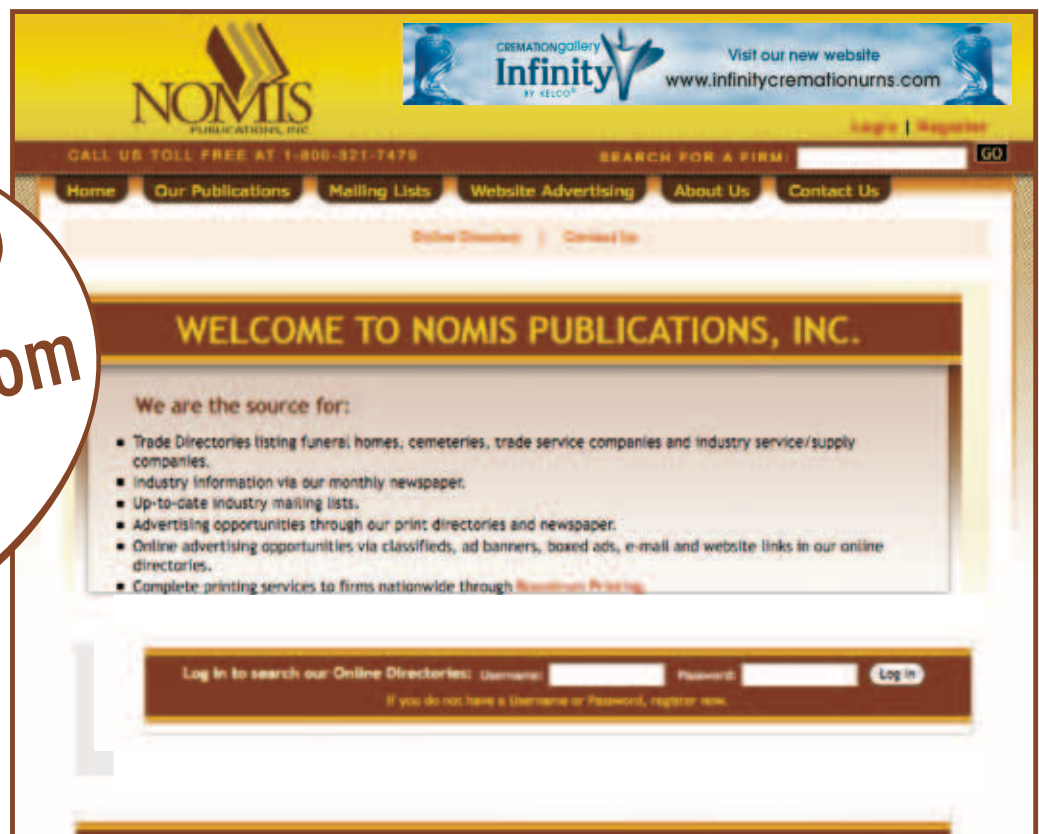
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Deaton-Kennedy Announces release of the Green Earth Memorial Line™

JOLIET, IL— The Deaton-Kennedy Company, North America's premier bereavement stationery provider, is pleased to announce the release of the *Green Earth Memorial Line*. This new green product line is specially made with eco-friendly recycled and biodegradable materials featuring papers crafted of 100% recycled cotton and abacá fibers free of acid and chlorine. Crafted specifically for the environmentally conscious consumer, the Green Earth Memorial Line is at the forefront of the green movement in the bereavement stationery industry.

"The Deaton-Kennedy Company has always been sensitive to environmental issues. With more families today requesting green or earth-friendly funerals we were encouraged to create a truly environmentally friendly stationery series in our



new Green Earth products. These beautifully designed products use almost entirely bio-degradable materials and will appeal to those families looking to maintain a minimal impact on the environment," said **Bob Nobles**, President of the Deaton-Kennedy Company.

Over the last 80 years Deaton-Kennedy has built a tradition on excellent quality, impeccable service and a

reputation for providing innovative solutions that help make our customers more successful. We feel that the release of the Green Earth Memorial Line continues that tradition by providing our valued customers with another fantastic product.

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

L. Huffman Studios names Vision Medical as National Distributor

EVERETT, WA— L. Huffman Studios has announced that **George Semones** of **Vision Medical**, Roswell, GA has become a national distributor of L. Huffman Studio's trademarked brand of *Memory Pendants*®. "This is an exciting time for us," said **Linda Huffman**, artist/owner of L. Huffman Studios, "as Vision Medical will be adding Memory Pendants® to their new product catalog which is distributed to over 800 funeral homes."

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.



Original Dichroic Glass Square, Non-Visible Style

For additional information, contact George Semones at Vision Medical at 888-321-8616 or **Chuck Huffman** at chuck@huffmanstudios.com or visit <http://www.memorypendants.com>.

Apex Casket introduces Solid Elmwood Presidential Casket



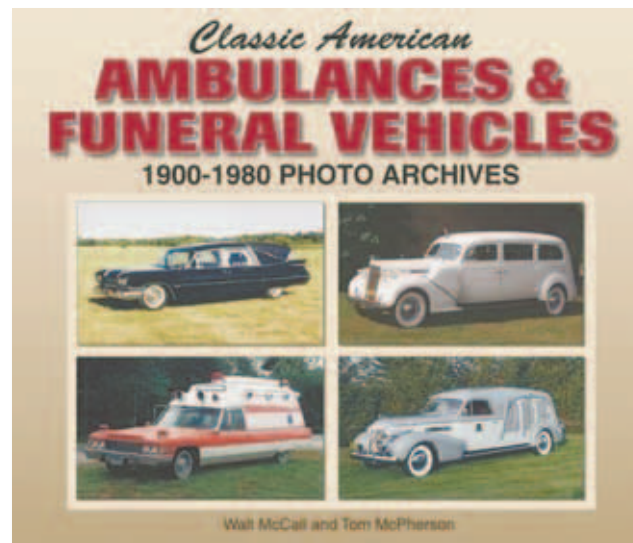
POMONA, CA— **Apex Casket** is pleased to announce the *Solid Elmwood Presidential* full couch casket. The Presidential features a hand rubbed high gloss finish with column corners and bronze hardware. This casket gives funeral homes a luxurious casket offering at

a price that is affordable for even the most budget minded family. These caskets feature light champagne velvet beaded spread and full lining with a tailored pillow that is suitable for male and female alike.

In addition to the Presidential casket Apex contin-

ues to bring a full line of affordable quality caskets, both traditional and innovative, to funeral directors. To see Apex's entire product line, go to www.apexcasket.com. Email any questions to sales@apexcasket.com. You can also call to request a catalog at 1-888-6800.

"Classic American Ambulances & Funeral Vehicles" now available on UndergroundHumor.com



WILTON, CT— **UndergroundHumor.com** is pleased to announce that **Walter McCall's** book, *Classic American Ambulances & Funeral Vehicles: 1900-1980 Photo Archives*, is now available in its bookstore.

Covering the early and classic time period of ambulances and funeral vehicles, two out-of-print yet in demand Iconografix books have now been combined into one book and restored for your enjoyment. *Classic American Ambulances 1900-1979 Photo Archive* is a photographic history of the evolution and sud-

den demise of the passenger car-based emergency ambulance while *Classic American Funeral Vehicles 1900-1980 Photo Archive* shows hearses, flower cars and funeral service cars. Anyone involved in the funeral or ambulance industry will enjoy seeing these classic luxury cars, as will any car enthusiast, restorer, modeler, and historian.

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.

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Thacker promotes Tonya Sweetwood

FLORENCE, AL— C. J. Thacker, president of **Thacker Caskets, Inc.** has announced that long time employee, **Tonya Sweetwood**, has been named Director of Purchasing for **Thacker Casket Manufacturing** in Florence, AL.

Tonya is well known to many mid-western funeral directors. She joined **Balanced Line Casket Company** of Cambridge City, IN in 1986 where she served in the capacity of office manager. In 1999, Balanced Line merged with Thacker Caskets, Inc. Tonya has enjoyed 22 years serving leading funeral directors.

In her new role, Tonya will assume primary purchasing responsibility at the new, 210,000 sq. ft. Thacker Casket Manufacturing facility in Florence. Tonya and her family have relocated to Florence. "I am eager to tackle this new

China, the Thacker's are committed to "made in America" and keeping needed jobs here in the USA.

Thacker Caskets, Inc. is America's second largest family-owned casket manufacturer. For more information, contact the Thacker Customer Service Center at 1-800-637-8891.

Thacker Casket welcomes John Tyner

CLINTON, MD— C. J. Thacker, President of **Thacker Caskets, Inc.**, has announced that **John Tyner** has been hired to represent the company in central and eastern Kentucky, southern Ohio, and central West Virginia. Tyner's hiring is yet another step in Thacker's sales expansion initiatives.

Thacker Vice President of Sales and Marketing, **Mike Beardsley** noted that, "John Tyner brings with him over 15 years of successful funeral supply sales experience. His new customers will find John to be a valuable resource for casket merchandising, pricing, and presentation strategies."

Prior to joining Thacker Caskets Inc., John worked for the **Clarksburg Casket Company**, **Batesville Casket Company**, and, most recently, **Matthews International**. John is a graduate of the University of South Carolina. He lives in Lexington, KY in close proximity to Thacker's new Lexington Customer Service Center. In his spare time, John enjoys mountain biking and training horses.

John has expressed that he is "very pleased to be associated with America's fastest growing casket company. In these troubled economic times Thacker 'gets it.' Thacker offers quality products at prices that help funeral directors restore their profit margins while meeting the needs of their selecting families."

For more information regarding Thacker Caskets, Inc. please call the Clinton, Maryland Corporate Headquarters at 1-800-637-8891 or visit the website at www.thackercaskets.com.



Tonya Sweetwood

responsibility, and excited for the opportunity to learn a completely new aspect of the funeral supply industry," said Sweetwood.

The Thacker Family is proud to employ over 180 workers in Florence. Plant Manager **Jim Spinks** noted that a second shift has been added to address increasing demand for Thacker products. As other casket companies are closing their US factories and sending jobs to Mexico or



John Tyner

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2005 CADILLAC S&S 6-DOOR LIMO
blue with blue leather

HEARSES

2009	
Lincoln Eagle Hearse	black/black leather
Cadillac S&S Imperial.....	black/black leather
2005	
Cadillac S&S Hearse	blue/blue leather
Cadillac Eagle Hearse	black/black 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	silver/blue leather
2000	
Cadillac S&S Hearse	silver/black top/blue leather
1999	
Cadillac S&S Masterpiece.....	black/black leather
1998	
Cadillac S&S Hearse	black/blue leather
1996	
Buick Superior Hearse	silver/blue interior



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2006	
Cadillac DaBryan 5-door.....	white/black leather
2005	
Cadillac S&S 6-door (4 in stock).....	blue/blue leather
2004	
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
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 Eagle 1st Call.....	black/gray interior
2003	
Chevy Eagle 1st Call	white/gray interior



2004 CADILLAC S&S VICTORIA HEARSE
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1996 Cadillac Superior, 75k mls, One Owner, Minor Rust	\$5950
1994 Cadillac S&S, Commercial Glass, Blue, Some Rust	\$4250
1994 Cadillac Federal, 71k mls, Navy Blue.....	\$6500
1993 Cadillac Superior, Silver, 58k mls	\$3950
1980 Cadillac S&S, White, 59k mls	\$2650

LIMOUSINES

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Hearses/Limousines 8

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Hearses/Limousines Cont'd 8

Hearse: 2001 Eureka. 58,000 miles, Blk/Blk/Blue leather interior, \$23,000.
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2001 Cadillac Superior Coach	Whit/Whit Ext/Blue Int	19,000 mi
1998 Cadillac M&M Coach	Blk/Blk Ext/Blue Int	48,000 mi
1996 Cadillac Federal Coach	Blk/Blk Ext/Blk Int	48,000 mi
1992 Cadillac Federal Coach	Whit/Whit Ext/Blue Int	24,000 mi
1990 Cadillac S&S Victoria	Blk/Blk Ext/Burg Int	72,700 mi

LIMOUSINES

2005 Cadillac S&S 6-Door Limo	Whit/Whit Ext/Blue Int	22,000 mi
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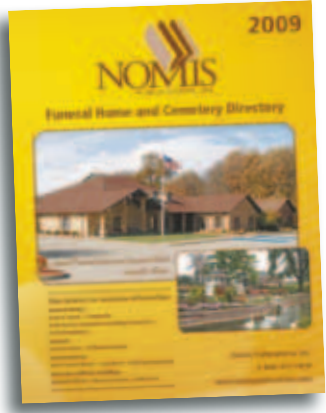
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