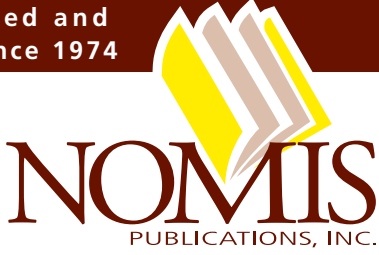


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NEWS

SECTION B

MAY
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Et URN ally: Personalized Cremation Urn With Photo Montage of Loved One



NEWYORK,NY— Sybil Sage, a specialist in the French mosaic style, pique assiette, is bringing her creativity to cremation urns, embedding photos, names and other meaningful items into a beautiful mosaic design to honor a loved person or pet. This creates a unique and exciting option as it's an attractive art object that is uplifting and keeps a loved one's presence in the home.

Ms. Sage has been doing pique assiette (translates loosely to "broken plates") for fifteen years. After studying with a French artist, she developed a style of her own.

Mosaic art is a second career for Sybil Sage, who had been a successful television comedy writer. With friends interested in purchasing items, she turned her hobby into a business. One of her satirical pieces was recently selected by the Brooklyn Waterfront Artists Coalition to be part of their upcoming exhibit, Wide Open 2 while her first pet urn, "Remembering Cinnamon," was accepted by the American Juried Art Salon for its 2011 show.

Her online boutique is www.sybilsage.com. Urns can be ordered in advance or when needed, requiring a minimum of three weeks. The client selects colors and provides photos that are resized and mounted onto clear glass. The interior of the urn and screw-on lid are metal. Prices vary according to size. Sybil Sage can also create memorial vases for those not needing an urn. For more information contact Sybil Sage at sybil@sybilsage.com.

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Farm, are an easy and profitable way for funeral professionals to offer living trees as an affordable, eco-friendly remembrance option for clients and funeral attendees.

The Life Tree Farm provides options ranging from customized seed pack-

ets and seedlings to young trees from 18 to 24 inches in height. Each *Life Tree* comes with a variety of customizable options including wrapping materials and a large variety of ribbon and tissue paper colors. Option-

CONTINUED ON PAGE B2

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CALENDAR of Events

CONVENTIONS/ CONFERENCES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Mississippi FDA - Jun 12-14, 2011, Embassy Suites, Ridgeland, MS. Exhibits. 601-978-1920. www.mississippifuneraldirectors.com mfd@netdoor.com

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

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

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

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

Assoc for Gravestone Studies Annual Conference - Jun 14-19, 2011, Colby College, Waterville, ME. 413-772-0836. www.gravestonestudies.org info@gravestonestudies.org

Wisconsin Cemetery & Cremation Assoc - Jun 15-17, 2011, The Cove Resort, Lake Geneva, WI. 414-727-3050.

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

Alabama FDA - Jun 19-21, 2011, Marriott Grand Hotel, Point Clear, AL. 334-956-8000. www.alabamafda.org afd06@bellsouth.net

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

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

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

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

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

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

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

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

Virginia FDA - Jun 26-28, 2011, The Cavalier Hotel, Virginia Beach, VA. Exhibits. 804-264-0505. www.vfda.net 1whittaker@vfda.net

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Maine FDA - Oct 13-14, 2011, Hilton Garden Inn - Auburn Riverwatch, Auburn, ME. 207-729-9100. www.mefda.org sallybelanger@aol.com

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

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

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

MEETINGS/SEMINARS

The Academy Training Dates - May 10-13, 2011 Advance Funeral Planning; Jul 12, 2011 Continuing Care Program Development for the FH Owner or Manager; Jul 19, 2011 Continuing Care for the AFP/Continuing Care Specialist; Jul 26-29, 2011 Advance Funeral Planning; Sep 13-16, 2011 Advance Funeral Planning; Sep 20, 2011 Continuing Care Program Development for the FH Owner or Manager; Oct 11, 2011 Continuing Care for the AFP/Continuing Care Specialist; Oct 13, 2011 Green Leads/Referrals; Oct 18-21, 2011 Advance Funeral Planning; Nov 01-02, 2011 Financial Aspects of AFP; Jan 17-20, 2012 Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

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

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

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

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

Georgia Municipal Cemetery Assoc - Jun 21, 2011 Cemetery Manager Certification, Savannah Civic Center, Savannah, GA. 912-651-6843. www.GMCAweb.org GAcemetery@earthlink.net

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

Georgia Municipal Cemetery Assoc - Jun 22-24, 2011 "Beyond the Grave: Cultural & Ethical Burial Customs", Savannah Civic Center, Savannah, GA. 912-651-6843. www.GMCAweb.org GAcemetery@earthlink.net

MKJ Marketing Seminars - Jun 25 - Jul 02, 2011 Funeral Service Challenges Here and Abroad, Mediterranean Cruise 888-655-1566. www.mkjmarketing.com

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

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

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

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

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

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

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

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

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



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Elegante Brass introduces Solid Wood Tower Urn



Elegante's Tower Urn II in Solid Wood

BROOKLYN, NY— Elegante Brass Company, located in Brooklyn, introduces its newest urn series: *The Tower Urn™ II* in solid wood. The Tower Urn™ I in solid marble was introduced last year at the NFDA Convention.

The Tower Urn's artistic concept has been three years in the making – it is distinctive in ingenuity – it has been granted a U.S. Design Patent. Elegante Brass Company now holds three design patents for cremation urns, all available through their network of funeral suppliers and distributors who carry their product line.

According to **Robert DeLauro**, project manager and co-designer, "Not everyone wants to display an urn which looks like an urn, and the Tower Urn's

design complies with the necessary requirements of both function and attractive design."

The Tower Urn™ Collection is available in genuine wood, genuine marble and three color finishes. They consist of adult urn and matching keepsake, with an affordable price point as an added plus.

"Funeral directors appreciate the opportunity to offer their clients more than merely 'another urn design' and the possibility of choosing a functioning mantle clock, which also discreetly holds cremains, makes all the difference, when striving to achieve higher profit margins," says DeLauro.

For information about The Tower Urn™ Series, ask your local funeral supplier or call Elegante at (800) 252-7277.

"Life Trees" Offer a Green Remembrance

Continued from Page B1

al cards, available in a variety of colors, may be printed with personal information and a memorial verse on the front with planting instructions on the reverse. Seedlings are available in Celopak and natural burlap with raffia ribbon. Larger varieties provide more color and fabric options including: white or black burlap, black cotton, green or tan camouflaged cotton, sheer white or ivory organza edged in silver or gold, and country gingham in green, red or blue.

The Life Tree Farm also offers a tree planting program in the heart of the Green Mountain National Forest. The client receives a certificate of acknowledgement to commemorate the planting and a warm letter of appreciation, explaining the purpose of planting a memorial tree and the identity of its donor.

The Life Tree Farm is owned by **Jeff Staab**, a licensed funeral director with over twenty years experience. He created the *Life Tree* program with funeral professionals in mind. The *Life Tree* program includes all the marketing materials needed to start offering this affordable and environmentally friendly memorial option. All *Life Trees* are 100% guaranteed to arrive fresh and healthy.

Life Trees can lead to community planting ceremonies which can generate more service profits and community spirit. Cross sales of natural stone markers, to commemorate and secure the trees, may also be generated by offering this customizable, green option.

For more information, visit their website at www.lifetreefarm.com. To enroll in the *Life Tree* program, call the Life Tree Farm at (877)576-2160, send a fax to (877)576-1209, or send an e-mail to info@lifetreefarm.com.

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Kinkaraco® Green Burial Products receives the 2010 Eileen Fisher Business Grant for women owned business in Sustainable Design



The Kinkaraco Shroud

SAN FRANCISCO, CA— In 2003 **Esmerelda Kent** was looking for a segue from a 25 year career as a costume designer in the film industry. Her favorite show was "Six Feet Under" and her lifelong passion since childhood had been staging elaborate funerals with dolls and dead birds! At a sixth grade "Occupation Fair" she chose Mortician/Cosmetologist.

After seeing the HBO documentary entitled "The Young and the Dead" about a young innovative funeral director who had recently purchased the 100 year old **Fernwood Cemetery** in Marin County CA, she applied and was hired in 2004, thus her new career in green burial began.

At Fernwood she performed every role from reception, intake,

preparation, arranging, traffic control, to presiding graveside and "grave decoration".

"We found out a lot of people wanted to be buried in shrouds. Once they found out it was legal many cremation families chose immediately to convert to shroud burials. Being new to this form of burial, we did not know exactly how to wrap this long piece of cloth, or shroud, properly. The result was that it looked awful and was even harder to lower."

That's when the costume expertise kicked in finding the most functional, beautiful design to address movement issues for bodies. The first of its kind constructed "shroud unit" for environmental purpose was born.

The original 100% natural white silk or linen piece is an easy to wrap shroud, **PURELIGHT™**. The body lays on top and is covered by four pieces and tied securely. The "Casket" straps, made of 100% cotton, attach as handles and lowering devices to a board sewn invisibly into the strong canvas back of the shroud, allowing for the unit to be carried to the gravesite and respectfully lowered into the ground.

In 2005 the producers from "Six Feet Under" called and ordered the first **PURELIGHT™** shroud for the green burial episode of the show. Character Nate was buried in the first **KINKARA Company** shroud (**KINKARACO**, pronounced ken-CAR-raw-co). To her endless delight Esmerelda got to be on the set as "Shroud Wrangler/Green Burial Expert."

In 2008 *Business Week* magazine called and included Esmerelda Kent in their article of "Entrepreneurs Changing the Funeral Industry". That year the funeral homes took notice and began including **KINKARACO's** practical green low cost option in their offerings as green products for burial and cremation.

Along with the original shroud the line has expanded to include top of the line high end **Mort Couture®** line and has come full circle with recognition by *Eileen Fisher*, one of America's leading fashion designers of sustainable clothing.

Blue Mound Graphics' Sales Staff contributes to 60 years of Successful Calendar Business



Bob Bade and Bonnie Sewell

MILWAUKEE, WI— Seasoned sales representative, **Bonnie Sewell**, and the addition of **Bob Bade** to their sales staff, helped **Blue Mound Graphics** (BMG) reach an all-time record breaking year in calendar sales, for 2010. For over 50 years, BMG has been producing religious wall calendars for the advertisement needs of the funeral home industry to the churches they sponsor.

Bonnie has brought years of sales experience to BMG, and she will be celebrating her fifth year with the company. Her gentle demeanor, positive attitude, and sales etiquette have contributed to her success at BMG. Bonnie says, "It's easy to promote beautiful, quality products at a reasonable cost, which is so important in today's market. In addition, I am proud to say that all of our products are made in the USA!"

Bob's past experience in the

calendar industry, plus his 30 years of sales expertise, has been an enhancement to BMG's successful year. Having run his own business for 25 years, he understands each customer's individual needs and how to meet them. "In this era of automated voice-mail systems, our customers are pleased that we personally answer the phones when they call, giving them immediate attention," says Bob.

Blue Mound Graphics specializes in creative designs of inspirational wall calendars in English, as well as Spanish, Polish and Italian languages for funeral homes, mortuaries, cemeteries, churches, chapels and other businesses nationwide. Advertising information is displayed 365 days a year, which is an extremely great value! For more information and to view BMG's calendar line, visit www.blue-moundcalendars.com, or call (800) 334-6052.

Zontec System Installed in Woodlawn Cemetery

TAMPA, FL— The **Zontec** Solution was recently installed in **Woodlawn Cemetery** in Santa Monica, CA to control the phorid flies present in their mausoleum building and offices. **Virgil County**, Administrator for Woodlawn Cemetery stated, "For over 90 years, Woodlawn Cemetery has served the community and we pride ourselves in making our cemetery a sanctuary for families of the community. After visiting some other mausoleums that had **Zontec™** machines and speaking to the managers at these locations of how it killed the flies

and odors in the building, we opted to try the system and installed three units in our office area. The units have improved our workplace environment considerably with 95% less gnats. These bugs have been a nuisance for years and the units have made a major difference in making a much more pleasant working environment for both company personnel and potential customers and visiting families. We also have noticed a difference in the air. It smells fresh each day. We only have three units installed in our office areas currently but hope to install more throughout the mausoleum building soon."

"The **Zontec™** process is the most environmentally friendly way to eliminate odors and control all insects. It cleans the air electronically. It does not "mask" the odor with chemical masking agents. It is Mother Nature's own fresh air formula and it works!" says **Lyndi Demers**, Project Manager, **Zontec™** International, Inc.

Zontec™ International, Inc. presently serves mausoleums and funeral homes throughout North America, and is a supplier member of the Catholic Cemetery Conference, ICCFA, NFDA, FACA, and OACFP. For over 25 years, **Zontec™** has adhered to the highest quality standards in the industry manufacturing superior products that are built to last. Visit them online at www.zontecsolution.com, call 1-800-474-0105 or email info@zontecsolution.com for more information.



Bass-Mollett Publishers recognizes Sales Representatives and Employees' Longevity

GREENVILLE, IL— Bass-Mollett Publishers of Greenville, IL proudly recognizes the following sales representatives who have been with the company for over 30 years. **Jim and Helen Cain**, Kentucky/Tennessee; **Bill Olmsted**, New York and **Dick Werth**, New York have been honored by achieving this milestone.

Also recognized were sales reps with over 20 years service to Bass-Mollett's customers. **Bob Knight** of Pennsylvania; **Gayland Holm** of Illinois; **David Wade** of Illinois; **John Boyle** of Connecticut; **Micheal Martin** of Georgia; **Bill and Linda Lindley** of Mississippi; **John Lauer** of Wisconsin; **Chuck Campbell** of Florida; **Janet Garrett** of New York; **John Clair** of Pennsylvania; and **Tom Benz** of Ohio.

Duane Flowers, President and CEO of Bass-Mollett Publishers, in a local news release, also recognized office and production staff with 20 years or more of service to the firm including **Sandy Mullen, Barb Neer, Terry Burke, Conrad Thacker, Laura Knackstedt, Becky Gilbert, Karan Belcher, Ellie Willmann, Linda Willman, Linda Schmollinger, Kathy Yaeger, Monica Barnhart, Diane Davidson, Chris Atchison, Dave Bare, and Marla Ennen.**

"Continued loyalty and dedication by employees is one of the many reasons Bass-Mollett Publishers remains a leading supplier to the funeral industry," Mr. Flowers stated. To learn more about Bass-Mollett and their line of products visit www.bass-mollett.com.

FuneralSourceOne.com launches new Website, has new Products Available



Funeral Source One Stainless Steel Hydraulic Embalming Table

SEVIERVILLE, TN— **Funeral Source One Supply Company**, established in 2009 by **T.R. Ward**, serves funeral service professionals in the United States, and numerous other countries. Funeral Source One has launched a new website to allow customers to go online and order 24 hours a day. "We have served over 1,200 different funeral homes worldwide since opening," says Ward. "We work very closely with other companies to provide the best prices on all items directly related to our industry."

The *Stainless Steel Hydraulic Embalming Table*, introduced last year, has been a very popular item across the U.S. and Canada. The latest item available is the *FS1 Folding Dressing Table*. There are other items in the works for the near future – Funeral Source One works very closely with manufacturers to help develop new ideas and products for the funeral industry. In 2010, Funeral Source One launched the *Source One Casket Division* offering caskets nationwide to funeral homes.

Funeral Source One can be reached at 1-888-792-9315, Monday-Friday 8 A.M. to 6 P.M. EST, and Saturday 9 AM to 3 PM. Or 24 hours a day by email to tr@funeralsourceone.com. You can also visit their booth at the Iowa Funeral Directors Convention, Texas State Funeral Directors Convention, Pennsylvania State Funeral Directors Convention, or the Virginia State Funeral Directors Convention, where the equipment will be on display.

Funeral Industry Innovator Bio-Response taps Kanet Advertising

CINCINNATI, OH— Indianapolis-based **Bio-Response Solutions** has selected **Kanet Advertising**, in Cincinnati, as its agency of record. Bio-Response Solutions manufactures and sells the equipment which performed the first human alkaline hydrolysis disposition in the U.S. The system has gained significant attention within the funeral industry for its innovation, which some are projecting as transformational for the industry.

is committed to leading the way in alkaline hydrolysis disposition, and we believe Kanet Advertising is the right choice for helping us convey our message to the right people, in the most effective manner," notes company CEO, **Joe Wilson**. "We were impressed by the agency's special understanding of the needs of the funeral industry and its belief in our groundbreaking technology."

"The more I have learned about Bio-Response Solutions and the impressive team

of Wilsons, the stronger is my conviction that theirs is the alkaline hydrolysis disposition system to break through the market," affirms Kanet Advertising president, **Charlie Kanet**. "Because of our experience in funeral industry marketing, we are pleased to play a role in bringing this system to mainstream funeral service."

Kanet Advertising provides marketing, advertising and public relations to funeral service as well as to a variety of other industries.

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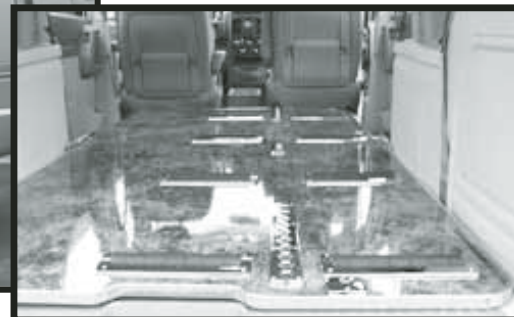


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Outlook Relationship Management System Field Trials a Success

FRANKLIN, OH— During 2010, **The Outlook Group, Inc.** implemented a “test model” program using its *Outlook Relationship Management System* (ORMS database). In reviewing the progress and results made over this past year, Outlook announced that the model program resulted in measurable successes that far exceeded goals and expectations.

The ORMS database is a cutting edge tool which was implemented at identified funeral homes in Wisconsin, Ohio, Indiana, Kentucky and Michigan. Each model funeral home client provided pro-active pre-need, aftercare and marketing programs. ORMS allowed pre-need advisors and aftercare specialists to effectively interact with families and contacts in a timelier manner. ORMS also provides a variety of tools which allowed funeral home management, advisors and specialists to seamlessly track information producing quantifiable results.

ORMS is a state-of-the-art, web-based database that was first developed for used in 2000. ORMS was designed and continues to be refined, based on the practical day-to-day operations of funeral homes and their staff. ORMS allows for easy tracking and analysis of vital customer information generated from all types of pro-active programs.

Jennifer Harris, ORMS and Sales Administrator, oversaw the implementation and training processes as well as the results generated from this model program. According to Jennifer, “The field results produced better outcomes than we could have anticipated. Clients evaluated the flow of information, their understanding of processes and the success of the database as exceeding the original target goals established.”

For more information on ORMS and the successful processes The Outlook Group has designed, contact **John Feher** at 800-331-6270 or **Beverly Horstman** at 317-439-0362. You can also learn more about ORMS on-line at www.theoutlookgroup.com.

NatureEarth® By LDI Will Market AARDBalm Products

PORTSMOUTH, NH— **NatureEarth®** by **LDI** and **AARDBalm** are proud to announce an agreement where **NatureEarth®** by **LDI** will market **AARDBalm's** range of formaldehyde-free embalming products.

AARDBalm created its range of less toxic embalming products to meet the growing demand of reducing funeral professionals' exposure to formaldehyde and methanol. Citing a study from the *Journal of the National Cancer Institute's* December 16, 2009 issue, **Joshua Dame**, Vice President of **LDI**, said “... Funeral Directors who work closely with formaldehyde based products are at significantly higher risk of myeloid leukemia. **AARDBalm** affords the professional embalmer a safer choice. Plus, **AARDBalm** doesn't dehydrate and discolor the body.”

In addition to the health benefits for funeral professionals, **AARDBalm** prod-

ucts reduce the amount of toxins released into cemetery grounds, meeting a greater consumer demand for green burial solutions.

Whether it is a desire to offer green burial options or to reduce professionals' exposure to toxic chemicals in the prep room, **NatureEarth®** by **LDI** provides a wealth of information and a wide range of products to assist funeral professionals. In support of **AARDBalm** products, **John Hermann**, a licensed New Jersey funeral director who uses **AARDBalm** products, will be assisting **LDI** with consumer education, advice and demonstrations.

For more information, call **LDI** at (866)332-0700 or visit their website at www.greenmortuary.com. Additionally, funeral professionals are invited to visit **NatureEarth®** by **LDI** and **AARDBalm** at the **NFDA** Convention in Chicago, IL from October 23-26, 2011.

Genesis Casket selects Microsoft Dynamics AX ERP Solution Headline

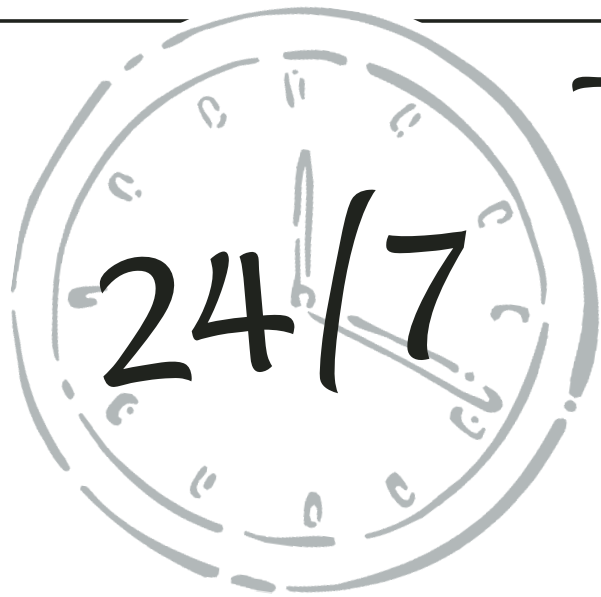
New Enterprise System to Support Market Introduction & Address Business Processes

INDIANAPOLIS, IN— Casket manufacturer **Genesis Casket Company** recently announced that it had chosen **Microsoft Dynamics** for their new Enterprise Resource Planning (ERP) solution and **Avanade Inc.** as their implementation partner. **Microsoft Dynamics AX** is a comprehensive business management solution ranked by Gartner Research as a best in class ERP solution that helps improve efficiency and reduces IT complexity. **Avanade** is a provider of necessary technology business services to help companies realize the full potential of the **Microsoft Dynamics AX** suite.

“After a thorough evaluation of several different ERP systems, we found that **Microsoft Dynamics AX** was the perfect fit for our business model because it offers the necessary functionality we need and the single function architecture,” stated **William Anthony (Tony) Colson**. “In addition, **Avanade** was the logical choice since they have been recognized numerous times as a leader in the **Microsoft Partner Network**.”

“The manufacturing world is evolving and businesses, especially new ones, need technology solutions that are flexible and robust enough to adjust with the changing needs of funeral service,” **Colson** continued. “We will be investing more than a million dollars to deliver our planned business processes and allow us an efficient integration as we implement our market launch later this summer.”

Genesis Casket is a new entity in funeral service, founded in 2010. It is headquartered in Indianapolis, IN and created in partnership with **Gestamp North America, Inc.**, a global supplier of structural steel components for the automotive industry. **Genesis** plans to manufacture and distribute a line of metal caskets later this year that will be produced in its Indianapolis plant to funeral homes throughout the US.



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Fyda Freightliner offers exclusive new innovation to the Funeral Industry

CINCINNATI, OH— It is a honor to attend to the final affairs of someone's life, and the fact that there are time tested, dignified and discreet ways to help families through a difficult time, makes this industry a noble profession. But, it is also a business, and one whose expenses must be managed, and whose image must be considered.

The extended 170-inch wheelbase of the **Freightliner Sprinter 3500** created an opportunity for innovation in the funeral industry. Couple that with the inventive thinking of **Fyda Freightliner**, the **8-Pack Casket Transporter** was born. This revolutionary design makes it possible for one person to load and deliver 8 caskets at once.

The precision-engineered rack system is designed to take advantage of every square inch of interior space of this highly versatile vehicle. The system, made of stainless steel construction, can hold 8 standard size caskets with a total 2,400-pound capacity. The clever adjustable ramps make for easy loading and unloading, and emergency tension devices keep the load safely in position.

Fewer, easier trips with a larger payload speak to the business side of the funeral industry. This convenient, innovative system is packed inside the number one com-

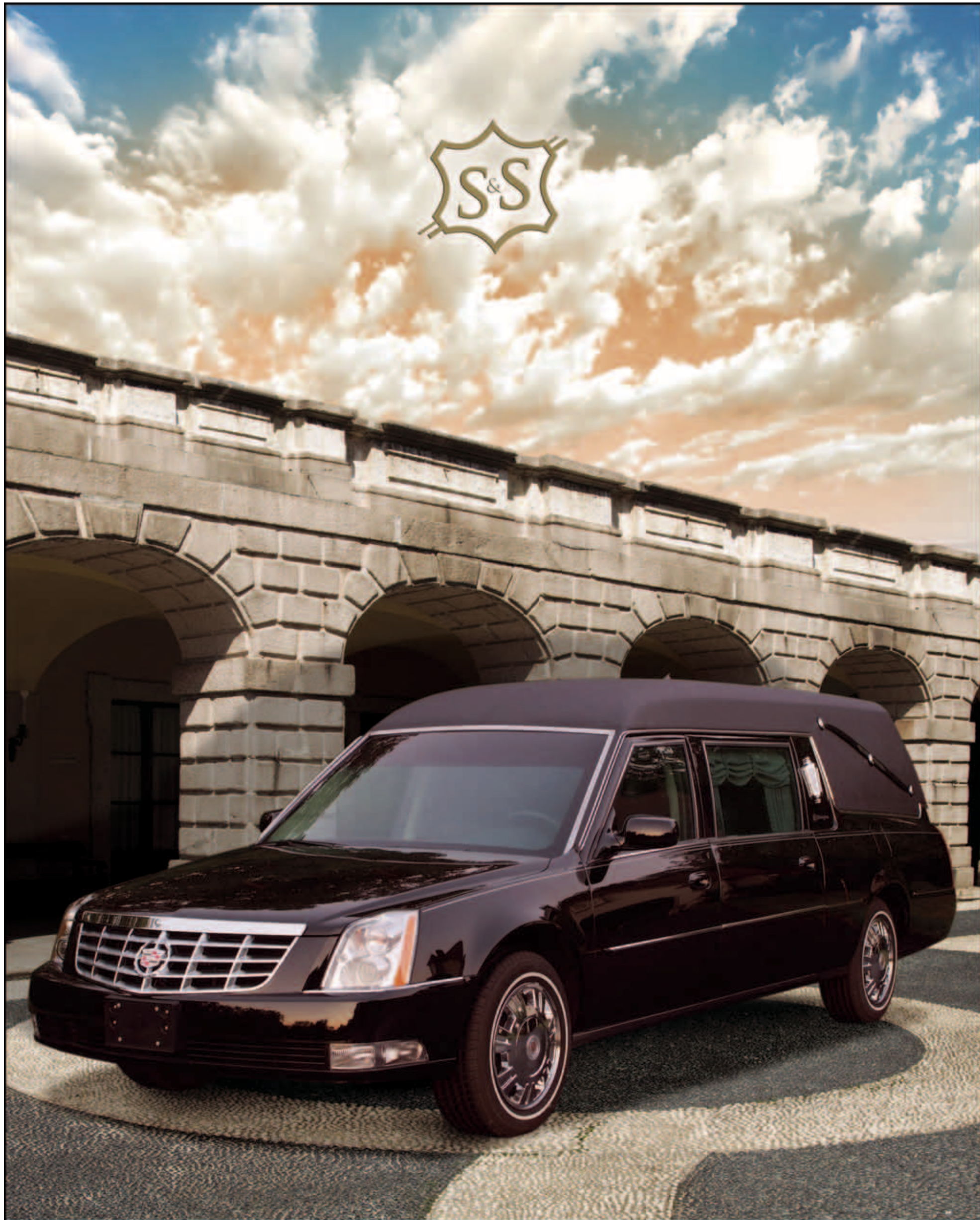
mercial van in the world. The **Sprinter** earns its title every day, by providing the features every discriminating operator values.

These features include over 20 mpg fully loaded; a clean burning, 3.0 liter Mercedes Benz Turbo Diesel Engine boasting 188 Horsepower with 325lb-ft of torque; a 26.4 gallon fuel tank (99.93 litres); 5-speed automatic transmission, and a **BlueTec-Cleanest Diesel Engine**. The clever packaging allows you to get the **Sprinter** in tight areas with the Best in class turning radius.

This 9,990 gross vehicle weight rating means that the **Sprinter** is not subject to the DOT 10,000 lb regulation requirements, meaning that the one person who operates the equipment in back can be the same person operating in front, bringing an additional cost savings.

Fyda Freightliner is proud to be able to offer this exclusive, innovative, dynamic combination of the **8-Pack Casket Transporter** and the 170-inch wheel base **Freightliner 3500 Sprinter** to the funeral industry. If you'd like more information about the **Casket Transporter**, visit www.fydafreightliner.com, call toll free 800-582-5807 or email **Ken Thamann** or **Jeff Eberhart** at 8pack@fydafreightliner.com.

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Award Winning Southwest Airlines names Matt Buckley Vice President of Cargo and Charters

DALLAS, TX— Southwest Airlines is pleased to announce that **Matt Buckley** has been promoted to Vice President Cargo & Charters.

Matt began his career with Southwest Airlines in 1982 as a Southwest Ramp Agent in Midland, TX. With the majority of Matt's 29-year career focused on leading the Cargo Management Group, Southwest has benefited tremendously from his vision and Leadership. Southwest's Cargo and Charter business generates significant revenue annually and Matt accredits much of Cargo's success as an Industry Leader to the hardworking Cargo, Ramp, and Operations Employees across the system.

"This is a well deserved promotion for Matt, who has shown his leadership and vision by increasing the breadth, scope, and profitability of our award-winning Cargo service," said Southwest Airlines Senior Vice President Operations **Greg Wells**. "I am consistently impressed with his commitment to Southwest and to his People."

Southwest Airlines Cargo is Honored with Multiple Awards for Excellence in Air Cargo Service

Southwest Airlines Cargo is proud to be recognized by the Airforwarders Association (AfA) as the "Domestic Carrier of the Year" for the second year in a row. The award was presented based upon Southwest Cargo's ontime performance, Customer Service, problem resolution, claims handling, technology support, service options, and overall value.

Additionally, Southwest Cargo received "Domestic Airline of the Year" by the Express Delivery & Logistics Association (XLA). Southwest has placed on XLA's Airline of the Year list for ten consecutive years, along with receiving the award for Excellence in Web Site and Technology for the second year.

"These awards represent the tremendous commitment and hard work of our Employees in many different capacities across our system," says Vice President of Cargo & Charters **Matt Buckley**. "We celebrate these prestigious awards with the Cargo, Ramp, and Operations Employees who consistently provide our Cargo Customers with award-winning Customer Service."

The Airforwarders Association is an alliance of Indirect Air Carriers, Cargo Airlines, and affiliated businesses located throughout the global transportation community.

"The Airforwarders Association was thrilled to honor Southwest Cargo as 'Domestic Carrier of the Year,' as voted by our members," said Executive Director of AfA **Brandon Fried**. "The award is truly a testament to Southwest's commitment to Customer Service and support services for cargo."

The XLA Awards are based on an annual survey of association members who use the services of commercial passenger airlines for their express deliveries around the world. Southwest took top honors in 2002, 2003, and 2005 through 2010, and finished second in the rankings in 2001 and 2004.

In its 40th year of service, Southwest Airlines (NYSE: LUV) continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 71 cities in 35 states. Beginning March 27, 2011, service began to Newark Liberty International Airport. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/cares to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,400 flights a day and has nearly 35,000 Employees systemwide.

Mortuary Lift Products shown on Episode of "The Bachelor," and on KCRG Newscast



Mortuary Lift Ultimate 1000

CEDAR RAPIDS, IA— When the February 21 episode of ABC's "The Bachelor" aired, **Mortuary Lift Company** president **Katie Hill** was not tuned in. Soon, however, colleagues, vendors, friends, her mom and other family members began phoning and emailing her. Wasn't that her Ultimate 1000™ lift they saw on this highly rated network reality show? Indeed it was.

In the episode, **Shawntel Newton**, a licensed funeral director and embalmer, took bachelor Brad inside her world to her family's business, **Newton-Bracewell Funeral Homes** and **Chico Memorial Mausoleum**, both in Chico, CA. It is in the prep room that the Ultimate 1000™ lift made its television debut, appearing several times.

"I was surprised our Ultimate 1000 was on network television – and that so many people saw it, recognized it and contacted me," remarks Hill. "Shawntel is a perfect example of why lifts are becoming almost mandatory for funeral service providers. How can she be expected to do the heavy lifting that's required? Even the lightest cases are 125 pounds." With the increasing percentage of women working in death-care, as well as the national trend of larger height and weight across the U.S. population, assistance is needed to lift and move remains.

Katie Hill personally identifies with the particular challenge to women. Coincidentally, Mortuary Lift Company began because of her need when she was a funeral practitioner. "I needed a lift and couldn't find one to purchase. So my dad made one for me," explains Hill. Today the company enjoys 20% annual growth, and in 2010 sold more than 100 units in the U.S. and abroad.

The episode of "The Bachelor" brought unexpected exposure, but it was not the sole media coverage. In January, the products of Cedar Rapids-based Mortuary Lift were featured on a newscast of the hometown ABC affiliate, KCRG. To demonstrate the changes that increasing obesity brings to the funeral industry, a KCRG reporter interviewed Hill along with **John Linge**, president of **Cedar Memorial Funeral Home**, who spoke of the Mortuary Lift equipment as "a real back saver that has significantly enhanced the safety of employees." He speaks with the experience of having used the lift for 12 years. The *Cedar Rapids Gazette* also featured Mortuary Lift in a January article.

Passages' Memento Biodegradable Urn wins Prestigious Red Dot Design Award

ALBUQUERQUE, NM— Did you know that a large percentage of the urns purchased in the USA today are used for water burial? This trend is spreading quickly to all areas of the United States. Don't you think you should be ahead of the curve?

The *Memento* from **Passages** competed against over 4400 other entries from 60 countries to win the 2011 Red Dot Award. This is a testimony to the time and effort put into the research and development of this urn. Introduced in 1955, the Red Dot design award has become the world's largest and most distinguished design competition. Red Dot signifies 'belonging to the best in design and business'.

The *Memento*, as unique as the individual it embodies, sets the bar high as it takes water burial to the next level. Serving a specific purpose with this truly original urn design makes it easy to incorporate traditional service elements with non-traditional merchandise.

Handcrafted in the United States with antique molds from non-toxic, food-grade, recycled paper, the *Memento* allows families to participate in a meaningful ceremony by inserting personal notes through the top of the urn prior to placing it in water. Handmade paper note cards are provided for family and friends to write their sentiments on, and messages may be written on the exterior surface of the urn as well.

"Winning the prestigious 2011 Red Dot Product Design Award is exciting for us and our customers," says **Passages' President, Darren Crouch**. "This award exemplifies our commitment to truly unique and functional product offerings. The *Memento* allows for personalization and an increased level of participation by friends and family attending a water burial. Your urn selection is not complete without this internationally-



recognized, award-winning product."

Your families will be pleased that with each purchase of the *Memento*, a monetary donation is made in memory of the deceased to an ocean conservation organization dedicated to protecting our oceans for future generations.

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

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

U.S. Patent office awards registered trademark for Vault Selection Software

DANVILLE, IL— **Trigard's Personal Touch®** burial vault selection system was recently awarded a registered trademark by the United States Patent and Trademark Office.

"Many people are not informed about what a vault is or why they need one. **Personal Touch** helps get that important information out to the families we serve," said Chief Executive Officer **Linda Darby-Sempsrott**.

This software was designed to meet three objectives: educate families about the importance of a lined, sealed burial vault; guide a family through the vault selection process, focusing on the products with the best value; and encourage the family to interact with the software to personalize their loved one's vault. The intuitive, customizable program has been showcased at recent ICCFA and NFDA conventions.

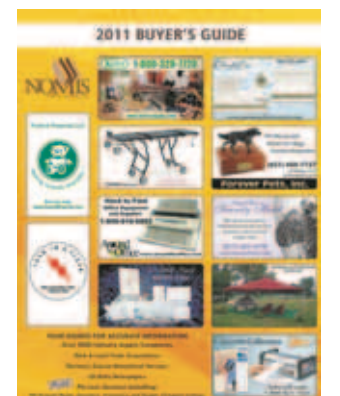
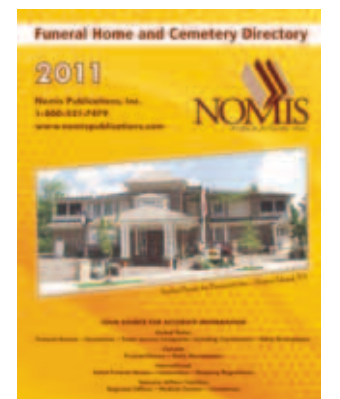
Personal Touch was designed as a supplement to a funeral director's presentation in the showroom, but has proven successful on a laptop in a family's home in pre-need presentations.

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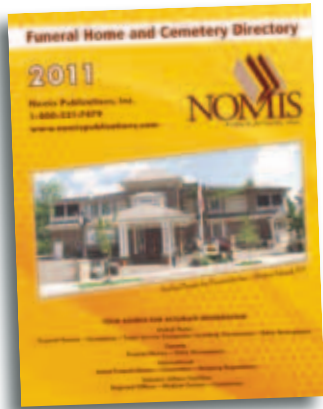


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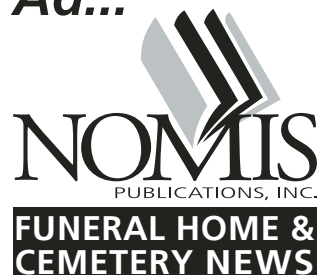
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(2) 1999 Cadillac Eureka 6-Door Limo.....	Wht Ext/Blue Int.....	62,000 mi
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2006 Cadillac Eureka Coach

17,000 miles

White/White Exterior, Blue Interior

Classified ADS

Hearse/Limousines Cont'd 8

2006 5-Door 120" 24-Hour Limousine. Federal Lincoln, custom, dark blue with black vinyl top, hidden TV, bar, etc. 32-34K miles, excellent condition, four to choose from. **Will consider selling with a matching coach,** 29-30K miles, five to choose from. This is a funeral director operated livery firm. Please see photos on our website: www.gold-crosslimo.com. **Contact Dan Becker at 330-565-1206.**

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- 2011 Chevy Suburban w/custom casket tbl w/8 built in rollers w/entry ramp
- 2011 Cadillac DTS Sedan, silver
- 2007 Chevy Express Van w/casket table & entry ramp
- 2004 Chev Astro Van w/casket tbl, blu

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- 1998 Cad S&S Masterpiece Coach, blu
- 1997 Cad Eureka Coach, blk
- 1994 Cad Eureka Coach, blk, 36k mi
- 1994 Chevy Suburban, blue/silver
- 1990 Cadillac Funeral Coach, blk

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2010 CHRYSLER PRESTIGE HEARSE
black with gray interior

HEARSES

2010	Chrysler Prestige Hearse.....	black/gray interior
2009	DTS Flower Car.....	black/black leather
2007	Cadillac S&S Hearse.....	black/black leather
2006	Cadillac Eagle Ultimate (3 in stock).....	black/black leather
	Cadillac S&S Hearse.....	black/tan interior
2003	Lincoln S&S Hearse.....	white/tan leather
	Cadillac Superior Hearse.....	black/black leather
1997	Lincoln S&S Hearse.....	silver/black top/blue interior

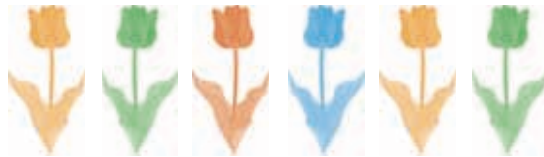


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	Cadillac S&S 6-Door (2 in stock).....	black/tan leather
2004	Cadillac S&S 6-Door.....	silver/blue leather
2001	Cadillac DaBryan 5-Door.....	black/black leather
	Lincoln Superior 6-Door.....	black/tan leather
2000	Cadillac M&M 6-Door.....	black/black leather
	Cadillac DaBryan 5-Door.....	black/black leather

FIRST CALL

2001	Chevy Suburban SUV.....	black/gray leather
1998	Dodge Eagle 1st Call.....	silver/black top/gray interior



2007 CADILLAC EAGLE 6-DOOR LIMO
blue with blue leather



2006 CADILLAC S&S HEARSE
black with black leather



2004 CADILLAC S&S 6-DOOR LIMO
silver with blue leather

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HEARSES

1999 Cadillac Eagle, Navy, One Owner, 88k mls.....	\$8800
1999 Cadillac Superior, White, Southern Car.....	\$7000
1996 Cadillac Eagle, Blue, 95k mls.....	\$4500
1996 Cadillac Superior, Navy Blue, Only 45k mls, One Owner.....	\$5000
1996 Cadillac Masterpiece, Dark Cherry, 36k mls, One Owner, Very Nice!.....	\$7500
1990 Cadillac S&S, FWD, 35k mls, Ext Table, As New.....	\$3975
1990 Buick Eureka, Commercial Glass, Gray, 42k mls.....	\$2500
1972 Cadillac Superior, Ext Table, Black, Stunning!.....	Collectible

LIMOUSINES

2000 Cadillac Krystal, White, 79k mls, From Texas.....	\$5900
1999 Superior, 6-Door, Black, 30k mls.....	\$4975
1999 Cadillac S&S Presidential, Black, 59k mls, Needs Headgaskets.....	\$2975
1998 Cadillac M&M, Black, 56k mls, Clean.....	\$3250
1995 Cadillac Eureka, 6-Door, Power Flip Seat, Silver, 13k mls.....	\$4750
1993 Cadillac Superior, 6-Door, 46" Stretch, Navy Blue, 45k mls.....	\$3000
1991 Cadillac FWD, Silver, 75k mls, New Tires.....	\$2175
1979 Cadillac, 6-Door, Navy, 80k mls.....	\$1375

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Help Wanted 9

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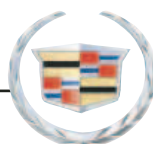
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2007 Superior Coach Cadillac "Statesmen" Hearse
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