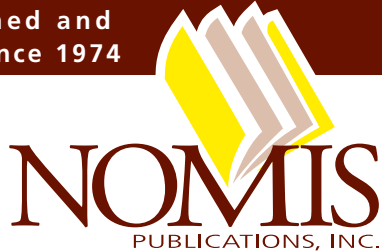


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# FUNERAL HOME & CEMETERY

# NEWS

SECTION B

JUNE  
2009

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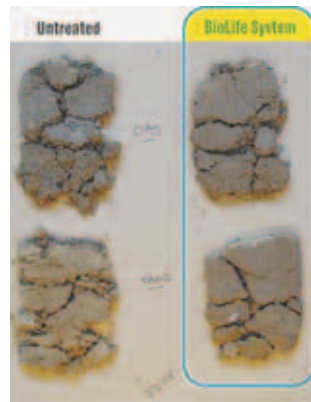
## BioLife of Orange County focuses on Plant Health through Organic Soil Maintenance Program

ORANGE, CA— Even if landscaping is green, it's not necessarily "green." Chemical pesticides, herbicides, and fertilizers can result in soil and water pollution. But there is an all-natural organic way to keep landscapes and golf courses green. **BioLife of Orange County** has developed an all-natural soil enhancement program that keeps plants healthy and prevents excessive water use in landscaping while nourishing the soil.

"Conventional or linear systems of fertilizers do not address the root of the problem, instead they focus on superficial issues leaving the soil unhealthy and ready for more problems," says **Jeff Wallace**,



Before (Top) and After (Above) Treatment using the BioLife System.



from the roots up. The BioLife system starts with incorporating beneficial microorganisms (bacteria, protozoa, fungi, etc.) that bring a necessary nutrient balance to the soil. The introduction of microorganisms also helps with the soil's ability to retain water and promotes robust root growth while resisting compaction.

General Manager, BioLife of Orange County. "Our circular approach addresses the problems and brings the soil back to a healthy state." BioLife is not a fertilizer; it is a unique soil management system which brings life to the soil promoting healthy plants

The BioLife method allows for a healthy, natural circle of life within the treated soil, whereas conventional methods of fertilization use unnatural additives that treat superficial problems but leave the soil in disarray. "The green revolution is not just about renewable energy. It's a revolution that should begin with the soil beneath our feet," according to Wallace. BioLife is available for use in commercial applications and large residential communities. For more information on BioLife of Orange County go to [www.bio-lifeus.com](http://www.bio-lifeus.com) or call (714) 771-6040.

## Rainman Umbrellas – Closing Our Warehouse –

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## EternalSpace™ Online Memorials shape the way Society celebrates, honors and remembers Lives



EternalSpace memorials, the world's first dimensional online memorials, transcend time, distance and technology

LOS ANGELES, CA— **EternalSpace™** recently unveiled a completely new type of online memorials, an immersive, multidimensional experience, that allows family, friends, colleagues, and well-wishers to connect emotionally while sharing and preserving the cherished memories of departed fam-

ily members or friends – forever. Personal memorials at [EternalSpace.com](http://EternalSpace.com) are peaceful, serene online environments for sharing thoughts or uploading photos and videos that celebrate a life for the days, months and years to come. EternalSpace memorials can

CONTINUED ON PAGE B6

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# CALENDAR of Events

## CONVENTIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**New Jersey State FDA** - Sep 29-Oct 1, The New Taj, Atlantic City, NJ. Exhibits. (800)734-3712.

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

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

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

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

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

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

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

### 2010

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

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

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

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

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

## SEMINARS/MEETINGS

**The Funeral Service Professional Association** - meets every Sunday night online at 8pm for discussion at [www.embalmer.com](http://www.embalmer.com).

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

**Mt. Ida College and ADEC Online Courses** - Jun 8-Jul 3, Complementary Therapy Integration in End of Life Care; Sep 14-Oct 9, Drawing Lines in the Sand; Oct 19-Nov 13, Spiritual Issues at the End of Life; Nov 16-Dec 18, Training Facilitators for Children's Programs and Bereavement Support Groups. (617)928-4649 or [www.mountida.edu/ncde](http://www.mountida.edu/ncde)

**Life Appreciation 2009 Baby Boomer Weekend Intensive Training** - Jun 13-14, St Paul, MN, Sioux Falls, SD, and Omaha, NE; Jun 27-28, Denver, CO, Santa Fe, NM, and Salt Lake City, UT. (800) 877-8905.

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

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

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

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

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

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

### 2010

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

**West Virginia FDA Midwinter Meeting** - Feb 9-11, 2010, Marriott Hotel, Charleston, WV. (800)585-2351.

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

**NFDA Professional Women's Conference** - Apr 8-10, 2010, The Mulberry Inn, Savannah, GA. (800)228-6332.

## Beautifulurns.net showcases Elegant Biodegradable Urns



**LAGUNA NIGUEL, CA**— Beautiful Urns proudly announces the launch of its website, [beautifulurns.net](http://beautifulurns.net), featuring its full line of elegant eco-friendly cremation urns.

Urns by Beautiful Urns are hand-crafted in the USA from unfired clay using environmentally friendly materials. They are finished with water-soluble metallic colors which are completely non-toxic. The urns are suitable for temporary display and both land and sea burial. When used for land burial, they will completely break down in two to three months, depending upon the climate. When dispersing the cremated remains at sea, the bio urn will begin to sink in ten to fifteen minutes and will fully degrade in approximately 30 minutes.

Inventor of the Bio Clay Urn in the early 1990s, the company has expanded its offerings to meet the increasing demand for attractive biodegradable urns. Consumers now may choose from styles such as Praying Hands, Lilies, and Dolphins. While there are standard colors for each style, all are available in any variety. Special requests are quickly processed and shipped. For more information, visit [www.beautifulurns.net](http://www.beautifulurns.net) or phone (949)218-3405.



## Whitmer's Porta-Morgue's New 2009 Portable Mortuary Refrigeration Units



The late Robert L. Whitmer, III is shown with the Standard Model from 2007.

**SAND SPRINGS, OK**— The Whitmer's Porta-Morgue, a self-contained, portable mortuary refrigeration unit, has introduced several new units for 2009. All of these units can be powered with a stationary 110 volt, a mobile (vehicle/sea/air) power supply, or in emergency field use with a generator or 12 volt power inverter. A 220 Volt Step Down Converter to 110 Volts is available for usage overseas.

The units are designed to be compact and lightweight, and to suit the needs of the mortuary and medical fields. The Whitmer's Porta-Morgue offers excellent protection to safely hold remains during coroner/medical examiner death investigation. The four new

models introduced for 2009 include End Door only, End Door and Side Door, End door with Top Glass View and new Top or Side Glass Door.

Whitmer's Porta-Morgue has a distinguished history of designing and producing the finest portable mortuary refrigeration units available; packed with innovative features, engineered to the highest standards and manufactured for durability.

For more information, visit [www.Porta-Morgue.com](http://www.Porta-Morgue.com), or contact **Robert L. Whitmer, II**, CEO, PO Box 5, Sand Springs, OK 74063. Phone (918) 852-5466 or email [rlwceowhitpm@aol.com](mailto:rlwceowhitpm@aol.com).

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

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By Jason Kellerman



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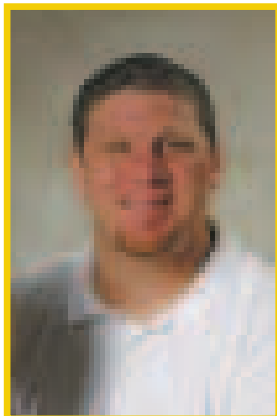
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## From This Day Forward... We Will Bloom!



The Tree In A Box along with "From This Day Forward"

**LITTLE FALLS, MN— Mohr Inspirations** is introducing creative products that soothe the aching heart and inspire the soul. These unique products help keep a loved one's memories cherished, while giving a sense of peace so that, "From This Day Forward... We Will Bloom!"

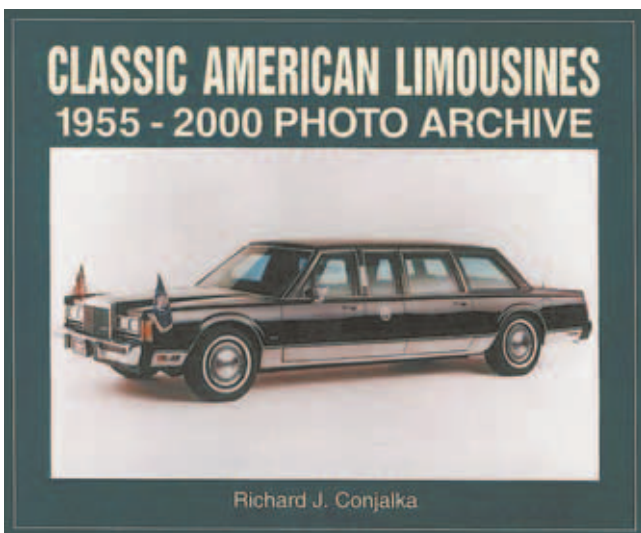
The poem "From This Day Forward" given with the "Tree In A Box" is an amazing healing process. It is a wonderful way to memorialize anyone who has passed on. Planting the tree in honor of a loved one creates a heartfelt bond that lasts forever. Anyone who is grieving can find the poem, along with the planting of a memorial tree, to be extremely helpful in moving past the struggle of losing their loved one. The poem explains the journey and the tree becomes

the symbol of their time with us. Nurturing and caring for the tree allows it to grow...as the tree grows, a connection is born, a new beauty is created with your loved one...and together you bloom!

Funeral homes are creating an entire theme based on the poem for their funerals, wakes and even a memorial service at the one year anniversary of the funeral. Planting the tree outdoors on the anniversary with family and friends taking part is a very moving ceremony.

To view the entire line of memorial products visit the store at [mohrinspirations.com](http://mohrinspirations.com). You can e-mail with any questions, or request login information to access the wholesale section of the website by e-mailing [ginger@mohrinspirations.com](mailto:ginger@mohrinspirations.com).

## UndergroundHumor.com offers "Classic American Limousines"



**WILTON, CT— UndergroundHumor.com** is pleased to announce that **Richard Conjalka's** book, *Classic American Limousines: 1955-2000 Photo Archives*, is now available in its bookstore.

Whether you've never been in a limo, or even if a limo takes you to work each day, you will be fascinated by this comprehensive history. High-quality photos of American limousines take you on a luxurious tour from the development of the limousine in the 1950s to today.

In days past, the limousine belonged only to the elite, the wealthy, and the dead on their way to the cemetery. Now anyone with a little extra spending cash can rent one and be the mystery rider behind the tinted glass. The book includes Cadillac, Lincoln and Chrysler limousines, as well as Secret Service and Presidential limos. It is great buy for professional car buffs, auto lovers, and anyone fascinated by this luxurious mode of transportation and the people who use it.

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

## Rob-Win Press celebrates 12 Years of exclusive Lena Liu Designs



Lena Liu

**ALLENTOWN, PA— Rob-Win Press**, a funeral industry leader providing highest-quality products to funeral directors nationwide since 1938, is celebrating 12 years of offering exclusive funeral product designs by renowned artist **Lena Liu**. Since 1997, Rob-Win Press has featured over 25 Lena Liu designs on register books and other printed funeral products, including the very popular Guardian Angel, considered by many as the most beautiful angel design in the industry.

Recipient of numerous awards, as well as recognition at national shows and exhibits, Lena Liu expresses her love for nature through her paintbrush. With her broad background in traditional Chinese art and exposure to Western culture, she has created a unique style of her own by combining modern printing techniques with classic brushwork. There is an unusual quality of peace and tranquility that radiates from her work, which explains its unparalleled popularity in the funeral industry. Ms. Liu says, "I enjoy nature. I enjoy light, air, color and every beautiful thing around me. I look at something and paint what I feel about it, rather than just the image it projects. I let what touches my heart pass through my fingers."



Liu's Guardian Angel Design

Rob-Win Press was the first company in the funeral industry to introduce art from a licensed artist when co-owner **Edwin Jarvis** applied designs from Lena Liu in 1997 to the company's register books and stationery products, including acknowledgment cards, prayer cards and service folders. President **Robin Cook** adds, "Since then, competitors have followed with other well known artists, trying to imitate Lena Liu's unique style, but she's still the best. We are extremely proud to have exclusive production and distribution rights to these beautiful designs she has provided to us during the past 12 years. We look forward to working with Lena in the future creating contemporary versions of these classic designs. In addition, she will be helping us use her existing work on complimentary products to our books and cards."

For information about Rob-Win's Lena Liu products or other our other fine funeral products call 800-327-0940 or e-mail Selena at [selena@robwin.com](mailto:selena@robwin.com). Visit [www.robwin.com](http://www.robwin.com).

## F.A.C. Marketing launches Redesigned Website

**BURLINGTON, IA— F.A.C. Marketing** has launched a complete redesign of their website, [www.facmarketing.com](http://www.facmarketing.com).

Although the agency's site had seen updates from time to time, this is the first full redesign since the site's original launch. Visitors will find a fresh new look with updated information on F.A.C. Marketing's services and the latest samples of their work.

"Over the years our site had gotten cluttered from adding information here and there," said **Mindy Kraus**, Business Manager and Creative Director of F.A.C. Marketing. "It was time to simplify the site and make it easier for visitors to find what they are looking for."

The site also includes a new feature, eF.A.C., an online marketing newsletter with articles and tips written by the marketing professionals at F.A.C. Marketing. Visitors can sign up for the newsletter through the web site. It is a free publication and subscribers are able to cancel at any time.

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

## The Last Quilt Company Continental Coverlet



Continental Coverlet by The Last Quilt Company

**DERRY, NH— The Last Quilt Company, LLC** is proud to announce the new *Continental Coverlet™*. Known for their quality, The Last Quilt Company is expanding their product line to include a lovely coverlet. The Continental Coverlet™ now allows the funeral home more options for Identification Viewing offered to families.

With the increased demand for cremations in North America, more funeral homes are offering their families an opportunity for a viewing prior to cremation. It is much easier to offer them this service if the setting for this viewing can be more comfortable and less institutional.

Until now, there were few choices. With the creation of the Continental Coverlet™, you can now offer your families an elegant look for less cost.

The Continental Coverlet™ is made from an elegant brocade or jacquard textile weight fabric and does not contain batting like a traditional quilt. The Continental is decoratively top stitched for elegance and durability, and is lighter in weight, more modern looking, and less expensive, while maintaining the user-friendly cleaning method of a washing machine and dryer.

The Coverlet is specifically sized for use during an Identification Viewing. It is not as long as a removal cot cover and it is slightly wider to gently cover folded arms and elbows. It is made of 100% cotton and matches all of the Walkabout™ skirts. As with all of The Last Quilt Company's products, the Continental Coverlet™ is proudly made in the USA.

For more information please contact **Marty Kovacs, CFSP** by phone 603-887-5411, email [Marty@lastquilt.com](mailto:Marty@lastquilt.com) or visit [www.lastquilt.com](http://www.lastquilt.com) for the latest information and color selection or to receive a free catalog.

## PSI appoints Heffner to Board of Advisors

**DALLAS, TX— PSI Funds**, the largest exclusive lender to the death care industry in the United States, announced the appointment of **Ernie Heffner** to its Board of Industry Advisors. According to **Phin W. Stubbs**, PSI Funds' owner and Chairman, "We are pleased to have the benefit of Ernie's vast experience as an owner/operator of multiple funeral homes in the Northeast. Ernie is a respected leader in the industry that owners across the United States call upon for advice."



Ernie Heffner

The son of a funeral director, Mr. Heffner became a licensed funeral director in 1975. He is active in the industry as a member, speaker, and writer. On a state level, he is past president and current board member of the *Pennsylvania Cemetery, Cremation & Funeral Association* (PCCFA). On a national level, Heffner serves on the Board of the *International Cemetery, Cremation & Funeral Association* (ICCFA), where he also serves as a Dean of the ICCFA University.

Over the years, Heffner has been published in the *American Funeral Director*, *ICCFA Magazine*, *Mortuary Management* and *NFDAs*, *The Director*. Reuter's and other newspapers have interviewed him outside his market area.

Mr. Heffner states: "With the financial support of PSI Funds, my business was able to grow to a dozen locations with over 100 full time and part-time associates." When asked to serve on the PSI Funds Board of Industry Advisors, Heffner responded by saying, "I believe it critical that independent firms have access to flexible capital from an informed source."

"I have frequently called for straight talk and advice, which was provided with a detailed, real understanding of our business, something no traditional banker could ever come close to providing. In my experience, PSI Funds understands financial performance and how it relates to serving families in their time of need. They offer providers flexible terms of 5 to 25 years and everything in between. PSI Funds does not request real estate appraisals as they truly are cash flow lenders."

"I consider PSI Funds absolutely referable," he continues. "They do what they say. They finish what they start. Establishing a relationship with the people at PSI Funds was one of the best things I ever did for my business, my associates and the families we serve."

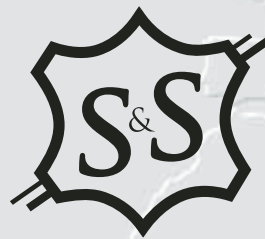
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## Doric develops New Consumer Fact Brochure

**MARSHALL, IL**— **Doric Products** has developed a new *Consumer Fact Brochure*. The eye-catching brochure provides important information for families who are purchasing a burial vault. As with any industry, there are aspects of the burial vault industry that consumers cannot be expected to know on their own. The Consumer Fact Brochure tries to highlight these areas for the consumer.

One of the most important facts consumers will learn: what it takes for a product to be considered a true burial vault according to the *National Concrete Burial Vault Association*. A key purpose of the vault is to prevent groundwater from entering and harming the casket. To accomplish this, a vault must be sealed and contain no drainage holes. The anatomy of a vault graphic identifies several other key features such as the steel reinforced cover and the poly-ribbed inner liner of a Doric vault.

Consumers often are unaware of the effects of equipment that is necessary in the everyday workings of a cemetery. A common piece of cemetery equipment, a backhoe, weighs approximately six-tons. A burial vault must be manufactured to withstand this weight as well as the additional weight of soil. These are a few of the areas discussed in the Consumer Fact Brochure. Please contact your local dealer for a copy of the brochure or visit [www.doric-vaults.com](http://www.doric-vaults.com) to locate the dealer nearest you.

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

## Homesteaders honors Agents at Leaders Conference

**DES MOINES, IA**— **Homesteaders Life Company** honored its top marketing organizations, counselors and agents for achievements in 2008 at the recent Homesteaders' Leaders Conference held at the Hilton Waikaloa Village Resort in Waikaloa, Hawaii.

The Leaders Conference attendees included funeral service professionals who work with Homesteaders throughout the year to support the success of funeral home customers and preserve the value of funeral service. One hundred twenty-three agents were honored during the event, and the following individuals and organizations received special awards for their 2008 efforts.

The Daniel M. Voecks Sales Achievement Award Net Volume was awarded to **The Outlook Group Inc.**, Franklin, OH, and accepted by **Charles Anderson**. The Outlook Group achieved the highest sales volume among Homesteaders' affiliated marketing organizations.

The Daniel M. Voecks Sales Achievement Award Net Paid Annualized Premium was awarded to **PreNeed System**, Garland, TX and Des Moines, IA, and accepted by **Mark Iles** and **Mike Iles**. PreNeed Systems achieved the highest annualized premium among all marketing organizations affiliated with Homesteaders.

The James O. Wilson Personal Achievement Award Net Volume was awarded to **Floyd Akins** of **PreNeed Systems**, Omaha, NE. Akins had the highest net volume sales achievement among funeral service professionals associated with Homesteaders in 2008.

The James O. Wilson Personal Achievement Award Net Paid Annualized Premium was awarded to **Roger Seay** of **Preneed Funeral Program Inc.**, Richmond, VA. Seay had the highest net paid annualized premium among agents who handle business with Homesteaders in 2008.

The Graham J. Cook Preserving the Value of Funeral Service Award was given to Floyd Akins of PreNeed Systems, Omaha, NE. Akins won this award that is named for current Homesteaders' Chairman and President Graham Cook. The honor goes to the Leaders Conference VIP qualifier who tops four major performance criteria that demonstrate dedication to preserving the value of funeral service.

The Dennis G. Kerschen Persistency Award was given to **Heather Brockway** of **The Outlook Group Inc.**, Hillsdale, MI. Brockway was honored for having the highest 12-month persistency in 2008 among Leaders Conference qualifiers.

The Rising Star Award Net Volume was given to **Jamie Sarver** of **The Outlook Group Inc.**, Rothschild, WI. Sarver was recognized as the agent with the highest sales volume in 2008.

The Rising Star Net Paid Annualized Premium was also given to Jamie Sarver of The Outlook Group Inc., Rothschild, WI. Sarver earned this honor for having the highest paid annualized premium among agents in 2008.

Homesteaders Life Company has a singular commitment to the success of its funeral home customers and to preserving the value of funeral service. Founded in Des Moines, Iowa in 1906, the company is a national leader in providing funeral insurance funding and support for more than 100 years. For more information about the company or its services, visit Homesteaders on the Web at [www.homesteaderslife.com](http://www.homesteaderslife.com).

## Bass-Mollett introduces the Green Box Set



Bass-Mollett's Green Box Set

**GREENVILLE, IL**— The IC-CFA Convention in Las Vegas provided the opening stage for **Bass-Mollett's** new "Green" Box Set. The box itself serves as an urn! This new urn contains a water soluble bag and tie, making it suitable for water or "green" burial in the ground. Available in three designs, the box set comes complete with a register book, acknowledgment cards, service folders, floral card envelope, grief pamphlet, blooming heart, pen and the bag and tie for the urn.

The need for eco-conscious products in the marketplace is apparent. Being green isn't just a trend anymore; it's a necessity. The public is becoming increasingly aware of the carbon footprints they are making on our planet even when it comes to their funeral stationery products.

It is Bass-Mollett's hope that their natural products fulfill the growing needs of today's company and most of all, exceed the clients' expectations for an earth-friendly option.

All products in Bass-Mollett's green line are FSC certified by the Forest Stewardship Council, supporting the conservation of forests and helping people lead better lives.

The collection features: Papers crafted of 100% recycled cotton and abaca fibers, both acid and chlorine free. Envelopes from 100% certified post consumer waste. Inks which are water soluble and natural based. When you choose this collection, you are contributing to awareness; taking a step towards a "greener" earth; and showing concern for generations to follow. For more information call (800) 851-4046 or visit [www.bass-mollett.com](http://www.bass-mollett.com).

## Eagle's Wings Air soars despite Struggling Economy

**FORT WAYNE, IN**— Due to the overwhelming response from funeral homes and shipping services nationwide, **Eagle's Wings Air** has made plans for expansion and growth. With their call volume and business transactions growing rapidly month over month, they plan to increase their customer service staff. To handle the additional staff, EWA has secured a new office space twice the size of their current location.

"In these tough economic times, EWA's complimentary service offering is being widely embraced by both single-location independent funeral homes and larger organizations like **Flanner & Buchanan Funeral Centers** (Indianapolis, IN); **French Mortuary Services** (Albuquerque, NM); and **Schoedinger Funeral and Cremation Service** (Columbus, OH). EWA is honored to serve the entire death care community with our unique and innovative service model," comments **Frank Kaiser**, president of EWA.

EWA's centralized airline reservation center for human remains and transportation management expertise has been proven to save funeral homes time while also increasing the level of service being provided to the client families.

"Eagle's Wings Air offers our firm a turn-key transportation department at no additional cost. This allows us to keep our licensed employees focused on funeral service vs. managing the air transportation process. We are very satisfied with our partnership with EWA," states **Tom Antram**, General Manager, French Mortuary Services.

Eagle's Wings Air was established in 2007 as the travel agency for funeral service. The headquarters are located in Fort Wayne, IN, out of which they service funeral professionals nationwide. EWA offers concierge services for the air transportation of human remains, while also offering personalized travel assistance for the bereaved.

For additional information, contact Eagle's Wings Air at (866) 550-1392 or visit [www.eagleswingsair.com](http://www.eagleswingsair.com).

## EternalSpace™ Online Memorials shape the way Society honors Lives

*Continued from Page B1*

be started or added to any time and passed to future generations who can learn about their heritage and experience first-hand accounts of their ancestors.

"EternalSpace is completely changing the way online memorials are perceived in the deathcare industry. Their memorials are the first of their kind, enabling people to build a meaningful online destination that creates a personal connection with a loved one," said **Alan Creedy**, President, **Trust 100**. "Unlike anything available on the Internet, EternalSpace is dynamically interactive, allowing users to build an ongoing social community long after the death has occurred. It's a place family and friends will want to visit again and again."

EternalSpace memorials feature tranquil landscapes that can be customized to reflect and honor an individual's life and legacy. Accessible anytime from anywhere, family, friends and well-wishers can capture, preserve and share their experiences as they are recalled. A living, growing tribute, thoughts, photos and videos can be added as they are discovered, or on special days as they recur.

Additionally, well-wishers may dedicate and place virtual tribute gifts in the EternalSpace memorial, selecting from a diverse range of items including flowers, trees, candles, hobby and sports memorabilia, and other unique gifts that reflect the personality, interests and life of each individual. EternalSpace memorials are 100% advertising-free, ensuring the memories of every family will be treated with reverence for eternity.

Every EternalSpace memorial provides a place for a Friends and Family community. This social networking feature, unique to EternalSpace, helps friends and family connect to ease the grieving process and share memories. Within the community, members can complete simple profiles for themselves and communicate in real-time. This social community makes sharing more personal when people are separated by geography and time zones, whether sending private messages or communicating with the entire group.

According to Compete.com's site analytics, more than 400 million online visits were made to basic, antiquated online memorial and obituary sites in 2008. This growth has been fueled in part by the growing trend in cremation, changes in the economic climate, the rapid growth in broadband Internet access, and the pervasiveness of online social communities. The Pew Internet & American Life Project's December 2008 tracking survey reported that the share of adult Internet us-

ers who have a profile on an online social network site has more than quadrupled in the past four years – from 8% to 35%. In addition, in Q1 2009 Swivel Business reported that 163 million people in the United States have access to broadband Internet, an increase of more than 100 million people since 2006. The growth is expected to continue, due in part to the \$7.2 billion broadband budget recently approved by Congress.

"As the funeral industry faces new challenges, our partners are looking for ways to add more value and differentiate their services as they seek additional sources of revenue," said EternalSpace President **Jay Goss**. "EternalSpace helps the funeral industry address these changing dynamics and delivers a service that meets the growing need for families to support each other and stay connected over greater distances."

Funeral homes, crematories, and cemeteries are embracing EternalSpace to meet this growing need for sophisticated, intuitive online memorials. EternalSpace is an everlasting, intuitive memorial service that complements existing services and can generate perpetual income.

"EternalSpace memorials are a welcome addition to the services we offer families, and they demonstrate our commitment to meet each family's individual needs and truly personalize our services," said **Scott Meierhoffer** of **Meierhoffer Funeral Home & Crematory** in Saint Joseph, MO. "EternalSpace is easy to set up, generates recurring income, and facilitates communication with pre-need families, as well as families served in the past. It is really helping us build a cross-generational bond with the families we serve."

Headquartered in Los Angeles, EternalSpace is the premier online memorial service for the funeral industry. The company's immersive EternalSpace memorials are changing the way society pays tribute to loved ones by providing a personalized online destination where lives are celebrated, honored, and remembered. By leveraging EternalSpace.com, funeral homes, crematories and cemeteries can meet the evolving needs of their families while securing an opportunity to generate perpetual income. EternalSpace memorials are distributed through the company's funeral industry partners. The EternalSpace sales and management teams are comprised of funeral and technology industry veterans, supported by an Advisory Council of experienced deathcare experts. For more information, visit [www.EternalSpace.com](http://www.EternalSpace.com) or call 323-284-5300.

# Unique Love Ashes Cremation Jewelry launches Nationally

**MAQUOKETA, IA**— The grieving now have a special way to keep their loved ones close at heart through **Love Ashes** cremation jewelry. These one-of-a-kind creations are as vibrant as the lives they represent, and are being launched by artist **Silvia Engel** on a national level through a new partnership with funeral homes and crematoriums.

Since 2007, Love Ashes has produced pendants and framed memorials using ashes of cremated loved ones and pets. Each piece is made of stunning dichroic glass and includes ashes of the deceased, which are placed in the artwork and then kilned. The artwork is made into a pendant to be worn as a necklace with the ashes visible from the back of the pendant, or hidden inside. The artwork can also be mounted and framed to create a hanging or tabletop memorial.

Engel was inspired by her beloved dog, *Kiki*, who was a precious part of Engel's family for years. The loss of the pet was devastating. A memorial pendant would be a way to keep a dear one, like Kiki, close at heart forever.

"I want people who are grieving to be able to wear their pendants and remember their loved ones with a smile," said Engel. "These pendants allow my clients to be comforted at a difficult time, in a beautiful way."

Since her national launch, response for Love Ashes products has been overwhelming. Each piece is hand-made upon request, and due to the delicate nature of the glass, no two pieces look alike. Engel is proudly dealing with the demand for these keepsakes, taking time to create each piece with care as a way to honor the deceased.

Love Ashes keepsakes are unique largely because of the beautiful design. Clients may choose from seven vibrant color styles, ranging from purples to blues to oranges and reds. These brilliant color combinations allow the deceased to be remembered with vibrancy and life—a gift to those who are grieving.



Silvia Engel at Work



Pendant before firing in the Kiln

After being raised in Mexico, Engel is now an artist based out of Maquoketa, Iowa, specializing in dichroic glass jewelry as vibrant as her Hispanic culture. After being approached repeatedly to create memorials for grieving clients, Engel developed Love Ashes, a beautiful way to keep loved ones close at heart.

"I have been privileged to work with dozens of clients who have trusted me to create memorials for them," Engel said. "I have found that these pendants provide my clients with great comfort during a time of grief."

Clients agree. "I was so pleased with my pendant," stated one client. "Silvia's talent has given me a most precious keepsake of my loved one and I am so thankful – it is a lasting reminder I can wear close to my heart. I am so glad to have the opportunity to reach up and hold a part of my late husband – how comforting."

To make these vibrant keepsakes a part of home, Engel has created a beautiful framed memorial using a glass tile as the centerpiece. The memorial can be hung or displayed on a tabletop, and has a personalized nameplate to honor the deceased. The tile contains ashes, and is mounted into the memorial.

"My framed memorials provide grieving families an uplifting and creative way to honor their loved ones while holding cremains," said Engel. "People find the framed creations to be a comforting part of their home after the loss of a loved one."

The framed memorials provide a new option for grieving families. "I wanted a different way to display the ashes of my loved one," a client of Engel's stated. "For me, it was not comfortable to wear a pendant, but the framed memorial was perfect! The color combination was stunning. This made a beautiful tribute and I am so pleased."

Engel now offers Love Ashes nationally, allowing funeral homes across the country to refer their clients who choose cremation to her personalized company for treasured keepsakes. The pendants and framed memorials are offered at an affordable price point, making them widely available for the public.

Funeral homes may partner with Love Ashes as a part of an incentive plan. Partners receive wholesale pricing on all products while becoming an order site. Partners will receive sample pendants to have on display, as well as an order kit, Love Ashes catalogs,



Love Ashes Framed Memorials



Love Ashes Pendants

and order forms to use at their businesses.

Engel is known throughout the Midwest as a jewelry maker with exceptional products and a care for her customers. Now, as she becomes known for cremation jewelry, it is her exquisite workmanship and also her caring demeanor for her clients that make it a pleasure to work with Silvia Engel and Love Ashes.

"My line of cremation jewelry and framed memorials is very special to me," Engel said. "I am honored to work with my clients to create pieces that help keep the memory of their loved ones close at heart, and I take great pride in the integrity I show all my clients during this difficult time in their lives."

Love Ashes samples may be viewed at [www.loveashes.com](http://www.loveashes.com). Funeral homes may receive product catalogs and more information by calling 1-888-452-7278.

## Corinthian Catafalques introduces TV/DVD Pedestal

**HASTINGS, MI**— **Mark Schmidt**, owner, designer, cabinetmaker for **Corinthian Catafalques**, announces an additional model of *TV/DVD Pedestal* for the funeral trade.

Throughout the winter, Mark has prototyped a number of new products to compliment his existing line. The new series of chapel furnishings and related devices is being called *The Skyline Series*. The complete series features simple crisp straight lines and has an uncomplicated contemporary look.

The economy, cremation rate, and the need for furnishings that are reasonably priced, yet durable, functional, and stylish have driven Mark to this new series design.

Corinthian Catafalques products include Urns, as well as an Urn Litter (Ark), TV/DVD Pedestal, and a Cremation Table/Child Casket Bier—a full sized bier will be released shortly. These products have been extremely well received by funeral directors. In fact, the products were so well liked for their looks, function, price, and value that over 80% of the directors who have seen the products have ordered immediately.

The current and previous model TV/DVD Pedestal featuring a fluted wood column, DVD player compartment, and casters has been well received; however many have expressed desire for a simpler looking and lower cost version.

The New Skyline Series, clad in laminate answers these wishes. It features a clean contemporary look to complement a flat screen television. The 48" height for maximum seated audience viewing ideal, and casters for rapid and fluid placement are a necessity. The DVD player compartment, as well as cord accessibility and storage round out its features. All products are handmade to perfection and detail in Michigan with American materials.

While black laminate is the most popular, the pedestal is offered in any of the laminate colors or wood tones. The stand will accept 26" to 42" flat screen televisions.

It is a sharp looking piece for considerably less money than drop screens or wall mounts that seem to always be in the wrong place. The unit can be crated and shipped ready for service within just a

couple of weeks. No assembly is required for any Corinthian Catafalques products.

See the TV/DVD Pedestal, along with the rest of The Skyline Series and all other products at [www.catafalques.com](http://www.catafalques.com) or call Mark for more information at (269) 908-1258.



TV/DVD Pedestal

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 <small>2009 S &amp; S Cadillac Medalist Hearse black, black top, black leather</small>	 <small>2002 Eagle Cadillac Ultimate Hearse white diamond, white diamond top, neutral leather</small>	 <small>2006 Eagle Cadillac Ultimate Elite Hearse w/table academy gray, black top, blue leather</small>	 <small>2002 Eagle Cadillac Ultimate Hearse black, black top, blue leather, exterior chrome package</small>
 <small>2003 Eagle Cadillac Ultimate Hearse dark blue, dark blue top, blue leather, stainless band</small>	 <small>1998 S &amp; S Cadillac Victoria Hearse dark blue, dark blue top, blue leather</small>	 <small>1999 Eagle Cadillac Ultimate Hearse gold firemist, gold top, burgundy leather</small>	 <small>SPRING CLEANING! SEVERAL TO CHOOSE FROM! CLEARANCE PRICED!</small>

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so impressed by the quality of this vehicle. I’ve never had an issue with it, and it is by far the MOST VERSATILE VEHICLE WE’VE DRIVEN. Cremations are becoming more common, and I’ve used the urn enclave for a number of funerals. Any funeral director who wants to set himself apart should look into an Eagle Coach. IT’S CHANGED HOW WE DO BUSINESS.”

JEFFREY WAGES, WAGES & SONS FUNERAL HOME  
IN LAWRENCEVILLE, GA

*Cremation Solutions*

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*Dignity and Elegance*





“We’ve been buying Eagle Coaches for twelve years. We know the people at Eagle Coach well, and they’re always VERY PROFESSIONAL AND RESPONSIVE to our needs. Aside from their service, I love the STYLISH INTERIOR AND ELEGANT DESIGNS. We would absolutely recommend an Eagle Coach to another funeral director.”

DONALD JORDAN SR., THOMPSON HALL & JORDAN FUNERAL HOMES IN CINCINNATI, OH



*Distinctive Styling*



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“I just received my new Echelon hearse, and I just have to say—unbelievable. I’ve seen a lot of coaches in the past 62 years through my grandfather’s business, and THIS CAR IS A WORK OF ART. Myself, my family and my staff are so proud to have an Eagle in our fleet. What a great job, and a BREATHTAKING DESIGN.”

ROBERT L. OLTHOF, 3RD GENERATION PRESIDENT OF OLTHOF FUNERAL HOME IN ELMIRA, NY



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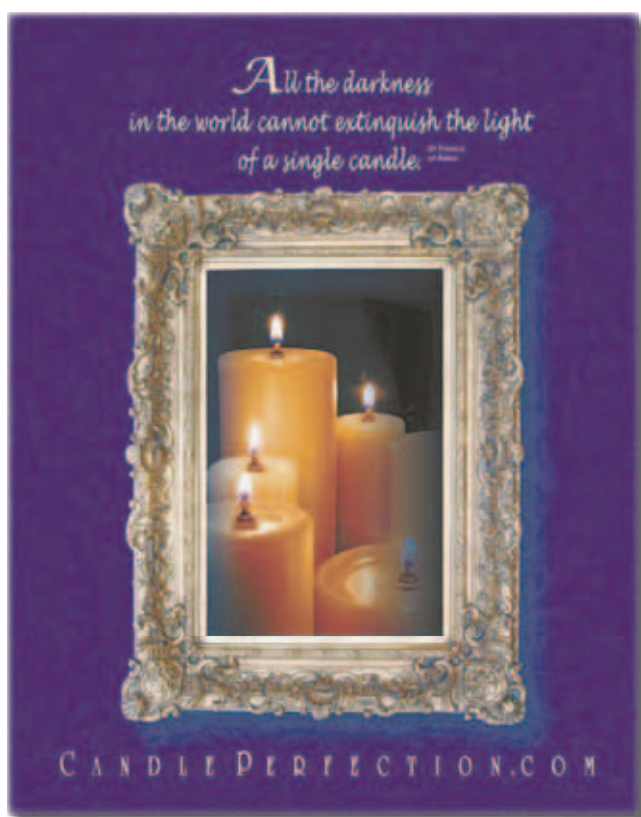
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## Candle Perfection® releases Light of Comfort™ Catalog

SCOTTSDALE, AZ— Candle Perfection, a renowned manufacturer of permanent nylon candle products throughout the funeral, church and gift industries has announced the release of their first print media catalog to the funeral industry.

The 2009 'Light of Comfort' catalog will provide a valuable resource to funeral directors who want to offer families unique cremation products and personalized memorial gifts. The catalog will feature Candle Perfection's handcrafted "Light of Life™" Candle Cremation Urns and Keepsafes™, prayer cards, memorial gifts and jewelry. Additionally, the catalog will offer chapel and reception area candles, candle lighting ceremony supplies and cemetery lights.

Candle Perfection has been serving the funeral industry since 2003. In 2005, Candle Perfection was awarded an Honorable Mention in the *International Cemetery and Funeral Association's* 2005 KIP (Keeping It Personal) Awards, recognizing the best in personalization in the cemetery and funeral service profession for the "Light of Life" Candle Cremation Urn. The candle urn is designed to replicate the appearance of a traditional beeswax pillar candle. The urn has a handcrafted



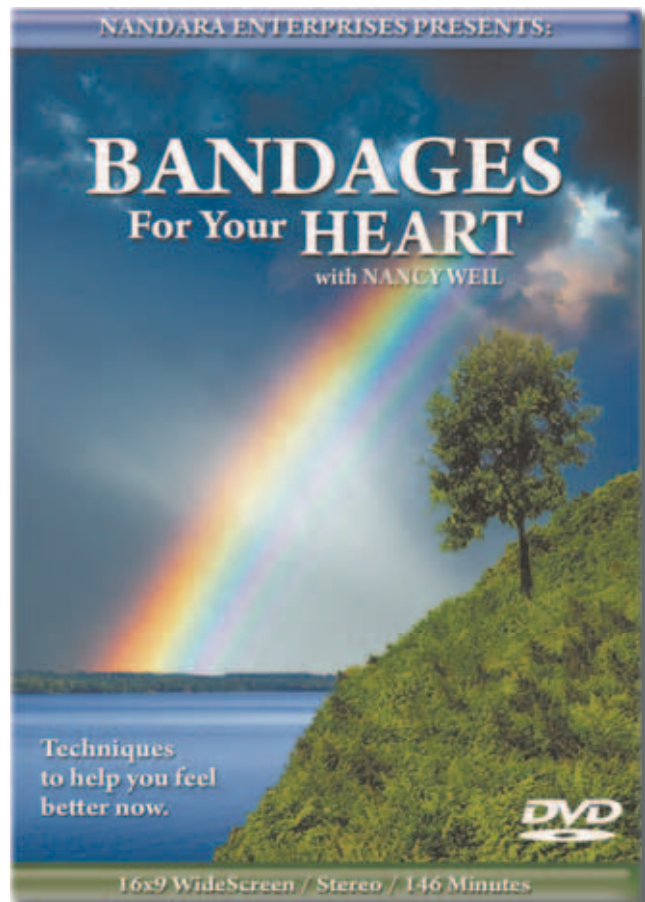
nylon memorial candle that rests atop the urn base. It will never melt or change its pristine appearance and will become a precious heirloom to be passed through generations as a symbol of love and honor. The urns can be optionally personalized with custom engraving or decorative appliques.

In June 2008, Candle Perfection established a license arrangement with **Will and Baumer Candle Company** to expand growth in the religious industry. Established in 1855, Will and Baumer is

the oldest candle maker in America.

"The completion of our first funeral industry catalog represents a substantial step in our strategy to reach out to funeral professionals and strengthen existing relationships," said **Phyllis James**, Candle Perfection President. "Our goal is to continue exemplary customer service, assurance of quality and lead the industry with a unique offering of memorial products." For more information or to request a catalog, call (480)515-0808 or visit [www.candleperfection.com](http://www.candleperfection.com).

## "Bandages for Your Heart" is released on DVD and CD



BUFFALO, NY— Help your client families experience immediate relief from the emotional pain that grief can bring with this new approach to grief support. Filled with specific techniques to harness their own inner healing power, the *Bandages for Your Heart* program gives them the strategies to stop hurting – day or night and weeks or years after the loss.

*Bandages for Your Heart* contains two parts. Part one is a talk about the grieving process and an introduction into the interactive techniques that can help raise energy and receive relief from the intense pain that grief brings. Part two has six experiential programs, each with an introductory explanation. These range from the sedentary to active, so that every person can find something they can do. Techniques covered include relaxation

meditation, yogic breathing and postures, healing music, ecstatic dance, drumming and therapeutic laughter. The DVD totals over two hours of healthful healing. The CD includes the full talk and includes those activities which can be followed through auditory instruction, such as the meditation and music.

As a bonus, each purchase includes *A Brief Exploration of Grief*. This booklet is designed to give a short overview of some of the common physical and emotional aspects of grief. Filled with resources that can support your client as their heart heals.

**Nancy Weil** enlightens her clients on how laughter and humor can be used to ease suffering and enhance one's life. Nancy works at **Mount Calvary Cemetery** where she serves as a Funeral Celebrant, is Director of Aftercare as well as a Certified Grief Management Specialist. As part of her work, Nancy runs the only laughter club held at a cemetery anywhere in the world.

Products can be purchased separately as an addition to your grief lending library or at a discount with a bulk purchase to provide to those families you serve. For more information go to [www.thelaughacademy.com](http://www.thelaughacademy.com) or call Nancy Weil at 716-908-9154.

## Graystone Associates appoints Streiff as Business Development Coordinator

MARLBOROUGH, MA— Lisa Streiff of **Graystone Associates** has been promoted to the position of Business Development Coordinator. Streiff has worked for Graystone for the past 13 years as a Project Specialist.

Before joining Graystone, Streiff was a Corporate Account Manager for Enterprise Rent-A-Car. She pioneered the Corporate Account Program for Enterprise in the New England area. Streiff significantly increased the corporate business segment for the Boston Group. Previously, she was a Branch Rental Manager where she was responsible for the daily operations for a branch location.

Graystone provides mea-

surement tools, leading edge training and incentive compensation programs to many



Lisa Streiff

of the leaders in the funeral service industry. According to Streiff, "We work with independently owned firms in 38

states and 2 Canadian provinces which in the aggregate serve over 51,000 families annually. We help our clients deliver the best service in their markets. We constantly develop new strategies and techniques which enable our client firms to add value for client families. Additional value converts to increase word-of-mouth referrals and increased market share for our clients."

Streiff earned a Bachelor of Arts degree in English from Mount Holyoke College in South Hadley, MA. She works out of her office in Barrington, IL assisting **Frank Sessions**, President of Graystone in Business Development. She can be reached at [lisa@graystoneassociates.com](mailto:lisa@graystoneassociates.com).

## Woodfold Mfg. announces FSC Hardwoods for Roll-Up Doors and new features for Bookcase Doors



Woodfold Bookcase Door when Closed



Woodfold Bookcase Door when Opened

FOREST GROVE, OR— Woodfold Mfg. is pleased to announce that its Manufacturing Facility is now FSC Certified. Woodfold was granted FSC Chain of Custody Certificate Code #SCS-COS-001663.

In addition, Woodfold Roll-Up Doors and Plantation Shutters are now available with FSC (Forest Stewardship Council) certified hardwoods which may qualify for LEED™ credits and other green building programs that require certified sustainable wood products.

The epitome of functionality, yet graceful as the finest furnishing, Woodfold Roll-Up Doors add both security and aesthetics to any setting, residential or commercial. Sometimes referred to as counter shutters, each piece is precision handcrafted of solid hardwoods and painstakingly finished to match or compliment any décor or architectural detail. Whether at home serving to camouflage a wet bar, or working to ensure security in a bank or hotel, wood overhead coiling doors add an elegant finishing touch.

Nothing adds more style and character to a home or office than custom-crafted hardwood shutters, and no one offers greater choice or finer quality than Woodfold. The classic elegance of Plantation Shutters, assures the finest in furniture-quality materials made to last a lifetime.

Woodfold Bookcase Doors are now available in an expanded range of finishes, including three new woodgrain vinyl lams, oak, maple and cherry, white vinyl lam and

a new paper overlay paint grade. In addition, Woodfold bookcase doors are now offered in a complete array of custom sizes ranging from 36" to 66" wide and up to 96" tall.

Distinctly attractive and extremely functional, Woodfold's Bookcase Door System offers a smart, space-saving option for everything from closets, pantries and wall safes in homes, to private areas and divided rooms in schools, banks and offices. A perfect fit for both residential and commercial applications, it is custom-crafted for strength, able to support up to 500 pounds. Yet, thanks to the heavy-duty roller system, it opens and closes smoothly, quietly and easily. Carefully wrapped and palletized for shipment, fully assembled and ready to install, the Bookcase Door is the strong, silent type. Only better looking.

For more information, contact Woodfold at (503)357-7181 or visit [www.woodfold.com](http://www.woodfold.com).



Woodfold Roll-Up Door

## Matthews International announces Second Quarter Earnings, Quarterly Dividend

PITTSBURGH, PA— **Matthews International Corporation** (NASDAQ GSM: MATW) has announced earnings for the quarter ended March 31, 2009. Net income for the Company's fiscal 2009 second quarter was \$12,742,000, representing earnings per share of \$0.42. The fiscal 2009 second quarter results included unusual charges of approximately \$5,300,000 (pre-tax), or \$0.11 per share, which primarily consisted of costs related to the consolidation of certain production operations within the Company's Bronze segment, severance costs in connection with cost structure initiatives in certain of the Company's other businesses and asset adjustments resulting from current market conditions. Net income for the quarter ended March 31, 2008 was \$20,283,000, or \$0.65 per share.

In discussing the results for the second quarter and first six months of the fiscal year, **Joseph C. Bartolacci**, President and Chief Executive Officer, stated: "Our consolidated results for the fiscal 2009 second quarter were in line with our internal projections and the updated earnings guidance that we provided in March 2009. However, fiscal 2009 continues to be a very challenging year for Matthews. The tough economic climate is affecting all of our businesses, both in Memorialization and Brand Solutions. Unit volume, net pricing and product mix have been impacted in our Bronze and Casket businesses. In addition, there was a decline in the death rate in the most recent quarter in many of our markets. These factors adversely impacted the operating results for both of these Memorialization segments. However, sales for our Cremation segment increased from a year ago, due primarily to the recent acquisition of a small European cremation equipment manufacturer."

"The current recession also continues to impact unit volume and pricing in our Brand Solutions businesses. While reported sales for our Graphics Imaging business were supported by the impact of last year's acquisition of **Saueressig**, sales in the existing businesses declined year-over-year. Our Merchandising Solutions business reported a slight improvement in sales for the most recent quarter, but the order rate as we move into the second half of the fiscal year is difficult to project. Our Marking Products business continues to be the most economically sensitive of our segments due to the nature of its products and, as expected, reported a significant decline in sales and profits for the fiscal 2009 second quarter."

Mr. Bartolacci further stated: "Matthews is a Company that historically has been able to consistently deliver higher earnings on a year-over-year basis and, even though the current results can be attributed in large part to the severity of the recession, we are not satisfied with our recent operating performance. Our Board and management teams are continuing to challenge our businesses to improve cost structures, as evidenced by the level of unusual charges this year. In addition, we are challenging our sales and marketing teams to find top-line growth opportunities in this increasingly difficult and price-competitive climate. As a result, we fully expect to exit this recession a stronger company. At this time, we are maintaining the updated guidance we provided in March 2009, but we continue to remain cautious in this economic environment. This guidance projects only a modest decline (less than 8%) in earnings per share from last year, excluding the impact of the unusual items from both periods."

The Board of Directors of Matthews International Corporation also declared at its regularly scheduled meeting a dividend of \$0.065 per share on the Company's common stock for the quarter ended March 31, 2009. The dividend is payable May 18, 2009 to stockholders of record May 4, 2009.

Matthews International Corporation, headquartered in Pittsburgh, Pennsylvania, is a designer, manufacturer and marketer principally of memorialization products and brand solutions. Memorialization products consist primarily of bronze memorials and other memorialization products, caskets and cremation equipment for the cemetery and funeral home industries. Brand solutions include graphics imaging products and services, marking products, and merchandising solutions. The Company's products and services include cast bronze memorials and other memorialization products; caskets; cast and etched architectural products; cremation equipment and cremation-related products; mausoleums; brand management; printing plates and cylinders, pre-press services and imaging services for the primary packaging and corrugated industries; marking and coding equipment and consumables, and industrial automation products for identifying, tracking and conveying various consumer and industrial products, components and packaging containers; and merchandising display systems and marketing and design services. A complete reporting can be found at [www.matw.com](http://www.matw.com).

## Reynoldsville Casket awards Outstanding Sales Representatives



Outstanding Sales Reps (L to R) Eileen Tuffy and Gordon Deible

REYNOLDSVILLE, PA— The sales force of **Reynoldsville Casket Company** met recently and awarded Outstanding Sales Representative to **Eileen Tuffy** and **Gordon Deible** for their performances during 2008. Eileen is a resident of Jenkintown, PA and serves funeral homes in the Philadelphia area. Gordon is a resident of DuBois, PA and serves funeral homes in western Pennsylvania.

Reynoldsville Casket Company is a full service casket manufacturer located in the northwestern Pennsylvania community of Reynoldsville. The company has distribution centers in Allentown, Pittsburgh, and Reynoldsville, PA and in Youngstown, OH, Clarksburg, WV, Buffalo, NY and Syracuse, NY. For more information on Reynoldsville caskets contact your local Reynoldsville sales representative or call 1-800-441-8224. You can also find out more on their web page at [www.reynoldsvillecasket.com](http://www.reynoldsvillecasket.com).

## Legacy.com launches Funeral Industry Initiatives

### Ground-breaking ObitNetwork™ program to build bridges connecting newspapers, funeral directors and the public

EVANSTON, IL— **Legacy.com**, the leader in online memorialization, is launching a broad set of initiatives enabling funeral directors everywhere to leverage the growing user base of **Legacy.com** and its newspaper partners in more than 750 markets. Bundled under the name **ObitNetwork™**, these initiatives consist of innovative applications, including world-class online obituary sections, state-of-the-art online Guest Books, and next-generation personal memorial sites – all linked to leading local newspaper obituary sections powered by **Legacy.com** and all of which can easily be integrated into existing funeral home Web sites.

"At a time when aspiring newcomers to the online obituary category are trying to drive wedges between newspapers and funeral homes, **Legacy.com** sees significant opportunity for all parties to benefit from each other's unique strengths," said **Stopher Bartol**, president and CEO of **Legacy.com**. "We've reached an exciting point where newspapers and funeral homes can strengthen their franchises by collaborating in new ways – and **Legacy.com** is in a unique position to help create value for them, and the families they collectively serve."

**ObitNetwork™**, which will be available in hundreds of markets served by **Legacy.com**, includes:

- **World-Class Online Obituary Sites:** Funeral homes now will be able to have obituary sites of the same caliber as the world-class sites of **Legacy.com** newspaper affiliates. The sites will feature obituaries and Guest Books, as well as other valuable content including access to nearly 100 million obituary records, **Legacy.com** Memorial Websites, **LegacyConnect** discussions and more.

- **State-of-the-art Online Guest Books:** Funeral directors now can incorporate their logo and Web site link into the online Guest Book of every obituary they place with a **Legacy.com** newspaper affiliate, and link directly to these Guest Books from their Web site. This eliminates the need for funeral homes to maintain online Guest Books separate from the ones on their local newspaper Web site. **Legacy.com** will screen all entries for appropriateness, and friends and family can access the Guest Books from both the newspaper and funeral home Web sites.
- **Legacy.com Memorial Websites:** Already being offered on more than 500 newspaper Web sites, these popular personal memorial sites now can be offered by funeral homes. This rich content is among the many site features that will attract users and keep them returning to the funeral home's Web site.

"The concept is fantastic and all funeral homes should utilize it," said **Jason Goldstein**, funeral director of **Roth-Goldsteins' Memorial Chapel** in Atlantic City, NJ, and president of **Kavod – The Independent Jewish Funeral Chapels**. Goldstein is among a growing number of funeral homes with varying profiles that are embracing the **Legacy.com ObitNetwork™** initiatives.

Newspapers, which have experienced significant growth in online obituary traffic in recent years, also recognize the potential of the program. "This is an exciting and valuable new program that will further strengthen our longstanding relationships with funeral directors in our market," said **Jamie Flaws**, vice president classified advertising, **Star Tribune**, Minneapolis-St. Paul.

Traffic to **Legacy.com**-powered newspaper online obituary sections has increased significantly, with its largest 25 sites growing 60 percent over that last three years. At the core of **Legacy.com**'s business model are deep relationships with newspapers online. Funeral

## Often overlooked in the Grief Process, Children and Teens need to know how to deal with Grief

EDINA, MN— Here's a quick-read booklet that deals with the death of a parent, grandparent, or other close relative or friend written so that adults can better understand the needs of children and teens at this critical time. There are even a couple of pages written directly to teenagers. **Patricia L. Papenbrock** and **Robert F. Voss** wrote this booklet titled *LOSS – How Children and Teenagers Can Cope With Death and Other Kinds of Loss*. The subjects covered include terminal illness, preparing for a coming death, sudden and unexpected death, the funeral, the grieving process (according to a child's age), and warning signs of abnormal grief. It also encourages teens to actively work through their grief. Because children and teenagers deal with grief differently than adults, this is a booklet that helps parents and other adults better understand the needs

of children and teenagers who are experiencing grief. **Medic Publishing Company** publishes this quick-read booklet.

The grief literature arena currently includes lots of advice for adults – especially widows, so the availability of a booklet designed to help children and teenagers is uniquely important. *LOSS* is one of fifteen inexpensive little grief booklets available on line from the **Grief Resources Catalog** ([www.griefresourcescatalog.com](http://www.griefresourcescatalog.com)).

For additional information or a free, printed catalog of the more than 50 grief booklets, books, DVDs and tapes available on the website catalog or to order materials, contact **Grief Resources Catalog** on the Internet at [www.griefresourcescatalog.com](http://www.griefresourcescatalog.com). Write to **Grief Resources Catalog** at 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: [williams@griefresourcescatalog.com](mailto:williams@griefresourcescatalog.com).

homes now will be able to tap the enormous newspaper traffic base with these new initiatives.

"While we believe that readers will continue to look first and foremost to their local newspaper Web sites for community content like obituaries, we think that funeral home Web sites can play an important role as well, and that newspapers and funeral homes, through greater collaboration, can strengthen their respective businesses," said **Bartol**.

For an example of an **ObitNetwork™** Web site, visit <http://www.legacy.com/funerals/rothgoldsteins-atlanticcity/>.

Founded in 1998, **Legacy.com** (<http://www.legacy.com>) is the world's most timely and comprehensive resource for online obituaries and the undisputed leader in Web-based memorialization. One of the Web's most visited sites, **Legacy.com** and the Web sites of its newspaper affiliates attract more than 13 million unique visitors each month. This innovative online media company collaborates with many of the world's largest media organizations, including more than 750 newspapers in the United States, Canada, the United Kingdom, Ireland and Australia to provide ways for readers to express condolences and share remembrances of loved ones. Through these affiliations, **Legacy.com** features obituaries and Guest Books for more than two-thirds of people who die in the United States and makes this content accessible directly via the Web sites of its newspaper partners. Users also can create interactive **Legacy Memorial Websites** that allow others to post and share photos, video and other memories of their loved ones. The company has expanded to host "Celebrations" for newspaper affiliates, including birth, marriage, commitment, graduation and other announcements. A privately held company, **Legacy.com** is headquartered in the Chicago suburb of Evanston, IL. Learn more about **Legacy.com** by visiting <http://www.legacy.com/NS/About/>. **Legacy.com**: where life stories live on.

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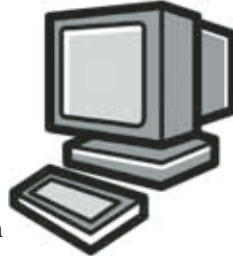


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2006 LINCOLN S&S 6-DOOR W/21,403 MILES  
BLACK EXTERIOR, BLACK INTERIOR

2004 CADILLAC FEDERAL 6-LIMOUSINE W/33,408 MILES  
SILVER BODY, BLACK TOP, BLACK INTERIOR

2003 CADILLAC S&S 47" 6-DOOR LIMOUSINE  
WHITE EXTERIOR, BLUE INTERIOR W/25,408 MILES

2005 DODGE GRAND CARAVAN W/FULL CONVERSION  
BLACK EXTERIOR, BLUE/GRAY INTERIOR W/28,705 MILES

2005 DODGE GRAND CARAVAN W/FULL CONVERSION  
WHITE EXTERIOR, BLUE/GRAY INTERIOR W/64,400 MILES  
NOT PICTURED-BLACK EXT & BLUE INT, ONE OWNER

NOT PICTURED  
1999 CADILLAC S&S 6-DR LIMOUSINE, BLK EXT & BURGUNDY INT W/12,420 MILES  
1996 CADILLAC 6-DOOR W/FLIP SEAT, SILVER EXT W/33,500 MILES

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Hearse/Limousines 8

FOR SALE: 1962 Cadillac S&S Hearse. Limo style, side loader (rare), black, low miles. Call (717) 653-8962 or email [afreymer@embarqmail.com](mailto:afreymer@embarqmail.com). 8MJ

2003 CADILLAC 6-DOOR LIMOUSINE. Black with black leather, like new, one owner, with only 30,826 miles, NSC Coach Builders, \$17,900. 2006 LINCOLN TOWN CAR. Signature black with black leather, like new, low miles, moonroof, loaded, \$14,900. Call Todd at 716-523-6000. 8JA

Hearse: 2001 Eureka. 58,000 miles, Blk/Blk/Blue leather interior, \$23,000. Limousine: 2003 6-Door 24-Hour Limousine. 70,000 miles, Blk/Blk/Blk leather interior, \$15,000. Both cars garaged and well maintained. Ask for Nick 201-501-0650. 8J

1993 Matching Cadillac Hearse and two six-door limousines. Excellent condition. \$12,000 for all three. Call (402) 467-5200. 8AMJ



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2009 Chevy Express Van w/casket table & entry ramp  
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2007 CADILLAC S&S 6/65"



2000 CADILLAC S&S 6/47"



1996 CADILLAC S&S MASTERPIECE



1993 CADILLAC S&S MASTERPIECE



2004 CADILLAC S&S 6/65"



1998 CADILLAC S&S 6/65"



1993 CADILLAC EUREKA BROUGHAM



1993 CADILLAC S&S MASTERPIECE PULL-OUT TABLE

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# Classified ADS

Hearse/Limousines Cont'd 8

Help Wanted 9

**REDUCED!  
HEARSE & LIMOUSINE  
MATCHED SET**

Matching set 2001 Eureka Cadillac Hearse with 37K miles and 2001 Cadillac 65" 24-hour car with 46K miles with flip seats. Both black vinyl roofs on silver. Southwest PA funeral home. Excellent condition, no defects. Serious inquiries only. Hearse: \$26,900. Limo: \$22,900. Email [plh@h-fs.com](mailto:plh@h-fs.com) or call 412-580-3586. 8CJJA

**2004 Lincoln Eagle Elite Hearse.** Hearse with electric table, half-crown roof, wig-wags, strobes, under 16K miles. Southern California. One owner, car garaged. Pristine, current model and in new condition. Priced to move! For more information and pictures go to [www.tributeenterprises.com](http://www.tributeenterprises.com) and click "inventory" or call 562-715-4594. 8CAMJ

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If you are presently calling on funeral homes, or if you are a casket distributor in Indiana, Illinois, Kentucky, Ohio or Michigan, and you would like an opportunity to earn substantial additional income by taking on an additional product line, we would like to talk to you.  
Sycamore Casket Company pays generous commissions and provides protected sales territories. Additionally, most distributors qualify for a totally investment-free way to add a selection of market-proven imported caskets to their product line.  
Sycamore Casket Company, located in Indianapolis, Indiana, is a leading importer of metal and hardwood caskets. For more information, please reply in complete confidence to: Sycamore Casket Company, LLC, PO Box 665, Indianapolis, IN 46206. Or call toll-free 866-363-5505. 9CAMJ

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FuneralStaff, the industry leader in recruiting and staffing, has immediate openings for Managers, Funeral Directors/Embalmers, Arrangers, and Sales Reps Nationwide. If you are career minded and looking for opportunities for advancement, then **visit our website and complete a free Job Seekers Profile at [www.FuneralStaff.com](http://www.FuneralStaff.com).** We are always accepting new client companies in need of quality talent! We Now Offer Pet Cremation Consulting! 9JJA

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Thacker Caskets, Inc., the nation's fastest growing casket manufacturer, is seeking skilled sales professionals to join our expanding sales team. If you have proven sales abilities, enjoy hard work, and are motivated to succeed then we encourage you to learn more about our straight commission opportunities. We offer unlimited earning potential, a fast paced and supportive sales environment, and the backing of a three-generation, family owned company with a new, state-of-the-art casket factory. Some overnight travel is required. Sound Good? Fax or email your resume, and a cover letter to Michael Beardsley, VP, Sales & Marketing at 315-687-7428 or [mike.beardsley@thackercaskets.com](mailto:mike.beardsley@thackercaskets.com) 9AMJ

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Rob-Win Press, a 70 year old supplier of highest quality printed and other funeral supplies, is expanding their National Sales Team into several high potential territories including, but not limited to, Georgia, Alabama, Tennessee, Ohio and New Jersey.  
If you're a proven sales pro, preferably with funeral industry experience, come grow with us! We want highly motivated, personable, professionals with great communication skills.  
This is a commission based, independent sales representative position requiring weekly travel throughout the territory. Our products include register books, acknowledgement cards, service folders and other funeral related products. We provide the sales leads, new products, training, advertising/promotion support, leadership and unlimited income potential. You provide the sales expertise.  
Visit our web site at [www.robwin.com](http://www.robwin.com). Qualified candidates should e-mail a cover letter and resume attachment to [Pete@Robwin.com](mailto:Pete@Robwin.com) or fax both to 610-776-1433, attention Pete Bennett. 9A

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5715 Manchester Ave., St. Louis, MO 63110  
"Specialists in Funeral Coach Conversion Work"  
Hearse - Limousines - Conversion Coaches




2009 Superior Cadillac Statesman Hearse

- 2003 Federal Cadillac Renaissance, oval window, black w/black top.
- 2001 Superior Cadillac, 47" 6-dr, black, Sharp!
- 2001 Federal Cadillac Coach, silver w/black vinyl top, Sharp!
- 2001 & 2000 Superior Cadillac Statesman Supreme, dark blue.
- 2000 Superior Lincoln Diplomat, black, low miles.
- 1999 Eagle Cadillac Ultimate, dark blue.
- 1999 Federal Cadillac Renaissance, silver.
- 1999 Superior Cadillac, 49" 6-dr, black w/black top.
- 1998 S&S Cadillac Masterpiece, Commercial Glass, white, Sharp!
- 1994 Superior Cadillac Sovereign, Commercial Glass, white.
- 1994 Superior Cadillac Statesman Landau, black.
- 1992 Superior Cadillac Crown Sovereign, white w/black roof.

*For the Classic Collectors!* 1984 Superior Cadillac Crown Sovereign White/Blue Int., Only 11,800 miles, Like New! serious inquiries only

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Vinyl Roof Color: Black  
Body Type: Limousine



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Stock No: 6400  
Miles: 39,630  
Color: Black  
Vinyl Roof Color: Black  
Body Type: Limousine



**2005 CADILLAC**  
Price: \$31,495  
Stock No: 6318  
Miles: 39,314  
Color: Black  
Vinyl Roof Color: Black  
Body Type: Limousine



**2001 CADILLAC**  
Price: \$19,900  
Stock No: 6482  
Miles: 91,994  
Color: Black  
Vinyl Roof Color: Black  
Body Type: Hearse



**1999 CADILLAC**  
Price: \$13,900  
Stock No: 6470  
Miles: 47,773  
Color: Black  
Vinyl Roof Color: Black  
Body Type: Hearse



**1999 CADILLAC**  
Price: \$12,900  
Stock No: 6420  
Miles: 70,550  
Color: Silver  
Vinyl Roof Color: Black  
Body Type: Hearse



**2006 CADILLAC**  
Price: \$52,900  
Stock No: 6522  
Miles: 12,079  
Color: Black  
Vinyl Roof Color: Black  
Body Type: Hearse



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or first call suburban TODAY!!

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### Help Wanted Cont'd 9

**Funeral Director/Embalmer**  
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**Behrens Design & Development specializes in architectural and interior design services for the funeral industry.** We are currently seeking sales consultants for various parts of the country. If you have an interest in real estate development, architecture, and interior design, and like selling to funeral homes, **please contact Brent at 320-253-5374.**

**Classic Metal Vaults,** a leader in the Funeral Service Industry located in Corbin, KY, is looking to fill a **Sales Position.** Candidates need a strong sales background and must be willing to travel. Please send resume including references and salary history to: **Sales Position, PO Box 10, Marshall, IL 62441.**

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**Actively seeking a licensed funeral director for a South Bay, CA area funeral home. Please fax resume to: (310) 978-8866 or email: mckaysmortuary@sbcglobal.net.**

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



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**2004 CADILLAC EAGLE FLOWER CAR**  
black with gray leather

### HEARSES

	<b>2009</b>	
Lincoln Eagle Hearse .....		black/black leather
Cadillac S&S Imperial.....		black/black leather
	<b>2005</b>	
Cadillac S&S Hearse .....		blue/blue leather
Cadillac Eagle Hearse .....		black/black leather
	<b>2004</b>	
Cadillac Eagle Flower Car.....		black/gray leather
Cadillac S&S Hearse .....		blue/black leather
Lincoln Eagle Hearse (2 in stock).....		white/black top/black leather
Cadillac S&S Victoria .....		blue/blue leather
Cadillac S&S Victoria .....		black/blue leather
	<b>2003</b>	
Lincoln S&S Hearse .....		black/black leather
	<b>2001</b>	
Cadillac Eagle Hearse .....		silver/blue leather
	<b>2000</b>	
Cadillac S&S Hearse .....		silver/black top/blue leather
	<b>1999</b>	
Cadillac S&S Masterpiece.....		black/black leather
	<b>1998</b>	
Cadillac S&S Hearse .....		black/blue leather
	<b>1996</b>	
Buick Superior Hearse .....		silver/blue interior

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### LIMOUSINES

	<b>2007</b>	
Cadillac DaBryan 5-door.....		white/black leather
	<b>2006</b>	
Cadillac DaBryan 5-door.....		white/black leather
	<b>2005</b>	
Cadillac S&S 6-door (4 in stock).....		blue/blue leather
	<b>2004</b>	
Cadillac DaBryan 5-door (2 in stock).....		silver/gray top/gray leather
Cadillac Federal 6-door .....		black/black leather
Cadillac LCW 24-hour .....		black/black leather
Cadillac DaBryan 5-door.....		black/black leather
	<b>2003</b>	
Cadillac LCW 6-door .....		black/black leather
Cadillac S&S 6-door .....		white/black top/black leather
Cadillac S&S 6-door .....		gold/black top/black leather
	<b>2002</b>	
Cadillac Federal 6-door.....		blue/blue leather
	<b>2001</b>	
Lincoln S&S 24-hour .....		black/blue leather
	<b>1998</b>	
Cadillac S&S 6-door .....		white/burgundy leather
	<b>1997</b>	
Cadillac S&S 6-door .....		white/blue leather
	<b>FIRST CALL</b>	
	<b>2009</b>	
Chrysler Eagle 1st Call.....		silver/black top/gray interior
	<b>2008</b>	
Chrysler Eagle 1st Call.....		black/gray interior
	<b>2003</b>	
Chevy Eagle 1st Call .....		white/gray interior



**2004 CADILLAC S&S VICTORIA HEARSE**  
blue with blue leather



**2004 CADILLAC S&S VICTORIA HEARSE**  
black with blue leather



**2004 CADILLAC DABRYAN 5-DOOR LIMO**  
silver with gray top and gray leather (3 in stock)

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1998 Cadillac M&M, 47k mls, Black .....	\$8500
1996 Cadillac Superior, 75k mls, One Owner, Minor Rust .....	\$5950
1994 Cadillac S&S, Commercial Glass, Blue, Some Rust .....	\$4250
1994 Cadillac Federal, 71k mls, Navy Blue.....	\$6500
1993 Cadillac Superior, Silver, 58k mls .....	\$3950
1980 Cadillac S&S, White, 59k mls .....	\$2650

### LIMOUSINES

2000 Lincoln DaBryan, Black, 162k mls, 90", Some Rust.....	\$6950
2000 Cadillac Federal, Black, 101k mls, "EDGY".....	\$7950
1999 Cadillac DaBryan, 5-Door, 90", Silver, 62k mls.....	\$8450
1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Not Nice .....	\$5950
1998 Cadillac Superior, Silver, 82k mls, One Owner, Overheats! .....	\$2250
1996 Cadillac Superior, 65", Navy, Flip Seat, 26k mls.....	\$5950
1993 Cadillac Superior 65", Navy, 72k mls.....	\$4950
1992 Buick Eureka, Navy, 27k mls, Like New .....	\$4950

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10MJJ

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