

R.S. Owens offers New Art Glass Crematory Urns

CHICAGO, IL— R.S. Owens, a US manufacturer of art glass and awards, recently offered two models of art glass urns for the funeral industry.

“We had been selling a replica of Michelangelo’s ‘Creation of Man’ as an inspirational award for a year when someone mentioned that it would make a great memorial,” noted **Mark Avenson**, VP of marketing for R.S. Owens. “One of our wood suppliers had been creating wood urns and we asked them



Chicago awards manufacturer broadens product offering with art glass urns

to customize the shape to our design, the results looked great,” Avenson adds.

The new models launched at the end of 2011 include a cast art glass star mounted over a natural alder wood urn, and a portion of the “Creation of Man” from the Sistine Chapel, mounted over a mahogany stained walnut urn.

R.S. Owens casts the art glass in their kilns located in Chicago. The molds are packed with raw glass and fired overnight to allow the kiln to reach the maximum temperature required and then cool down slowly. Each cast piece is unique and deep etched with a personal message.

R.S. Owens has been producing and designing many of the world’s most prestigious and coveted awards for over 74 years. With a firm commitment to creativity, quality and craftsmanship, R.S. Owens has grown into the largest manufacturer of premier awards in the world. The Oscar®, Emmy, Cotton Bowl, Pepsi 500, Gallup Best Workplace and the Rock & Roll Hall of Fame Awards highlight the expansive list of honors produced by R.S. Owens. For a brochure or more information contact R.S.Owens, 5535 N. Lynch Ave, Chicago, IL 60630 or contact: **Sandra Thomas**, 773-628-5237, stomas@rsowens.com. Information on the company may be found at rsowens.com or pictureframe.net.

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these natural burial sites. One of the companies which filled this need was **Ecoffins**. Since its inception in England in 1993, **CONTINUED ON PAGE B6**

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CALENDAR *of Events*

CONVENTIONS/ CONFERENCES

Kansas Funl Dirs & Embalmers Assn - May 06-09, 2012, Capital Plaza Hotel, Topeka, KS. Exhibits. 785-232-7789. www.ksfda.org kfdak@kfdak.kscoxmail.com

South Dakota Funl Dirs Assoc - May 10-11, 2012, Best Western Ramkota Hotel & Watertown Event Center, Watertown, SD. Exhibits. 605-246-9466. www.sdfda.org tkerr@triotel.net

South Carolina Morticians Association, Inc. - May 14-17, 2012, Embassy Suites Greenville Golf Resort & Conference Center, Greenville, SC. Exhibits. 803-339-4133. www.scmmainc.com scmainc@gmail.com

Minnesota FDA - May 14-16, 2012, Embassy Suites, Brooklyn Center, MN. Exhibits. 855-416-0124. www.mnfuneral.org info@mnfuneral.org

Michigan FDA - May 14-17, 2012, Soaring Eagle Casino & Resort, Mt. Pleasant, MI. Exhibits. 800-937-6332. www.mfda.org pdouma@mfdad.org

Iowa FDA - May 15-17, 2012, Iowa State Center & Gateway Hotel, Ames, IA. Exhibits. 800-982-6561. www.iafda.org admin@iafda.org

North Carolina FDA - May 16-18, 2012, Grove Park Inn Resort & Spa, Asheville, NC. Exhibits. 800-616-2332. www.ncfda.org larry@ncfda.org

Massachusetts FDA - Jun 01-02, 2012, Ocean Edge Resort, Brewster, MA. 781-335-2031. www.massfda.org info@massfda.org

Louisiana FDA - Jun 03-05, 2012, Bourbon Orleans Hotel, New Orleans, LA. Exhibits. 225-767-7640. www.lfdaweb.org info@lfdaweb.org

Tennessee Funeral Directors Association - Jun 03-05, 2012, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 615-321-8792. www.tnfda.org

Missouri Funl Directors & Embalmers Assn - Jun 05-06, 2012, St. Charles Convention Center & Embassy Suites Hotel & Spa, St. Charles, MO. Exhibits. 573-635-1661. www.mofuneral.org info@mofuneral.org

Independent Funeral Directors of Florida - Jun 06-09, 2012, Omni Orlando Resort at ChampionsGate, Orlando, FL. Exhibits. 850-222-0198. www.ifdf.org mhood@ifdf.org

Arizona Funeral Cemetery & Cremation Assn - Jun 06-08, 2012, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. www.azfda.org afcca@q.com

South Carolina FDA Summer Convention - Jun 10-12, 2012, Myrtle Beach Marriott Resort, Myrtle Beach, SC. 800-445-3427. www.scfda.org scfda@aol.com

Texas FDA - Jun 10-15, 2012, Omni Bayfront Hotel, Corpus Christi, TX. Exhibits. 800-460-8332. www.tfda.com admin@tfda.com

Illinois FDA - Jun 10-13, 2012, Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL. Exhibits. 217-525-2000. www.ifda.org info@ifda.org

Pennsylvania FDA Convention & Expo - Jun 11-14, 2012, Holiday Inn Harrisburg/Hershey, Grantville, PA. Exhibits. 800-692-6068. www.pfda.org joann@pfda.org

West Virginia FDA - Jun 13-15, 2012, Hollywood Casino at Charles Town Races, Charles Town, WV. Exhibits. 855-345-4711. www.wvfda.org kimesrob@yahoo.com

Virginia Morticians Association Inc - Jun 16-19, 2012, Sheraton Virginia Beach Oceanfront Hotel, Virginia Beach, VA. Exhibits. 804-469-9544. www.virginiamorticiansassociation.org vmainc@msn.com

Georgia FDA - Jun 17-20, 2012, The King and Prince Beach & Golf Resort, St. Simons Island, GA. 770-592-8002. www.gfda.org

Florida Morticians Association, Inc - Jun 17-20, 2012, Sheraton Suites Cypress Creek, Fort Lauderdale, FL. Exhibits. 813-477-2020. lfdekatin@aol.com

Funl Dirs & Morticians Assoc of North Carolina - Jun 18-21, 2012, Hilton Greenville, Greenville, NC. Exhibits. 704-982-0347. www.fdmanc.org fdmanc@aol.com

Western Pennsylvania FDA Convention - Jun 18-21, 2012, Courtyard by Marriott, Erie, PA. Exhibits. 800-335-4050. www.wpfda.org steve@osbornefuneralhome.com

FDA of Kentucky - Jun 18-20, 2012, Hyatt Regency Hotel, Louisville, KY. Exhibits. 800-866-3211. www.fdaofky.com info@fdaofky.com

FIAT-IFTA International Convention - Jun 21-24, 2012, Dublin, Ireland. Exhibits. www.fiat-ifta2012.com

Buckeye State Funeral Directors & Embalmers Assoc - Jun 21-23, 2012, Fort Rapids Indoor Waterpark Resort, Columbus, OH. Exhibits. 419-524-6999. www.bsfea.com wfs753@aol.com

Southern Georgia, South Carolina, North Carolina Cemetery, Cremation & Funeral Associations Joint Convention - Jun 24-26, 2012, Hyatt Regency, Savannah, GA. Exhibits. 251-634-3434. www.scfa.info scfa@bellsouth.net

Virginia FDA - Jun 24-26, 2012, The Cavalier Hotel, Virginia Beach, VA. Exhibits. 804-264-0505. www.vfda.net lwhittaker@vfda.net

California FDA - Jun 24-26, 2012, Hyatt Newport Beach Hotel, Newport Beach, CA. Exhibits. 800-255-2332. www.cafda.org cfda@amgroup.us

New England Cemetery Association Annual Conference - Jun 25, 2012, Attitash Grand Summit Hotel, Bartlett, NH. www.newenglandcemetery.org kccody@mtcalvarycem.org

Virginia Cemetery Association - Jun 28 - Jul 01, 2012, The Homestead Resort & Spa, Hot Springs, VA. Exhibits. 804-675-7502. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

Association of California Cremationists Meeting - Jul 10, 2012, Hilton Sacramento Arden West, Sacramento, CA. Exhibits. 562-596-0464. www.accinfo.org kthomas@accinfo.org

Florida Cemetery Cremation & Funeral Assn - Jul 19-22, 2012, Sawgrass Marriott Resort, Ponte Vedra Beach, FL. Exhibits. 800-226-3332. www.thefccfa.com leighann@executiveoffice.org

Assn of Independent Funl Hms of Virginia - Jul 20-22, 2012, Hilton Virginia Beach Oceanfront, Virginia Beach, VA. Exhibits. 804-643-0312. www.ifhv.org ifhv@aol.com

Associated Cemeteries of Missouri - Jul 20-21, 2012, The Resort, Lake of The Ozark, MO. Exhibits. 314-863-3011.

Oregon FDA & CAO - Jul 23-25, 2012, Seaside Convention Center & Shilo Hotel, Seaside, OR. Exhibits. 800-304-5095. www.ofda.org mark@ofda.org

Cemetery Association of Tennessee - Jul 29-31, 2012, Mail Stay Inn and Suites, Pigeon Forge, TN. Exhibits. 615-714-9605. www.cemeterytn.com cforce@afamilylegacy.com

National Funeral Directors & Morticians Association, Inc. - Aug 04-09, 2012, The Mirage Hotel, Las Vegas, NV. Exhibits. 800-434-0958. www.nfdma.com nfdma@nfdma.com

Cremation Assn of North America - Aug 15-18, 2012, The Westin Bayshore, Vancouver, BC. Exhibits. 312-245-1077. www.cremationassociation.org info@cremationassociation.org

Colorado FDA - Aug 22-24, 2012, Ameristar Casino Resort Spa, Black Hawk, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

New Jersey State FDA - Sep 18-20, 2012, Trump Taj Mahal, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org njsfda@njsfda.org

Selected Independent Funeral Homes - Sep 19-22, 2012, The Westin Copley Place, Boston, MA. Exhibits. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

Catholic Cemetery Conference - Sep 25-28, 2012, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131. www.catholiccemetery-conference.org

Professional Grounds Management Society - Oct 24-27, 2012, The Galt House, Louisville, KY. Exhibits. 410-223-2861. www.pgms.org pgmas@assnhqtrs.com

CFSAA Fall Conference & Trade Show - Nov 05-06, 2012, JW Marriott, Indianapolis, IN. Exhibits. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

Maine FDA - Nov 30 - Dec 01, 2012, Hilton Garden Inn Auburn Riverwatch, Auburn, ME. Exhibits. 207-729-9100. www.mefda.org sallybelanger@aol.com

MEETINGS/SEMINARS

Cremation Assn of North America Crematory Certification Operators Program - May 02, 2012, Hartford, CT; May 11, 2012, Atlanta, GA; Jun 24, 2012, Virginia Beach, VA; Jul 13, 2012, Wheeling, IL; Sep 21, 2012, Jeffersonville, IN; Oct 06, 2012, Charlotte, NC. 312-245-1077. www.cremationassociation.org nanette@cremationassociation.org

The Academy Training Dates - May 15-18, 2012 Advance Funeral Planning; Jul 17-20, 2012 Advance Funeral Planning; Aug 07-08, 2012 Community Presentation; Sep 18-21, 2012 Advance Funeral Planning; Sep 25, 2012 Great Ideas Workshop; Oct 02-03, 2012 Green Leads/Referrals; Oct 16-17, 2012 Continuing Care for the Advance Funeral Planner or Aftercare Specialist; Nov 06-07, 2012 Funding Skills for Advance Funeral Planning; Nov 13-16, 2012 Advance Funeral Planning; Jan 15-18, 2013 Advance Funeral Planning; Jan 17-20, 2013 Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

Asia Funeral Expo - May 17-19, 2012, Hong Kong www.asiafuneralexpo.com

Jewish Cemetery Association of North America - Jun 03-05, 2012, Hampton Inn New York-LaGuardia Airport, New York, NY. 718-672-6600. www.jcana.org

NGFSPA Leadership Seminar Conference & Board of Directors Meeting - Jun 07-10, 2012, Sheraton Charlotte Airport, Charlotte, NC. 843-624-7957. www.ngfspa.org newgenerationfpa@gmail.com

Selected Independent Funeral Homes European Group Annual Meeting - Jun 14-17, 2012, The Grand Hotel, Eastbourne, England. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

PCS International Meet - Jun 18-22, 2012, The Shores Resort & Spa, Daytona Beach, FL. 386-255-4704. www.professionalcarsociety.org fantafuss1@yahoo.com

New Hampshire & Vermont FDA Twin States Meeting - Jun 19-20, 2012, Ashworth by The Sea, Hampton Beach, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

The Assoc for Gravestone Studies Conference - Jun 19-24, 2012, Monmouth University, West Long Branch, NJ. 413-772-0836. www.gravestonestudies.org info@gravestonestudies.org

Fountain National Academy of Professional Embalming Skills 2nd Biennial Seminar - Aug 02-05, 2012 International Embalming and Reconstructive Surgery Conference for Professional Embalmers, Holiday Inn Convention Center, Springfield, MO. 417-833-5130. www.fnacademy.com vrfountain@earthlink.net

American Bio-Recovery Association Meeting - Aug 20-22, 2012, Sandusky Kalahari Resort, Sandusky, OH. 888-979-2272. www.americanbiorecovery.org info@americanbiorecovery.org

New York State FDA Fall Leadership Meeting - Sep 19-21, 2012, Mirror Lake Inn, Lake Placid, NY. 800-291-2629. www.nysfda.org info@nysfda.org

California Assn of Public Cemeteries - Oct 12-13, 2012, Embassy Suites Resort & Hotel, South Lake Tahoe, CA. 760-746-0662. www.capc.info publiccemeteries@aol.com

U.S. Cremation Equipment doubles its Manufacturing Capacity

LAKELAND, FL— **U.S. Cremation Equipment**, manufacturer of the Classic line of high-performance human cremators, announces the acquisition of the building adjacent to its Florida-based facility. The acquisition doubles the company's manufacturing capacity to 12,000 square feet and sets in motion plans for a 50 percent increase in production staff.

Cal Wilkerson, U.S. Cremation Equipment's Vice President of Sales & Marketing, notes that the consistently rising demand for its products – reflected in the record level of sales in 2011 – prompted the acquisition. "Currently, we have a backlog of orders that is the highest in our history," reports Wilkerson. "The increased square footage will enable us to keep pace with demand, which has been particularly strong from international markets."

U.S. Cremation Equipment continues to broaden its product line, recently introducing a new high-performance model, The Classic XL, capable of completing a cremation every 65 to 75 minutes. Two units of this model were installed in Sao Paulo, Brazil, in November, and additional orders have come from as far away as Australia.

This spring, the company plans to introduce a new mid-size cremator, the Classic PLUS, an option between the popular Classic and the large Classic XL unit. This model will satisfy the needs of those existing cremation facilities challenged to meet the general population's increasing demand for cremation.

R.D. Brown Funeral Home installs Zontec™ in both Kentucky Locations



R.D. Brown Funeral Home

TAMPA, FL— Since 1952 **R.D. Brown Funeral Home** has provided professional services to families in the western Kentucky counties of Hickman and Graves. **Robert (Bobby) Brown**, owner and director stated, "I had read about **Zontec™** portable machines in the funeral home magazines prior to attending the NFDA show so when I saw the Zontec™ booth I knew I had to buy a couple units for my funeral homes. One of our homes was built in late 1800s and has musty odors. We move it around throughout our home to freshen up the air and it has made a big difference. In the other location we use it in the cooler and dressing rooms. It works fast and is very effective. You can add our name to your list of satisfied customers."

"Our portable Zontec™ units are used by hundreds of funeral homes to eliminate all odors in minutes in their prep rooms, chapel areas, coolers and storage areas, cremation areas, musty basement areas and to freshen up their limousines. A lot

of people also bring them home and use the units for pet odors, freshen up a camp or cottage, in their boats especially when they are first opened up after being shrink-wrapped, to clean air conditioning returns, etc. The list goes on and on. There are so many different uses," states **Lyn-di Demers**, Project Manager, Zontec™ International, Inc.

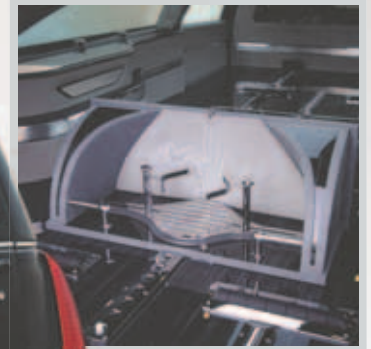
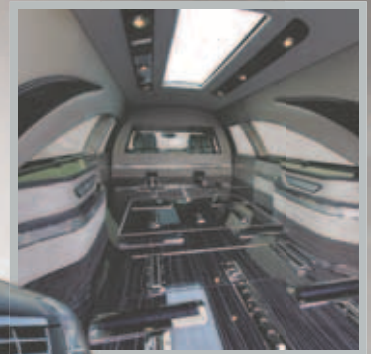
For over 25 years, Zontec™ has adhered to the highest quality standards in the industry manufacturing superior products that are built to last. Zontec™ International, Inc. presently serves hundreds of mausoleums and funeral homes throughout North America, and is a supplier member of the CCC, ICCFA, NFDA, FACA, FCCFA, and OACFP. For more information about the Zontec™ system, to see testimonials from many satisfied customers, or to place an order, you may contact the company directly at their headquarters in Tampa. Visit www.zontecsolution.com, call 1-800-474-0105 or email them at info@zontecsolution.com.

*If you have a Convention, Meeting or Seminar
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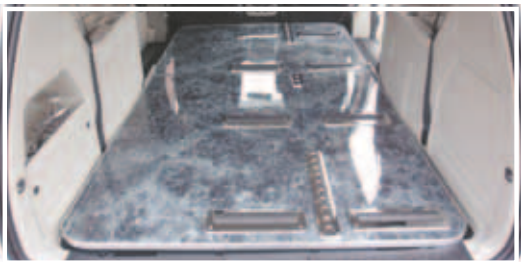


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Century Harmony launches Monuments and Memorials Blog

ELBERTON, GA— Century Harmony Company has launched an interactive weblog in an effort to offer support and information for those researching, ordering, or pre-planning for a granite monument. The blog, which is updated weekly, offers memorial suggestions, advice and pre-planning ideas.

Century is extremely excited to be one of the only monument manufacturer's offering such an informative outlet for counselors, funeral homes, cemeteries and the families themselves.

Available at <http://centuryharmony.blogspot.com/>, Century's blog is a collaborative effort among the company's principals and its entire roster of customer service representatives and sales team, meaning it will feature a variety of information, opinions, and insights.

In addition to the launch of the blog, Century has also released a fully redesigned catalog of monument designs, the first major design collection added in years. Copies of the new Creating Memorials Monument Collection are available through a Century Harmony Sales Representative. There is also an interactive pricing CD that follows along with the catalog.

Century is proud to share the new blog's clean copy and simple design. This blog gives Century an outlet to help the granite industry educate memorial shoppers. The blog is kept low-key for those who may be unfamiliar with the granite industry; keeping illustrations and instructions simple and clear for everyone to comprehend. Century hopes to set a new standard in the granite industry for education, while also contributing to their high level of customer care and satisfaction.

Century Granite has been selling Georgia Gray Granite from their own quarries for over fifty years. Talented craftsmen and a full line of domestic and imported granite colors allow Century to manufacture their monuments and memorials using the highest standards of quality and customer service in the industry. Century is a full service granite manufacturer and offers custom granite monuments, benches, vases, columbariums and mausoleums. They also have the in-house capability of hand etching, laser etching and hand sculpting granite. Learn more at www.centuryharmony.com.

Doric Products holds annual Meeting and Awards Banquet



Doric Board Members. (L to R) Front row: Adair Payment, and Steve Vincent. Back row: Joe Brewster, Gerald Hardy, Chuck Foskey, Mike Crummitt, Jim Wiens, Bobby Smith and Hubert McQuestion.

MARSHALL, IL— Doric Products, Inc. took its annual dealer meeting and awards banquet to Louisville, KY to acknowledge its 2011 Sales Award winners. With great attendance and historic scenery, the meeting was a definite success. Doric dealers were not only recognized for their outstanding sales over the last fiscal year but also for their years of membership and dedication to the Doric family.

Winners of the overall awards include: "#1 Dealer Sales Award" – Concrete Vaults, Inc. (Newton, KS). The award is given to the Doric licensee with the largest sales total for the prior fiscal year. "Greatest Number Sold" – Carolina-Doric, Inc. (Florence, SC); "Top Cremation Product Sales Award" – Concrete Vaults, Inc. (Newton, KS); "Daisy Chrisom Award" – Doric of Tennessee (Nashville, TN); "Overall Greatest Percentage of Increase": Division I – Wieser Step & Vault Company (LaCrescent, MN), Division II – Willmar Precast (Willmar, MN), Division III – Panhandle Vaults (Amarillo, TX), Division IV – Spoerr Precast Concrete, Inc. (Sandusky, OH).

Bronze Category winners: "Greatest Number Sold – Bronze": Division I - Superior Vault LTD (Ontario, Canada), Division II – Cemex (Lake Worth, FL), Division III – Doric Burial Vault Company (Griffin, GA), Division IV – Doric of Western Mass (Pittsfield, MA). "Greatest Percentage of Increase – Bronze": Division I – Norwalk Vault Company (Bridgeport, CT), Division II – Cemex (Lake Worth, FL), Division IV – Doric of Western Mass (Pittsfield, MA).

Winners in the Lydian Category: "Greatest Number Sold – Lydian": Division I – Carolina-Doric, Inc. (Florence, SC), Division II – American Vault Company (Cleveland, OH), Division III – Superior Vaults (Bryantown, MD), Division IV – Doric of Western Mass (Pittsfield, MA). "Greatest Percentage of Increase – Lydian": Division I – Doric Vault of Western New York, Inc. (Buffalo, NY), Division II – Doric Vault of Eastern NY (Hudson, NY), Division IV – Doric of Western Mass (Pittsfield, MA).

In the Athenian Category, winners were: "Greatest Number Sold – Athenian": Division I – Concrete Vaults, Inc. (Newton, KS), Division II – Buckeye Vault Service (Mansfield, OH), Division III – Superior Vaults (Bryantown, MD), Division IV – Golden Eagle Vault Services, LLC (Rocky Mount, VA). "Greatest Percentage of Increase – Athenian": Division I – Baxter Vault Company (Baxter Springs, KS), Division II – Atlas Concrete Products (Orlando, FL), Division III – Wicomico Vault Company, Inc. (Salisbury, MD), Division IV – J.P. Vincent & Sons, Inc. (Galena, IL).

Patrician Category winners were: "Greatest Number Sold – Patrician": Division I – Hairfield Vault Companies, Inc. (Newton, NC), Division II – Buckeye Vault Service (Mansfield, OH), Division III – Everlasting Vault Company (Randallstown, MD),

Division IV – Jefferson Concrete Corp. (Watertown, NY). "Greatest Percentage of Increase – Patrician": Division I – Doric Manufacturing Company (Boaz, AL), Division II – C & M Precast Company (Kerrville, TX), Division IV – Dardanelle Vault & Monument (Dardanelle, AR).

Winners in the Phoenix Category follow: "Greatest Number Sold – Phoenix": Division I – Concrete Vaults, Inc. (Newton, KS), Division II – Forsyth Brothers Concrete Products (Terre Haute, IN), Division III – Warga Concrete Products (Fort Wayne, IN), Division IV – J.P. Vincent & Sons, Inc. (Galena, IL). "Greatest Percentage of Increase – Phoenix": Division I – Baxter Vault Company (Baxter Springs, KS), Division II – DG Robertson, Inc. (Williston, VT), Division III – Evans Eagle Burial Vault, Inc. (Leola, PA), Division IV – Brutsche Concrete Products (Battle Creek, MI).

Shareholder's Meeting Held

In addition, Doric Products, Inc., held its annual shareholders' meeting while in Louisville. Within this meeting, all but one Director was reelected demonstrating the continued confidence the shareholders have in the existing board. With the retirement of long-time board member Asa Brewster, his son, Joe Brewster, was voted in as his replacement. Asa had been a member of the Doric Board of Directors from the beginning when Doric first became incorporated back in 1955. Joe has been active in their family business for more than 20 years and he is excited to continue the Brewster tradition on the Board.

The Board of Directors for the coming year will be Joe Brewster (Brewster Vaults, Millville, NJ), Michael Crummitt (Crummitt & Son Vault, Martins Ferry, OH), Charles "Chuck" Foskey (Wicomico Vault, Salisbury, MD), Gerald Hardy (Hardy Doric, Inc., Chelmsford, MA), Hubert McQuestion (Lake Shore Burial Vault, Brookfield, WI), Adair Payment (Atlas Concrete Products, Orlando, FL), Bobby Smith (Eagle Burial Vault, Ruston, LA), Steven Vincent (J.P. Vincent and Sons, Galena, IL) and Jim Wiens (Concrete Vaults Inc., Newton, KS).

Steve Vincent will continue to serve as President, Jim Wiens as Vice President of Finance and Treasurer, Mike Crummitt as Vice President of Manufacturing and Gerald Hardy as Secretary. The Executive Committee consists of Mike Crummitt, Hubert McQuestion, Steve Vincent and Jim Wiens.

Doric Products, Inc., a leader in the burial vault industry since 1955, boasts over 130 dealer locations in the U.S. and Canada. Doric, committed to quality products and services, offers double-wall, triple-wall, and quad-wall burial vaults choices. Doric also offers a full line of urns, urn vaults, and air seal Classic Metal Vaults. For more information, visit the Doric website, www.doricvaults.com or call 1-800-457-0671.

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Online marketing expert Funeral Home Resource launches Online Development Platform

FORT LAUDERDALE, FL- Funeral Home Resource, has signed an exclusive agreement for the most technologically advanced website development platform on the market today. The FHR P2 Website Development Platform is a secure content management system (CMS) built by Webvanta with the Ruby on Rails web application framework and Ruby language. Ruby on Rails is a powerful web framework, allowing the efficient construction of optimized applications and websites through its architectural principles of rapid development and convention over configuration.

Michael Slater and Christopher Haupt, technology and engineering directors that led innovative Adobe Systems teams in developing digital experience applications that change the world, are bringing that same impact to Webvanta. These co-founders created a platform for dynamic websites with complete design flexibility.

The FHR P2 Development Platform allows the cre-

ation of customized client pages by leveraging the platform's Radius scripting language to optimize page construction, using templates, content regions, and snippets, and by a variety of JavaScript-based applications for photo galleries, menus, fonts, and video. These powerful features are backed up with intensive monitoring and security; platform performance is monitored by multiple systems 24 hours a day, 7 days a week.

Using *Ultrapshinx* client for the Sphinx full-text search engine, the FHR P2 Development Platform has a highly efficient search function and improved conversion rate. Funeral Home Resource's web developers maximize these features by parlaying the development platform's capability for on-page search engine optimization. This new platform enables Funeral Home Resource to create fully customized websites without limitations, and to provide the ultimate solution for the funeral industry, visibility matched with optimized Return on Investment for their online marketing dollar.

Funeral Home Resource, the outsourced online marketing department for funeral homes, grows market share for funeral homes through on-line marketing to families in need of funeral home and cremation services. Funeral Home Resource develops industry-leading websites at FHRwebsites.com and operates FuneralHomeResource.com, an on-line directory of funeral homes. FHR is trusted by the most established, most respected names in the funeral industry, handling all their online marketing efforts and overseeing the creation, capture, delivery, and conversion of thousands of online inquiries for them each month.

Greening Your Final Footprint®

Continued from Page B1

Ecoffins' sales of biodegradable caskets rose from 200 in 1999 to 10,000 units in 2011. As with any groundswell movement, there was the accompanying growth of natural burial sites in England, now at approximately 275 today with 30 or so in the planning stages. We in America have a lot of catching up to do. This movement has begun to get traction in the last few years. Currently, in the US there are approximately 40 in operation or in progress.

Jane Hillhouse, the founder of Final Footprint®, was first introduced to the concept of natural and eco-friendly burial, while living in her native England in the 1990s. She had an immediate interest and passion for the subject. Upon returning to this country, at the end of the last millennium, the hit TV series, *Six Feet Un-*

der was being aired. Seeing the series, she felt that this show would raise people's consciousness and help people talk about and plan for their death, and accept it as a normal part of their life.

Final Footprint began as **Colorful Coffins** in 2004 and in 2008 became the sole United States distributor for Ecoffins. In 2010 Colorful Coffins changed its name to Final Footprint®, and began to design and sell its own line of custom caskets. Offering beautiful, hand-made custom construction of natural materials, at competitive prices, these caskets can be used in any cemetery, natural or conventional. They are mainstream in England; people love the look and feel of them.

Jane has become one of the unofficial spokespersons for natural burial in the United States. Besides running Final Footprint, some of her other activities in the industry include membership in the *Funeral Consumer Alliance* which is the only public funeral advocacy organization in the country. She served on the local board in Northern California and helps out at events. By taking part in expos, The Green Festival, and industry events, Jane is encouraging people to look at end of life issues in a new light, or actually, the original light, which is more accurate. She is helping people make greener decisions around death, explaining the huge pollution issues in current burial practices and giving people one last opportunity to reduce their carbon footprint.

The *Natural Death Centre* in England, founded in 1991 is the original non-profit organization and has established an *Association of Green Burial Sites*. It is the worldwide standard for green cemeteries and green funeral practices. It is committed to supporting cultural change and is working towards a situation where all people are empowered in the process of dying and organizing a funeral. They welcome affiliate memberships and will be sending out information to like-minded cemeteries and funeral homes throughout the United States. Join Final Footprint in supporting this extremely successful, important and supportive organization. Only you are responsible for the Final Footprint you leave on the earth. Learn more at www.finalfootprint.com or by emailing Jane jane@finalfootprint.com.

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Evolving Fingerprint Technology and Its Impact on Funeral Service

FOX RIVER GROVE, IL— Meadow Hill Corporation, the first manufacturer of fingerprint keepsakes in funeral service, is once again engaging funeral professionals with new ideas.

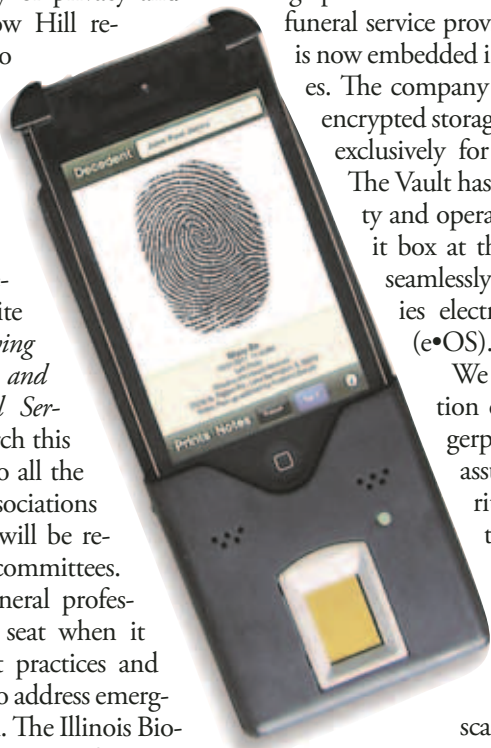
The advent of biometric scanners, cloud storage and print verification to protect identity opens up a variety of privacy and security issues. Meadow Hill retained an attorney to address these concerns and undertake an extensive review of statutory, regulatory and case law as it relates to fingerprinting. Their findings are presented in a six-page white paper entitled *Evolving Fingerprint Technology and Its Impact on Funeral Service*. At the end of March this white paper was sent to all the national and state associations with the hope that it will be reviewed by their legal committees. The goal is to put funeral professionals in the driver's seat when it comes to crafting best practices and compliance programs to address emerging statutory regulation. The Illinois Biometric Privacy Act, 740ILCS 12/10 is one of the first and most comprehensive in the country. Companies doing business in states where biometric privacy statutes do not yet exist would benefit from establishing a compliance program utilizing the valuable guidelines provided in existing statutes.

Meadow Hill itself has a keen interest in bringing this to light. The company has continually sought better ways to take fingerprints for the creation of their unique memorial jewelry. The newest technology available, a biometric scanner, is now capable of capturing

high-quality fingerprints in a matter of seconds. The company's version of this device is called the *Thumbies Fingerprint Scanner™*. It is wireless and works at low temperatures. Meadow Hill took the technology a step further by developing software that connects data about the deceased with his/her fingerprints and with information about the funeral service provider. That information is now embedded in the fingerprint images. The company then created a secure, encrypted storage system, Print Vault™, exclusively for funeral professionals. The Vault has state-of-the-art security and operates like a safety deposit box at the bank. It also works seamlessly with their Thumbies electronic ordering system (e•OS).

We all have an expectation of privacy for our fingerprints. Likewise, we assume appropriate security measures will protect our fingerprints once captured. These expectations extend to all fingerprints whether taken with ink or biometric scanners. Sound business practice dictates that permission to fingerprint should be obtained from the fingerprint owners whenever possible (pre-need) or from the decedent's family at need. Establishing these practices in a thoughtful, responsible manner will ensure compliance with existing state statutes and position the funeral profession well in view of developing regulation.

Anyone interested in receiving a .pdf version of the whitepaper may contact **Bob Vokoun**, bob@meadowhillco.com or call 877-848-6243.



AmpliVox introduces Radio Hailers that maximize Emergency Management



AmpliVox Radio Hailer Emergency Communication System

NORTHBROOK, IL— AmpliVox Sound Systems is proud to introduce the groundbreaking *Radio Hailer* communication system, the most powerful, cost-effective, and versatile emergency sound system available. The innovative Radio Hailer is a vital tool for first and post response teams, especially in large emergencies that demand quick, clear communication from emergency personnel to operation leaders, team members, and civilians, as well as communicating within large outdoor areas such as campgrounds, parks, or school campuses. The Radio Hailer supports all type of disaster recovery efforts, whether the emergency results from fire, earthquake, tornado, or hazmat incidents.

During an emergency, the Radio Hailer provides an easy-to-use transportable (grab-and-go) battery operated system that brings voice coverage to an area where disaster has knocked out communication channels and allows organizations to establish their own zone sites during a disaster scenario. These zone sites enable Public Sector First Responders, Citizen's Emergency Response Teams (CERT), and Corporate Preparedness Teams to broadcast messages to the Radio Hailer from up to one mile away, literally expanding crowd control coverage.

Applications for the Radio Hailer includes: Public Safety-First Responders-

Emergency Management Teams; Secondary post-disaster responders; Education: Kindergarten through University; Corporate crisis management teams; Multi-floor Facilities: multi tenant life safety professionals; Healthcare: hospital--evacuation, surge crowd management; Military: bases, training facilities and installations; Parks, recreation, and sports facilities; Railway hubs, airports, bus and subway stations; Shopping malls; and Industrial- manufacturing plants, distribution centers, trucking facilities.

"The Radio Hailer is an effective tool that dramatically improves the first responders' capabilities, allowing everyone to get to safety," commented AmpliVox CEO **Don Roth**. "Our emergency products empower personnel from police departments, schools, stadiums, corporations and other sectors to save lives through improved communication and crowd control. Anytime an emergency plan calls for a possible evacuation of a large number of people, you need an AmpliVox Radio Hailer."

AmpliVox® Sound Systems products are predominately made in the USA, meet stringent UL standards, and come with an up to 6-year warranty. Whether you are in a small meeting room of 30 people or a large 20,000 square foot auditorium of up to 10,000 people, AmpliVox® Sound Systems' extensive range of superior quality, simple to operate and reliable electronics will provide maximum satisfaction and ensure a crystal clear message. Creators of the Pink Podium Promise cause marketing initiative, AmpliVox donates pink podiums to breast cancer awareness organizations and helping lead the effort to "Speak Up for the Cause". Visit <http://www.ampli.com/> for more information.

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International Cemetery, Cremation and Funeral Association

CONVENTION HIGHLIGHTS

MARCH 19-22, 2012 • LAS VEGAS, NEVADA

For the Fourth Year in a Row, ICCFA Convention & Exposition attracts Record Attendance

The breakdown for the 2012 attendance numbers is as follows:

- Total cemetery, funeral home, crematory and allied business representatives: 931
 - 21 percent representing combination cemetery/funeral home operations
 - 25 percent representing stand-alone cemeteries
 - 31 percent representing stand-alone funeral homes
 - 6 percent representing stand-alone pet loss providers
 - 17 percent "other," including insurance agents, mortuary school faculty, representatives of industry associations and others
- Spouse/guest registrations: 242
- Press passes and speakers from outside the industry: 11
- Exhibitor and supplier registrations: 892

Attendees classified their positions as follows: owners – 46 percent; managers – 44 percent; staff – 10 percent; final purchasing authority – 67 percent; make purchasing recommendations – 29 percent; no purchasing authority – 4 percent.

The Convention hosted 166 international attendees and exhibitors representing 17 countries outside of the United States.

Attendees rated the event highly, with 90 percent indicating their overall Convention experience was "excellent" or "very good" and 79 percent indicating they "definitely" or "probably" will attend the ICCFA 2013 Convention, April 10-13, in Tampa, Florida. Among the comments:

- "There were so many topics of relevance and interest



that I had a hard time choosing between some that were held at the same time. I especially liked "lunch at the expo". It really gave us time with the vendors. I thought that it would be a good show, BUT, the whole convention experience was better than expected! Great job ICCFA!" **Rick Dewhirst, Dewhirst Family Funeral Care, Methuen, MA**

- "Love the format with refreshments on the convention floor. Enjoyed the show and learned plenty." **J. P. Ducro, Ducro Funeral Services & Crematory, Ashtabula, OH**
- "Very good convention. Plan to attend again." **Badger Moring, Moring Funeral Home Inc., Melrose, FL**
- "Always a first class experience--well organized, great exhibits and engaging presentations." **Mark Jorgensen, Global**

Continued from Page A38

Recruiters of Batesville, Batesville, IN

- "My marketing strategy will target the market more efficiently with the notes I took from the speakers and breakout sessions." **Alan MacKinnon, CCE, The Gardens at Gethsemane, West Roxbury, MA**

- "I truly appreciate everything I have learned over the last two conventions I have attended. I always come back with new ideas and plans for improving our funeral home." **Alison Allen, Allen Mortuary, Turlock, CA**

Exhibitors rated the overall Exposition an average of 8 on a scale of 1 to 10. Asked about their plans for the 2013 Convention & Exposition, 85 percent indicated they planned to exhibit, 13 percent were undecided and only 2 percent indicated they did not plan to exhibit.



Innovative Labs is educating the Funeral Industry on Formaldehyde Exposure

PETALUMA, CA— Innovative Labs was pleased to have attended the 2012 ICCFA convention in Las Vegas, Nevada. **Aneliese Ramsay** Client Marketing Specialist for Innovative Labs, presented at the convention addressing the risks associated with formaldehyde exposure, indoor air quality standards in accordance with OSHA regulations, and the role of air purification in addressing harsh chemicals used in the funeral industry. As Aneliese states, "Funeral industry professionals need to be educated on the risks and dangers associated with formaldehyde and VOCs and realize there are ways to mitigate exposure."

Innovative Labs was started for the express purpose of solving environmental challenges that affect global well-being; focusing on a problem and engineering a solution. Innovative Labs team of engineers and scientists developed a unique photo catalytic Oxidation (PCO) air purification system that has been designed to address the concerns of formaldehyde, ozone and VOC pollution unlike many competitors. The Federal Emergency Management Agency (FEMA) challenged scientists to develop air purification technology for trailers supplied by FEMA to house many

of the displaced citizens of New Orleans. These trailers were exposing occupants to high levels of formaldehyde and other VOCs off-gassing from the composite wood and other materials used in trailer construction. FEMA, NASA, and the Center for Disease Control and Prevention (CDC) conducted tests of the Sonoma Air purifier against thirteen (13) other air purification units. The Sonoma Air purifier excelled, yielding a very high single pass conversion of formaldehyde and other VOCs, without emitting ozone. Innovative Labs is a company driven to solve air quality problems while making a positive impact on society.

The technology behind Innovative Labs air purification system, the *Sonoma Breeze*, is unique in the industry. Air is continuously drawn into the air purifier, where a strong UV light activates a long-lasting titanium dioxide photo catalytic reactor core, breaking down and destroying airborne biological contaminants, odors, pollutants and dangerous volatile organic compounds (VOCs). The result is pure air free from formaldehyde, bacteria and viruses.

For more information please contact Aneliese Ramsay at 707-324-5518 or visit our website at www.ino-labs.com.

Kap-Lind Enterprises American-Made Memorial Products Hit the Jackpot in Vegas



LAS VEGAS, NV— The American-manufactured *Cretian* and *Arion* cremation urns, designed and produced by St. Louis-based **Kap-Lind Enterprises**, made a successful debut at the annual convention of the **International Cemetery, Cremation, and Funeral Association** in Las Vegas, Nevada.

Rooted in a rich tradition dating to 1977, Kap-Lind Enterprises continues to create new memorial products for the growing cremation industry. The ICCFA Convention, held the week of March 19, provided the company an opportunity to feature the newly released cremation urns in front of over two thousand members of the funeral and aftercare profession. The products were well-

received, garnering interest from numerous funeral home providers and national distributors.

The *Cretian*, a bronze cremation urn suitable for human cremated remains found its design inspiration from the widely popular *Spartan* and *Athenian* urns manufactured by the company since its inception. The *Arion*, an equine keepsake memorial, was crafted to present itself as functional artwork to display. Both of the new products were created by Kap-Lind's president, **Lori Simmons**. "The human-sized *Cretian* urn was produced out of demand from our existing customers. I believe that it presents well, and the product is very meaningful to me, as its inspiration came from the two products that launched Kap-Lind when my father started the company thirty-five years ago. The equine urn's inspiration came from my daughter's love of horses, so both of our new products have a meaningful story, enriching the legacy of the company," explained Simmons.

The legacy of Kap-Lind's products extends further than Simmons' immediate family, as the cremation urns are wholly manufactured in the United States with American labor. As a result of education provided through organizations such as the ICCFA and the continued maturation of the cremation industry, there is an increasing demand for American-made products. Kap-Lind's president explained, "Building awareness for our manufacturing process extends beyond waving the flag and sounding the trumpets. I feel that the quality controls in place and the ability to communicate directly with the manufacturer adds value to our products."

Kap-Lind Enterprises' offices are based in the city of Fenton, St. Louis County, MO. Visit www.kap-lind.com to learn more.



International Cemetery, Cremation and Funeral Association CONVENTION HIGHLIGHTS

MARCH 19-22, 2012 • LAS VEGAS, NEVADA

ICCFA elects New Officers, Directors at Convention

Continued from Page A38

Lohman is a past president of the *Southern Cemetery, Cremation and Funeral Association* and has served on the board of directors for the *Florida Cemetery, Cremation and Funeral Association*.

Lohman recently was recognized as the "Woman of the Year" by the Executive Women's Council of Daytona Beach and was named one of the most influential women in business in Volusia County.

A graduate of Ohio State University, she is a licensed funeral director and holds the Certified Cemetery Funeral Executive designation in recognition of her extensive management experience within the profession.

Members elected to serve three-year terms on the ICCFA Board of Directors are: **Christine Toson Hentges**, CCE, **The Tribute Com-**

panies Inc., Hartland, WI; **Keenan L. Knopke**, CCE, **Curlew Hills Memory Gardens**, Palm Harbor, FL; **John T. McQueen**, CFSP, **Anderson-McQueen Funeral Homes, Cemetery & Crematory**, St. Petersburg, FL; **Blair H. Nelsen**, CFuE, CFSP, **Nelsen Family Funeral Services**, Richmond, VA; **James D. Price**, CCFE, CCE, **Foundation Partners Group**, Tampa, FL; **Anthony Russo**, **Cypress Hills Cemetery**, Brooklyn, NY; **Gregg A. Strom**, CCE, **StoneMor Partners**, Bristol, PA; and **Daniel L. Villa**, **Inglewood Park Cemetery**, Inglewood, CA.

The Board of Directors voted unanimously to create a new ex-officio (non-voting) seat to be filled by a representative of the **Pet Loss Professionals Alliance**. The PLPA has ap-



Jeff Kidwiler

pointed Co-Chair **Coleen Ellis**, CPLP, to serve a three-year term.

Past presidents elected to serve a one-year term on the board are: **Robert A. Gordon, Sr.**, CCFE, CCE, CSE, **Eternal Hills Memorial Gardens & Funeral Home**, Klamath Falls, OR; **Mark J. Krause**, CFuE, **Krause Funeral Home & Cremation Service**, Mil-



Nancy R. Lohman

waukee, WI; and **Richard T. Sells**, CCE, **Johnson Consulting Group**, San Diego, CA.

The International Memorialization Supply Association appointment to the board is **Frederick W. Miller**, CCE, **Memorial Business Systems**, Brentwood, TN.

The presidential appointments to represent the IC-

CFA on the Cemetery Consumer Service Council are: **Thomas P. Daly**, CCE, CCCE, **CHS Consulting Group**, Westwood, MA; and **Stephen G. Burrill**, CCE, CCE, **Mount Hope Cemetery**, Bangor, ME.

Elected by the members to serve a three-year term on the ICCFA Service Bureau Board of Directors is **C. John Linge**, CCFE, **Cedar Memorial Park Cemetery Association**, Cedar Rapids, IA.

Members of the 2012-2013 Executive Committee are as follows: ICCFA President **Jeff Kidwiler**, CCE, CSE, **Heritage Park**, Metro Manila, Philippines; ICCFA President-Elect **Nancy R. Lohman**, CCFE, **Lohman Funeral Homes, Cemeteries & Cremation**, Ormond Beach, FL; ICCFA Immediate Past President **Kenneth E. Varner**, CCFE,

Cypress Lawn Cemetery Association, Colma, CA; **David J. Shipper**, **Futura Group**, Ewing, NJ (president's appointment); **Mark J. Krause**, CFuE, **Krause Funeral Home & Cremation Service**, Milwaukee, WI (past presidents' appointment); and ICCFA Treasurer **Jay Brammer**, **Gibraltar Remembrance Services LLC**, Indianapolis, IN (ex-officio).

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization industry. Its membership is composed of more than 7,500 cemeteries, funeral homes, crematories, memorial designers and related businesses worldwide.



Tributes.com® launches Interactive Facebook Application to Integrate Obituary Content at ICCFA Convention

BOSTON, MA— **Tributes.com**, the online resource for local and national obituary news, while at the 2012 ICCFA conference announced the launch of a new Facebook application designed to allow funeral homes to seamlessly integrate their obituary listings into their Facebook business pages and capitalize on the traffic and interactivity of the leading social network that now captures one in every eleven Internet visits in the U.S. Tributes Facebook app was developed specifically for the new "Timeline Page for Business" design released by Facebook.

Tributes' Obituary application for Facebook, once easily installed on the funeral home's Facebook page, creates a new, dedicated and customized Obituary area which will automatically highlight the funeral home's most recently posted obituaries while also allowing integrated searching of the entirety of the funeral home's database of historical obituaries. Tributes' implementation, highly differentiated from other Facebook solutions available in the profession, allows Facebook users to post condolences on obituaries without ever having to leave the Facebook environment – using the familiar Facebook 'Comment' interface. Condolences left on obits on the funeral home's Facebook page are fully synchronized with that obituary's Tributes-powered memory book across Tributes.com, the Tributes Network of media partners and most importantly the funeral home website via Tributes' obituary hosting capabilities. And, if the user chooses, the guestbook entry along with links to the obituary listing and the funeral home's website can be immediately posted to their Wall driving more awareness of the funeral homes' obituary content among their group of Facebook Friends.

"Funeral homes are rapidly realizing that their Facebook pages are becoming as critically important to the online experience they offer the circle of grievers mourning those



in their care, their regular followers and prospective customers as their websites are," said **Elaine Haney**, CEO / President of Tributes.com. "As a technology leader in the funeral profession, the Tributes team is constantly striving to ensure that our funeral home partners are able to leverage the most important trends and technologies via

elegant and easy-to-use interfaces that increase family satisfaction while driving traffic, revenue and leads."

"We continue to see increased demand from our families for more and better digital solutions," said **Lisa Baue**, CEO of **Baue Funeral Homes**. "We know by partnering with Tributes.com that our funeral home will be able to evolve with the changing technology landscape with digital solutions that are specifically designed to satisfy both the changing needs of our business as well as those of the families we serve. We rely on Tributes' technology expertise, their insights into consumer digital trends and behavior and their deep understanding of the needs of the funeral profession to deliver best-in-class software solutions that are highly reliable and easy for our business to implement."

Sample Facebook Funeral Home Pages Currently Featuring the Tributes.com Facebook Application at <http://www.facebook.com/bauefuneralhomes> or <http://www.facebook.com/healdchiampa>.

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 90 million current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com founder Jeff Taylor officially launched Tributes.com in the fall of 2008 and in 3 short years the site has experienced rapid growth, and is now relied on by thousands of funeral homes and more than 2.5M unique consumers each month to publish and locate obituary news. For more information about Tributes.com, please visit www.tributes.com or email media@tributes.com.



International Cemetery, Cremation and Funeral Association CONVENTION HIGHLIGHTS

MARCH 19-22, 2012 • LAS VEGAS, NEVADA

International Cemetery, Cremation and Funeral Association presents Member Awards for 2012

- **Jennifer Leigh Frew, CCE**, community events coordinator of **Green Hills Memorial Park** in Rancho Palos Verdes, CA, was awarded a Certified Cemetery Executive designation;
- **Tanya Scotece, CCFE, CCrE, CFSP**, funeral director at **Farley Funeral Homes and Crematory** in Venice, FL, was awarded Certified Cemetery Funeral Executive and Certified Cremation Executive designations;
- **Rufus Slade, CCE**, property manager at **Woodland Cemetery and Arboretum** in Day-

ton, OH, was awarded a Certified Cemetery Executive designation.

The ICCFA presented awards honoring those who have belonged to the association for 25 and 50 years. Inducted into the Quarter-Century Club were: **Alan Blevins, Polk Memorial Gardens** in Columbia, TN; **Bradley J. Carlson, Evergreen Memorial Gardens Cemetery, Funeral Home and Crematory** in Vancouver, WA; **Dale J. Fiore, CCE, Evergreen Cemetery Association & Crematory** in New Haven, CT; **Ray**

Frew, CCFE, Green Hills Memorial Park in Rancho Palos Verdes, CA; **Leroy F. Squires, Cave Hill Cemetery Company** in Louisville, KY; **Mike Uselton, CCFE, Gibraltar Remembrance Services** in Palmetto, FL; **Robert A. Wutz Jr., Mt. Calvary Cemetery Group** in Buffalo, NY; and **Caren Lee Harville, Glen Haven and Sholom Memorial Parks & Mortuary** in Sylmar, CA.

Inducted into the Half-Century Club was: **Gantt Stephens, Burke Memorial Park** in Morganton, NC.

Continued from Page A38



Astral Industries features Oversize Casket Line at ICCFA Convention



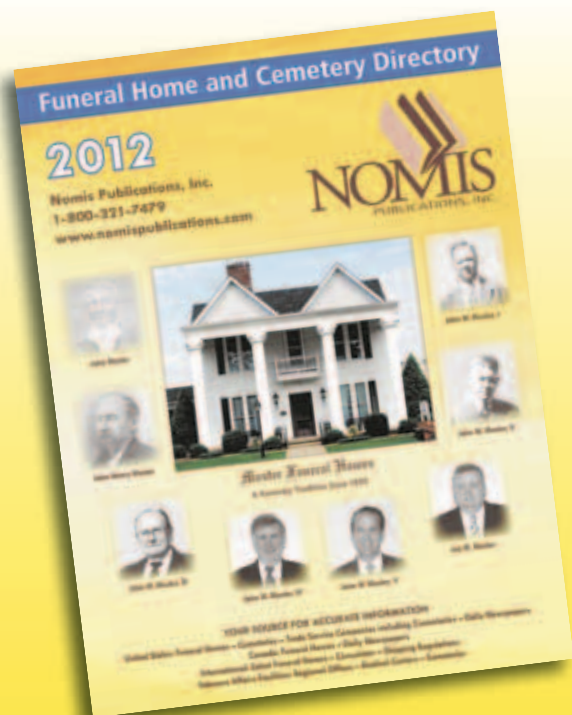
Astral's 32" Royal Series Casket, Ultra Bronze

LYNN, IN— Funeral directors across the country applauded **Astral's** oversize casket line at the recent ICCFA convention held in Las Vegas. Astral's *Royal Series* provides funeral directors a larger,

more attractive casket for families who have that particular need. One funeral director commented, "Many funeral directors have been looking for an affordable, good looking casket that fills a need

that has been increasingly necessary as a larger sized casket choice for today's families. Another added benefit of this oversize line is the ability to personalize, which is becoming more important to families in remembering their loved ones." The Royal Series is available in five color choices, two sizes and with various themed insert panels and decals.

For more information about the Royal Series and other Astral products, visit the company's website at www.astralindustries.com, call the Customer Service Department at 1-800-278-7252 or email sales@astralindustries.com.



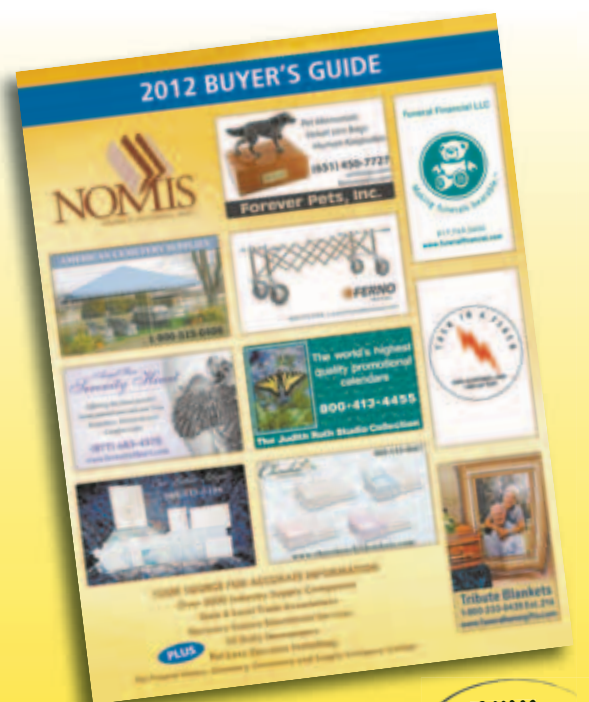
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Sound Telecom Celebrates its 25th Anniversary

SEATTLE, WA— Sound Telecom, a leading nationwide provider of 24 hour telephone answering, call center and unified communication services recently celebrated its 25th anniversary. The company, headquartered in Seattle, started business on April 1, 1986.

"It's not a joke and we're not 'fooling' around, we started this business on April Fool's Day in 1986 and are today one of the largest telephone answering services in the United States," quipped Michael LaBaw, President of Sound Telecom. "Our entire business is based upon professionally branding an organization's phone answering. We support incoming website traffic by phone, chat and email response and execute a variety of outbound calling campaigns through an outsource model that allows an organization to focus on its core competencies while drawing on Sound Telecom's 25 years of call center experience, processes, methodologies, equipment and staffing."

Sound Telecom started as a local fully-supported office suite configuration, answering phones for its tenants in Issaquah, WA. "We've had fun telling the story over the years and watching people chuckle when we tell them we started on April Fool's Day," muses LaBaw. From the very beginning excellent service at affordable prices has been its hallmark as it expanded locally, regionally and nationally. For the first two years, Sound Telecom provided business support and telephone answering services during business hours. In 1988, the company expanded its telephone answering services to 24/7/365 and began growing from a local business in Issaquah, Washington to providing services throughout the Puget Sound area and then throughout the Pacific Northwest.

Motivated by a vision to build a legacy of excellence one call at a time, Sound Telecom has made several strategic acquisitions in

the first 10 years of operation and expanded its service offerings to include inbound call processing for large companies and business-to-business outbound call services. This necessitated the addition of a second call center, which was started in 1997 and located in downtown Spokane in the Bon Marche Building.

Shortly thereafter, Sound Telecom acquired a call center in Southeastern Washington to expand its coverage of that area. In 2007 Sound Telecom acquired an 18,000 square foot facility in Spokane, WA. The property was completely renovated and turned into a state-of-the-art contact center facility.

Over the past quarter century, Sound Telecom has been driven by a mission to develop remarkable solutions that exceed client expectations. To achieve this mission, Sound Telecom leverages state-of-the-art technology, extensive industry expertise and innovation to provide clients with the most advanced capabilities possible. Examples include adding Web-enabled services such as chat, e-mail response and more to its inbound and outbound call services; voice logging for superior customer service and quality assurance; a Web-portal interface for easier access to account data and reports; and new communication servers for greater reliability.

Sound Telecom's current business plan calls for opening regional sales and operations offices in all US-based time zones. The Denver office opened on January 1, 2012, a Central office will be opened in 2013, followed by an office on the East coast in 2014. The company is starting to decentralize its operations and sales support by strategically locating offices across all time zones in order to be closer and more responsive its solid customer base and prospects located throughout the United States. For more information call 800-577-1550 or visit www.sound-tele.com.

Northwoods Casket Company launches statewide Tree Planting Initiative

BEAVER DAM, WI— The Northwoods Casket Company has launched a statewide tree planting initiative by donating trees to three Wisconsin communities and a reforestation project in the Kettle Moraine State Forest. With the help of the Department of Natural Resources and local funeral home partners, the company has helped organize Arbor Day tree plantings in Beaver Dam, Sheboygan, and Waukesha with each community receiving \$1000 to pay for trees.

In addition to the community donations, the Northwoods Casket Company has also funded a reforestation project with the DNR in the Kettle Moraine State Forest Northern Unit in Sheboygan County. According to Patricia Murphy, the Regional Forestry Supervisor, "Northwoods Casket's funding will help plant approximately 10,000 seedlings, or about 10 acres, and will be part of a larger reforestation project scheduled in the state forest this spring." The new stand of forest will consist mostly of cherry and mixed oak trees.

In Waukesha, the village board will use the donation to achieve its goal of becoming a Tree City USA, something the community has aspired to become for many years. A partner of Northwoods Casket Company, Steve Mitchell of Thompson Funeral Home in Waukesha, has coordinated with the village supervisor to help plan the events on Arbor Day. Students from Waukesha High School will be planting maple trees around the high school softball diamond and throughout the rest of the village. Don Kissinger, the Urban and Community Forestry Coordinator for the Wisconsin Department of Natural Resources, will be on hand to teach students about the value of trees and how to properly plant them.

The city of Beaver Dam will use their donation to plant trees in the city's Tree Nursery, one of the only municipal nurseries of its kind in Wisconsin. John Nuemann, Supervisor of the Beaver Dam Parks and Forestry Department, started the nursery in 2003 to help keep costs down and maintain a healthy tree population in the city that has been a Tree City USA for 21 years. According to Nuemann, "Every \$1 spent on



a sapling today translates to a savings of \$50 or more dollars later when the trees are transplanted throughout the city." On Arbor Day, John will be transplanting four Japanese Tree Lilacs from the city nursery to a downtown area near the city's newly built police station.

In Sheboygan, local volunteers will plant 400 trees in Maywood Park of varying species including Black Spruce, Hemlock, Tamarack, Cherry, Oak, Cranberry, Ninebark, Balsam Fir, and Hackberry. Northwoods Casket Company's local funeral home partner, Lippert-Olson Funeral Home, will also be participating in events.

This tree planting initiative is part of Northwoods Casket Company's commitment to plant 100 trees for every casket they build. Founded in 2006, the company builds wooden caskets with Wisconsin grown lumber and distributes caskets to funeral homes, funeral supply companies, and casket stores nationwide. The company mission is to provide funeral homes and families with a simple, affordable, wooden casket purposefully designed for quality and a low environmental impact. They have more than 100 funeral home partners throughout Wisconsin and the United States and can be found online at www.NorthwoodsCasket.com.

Then & Forever Tributes Video Condolence System enjoying good Sales and User Comments

CHICAGO, IL— The touchscreen video system that allows funeral and visitation guests to record personal sympathy messages has been a quick sales success. The innovative proprietary hardware-software combination from Then & Forever Tributes records videos of condolence, reminiscence and fond wishes for client families, which the funeral director presents to them on a keepsake DVD.

According to Then & Forever Marketing Director, Tara Soderstrom, the system—introduced last fall at the NFDA Convention—is already being used in funeral homes from Minnesota to Connecticut. "Sales have been very strong throughout Chicago and its suburbs because we're located here" she said, "but in the last month we've been successful selling in Pennsylvania and Ohio and we're currently talking to funeral directors from coast to coast."

"It's definitely an idea whose time has come," said Marquita Johnson, senior funeral director at Gatling's Chapel in Chicago. "The videos are easy and satisfying for friends and relatives to make, the



DVD is a permanent keepsake very appreciated by the immediate family," he continued, "and the system is creating positive word of mouth for our business."

"The visitation time is invaluable to the families we serve, but more often than not the stories people share become blurred and sorrowfully forgotten" said Jon Kolssak of Kolssak Funeral Home in Wheeling, IL. "There must be a better way to capture those wonderful memories forever," he continued. "We discovered Then & Forever Tributes, installed the sleek mobile video kiosk

and made it fun and interactive. The addition of this software enhanced our service options, raised expectations and helped us become the primary funeral resource in our local communities."

Edward Bergin, Founder of MortuaryMall.com, online supplier of funeral products to the industry, said, "Then & Forever's Video Condolence System is one of the most innovative products we have ever seen and we are excited to be offering it on our site. It provides such amazing value to families that this system truly deserves to be in

every funeral home."

Among other recent Then & Forever buyers were Chicago Jewish Funerals in Buffalo Grove, IL; Howard K. Hill Funeral Home in New Haven, CT; Roberts Family Funeral Home in Lake Forest, MN; Ahlgrim & Sons Funeral Home in Schaumburg, IL; McDermott Funeral Home in McKees Rocks, PA and Simkins Funeral Home in Morton Grove, IL.

An exciting feature of the Then & Forever software is its ability to receive emailed videos or even phone messages from those not attending the chapel visitation or funeral and to include them on the commemorative DVD. "At this time when families are splintered by those serving overseas, the collection of these comments completes the memoir in a meaningful way," added Ms. Soderstrom.

Those involved in the funeral business may see the product demonstrated on the web at www.thenandforevertributes.com. Ms. Soderstrom can be reached by email at tsoderstrom@thenandforevertributes.com or by phone at 630-205-8272.

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Fifty-Nine Wilbert Licensees Named Ultimate Service Providers

BROADVIEW, IL— Wilbert Funeral Services, Inc has named fifty-nine Wilbert licensees as Ultimate Service Providers for the year 2011. The Ultimate Service Provider is the highest service honor possible for Wilbert licensees, earned by passing rigorous on-site inspections in manufacturing and service.

All Wilbert licensees are subject to regular inspections by WFSI field service engineers who evaluate numerous factors including compliance with vault manufacturing specifications and procedures, graveside service components such as well-maintained tents, chairs and polished lowering devices, clean service vehicles, and knowledgeable, professional service personnel.

“Our inspection procedures are the most stringent in the industry,” says **Bobby Morgan**, Director of Field Services, WFSI, “and licensees who achieve Ultimate Service Provider must receive at least 8 points out of 10 in each and every one of the categories that are scored. That truly is quite an accomplishment.”

Wilbert licensees receiving the 2011 Ultimate Service Provider designation are:

SI Funeral Services, A Division of Suhor Industries, Inc, Lavaca, AR; **Gulf Coast Wilbert, Inc**, Crestview, FL; **Bailey Monument & Vault Co**, Waycross, GA; **Burlington Wilbert Vault Works, Inc**, Burlington, IA; **Clinton Wilbert Vaults, Inc**, Clinton, IA; **Roland-Wilbert Vault Co, Inc**, Marion, IA; **Sioux City Wilbert Vault Co**, Sioux City, IA; **Waterloo Wilbert Vault Co**, Des Moines, IA; **Northern Illinois Vault Co**, Belvidere, IL; **Kelley Vault Co, Inc**, Danville, IL; **Knauer Industries, LLC**, Joliet, IL; **Peoria Wilbert Vault Co, Inc**, Metamora, IL; **Quincy Wilbert Vault Co**, Quincy, IL; **Sterling Vault Co**, Sterling, IL; **Schultz Wilbert Vault Co**, Streator, IL; **Minnick Services Corp**, Fort Wayne, IN; **Richmond Wilbert Vault**, Richmond, IN; **Terre Haute Wilbert Burial Vault Co**, Terre Haute, IN; **Sexton Wilbert Corp**, Bloomington, IN; **SI Funeral Services, A Division of Suhor Industries, Inc**, Kinsley, KS; **SI Funeral Services, A Division of Suhor Industries, Inc**, Wamego, KS; **Richards-Wilbert, Inc**, Hagerstown, MD; **Brutsche Concrete Products**, Battle Creek, MI; **Saginaw Wilbert Vault Corp**, Saginaw, MI; **Brown-Wilbert, Inc**,

Lakeville, MN; **Brown-Wilbert, Inc**, Mankato, MN; **Brown-Wilbert, Inc**, Redwood Falls, MN; **Brown-Wilbert, Inc**, St. Cloud, MN; **SI Funeral Services, A Division of Suhor Industries, Inc**, Grandview, MO; **SI Funeral Services, A Division of Suhor Industries, Inc**, Moberly, MO; **SI Funeral Services, A Division of Suhor Industries, Inc**, Springfield, MO; **SI Funeral Services, A Division of Suhor Industries, Inc**, Rolla, MO; **SI Funeral Services, A Division of Suhor Industries, Inc**, St. Joseph, MO; **St. Louis Wilbert Vault Co**, St. Louis, MO; **SI Funeral Services, A Division of Suhor Industries, Inc**, Mountain Grove, MO; **Asheville Wilbert Vault Service, Inc**, Candler, NC; **Yates Wilbert Vault Co., Inc**, Charlotte, NC; **Arnold Wilbert Corp**, Goldsboro, NC; **Oldcastle-Adams Products, Inc**, Greensboro, NC; **Wilbert Burial Vault Co**, Lumberton, NC; **Brown-Wilbert, Inc**, Fargo, ND; **Northern Wilbert Vault Services**, Grand Forks, ND; **Baxter Burial Vault Service, Inc**, Cincinnati, OH; **Turner Vault Lima**, Lima, OH; **Bell Vault & Monument Co**, Miamisburg, OH; **Turner Vault Company**, Northwood, OH; **SI Funeral Services, A Division of Suhor Industries, Inc**, Lawton, OK; **SI Funeral Services, A Division of Suhor Industries, Inc**, Oklahoma City, OK; **SI Funeral Services, A Division of Suhor Industries, Inc**, Sulphur, OK; **SI Funeral Services, A Division of Suhor Industries, Inc**, Tulsa, OK; **Columbia Wilbert Vault Co**, Cayce, SC; **Wilbert Burial Vault Co, Inc**, Greenville, SC; **Charleston Wilbert Vault Co**, Summerville, SC; **Lawrenceburg Burial Vault Co**, Lawrenceburg, TN; **Wilbert Vaults of Houston, LLP**, Houston, TX; **SI Funeral Services, A Division of Suhor Industries, Inc**, San Antonio, TX; **Richards-Wilbert, Inc**, Mt. Jackson, VA; and **Richards-Wilbert, Inc/Roanoke Valley**, Salem, VA.

To learn more about Wilbert Funeral Services, Inc, visit www.wilbert.com.

Lundgren Monuments Installs Tsunami Memorials



Lundgren Monuments donated two memorials in Buddhist temples in Northern Japan.

SEATTLE, WA— On March 11, 2011, an earthquake off the eastern shore of Japan caused a massive tsunami that claimed over 15,000 lives, devastated villages and destroyed infrastructure; a horrific tragedy for the people of Japan. **Lundgren Monuments** and many other Seattle companies work closely with Japanese businesses, as nearly half of their work is shipped to Tokyo and its surrounding communities. Within days of the disaster, discussions with their partners in Tokyo began on how they could possibly aid the Japanese people affected by this disaster.

Lundgren Monuments and their Japanese partners, **4th Place Inc.**, decided to donate two memorials for the bereaved that lost friends and family as well as many gravestones and family temples that were washed away by the

tsunami. With their memorials swept away, they could not properly venerate their loved ones and did not have a place to pray.

Almost one year later, Lundgren Monuments is proud to announce the dedication of two new memorials in Buddhist temples in northern Japan to honor the victims of this disaster. At 2:46 pm, on March 11, 2012, the Zensyoji and Echoji temples of Miyagai held memorial services to honor the victims of the tsunami and dedicate the new monuments.

“The trauma and havoc the tsunami brought cannot be compensated for,” said **Greg Lundgren**, co-founder of Lundgren Monuments “but we hope these monuments can help their grief and bring some peace to the people of Japan.”

The blue memorial at the Echoji Temple is etched with the Kanji characters for the repose of souls and re-establishment and there is a water line etched on the back of the memorial to show the height that the flooding reached. The violet memorial at Zensyoji Temple is etched with a eulogy.

“We are honored to see our work in these two historic temples to provide a place of remembrance and prayer for the families that lost their loved ones, their homes and much of their family history. We are also very proud of other individuals and groups in Seattle that have worked to provide relief and assistance to the Japanese people”, stated Greg Lundgren.

For more information on Lundgren Monuments, visit www.lundgrenmonuments.com.

MortuaryMall.com launches Version 2.0 of their Innovative Shopping Site

WILTON, CT— **Edward Bergin**, founder of **MortuaryMall.com** is pleased to announce the launch of MortuaryMall.com 2.0, the latest version of the innovative online shopping site.

While some online changes can be just plain frustrating because they seem to complicate rather than simplify our lives, the site redesign at MortuaryMall.com was done to enhance the customer shopping experience.

In a recent conversation with Edward, he shared that MortuaryMall.com 2.0 now features simplified site navigation and a fully revamped search tool, which displays more relevant results. “Our customers can now more easily locate the products they want to purchase,” he commented.

“And after finding the products, they can now view multiple product images, color swatches, additional product documentation,” he continued, “and, where available, they can also watch instructional videos demon-



strating how to use the products.”

One new feature to the site that is a real time-saver is the Newsstand, where site visitors can subscribe to many of their favorite industry print publications, such as **Funeral Service Insider**, **American Funeral Director**, **American Cemetery**, **Funeral Service Extra**, and **Funeral Home & Cemetery News**. Newsstand visitors also have easy access to the latest free online news from respected sources such as **ConnectingDirectors.com**, **NFDA-TV**, and **Fu-**

neral Directors Chat.

“There is also now a Business category which contains products and services that can help owners with the business aspect of their funeral homes,” notes Edward, “such as accounting and finance, advertising and marketing, aftercare, and case management, just to name a few.”

“With the release of MortuaryMall.com 2.0, we demonstrate our commitment to customer satisfaction by providing personalized service and quality products at affordable prices. That is, for

us, what value is all about,” Edward stated.

To that end, MortuaryMall.com now offers discounted pricing on the complete lines of **Ferno** and **Junkin** mortuary products.

Stop by the site at www.mortuarymall.com, and “friend” them on Facebook. “That way, you can keep up with all the news and product promotions,” said Edward. He then added, “Our goal is to help funeral homes save time and money.”

Based in Connecticut, 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 is a member of the NFDA Business Exchange and 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.

Mike Wells joins Kanet Advertising as Social Media Consultant

CINCINNATI, OH— **Kanet Advertising** is pleased to announce that **Mike Wells** will be joining the agency’s team as a social media consultant.

Working with social media since 2006, and in the information technology field for almost 15 years, Wells is skilled at helping clients grow their online presence, web site traffic and bottom-line sales. Kanet will assist its clients in understanding

that social media is not only about marketing, but also offers genuine engagement between client and potential customer.

Kanet Advertising will be offering social media services at flexible price points that will meet the client’s unique needs. With access to platforms such as Facebook, Twitter, Google+, Foursquare, and Pinterest, Kanet Advertising clients will be able

not only to reach out, but also engage in a new way with current and prospective customers. Kanet Advertising’s services will also include setup and access to additional web site analytical data from Google Analytics.

Wells is also the Director of Library and Information Technology at the *Cincinnati College of Mortuary Science* and has a Master’s degree in Library and Information

Science from Kent State University. Before working at CCMS, he was a long time technology administrator at Miami University where he oversaw the largest multimedia lab on campus.

Kanet Advertising, headquartered in Cincinnati, is a full-service agency providing advertising, marketing, public relations and social media services.

Cemeterians seek Alternatives to Traditional Bronze Memorials

AURORA, IN— Cemeterians are noticing a decrease in bronze memorial sales, with 62.5 percent citing cost as the major reason for the decline. In a recent survey, the majority of cemetery professionals indicated they would consider alternatives to traditional bronze memorials. Since 2002, the price of copper, the primary component in traditional bronze memorials, has risen from less than \$1 per pound to more than \$4 per pound. The rising cost of bronze memorials has resulted in fewer sales and rising theft, said survey respondents.

Aurora Casket Company issued the survey to cemetery professionals around the United States. Aurora recently partnered with Michigan-based **Whitehall** products to develop an alternative to traditional bronze memorials. The Aurora Memorial has a similar appearance and performance to traditional bronze memorials, yet they are composed of recycled aluminum encased in solid bronze. According to Aurora Senior Vice President of Sales and Marketing **Tim Dugan**, Aurora Memorials are up to 40 percent less expensive than traditional bronze.

"Aurora Memorials allow us to offer



The Aurora Memorial

a great value to our families," said **Jeff Gamble** of **Gamble Holding Company** in Decherd, TN. "We can now give them the appeal, look and durability of traditional bronze memorial at a more affordable price."

Aurora Memorials are available with a 30-year warranty and a defect-free guarantee. For more information on Aurora Memorials, visit www.AuroraAdvantage.com.

Founded in 1890, Aurora is the largest family-owned funeral service supplier. Aurora caskets are proudly made in the United States and Canada, with headquarters based in Aurora, IN. For more information about Aurora products and services, visit www.auroracasket.com.

ShivaShade introduces New Blood BeGone Soap



MERRICK, NY— **ShivaShade** is excited to announce their newest product, *Blood BeGone Soap*. Blood BeGone Soap is specifically designed to remove dried blood from skin, scalp and hair. This is a green soap; it is a bio vegetable oil-based soap solution.

Blood BeGone Soap has been tested by embalmers around the country. **Jamie** from **Central Nebraska Crematory Service** said, "It works great and leaves no residue."

Irwin Maltz, co-owner of **ShivaShade** said, "I had several embalmers tell me about the need for a product to remove dried blood that is resistant to removal from the skin and scalp. This will be a great resolution to these problems and enable them to complete their job much more efficiently. The response to our product has been overwhelmingly positive."

Blood BeGone Soap is sold in 16 ounce squeeze bottles. For more information email sales@shivashade.com, visit www.shivashade.com or call 516-665-8323.

Legacy.com study shows Newspaper websites drive Traffic to Funeral Home Obituaries

EVANSTON, IL— Obituaries on funeral home websites receive five times more traffic when they are also published in a newspaper, according to a recent study by **Legacy.com**. The study found that obituaries placed on funeral home websites alone – without any newspaper presence – drew relatively little attention.

In the study, 16,746 obituaries were placed on a funeral home website only, with an average number of views per obituary of 63. Another 16,438 obituaries were placed on a funeral home website as well as in a newspaper's print edition and on the newspaper's website. The average number of views to these obituaries on

the funeral home website alone was 329.

"It makes sense that newspaper websites, with more than 20 million monthly unique visitors to online obituaries, help drive a significant amount of traffic to funeral home websites," said **John Bikus**, **Legacy.com** Chief Marketing Officer.

"By working together online, newspapers and funeral homes can ensure one of the most important needs of most families is met – broad distribution and timely notification of a death to friends and family," Bikus added, noting that newspapers continue to be the single most requested source of obituary distribution by families.

Founded in 1998, **Legacy.com**

(www.Legacy.com) is the world's most timely and comprehensive resource for online obituaries and the undisputed leader in Web-based memorialization. **Legacy.com** includes a network of thousands of newspapers and funeral homes in the United States, Canada, the United Kingdom, Ireland and Australia. By making interactive memorial content accessible directly via the websites of newspapers and funeral homes, **Legacy.com** helps a fast-growing number of people expand the ways in which they can express condolences and share remembrances of loved ones. A privately held company, **Legacy.com** is headquartered in Evanston, IL.

Homesteaders and Leaders Conference Attendees donate \$6,000 to Bahamas Facility



Steve Lang of Homesteaders presents a check to a Unity House Representative.

NASSAU, THE BAHAMAS— **Homesteaders** COO **Steve Lang** presented a \$5,000 check to a representative of **Unity House** following a teambuilding event held March 8 during the annual Homesteaders Leaders Conference. Each of the three winning teams also handed over their cash prizes totaling \$1,000.

The teambuilding event was created to build camaraderie, enhance problem-solving skills, and familiarize participants with the expansive Atlantis resort property during the first full day of the Leaders Conference event. It also provided an opportunity to leverage the philanthropic nature of the nation's top pre-need professionals.

"Unity House was a natural choice for the giving component of our event because it primarily serves the elderly," says **Kim Medici-Shelquist**, **Homesteaders** director of marketing communications. "It is an important Nassau community resource providing nursing home facili-

Unity House provides nursing care, shelter for homeless

ties plus shelter and other resources for homeless individuals and families in need."

The Homesteaders Leaders Conference is held annually to recognize and reward the company's highest-producing agents and managers. Approximately 240 were in attendance at the 2012 event, held this year at the Atlantis Resort, Paradise Island, The Bahamas. Next year's incentive trip is scheduled at the Ritz Carlton Rose Hall, Montego Bay, Jamaica.

Focused solely on funeral insurance funding and support, **Homesteaders Life Company** is a market leader associated with nearly 4,000 funeral homes and 8,000 licensed agents across the United States. Visit homesteaderslife.com for more information.

Spencer Mortuary introduces New Servo Troll

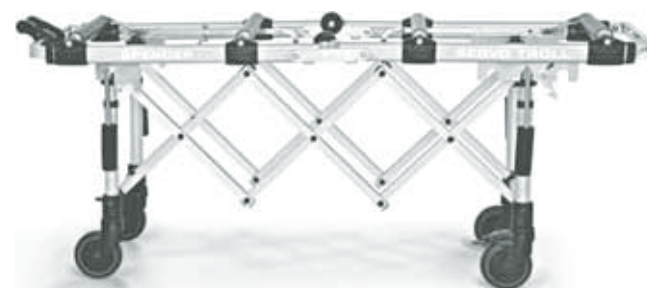
COLLECCHIO, ITALY— **Spencer Mortuary**, known in Italy for traditional excellence and technology in the field of recovery, moving and transport equipment for the funeral industry has introduced the *Servo Troll* roller system for church trucks.

Designed for easy installation to a church truck, *Servo Troll* is made of an aluminum framework onto which four robust nitril rubber covered rollers (one of which is lockable) have been installed. Several dies permit the selection of a number of different heights. With the *Servo Troll* it is easy to transfer the casket from the hearse, as the church truck will adapt to the loading level of the vehicle. Even with the operator in a lateral position, the casket can be moved simply from the hearse to the church truck and vice versa. The *Servo Troll* can be stored with the church truck, to which it is easily joined, in its strong bag, which permits both optimal containment and subsequent transport. It is possible to add a drape, which can be personalized, after positioning the casket on the church truck.

In a short time, in fact, **Spencer's** devices have globally become a synonym of high quality and prestige in this sector, offering products that reduce fatigue on the part of the operators and at the same time offer improved services. **Spencer** provides a range of back-saving products that allow customers the best solution for the type of work they need to do. Soon to be available in the United States, these products can provide increased comfort, security, and reduced fatigue due to lumbar strain. For more information on **Spencer Mortuary's** range of back-saving devices, visit their online catalog at mortuary.spencer.it.



The Servo Troll is easily portable.



Spencer Mortuary's Servo Troll



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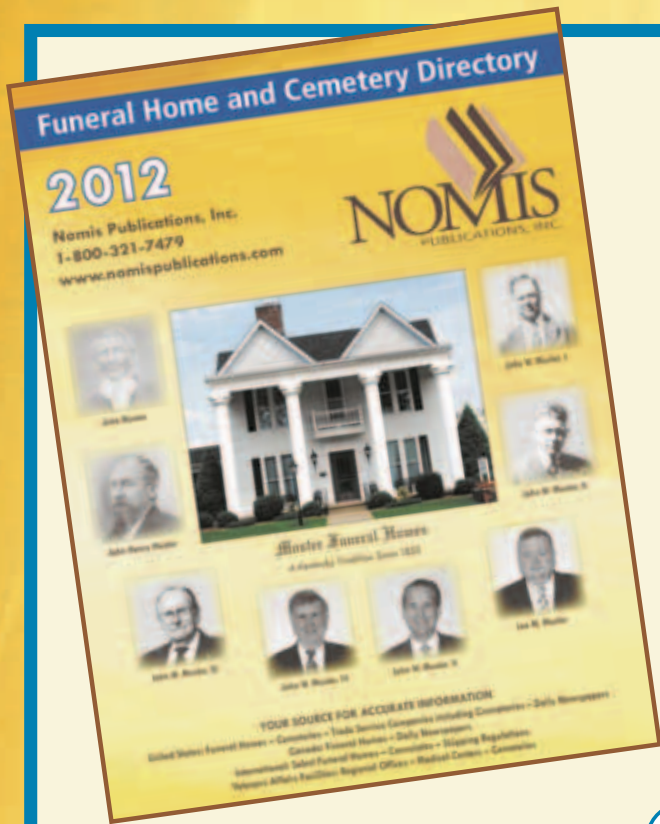
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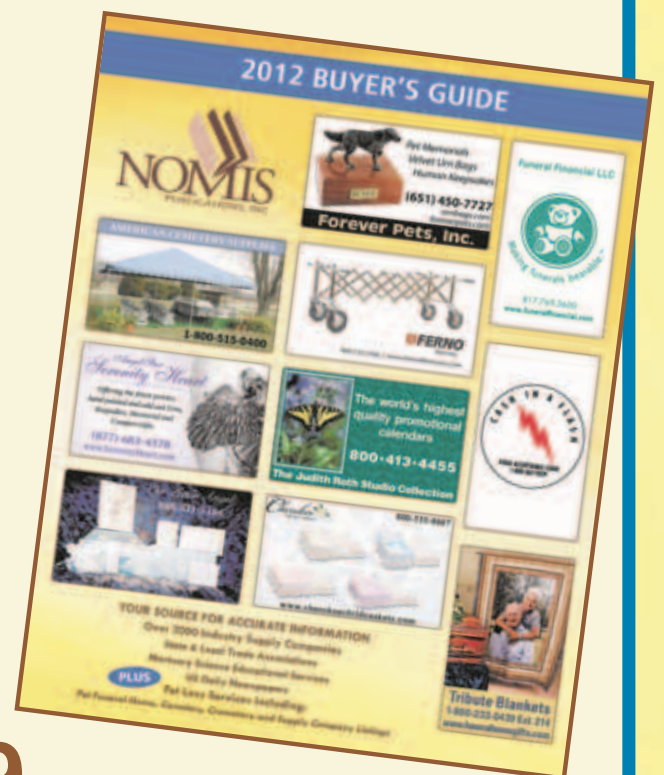
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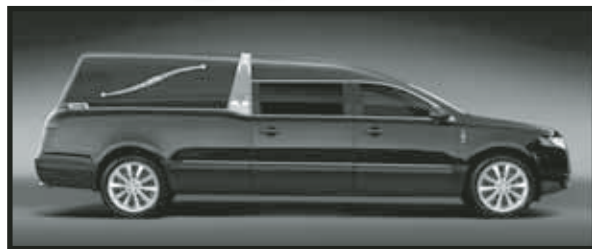
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Funeral Business For Sale 5

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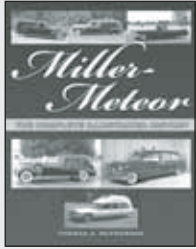
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Hearse/Limousines 8

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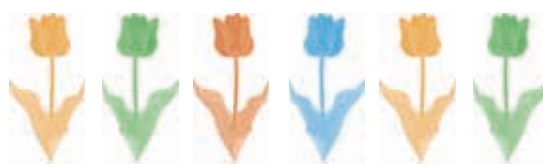
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1998	
Cadillac Superior Hearse	gray/black top/ blue leather
Cadillac Superior Hearse	black/black leather
Cadillac Superior Hearse	blue/blue leather
1996	
Lincoln M&M Hearse	white/gray leather
Cadillac Eagle Hearse	blue/blue interior
Cadillac Superior Hearse	blue/blue interior
1995	
Cadillac Superior Hearse	white/black leather
1993	
Cadillac S&S Masterpiece	silver/black top/blue interior



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LIMOUSINES

2009	
Cadillac S&S 6-Door (2 in-stock)	black/black leather
2007	
Cadillac Eagle 6-Door	white/black leather
Cadillac Federal 6-Door	white/black leather
2005	
Lincoln S&S 6-Door	silver/black top/black leather
2004	
Cadillac S&S 6-Door	silver/blue leather
Cadillac Federal 5-Door	blue/black leather
Cadillac DaBryan 5-Door	black/black leather
2002	
Cadillac Federal 6-Door	black/blue leather
Lincoln Royale 24-Hour	black/black leather
Cadillac Federal 6-Door	silver/blue leather
1999	
Cadillac Superior 6-Door	blue/blue leather
Cadillac Chicago 5-Door	black/blue leather
1996	
Cadillac Federal 6-Door	blue/blue leather

FIRST CALL

2007	
Dodge Caravan 1st Call Van	blue/gray interior
2006	
Cadillac DTS Sedan	gray/gray leather



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1999 Cadillac Superior Crown, Navy, 33k mls	\$6750
1997 Cadillac Eagle, Crown Molding, Low Miles, Black	\$6950
1995 Cadillac S&S Victoria, Commercial Glass, Silver	\$4250
1994 Cadillac Eagle, Silver, Amber Beacon, 47k mls	\$3975
1993 Cadillac S&S, Black, 61k mls, Clean	\$3975
1991 Cadillac S&S Commercial Glass, Blue, 128k, Sharp!	\$2975
1987 Oldsmobile Eureka, Front Drive, Navy, Nice, 47k mls	\$2975
1968 Cadillac Superior Flower Car, Heavy Body Damage, Worth Fixing	\$4750
1987 Cadillac Eureka FWD Flower Car, One Owner, Silver, 49k mls	\$7500


LIMOUSINES

2001 Lincoln DaBryan, 90" Stretch, Black, 204k mls	\$7500
2000 Chevy Venture, Full Eagle Conversion w/Panels, Black, 200k mls	\$2222
1994 Cadillac Superior Presidential, Commercial Glass, Navy, 38k mls, Some Rust	\$2000
1994 Cadillac Eureka, 6-Door, Power Flip Seat, Silver, 13k mls, Some Rust	\$2875
1994 Cadillac VIP Limo, Black, 129k mls	\$1994
1993 Cadillac Superior, 6-Door, 46" Stretch, Navy Blue, 49k mls	\$2500
1991 Cadillac FWD, Silver, 75k mls, New Tires	\$1991

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2001 Cadillac Federal Coach.....Drk Blue Ext/Drk Blue Int.....	48,000 mi
1995 Cadillac Eagle Coach.....Whit Ext/Drk Burg Int.....	41,000 mi
LIMOUSINES	
2005 Cadillac S&S 6-Door 24-Hour.....Whit Ext/Blue Int.....	33,200 mi
2003 Cadillac Superior 6-Door.....Blk Ext/Blk Int.....	27,000 mi
2002 Cadillac LCW 24-Hour.....Blk Ext/Blk Int.....	42,000 mi
2002 Cadillac Superior 6-Door.....Bronze Ext/Blk Int.....	25,000 mi
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