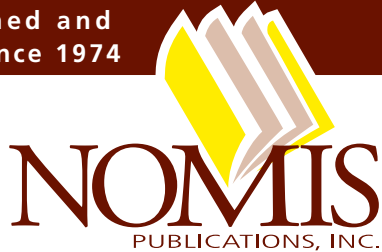


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NEWS

SECTION B

JUNE
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EckCo Products introduces the I Remember Urn

MISHAWAKA, IN— To fill a void in the offerings of durable, reasonably priced crematory urns, **EckCo Products** is introducing the *I Remember Urn* line of personalized urns for families to celebrate their deceased family member's life.

"Our mission is to provide an attractive, low-cost urn for that portion of the market that is leaving the funeral home without purchasing any product because they can't afford an expensive urn or because they plan to scatter their loved one's ashes and therefore do not want to invest in what they consider to be a temporary container," according to **Gary Eck**, president of EckCo Products.

The I Remember Urn allows family members to select an urn to celebrate their loved one's life in several ways. Whether they choose to bury the urn with their loved one's ashes intact or to display it in a meaningful place in their home, the I Remember Urn serves as an uncomplicated, respectful way to personalize and pay tribute to their loved one.

"By selecting pictures from photo albums or scrapbooks, families may choose up to four permanent photos to display on their urn or, if they prefer, change the selection of photos displayed from time to time," says Eck. "If they choose to scatter their loved one's ashes at a later time, they may decide to keep additional photographs and/or mementos inside the urn."

Discrete latches on two sides of the I Remember Urn allow the top to be opened – for the enclosure of ashes or of photographs and mementos. Or the urn may be permanently sealed with an exclusive glue (included with each urn). These durable polymer urns come in four standard finishes: sandstone, pearl, walnut or black marble.

Two additional options with the I Remember Urn allow families to add up to four personalized, engraved nameplates to their urn and/or to select a military emblem representing a veteran's service in one of the United States' five military branches: the U.S. Army, Air Force, Navy, Marines or Coast Guard.

"By honoring a deceased loved one through cremation and the enduring preservation of ashes in an urn, families are observing a time-honored, centuries-old tradition," states Eck. "With the personalized I Remember Urn, they are not only paying tribute to their loved one...they are creating once-in-a-lifetime memories to last forever."

To learn more, go to the company's website at www.EckCoProducts.com.

To receive information on order quantities, pricing – and marketing support materials for Funeral Director professionals, contact Eck at 574-968-0679 or garyeck@eckcoplastics.com.



The I Remember Urn,
shown in sandstone finish.

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Trappist Caskets are available Nationwide

PEOSTA, IA— There is an unconventional business model with an improbable workforce and a "boss" of the highest order. Blend these distinctions with a deep-rooted work ethic and the result is a product that many regard as, quite literally, a blessing.

Trappist Caskets is the ten-year-old enterprise of the Trappist monastery of New Melleray Abbey in eastern Iowa. At this monk-owned and operated company, handcrafted caskets, made of solid wood harvested from the abbey's 1,200-acre sustainable forest, are prayerfully constructed and shipped to every state in the U.S.

The monks' approach to doing business is founded on their belief that crafting caskets is a corporal work of mercy. Surrounded by the peaceful environment of the monastery, monks, along with hired lay workers, craft caskets and cremation urns as an expression of their life of prayer and their belief that death is the final step along the path to God.

Each year, demand has grown as more people learn of these simple, authentic caskets. "With 10 years of consistent growth, we now have a



wholesale program in place, enabling cemeteries and funeral homes throughout the country to offer Trappist Caskets to the families they serve," comments **Sam Mulgrew**, manager of Trappist Caskets.

Funeral service providers who offer the Trappist Caskets line find that families are drawn to the caskets on several levels. First is the outward difference. The quality, as well as the simple, unique design, distinguishes them from assembly-line products. "I'll put their workmanship up against anyone's," states **Dan Ciha** of **Gay & Ciha Funeral & Cremation**

CONTINUED ON PAGE B6

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**CONVENTIONS/
CONFERENCES**

Arizona Funeral Cemetery & Cremation Assoc - Jun 02-04, 2010, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. www.afcca.org afcca@q.com

West Virginia FDA - Jun 06-10, 2010, Marriott Hotel, Charleston, WV. Exhibits. (800) 585-2351.

Tennessee FDA / TFSSC - Jun 06-08, 2010, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 800-537-1599. www.tnfda.org tnfuneral@xspedius.net

Georgia FDA - Jun 06-09, 2010, Sea Palm Resort, St. Simons, GA. 770-592-8002. www.gfda.org execdirector@gfda.org

Indiana FDA - Jun 07-10, 2010, Lucas Oil Stadium, Indianapolis, IN. Exhibits. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

Independent Funeral Directors of Florida - Jun 10-13, 2010, Grand Hyatt Tampa Bay, Tampa, FL. Exhibits. 800-386-8778. www.ifdf.org jscheff@ifdf.org

New Mexico FSA - Jun 10-12, 2010, Marriott Pyramid North, Albuquerque, NM. 505-842-7158. www.nmfsa.org sdleishman@msn.com

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

South Carolina FDA - Jun 13-15, 2010, Myrtle Beach Resort & Spa at Grande Dunes, Myrtle Beach, SC. 800-445-3427. www.scfda.org scfda@aol.com

Assoc of California Cremationists Conference - Jun 14-15, 2010, Bahia Resort Hotel, San Diego, CA. Exhibits. 562-596-0464. www.accinfo.org kmtacc@hotmail.com

Wisconsin FDA - Jun 14-17, 2010, Marriott Madison West, Middleton, WI. Exhibits. 608-256-1757. www.wfda.org info@wfda.org

Texas FDA - Jun 14-18, 2010, Moody Gardens Hotel & Conference Center, Galveston, TX. Exhibits. 800-460-8332. www.tfda.com admin@tfda.com

California FDA - Jun 14-16, 2010, Bahia Resort, San Diego, CA. Exhibits. 800-255-2332. www.cafda.org cfdagroup.us

Pennsylvania FDA - Jun 14-16, 2010, Holiday Inn Harrisburg/Hershey, Grantville, PA. Exhibits. 800-692-6068. www.pfda.org john@pfda.org

Funl Dirs & Morticians Assoc of North Carolina - Jun 14-17, 2010, Crowne Plaza-Hickory, Hickory, NC. Exhibits. (877) 639-1400. www.fdmanc.org fdmanc@aol.com

Wisconsin Cemetery & Cremation Assoc - Jun 16-18, 2010, Country Springs Hotel & Conference Center, Waukesha, WI. Exhibits. 414-727-3050. www.wicemeteries.org

Oregon FDA - Jun 16-19, 2010, Shilo Inn Suites Oceanfront Hotel, Seaside, OR. Exhibits. 800-304-5095. www.ofda.org mark@ofda.org

Michigan Assoc of Municipal Cemeteries - Jun 17-19, 2010, Bavarian Inn Lodge, Frankenmuth, MI. Exhibits. 269-471-1006.

Maryland State FDA - Jun 19-24, 2010, Clarion Resort, Ocean City, MD. Exhibits. 888-459-9693. www.msfdanet.net msfdanet@msfdanet.net

Idaho, Montana & Wyoming Tri State Convention - Jun 20-23, 2010, Snow King Resort, Jackson Hole, WY. Exhibits. 208-888-2730. www.ifsa.us ifsa@ifsa.us

Alabama FDA Midsummer Convention - Jun 20-22, 2010, Grand Hotel, Point Clear, AL. 334-956-8000. www.alabamafda.org afda06@bellsouth.net

Florida Morticians Assoc - Jun 20-23, 2010, Tampa Westshore Marriott, Tampa, FL. Exhibits. 813-477-2020. lfdekatin@aol.com

Western Pennsylvania FDA - Jun 21-24, 2010, Bel-Aire Clarion Hotel and Convention Center, Erie, PA. Exhibits. 412-931-5497. rob@schellhaasfh.com

Illinois FDA - Jun 22-24, 2010, Hotel Pere Marquette & Peoria Civic Center, Peoria, IL. Exhibits. 800-240-4332. www.ifda.org info@ifda.org

Virginia Cemetery Assoc - Jun 24-27, 2010, Ramada on the Beach, Virginia Beach, VA. Exhibits. 804-379-0627. www.virginiacemeteryassociation.org dimunn@asscngmt.com

Virginia Morticians Assoc - Jun 27-30, 2010, Fairview Park Marriott, Falls Church, VA. 804-469-9544. www.virginiamorticiansassociation.com vmainc@msn.com

FDA of Kentucky Convention & Midwest Regional Trade Show - Jun 28-30, 2010, Louisville Marriott Downtown & Key International Convention Center, Louisville, KY. Exhibits. 800-866-3211. www.fdaofky.com info@fdaofky.com

Southern Cemetery Cremation & Funl Assoc, North Carolina Cemetery Assoc & South Carolina Cemetery Assoc - Jul 11-13, 2010, Kingston Plantation Resort & Conference Center, Myrtle Beach, SC. Exhibits. 251-634-3434. www.scfa.info scfafa@bellsouth.net

Assoc of Independent Funeral Homes of Virginia - Jul 23-25, 2010, Hilton Oceanfront Hotel, Virginia Beach, VA. Exhibits. 804-643-0312. www.ifhv.org ifhv@aol.com

Florida FDA and Florida Cemetery Funeral & Cremation Assoc - Jul 29-31, 2010, Boca Raton Resort & Club, Boca Raton, FL. Exhibits. 800-226-3332 or 407-896-1015. www.fda.org

NFD&MA - Jul 31 - Aug 05, 2010, Harbor Beach Marriott Resort & Spa, Fort Lauderdale, FL. Exhibits. 800-434-0958. www.nfdma.com nfdma@nfdma.com

Ohio Assoc of Cemetery Superintendents and Officials - Aug 02-04, 2010, Holiday Inn, Boardman, OH. Exhibits. 614-885-5933. oacsosecretary@gmail.com

Cremation Assoc of North America (CANA) - Aug 04-07, 2010, Sheraton Waikiki Hotel, Honolulu, HI. Exhibits. 312-245-1077. www.cremationassociation.org cana@smithbucklin.com

Fountain Academy International Conference - Aug 05-08, 2010, Holiday Inn Convention Center, Springfield, MO. 417-833-5130. vrffountain@earthlink.net

Assoc of Alabama, Mississippi and Louisiana Cemeteries Tri-State Convention - Aug 15-18, 2010, Perdido Beach Resort, Orange Beach, AL. Exhibits. 256-820-4611. www.alabamacemeteries.org alcmeteries@aol.com

New York State FDA - Aug 22-25, 2010, Saratoga Hilton, Saratoga Springs, NY. Exhibits. 800-291-2629. www.nysfda.org info@nysfda.org

Colorado FDA & Colorado Assoc of Cemeteries - Sep 08-10, 2010, Embassy Suites Hotel & Conference Center, Loveland, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

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

Independent Funeral Directors of Georgia - Sep 19-21, 2010, Hyatt Regency Savannah, Savannah, GA. 770-445-3180. www.ifdg.org ifdg@aol.com

Preferred Funeral Directors International - Sep 25-28, 2010, Ritz-Carlton Highlands, Lake Tahoe, CA. 727-524-8100. www.pfdi.org info@pfdi.org

New Jersey State FDA - Sep 28-30, 2010, New Taj, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org wbeebe@njsfda.org

Illinois Cemetery & Funeral Home Assoc - Sep 29-30, 2010, Marriott Hotel & Conference Center, Normal, IL. 866-758-7731. www.icfha.org icfha@hotmail.com

Selected Independent Funeral Homes - Sep 29 - Oct 02, 2010, Walt Disney World Grand Floridian Resort & Spa, Orlando, FL. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

Washington Cemetery & Funeral Assoc - Sep 30 - Oct 02, 2010, Skamania Lodge, Stevenson, WA. Exhibits. 888-522-7637. www.wcfa.us info@wcfa.us

Jewish Funeral Directors of America - Oct 03-06, 2010, Intercontinental, Chicago, IL. 781-477-9300. www.jfda.net

NFDA - Oct 10-13, 2010, New Orleans, LA. Exhibits. 800-228-6332. www.nfda.org nfda@nfda.org

Associated Cemeteries of Missouri Fall Seminar - Oct 22-23, 2010, The Resort at Port Arrowhead, Lake Ozark, MO. Exhibits. 636-550-7723.

Casket & Funeral Supply Assoc (CFSA) - Nov 15-16, 2010, Crowne Plaza Union Station, Indianapolis, IN. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

Connecticut FDA - Dec 02, 2010, The Hartford Marriott Rocky Hill, Rocky Hill, CT. Exhibits. 800-919-2332. www.ctfda.org connfda@aol.com

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

Catholic Cemetery Conference - Aug 27-31, 2012, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131.

MEETINGS/SEMINARS

New Hampshire FDA & Vermont FDA Twin State Meeting - Jun 22-23, 2010, Ashworth by the Sea, Hampton, NH. 877-886-4332. www.nhfda.org nhfda1@gmail.com

The Academy Training Dates - Jun 22-25, 2010 Advanced Funeral Planning; Jul 12, 2010 Continuing Care Program Development; Jul 13-14, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Jul 20-21, 2010 Green Leads; Aug 24-27, 2010 Advanced Funeral Planning; Sep 21-22, 2010 Community Connections; Oct 19-22, 2010 Advanced Funeral Planning; Oct 25, 2010 Continuing Care Program Development; Oct 26-27, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Nov 02-03, 2010 Financial Aspects of Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

Michigan FDA and The Outlook Group - Jun 29, 2010 MAPP - Michigan Advance Funeral Planning Professional, Michigan FDA, Okemos, MI. 800-331-6270. www.theoutlookgroup.com

NFDA Leadership Conference - Jul 11-14, 2010, Hyatt Regency Chesapeake Bay Resort, Cambridge, MD. 800-228-6332. www.nfda.org nfda@nfda.org

MKJ Marketing Seminars - Jul 26-27, 2010, Westin Verasa Hotel, Napa Valley, CA; Jul 28-29, 2010, W Hotel, San Francisco, CA. 888-655-1566. www.mkj-marketing.com

Funeral Service Business Forum - Nov 17-19, 2010, Palazzo at the Venetian, Las Vegas, NV. 732-730-2586. katesboylston.com/bizforum tparmalee@katesboylston.com

Website offers help making obituaries



TALLAHASSEE, FL—Two sisters who went through a tragic ordeal are reaching out to help others.

Xenia Bailey and **Lydia Sanders** lost **Jason Bailey** in 2006 to cancer. The family, in shock, found it difficult to write about his life while they were mourning. They had to figure out who to include and how to incorporate all his hard work, making sure details were correctly written for an obituary. The sisters decided to help make the grieving process a little less stressful for others by creating an online business called *Legacy of Life* LLC.

The website, www.legacyoflifeobituaries.com, asks a list of questions and at the end it creates an obituary. The website submits you an electronic copy of the obituary through email or it can be printed directly from the website, which can then be submitted to the funeral home or newspaper directly, depending on the local submission standards in your city or town. *Legacyoflifeobituaries.com* has also included contact information including email address, fax and phone number, to the individual newspapers in all fifty states so the family can contact them directly for pricing on publishing the obituary.

The website is available in Spanish and offers discounts to hospice patients who may want to pre-prepare their legacy. The site also offers bulk obituary creations for funeral homes and online advertising for small and large businesses at rates that are 45% below the national advertising rate.

For more information, visit the website at www.legacyoflifeobituaries.com, call toll free at 1-866-483-2926 or email the sisters at info@legacyoflifeobituaries.com.

Bass-Mollett introduces 2010 Catalog of New Products



GREENVILLE, IL— **Bass-Mollett** introduces a brand new catalog for 2010, featuring all of their latest memorial products. Bass-Mollett's register book series are professionally designed showcasing the art of *Terry Redlin*, *Charles White*, *Al Agnew* and many more. The catalog includes something for every budget and every interest, including a full line of Spanish products. Bass-Mollett strives to create memorial products that will leave heartfelt memories for everyone.

The new 2010 catalog includes a special section showcasing all of Bass-Mollett's *Reflections of Life* software programs. These programs aid in creating the most unique custom personalized funerals, including programs for register book interiors, prayer cards, service folders, memorial candles, grave markers, parlor/directory signs and more. For more information about Bass-Mollett's complete line of funeral products or to receive a copy of the 2010 catalog please call 800-851-4046 or call the sales dealer in your area.

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

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Starmark Funeral Products announces new Changes and Expansion

RICHMOND, IN—A portion of the new expansion at **Starmark Funeral Products** is housing a new 144-inch wide flat bed die cutting press. The oversize bed of the press is perfect for cutting the large components of generously dimensioned cremation products.

Along with the expansion of the production area, Starmark continues to listen to customers and to make product improvements. They recently increased the depth (height) of their popular cloth covered units (Harmony, Harmony Deluxe,

Kinsman and Nature's Way™ Natural Line) by 1.5 inches. This allows customers to accommodate the ever growing population of larger persons. The extra depth is also nice for the emerging trend of private family services with body present viewing.

At its current rate of growth, Starmark expects to gain more than 800 new Funeral Home Customers in 2010. In anticipation of their growth new Starmark Customer service staff members have been added. In addition to candidates from outside of the company, Starmark has also

moved a valuable Production Supervisor into a new Customer Service position to help new staff acclimate easier. **Corina Hahn** brings 18 years of casket interior component production and experience to the position. They also welcome **Carol Hensel** to the Starmark team. Carol brings years of Customer Service experience from outside the Casket Industry.

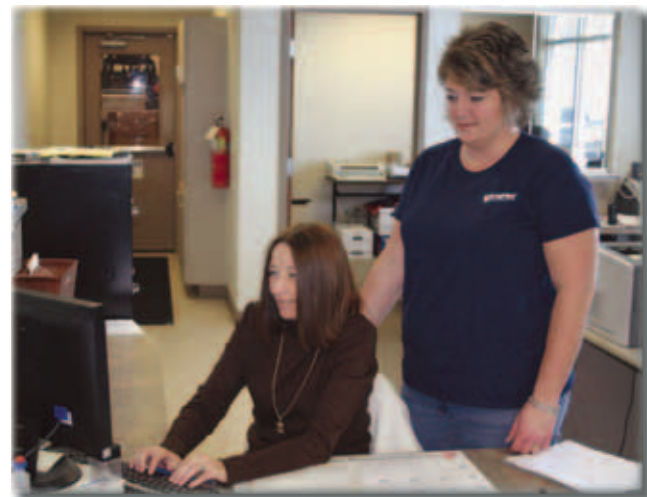
Starmark's new Cremation Container

Starmark doesn't limit their merchandise to caskets. Although the Safeway Cremation Container™ has



Starmark Funeral Products headquarters in Richmond, IN.

only been on the market nationwide for a few months, initial response from Safeway Cremation Container customers has been overwhelming. From low cost,



Carol Hensel, left and Corina Hahn, right, working in the office of Starmark Funeral Products.

Sea-Urn is Water Soluble for a Controlled Release Scattering at Sea



LONG ISLAND, NY— The **Sea-Urn** was introduced at the *International Cemetery Cremation and Funeral Association* Convention in San Antonio, TX and received rave reviews by industry leaders. "Sea-Urn" has a uniquely patented design that allows for cremated remains to be disposed of in water that is time released.

For many families scattering at sea is an emotional and fitting tribute. "Unfortunately, that tribute can be spoiled by high winds or rough seas resulting in the cremated remains blowing back into the vessel or onto the shore," says **Peter Moloney**.

The Sea-Urn was created to provide a better sea scattering experience for families through its unique features. Its controlled release manages the scattering in a dignified way. It is water soluble—it floats for approximately five minutes then sinks

and is quickly dissolved. It has also been certified by the *Green Burial Council* so it is environmentally safe. It also has secure packaging to keep the cremated remains safe while transporting to the area of scattering.

Sea-Urn comes in six different colors with white and sapphire being the most popular choice.

The original owner of Sea-Urn Ltd. was a licensed funeral director from Long Island, NY who began manufacturing them for parts of the east coast in 1995, but never really marketed the product. In November 2009 **Ralph DelGatto** and Peter Moloney both of Long Island, purchased the business. Sea-Urn Ltd. now has a new website, marketing and point of purchase materials and ads for trade magazines to introduce this product on a national level to both the funeral industry and to the public.

"With the continued rise in cremation and diminishing returns for funeral directors we believe that through our unique marketing and point of purchase material we can add value to both the funeral director and the consumer," says Mr. DelGatto.

Another advancement of the product is the Sea-Urn website, www.SeaUrn.com. It was designed to drive consumers to the providers listed on the site so that the funeral director can perhaps further establish value and a relationship with the consumer. "It is our goal to establish relationships and add value with funeral industry leaders and firms that have embraced that fact that cremation is here to stay," says Mr. Maloney.

"We are confident that we have a superior product to anything that is presently on the market for scattering at sea" says Mr. Delgatto. "By getting our product to the consumer through various marketing and media channels we will establish our brand "Sea-Urn" as the choice in sea scattering throughout the US and abroad."

compact shipment and storage to its fast secure assembly that can be completed by one funeral director during body preparation.

Safeway Cremation Container™ customers have commented on the ease of use. They especially enjoy how the product ships unassembled allowing them to place the body on it flat and fold the walls up around the deceased during body preparation. Sides are secured with four nylon ratcheting ties.

Still only 15lbs. in weight the Safeway Cremation Container™ sides and handles are reinforced with plywood strips. Carrying the unit is easier thanks to handle cutouts that are located to allow for the most even weight distribution. Every Safeway also contains a leak resistant polyethylene liner and full size corrugated lid. A strap is included to hold the lid in place...no more duct tape.

Safeway Cremation Container™, shipped beginning April 2010, offers a first of its kind "Head Riser" packaging system that is made from the products packaging boot. Simply remove the packaging boot and follow the printed instructions on the package. The packaging boot makes four Head Risers; one for each Safeway in the pack.

Safeways ship in "four packs" for a total thickness of about 5 inches. Multiple packs can be added to orders including TransPorters, Rental Inserts, Air & Combo Trays or any of our cloth covered products like the Harmony and Kinsman. The Safeway is the perfect kraft box replacement. The Safeway is also well suited for body removal and storage.

New e-commerce purchasing

In addition to new personnel, caskets and cremation containers, Starmark has added something new

to their business. At the end of 2009 Starmark Funeral Products launched its all new e-commerce site, www.starmarkfp.com, with little fan fare. In the months since, over 100 funeral home and crematory customers have registered and now purchase online.

Registration is simple and secure. Provide basic information (Funeral Home Name, location and an email address). Once your information has been verified, you will be sent a unique password via email. Shoppers can always browse the e-commerce site without a password but won't see pricing for any of the products until they are registered.

Starmark offers factory-direct shipments to funeral homes and crematories throughout the United States. They choose to verify a registrant as a Funeral Care Provider to ensure their factory direct pricing isn't made available to the general public. As with offline orders, you must purchase a minimum of 4 units (not applicable on cremation supplies). Units can be mixed and matched until a desired combination is reached.

Upon registering any major credit card can be used during checkout. Current Starmark customers that are pre-approved for Net 30 Day Terms will also be able to use that payment option when checking out. New customers who would like to apply for Net 30 Day Terms please call (888)366-7335 and ask for a credit application to be mailed, faxed or emailed. There is also a link to the credit application on the first page of the e-commerce site.

For more information on Starmark Funeral Products, visit their website at www.starmarkfp.com or call toll free at (888)366-7335.

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| <p style="font-size: 0.8em;">2010 Eagle Cadillac Ultimate Premier Elite Hearse silver, black crown top, black leather, electric table</p> | <p style="font-size: 0.8em;">2010 Eagle Chrysler T&C Funeral Van black, black top, gray cloth</p> | <p style="font-size: 0.8em;">2006 Eagle Cadillac Ultimate Hearse black, black top, black leather, manual table</p> |
| <p style="font-size: 0.8em;">2003 Eagle Cadillac Ultimate Hearse dark blue, dark blue top, blue leather</p> | <p style="font-size: 0.8em;">2003 Eagle Cadillac Ultimate Elite Hearse dark blue, dark blue top, blue leather, electric table</p> | <p style="font-size: 0.8em;">2002 Federal Cadillac Six Door Limo white, blue leather</p> |
| <p style="font-size: 0.8em;">2005 Eagle Cadillac Ultimate Elite Hearse dark blue, dark blue top, blue leather, electric table</p> | <p style="font-size: 0.8em;">2001 Eagle Cadillac Ultimate Hearse black, black top, gray leather</p> | <p style="font-size: 0.8em;">2004 Superior Cadillac Statesman Hearse black, black top, black leather</p> |

www.4HEARSE.com

ConnectingDirectors.com launches Video Advertising Platform

ZANESVILLE, OH— Ryan Thogmartin, founder of **Connecting Directors**, was very candid recently when he admitted that he should have sent out a press release six months ago. “After all, it was September, of 2009 when we launched our new Website platform – one which significantly enhanced the site experience for our members. But, you know how it is; I got so caught up in the transitional activities – and then, of course, it was time for the NFDA Convention that next month. So, here it is Spring of 2010. For those of you who aren’t aware of the changes to the look, feel, and features of www.connecting-directors.com, it’s time you took a look!”

In fact, the site bears little resemblance to its predecessor. The ‘new’ Connecting Directors still offers site visitors the option to join for free; that’s true. But what you get with your free membership has grown exponentially. Incorporated into the new site, which is a funeral industry first, are social networking features that allow members to create profiles within the site and also “friend” other members like other popular mainstream social networking sites.

“With our membership of over 4,500 funeral professionals, you can just imagine how engaging and interactive the site is becoming,” shared Ryan. “Our membership base has almost doubled since the launch of the new platform. I think people are really ready to connect with each other online; after all, not everyone can attend state or national conventions – especially in this economy; and our growth proves the point. We’re filling a critical need in the industry.”

The new and improved Connecting Directors makes it possible for members to post job openings, and peruse the current listing of industry-related positions. “Not only that, job seekers can post their resume online for prospective employers to review. That was my idea to help reduce the stresses on both ends: looking for work and hiring qualified employees.”

Ryan is continually thinking of ways to serve his community, and one of those ways is to give members the latest information on new products and services – in a new, cutting-edge way. “The funeral industry is changing – every day there are things a funeral director needs to become acquainted with. And that need spurred me to develop a new video advertising platform. This makes it possible for advertisers to showcase their offering, through a 30 second video presentation.

“The idea grew out of our CDTV, what I like to think is the world’s most fun funeral industry webshow,” said Ryan. “I strive for a very relaxed and personal feel as I share my thoughts on

the progression of the funeral industry. I bring a lot of myself – my own experiences, and perspectives to the table.”

Aside from funeral industry news and articles, Ryan also does hands-on reviews of some of today’s most popular funeral industry products. “Our CDTV ‘Company Spotlight’ feature gives viewers the opportunity to really get to know a funeral industry company from the inside-out; to better learn what they need to know to make an educated decision about funeral home-related purchases.

When a member clicks on a “Company Spotlight” ad, a pop-up window will display the related video. “Funeral industry companies have never before been able to take their customers deep inside their organization without them (the customer) actually being physically present,” shared Ryan. “But, we’re changing that; now companies can engage their prospects – our members – through the video medium, and we all know how well that works. Video really initiates the ‘sales relationship;’ it jumpstarts it in a way that no print media can. And we all know the critical importance of building these relationships – without them, the sales conversation stops.”

Advertisers can supply their own videos, or Ryan and his team will take part in the production process. “It’s up to them, and the great thing is that this feature will help them to quickly launch a new, or updated, product. The videos can be changed at any time during the advertising cycle, allowing advertisers to build on-going relationships.”

ConnectingDirectors.com is a progressive online publication/networking site for funeral professionals. Launched in October 2007, ConnectingDirectors.com is now a thriving global membership base of the industry’s most elite and progressive funeral professionals. Founder and CEO Ryan Thogmartin has a vision for where the funeral industry is headed, and has used that vision to position the site as the leader in online funeral industry news and information.

In addition, to running ConnectingDirectors.com, Mr. Thogmartin works in sales for his family’s burial vault company, **Hupp Stiverson Wilbert Vault Inc.**, Ryan has a background in sales and marketing, which gives him the ability to give funeral professionals the ideas and strategies to help increase their bottom line through the offering of quality Wilbert burial vaults.

To learn how you can get your company featured in an upcoming “Company Spotlight” please contact Ryan Thogmartin at 740-617-0599 or by email: ryan@connectingdirectors.com.

Lundgren Monuments presents The Architect and the Urn

SEATTLE, WA— **Lundgren Monuments** is proud to present *The Architect and the Urn* - a west coast exploration of the cremation urn as architectural object, June 3 - July 18, 2010. Over thirty architects from Seattle to Los Angeles approach the design and concept of housing human ash in this complex and conceptually rich exhibition.

Americans have an unhealthy relationship with death and remembrance. “Death care” has become a multi-billion dollar industry almost devoid of artists, designers and architects. Instead it is clogged with mass produced plastic urns from China and heavy, uninspired blocks of polished granite. With the choice of cremation on the rise, more and more of our friends and family are turning away from traditional burial. In the design savvy culture that we live in, it is amazing how few choices exist in the realm of urns. The Architect and the Urn exhibition is assembled to approach this social trend and help fortify the ideas and forms that define our very last residence.

The Architect and the Urn exhibit will open in downtown Seattle on June 3, 2010. This exhibit is significant in that it represents the first

time in history that a group of architects have focused their talents on the cremation urn as an architectural object. On exhibition will be full-scale, functional urns, prototypes, renderings, technical drawings and other conceptual-based works.

Participating architects include *Iole Alessandrini, Josh Brevoort and Lisa Chun, Ian Butcher, Brian Cavanaugh, Lisa Chadbourne and Daren Doss, Brendan Connolly and Ron Van der Veen, Alec Duncan, Kevin Eckert and Andrew Van Leeuwen, Prentis Hale, Rob Hutchison and Tom Maul, Larry Rouch, Alex Schweder and Khadija Z. Carroll, George Suyama and Jay Deguchi, Taiji Miyasaka, Randy Higgins, Carrie Schilling, Jennifer Gilman, Coy Howard, Tarek Naga, Lorcan O’Herlihy, Eric Kahn and Russell N. Thomsen.*

Curated by **Greg Lundgren**, *The Architect and the Urn* is on exhibition at the Lundgren Monuments boutique in downtown Seattle June 3 – July 18. An opening reception will be held Thursday, June 3. Lundgren Monuments Seattle boutique is located at 1011 Boren Avenue, Seattle WA 98104.

For more information please email info@lundgren-monuments.com.

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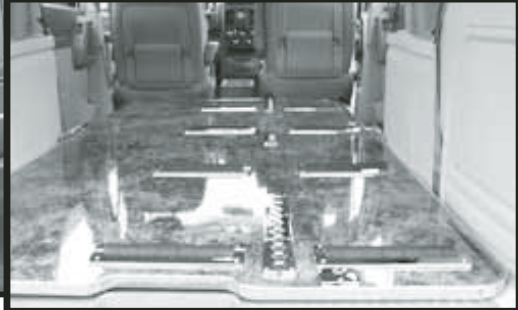
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Mark Thomas introduces Value Line Memorialization Products

SLEEPY EYE, MN— **Mark Thomas Co.** and **Caring Times** recently introduced the *Value Line*, a selection of memorialization products that includes a register book, four acknowledgement designs and four memorial folder designs that offer prices below the regular line of Mark Thomas products. The Value Line products are featured in an insert to the Mark Thomas, Caring Times and **Chapel Craft** Spring 2010 catalog.

“There are times when our clients are looking for a bargain. They need good quality at a very competitive price,” said **Mark Beito**, president, Mark Thomas Co. “Since we have an opportunity to acquire paper in small quantities at close-out prices we can pass these saving on to our clients with the Value Line products. Generally the Value Line products use the same paper stock as our regular line whenever our special purchases allow. We print the Value Line on

the same presses and take the same care as with our regular line of products. The only difference is price.”

Acknowledgements are offered in boxes of 25; memorial folders are available one-up or two-up micro-perfed.

To obtain a copy of the Mark Thomas Co. and Caring Times Spring 2010 catalog, call 800-437-2635.

Headquartered in Sleepy Eye, MN, Mark Thomas Co. has been dedicated to serving America’s funeral directors since 1991. Mark Thomas carries a full line of products including memorial folders, acknowledgments, register books, prayer cards, bookmarks, service bulletins, funeral director thank you cards, and the Chapel Craft line of urns, crosses and crucifixes. We also offer our grief information series as well as other memorialization items. To view our product offering visit our web site: www.markthomasco.com.

Matthews International acquires Reynoldsville Casket Company

PITTSBURGH, PA—On April 12, 2010, it was reported that **Matthews International Corporation** acquired **Reynoldsville Casket Company**. Reynoldsville is headquartered in Reynoldsville, PA, and manufactures and distributes caskets primarily in the Northeast region of the United States. Reynoldsville reported sales of approximately \$13 million in calendar 2009.

President and Chief Executive Officer of Matthews, **Joseph C. Bartolacci**, said Matthews is pleased to have the

well-respected Reynoldsville company join them. Now that the companies have combined, they can offer customers an expansive list of merchandise.

Matthews International Corporation, headquartered in Pittsburgh, PA, is a designer, manufacturer and marketer principally of memorialization products and brand solutions. The memorialization products are primarily made up of bronze memorials and other memorialization products, caskets and cremation equipment for cemeteries and funer-

al homes. Graphics imaging products and services, marking products and merchandising solutions are some brand solutions made by the companies, as well as cast bronze memorials, caskets, cast and etched architectural products, granite memorials, cremation equipment and cremation-related products, mausoleums, brand management, printing plates and cylinders, and pre-press services and imaging services for the primary packaging and corrugated industries.

For more information, visit www.matw.com.

New State-of-the-Art Crematorium Selects U.S. Cremation Equipment

HOLLYWOOD, FL— When **Everglades Crematorium** prepared to offer service to funeral professionals in southeast Florida, a key decision was the purchase of equipment. They required a cremator that would handle a sizable workload efficiently, reliably and cost-effectively. But there were unique requirements, too. For example, accommodating a standard unit was a challenge because of the room configuration. And because Everglades Crematorium offers the option of witness cremations, a model with a pleasing aesthetic was the preference. **U.S. Cremation Equipment** provided the *Classic*, with impressive performance and features which come standard, yet customized to fit the unique space and in a shade of green exclusive to Everglades Crematorium.

“I have never done business with a better company,” states **David Krohn**, CEO of Everglades Crematorium, who facilitated the purchase of two *Classic* cremators. “I shopped all the major manufacturers and was immediately impressed with U.S. Cremation Equipment’s personnel and product. There was never a time that they said, ‘No’ or, ‘We can’t do that.’” U.S. Cremation Equipment worked with Everglades on the design of the space and based on the layout repositioned major components on the side, rather than the rear. They created a rectangular stack when a standard round would not work.

What might seem like special treatment is actually business as usual. “With this project, as with others, we went to the drawing board and created the solution to a customer’s challenge,” says **Cal Wilkerson**, U.S. Cremation Equipment’s Vice President of Sales and Marketing. “Customer service is our obsession, so

we always offer the personal, customized attention where other companies cannot.”

Everglades Crematorium was created to be unlike any other in the country – brand new, professionally decorated and beautiful. So it was important that the equipment be state-of-the-art, too. “We are able to operate the units through the Internet, so we can electronically monitor operation from a remote area,” notes **Geronimo Mena**, LDD, Chief Operating Officer of Everglades Crematorium. “The touch-screen is aesthetically pleasing and everything is updated.” Overheating, which can lead to visible emissions, is not a problem with the *Classic*, enabling them to run the 12- to 16-hour days they anticipate.

“Because families come to our facility as a final step in their journey with a loved one, we view our facility as an extension of the funeral homes that do business with us,” notes Mena who has 37 years in the funeral service industry and who previously managed a facility that performed the largest number of cremations in the nation. “Ours is the only facility in Florida – and perhaps in the U.S. – to offer such an elaborate witnessing process, which gives families true closure.”

Plans include an eventual total of four *Classic* units. Two have been installed and are operational, and the management team is preparing to order another within 90 days.

“It is our commitment to ensure that we treat each human remains with the utmost care and compassion, whether the family is present or not. Each life is sacred,” vows Mena.

Professional personnel may tour Everglades Crematorium and inquiries are welcome at (954) 381-8888.

Celestial Products discontinues Consumer-Direct Casket Sales in Oregon and Washington

VANCOUVER, WA— **Celestial Products**, a Pacific Northwest-based funeral products company that currently offers caskets to funeral homes through CelestialCaskets.com and direct to consumers through 24HourCaskets.com, discontinued direct sales to Oregon and Washington residents on April 30 to focus exclusively on serving funeral homes in these states.

Celestial Products was founded and funded in June 2009 by brothers **Mark** and **Vito Tishenko**, who successfully operate IT and commercial construction businesses, respectively. The company currently sells premium-quality caskets at factory direct prices to customers in North America. Its caskets are available for delivery within 24 hours to anywhere in the U.S. and Canada, with distribution centers strategically located in Seattle, Portland, OR, and Salt Lake City.

“Our product sourcing and distribution strategies matured over this year and resulted in a new understanding of how to best serve consumers through our busiest hubs, Portland and Seattle,” said Mark Tishenko, Operations Manager for Celestial Products. “Value, quality and service remain forefront, but in states where we can maintain a superior degree of value because of our distribution infrastructure, we are well-positioned to serve funeral homes. In those cases, we want to focus on being a supplier and service provider helping funeral professionals focus on what they do best.”

The average funeral in the U.S. today costs about \$7500, with caskets representing 30 to 50 percent of the cost. The goal for most online casket and urn sellers is to reduce the cost of these products, typically the most expensive in a funeral, and reduce overall funeral costs.

“While reducing funeral costs for families

remains a company goal for both our funeral home and consumer-direct business units, we recognize that our consumer is a grieving family, often making their largest single purchase of the year, and that funeral directors with licensing and training provide a number of benefits in that process,” said Tishenko. “As our direct-to-consumer business grows through 24HourCaskets.com, we will evaluate opportunities to work exclusively with funeral homes on a state-by-state basis.”

The Tishenkos, whose father is a pastor in a church community in Southwest Washington, are very familiar with emotions, logistics, and care needed when dealing with family milestones like death. As a result, Celestial Products is highly focused on quality assurance and customer service. They have an average user rating of 4.5 out of 5 for 24HourCaskets.com and will deliver the same level of service to funeral professionals.

Shortly after Celestial Products was founded, Wal-Mart announced that it would enter the online market for funeral products in October 2009 to compete with Costco, Amazon.com and others who had begun selling caskets and urns direct to consumers in recent years. These new entrants to the market are motivated by projections that the funeral industry will grow by as much as 20 percent in the coming decade behind the aging population of baby boomers.

Celestial Products is a wholesale provider of quality funeral merchandise and services with headquarters in Vancouver. The company offers a fine selection of beautifully crafted caskets for every need. Its low overhead and high volume buying power enables the company to offer superior products at the fraction of the cost. The company was founded in 2009 and can be found online at www.celestialcaskets.com and www.24hourcaskets.com.

Trappist Caskets are available Nationwide

Services in Iowa City, IA, who admits that he is passionate about the product. “The craftsmanship is so exceptional that we have actually had several clients purchase them pre-need and use them as coffee tables.”

Everything is genuine in these solid-wood caskets, finished with beeswax and upholstered by hand. “Each requires 18-19 hours of work and reflects the monks’ regard for authentic craftsmanship and the time-honored way of doing things,” notes Mulgrew. **John McHugh**, director of the **Francis J. Collins Funeral Home** in Silver Spring, MD, notes that, “Others don’t make caskets to look like this.”

Beyond the quality, families are intrigued and comforted by the sacramental component at the heart of each casket. Detached from the hectic world, these men of God impart the sanctity of a life of prayer into their manual labor. The result is a casket of the purest quality. Each casket and urn is blessed and each person buried in a Trappist Casket is remembered in a memorial mass offered by the monks. As a tangible symbol, a keepsake cross recessed in the casket or urn is given to the

family. In crafting these sacred vessels the monks hope to bring a sense of peace to the families they serve. “The monks are proud of what they are doing and honored to be sharing in a family’s grief,” observes Ciha.

Although the “green” movement seems a contemporary concept, the New Melleray Abbey has practiced responsible stewardship for 160 years. Monks craft each casket from lumber harvested from their award-winning forest which is painstakingly managed to be a diverse and sustainable eco-system. For each tree used, a replacement is planted in its stead, as a living memorial to the deceased.

Funeral service providers recognize the benefits of making Trappist Caskets as an option for the families they serve. While the audience for Trappist Caskets originally consisted of priests and other religious, now the demand is greater, beyond the boundaries of religious affiliations. “I have seen a growing awareness of Trappist Caskets from the families I serve,” comments McHugh. Although he began displaying them in his selection room at the beginning of the year, he’s pleased by the somewhat unexpected

Continued from Page B1

sales volume and attributes the success to three features. “I believe people are drawn by the reasonable price, simple design and the meaningful way in which the products are made.”

Dan DeVries, vice president of **Halligan, McCabe, DeVries Funeral Home** in Davenport, IA, finds that not only the product but also the service set Trappist Caskets apart. “One Christmas I needed a quick delivery and Sam (Mulgrew) personally met me at the warehouse to make certain I could get exactly what I needed,” recalls DeVries. Ciha agrees. “Support is absolutely incredible, beyond what is expected.”

“We provide the funeral industry with a unique product, one which their competitors likely don’t have,” notes Mulgrew. There is also a residual benefit. “Funeral directors who carry our line find that families have an immediate trust in them because of the connection to the monks.”

Information about Trappist Caskets is available at 888-433-6934. All models are kept in stock, so orders are shipped immediately, usually arriving in one to two business days.



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UK's Sentimental Connections makes US Debut



Sentimental Connections Ashes Pendants

NOTTINGHAM, ENGLAND— **Sentimental Connections Ltd.** has developed a way to memorialize loved ones by using their ashes to create a personal memento. The unique process allows for the manufacture of pendants, brooches, cufflinks, picture frames and plaques incorporating either a small sample of ashes or lock of hair.

UK-based Sentimental Connections is working in partnership with leading U.S. funeral company, **Passages International** of Albuquerque, NM, to bring this technology to the United States.

Each item is individually handmade; by fixing the ashes in a transparent polymer, an appearance similar to granite is achieved. Jewelry can be set in gold or silver and a name plate can be affixed to plaques and picture frames. All keepsakes created by Sentimental Connections can also be engraved.

"When someone is bereaved and they want to keep their loved one's ashes, the traditional box of cremated ashes has pretty much always been the only option," says **Nick Cranham**, Managing Director of Sentimental Connections. "These mementos offer a new choice and a very special way for people to remember those who are no longer with us."

With production facilities now established in New Mexico, Sentimental Connections can process orders quickly. Most orders are ready two to three weeks after receipt of the ashes. For more information visit



Sentimental Connections Hair Pendant

www.sentimentalconnections.com.

Sentimental Connections Ltd is headquartered in Nottingham, England and was founded in 2007. The company was formed to offer a one-of-a-kind, everlasting, high quality and very personal keepsake for those mourning the loss of a beloved friend. Sentimental Connections' newly appointed agent, Passages International Inc., specializes in environmentally friendly and green funeral products. Call Passages at 1-888-480-6400 or visit www.passagesinternational.com for more information.

Canterbury Series Provides Unique Photo Customization

EASTHAMPTON, MA— **The Memorial Collection** now offers solid wood chests with a glass covered opening to secure personal photo arrangements. With the addition of the *Canterbury Series*, the company continues to expand on one of the most unique lines of chests and urns in the industry.

The Canterbury Series is the newest creation from the Memorial Collection, which strives to find new ways to personalize a standard chest. Crafted in solid cherry, ash, and walnut, these keepsake chests feature an 8"x10" glass covered opening that is designed for a user-selected portrait or collage. Designed perfectly to fit an 8"x10" individual photo, or an arrangement of 5"x7" photos, the opening can also support a variety of other collage-style photos.

"This emerged as a fitting way to give funeral directors a most unique solution," stated **Jim Thompson**, Vice President, The Memorial Collection. "Let families customize their memorials with the most personable memories."

All chests are provided with a maroon velvet mat to help frame smaller sized photos and may be oriented vertically or horizontally. The interior dimensions are made to hold a standard cremation container. These American-made handcrafted chests also in-



clude brass key locks and a soft velvet interior.

The Memorial Collection is a division of the October Company, an Easthampton, MA based company that has been making products of lasting value for the American furniture industry for over 50 years. The Memorial Collection is available through a national representative network. To learn more and to find a rep in your area, call (800) 628-9346 or visit www.Memorial-Collection.com.

Wilbert Marketing Communications Efforts win Design Awards



BROADVIEW, IL— **Wilbert Funeral Services, Inc.** announced that two of its marketing communications efforts have received *2010 American In-House Design Awards* from *Graphics Design USA*. The two print efforts recognized with an award were the 2010-2011 *Cremation Choices* catalog and the *Wilbert 2008 Annual Report*.

"Receiving a 2010 American In-House Design Award is a great honor," stated **Joe Weigel**, Wilbert Vice President of Sales and Marketing. "These awards are one sign among many that our marketing communications efforts are effective and paying dividends for our licensees and the funeral homes they serve."

Each year the competition receives more than 4,000 entries, but only a handful receives a

certificate of excellence. The awards are open to everyone in the design community—from graphic design firms to corporate in-house departments—in the areas of print and collateral design, corporate identity and logos, broadcast and motion graphics, Internet and interactive design, advertising and sales promotion and packaging and point-of-purchase.

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation-related products and services to North American funeral homes. From its offices in Broadview, the company licenses the right to manufacture burial vaults under the Wilbert trademark to a network of over 200 licensees and sub-licensees throughout North America.

CK Candles "They Broke the Mold"



SPOKANE VALLEY, WA— **CK Candles**, the original in-house photo personalized candle supplier, recently received notice from their candle manufacturer that the glass they use for their personalized candle kits would no longer be available. The news caused owner, **Chris Nerison**, to scramble to find a new supplier and retool quickly. According to Nerison, "The process is complete and results are stunning!"

"We decided to improve the product rather than find something that would just help us to get by," said Nerison. The new glass is a much higher quality spun glass, as compared to the other glass which was molded.

Spun glass is much clearer and does not have the seams left by the mold. The new glass is 3/8" wider than the other glass. The extra width provides a more stable candle holder and allows a slightly larger portrait of the deceased. Also, the pressed candle was replaced by a dipped candle with a much finer finish than the pressed candle. "We are certain funeral directors will notice the markedly enhanced quality of our new product," said Nerison. "And best of all, we made the transition with no interruption in our service or increase in price."

CK has also completed a software upgrade to accompany their new glass. The software will now allow the users

to put additional text on both sides of the product. The ample size of the new text areas will accommodate an obituary or lengthy poem. Also, the software now provides an area for the funeral home name to be discreetly placed on the back of the candle. There are currently 60 backgrounds for the new software with plans to add more by the end of the year.

The candle kits still include gift boxes, a variety of labels for optimal print results, tissue paper and the glass candle holders and the candles. Contact CK Candles, Inc. @ 888-304-3457 or your Messenger or Hilton Funeral Supply Representative for more information.

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Arterial, Cavity, Pre-Injection and Specialty Fluids from Trinity Fluids available on MortuaryMall.com



WILTON, CT— MortuaryMall.com, the innovative online shopping site owned and operated by funeral professionals for funeral professionals, is proud to announce that it is now offering **Trinity Fluids, LLC's** full line of arterial, cavity, pre-injection and specialty fluids.

"Trinity Fluids is a refreshingly progressive company whose products are helping funeral homes around the world to increase quality and productivity while also helping them to save money at the same time," stated **Edward Bergin**, President of MortuaryMall.com. "We are thrilled to be able to offer Trinity's innovative line of embalming fluids to our customers."

According to **Mike Wessels**, President of Trinity Fluids, "Dealing with Ed and his team of marketing professionals has

been a wonderful experience. MortuaryMall.com is a great place to sell and promote our products, and we look forward to MortuaryMall.com becoming a valuable revenue stream for Trinity."

Trinity Fluids' formulas are designed to enable funeral homes to better manage inventory and reduce costs while improving quality. Trinity Fluids' formulas come ready to use in revolutionary recyclable cube dispenser boxes, a first of its kind in the industry. The Trinity Fluids product line includes: AF Series Arterial Embalming Fluid, CF Series Cavity Embalming Fluid, PI Series Pre-Injection Embalming Fluid, and SF Series Specialty Fluid.

Trinity Fluids' embalming fluids can be found in the Prep Room category on MortuaryMall.com.

Based in Michigan, Trinity Fluids, LLC is a family owned and operated business that makes the most advanced pre-mixed embalming formulas available for funeral homes. Trinity's full line of arterial, cavity, pre-injection and specialty fluids are premium products that are delivered and stored in revolutionary recyclable cube packaging, making ordering and storing much more efficient, cost effective and economically friendly.

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 currently offers more than 13,000 products, ranging from traditional funeral supplies to an unparalleled selection of name brand products important to today's funeral homes, including flat panel TVs, DVD players, GPS devices, computers, software, portable PA systems, furniture and decorative items. 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.

"Secure Burial Alternative" alternative Memorial Invented

PITTSBURGH, PA— InventHelp announces that two of its clients, inventors from West Point, MS, have designed a memorial that would provide an alternative to traditional burials.

The **Secure Burial Alternative** would enable deceased individuals to be housed above the ground in a distinctive fashion. This invention could prevent rainwater and soil from compromising a casket and would allow for convenient placement of floral arrangements and engravings. Additionally, the Secure Burial Alternative may provide family members of deceased individuals with peace of mind.

The inventors conceived the idea for the Secure Burial Alternative so people would have another option for burial. "We saw the concerns some people had about underground burials and came up with a viable alternative," one inventor said.

The original design was submitted to the Birmingham office of InventHelp. It is currently available for licensing or sale to manufacturers or marketers. For more information, write Dept. 07-BHA-2178, InventHelp, 217 Ninth Street, Pittsburgh, PA 15222, or call (412) 288-1300 ext. 1368. Learn more about InventHelp's Invention Submission Services at <http://www.InventHelp.com>.

Zontec™ announces addition of New Project Manager

TAMPA, FL— Zontec™ recently hired **Doug Rodgers** as a new addition to its Mausoleum Project Department to oversee the marketing efforts for the *Zontec System Solution* which kills crypt/coffin flies. Rodgers said, "I am excited to be on board with a company whose purpose is to rid the death care industry of some of its most disgusting problems and working to prevent diseases which the phorid flies can spread."



Doug Rodgers

The company has been marketing a compact machine which mausoleums all over the North America are using successfully to control coffin/crypt flies. Along with controlling the flies, this small machine also eliminates the odors associated with the decomposition process. Rodgers continued, "Now, families can pay their respects to their deceased loved ones and have a peaceful and serene experience, free from pests and odors."

Rodgers was recently a sales manager for Ford Orange, and brings over 25 years of marketing background to the firm. "It is a wonderful opportunity to be on a team that has the only proven solution to fix these problems, and at the same time, save the mausoleums money and increase their pre need sales." Rodgers is also excited to be part of a company whose product

eliminates the need for spraying chemical deodorizers and cleaners, and instead, offers a "green solution" to mausoleums. "It is better for the families, and for the earth, and this something that I know is right, and something that gives me a feeling of satisfaction at the end of the day."

Zontec™ has been in business since 1986, and is a member of the *ICCFA* and the *Catholic Cemetery Conference*. The company enjoys its outstanding reputation in the death care industry, as well as many other industries. To reach Rodgers, for more information about the Zontec™ system, to see testimonials from many satisfied customers, or to request information on this solution, you may contact the company directly at their headquarters in Tampa. Or, you may visit them online at www.zontecozone.com/mausoleum or email them at info@zontecozone.com.

Matthews International names new Staff Additions



Nicholas Fasano



Michael Eddy

PITTSBURGH, PA—Matthews International announced the appointment of **Michael Eddy** as vice president, national accounts and international sales for the Memorialization Group. Eddy has more than 25 years experience as a funeral director and has also served in a sales and marketing capacity at Matthews for several years. He will report directly to **Rob Newcombe**, president of **Matthews Cemetery Products**.

Eddy will work closely with cemetery and funeral home product management as well as with the Matthews sales force to develop and implement share growth programs that allow consolidator and combo customers to capitalize on Matthews' full line of products and services. He will also be responsible for securing new government contracts such as bronze memorials for U.S. veterans and overseeing international sales of funeral and cemetery products.

Newcombe said Eddy brings both a strong network of international and governmental contacts as well as superior customer service and communication skills to the company.

Eddy has served as eastern district manager for Matthews before being named vice president. For more than 25 years he has been a licensed funeral director, assisting consumers throughout New York and Florida in selecting memorialization options for themselves and loved ones. He has also served as the director of sales and marketing at the Osceola Memory Gardens located in Kissimmee, FL, a network of four funeral homes and one cemetery.

Eddy said he looks forward to continuing to work at Matthews and offering customers solutions to positively impact their bottom lines.

Nicholas Fasano has been appointed as eastern district sales manager of the **Matthews International Bronze Division**. He has more than 20 years of high-level sales and marketing experience. He will report directly to Rob Newcombe.

Nick has a strong background in the death care industry, Newcombe said, and his knowledge and experience will provide exceptional customer service and personalized support.

Most recently, Fasano served as area sales manager for Konica Minolta Business Solutions. He has held various sales and

marketing positions in sever of the industry's largest death care companies including experience both on the manufacturing/supplier side and as a funeral professional.

After two decades in the industry he is eager to work for the full-service provider of memorialization solutions, said Fasano, adding he looks forward to working with customers one-on-one.

Matthews International Corporation, headquartered in Pittsburgh, PA, is a designer, manufacturer and marketer principally of memorialization products and brand solutions. The memorialization products are primarily made up of bronze memorials and other memorialization products, caskets and cremation equipment for cemeteries and funeral homes. Graphics imaging products and services, marking products and merchandising solutions are some brand solutions made by the companies, as well as cast bronze memorials, caskets, cast and etched architectural products, granite memorials, cremation equipment and cremation-related products, mausoleums, brand management, printing plates and cylinders, and pre-press services and imaging services for the primary packaging and corrugated industries. For more information, visit www.matw.com.

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2006 CADILLAC S&S HEARSE
black with black leather

HEARSES

| | |
|--------------------------------------|--------------------------------|
| 2010 | |
| Cadillac Eagle Ultimate | silver/black top/black leather |
| 2009 | |
| Cadillac Imperial Hearse | black/black leather |
| Cadillac Eagle Flower Car | black/black leather |
| 2007 | |
| Cadillac S&S Hearse | black/black leather |
| 2006 | |
| Cadillac S&S Hearse (3 in stock) | black/black leather |
| 2003 | |
| Cadillac Eagle Oval Window Ext Table | black/black leather |
| 2002 | |
| Lincoln Eagle Hearse | black/gray leather |
| 2001 | |
| Cadillac Eagle Hearse | black/gray leather |
| 2000 | |
| Cadillac S&S Hearse | silver/blue leather |
| Cadillac M&M Hearse | black/black leather |
| Lincoln Federal Hearse | white/blue leather |
| 1999 | |
| Cadillac S&S Masterpiece | blue/blue leather |
| Cadillac Superior Hearse Ext Table | black/gray leather |
| 1995 | |
| Cadillac S&S Victoria Ext Table | white/blue leather |



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

LIMOUSINES

| | |
|--------------------------------------|-------------------------------|
| 2008 | |
| Cadillac LCW 6-door | black/black leather |
| 2005 | |
| Cadillac Superior 6-door | white/black top/blue leather |
| Cadillac S&S 6-door | white/blue leather |
| 2004 | |
| Cadillac LCW 6-door | white/blue leather |
| 2000 | |
| Cadillac Superior 24 Hour | black/black leather |
| Cadillac Superior 24 Hour | silver/blue leather |
| Cadillac M&M 6-door | black/black leather |
| Cadillac Federal 6-Door (2 in stock) | white/black top/black leather |
| 1999 | |
| Cadillac Superior 6-Door | black/blue leather |
| 1997 | |
| Cadillac M&M 6-Door (2 in stock) | black/black leather |
| 1995 | |
| Cadillac S&S 6-Door | white/black leather |
| Cadillac S&S 6-Door | black/black leather |

FIRST CALL

| | |
|----------------------|---------------------|
| 2003 | |
| Chevy Eagle 1st Call | white/gray interior |

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| | |
|---|----------|
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| 1997 Cadillac Eureka, Navy Blue, Repaint, Black Vinyl Roof, 46k mls | \$5888 |
| 1996 Cadillac Superior, 75k mls, One Owner, Minor Rust | \$4788 |
| 1995 Cadillac S&S Victoria, Commercial Glass, Silver, 75k mls | \$3888 |
| 1995 Cadillac M&M, Navy Blue, 53k mls | \$4888 |
| 1995 Cadillac Masterpiece, 49k mls, Dark Blue, SHARP! | \$6888 |
| 1994 Cadillac Federal, 71k mls, Navy Blue | \$4288 |
| 1991 Cadillac S&S, FWD, Blue, 79k mls, Minor Rust | \$2488 |

LIMOUSINES

| | |
|--|--------|
| 2000 Cadillac Krystal, White, 79k mls, From Texas | \$8288 |
| 2000 Cadillac S&S, 6-Door, Black, Over 100k mls | Rough |
| 1999 Cadillac S&S Presidential, Black, 57k mls | \$5988 |
| 1999 Cadillac Superior, 65", 6-Door, Light Blue, 36k mls | \$5788 |
| 1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Not Nice | \$3588 |
| 1998 Cadillac Superior, Silver, 82k mls, One Owner, Overheats! | \$1388 |
| 1998 Cadillac M&M, Black, 56k mls, Clean | \$4588 |
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Great Price \$25,900

2003 Lincoln LCW 65" Limousine
dark blue, 68,000 miles
\$14,995

1999 Federal Cadillac 6-Door Limousine
silver/silver top/beige leather interior, 31,000 miles
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|-------------------------------|--------------------------------------|
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| 2004 Lincoln S&S Coach | Blk/Blk Ext/Blk Int 35,000 mi |
| 2002 Cadillac Superior Coach | Blk/Blk Ext/Blk Int 39,000 mi |
| 1998 Cadillac S&S Masterpiece | Blk/Blk Ext/Blk Int 66,000 mi |
| 1998 Cadillac M&M Coach | Blk/Blk Ext/Blue Int 52,000 mi |
| 1997 Cadillac M&M Coach | Wht/Wht Ext/Burg Int..... 66,000 mi |
| 1996 Cadillac Federal Coach | Blk/Blk Ext/Blk Int 47,750 mi |
| 1996 Cadillac M&M Coach | Wht/Wht Ext/Blue Int..... 62,000 mi |
| 1992 Cadillac Federal Coach | Wht/Wht Ext/Blue Int..... 24,000 mi |

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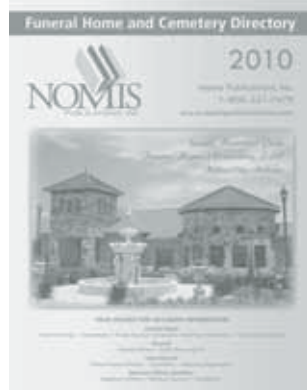
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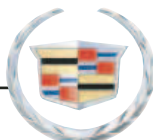
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