

## Shine On Brightly launches Website for Hand-Crafted Memorialization Products

ASHEVILLE, NC— Ask any middle aged baby boomer about their end of life preferences, and you're almost guaranteed to hear, "well, of course I want to be cremated." **Shine On Brightly** is delighted to announce the launch of its website at [www.shineonbrightly.com](http://www.shineonbrightly.com).

This online company features artist-designed, hand-crafted products to memorialize and celebrate lives of loved ones, including friends, family, or cherished pets. A variety of materials and styles is available, including ceramics, jewelry, glass, wood, metal, textile art, hand-crafted books, and memorial poetry. The website also offers links to valuable resources to help with end-of-life issues.

Many recent articles, books, and other media point toward the growing number of cremations, both in the US and worldwide. Baby boomers especially, are breaking tradition in their spiritual beliefs, environmental convictions, and affinity toward individuality in all aspects of life. The funeral industry concedes to this rapid conversion to cremation, yet products for containment of cremation remains are limited, and are often mass-produced and outsourced. Shine On Brightly fills this void by providing unique art pieces made with love and fine craftsmanship. Pieces can either contain remains, or memorialize a life.

The idea for the company was developed from a lifelong passion for art, and the belief that every life deserves to be honored and celebrated. **Adrienne Crowther**, owner of Shine On Brightly, believes that "art has the power to heal, to unite, to express feeling when words sometimes can't be found. Art can pay tribute to someone and serve as a constant symbol of the unique spirit within. What a perfect way to memorialize a life."

Western North Carolina is renowned for some of the finest craft available worldwide. Shine On Brightly is based in Asheville, and represents many of the master artisans who work here. "The idea is to expand the selection as we grow," notes Crowther. "I'm thrilled about the commitment and level of excellence of the artists who are featured

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Glass Artistry by Robert Levin



Ceramics hand-crafted by Tom Turner

## Rainman Umbrellas

12-62" Fiberglass Shaft Umbrellas \$156.00

12-60" Metal Shaft Umbrellas \$120.00

Silkscreen available

800-695-2678 Ask for Judy

Rainman Umbrellas 7632 Sayne Ln. Knox. TN 37920

## Candle Perfection® partners with Will & Baumer, Inc.®

SCOTTSDALE, AZ— Candle Perfection®, a renowned manufacturer of permanent nylon core, environmentally-friendly candles announced a business license agreement with **Will & Baumer Candle Company**. Established in 1855, Will & Baumer is the oldest candle maker in America. The union marks the beginning of the company's plan for global expansion throughout the funeral, church and gift industries.

Candle Perfection® has been handcrafting a variety of permanent nylon candles for use in the religious Home Décor, Wedding and Celebration, Funeral, Memorial and Pet Care Industry for over a decade.

Candle Perfection's trademarked "The Perfect Candle Never Melts™", offers a



real point of difference. Their candles are constructed from the highest quality nylon and use multi-filtered liquid paraffin fuel. These permanent candles are refillable and more economical than traditional wax candles because they can be refilled an unlimited number of times.

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# CALENDAR *of Events*

## CONVENTIONS

**Florida FDA** - Jul 6-9, Gaylord Palms Resort, Orlando, FL. Exhibits. (800)226-3332.

**South Carolina FDA** - Jul 13-15, Charleston Place, Charleston, SC. Exhibits. (800)445-3427.

**Assoc of Independent Funl Hms of Virginia** - Jul 24-27, Virginia Beach Hilton, Virginia Beach, VA. Exhibits. (804)643-0312.

**Georgia Cemetery Assoc and Southern Cemetery & Funl Assoc** - Jul 27-29, Emerald Pointe Hotel & Conference Center, Lake Lanier, GA. Exhibits. (478)953-0210 or (251)634-3434.

**NFD&MA** - Aug 2-8, Hyatt Regency & Westin Hotel, Indianapolis, IN. Exhibits. (800)434-0958.

**Louisiana, Mississippi, and Alabama Cemetery Associations** - Aug 3-5, Beau Rivage Hotel, Biloxi, MS. Exhibits. (504)393-6963.

**Professional Car Society International Meet** - Aug 5-9, Mount Laurel, NJ. (732)433-2024.

**Cremation Assoc of North America (CANA)** - Aug 6-9, Le Centre Sheraton, Montreal, Quebec, Canada. Exhibits. (312)245-1077.

**Funeral & Cemetery Alliance** - Aug 7-9, Casa Marina Resort & Beach Club, Key West, FL. Exhibits. (407)896-1015.

**West Virginia Cemetery & Funl Assoc** - Aug 7-9, Mountaineer Race Track & Gaming Resort, Chester, WV. Exhibits. (304)752-7225.

**Central States Cemetery Assoc** - Aug 14-15, Four Points by Sheraton, Chicago, IL. Exhibits. (262)367-9991.

**Washington State FDA** - Aug 14-17, Campbells Resort, Chelam, WA. Exhibits. (253)588-7111.

**New York State FDA** - Aug 24-27, The Sagamore, Bolton Landing, NY. Exhibits. (800)291-2629.

**Illinois Cemetery & Funl Hm Assoc** - Sep 10-11, Grizzly Jack's Grand Bear Lodge, Utica, IL. Exhibits. (866)758-7731.

**New Jersey State FDA** - Sep 15-18, Bally's Atlantic City, Atlantic City, NJ. Exhibits. (800)734-3712.

**Washington Cemetery & Funl Assoc and Cemetery Assoc of Oregon** - Sep 17-20, Resort at the Mountain, Welches, OR. Exhibits. (888)522-7637.

**Preferred Funeral Directors International** - Sep 20-23, Ameristar Resort, St. Charles, MO. (727)524-8100.

**Catholic Cemetery Conference** - Sep 30-Oct 3, JW Marriott Orlando, Grande Lakes, FL. Exhibits. (888)850-8131.

**Selected Independent Funeral Homes** - Oct 1-4, JW Marriott Hotel, Washington, DC. Exhibits. (800)323-4219.

**NFDA** - Oct 12-15, The Rosen Center, Orlando, FL. Exhibits. (800)228-6332.

**Cemetery Assoc of Oregon and Washington Cemetery and Funl Assoc** - Oct 17-20, Resort at the Mountain, Welches, OR. Exhibits. cemassn@hotmail.com

**Hawaii FDA** - Oct 25, Kapaa, HI. (808)455-1041.

**Casket & Funeral Supply Assoc** - Nov 17-18, Crowne Plaza, Indianapolis, IN. Exhibits. (847)295-6630.

**Connecticut FDA** - Dec 4, location to be announced, Exhibits. (860)721-0234.

**OGR** - Apr 22-25, 2009, Gaylord Opryland Resort and Convention Center, Nashville, TN. (800)637-8030.

**Pennsylvania Cemetery, Crematory & Funl Hm Assoc** - Sep 27-29, 2009, Pittsburgh Institute of Mortuary Science, Pittsburgh, PA. (717)236-9970.

## SEMINARS/MEETINGS

**The Funeral Service Professional Association** - meets every Sunday night online at 8pm for discussion at www.embalmer.com.

**Catholic Cemetery Conference School of Leadership Management and Excellence** - Jul 13-17, John Carroll University, Cleveland, OH. (708)202-1242.

**Academy of Advance Funeral Planning 2008 Training Courses** - Jul 15-18, "AFP 101"; Jul 22-23, "Cremation Solutions"; Aug 21-22, "Building and Preserving Relationships through Community Presentations"; Aug 26-29, "AFP 101"; Sep 17-18, "Financial Aspects of Advance Funeral Planning"; Oct 21-24, "AFP 101". The Academy of Advance Funeral Planning Training Center, Franklin, OH. (800)331-6270.

**OGR Golden Rule School** - Jul 16-18, Crowne Plaza St. Louis-Clayton Hotel, St. Louis, MO. (800)637-8030.

**ICCFA University** - Jul 18-23, Fogelman Executive Center, Memphis, TN. (800)645-7700.

**MKJ Marketing 2008 Seminars** - Jul 21-22, "Receptions", Silverado Resort, Napa Valley, CA. Jul 23-24, "Event Planning", W Hotel, San Francisco, CA. 1-888-MKJ-1566.

**NFDA Leadership Conference** - Aug 3-6, The Standford Court, San Francisco, CA. (800)228-6332.

**OGR "Investing in Your Professional Best"** - Sep 14-16, InterContinental Harbor Court, Baltimore, MD. (800)637-8030.

**Catholic Cemetery Conference Sales and Service for Catholic Cemeterians Seminar** - Sep 29, JW Marriott, Orlando, FL. (708)202-1242.

**ICCFA Fall Management Conference** - Oct 22-25, Ritz Carlton, Naples, FL. (800)645-7700.

**Jewish Funl Dirs of America Annual Meeting** - Oct 26-30, Omni Tucson National Golf Resort and Spa, Tucson, AZ. (781)477-9300.

**OGR "Investing in Your Professional Best"** - Nov 9-12, Casa Marina Resort, Key West, FL. (800)637-8030.

## RIRO introduces a Cremains/Keepsake Combination Urn and Amazing Grace Music Box Module



Cremains/Keepsake Combination Urn

**LINCOLNVILLE CENTER, ME**— Riro has created a dual application Made in America urn which uniquely provides a 213 cubic inch chamber for cremains, as well as an 85 cubic inch chamber for keepsakes. The dual application is accomplished utilizing two patent pending "entryways" or "trap doors". The opening to the cremains section is sealed after all the cremains are inserted. The removable outer door to the keepsake compartment is cleverly hidden with a 9½" x 4" clear picture frame.

Riro provides software to create an obituary card including a color photo of the deceased to be inserted into the frame. The software also allows the funeral director to

create a prayer card with options of prayers for Christian, Jewish, Native American, Buddhist, and Hindu religions accompanied by appropriate color graphics. Both options are provided in horizontal and vertical formats and the Christian prayers are available in English, Spanish, and French.

Riro is including at no extra charge, a music box module in all urns for people of the Christian faith. The tune supplied is Amazing Grace. The music module is mounted under the middle of the frame. Pushing down lightly is all that is required to operate the module.

Riro urn customers utilize the picture frame on the back surface to produce an appropriate prayer card or obituary card. The music module is mounted under the middle of the frame. Pushing down lightly is all that is required to operate the module. When placing orders for urns, the funeral director requests the music module version.

For more information on the dual application urn or music box module contact Riro, P.O. Box 275, Lincolnville Center, ME 04850. Phone: (207) 763-3008. Visit <http://www.riroplaques.com> or email [riroplaques@yahoo.com](mailto:riroplaques@yahoo.com). Dealer inquiries welcome.

## Industry leader Eckels and Company's newest Catalogue is Bigger and Better than Ever



**GUELPH, ONTARIO, CANADA**— Eckels and Company has launched its brand new Impressions cremation products catalogue. This latest edition of a long-standing tradition features a wide selection of new and unique cremation urns.

According to **Richard Steele**, president of Eckels and Company, the catalogue has been redesigned for easier access and readability, with a wealth of new products and information.

"Within the catalogue we have taken an entirely new approach towards presenting our product information to our clients and the families they serve," says Steele. "Choosing cremation is natural and traditional, and offers an array of meaningful, personalized paths for paying tribute to the life of a loved one. This catalogue serves as a guide for families to assist in choosing the best possible resting place and means of permanent memorialization."

The catalogue features many new products including the *Everly* urn by **Lladro**, an extremely elegant and beautiful porcelain urn with a unique story behind the art. It also introduces a new shape of cloisonné cremation urn. Eckels original cloisonné

urns have always been very popular and it is expected the new additions will continue this tradition. Another key collection in the Impressions catalogue is the *Special Memories* section, which features a variety of pendants, including the new *Forever Prints*.

"Eckels has the ability to personalize almost any cremation urn that the family selects," adds Steele. "We can do anything from name and dates to custom images."

For those urns that cannot be inscribed directly on the surface, we offer engraving easels or hanging urn pendants as an alternative personalization method."

Eckels and Company is a leading supplier of funeral service products to the North American marketplace. Eckels is steadfastly committed to providing the funeral service profession with a continuous stream of new, creative and innovative products and services based on tireless research and development. Eckels always has and will continue to listen carefully to the needs of our valued clients and will provide the answers that are necessary to respond to this ever-changing environment.

For more information call (800)265-8350 or visit [www.eckelsandcompany.com](http://www.eckelsandcompany.com).

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

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## Batesville Driver George Ertel elected to Driver Hall of Fame

**BATESVILLE, IN**— Batesville Casket Company's over-the-road driver, **George Ertel**, has been inducted into the National Private Truck Council's (NPTC) Driver Hall of Fame. He has been a driver for Batesville Casket for more than forty years. During his career, Ertel has driven more than 4.8 million miles without an accident or moving violation.

"Being selected as an inductee into the Driver Hall of Fame is an outstanding accomplishment for George," said Batesville's Director of Transportation and Fleet Service, **Keith McWilliams**. "His stellar driving record and professional demeanor are an indication of Batesville's focus on delivering caskets with the highest degree of professionalism."



Sunman resident, George Ertel, displays the plaque recognizing his induction into the NPTC/Bridgestone Firestone Driver Hall of Fame. Ertel, was one of four drivers honored at the national NPTC convention last month. With Ertel is Tom Rozuk (Left) of Bridgestone Firestone and Gary Petty, (Right) president & CEO of NPTC. Holding George's commemorative weather station is his wife, Sherry.

"Reaching 4.8 million miles without an incident is a significant milestone seldom accomplished by drivers in any industry," continued McWilliams. "George's accomplishments reflect the company-wide attention to safety, courtesy and on-time delivery which are the foundation of Batesville's superior service."

The induction ceremony took place during NPTC national convention in Cincinnati. Several members of Ertel's immediate family were in attendance including his wife, **Sherry**, who drives ground transportation for **Hillenbrand, Inc.**, and his son, **John**, who presently also is a over-the-road driver for Batesville Casket Company.

Batesville Casket Company, a subsidiary of Hillenbrand Inc. (NYSE: HI) located in Batesville, Indiana, is recognized as North America's premier funeral service supplier of burial caskets, Options® cremation products and related support services. For more than one hundred years, Batesville has been committed to assisting funeral directors in helping families honor the lives of those they love.

## Eagle offers Dignified Travel for Cremated Remains



Eagle's Urn Enclave



The Portable Urn Enclave from Eagle

**AMELIA, OH**— With cremation on the rise, **Eagle Coach Company** responds with a dignified way to travel cremated remains from funeral services to their final resting place.

Eagle Coach Company presented funeral directors with The *Urn Enclave* at the NFDA Convention in 2007. The Urn Enclave was designed to make the coach a more utilitarian vehicle. Hand-crafted in identical

wood and steel products to match the interior of each coach, it is integrated into the coach floor. The Urn Enclave flips open for remains transportation and folds flush to the casket floor for traditional processions.

The Urn Enclave comes standard on the new Echelon Limited and is optional on all other models. Portable Urn Enclaves are also available for funeral directors who wish to extend

the service of their existing traditional coaches.

Eagle Coach Company is the premier manufacturer of funeral coaches, six-door limousines and specialty vehicles, offering the industry's highest level of quality, innovation, and customer service. For more information, visit [www.eaglecoachcompany.com](http://www.eaglecoachcompany.com), or call Eagle Coach Company toll free at 800-537-2963.

## Life Honor envisions the Future of Funeral Service

**HUXLEY, IA**— **Life Honor** is the "Future of Funeral Service," offering the funeral home both an economical and permanent way to advertise and promote their business and to the families they serve, by offering them a lifetime memorial of their loved one for generations to come.

With the rapid rise in technology, it is now possible to creatively produce and provide Internet viewers with an opportunity to attend a one-time memorialization of a person. With rapidly changing lifestyles, costs of living and travel considerations, it is becoming more and more difficult to attend funeral services in person. Life Honor was created to fill that need.

Life Honor is the first national on-line video production service, partnering with the funeral industry, to create a work of art for the funeral homes to offer their client families.

Benefits of Life Honor include: a fully produced DVD of the memorial event free to each family; funeral services on-line for up to 60 days for those not in attendance to view; funeral homes in-charge of arrangements will have their logos and name recognition branded onto the DVD and the internet video production, along with voice-overs comforting the family.

Log on to [LifeHonor.com](http://LifeHonor.com) for more information.

## "Death at a Funeral" the smash hit British Black Comedy, now available on DVD at UndergroundHumor.com

**WILTON, CT**— **UndergroundHumor.com** is pleased to announce that *Death at a Funeral* is now available on DVD in its video department. A dignified send-off for a loved one erupts into uproarious chaos when romance, jealousy, in-laws, hallucinogens, dark secrets, life-long yearnings and a spot of bold blackmail all collide grave-side in this irreverent British comedy. Directed by Frank Oz and featuring a cast made up of the cream of Britain's crop, the film mischievously explores what happens on the day when a typically divided family is finally forced to come to terms with each other's bad behavior, outrageous faults, skeletons in the closet and all.

On the morning of their father's funeral, the family and friends of the deceased each arrive with his or her own roiling anxieties. Son Daniel (Matthew MacFadyen) knows he will have to face his flirty, blow-hard, famous-novelist brother Robert (Rupert Graves) who's just flown in from New York, not to mention the promises of a new life he's made to his wife Jane (Keely Hawes). Meanwhile, Daniel's cousin Martha (Daisy Donovan) and her dependable new fiance (Alan Tudyk) are desperate to make a good impression on Martha's uptight father a plan that literally goes out the window when Simon accidentally ingests a designer drug en route to the service, leaving him prone to uncontrollable bouts of delirium and nudity in front of his potential in-laws.

Then comes the real shocker: a mysterious guest (Peter Dinklage) who threatens to unveil an earth-shattering family secret. As riotous mayhem and unfortunate mishaps ensue on every front, it is now up to the two brothers to hide the truth from their family and friends and figure out how to not only bury their dearly beloved, but the secret he's been keeping.

The film stars Matthew MacFadyen (*Pride & Prejudice*), Peter Dinklage (*The Station Agent*, *Elf*), Alan Tudyk (*Firefly*, *Dodgeball: A True Underdog Story*), Ewen Bremner (*Trainspotting*, *Match Point*), Rupert Graves (*V for Vendetta*) and is directed by Frank Oz (*Bowfinger*, *In & Out*).

Visitors to [UndergroundHumor.com](http://UndergroundHumor.com) can watch a free preview of the movie. [UndergroundHumor.com](http://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. A money-back guarantee applies to all purchases. For further information, visit [www.UndergroundHumor.com](http://www.UndergroundHumor.com) or call toll-free at 1-800-961-6132.



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<p>1996 S &amp; S Cadillac Six Door Limo black, blue leather</p>	<p>2001 Eagle Lincoln Ultimate Hearse dark blue, dark blue crown top, blue leather</p>	<p>1996 S &amp; S Cadillac Victoria Hearse black, black top, black leather</p>	<p>1996 Eureka Cadillac Brougham Hearse w/table silver, silver crown top, blue leather</p>
<p>2000 Superior Lincoln Diplomat Hearse white, white top, blue leather</p>	<p>1998 S &amp; S Cadillac Victoria Hearse dark blue, dark blue top, blue leather, strobe bar</p>	<p>1995 Eureka Cadillac Brougham Hearse w/table gray, black top, blue leather</p>	<p>1996 Eureka Lincoln Six Door Limo white, gray leather</p>

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## Grief Support DVD narrated by Steven Tibbetts can be an important component of Support Groups

**EDINA, MN**— **Steven Tibbetts**, MS, LISCW, grief psychotherapist and licensed funeral director has produced seven informative and heart-felt DVDs about various aspects of grief. These DVDs were shot in front of support group audiences and are each a half-hour to hour in length. Titles include Childhood Loss and Family Issues, Dealing With Grief at the Holidays, Grief and Addition, Dynamics of Grief, Managing Guilt and Addition, Recognizing Fear and Anger, and Stress and Loneliness.

Funeral directors, hospital, fire and police chaplains, grief support group program and treatment center facilitators will find these videos extremely helpful. The videos are now available in the Grief Resources Catalog ([www.griefresourcescatalog.com](http://www.griefresourcescatalog.com)).

One of the most popular DVDs is titled *Managing Guilt and Depression*. Mr. Tibbetts makes a case that two of the most powerful experiences that people have when they suffer a major loss are guilt and depression. Most people feel guilty about some aspect of the loss. This guilt can often lead to depression because people tend to direct those feelings towards themselves. They deal with “the shoulda/oughta/gotta/do’s” in their lives. Depression is a major part of the grief experience. The DVD makes a clear distinction between types of depression.

Descriptions of the other DVDs are available online at [www.griefresourcescatalog.com](http://www.griefresourcescatalog.com) or in a printed catalog available from Grief Resources Catalog. The Grief Resources Catalog represents over twenty different publishers of more than 50 different booklets, books, tapes and DVDs about grief and grief support for adults and children. For additional information or a free, printed catalog or to order materials, contact Grief Resources Catalog at 5021 Vernon Avenue, #209, Edina, MN 55436. Phone 952-922-3469. Or, you can place your order on-line at [www.griefresourcescatalog.com](http://www.griefresourcescatalog.com).

## Memorial Tree Cremation Urn receives Patent

**WESLEY CHAPEL, FL**— On May 20, 2008 a patent was issued to **Memorial Tree** for the first “Tree Mounted” cremation urn.

This patented product, along with their trademarked Memorial Tree brand of goods and services will create a strong new cremation brand and marketing source. “This will be used to build cremation funeral services from their current levels into a profit model consistent with established and traditional funeral, casket and plot burial services,” according to **Greg Vonderheide**.

The Memorial Tree option will allow for current and previous cremation services to upgrade to a more memorable and longer lasting funeral service. It will also allow for a “green” and environmentally friendly funeral choice which has a positive impact on the environment. Memorial Tree will allow for the creation of a personal pre-need Funeral Registry website that invites family, friends and associates to participate in the selection, enhancement and funding of the deceased’s Memorial Tree products and ceremony—a true memorial service, complete with a full product line and supported network of providers.

For additional information visit their website at [www.funeralchannel.tv](http://www.funeralchannel.tv) or contact: Greg Vonderheide, Memorial Tree, 29032 Rivergate Run, Wesley Chapel, FL 33543. Phone 813-240-2325.

## Shine On Brightly launches Website for Hand-Crafted Products

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on the website.” Included in this all-star lineup are the following artists, listed by medium:

- Ceramics: *Amy Goldstein-Rice, Rose Tripoli-Mueller, JR Page, Tom Turner, Kim Dryden, George Handy, and Louis and Christine Colombarini*
- Glass: *Robert Levin and Rick Melby*
- Wood: *Ray Jones*
- Bookmaking: *Mary Carol Koester*
- Metal Sculpture: *Julia Burr*
- Textiles: *Norma Bradley*
- Jewelry: *Kathleen Doyle and Thomas Reardon Memorial*
- Poetry: *Lisa Sarasohn*

Both commissioned and non-commissioned pieces are available. Orders can be placed online, or by calling 828-348-0455 or toll free at 866-844-4469. Friendly, compassionate customer service responds to all inquiries and sales requests Monday – Friday, 9am-5pm EST.

## Blair Nelsen and MKJ Marketing introduce “Cremation with Confidence™”

**LARGO, FL**— At a time when consumers have reason to seriously doubt the integrity of cremation and crematory services nationally, it is a very good time for funeral homes and cremation services to offer “*Cremation with Confidence™*.”

**Blair Nelsen**, owner of the **Nelsen Funeral Homes** in and around Richmond, VA and the **Cremation Society of Virginia**, holds the trademark on the phrase “Cremation with Confidence.” “Serving 1,500 families annually, we have come to learn the anxiety many families feel when they select cremation. The national scandals involving body part removal, or crematories that commingle cremated remains, etcetera cause families to

question the integrity of their funeral home and cremation services. It is to this group that “Cremation with Confidence” speaks to,” comments Blair Nelsen.

**MKJ Marketing** created a brochure based upon the quality control procedures employed by the Cremation Society of Virginia to explain the quality difference. The brochure, a full color, oversized brochure is intended to be handed to family members when they ask questions about cremation, at public events, and as a pick-up piece in the funeral home, or mailed to families considering cremation services.

The rights to use the “Cremation with Confidence” slogan and related products is licensed to individual fu-

neral firms on a permanent and exclusive basis.

“Cremation with Confidence” is another element in MKJ’s product line intended to overcome the cremation challenge; beginning with “Cremation Options” informative brochure, MKJ’s “Cremation Arrangement System,” and television advertisements that explain that selecting cremation does not preclude funeral and memorial services (as many consumers continue to believe).

For more information on MKJ’s cremation products, and to determine if “Cremation with Confidence” is available in your market, contact MKJ Marketing at 888-655-1566 or visit [www.mkjmarketing.com](http://www.mkjmarketing.com).

## Risk prevention keeps Customers, Visitors Satisfied

**Nationwide Insurance offers online training for funeral home owners and staff.**

**COLUMBUS, OH**— Keeping customers and visitors safe from accidents is critical for building and upholding a funeral home’s reputation. **Nationwide Insurance** combines simple safety tips with online training courses for a complete safety and loss prevention package, with the goal of helping small business owners keep customers satisfied, and in some cases, reduce risk and insurance premium.

“Customer service and safety are every small business owner’s top priorities,” said **Mike Ekiss**, vice president of loss control for Nationwide Insurance. “A few preventive measures can go a long way to help funeral home owners maintain their outstanding reputation for customer service.”

Nationwide Insurance offers online safety-training courses for funeral homes, many available in both English and Spanish. The training website allows users to select the courses that fit their needs, learn at their own pace and track results. These courses are part of a larger online safety-training resource from Nationwide, which offers more than 300 classes to assist a variety of business needs. For more information, please visit [safety-training.nationwide.com](http://safety-training.nationwide.com).

These simple tips from Nationwide Insurance also offer easy ways to maintain a safe workplace for staff and visitors at minimal or no cost:

- *Maintain the interior and exterior.* Frequently check exterior lighting to ensure well-lit walking and working areas. Maintain racking and shelving so the units remain steady and secure. Remove excess trash and debris.
- *Keep walking areas free and clear.* Make sure that the areas where customers walk are in good physical condition and clear of cords and debris. Clean up wet spills immediately. Clear exterior walking surfaces of ice and snow to prevent slipping in winter months.
- *Inspect your equipment.* In addition to regularly inspecting fire, burglary, sprinkler and alarms systems, it is also a good idea to have your building’s wiring, heat-

ing, air conditioning equipment and refrigeration units checked regularly.

- *Train your employees.* Make sure employees have been trained in storage and dispensing practices when using aerosols, combustibles, flammable liquids and cleaning supplies, and can properly use fire extinguishers. Employees should be trained on the use of special equipment. Consider providing first aid training.
- *Plan for disaster.* Funeral homes need to prepare themselves and the businesses for fire, weather and other potential disasters. Nationwide, in partnership with the U.S. Small Business Administration, created *A Disaster Planning Guide for Small Business Owners*. This guide provides information small business owners need to develop an effective plan to protect customers and employees in the event of a disaster. Identifying hazards, creating plans to remain in operation if the shop is unusable, making backup copies of critical records and storing them offsite, and understanding limitations of the company’s insurance coverage are some key disaster preparedness strategies covered in the guide. The guide can be found at [www.nationwide.com/disaster-planning-recovery.jsp](http://www.nationwide.com/disaster-planning-recovery.jsp).

Nationwide, based in Columbus, OH, is one of the largest diversified insurance and financial services organizations in the world, with more than \$161 billion in assets. Nationwide ranks #108 on the Fortune 500 list. The company provides a full range of insurance and financial services, including auto, motorcycle, boat, homeowners, life, farm, commercial insurance, administrative services, annuities, mortgages, mutual funds, pensions, long-term savings plans and health and productivity services. For more information, visit [www.nationwide.com](http://www.nationwide.com).

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## Candle Perfection® partners with Will & Baumer, Inc.®

*Continued from Page B1*

The Perfect Candle gives off a soft, warm glow in subdued lighting and replicates the appearance of a traditional beeswax candle. The outer nylon shell never melts and looks exquisite at all times. These permanent candles are crafted from nylon to replicate the appearance and illumination of solid wax candles without the messy wax, smoke, odor or soot. Candle Perfection® products are more economical and environmentally safer to use.

“The completion of this partnership represents a significant step for Candle Perfection® in our strategy to accelerate growth in our core business,” said **Phyllis James**, Candle Perfection president. “Today we significantly increased the depth and breadth of our sales coverage in the funeral, church, pet and gift industry. As a result of this partnership we will also now have a greater presence in targeted international markets, including the UK, Ireland and Australia where we see significant opportunities for growth.”

“Our entire team is very proud to add such a renowned brand name product offering to our candle product line” said Will & Baumer chief operating officer **Marshall Ciccone**. “We are very grateful for our customer’s support in the past and know that they will embrace our exciting new product offerings.”

Ms. Phyllis James and **Jim Enke**, both officers of Candle

Perfection® will continue to work with Candle Perfection® in their Arizona office. With the new association of Candle Perfection® and Will & Baumer will now have offices, manufacturing and assembly facilities in Arizona, New York, Tennessee, Canada, Mexico and Hong Kong.

For more than 155 years, Will & Baumer, Inc® has offered a variety of quality church and gift candles to retailers across America. Founded in Syracuse, New York in 1855 by Anton Will, America’s oldest candle company has specialized in beeswax, sacramental, and processional church candles.

With subsidiaries in both Canada and Mexico, Will & Baumer is the most recognizable church candle brand in the world.

For over 10 years, Candle Perfection® has manufactured and bottled custom nylon shell candles and related 99% pure paraffin oil to religious suppliers, funeral homes and the gift industry. Operating out of Scottsdale, AZ, Candle Perfection® specializes in high quality hand tooled candle shells of the finest caliber. Candle Perfection also has the US Patent for the “Light of Life™” Candle Cremation Urns and Keepsakes™ that are currently distributed to the funeral industry through York Products, Inc, Matthews Casket Division and Aurora Casket Company, 8711 East Pinnacle Peak Road, PMB 270, Scottsdale, AZ 85255 (480) 515-0808 [www.candleperfection.com](http://www.candleperfection.com).

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# Church Chair® awarded Design Patents on Embrace™ and Saxon™ Chairs



The Embrace Chair



The Saxon Chair

ROME, GA— Church Chair® proudly announces they have been awarded a design patent on two of their innovative chair designs.

Both their *Embrace™* and *Saxon™* chairs are *The chair that hugs your back.™*

The *Embrace™* is built with the same high-quality and ergonomic comfort specifications as in all of our chairs. The patented back cushion of the chair actually “hugs” your back providing extraordinary back comfort. The 4½” premium foam padding in the patented rounded seat cushion optimizes your seating comfort and finishes the elegant look in this impressive chair. The *Embrace™* chair stacks 10 high.

The *Saxon™* has a laminated oak frame that provides both strength and beauty in this contemporary designed wood chair with an

English flair. The patented deep rounded seat back and ‘waterfall’ cushion front of the chair combine to give the impression of both elegance and comfort in its appearance, making its distinctive styling and beauty second only to its comfort. Like all of our chairs, the *Saxon™* chair stacks well for easy storage.

Church Chair® is an American-owned, factory-direct American made chair manufacturer with its 2 factories located in Rome, GA and offices located in Rome, GA and in England. We manufacture custom-made chairs for all purposes that are shipped worldwide (50 U. S. states and 49 countries). Our chairs have been 99% recyclable since 1985 when our company made its very first chair. For more info on our environmental policy, please visit <http://www.churchchair.com/en->

[vironmental\\_data.php](#)

If you are in the area, be sure to visit our Chair Factory Outlet located in

Rome, Georgia.

Visit [www.church-chair.com](http://www.church-chair.com), email [sales1@churchchair.com](mailto:sales1@churchchair.com), or call

800-331-5411 to request more information. Ask about our FREE Sample Chair Program.

## Apex introduces Curved Top Hand Carved Casket



POMONA, CA— Apex Casket is pleased to announce the first of many new caskets for the summer of 2008. The *Curved Top Hand Carved Casket* features hand finished carvings in the top of the casket. This casket gives our funeral homes a luxurious casket offering at a price that is affordable for even the most budget minded family. These caskets feature hand-tailored velvet interior that is suitable for male and female alike. This solid Elmwood casket is currently available for delivery. Apex continues its commitment to quality and innovation at a very affordable price with the *Curved Top Hand Carved* casket.

In addition to the *Carved Top* casket, Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to our funeral directors. They have a continued commitment to provide the funeral industry with quality products in conjunction with competitive pricing.

To see Apex’s entire product line, go to [www.apexcasket.com](http://www.apexcasket.com). Email any questions to [sales@apexcasket.com](mailto:sales@apexcasket.com). You can also call to request a catalog at 1-888-680-6800.

## Halo International broadens its extensive line of Brass Urns and offers new Ethnic Prayer Card Series



New Prayer Cards from Halo International



The Duchess III Urn

TWINSBURG, OH— Mark Pennington, creator and founder of Halo International has brought new shapes, colors and detailing with the addition of 21 new urns to his existing collection of 55 brass urns, thus creating the largest inventory of brass urns in the entire industry. The popular ruby red finish is prominent in the series, along with rich, dark hues of cobalt, marbled

browns, neutrals, and pastels providing truly enormous choice in the purchase of a brass urn. All offer remembrance-sized versions and all are exclusively available only through Halo. No other firm in the industry can respond to urn personalization as completely and specifically as Halo.

Pennington has also announced the addition of “spe-



The Cardinal Urn

cialty” prayer cards to serve our nation’s ethnic heritages. These exciting new cards provide religious-specific options to families and offer the industry more opportunities to bring appropriate religious meaning to their services. All are exclusively available only through Halo. For ten years Halo has been the leading supplier of high-quality prayer cards from **Cromo**

NB, Milan, Italy and has continuously expanded the collection until today there are 146 distinctive series with another 14 in development. As one of the first purveyors of 8-up micro perforated cards, Halo today ships over 20,000,000 cards annually.

Brochures featuring the new additions to the Brass Urn Collection or Prayer Card Collection are available online at [www.halointlcorp.com](http://www.halointlcorp.com), or by requesting a printed copy from your Halo International Corp. representative.

Halo International Corp is one of the leading suppliers to the funeral industry’s jobbers and wholesalers. Located just south of downtown Cleveland in Twinsburg, Ohio, Halo occupies a 10,000 sq. ft. warehouse and ships its broad product line usually same day. The entire line is available from distributors nationwide.

## Forever Pets introduces the new Precious Kitty Cat Urn



Precious Kitty Cat Urn from Forever Pets

MINNEAPOLIS, MN— Forever Pets announces the introduction of the new *Precious Kitty Cat Urn* series designed with feline lovers in mind. This artistic quality solid aluminum urn is available in the four beautiful antique finishes of bronze, silver, gold and copper. Forever Pets’ Precious Kitty Cat Urns go through several steps of labor intensive finishing, creating a truly artistic cremation memorial.

The remains are installed through an opening in the bottom of the urn which is secured with a round tamper resistant plastic closure. The Precious Kit-

ty Cat Urn measures 6” wide x 4” deep x 6” tall, with a volume of 40 cubic inches; this allows room for the remains of a pet weighing 0-35 lbs. (live weight).

Whether the urn is for an adult cat or a precious kitten taken too soon, Forever Pets has tried to design a symbol endearing to all cat lovers with the sleeping kitty on a ball of playful yarn.

For more information on this product or any other product that Forever Pets has to offer please call (888) 450-7727, or visit their retail website at [www.foreverpets.com](http://www.foreverpets.com).

# Shipping DIRECTORY

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Business Equipment 2

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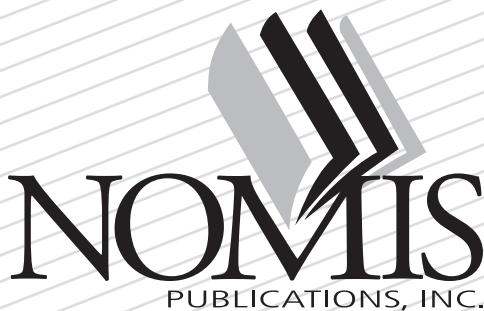
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**Funeral Business For Sale 5**

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Lincoln Superior Hearse.....	silver/neutral leather
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Cadillac Federal Hearse.....	black/blue leather
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Cadillac DaBryan 5-door.....	black/black leather
<b>2003</b>	
Cadillac S&S 6-door .....	blue/blue leather
Cadillac LCW 6-door (3 in stock) .....	black/black leather
<b>2002</b>	
Lincoln S&S 6-door .....	silver/neutral leather
Cadillac LCW 6-door .....	black/black leather
<b>2001</b>	
Cadillac Superior 6-door.....	silver/black leather
Lincoln S&S 24-hour .....	black/blue leather
<b>2000</b>	
Cadillac Federal 6-door.....	black/blue leather
Cadillac S&S 6-door .....	silver/black leather
<b>1999</b>	
Cadillac DaBryan 5-door.....	silver/black leather
<b>1998</b>	
Cadillac S&S 6-door .....	black/black leather
<b>1997</b>	
Cadillac Superior 6-door.....	gold/black top/black leather

**FIRST CALL**

<b>2005</b>	
Dodge Eagle 1st Call.....	silver/gray interior
<b>2003</b>	
Dodge Eagle 1st Call.....	silver/gray interior
<b>2002</b>	
Chevy Eagle 1st Call .....	black/gray interior



**2002 CADILLAC LCW 6-DOOR LIMO**  
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**2002 LINCOLN SUPERIOR HEARSE**  
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1993 Cadillac Superior, Silver, 58k mls .....	\$4975
1992 Buick Eureka, Black, 59k mls .....	\$4975
1980 Cadillac S&S, White, 59k mls .....	\$2975
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**LIMOUSINES**

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1996 Cadillac S&S, Black, 53k mls .....	\$4975
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Hearses/Limousines 8


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- 1999 Superior Cadillac, 49" 6-dr, black w/black top.
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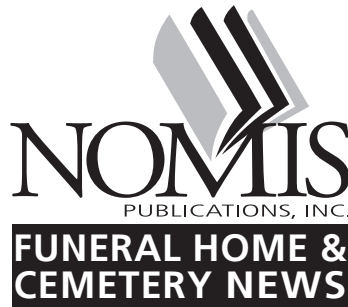
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**Hearses/Limousines Cont'd 8**

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2002 Superior Coach	Blk/Blk Ext/Gray Int	52,000 mi
1998 Cadillac M&M Coach	Blk/Blk Ext/Blue Int	48,000 mi
1997 Cadillac Federal Coach	Wht Top/Lt Blue/Blue Int	74,000 mi
1996 Cadillac Eureka Coach	Wht/Wht Ext/Blue Int	68,000 mi
1996 Cadillac Federal Coach	Blk/Blk Ext/Blue Int	48,000 mi
1995 Cadillac M&M Coach	Blk/Blk Ext/Blk Int	33,000 mi
1992 Cadillac Federal Coach	Wht/Wht Ext/Blue Int	24,000 mi
1992 Cadillac Federal Coach	Silver/Blk Top/Blue Int	62,000 mi
1990 Cadillac S&S Victoria	Blk/Blk Ext/Burg Int	72,700 mi
1989 Cadillac S&S Victoria	Wht/Wht Ext/Blue Int	66,000 mi
1989 Cadillac S&S Victoria	Wht/Wht Ext/Burg Int	64,000 mi
1989 Olds Eureka Coach	Gray Ext/Gray Int	47,000 mi

### LIMOUSINES

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2003 Cadillac Eureka 90" 5-Dr Limousines (2)	Wht/Wht Ext/Blue Int	40,000 mi
2003 Cadillac Eureka 6-Dr Limousines (2)	Gray/Gray Ext/Blue Int	28,500 mi
1999 Cadillac Eureka 6-Dr	Wht/Wht Ext/Blue Int	39,000 mi
1997 Cadillac M&M 6-Dr	Blk/Blk Ext/Blue Int	68,000 mi
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Help Wanted Cont'd 9

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