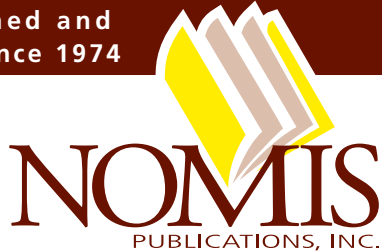


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NEWS

SECTION B

MAY
2010

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Commemorative announces Injection Molded Thermoplastic Caskets



Pearl White Full Casket



Onyx Marble Full Casket

GREENVILLE, MI— Commemorative Casket USA, LLC has announced a first for the funeral industry with the introduction of their all new line of injection molded thermoplastic caskets. Thermoplastic materials have been widely used in many other industries for years due to their inherently low cost, weight savings and superior exterior durability characteristics.

The Commemorative Casket USA, LLC sealed casket product line features patented advanced technology, are constructed with

environmentally friendly recycled material and are manufactured in the USA.

The exterior casket color options include traditional painted versions, and a variety of graphic finishes including wood, marble, granite, carbon fiber and camouflage using a hydrographic process. Additional exterior graphic options will be available in the future to enhance the Commemorative Casket USA, LLC long term product marketing strategy of allowing customers to specify their own unique exterior image.

CONTINUED ON PAGE B7

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American Wilbert Vault Corp. presents \$10,000 Grant to Chicago's Children's Memorial Hospital



(L to R) Terry Whitlock, Treasurer, the Wilbert Foundation; Hugo Juarez, Child Services Department, Children's Memorial Hospital; Kristen James, Coordinator, Memories Held and Heartlight Bereavement Programs; Gregory Reichle and Eric Urbano, American Wilbert Vault Corp.; and Todd Hochberg, Photographer.

ARTICLE ON PAGE B8

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Musical Book Urns create Musical Memories

EDINBURGH, SCOTLAND— The Scottish band who penned a dedicated funeral album are to have their songs played to grieving households across the country – from musical urns.

Bruce Birrell and **Juliet Nisbet** – who make up band *Spirit of Love* – have struck a deal with **Global Photo Plaques** of Bootle Merseyside, in Liverpool England, to have their music piped out of memorial ceramic books.

The book-shaped urns will belt out tunes from the duo's 'The Journey's Over' album at the press of the button. With capacity for up to five minutes worth of music, they feature a photo on one page and verse on the other. **Kevin Ball**, from Global Photo Plaques, said that the music was perfect for their new product. He said: "We had made these porcelain books for a while and thought it would be nice to put the musical aspect in to it. We thought it would be nice to add the music that Bruce and Juliet made as an option for customers. The music that they do is appropriate to the product. We've had some really wonderful letters since we launched this product; people are finding them very comforting to have in the house."

Spirit of Love released their 14-track album last month and Bruce and Juliet said they have had a fantastic response to their website www.spiritoflove.biz

Juliet said: "We are so pleased that our music will be a choice for people on this website. The plaques look very nice and I think that our music will go with them very well. That they have asked us to be featured on their website means that people like our music. When I wrote *The Journey's Over* I didn't know that it was the first original funeral CD in the world. The response we've had from people has been brilliant. Aled Jones of the BBC Radio 2 Sunday show, has listened to the album and sent us a very lovely letter saying how much he enjoyed it and has added it to his library."

Bruce explained that the pair didn't set out to make a

morbid album, it was what came out of their writing. He said: "Many of the songs are about death but there are also a lot of sentiments in there that would appeal to those with a bit of romance in their heart. We didn't set out to write an album of funeral songs but we write from experience. Juliet is in the medical profession so she sees death from a different perspective than most people and some of her lyrics are just beautiful. The title song to the album usually brings tears to people's eyes, especially deeply emotional people, but the lyrics have the potential to give comfort to those who have lost, or are about to lose, a loved one."

Juliet plays the guitar and violin and composed the tunes, whilst Bruce wrote some of the lyrics. The pair is targeting undertakers, crematoria, hospitals and church groups in their marketing campaign. A request from Premier Christian Radio in London for a copy has made them think the album has potential to make it big in America's 'Bible Belt'.

Nurse Juliet, from Port Seton, said: "Music can be a great comfort to the bereaved and we hope this will be a hit with many people who are mourning a loved one. It fills a gap in the market and we're amazed no one seems to have tackled this before."

The duo has tested some of the tunes during their gigs at nursing homes, day care centers and hospitals, where they play as The Baseliners.

Bruce, from Dalkeith, said: "No-one has ever said the subject matter is morbid. On the contrary, they find the song very uplifting and emotional. Although the album has a strong emphasis on coming to terms with grief and loss, our music is also spiritual and romantic. We believe it will be uplifting as well as reassuring. Some of the songs celebrate finding love as well as losing someone dear."

To see the selection of musical urns from Global Photo Plaques visit www.globalphotoplaques.com. For information on *Spirit of Love* visit www.spiritoflove.biz.

Duncan Stuart Todd makes new announcements

INCLINE VILLAGE, NV— **Stacey Plate** is the new administrative assistant at **Duncan Stuart Todd, Ltd.**

Stacey, a Chicago native, will work with clients and oversee internal operations. She was formerly senior administrative assistant to officers of Children's Memorial Hospital and The Siragusa Foundation, both in Chicago.

She has a Bachelor of the Arts in English, a Master of the Arts in Religious Studies and is pursuing a Master's degree in Psychology, where the course has involved concepts of death and dying.

The company announces a new employee and new program.

DST has also announced a program that is designed to support and benefit mortuary schools and colleges with funeral service curriculums.

Beginning in the fall semester of 2010, a criterion for accreditation by the *American Board of Funeral Service Education* (ABSFE) will go in to effect. This will require that schools maintain an on-campus embalming preparation space. The embalming site has to either be fully functional or for demonstrative purposes.

A School Premier Source Program for renovating or building a new OSHA compliant embalming lab in educational environments is being offered through October 2010. Architectural designing of the space, ventilation, storage and foot-end equipment with safeguards for both health and safety are included in the plan.

For more information on DST, call the toll free number at 877-832-6898, visit the website at www.dstlimited.com or email info@dstlimited.com.

Parent of AFCTS forms new division to increase income from Endowment Care Funds

BEAVERTON, OR— With its focused goal of helping small and mid-sized cemeteries increase monthly earnings from their endowment care investments, **National Cemetery Endowment Care Trust Services** (NCECTS) is differentiated by its strategy of investment in alternative instruments under the direction of an investment committee comprised of professional fund managers, funeral and cemetery industry veterans, and nationally recognized financial institutions.

NCECTS was formed at the request of **American Funeral & Cemetery Trust Services** clients who sought new investment approaches to help increase their income. They relied on AFCTS to develop a solution based on its 17 years of trust administration leadership and expertise. NCECTS has been modeled after AFCTS' signature service that enables easy enrollment, flexible disbursement, and the value-added services enjoyed by AFCTS clients, including assistance

with tax reporting, compliance, and computer services.

NCECTS and AFCTS, business units of **The Essential Planning Group**, share the company vision of providing death care professionals the highest returns and service to support their ability to remain competitive in today's environment.

For additional information call 800-769-9363 or visit www.ncects.com and www.TheEssentialPlanning-Group.com.

Zontec™ Develops Breakthrough Compact System to Control Crypt Flies and Eliminate Decomposition Odors

TAMPA, FL— The product development division of **Zontec™** has created a system which kills crypt/coffin flies. Zontec™ is now marketing a compact machine which mausoleums all over the United States are using successfully to eradicate coffin/crypt flies. Along with eliminating the flies, this small machine also destroys the odors associated with the decomposition process. Now, for the first time in history, families can pay their respects to their deceased loved ones and have a peaceful and serene experience, free from pests and odors.

Dean Gruber, President of Zontec™, recently was published as the feature article in *Catholic Cemetery Magazine*, March 2010 issue. In the article, Gruber says that the company has developed a scientific formula, using physics, to recreate the process of cleaning the air that happens naturally during lightning storms. They have built a small machine that uses these principles of physics, blowing millions of molecules through the environment, both cleaning the air and eliminating odors completely. Their compact device also controls crypt/coffin flies, eliminating these pests from the mausoleums. Until this breakthrough, the death care industry had no solution for these pests, and visitors to

these facilities in many cases were left with unpleasant memories after their visits.

Gruber said that his company's machines also eliminate the need for spraying chemical deodorizers and cleaners as a means to try to cover up the problem, making his system a "green" solution, as well as the only solution which truly solves the fly and odor problems. "This alone can save thousands of dollars in chemical expenses and in man hours for the operators", said Gruber. "In addition, these companies see an increase in their business due to the fact that their facilities are now insect free and smelling fresh, like the air does after a summer thunderstorm. We are proud to be the only company who is able to raise the level of service of our clients to a whole new standard of excellence".

Zontec™ has been in business since 1986, and enjoys an outstanding reputation in many industries, and is a member of the *Catholic Cemetery Conference*. For more information about the Zontec™ system, to see testimonials from many satisfied customers, and to order this machine you may contact the company directly at their headquarters in Tampa, FL, or visit them online at www.zontecozone.com/mausoleum or email them at info@zontecozone.com.

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 2005 Eagle Cadillac Ultimate Elite Hearse dark blue, dark blue top, blue leather, electric table	 2001 Eagle Cadillac Ultimate Hearse black, black top, gray leather	 2004 Superior Cadillac Statesman Hearse black, black top, black leather

www.4HEARSE.com

American Funeral Consultants celebrates its 40th year of "Serving those who Serve Others"

NEW PALTZ, NY— The year 1970 brought about several historic and cultural events. While Paul McCartney launched his solo career, the Apollo 13 mission failed, Vietnam War protests carried on in Washington, DC, and the Ford Pinto was introduced, the evolution of consulting excellence in funeral service was getting underway in the small town of New Paltz, New York.

Built on a foundation of industry expertise, personalized attention, and a solid reputation, **American Funeral Consultants** is proud to announce that 2010 marks the celebration of the Company's 40th year of service to the industry.

The Evolution of American Funeral Consultants:

- 1970 – **Van Pine** founds **Research & Analysis Associates**, assisted by Kathy Williams
- 1985 – **Vanderlyn R. Pine Associates** is formed to provide expanded services
- 1990 – **Melissa Drake** joins the VRPA and RAA team
- 1992 – RAA & VRPA expands with the formation of American Funeral Consultants
- 2007 – Founder Van Pine transitions AFC to **Kathy Williams** and Melissa Drake
- 2010 – AFC's 40th Anniversary

AFC is a full-service consulting firm which offers a broad range of customized services to suit the specialized needs of individuals and organizations in the funeral business industry. Over the past 40 years they have served thousands of funeral homes, cemeteries, crematories, flower shops, and other ancillary businesses with Business Appraisals, Buy/Sell Intermediary Services, Succession Planning, Business Plans, Feasibility and Market Studies, and much more.

Their statement of commitment to their clients—"Your career has been devoted to serving families in their time of need... Ours has been devoted to serving you"—expresses their continued dedication to assisting funeral business owners, managers, licensed funeral directors, and staff with high-quality confidential and professional services.

For more information call AFC at (800) 832-6232 or visit their website at www.TeamAFC.com. For current AFC information and events, become a fan of American Funeral Consultants on Facebook.

Matthews International Corporation announces next step in expansion of European Cremation Operations

APOPKA, FL— **Matthews International Corporation** (www.matw.com) has announced the next step in the expansion of their European cremation operations with the acquisition of the **Furnace Construction Company Ltd (FCC)** (www.furnaceconstruction.co.uk) cremation business. Based in Manchester, United Kingdom, FCC was founded in 1966 by the Hough family and is a worldwide leader in the design, manufacture and service/repair of cremation equipment as well as filtration and abatement systems.

Paul Rahill, President of Matthews International's Cremation Division (www.matthewscremation.com) said, "The addition of FCC to the Matthews team will further strengthen our global leadership as the total solutions provider for cremation products and service. The synergies between our companies are significant and will further empower our mission."

Matthews and FCC will expand the existing operations and team to meet

the demand for additional cremation equipment and service in the UK and other countries. **Lee Hough** will remain as Managing Director of Matthews- FCC and direct the entire UK operations. According to Lee Hough, "this merger is an incredible opportunity to strategically cooperate with Matthews Cremation, another likeminded group, to bring together the very best in technology and personnel to meet the exciting challenges and opportunities ahead."

Matthews Cremation provides the industry with Seven distinct groups of cremation products and services. We have Six well known brands (**Matthews, IEE, ALL, Elder Davis, GEM and Furnace Construction**) and currently operate on Five continents. We have Four manufacturing plants producing Three leading designs of cremation systems. We manufacture on Two continents, with One purpose, a passion for the success of our clients and the development of environmentally responsible cremation solutions worldwide.

Directors' Choice and HMIS, Inc. announce the Café Systems – Directors' Choice Interface

NASHUA, NH— **HMIS, Inc.** President/CEO **Frank Hanlon** and **Directors' Choice** CEO, **Gary Darychuk** are pleased to announce the strategic alliance between their two companies and the launch of an interface that allows data collected by Directors' Choice operators to be entered directly into the *Café Systems* database.

HMIS has been serving the death care industry for more than 20 years and is regarded as the best cemetery and mortuary software solution in the industry. The 23 year old company serves more than 7000 users at 3500 cemetery and funeral homes located in the United States, Canada, and South America.

Directors' Choice is the only award winning funeral industry exclusive answering service. The 13 year old company serves more than 1000 funeral homes across North America. They are First Call Experts answering over 80,000 first calls a year worth more than half a billion dollars in funeral home revenue.

"Like our signature product HMIS Advantage" Hanlon states, "Café Systems is designed to support business processes within the death care industry. It is a web-based program designed to deliver superior performance accessible from multiple locations including Directors' Choice. Featuring EDO (entering data once) technology, users benefit from reduced likelihood of error, increased efficiency and the ability to interface with multiple accounting systems."

"Once Directors' Choice enters the first call data into their system, the interface populates the funeral home data base in real time" says Darychuk. "You log into Café, and your first call information is waiting for you. The really neat part is that you can verify the information by listening to the audio file of the call that is attached to the file". "With real-time access to the service information in Café, directors do not need to contact Directors' Choice with any additions or changes to the service arrangements, they have immediate access."

"No more redundant entry of information! Café Systems cut down the time spent on data entry and service updates, significantly freeing up our time," commented **Buddy Phaneuf**, President and Director of **Phaneuf Funeral Homes & Crematorium** in Manchester, NH.

For more information visit www.hmisinc.com or www.dchoice.com.

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Manny Francisco joins Johnson Consulting as Pre Need Sales Director

SCOTTSDALE, AZ— Another top-notch executive chooses **Johnson Consulting Group** to extend his prominent and highly successful career. **Manny Francisco** has joined the company as Pre Need Sales Director. Manny's success in the pre need sales arena is well known and respected. Manny achieved this distinction by first holding key positions in several international companies including Procter & Gamble, J. Walter Thompson Advertising Co., Sun Life of Canada and **Service Corporation International**. He has lived and worked in five countries: the Philippines, Canada, the United States, Mexico and Indonesia. He is a sales legend in the California Death Care Industry where he spent 20 years working for various funeral home and cemetery organizations. Manny joined **Lippo Karawaci** in 2006 and was assigned as the Executive Director of **San Diego Hills Memorial Park**. He holds a Bachelor of Arts and Bachelor of Science degree in Business



Manny Francisco

Administration from De La Salle College in Manila, Philippines.

Jake Johnson, President of Johnson Consulting, states: "Manny's ability to speak five languages ideally suits him for our global strategy in offering pre need sales programs to the funeral and cemetery industry. Manny exemplifies the professional talent, expertise and consistent high performance that provide Johnson Consulting Group the ability to deliver results that exceed our clients' expectations. We are very fortunate to have Manny on our new Cemetery and Funeral Pre Need Sales Team. Manny will be a member of the team headed by **Rich Sells**, an icon in Pre Need and Cemetery sales. His initial assignment will be to one of our newest projects in Mexico City, Mexico.

For more information contact Johnson Consulting at 888-250-7747 or visit us on our web site at www.johnsonconsulting.com.

Homesteaders reports on 2009 Performance

DES MOINES, IA— **Homesteaders** President and CEO **Graham Cook** recognized a successful year during the company's recent annual policy holder meeting. Cook detailed the highlights of the past year and emphasized the industry-leading mutual company's commitment to its policy holders. Cook says:

"As always, we view these achievements in light of the impact they have on the long term security of our funeral home customers and the families they serve. We are extremely proud of the work we did for our customers and on behalf of our policy holders in 2009."

Homesteaders achieved record sales volumes and saw positive increases in key performance areas, including: 10% increase in assets to \$1.76 billion; 19% increase in surplus; and A.M. Best financial strength rating of B++ affirmed in 2009.

Chief Operating Officer **Steve Lang** summed up the year as follows, "In addition to setting a record in sales revenue, Homesteaders strengthened its investments and grew surplus, all of which contributes to our primary financial goal to protect the long term security of our policy owners."

In addition to the financial performance of 2009, Homesteaders again earned high marks from customers. Ninety-eight percent say the company met or exceeded expectations. Ninety-nine percent say Homesteaders is at or close to being the ideal provider of pre-need funding. In one of the most telling measures of customer satisfaction, 97% say they would recommend Homesteaders to other funeral service professionals.

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

Commemorative announces Injection Molded Thermoplastic Caskets

Continued from Page B1



Cab Full Casket

The Commemorative Casket USA, LLC product line will feature a wide variety of interior fabric and color options, which have been developed and supplied in collaboration with **Tiedemann-Bevs Industries** of Richmond, IN.

Commemorative Casket USA, LLC has been formed

in partnership with **Clarion Technologies, Inc.** headquartered in Greenville, MI. Clarion Technologies, Inc. was founded in 1999 as an injection molding manufacturer, and currently supplies parts and assemblies primarily to automotive, appliance and consumer product markets. Clarion Technologies,

Inc. has manufacturing facilities in Greenville, MI and Anderson, SC.

Questions and requests for distribution opportunities for Commemorative Casket, LLC products should be directed to **W. Craig Dolby** – Vice President Marketing and Sales at 248-797-2138.

Thacker Casket announces the Cobalt, latest addition to the "Value Line"



CLINTON, MD— **Thacker Caskets, Inc.** developed its "Value Line" in response to the harsh economic conditions being faced by many funeral directors and their families. Thacker's vision for the "Value Line" is to create a collection of high eye appeal, low cost caskets. These "Value Line" caskets enable funeral directors to serve their economically challenged families with a quality, American-made product that can be priced reasonably, and still allow the funeral director to enjoy a healthy profit.

It's no secret. Studies have shown that families are selecting lower priced caskets. Thacker has taken the lead in developing caskets that are in harmony with the wishes of today's consumers. Baby Boomers want an attractive casket with personalization options all at a fair price. They don't care about metal gauges and rubber gaskets. They simply want a personal and dignified final tribute priced within their means.

The *Cobalt* is Thacker's second "Value Line" casket. It is the perfect complement to the groundbreaking *Carnation* feminine design introduced in 2009. Crafted from 20ga steel

the *Cobalt* features attractive swing bar handles; a hand-shirred crepe interior; a Fluid-Gard plastic tray liner; 24" inside width; stunning eye appeal; and a lustrous PPG paint finish. Yes, the *Cobalt* offers all that you would expect from a much more expensive casket, but at a fraction of the cost.

Amazingly, the Thacker *Cobalt* is priced less than the popular 18ga version of this casket. That's value for selecting families and that's opportunity for savvy funeral directors in tune with the rapidly changing funeral service landscape.

Thacker "gets it". Funeral directors tired of paying corporate America's bloated casket prices now have a Family-owned alternative. No need to go to China or support Mexico. Thacker is your American-made answer.

For more information, please call the Thacker Customer Service Office at 800-637-8891. Thacker Caskets, Inc. is America's fourth largest casket company now proudly serving leading funeral directors in 35 states.

U.S. Cremation Equipment's "Classic" meets the needs of Atlantic Crematory



Classic Model US 100 Cremator

ALTAMONTE SPRINGS, FL— When U.S. Cremation Equipment recently installed its signature "Classic" model at **Atlantic Crematory**, it tripled the trade service's capacity. In the process, it taught Atlantic's president, **Tim Harman**, an important lesson: sometimes you get more than you expect.

Harman added cremation services to his Maryland-based company in July 2008. He purchased a crematory from a competitor of U.S. Cremation Equipment and quickly discovered it did not provide the output his growing business required – and that the salesperson had promised. During peak workloads he needed to be operational 24 hours a day, and his equipment was falling far short.

He started his search for a cremator with the features and capacity he needed at a price that fit his budget and from a company that stands behind its product. U.S. Cremation Equipment's "Classic" met all those requirements, and more.

The "Classic" requires no cool down between cremations (a feature not available on competing equipment in its price and size class) and can operate 24 hours during periods of peak demand. Eliminating cool-down results in faster cremation cycles, longer refractory life and can reduce fuel usage by up to 50% on the second and successive cremations of the day. "This is the ma-

chine I should have had from the start," notes Harman who points out that the computer-controlled operating system, standard on the "Classic," would be an expensive feature available from competitors and only on higher-priced models.

Beyond increased productivity, Harman is most impressed by U.S. Cremation Equipment's unmatched service. "Everyone has done an outstanding job for us, from truly listening to our needs to their round-the-clock availability – we have cell phone numbers, even for people at the top," said Harman. He was impressed when the president of the company spent a week at Atlantic Crematory to ensure that all was installed properly and working efficiently.

"Customer satisfaction is more than a slogan with us," remarks **Cal Wilkerson**, Vice President of Sales & Marketing of U.S. Cremation Equipment. "It's an obsession and we want it to be a hallmark of our company. The staff is trained to respond immediately should problems occur. Most problems can be handled by phone, but in rare cases when an on-site visit is needed, a technician is sent within 24 hours."

As Atlantic Crematory continues to thrive – including a recent state contract for 1200 cases per year – they are equipped to meet the needs of their growing list of customers.

Barbara Jordan and Ken Kesey join Rob-Win



Ken Kesey and Barbara Jordan

ALLENTOWN, PA— **Rob-Win Press**, a funeral industry leader providing highest quality products to funeral directors nationwide for over 70 years, is proud to announce that **Barbara Jordan** and **Ken Kesey** have joined the Company as Sales Representatives for the states of Kentucky and Tennessee.

Robin Cook, Rob-Win President, noted that "Our Company is extremely fortunate to have Barbi and Ken join the Rob-Win Family. Their extensive knowledge of the funeral industry, proven expertise meeting the changing needs of funeral homes and overall sales professionalism ensure their Rob-Win customers will continue receiving superior product quality and service. Working together as a team, they offer a unique combination of sales experience and dedication to the success of their customers."

Barbi has over eight years successful funeral home sales experience, providing customers with printed and related funeral products. Working with Ken,

she has received numerous sales awards, reflecting their commitment to exceed customer expectations. Her past sales responsibilities have covered eight states including Kentucky and Tennessee. Ken has worked closely with Barbi in the funeral industry during the past four years. The addition of his previous fifteen years of professional sales experience to their sales team has made them a valuable sales resource for any funeral home customer.

Rob-Win Press, headquartered in Allentown, Pennsylvania has been supplying the funeral industry since 1938 with the highest quality register books, service folders, acknowledgement cards, portfolio bags and many related products. The company's long-term success reflects meeting the changing product requirements of funeral homes while offering old fashioned dedication to quality and outstanding customer service.

For more information call 1-800-327-0940 or visit www.robwin.com.

Messenger introduces new Thomas Kinkade Stationery Series



Messenger's *A Trusted Friend* line of coordinated stationery, featuring original artwork by Thomas Kinkade, is a beautiful and appropriate tribute in memory of a precious child.

AUBURN, IN— **Messenger Corporation**, the acknowledged industry leader in the creation and sale of bereavement stationery, has launched a new stationery series highlighting another beautiful piece of art from *Thomas Kinkade*. "A Trusted Friend" is the newest addition to the Messenger line of products. "We continuously evaluate new artwork released by Thomas Kinkade and its relevance to the funeral industry" stated **Bob Hoaglund**, VP of Sales and Marketing at Messenger. "Last year, Kinkade introduced the painting 'A Trusted Friend' which beautifully captures the essence of childhood and we knew immediately it would make a great addition to our children's stationery product offering."

The soft color palette and gentle brush strokes of the art bring cherished toys to life and evoke precious memories of what once was or what could have been. The stunning beauty Kinkade captured in this painting is a distinctive way to commemorate the life of a beloved child. "The loss of a young child is the most difficult thing a person can endure" observed **Barrie Fleetwood**, Director of Marketing at Messenger. "We believe grieving families will connect and find solace in this artwork."

The new series, "A Trusted Friend," features a small memorial register book with full color artwork printed on ivory vinyl. The memorial register book contains poem pages which feature an appropriate collection of heartfelt poetry including the new, original poem "Angel Dance" by *Sherrie Bradley Neal*. The two-color interior is expertly designed to appeal to both boy and girl services. The series is complete with matching service folders, acknowledgement cards, prayer cards, laminated bookmarks and can be ordered as a box set.

For more information about the new stationery series, *A Trusted Friend*, please visit www.messengerstationery.com or call Messenger at 1-800-827-5151.

Matthews Cremation Introduces SecurIDy™ Cremation Tracking System



APOPKA, FL— **Matthews International's** Cremation Division, the Standard of Excellence in Cremation Solutions, is proud to announce the creation of *SecurIDy™ Cremation Tracking System*. *SecurIDy™* is a Case Management Tracking System for both Human and Animal crematories, that orchestrates Bar Code technology, SRS Crematory Manager and the Matthews Equipment M-Pyre™ Advanced Control Panel. This comprehensive body tracking system can document date/time/personnel up to 999 handling stages, all wireless through a powerful handheld scanner that synchronizes with your office computer.

"With the risk of lawsuits associated with cremation services, our interest is to

protect our industry and its funeral professionals by enhancing documentation, operational procedures, accuracy and accountability," cites Division Manager, **Steve Schaal**.

To find out how your business can provide *SecurIDy™* to your arranging families, speak with a representative at 1-800-327-2831 or visit www.matthewscremation.com.

Matthews Cremation is the global leader in the design and manufacture of cremation equipment as well as cremation related supplies, caskets, service and repair. Their leadership extends to "Cremation Green" technology aimed at environmentally-driven services. They have a vast array of products and services for all types of industry professionals.

American Wilbert Vault presents Grant to Children's Hospital

Continued from Page B1

FOREST PARK, IL— The **Wilbert Foundation** and **American Wilbert Vault Corp.** have awarded a \$10,000 grant to Chicago's Children's Memorial Hospital. The check was presented on Thursday, January 28, by American Wilbert Vault Corp. Chief Financial Officer **Eric Urbano** and former President **Greg Reichle**.

Funds from the grant will benefit the children's hospital's Memories Held program, which helps comfort grieving families with an album of 8"x10" photographs that commemorate the last days spent with their child who was terminally ill.

Created by professional photographer *Todd Hochberg*, the album offers solace and healing by allowing family members to reflect on poignant moments of love and care for the child at the hospital. Each family typically receives the album four to six weeks after the child passes away.

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

By the close of 2010, the foundation will have distributed \$570,000 in total grants, including funds for the country's most comprehensive training program for pediatric chaplains. The Wilbert Foundation remains diligent in its journey to build an endowment fund of \$1,000,000. It has also given 2,375 teddy bears to grieving children at 71 different hospitals.

American Wilbert Vault Corp. provides Wilbert brand burial vaults, urn vaults and urns for Chicagoland families who have experienced the death of a loved one. American Wilbert's patented products and related services are available exclusively through funeral homes serving families as the single resource for a meaningful, personalized funeral. For more information about American Wilbert, please call (708) 366-3210 or visit www.americanwilbert.com.

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Apex introduces The Spirit Cherry Veneer Casket



POMONA, CA— Apex Caskets is pleased to announce *The Spirit Cherry* veneer wood casket. The Spirit Cherry casket features full polished high gloss finish with column corners and bronze hardware and a luxurious light almond velvet interior. This casket gives funeral homes a luxurious casket offering at a price that is affordable for even the most budget minded family.

Apex continues to bring a full line of affordable quality caskets, both traditional

and innovative, to our funeral directors. We have a continued commitment to provide the funeral industry with quality products in conjunction with competitive pricing.

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

Matthews makes three new appointments to Staff



Bob Romah



Alexander Single



Gary Deskins

PITTSBURGH, PA— Matthews International has appointed three new managers.

Bob Romah has been appointed general manager of granite, mausoleum and cemetery products. Romah has more than 25 years experience in senior management positions within the company. He will lead Matthews' expansion into the granite segment, reporting to **Rob Newcombe**, president of **Matthews Cemetery Products**.

A Pittsburgh native, Romah started his career at Matthews International in 1975, where he has held various roles from purchasing manager, engineering manager and both the cremation products specialist and pricing administrator within the marketing group. Romah also served as the plant manager for Matthews' manufacturing facility in Milton, Ontario, where he also held the general manager position with two company subsidiaries—**Arrow Bronze** in Australia and **Gibraltar Mausoleum** in Indianapolis, IN. Bob left Matthews in 2000 to start a granite fabricating business.

Matthews International also announced the appoint-

ments of two regional managers who will provide superior sales support and product expertise to customers.

Alexander "A.J." Single will serve the North and Central Florida territories and **Gary Deskins** will be regional manager to the Pacific Northwest which will include Idaho, Montana, Oregon, Washington, Wyoming and the Canadian provinces Alberta and British Columbia. Both regional managers will be reporting to District Manager **Nick Fasano**.

Both Single and Deskins have first-hand experience in the death care industry. Single worked as a family service counselor and unit sales manager at a cemetery in Memphis, TN as well as Tulsa, OK. Deskins served as a sales and marketing manager and funeral director for the **Northwood Park Funeral Home, Cemetery and Mausoleum** in Vancouver for eight years. During their time of previous employment, Single and Deskins marketed and sold a variety of Matthews memorialization products.

Newcombe said the new managers' knowledge will help customers make their businesses more profitable and prosperous.

During the next few months, both new regional managers will meet individually with customers to get a better understanding of the specific needs of their respective territories.

Headquartered in Pittsburgh, PA., Matthews International Corporation is a designer, manufacturer and marketer principally of memorialization products and brand solutions. The memorialization products are made up of bronze memorials and other memorialization products, caskets and cremation equipment for the cemetery and funeral home industries.

The company's services and products include cast bronze memorials, cast and etched architectural products, cremation equipment and cremation-related products, mausoleums, brand management, printing plates marking and coding equipment and consumables.

Matthews International products are offered exclusively through the company's cemetery and funeral home customers as well as its authorized distributors across the United States and Canada. For more information, call 800-223-4964 or visit www.matw.com.

Ellie Dane joins Messenger's sales team in Florida

AUBURN, IN— Messenger Corporation, the leading funeral stationery supplier in North America, has added a sales representative in the state of Florida. **Ellie Dane** joins Messenger with over seven years of sales experience in the funeral stationery industry. "We are committed to delivering the industry with the highest quality products and most respected sales and service representatives," stated **Bob Hoaglund**, Vice President of Sales and Marketing at Messenger. "Ellie comes from a well respected family that has been servicing the stationery needs of funeral directors in the state of Florida for more than 25 years. She is a welcome addition to our sales team in Florida."

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 the United States. Among a long list of their innovations include an extensive line of funeral stationery products featuring the art of Thomas Kinkadee, 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.

For more information please visit www.messengerstationery.com or call Messenger at 1-800-827-5151.

Classic Plastics Re-energizes

ROMEVILLE, IL— Classic Plastics Corporation is one of the leading manufacturers and distributors of mortuary garments and body bags to funeral service providers. Classic made significant improvements and personnel changes in 2009 to "re-energize" their business, a steady process that started in 1998.

The corporation prides itself on the top quality of products that are available at competitive pricing. A popular item is the premium line of mortuary garments which are made from a special "soft touch" poly film. **Gil Voltaggio** said "The soft touch has a great feel and is three times stronger than any standard material lessening the likelihood of ripped or torn garments."

New products include black, orange and white heavy-duty disaster bags, two new sizes of cremation bags and four new sizes of pet cremation bags made of nylon reinforced polyethylene. Classic Plastics currently has heat-sealed body bags as well as supplies for

stage, screen, TV, Halloween, or non-medical applications.

Classic currently serves the U.S. military, police departments, crime scene teams, morgues, tissue banks, hospitals, medical examiners' offices and funeral providers nationwide and internationally. The corporation is also approved by the Department of Defense, the Department of Bio-Terrorism, FEMA and many cities and states.

To ensure customers get the best quality of service, Classic Plastics closely works with funeral service providers. The corporation is a proven leader in this industry and is always focused on bringing new as well as improved products to the market.

Service professionals **Beth Dilcher**, **April Frasco** and **Gil Voltaggio** are available from 8am to 5pm, Monday through Friday by phone at (630)771-1260 or toll free at (800)475-5235 and by website: www.classicplasticscorp.com.

The company has recently made improvements to personnel and introduced new items.

Classic Plastics Products now available on MortuaryMall.com



Classic Plastics Mortuary Garment

WILTON, CT— MortuaryMall.com, the innovative online shopping site owned and operated by funeral professionals for funeral professionals, is proud to announce that it is now offering **Classic Plastics Corporation's** lines of mortuary garments and body bags.

Classic Plastics manufactures heat sealed body bags and mortuary garments true to their stated mission of providing the highest quality product at a competitive price. They serve the US Military, Police Departments, Crime Scene teams, Morgues, Tissue Banks, Hospitals, Medical Examiners' Offices and Funeral Providers nationwide and internationally. They are approved by the Department of Defense, the Department of Bio-Terrorism, FEMA and many cities and states.

Their catalog of body bags and mortuary garments feature a standard and premium line, including: Heat Sealed Body Bags; PEVA Body Bags; burnable cremation pouch, with no PVC; Mortuary Unionalls, Coveralls, Shirts, Pants, Jackets; and Mortuary Sleeves, Stockings and Booties.

Classic Plastics' mortuary garments can be found in the

Prep Room category on MortuaryMall.com, and their body bags can be found in Removal & Transfer category on MortuaryMall.com.

Based in Illinois, Classic Plastics Corporation strives to provide all customers with the highest quality products, at the most competitive prices...and to deliver those products on time. Their number one priority is a commitment to quality, service and our customer's complete satisfaction.

MortuaryMall.com is a family owned business run by members of the Bergin family, whose funeral homes have served Connecticut families for more than 135 years. MortuaryMall.com currently offers more than 13,000 products, ranging from traditional funeral supplies to an unparalleled selection of name brand products important to today's funeral homes, including flat panel TVs, DVD players, GPS devices, computers, software, portable PA systems, furniture and decorative items. Many of the products on MortuaryMall.com qualify for free or low cost shipping, and each purchase is protected by an A-to-Z Safe Buying Guarantee. MortuaryMall.com is a member of the *International Memorialization Supply Association* (IMSA). For more information or to place an order 24 hours a day, please visit MortuaryMall.com's website at www.mortuarymall.com.

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

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2004 Cadillac Superior Coach.....	Silv/Silv Ext/Blue Int..... 45,000 mi
2002 Cadillac Superior Coach.....	Blk/Blk Ext/Blk Int..... 38,000 mi
2001 Cadillac Eagle Ultimate Coach.....	Drk Blue Ext/Drk Blue Int..... 56,000 mi
1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int..... 52,000 mi
1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int..... 72,300 mi
1997 Cadillac M&M Coach.....	Wht/Wht Ext/Burg Int..... 66,000 mi
1996 Cadillac Federal Coach.....	Blk/Blk Ext/Blk Int..... 47,750 mi
1996 Cadillac M&M Coach.....	Wht/Wht Ext/Blue Int..... 62,000 mi
1992 Cadillac Federal Coach.....	Wht/Wht Ext/Blue Int..... 24,000 mi

LIMOUSINES	
2002 Cadillac M&M 5-Door 90" Limo.....	Blk Ext/Blk Int..... 54,400 mi
1999 Cadillac Eureka 6-Door Limo.....	Wht/Wht Ext/Blue Int..... 39,000 mi
1996 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int..... 78,500 mi

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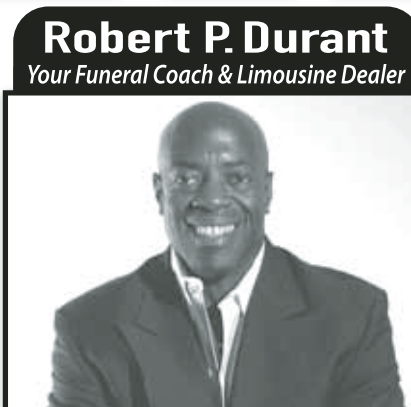
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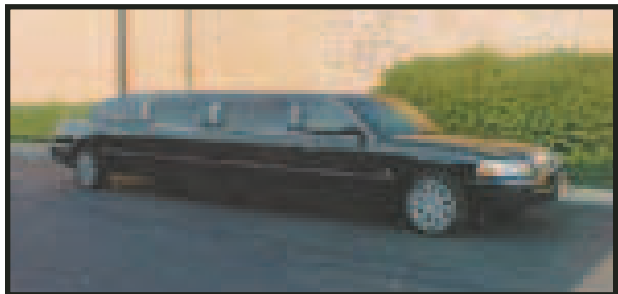
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2005 CADILLAC S&S 6-DOOR LIMO
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	Cadillac Eagle Flower Car	black/black leather
2007	Cadillac S&S Hearse	black/black leather
	Cadillac Eagle Hearse	silver/blue leather
2005	Cadillac S&S Victoria Ext Table	silver/blue leather
2002	Lincoln Eagle Hearse	black/gray leather
2001	Cadillac Eagle Hearse	black/gray leather
	Cadillac Superior Hearse	white/blue leather
2000	Cadillac M&M Hearse	black/black leather
	Lincoln Federal Hearse	white/blue leather
1999	Cadillac S&S Masterpiece	black/black leather
	Cadillac S&S Masterpiece	blue/blue leather
	Cadillac Superior Hearse Ext Table	black/gray leather

LIMOUSINES

2007	Cadillac LCW 6-door (2 in stock)	black/black leather
2005	Cadillac Superior 6-door	white/black top/blue leather
	Cadillac S&S 6-door	white/blue leather
2004	Cadillac LCW 6-door	white/blue leather
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1995 Cadillac Masterpiece, 49k mls, Dark Blue, SHARP!	\$6888
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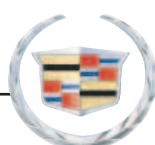
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