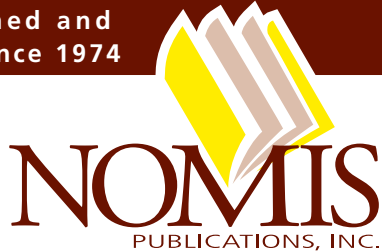


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NEWS

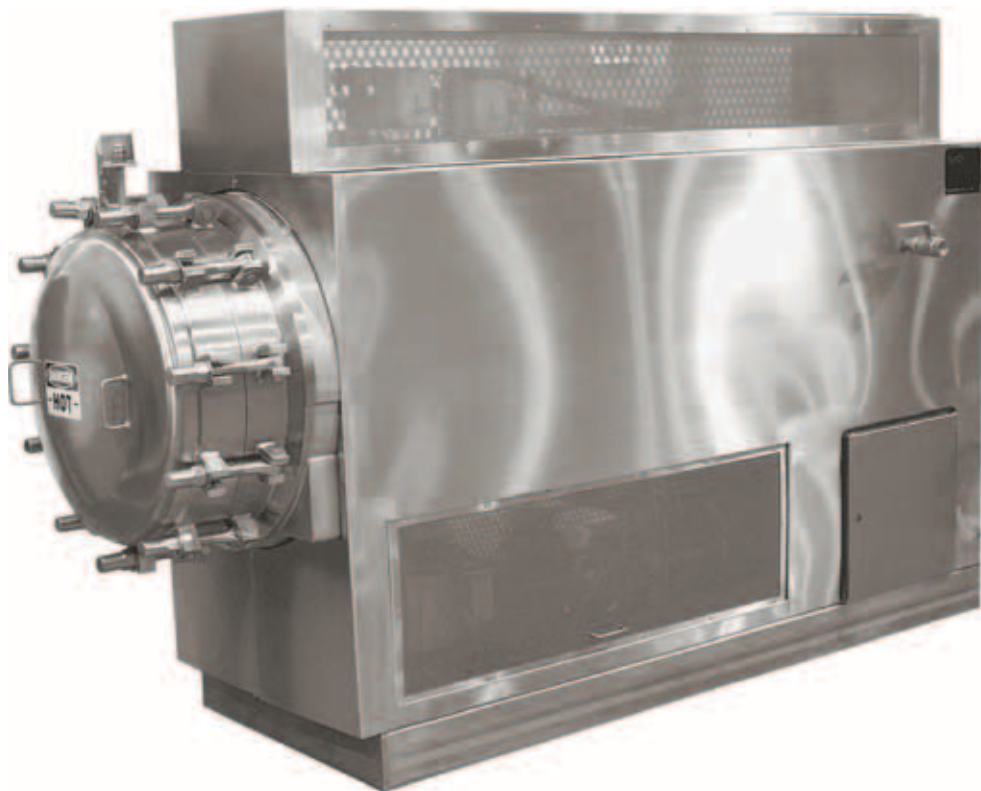
SECTION B

JULY
2009

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Previously Published as the YB News • Still the Place for Your News!

An Environmentally Responsible Alternative to Cremation and Burial



The Water Resolution machine from BioSAFE

BROWNSBURG, IN— The campaign for environmental responsibility is changing the choices Americans make. They recycle in ever-growing numbers. More choose organic foods and demand products with all-natural ingredients in simplified packaging. “Green” is clearly the color of choice among the largest group of environmentally conscientious citizens – college-educated, affluent, empty-nesters.

Now they have an environmentally responsible alternative to cremation and burial: *Water Resolution™* from **BioSAFE Engineering**.

Water Resolution accelerates the natural decomposition process through alkaline hydrolysis, sympathetically returning the body to ash. Unlike cremation it produces a natural, contaminant-free byproduct. Water Resolution is an environmentally sustainable process and the bio-responsible option.

Unlike cremation, with Water Resolution an individual body is gently placed in a standard, sanitary, nonporous vessel, preventing any commingling of residual remains. The completely automated process, operated by a single button, then utilizes a combination of water pressure, high temperature and alkalinity to accelerate the natural course of tissue hydrolysis. The bone shadows left after the Water Resolution process are completely sterile white bones, brittle enough to be easily powdered to ash.

The entire process is complete in three to four hours, regardless of the size of the body. Pacemakers can be left in place and titanium implants can be recovered – intact and sterile. The Water Resolution vessel requires limited space and can be easily installed in a funeral home or an existing crematorium.

CONTINUED ON PAGE B6

Rainman Umbrellas – Closing Our Warehouse –

12-62” Fiberglass Shaft Umbrellas \$108.00

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AlturnaMATS, Inc. announces its 15th Anniversary



TITUSVILLE, PA— AlturnaMATS opened early in 1994 in the garage of previous owner **Jim Aaron**. From Mr. Aaron’s garage, the business moved to a warehouse building on West Central Ave in Titusville, PA. With orders rolling in and the continuing growth of

the company, AlturnaMATS moved in 2003 to the Titusville Opportunity Park where it remains today. With retirement on the minds of Mr. and Mrs. Aaron, AlturnaMATS was sold to **Michael Gierlach** in 2006. Now into **CONTINUED ON PAGE B7**

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CALENDAR of Events

CONVENTIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

2010

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

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

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

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

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

SEMINARS/MEETINGS

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

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

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

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

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

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

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

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

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

2010

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

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

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

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

Emblematic introduces 12" Firefighter Magnetic Emblem for Mounting on Hearses and Coaches



BUFFALO, NY— In response to demand from funeral directors, **The Emblematic Company, Inc.** of Buffalo, has produced its popular *Firefighter Emblem* in a full 12" diameter for mounting on hearses and coaches. This larger size was developed at the request of many of the more than 1,400 funeral homes through-

out North America who have been using Emblematic's military memorial emblems on their hearses.

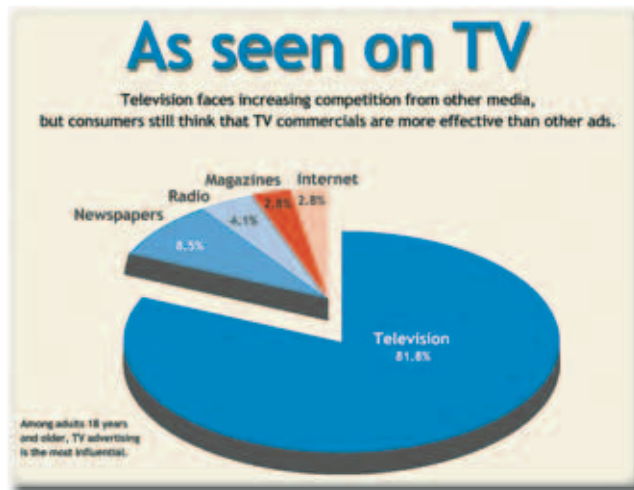
Made in the USA, Emblematic's emblems feature silver embossed vinyl, printed with quality U.V. inks which resist fading in direct sunlight. For durability, the emblems

are laminated to heavy-duty magnetized rubber making it easy to mount and remove from any magnetic metallic surface. They cannot blow off and will not damage the finish on a hearse.

A unique Magmount is also available to display an emblem indoors on a horizontal surface or to hang on a wall. This does for the emblem what a frame does for a picture.

For additional information on the complete line of Magnetic Emblems for hearses, now available in designs for Army, Navy, Air Force, Marine Corps, Coast Guard, and Firefighters, contact The Emblematic Company, Inc., PO Box 118, West Seneca, NY 14224. Toll-Free: 1-866-300-0407. Phone: 716-992-9407. Fax: 716-992-8917. Email: info@emblematicco.com. Website: www.EmblematicCo.com.

MKJ Marketing offers Cable Ads



LARGO, FL— One of the great misperceptions is that the Internet is responsible for the demise of the nation's newspaper industry. In reality newspaper circulation has been in steady decline for over 20 years, long before the Internet became widely available. Although people do get their news from sources other than the local newspapers, subscription fees are not critical to the success of a newspaper business; advertising income drives the newspaper industry, and cable television began eroding newspaper advertising revenues before most households had their first computer. Television has been the most productive advertising media since its inception in the 1950s, and technology has not changed that.

In fact, the growth of cable television is a direct result of the strength of television advertising. Cable television brought hundreds of new networks into consumers' homes, and reduced the cost of television advertising to a rate even small businesses can afford.

The current economic environment has forced cable companies to reduce rates and to offer special incentives to advertise now. Discounted rates, as well as flexibility in negotiating extended campaigns, make the present time the best in years for advertising on cable television. The same applies for broadcast advertising but most funeral businesses do not serve an entire broadcast market, which creates "media waste" by advertising to consumers that are unlikely to patronize the advertiser's business.

MKJ Marketing, the deathcare industry's leader in Market Research, Advertising,

Cable Advertising Rates Lowest in Years

Web site development and Training programs, has specialized in producing quality television advertising since its inception in 1982. According to **Glenn Gould**, MKJ CEO, "MKJ Marketing was founded on the belief that television advertising could be more successful for funeral homes than yellow page and newspaper advertising combined and at lower cost. Over the years this premise has proven true. For the cost of a single newspaper placement, most funeral homes can run from 20 to 30 television advertisements on local cable. Because cable television is segmented both geographically, as well as by audience, cable advertising is a cost effective means of reaching the family decision maker when selecting funeral homes."

Research conducted for hospitals, physicians and funeral homes demonstrate clearly that the female head of household is responsible for selecting all three. As a result, there are many cable networks developed specifically for a female audience. MKJ creates advertising that appeals to female viewers. According to **Marilyn Gould**, MKJ President, "MKJ makes a significant investment to develop television advertisements that have a quality look, as well as an emotional hook. People make many important decisions based more on their heart than their head; they remember their emotional response to an advertisement long after they have forgotten a logical appeal."

To receive a DVD of MKJ television advertisements, contact MKJ Marketing at 888-655-1566 or visit www.MKJMarketing.com.

MKJ's "Green Opportunity" Seminar available on Audio CD

LARGO, FL— **MKJ Marketing**, the deathcare industry's leader in marketing and training seminar programs conducted the "Green Opportunity" Seminar at the Mandalay Bay Hotel in conjunction with the ICCFA convention in Las Vegas in April 2009. The seminar attendance was in excess of 50 funeral directors, cemetery owners and deathcare industry vendors.

The program featured presentations by: **Glenn Gould**, with *Consumer attitudes toward green funerals and natural burial*; **Joe Sehee**, with *How funeral homes and cemeteries can become certified by the Green Burial Society*; and **Marilyn Gould**, with *How to take advantage of the public relations opportunities by offering "Green" alternatives*.

The 3-CD package contains five hours of seminar presentations and a workbook. A contribution will be made to the **Green Burial Society** for each CD package sold.

To order the "Green Opportunity" Seminar Audio Program, contact MKJ Marketing at 888-655-1566 or visit



www.mkjmarketing.com. MKJ Marketing serves a national clientele of funeral homes, cemeteries and deathcare industry vendors in areas of Market Research, Advertising, Web Site Development, and Training Programs.

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

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Apex announces the Inspiration

Bass Mollet's Reflections of Life Version 5.0 is now available



The Inspiration by Apex Casket

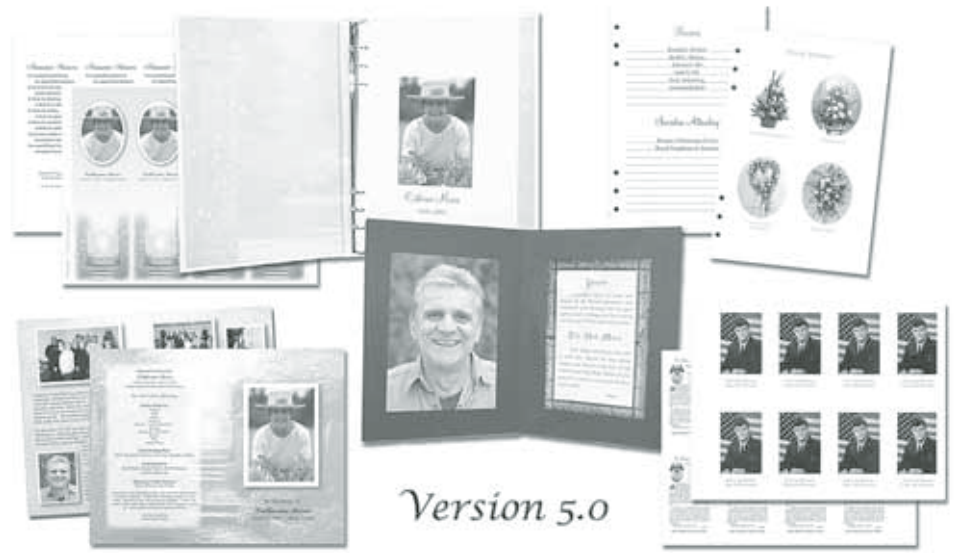
POMONA, CA— Apex Casket is pleased to announce the *Inspiration Casket* (H-CS38) from the Presidential line. The Inspiration casket is a solid Elmwood that is hand rubbed with a high gloss finish and bronze hardware. This casket gives funeral homes a luxurious casket offering at a price that is affordable for even the most budget minded

family. These caskets feature light champagne velvet with a tailored interior and a sun ray panel. This makes it suitable for male and female alike.

In addition to the Inspiration casket Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to funeral directors. Apex has a continued commitment to

provide the funeral industry with quality products in conjunction with competitive pricing. Watch for more new product releases in the coming months.

To see Apex's entire product line, go to www.apexcasket.com. Email any questions to sales@apexcasket.com. Call to request a catalog at 1-888-680-6800



GREENVILLE, IL— Bass-Mollet has introduced their latest version of *Reflections of Life – Version 5.0*.

Version 5.0 enhancements include over 75 new verses for prayer card, service record, church bulletin and bookmark templates, and the verses can be modified by changing font, color and individual words. All instructions have also been updated to include Microsoft Word 2007. The new version has the ability to print personal images and verses for box set picture frame, and the new verse library

allows you to store your own custom verses.

Bass-Mollett continues to introduce and update software programs to aid in creating the most unique custom personalized funerals, including programs for register book interiors, prayer cards, service folders, acknowledgments, memorial candles, grave markers and more. For more information about Bass-Mollett's programs or complete line of funeral products, call 800-851-4046 or visit their newly updated website at www.bass-mollett.com.

Imperial Group, Inc. launches New Leaf Collection

CALGARY, ALBERTA, CANADA— Imperial Group, Inc., one of Canada's largest privately owned and operated distributors of caskets, cremation receptacles, urns and funeral sundries, is very pleased to announce the launch of the *New Leaf Collection* of environmentally friendly caskets. These caskets are manufactured using environmentally sound business practices; constructed using more natural and fair trade materials; they reduce metal components and use finishes formulated from a water based or 100% vegetable oil bio product.

The New Leaf Collection complements the *Belmont Birch* cremation receptacle which is a Certified Environmentally Preferable Product, the *Simplicity* and *Journey Bio Urns* made of biodegradable Mulberry bark, as well as the *Astral Line* of powder coated metal caskets.

"Imperial Group has made a commitment to reducing its carbon footprint and the New Leaf Collection is the latest example of our environmental stewardship, we will continue to lead the industry in offering ecologically sound products," said **Joel Poissant**, Vice President of Imperial Group, Inc.

Imperial Group, Inc. is committed to pioneering product solutions for all types of ceremonies and celebrations with personalized and professional service. With fully stocked and staffed warehouse locations in Calgary, Edmonton, Regina, Saskatoon and Winnipeg their products have been serving the industry since 1913.

For more information on the New Leaf Collection contact Joel Poissant, phone 403-243-8122, email joel@theimperialgroup.ca or visit www.theimperialgroup.ca.

Scattering Tubes: A New Tradition

ZEELAND, MI— America is creating its own cremation traditions in a culture that is changing from traditional burial. Many families are choosing to "scatter" the remains of loved ones in places that held special memories for the deceased. This "scattering" is a celebration of the loved one's life where family and friends join together in tribute to the deceased and at the same time, can support each other and experience a peaceful closure. Since this may be a family's first experience with cremation, funeral directors can



The Scattering Tubes in Satin Nickel and Gold Chrome Finish

be helpful by giving suggestions to the family to make the service more meaningful and personal.

The new *Scattering Tubes* from **Howard Miller** give dignity to the service and allow each person present to actively participate in the scattering. These very attractive tubes have an easily removable cap which allows for gentle scattering. After the scattering, each family member and friend will have a beautiful memento from the service in which to keep a folded picture, a written tribute, etc.

The funeral director serves the family by having the tubes ready for an at-need event. Often, they are the extra touch that can mean so much in the expression of grief and final farewell. They offer a feeling of substance in this new scattering tradition. Individual scattering tubes can be very comforting since all family members participate and everyone can have the honor of scattering. It allows for a very positive, inclusive

service. The tubes can also be used as keepsakes.

The Scattering Tubes come in individual felt bags and are packaged in a box of six. There is a choice of gold chrome finish or satin nickel finish. Each tube is 8 1/2" long and has a capacity of 6 cubic inches.

Howard Miller, an eighty-year-old American clock company in Zeeland, MI, has been making memorial products for over seven years. Howard Miller uses its woodworking skills to create a unique line of Memorial Chest Urns, Mantel Clock Urns and Keepsakes. The elegant designs work well for either at home or cemetery use. In addition, Howard Miller has wall and grandfather clocks as well as curio cabinets for funeral home décor. They also market their Hekman furniture line for funeral homes and cemeteries.

To view products, visit www.howardmiller.com. Ask your favorite distributor about this product or call 866-764-0485 for more information.

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 <small>2009 S & S Cadillac Medalist Hearse black, black top, black leather</small>	 <small>2002 Eagle Cadillac Ultimate Hearse white diamond, white diamond top, neutral leather</small>	 <small>2006 Eagle Cadillac Ultimate Elite Hearse w/table academy gray, black top, blue leather</small>	 <small>2009 Eagle Cadillac Kingsley Hearse black, black top, black leather, band</small>
 <small>2003 Eagle Cadillac Ultimate Hearse dark blue, dark blue top, blue leather, stainless band</small>	 <small>2000 Eagle Lincoln Ultimate Hearse white, white top, blue leather</small>	 <small>1996 Eagle Cadillac Coupe de Fleur Elite Hearse black, black top, black leather, electric table</small>	 <small>2002 Eagle Cadillac Ultimate Hearse white diamond, white diamond top, neutral leather</small>

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CK Candles celebrates Seven Years in business with new Software

SPOKANE VALLEY, WA— CK Candles, Inc., established in 2002 and the original in-house photo personalized candle provider, celebrates its seventh year serving the funeral industry with the roll out of their updated label wizard software.

Owner **Chris Nerison**, said that the improved software now has an auto-format function that makes using the software easier and faster than ever. The tool bar on the label wizard now has a button labeled "Auto Formats". This function allows a user to select from two auto formats, one for backgrounds with a name plate and another that formats the inscription for backgrounds that do not have a name plate on the background.

For information on how get the updated software contact CK Candles, Inc. at 888-304-3457 or email chris@ckmemories.com

HMIS, Inc. launches new Café Systems

NASHUA, NH— HMIS, Inc. President/CEO **Frank Hanlon** is pleased to announce the addition of a new product: *Café Systems*. HMIS has been serving the death care industry for more than 20 years and is regarded as the best cemetery and mortuary software solution in the industry.

"Like our signature product, *HMIS Advantage*, *Café Systems* is designed to support business processes within the death care industry. It's a single database option complete with customizable options," said Hanlon. "Funeral homes and cemeteries who use *Café Systems* benefit from the flexibility, proficiency and simplicity that the system offers."

Café Systems is a web-based program designed to deliver superior performance accessible from multiple locations. Featuring EDO (entering data once) technology, users benefit from reduced likelihood of error, increased efficiency and the ability to interface with multiple accounting systems.

"No more redundant entry of information! c.a.f.e.

systems cut down the time spent on data entry, significantly freeing up our time," commented **Buddy Phaneuf**, President and Director of **Phaneuf Funeral Homes & Crematorium** in Manchester, NH.

Funeral directors and cemeteries who use *Café Systems* can generate revenue and manage leads, create customized packages and statements, select from hundreds of prayer cards and handouts, and utilize powerful back-office features including pre-authorized debits, lock box payments and pre-loaded price revisions.

HMIS, Inc. has been serving the death care industry for over 22 years by offering the industry's only fully integrated cemetery, mortuary and crematory software solution. The *HMIS Advantage* software is one of a kind and can be used by mid-to large sized funeral homes, cemetery and/or crematory businesses. The company is located in Nashua, NH. For more information, please visit www.hmisinc.com.

Best Friend Tribute, Inc. enters Florida Funeral Supply Sales Market

BRADENTON, FL— Mr. A.V. "Augie" Bottiger V.P. of **Best Friend Tribute, Inc.** in Bradenton, announced that as of May 1, the company has established distributorship relations to provide Florida funeral homes with a full spectrum of supplies. BFT, Inc. representatives have over 75 years of collective related experience.

Best Friend Tribute, Inc. was formulated to reestablish the personal service in the supply end of the industry. They have recognized that the sterile feel of internet ordering has encroached into the industry. BFT, Inc. has aligned with established companies such as **Acme Graphics, Inc., Bogati Urn Co., B&G Fluid Co., Halo International, Peerless Plastics, Rose Solomon Co., Slaughter Instrument Co., Inc., Specialty Glove Co., Vischer Funeral Supply**, and others, to provide the personal representation that the industry was built upon.

The Central and Northwest portions of Florida will be supported by **Allan H. Dygert**, while **Lester Koontz** LFD, will provide his knowledgeable experience to the Southeastern counties. Augie Bottiger will oversee the Southwestern division of Best Friends Tribute, Inc. territories.

Over the past 40 yrs Augie Bottiger has owned and operated four funeral home supply businesses in Florida and Missouri. Additionally, he served as VP of sales for **Belmont Casket Co.** His extensive knowledge and understanding of quality for an affordable price has made each of his endeavors a successful experience for clients and himself alike.

For more information, contact Best Friend Tribute, Inc., 6611 Tailfeather Way, Bradenton, FL 34203. Phone 941-752-4439, or email AugieBo767@aol.com.

FrontRunner Professional announces its strategic integration partnership with SympathyNet

KINGSTON, ONTARIO, CANADA— **FrontRunner Professional** formally announced its integration partnership with **SympathyNet.com**.

FrontRunner Professional is an industry leader in advanced technology solutions for the funeral profession and the developers of the revolutionary *Matthews IMS* - an all-encompassing module based solution built for and exclusively distributed by **Matthews International**. SympathyNet.com is regarded as the nationwide leader in funeral broadcasts.

It was logical that these great companies would come together and forge one more piece of the ever evolving strategy for the Matthews IMS. This exclusive integration partnership has allowed SympathyNet's services and solutions to be completely integrated within the Matthews IMS. It allows for Live Broadcasts/Delayed Broadcast/DVD recording

and funeral services to be simulcast to any other rooms or locations as needed. It is affordable, flexible and easy to use. All broadcasts are viewed directly on the IMS customers integrated website through the deceased's *Book of Memories™* which is a very different approach than most companies offering broadcast services.

"I am both excited and proud to partner with a visionary company like SympathyNet," says **Kevin Montroy**, FrontRunner Professional founder and president. "As a 30 year licensed funeral director, it is always enjoyable to work with hard working professionals who truly understand both funeral directors and families needs and who share a strong passion for providing the best in class solutions."

Paul Generowicz, SympathyNet.com president, adds, "The overall vision and philosophy of FrontRunner

Professional and Matthews International mimics that of SympathyNet. I look forward to being part of this team to help firms reach their highest potential and excel in providing the exceptional services that sets their firms apart with the families and communities they serve."

The Matthews IMS system has been strategically engineered to continue to evolve with new and exciting applications, plug-ins and sophisticated market drivers designed to help Matthews customers grow their business and increase profitability. This is just one more piece in that evolution.

To learn more about this exciting new system contact Matthews International technology support at 1-866-748-3625, online at www.MatthewsIMS.com or speak to your local Matthews sales representative. Visit SympathyNet.com for details on products and service offerings.

F.A.C. Marketing develops the new Interactive Obituary Platform

BURLINGTON, IA— Industry professionals at **F.A.C. Marketing** have announced the launch of their new *Interactive Obituary Platform*.

"One of the top reasons people visit a funeral home website is to view the obituaries," said **Derek Baker**, Account Executive at F.A.C. Marketing. "That's why you want your online obituaries to be their best. You want to impress families while they are there and give them a reason to keep coming back."

According to Baker, who played a heavy hand in creating the new platform, funeral home owners can utilize this technology to allow their website to become a portal where families can

connect and share, no matter if they live down the street or across the globe.

The Interactive Obituary Platform lives up to its name by allowing visitors to upload their own photos and condolences or stories along with the ability to view the obituary and any publicly uploaded files.

They are also able to choose if they would like this information to be public for everyone to view or private for the family only. Old friends looking to reconnect with the family can also leave their email addresses privately for the family.

Families are also given unprecedented access. A secure login allows them to upload photos as well as review the

condolences and memories uploaded as private.

Multiple photos can be uploaded and public photos are displayed through a slideshow. Tribute and service videos are uploaded and hosted right on the funeral home site.

All information submitted by the public must be approved before it is posted live on the site through a simplified administration panel. This allows funeral staff to screen out any inappropriate material that may come through.

Current F.A.C. clients using the Legacy Obituary Platform will find the new option more user-friendly with an easy to use administration panel. You do not

need to be a client of F.A.C. to reap the benefits of the new platform. As a stand-alone program, it can be inserted into just about any website.

F.A.C. Marketing is a full-service marketing agency. With years of experience and concentration in the funeral industry, the professionals at F.A.C. Marketing are dedicated to providing custom marketing solutions to each individual funeral home.

For more information on F.A.C. Marketing's Interactive Obituary Platform, or any of their services, please call 800-800-5809. A monthly e-newsletter is also available. Sign up at www.facmarketing.com.

An Environmentally Responsible Alternative to Cremation and Burial

Continued from Page B1

Internationally, alkaline hydrolysis has become the standard, replacing incineration, and now Water Resolution is being introduced in the United States for use with human bodies. BioSAFE's alkaline hydrolysis process, which is patented in 23 countries for cadavers, has been used worldwide in laboratory and research applications. U.S.-based research facilities and medical schools, including the prestigious Mayo Clinic, successfully utilize BioSAFE's innovative technology.

There are significant advantages to choosing Water Resolution as an alternative to cremation and burial, because of its environmental component as well as its measurable cost savings.

- As the eco-responsible choice, Water Resolution:
 - Creates no air pollution and emits no greenhouse gases;
 - Emits twenty times less CO2 than with a typical cremation;
 - Uses only 10 percent as much energy per body as cremation, making it the energy-efficient option;
 - Neutralizes embalming fluid and cytotoxins, protecting soil and water from pollution;
 - Results in organic elements safely released to the ecosystem.

While Water Resolution provides responsible stewardship of the environment, its economic conservation is an important factor, too.

- Operation and maintenance costs of Water Resolution are less expensive than cremation.

- By using only 10 percent of the energy needed for cremation, it both conserves energy and protects against spiraling energy costs.
- The Water Resolution machine requires minimal maintenance and has a lifespan of 20-30 years.
- No air permits are required to operate the Water Resolution process.

Information about Water Resolution from BioSAFE Engineering is available by calling 888-858-8099 or visiting www.waterresolution.com.

Factors	Water Resolution	Cremation	Burial
Release of harmful emissions	NO	YES	NO
Contaminants added to underground water	NO	NO	YES
Toxic drugs and embalming fluid released to soil	NO	NO	YES
Excessive CO2 contributing to global warming	NO	YES	NO
Return of resolved elements to the earth	YES	NO	YES
Damage to titanium/metal implants	NO	YES	YES
Take up valuable land	NO	NO	YES
Least expensive process	YES	NO	NO

Church & Chapel upgrades "The Ultimate Guide to Cremation Urns"

CHICAGO, IL— Church & Chapel has just updated and upgraded its widely-acclaimed "Ultimate Guide to Cremation Urns."

"It's an ideal selling tool; it will help the bereaved family easily sort through so many options in high-quality urns," said Frank Taddeo, Church & Chapel's Vice President of Sales and Marketing. "It's designed for funeral home advisors to show family members many urn varieties, and help them choose what's most appropriate for the deceased."

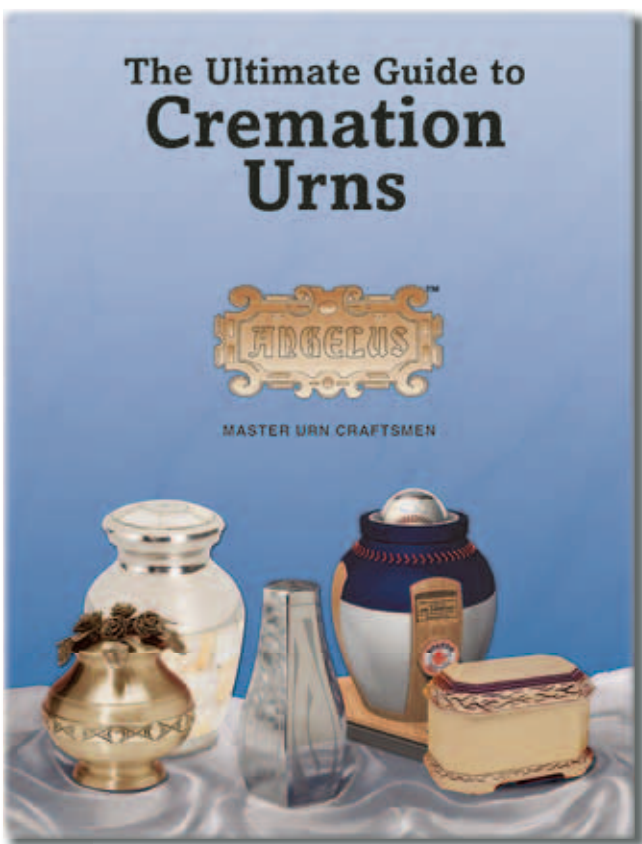
"We've gone out of our way to make this our easiest-to-use catalog ever," notes Taddeo. "It's particularly easy to find just the right urn for any situation and preference. We've even included a glossary in the back that can help them understand the differences between types of urns and the materials they're made from."

The 100-page, full-color catalog is available for free to all licensed funeral professionals upon request.

Included are a wide variety of thematic urns, including those celebrating veterans, sports fans, hobbyists, and even political parties. A large number of the urns are also available in keepsake versions, allowing family members to share and celebrate memories.

It also features earth-friendly biodegradable urns, hand-carved brass urns, more bronze urns than ever before, and even pet urns. This broad variety of urns is only one of many reasons Church & Chapel is known as the "Master Urn Craftsmen."

"This is the most comprehensive collection of urns that we've ever offered," said Taddeo. "And many of these



Many of the catalog's urns are available exclusively through Church & Chapel. (L to R) the Majestic hand-carved brass urn, "Born to Ride," for motorcycle enthusiasts, and the Gold Copper Cloisonné series.

products are available exclusively from Church & Chapel."

Also featured are urns in literally all styles and materials, including porcelain, sterling silver, wood, cultured marble, ceramics, bronze, 14 kt. gold, and pewter, among others.

In addition to urns, Church & Chapel Metal Arts offers a complete line of other supplies to the funeral home industry, including a full line of furniture, equipment, and

signage products. Currently boasting many employees in-house who work in such diverse areas as woodworking, frame assembly, sales, marketing and warehousing, Church & Chapel ships "same day" nationwide.

The company has been serving the industry faithfully since 1933, and is headquartered at 2616 W. Grand in Chicago, and can be reached at 800-992-1234, or at its web site: www.church-chapel.com.

The Regal Line Introduces "Good Earth Series™"



Good Earth Series of Funeral Stationery Products

CEDAR RAPIDS, IA— As you've probably noticed, the concept of going green is everywhere today – from the local and national news, world politics, technology, our vehicles, our food supply and even the light bulbs which are to be regulated in the next few years. Everywhere you look, a myriad of publications and industries talk about how they are doing their part in helping cut down on the use of the earth's natural resources. This rising tide of demand for green products makes it increasingly clear that the funeral industry is being affected by these same forces and we must learn to adapt.

"The funeral industry has known for many years about the needs and wants of the baby-boomer generation," says Jeff Scherrman, President of The Regal Line, "this generation, with its heralded power and wealth, has changed the traditional thoughts on conducting business throughout every industry – the funeral industry is not immune to this pressure. The green movement began with their generation and we intend to offer a 'green' product to meet their demands."

Industry seminars and lecturers have stated for years that baby-boomers are both savvy and educated and are willing to shop around for their products and services. Funeral directors must be able to offer a selection of products and services that complement the demands of the baby-boomer generation, and one of these demands is for green burials.

The Regal Line spent 18 months of research and design before introducing its Good Earth Series™ of funeral stationery products. "We wanted to find the most efficient and forward-thinking approach in order for funeral directors to provide new, fresh and environmentally friendly stationery products to the families they serve," said Mr. Scherrman. "After 4-5 months, we discovered there was much more to this project than simply printing ink on recycled papers. We needed to also rethink our own production methods in order for our Good Earth Series™ products to qualify for Green Seal Approval and Green Burial Council certification. Regal Line products are now manufactured using sustainable, lean-manufacturing techniques."

Research found that, while there were certainly many types of recycled paper in the market, the quality and the visual properties of many of these papers were not in keeping to the quality standards of The Regal Line. They contacted Bob Weinstein, advisory board member to the Green Burial Council and Green Consultant to the funeral profession, to discuss the quality standards and demands set by baby-boomers and also the product standards required to receive certification and approval from the Green Burial Council. "Bob Weinstein was instrumental in keeping us focused on presenting a truly green family of products. Even our Nature's Tribute Fern Lapel Pin was custom made for us using only lead-free, recycled pewter remnants discarded from larger factories. The artists who designed our pins state that all their products are manufactured using solar power, wind power, or small hydroelectric generators."



After designing the Good Earth Series™ products, The Regal Line even went so far as to re-manufacture the packaging used to display both the acknowledgement cards and their Gift Box Set. "While the use of such recycled products is more expensive in the manufacture of the products," said Mr. Weinstein, "I suggested to Jeff Scherrman that the authenticity of a truly green family of products would be appreciated more by those families who will purchase Good Earth Series™ funeral stationery. I'm happy to say, The Regal Line truly understands the importance of authenticity for the green consumer."

"The Green Burial Council is proud to welcome the good earth series of products into our network of approved providers," said Joe Sehee, Executive Director of the Green Burial Council. "The approach they have taken, which avoids the use of toxic/hazardous chemicals and maximizes the use of recycled materials, is truly commendable."

For further information regarding Good Earth Series™ funeral stationery products, please visit www.GoodEarth4u.com.

Schuylkill Haven Casket Company earns "Pennsylvania Preferred" Status

SCHUYLKILL HAVEN, PA— Schuylkill Haven Casket Company is a Pennsylvania based manufacturer as well as a user of Pennsylvania agricultural products (90% of green lumber used in production is harvested from forests in Pennsylvania). The Pennsylvania Department of Agriculture has granted to Schuylkill Haven Casket Company "Pennsylvania Preferred" status. The Pennsylvania Department of Agriculture maintains a worldwide reputation of strict quality regulation concerning food products and other agricultural products (like lumber) that originate in the state.

One in every seven jobs in Pennsylvania is related to agriculture. The Pennsylvania Preferred program encourages consumers to support the Pennsylvania workforce and economy by purchasing Pennsylvania Preferred products. Look for this label on Schuylkill Haven hardwood caskets that verify these units are manufactured with Pennsylvania Hardwoods.

Pennsylvania has one of the largest and most diversified hardwood reserves in the nation. 60% of Pennsylvania's land mass is forests (17 million acres of forests) with more than 70 species of trees. Pennsylvania is committed to sustainable forestry practices together with the encouragement of Forest Stewardship.



Haven Line Industries, comprised of Schuylkill Haven Casket Company and Columbia Caskets Corp (metal and cloth distribution division) is celebrating its 90th year as a manufacturer of high quality and affordable hardwood caskets. Independently owned and operated, Haven Line Industries distributes caskets to funeral homes through an extensive warehouse system that services Pennsylvania, New York, New Jersey, Maryland, West Virginia, Delaware and Eastern Ohio.

On a national level, Schuylkill Haven hardwood caskets are available through a network of independently owned and operated distributors. For more information concerning Haven Line Industries: www.havenline.com or 1-800-222-3431.

AlturMATs, Inc. 15th Anniversary

Continued from Page B1

the year 2009, AlturMATs is celebrating its 15th year in business and is happy to report the business continues to grow in domestic and international avenues.

Since the beginning, AlturMATs has manufactured ground cover mats that virtually eliminate expensive ground restoration costs. AlturMATs are made of 1/2" thick recycled polyethylene, range in sizes from 2'x8' to 4'x8', can withstand 60-ton loads and are guaranteed for a full 6 years. The mats link together using Turn-a-links, creating a continuous roadway or a large working platform. The mats are ideal for use in cemeteries as well as a very broad range of other applications and are distributed worldwide.

AlturMATs announced the acquisition of Mobile Mats in the fall of 2007. This has allowed for a wider range of sizes and tread styles of ground protection mats. Mobile Mats are made from virgin plastic and are lighter in weight and very durable for smaller machinery. AlturMATs also offers VersaMATs, which are designed for applications of both vehicle and foot traffic. All variations of ground protection mats are guaranteed for a full six years.

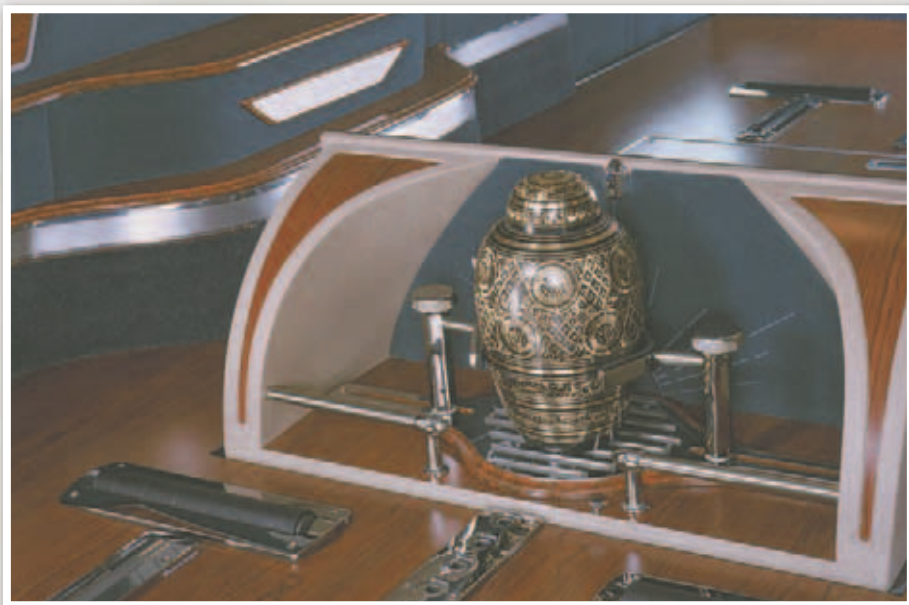
Visit the website at www.alturmat.com for the full product line and mats in action photos. Call toll free 888-544-6287 for more information.



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Cremation Solutions

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

“We’ve been buying Eagle Coaches for 10 years. We made the switch to Eagle because of their STYLE AND THE VALUE FOR YOUR DOLLAR. We’ve found our vehicles to be RELIABLE AND QUALITY in every sense of the word. Maintenance has been extremely low—these vehicles easily pay for themselves in maintenance alone. Eagle Coach Company stands out from the competition in their dedication to fulfilling all the needs and requests of the funeral director. OUR COACHES PERFORM FLAWLESSLY, and I would definitely recommend Eagle Coaches to another director.”

CHRIS MILLER, BARON-MILLER FUNERAL HOME
IN CHEEKTOWAGA, NY

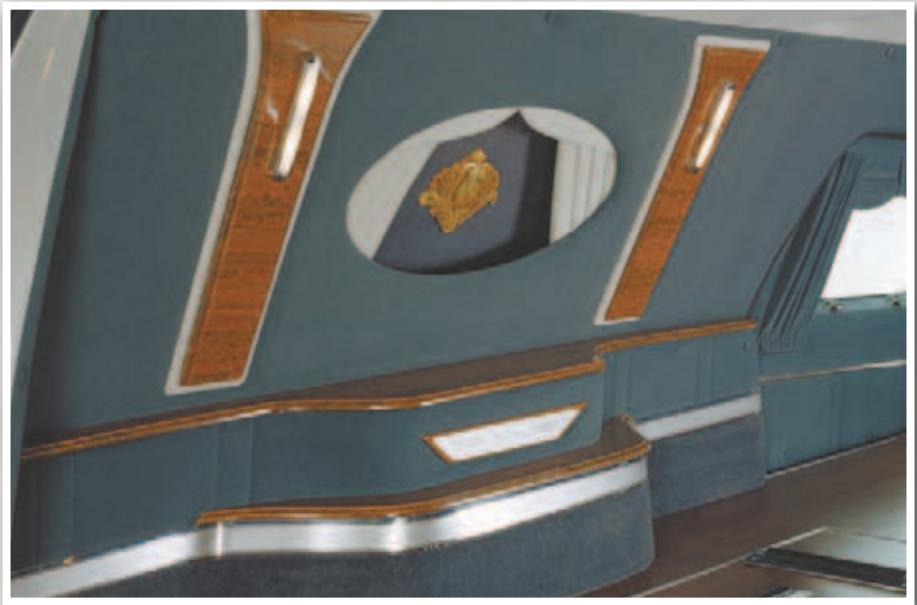


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“We’ve been buying Eagle Coaches for twelve years. We know the people at Eagle Coach well, and they’re always VERY PROFESSIONAL AND RESPONSIVE to our needs. Aside from their service, I love the STYLISH INTERIOR AND ELEGANT DESIGNS. We would absolutely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

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



Distinctive Styling



Spacious Interiors

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

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



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Madelyn Co., originator of Keepsake Pendants, adds two new Designs

JANESVILLE, WA— Madelyn Co. of Janesville, is still the leader as well as the originator of the Keepsake Pendant concept.

This company's line of product has expanded from four designs to over fifty styles in 14K white/yellow gold, silver, titanium, stainless steel, vermeil plated, and bronze. All of the products are designed to hold a small portion of cremated remains, a clip of hair, or other meaningful ceremonial materials, such as soil or flowers. These stunning pieces can be worn or displayed in a glass dome.

Recently Madelyn Co. has added two new designs, including an enamel green leaf and an enamel red heart, both with a smooth back for engraving. The leaf will be added to the nature series with a portion of all sales donated to *Our Shared Planet*. This organization has an amazing nature exhibit where wildlife artist *Jim Ramsdell* uses art to educate people about environmental awareness. To

learn more about award winning artist Jim Ramsdell, as well as his commitment, please visit www.oursharedplanet.org. Our Shared Planet is dedicated to raising awareness of the importance of the natural world around us and fostering a reverence for all its creatures.

Madelyn Co. has a mission statement that has remained the same throughout 15 years of business. "In creating our pendant line, we have a simple purpose: to enable others to cope more easily, to hold a source of comfort in their hands and find peace in their hearts."

For more information contact Madelyn Co. at 1-800-788-0807, fax 608-752-3683, or email madelynco@charter.net. Visit their website at www.madelynpendants.com. View the Madelyn Company Collections: the CANA Convention in Denver, CO, August 19-22, 2009, or at the NFDA Convention, Booth #543 in Boston, MA, October 26-28, 2009.

M. Solomon Casket Company has provided Exceptional Service and Products for over a Century

CRANSTON, RI— M. Solomon Casket Company was started in 1908 by Morris Solomon. After over 100 years, the company is still providing the same attention to service, quality and value to New England funeral professionals that Morris Solomon did over a century ago when he started supplying caskets to funeral homes in Rhode Island and nearby towns in Massachusetts.

"We are honored to be in the position of thanking our customers for over a hundred years of allowing us to serve them," said Steven Lewis, President of M. Solomon

Casket Company. "The company's strength and ability to evolve and serve the needs of its customers over time can be attributed to our founder's principles of providing reliable service, the best value in the marketplace and a complete product line to serve any family's needs."

Having grown from a humble beginning in Cranston, RI, M. Solomon now has 6 locations. Their territory has expanded to service funeral homes from Maine to Pennsylvania, and they are the largest independent casket distributor in the northeast.

"We're proud to be a fourth-

generation, family owned company," added Lewis. "We look forward to continued growth and serving our customers for 100 more and beyond."

M. Solomon Casket Company has been a family business since its founding in 1908, offering a quality product and a fair value. After over 100 years in the industry, the business philosophy has remained the same. Solomon serves funeral directors from six offices in the Northeast. For more information, call 800-521-1006 or visit www.solmoncasket.com.

Heritage Memorial helps Fund Funerals for Families, Directors

TUPELO, MS— Funeral costs around the country are rising—and personal savings accounts are shrinking fast. A new financial services company aims to help with low-cost, no-risk funding.

Heritage Memorial Funding launched from Tupelo, MS, in March, and immediately began funding funeral services for new clients. Heritage President Joe Estess said his newest venture meets an important need.

"The average cost of funeral services is about \$7,000," Estess said. "Most Americans today have a negative savings rate. When they're faced with a death in the family, they're under a lot of untimely pressure to scrape together enough money to pay the funeral director. At the same time, the funeral director usually has to wait for payment. It's not a good situation for either of them."

Heritage Memorial Funding helps solve this problem, Estess said, by offering families a cash advance on a verified insurance policy to pay for final services. Without Heritage, life insurance payments can take as long as 60 days or more, and usually involve detailed paperwork. Heritage pays families and funeral directors usually 24 hours after they submit minimal paperwork to verify the policy.

Estess clarified that the funeral funding is not a debt or a loan—families don't have to pay anything back. Heritage advances funding of the payment that is due the beneficiaries of the policy. If the policy is bigger than the cost of the funeral, then families get additional funding to pay for bills, travel to the funeral, or pay off other debts.

In return for its services, Heritage assesses a small fee that is deducted from the beneficiary payment. Families and funeral homes pay nothing else for the service.

Before launching Heritage Memorial Funding, Estess did his homework with market research, ethnographic studies, positioning, and pricing recommendations from consultants at Southern Growth Studio.

"Based on the data and the feedback the consultants received from funeral home directors, we saw a real need in the industry for a service like Heritage," Estess said. "Given that we have been successful with this funding model in other industries, we see this as a perfect fit. We have the experience to make it work."

Heritage's services will be used by funeral directors in thousands of funeral homes around the country.

For 31 years, Tommy Wells of Wells Funeral Home in Batesville, MS, has offered prompt, personal service to his clients. Wells said Heritage has made it even easier to give his customers the best.

"The financial stress many families face sometimes escalates when a loved one passes away," Wells said. "That's why Heritage's services are of great value to us. Our families aren't asked to produce funeral payment out of their pockets, and we aren't in a situation with our suppliers that puts us at risk because of unpaid debt. And the speed at which we get funded fits our needs very well. Heritage Memorial Funding allows us to operate without the hassle of unpaid funeral costs."

Heritage Memorial Funding is a family-owned financial services company that meets the needs of funeral directors and the families they serve. With a verified life insurance policy, grieving families can pay for funeral services and sometimes received additional beneficiary funding. For more details, visit www.heritagememorialfunding.com.

Rob-Win Press hires Rusty Spencer as Virginia Sales Representative

ALLENTOWN, PA— Rob-Win Press, a funeral industry leader providing highest quality products to funeral directors nationwide since 1938, is pleased to announce that Rusty Spencer has joined the Company as Sales Representative for the state of Virginia.

Robin Cook, Rob-Win President, noted that "Rusty's extensive knowledge of the funeral industry and proven sales professionalism ensure his meeting our customers' highest product quality and service requirements in the sale of our extensive line of funeral supplies, including register books, service folders, acknowledgment cards,



Rusty Spencer

portfolio bags and many related products."

Mr. Spencer is a graduate of Virginia Commonwealth University with continuing education from the Funeral Service Education Founda-

tion. For years he was associated with Spencer Caskets, including holding the position of Vice President. He also has extensive experience in the sale of preneed services to funeral homes, covering the state of Virginia. Rusty lives in Richmond, Virginia with his wife and daughter.

Rob-Win Press, headquartered in Allentown, has served the funeral industry for 70 years, successfully meeting the changing product needs of funeral homes while, at the same time, offering an old fashion dedication to quality and outstanding customer service. For more information call 1-800-327-0940 or visit www.robwin.com.

Trigard to host Vault Dealers Convention in Danville

DANVILLE, IL— Trigard's biennial convention is taking place in Danville, IL this summer, July 26–28. Danville is the hometown of Trigard's main office and manufacturing plants. It is a location where Trigard's vault dealers can learn from and network with the entire Trigard staff. While Trigard offers a program called "Trigard University" and encourages their dealers to visit their Danville facilities often, the Trigard Convention will be a more extensive learning experience complete with plant tours, keynote speakers, and of course a little fun with a Trigard golf outing and luau.

"Trigard University is more of a crash course, while the Trigard Convention is a fun event to bring the entire family to. We will share ideas on how to survive during these hard economic times, and introduce our new *Healing Tree* product to our dealers. Our goal is that our vault dealers will walk away with a lot of ideas on how to improve their businesses when they leave the Trigard Convention," says Trigard's CEO Linda Darby-Sempsrott.

Trigard dealers will also learn how to become a leader with Trigard's keynote speaker Maureen O'Brien. Maureen is a motivational

speaker and a small business sales coach, and is the author of "Get Your Big Girl Pants on and Sell Something".

"We know how hard the economy is right now, and that is why there is no registration fee to attend the Trigard Convention. We feel that it is only when we give our best, that our vault dealers are able to give theirs," says COO, Donna Darby-Walthall.

For more information on the Trigard Convention, please contact Blake Swinford at 217-304-2530, or contact a Trigard customer representative at 1-800-637-1992. All Trigard dealers may register online at www.trigard.com.

Trigard is a family owned and operated business based in Danville, IL. They have catered to the varying needs of the death care industry since the 1960's. Trigard regularly hosts Trigard University, a program dedicated to assisting dealers and funeral directors by providing the necessary tools to make their firms succeed in today's competitive environment. Trigard believes that by working closely with other death care providers, we enhance our knowledge of the industry and stay a step ahead in today's changing marketplace.

FuneralResources.com chooses Webcasting Central Preferred Provider

WINNIPEG, MANITOBA, CANADA— Webcasting Central has been chosen by FuneralResources.com to be their Preferred Provider of Webcasting programs.

Christopher P. Hill, founder of FuneralResources.com, had this to say about Webcasting and their decision to choose Webcasting Central as their Preferred Provider:

"Given our family-focus, if we recommend any information or professional services, we spend a great deal of time and extensive research to make sure this recommendation will provide great value to our families. It was an easy decision for us to select Webcasting Central as our Preferred Provider given their experience, high-quality services, and excellent reputation and feedback from the Funeral Providers and families they have helped.

"The reality is that there are many reasons people simply cannot attend the Memorial service of a loved one, so this innovative Webcasting technology is becoming an increasingly popular place on our website. Since Webcasting Central can provide families with an excellent option to participate in this special Memorial service when they cannot be there in person, we believe every Provider would benefit by learning more about the benefits of Webcasting Central and how they can help them grow their business. I can assure you that FuneralResources.com will be working hard to make sure families are aware that this option and technology exists."

Although internet webcasting and streaming is relatively new to the Deathcare industry, Webcasting Central has been providing this technology to various industries for many years. Colin Hay, managing partner of Webcasting Central admits:

"Our staff boasts many years of webcasting experience. I don't want to say how old some of us are but we were providing webcasting before it became a household word. The good news, it's that experience that allows us to provide Deathcare providers and their clients with reliable and quality webcasting. We look forward to assisting all FuneralResources.com clients in providing this meaningful service to their families, and through webcasting, helping the providers to grow their individual businesses."

FuneralResources.com is the Internet's leading family-focused online resource, known for their user-friendly website, excellent library of helpful funeral planning information, resources, merchandise, and services. Also, they offer families Five Funeral Services Directories, which provides easy access to more than 20,000 of the industry's best Funeral Homes, Cemeteries, and Crematories for each of the services they provide. Their leading role and reputation in funeral industry, as well as their exclusive "Pre-Screened and Qualified™" process, is why the Senior Citizens Bureau, which is the largest National Non-Profit for Seniors with over 750,000 Members, chose FuneralResources.com to be their National Partner for their new Funeral Planning Division.

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Funeral Business For Sale 5

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Hearses/Limousines 8

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2002

- Cadillac Superior Hearse silver/blue leather

2000

- Cadillac S&S Hearse silver/black top/blue leather

1999

- Cadillac S&S Masterpiece black/black leather
- Lincoln Superior Hearse black/black leather

1997

- Cadillac M&M Hearse black/blue leather

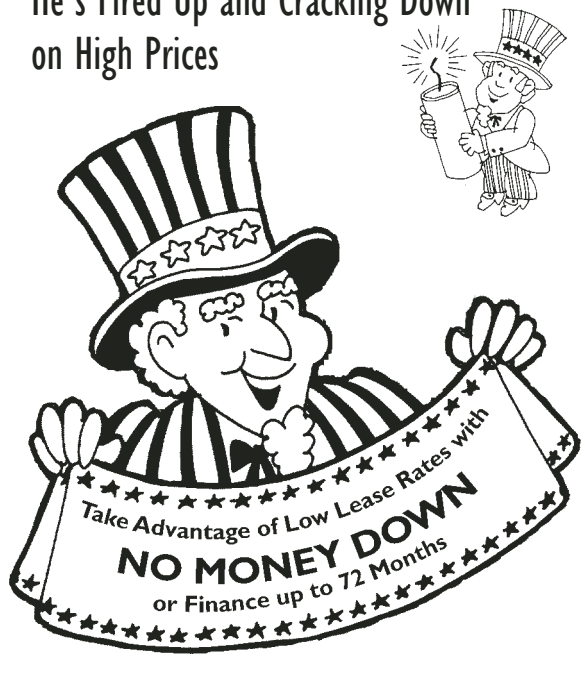


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2004

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- Cadillac Federal 6-door black/black leather
- Cadillac LCW 24-hour black/black leather

2003

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- Cadillac S&S 6-door white/black top/black leather
- Cadillac S&S 6-door gold/black top/black leather

2001

- Lincoln S&S 24-hour black/blue leather

1999

- Cadillac Superior 6-door blue/blue leather
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1998

- Cadillac S&S 6-door white/burgundy leather

1997

- Cadillac S&S 6-door white/blue leather

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2009

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- 1994 Cadillac Federal, 71k mls, Navy Blue \$6500
- 1993 Cadillac Superior, Silver, 58k mls \$3950
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- 1998 Cadillac Superior, Silver, 82k mls, One Owner, Overheats! \$2250
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