

Eternal Cross made from Cremains

CUMBERLAND,RI— **Windsong Memorials** recently introduced a unique product using cremation ashes in the shape of a beautiful cross. Named the *Eternal Cross*, it measures 13 inches tall, 8 inches wide, and 1 inch thick. Unlike traditional urns and other keepsakes that act as a vessel for storing cremains, the Eternal Cross is constructed using cremation ashes.

“While the concept of using cremains to create a product isn’t completely unique, the Eternal Cross is the first product we’ve seen that contains a large portion of ashes used to make the product versus making a product and then adding a few ashes,” said **Alex Lynch**, Founder of Windsong Memorials.

The Eternal Cross is personalized with an engraving on the back citing the departed’s name, date of birth, death date, and serial number extracted from the cremation tag. Additionally, the cross includes a dated Certificate of Authenticity stating for whom the Eternal Cross was made, to whom it commemorates, and the cremation tag number. The Eternal Cross ships standard with a special device for hanging it on a wall.

As an option, customers can have their Eternal Crosses delivered in a wooden display case sealed with a glass front. “The display case serves two functions,” said Mr. Lynch. “First it’s to protect your memorial, and second to provide you with a beautiful means for displaying your Eternal Cross.”

As a beautiful piece of artwork memorializing a loved one, the Eternal Cross easily becomes a family heirloom to be passed on from one generation to the next. Not only warranting family pride in established heritage, dat-



The Eternal Cross from Windsong Memorials

ed and rare artifacts like this cross increase in personal and monetary value over years and across generations.

“At Windsong Memorials, we understand that most dearly departed are survived by more than one person. Because of this fact, we make it possible to share your loved one’s Eternal Cross with other surviving family members by making multiple crosses from the same cremains. Each Eternal Cross we make can be shipped anywhere in the world,” said Mr. Lynch.

The Eternal Cross uniquely honors by artistically preserving the cremains beyond the standard values instilled by using urns. Choosing the Eternal Cross allows families to continue honoring their departed’s final wishes or family traditions of burying or scattering cremains while keeping a portion of their loved one close.

CONTINUED ON PAGE B6

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Elegante Receives U.S. Design Patent



Elegante Brass adult urn that has recently been patented.

BROOKLYN,NY—Taking a step away from ordinary, **Elegante Brass Company** has received a U.S. design patent for their newly-designed urns.

The teardrop-shape symbolizes life, loss and the inevitable tear. This concept has altered the appearance of the traditional cremation urn. Manufactured of 100% genuine brass, the four piece series includes an adult urn, keepsake, ultra-keepsake and a necklace pendant. The urn also comes in a variety of finishes by Elegante’s designers. The granting of the patent status guarantees to all Elegante’s customers exclusive access to the urn through the company’s distributors which service funeral directors throughout the United States and Canada.

For more information call 1-800-252-7277 or visit www.EleganteBrass.com.

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CALENDAR of Events

CONVENTIONS/ CONFERENCES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

OGR Annual Conference - Apr 08-09, 2011, Loews Atlanta Midtown, Atlanta, GA. 800-637-8030. www.ogr.org

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

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

MEETINGS/SEMINARS

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

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

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

The Foresight Companies - Oct 10, 2010 "The 21st Century Funeral Home", Marriott New Orleans Convention Center, New Orleans, LA. 800-426-0165.

OGR Fall Forum - Nov 01-02, 2010, Marriott Cincinnati at Rivercenter, Cincinnati, OH. 800-637-8030. www.ogr.org

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

Lima Coach introduces The Transition



The Transition by Lima Commercial Coach

BEAVERDAM, OH— Lima

Commercial Coach is a new builder in the funeral coach market. Their coach, *The Transition* offers the largest dimensions in the industry, a full 50 inches between wheel wells with 40 inches of headroom; the rear compartment is big enough to carry oversized caskets. The frame is not cut and stretched like other coaches; therefore, the gas and brake lines are not spliced.

In addition, *The Transition* is rear wheel drive and available in four wheel drive. Most importantly, *The Transition* is priced thousands of dollars less than other coaches. The chassis is fully warranted by GM for 3 years or 36000 miles, the drive line is warranted for 5 years or 100,000 miles, whichever comes first, and it can be serviced at any GM dealership.

LCC is a new builder but by no means do they lack coach building experience. The President and CEO, **Brad Smith** worked for **Accubuilt** for over 14 years; his last title was Director of Operations. The VP, **Mike Noble**, has 30 years of management experience in the funeral coach industry. He served as VP of sales for Accubuilt from 1985 to 2000.



The Interior of The Transition

The team managers, **Art Bicknell**, **Rick Davis** and **Denis Brummitt** have a combined 60 years of coach building experience in all phases of production with **Superior/S&S** of Ohio and **Accubuilt**. Every one of their employees has gained a vast amount of coach building experience with **Superior/S&S** of Ohio and/or **Accubuilt**.

For the dealer nearest to you call Brad Smith at 419-236-1726 or Mike Noble at 419-302-4927. For more information visit their website at: www.limacommercialcoach.com.

Urn Pedestals Enhance Urn Sales



The Urn Pedestal in the Traditional Finish



The Urn Pedestal in the Contemporary Finish

MARENGO, IL— "I love **David Orth's** urns. They are pricey, but they sell. And even when they don't, they inspire my families to consider nicer urns. David's urns are always working for me," says an unnamed funeral director. David's company, **A Different Kind of Urn**, has added a unique product that enhances urns in two critical ways. The concept is "a simple no brainer," David says. A no brainer perhaps, except that

David seems to be the one to think of it and design it just right.

His *Urn Pedestal* or dais, first serves in the funeral home as a simple, clever display which helps the families imagine the urn in their own home – no small marketing feat for an urn. Secondly, it serves in the families' homes as a place of honor and imparts a special sense of sacred space around it. It's like a picture frame for an urn. It provides room for a small flower or

other keepsake to accompany the urn. "It really gives the families an idea of what-to-do-with-the-urn. People don't necessarily know what to do with an urn," David says. The urn pedestal is available in two finishes – one traditional, one contemporary. Directors can check out David's products at www.DifferentCremationUrn.com. Contact David at 815-943-4099 or email davidorth@OrthFurniture.com for your password to "directors only" pages.

Covington Casket Company adds new Legacy Caskets to Line

ANDALUSIA, AL— **Covington Casket Company** introduced the new *Legacy Line* in February 2010. "Funeral directors have been asking for a high quality 18 gauge casket at an affordable price," Covington's Vice President **Alan Williamson** states. "We went right to work and designed a casket with high eye appeal features that include brush finishes, swing bar hardware, premium crepe interior and an outstanding shell design. When manufacturing this casket we cut nothing but the price." Evidently it worked, since the *Legacy* line hit the market in March, Covington's sales have surged 7.5 percent. "We had the best month in the company's 86 year history, we hit a home run with these," said Williamson. Covington offers 12 different colors in the new *Legacy* line.

Covington Casket Company is family owned and operated



and is located in Andalusia, AL. They serve most of the Southeast with warehouses in New Orleans, LA, McComb and Jackson MS, and Albany, GA. To view the new *Legacy's* as well as Covington's complete line, go to www.covingtoncasket.com.

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

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You Serve the Most Active Consumers in History. Are You Prepared?

By Lisa Saxer-Buros

JANESVILLE, WI— As a funeral professional you realize that outstanding funeral service can never be achieved if you give your families only “cookie-cutter” options in service and merchandise, for funeral service is never a one-size-fits-all industry. Instead, you satisfy your client families with customized efforts to meet their individual needs and wants.

Providing families with enough options to satisfy those needs can be a challenge. Today’s families are significant consumers of goods and services. They come to the funeral experience accustomed to their life which overflows with seemingly unlimited choices. To meet their wishes are you giving them the choices they expect – in service, merchandise, technology and more? Are you recognizing the value these options can bring to your bottom line?

Our family’s own personal journey of grief led us to discover a need that was not being met, an option not being offered.

When my mother, *Madelyn Saxer*, passed in 1992, I wanted something that kept the memory of her alive and always with me, something that propelled and motivated me, just as she had in life. I sought comfort from remembering her zest for living and strength from her ability to embrace death. Importantly, I wanted to honor her request to our family that we keep her with us always, even after her passing.

My mother planted a seed and I acted on it in the form of a fillable pendant. I designed a simple round pendant which could hold a small portion of her cremated remains. I had a local jeweler make the pendant as a Christmas gift for myself, sisters and brother to keep our mother close to our hearts. When wearing the pendants, we felt her presence with us.

My dear friend **Joni Cullen** and I began researching the funeral market to see if anything similar was available. There was nothing in the keepsake market. Joni and I started the business, named **Madelyn Co.**, in 1993. We are the originators of Keepsake Pendant Jewelry in the funeral industry. The concept of our pendant line was born to enable others to cope more easily, to hold a source of comfort in their hands and to find peace in their hearts.

We have expanded our line because we, too, face the same challenge as you. We need to provide to our customers – funeral professionals like you – the options families expect. Although our first round pendant was exactly what I wanted, we listened to funeral directors and now offer many designs to meet your families’ needs.

Our designs include:

- Traditional and contemporary
- Bracelets and pendants
- Sterling silver, gold vermeil, 14K yellow or white gold, stainless steel, quartz crystal and titanium
- Designs for men, women and children
- Engraved and able to be filled with cremated remains, a lock of hair, ceremonial flowers or soil from the burial site.

And for those committed to the environment we offer a new design, an enameled green leaf pendant, with 25% of the sales of this design donated to Our Shared Planet. www.oursharedplanet.org.

As funeral service providers have added Madelyn Company’s keepsake pendant jewelry to their merchandise selections



they see a higher client satisfaction as well as a measurable result in their bottom line. “We find that the families who like the concept order multiple pieces,” comments **Steve Storvik**,

funeral director at **Schmidt & Bartelt Funeral & Cremation Services**, with locations throughout Wisconsin. “We were the first to carry Madelyn Company jewelry – that’s nearly 20 years ago – and have seen interest and sales increase as their product line has expanded.”

“Baby boomers as well as Gen X and Y are drawn to the jewelry,” reports **Valerie J. Wages**, CFSP, president of **Tom M. Wages Funeral Service** with two locations in Georgia. “Sales have taken off and feedback is positive. We hear such comments from families as, ‘I feel that I still have my son with me.’”

With many funeral service providers feeling the financial pinch caused by the growing preference for cremation, providing increased options, particularly cremation-related options, is not just good service to families, it is good business.

Offering our keepsake pendant jewelry is one meaningful option to consider. Remember that you are serving the most active consumers in modern history. Their demands may be great, and their potential is worth your effort.

Lisa Saxer-Buros and Joni G. Cullen are the owners of Madelyn Company, which is more than a business; it is a commitment that is close to their hearts. Headquartered in Janesville, Wisconsin, Madelyn Company is a global company serving the funeral service industry. They can be reached at 1-800-788-0807 or via email at Madelynco@charter.net. For more information about their products and to download a brochure, visit www.madelynpendants.com.

Wilbert Funeral Services holds Quality Control School for Licensees



Wilbert Quality Control School Attendees

BROADVIEW, IL— **Wilbert Funeral Services, Inc.** recently conducted its Quality Control (QC) School for plant personnel throughout its licensee organization. Forty nine associates attended the three day event hosted at **Arnold Wilbert’s** Summerville, SC facility.

The event’s theme, “Mastering the Art of Excellence” helped to reinforce the art of manufacturing Wilbert Burial Vaults, the craft of properly maintaining the equipment that is used on a daily basis in both the plant and at the graveside, the creativity in enhancing services at the graveside and most importantly,

reminding each participant of the importance of what Wilbert does for funeral professionals and the families they serve.

The school was formatted as a team challenge that used the “hands-on” approach. At registration, the attendees were assigned to either the Red, Green, Blue or Black team and then worked together to perform the tasks and challenges they encountered throughout the course of the two days.

The competitive events that each team took part in were the Concrete Vault Form Stripping and Cleaning Relay, Unidex Roll Off, Cover Brush Derby, Superseal Press, Vault Highlighting Madness, Buff-A-Rama, the WilbertWay Sprint, and finally the Graveside Service Tent-A-Thon.

All of the teams benefited from the competition over the course of the two-day school and thoroughly enjoyed the fruits of their labor at the closing Low Country Boil event.

Attending the event were **Mark Bates**, **Raul Valentin** and **Terry McFaden** from **Norwalk Wilbert Vault** in Bridgeport, CT; **Aaron Lancott** and **Riley Harris** from **Memorial Monuments and Vaults** in Meridian, ID; **Dean Brandt** and **Chris Barrett** from **American Wilbert Vault** in Forest Park, IL; **Bryant Thompson** and **Quinton Woods** from **Richards Wilbert-Roanoke Valley**; **Bob Reid** and **Raymond Hyatt** from **Richards Wilbert-Hagerstown**; **Marc McEachnie** and **Chris Keast** from **Century Wilbert** in Scarborough (Toronto), ON; **Jeff Sexton** from **Wilbert Vaults of Somerset**, KY; **Mark Armstrong** from **Wilbert Vault of Atlanta**, GA; **Paul Meeks** and **Stanley Smith** from **DePue Wilbert Vault** in Savannah, GA; **Gerry Gonyea** and **Darrell Gonyea** from **Elm-Cap Industries** in West Hartford, CT; **Zach Yates** from **Yates Wilbert Vault** in Charlotte, NC; **Bill Jackson**, **Travis Jackson**, **Jeff Stanley** and **Nick Nelson** from **Columbia Wilbert Vault Company** in Cayce, SC; **Rickey Schweitzer**, **Sean Allen**, **Kurtis Adams** and **Jason Wade** from **Gulf Coast Wilbert** in Crestview, FL; **Franklin Fitzpatrick** and **Eliseo Canales** from **Bolton Concrete Products** in Johnson City, TN; **Alan Denton** from **Arkansas Wilbert Vault** in Charleston, AR; **Joseph Jones** and **Woody Duncan** from **Goria Enterprises** in Greensboro, NC; **Pete Stricker** from **Suhor Industries** in San Antonio; **Jay Muller** from **Suhor Industries** in Grandview, MO; **John Moran** from **Suhor Industries** in Tulsa, OK; **Steve Alexander** and **Jessica Ybarra** from **Suhor Industries** in Shreveport, LA; **Scott Eisman** from **Terre Haute (IN) Wilbert**; **Steve Roessler** and **James Graham** from **Turner Vault** in Northwood, OH; **Keith Hawthorne**, **Alton Bennett** and **Jake Fullard** from **Bailey Monument and Vault Company** in Waycross, GA; **Adam Lohr** and **Steve Wade** from **Markham Burial Vault** in Richmond, VA; and **Jeff McNider** from **Gult Wilbert Vault Company** in Mobile, AL.

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Beyond Indigo Launches eNewsletter, Social Media and SEO Services

HANOVER, MN— Funeral industry marketer **Beyond Indigo Funerals** is pleased to announce three significant new services. They include a comprehensive eNewsletter program, Search Engine Optimization (SEO) tactics, and social media plans. All of these programs are designed to boost the awareness, engagement, and connectivity between funeral homes and grieving families.

The four tiers of Beyond Indigo Funerals' eNewsletter program, including a low-cost do-it-yourself option, help funeral professionals position themselves as experts by fostering powerful email communications. Every eNewsletter issue features compelling information about individual businesses as well as industry news, tips, and trends. All of the eNewsletter versions include software that tracks detailed viewership statistics.

Beyond Indigo Funerals also offers a variety of SEO services to help funeral homes consistently rank on the first page of such search engines as Google, Bing, and Yahoo. These

include performing keyword assessments to select strategic words and phrases to be used in online content, writing internal and external website pages to increase organic website page rankings, and providing training on valuable programs like Google Analytics.

Lastly, Beyond Indigo Funerals' social media strategies enable clients to connect with thousands of area families through the creation, maintenance, and measurement of Facebook and Twitter accounts. Similar to the eNewsletter and SEO programs, these social media options are tiered in scope and price to offer ample flexibility.

Beyond Indigo Funerals offers an integrated line of custom websites, interactive tools, social media strategies, and print marketing solutions that encourage funeral home

professionals to maximize every channel of their brand. Our funeral partners have experienced up to 30% more clients by taking advantage of our round-the-clock resources. We continually provide trend education to funeral professionals at top industry events and wholeheartedly believe in positioning our clients as experts within their field. Located in Hanover, MN, the Beyond Indigo family of companies includes **Beyond Indigo Pets**, **Beyond Indigo Equine**, **Beyond Indigo Funerals**, and **Beyond Indigo Grief Support Community**. For more information, visit www.beyondfunerals.com.

Homesteaders' Kleese named Director, heads Marketing Information Division

DES MOINES, IA— **Homesteaders Life Company** VP-Marketing **Dean Lambert** announced that **Pam Kleese** is being promoted to Director-Marketing Information. Pam will head a new division called "Marketing Information."

Under Kleese's direction, the division is primarily responsible for market research; collecting, analyzing and making customer information more accessible to customer-facing personnel; and providing administrative support and analysis for programs such as PartnerPoints® and Homesteaders' industry-leading casket price protection programs.

"Pam has been instrumental in helping me and other company leaders make decisions based on good, solid data and analysis. She has also led several company initiatives designed

to help Homesteaders better serve its funeral home customers through more effective use and management of information," said Lambert.

Kleese joined Homesteaders in May of 2005 as Senior Marketing Analyst and became Manager-Market Research in 2008. Her previous experience included senior positions in market research and analysis with Maytag and Gateway. Since joining the funeral service community she has been widely published and is a frequent presenter at national association conferences.

Homesteaders Life Company (founded 1906) is the pre-need market leader focusing solely on funeral insurance funding and support. It is associated with more than 3,000 funeral homes and 8,000 licensed agents across the United States. Online at www.homesteaderslife.com.



Pam Kleese

Graham Cook selected for induction into Iowa Insurance Hall of Fame

DES MOINES, IA— **Homesteaders Life Company** is proud to announce Chairman-President **Graham J. Cook's** induction into the *Iowa Insurance Hall of Fame*.

Cook has devoted his entire professional career to the insurance industry and Homesteaders, beginning in 1966 when he joined the company as a part-time print shop employee. After earning his degree from Drake University Cook began his journey through the leadership ranks, appointed president by the board of directors in 1995. He was elected chairman of the board in 1999. He is a fellow in the Life Management Institute (FLMI) and has served as President of the National Alliance of Life Companies, Chairman of the Funeral Service Foundation and President of the Federation of Iowa Insurers. Cook and his wife Catherine Bennett live in Des Moines.

Homesteaders Chief Operating Officer **Steve Lang** has known Cook more than 20 years as a competitor, an industry peer and now as a member Cook's senior leadership team Lang commented:

"To all young people who

aspire to leadership positions in business, Graham's career in the insurance industry demonstrates that business success does not require a compromise of moral behavior. He has shown that loyalty and long term commitment can still lead to personal career achievement. Finally, he proves that nice guys can finish first."

The Iowa Insurance Hall of Fame was founded in 1997 to recognize outstanding contributions to the Iowa insurance industry. Honorees are recognized based on their impact on the insurance industry and their Iowa connections. Additional criteria include serving as a role model for young people and others in the insurance industry as well demonstrating the highest standards of ethical conduct. For more information log on to www.iihof.org.

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Graham J. Cook

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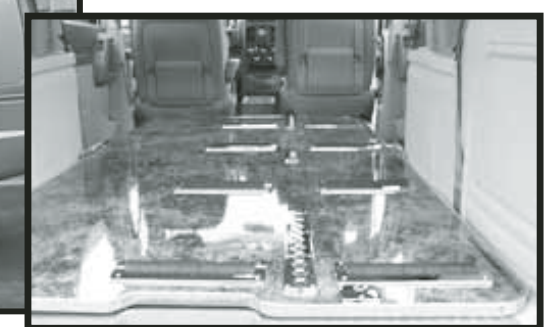
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Mark Thomas expands campus with new building to house Chapel Craft



The new Chapel Craft Building

SLEEPY EYE, MN—Mark Thomas Co. recently completed construction of a new building to house production of their *Chapel Craft* line. The 5,000 square-foot Chapel Craft building is the second major expansion in five years, a period that has seen growth from one building of 4,000 square feet to three buildings totaling 22,000 square feet. The Chapel Craft building has a state-of-the-art woodworking operation for hardwood urn production, a metal fabrication area to produce Chapel Craft crosses and crucifixes, and a ceramic room for creating hand-thrown Chapel Craft ceramic urns.

"Thanks to the continued support of our long-time customers and to hundreds of new customers we've added recently, we needed to expand our production and storage space," said Mark Beito, president, Mark Thomas

Co. "With the new building we are confident that we are poised for growth and can keep up with the increasing demand for our products. We also have the capacity to develop new products that address the changing needs of funeral directors and their clients."

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

Thacker Expansion leads to 40 New Jobs

CLINTON, MD—C.J. Thacker, President of **Thacker Caskets, Inc.**, is pleased to announce the further expansion of Thacker's manufacturing operations in Florence, AL. On April 22, 2010 the Shoals Industrial Development Committee agreed to give Thacker Caskets \$50,000 toward a \$1.65 million dollar project that will ultimately result in the addition of 40 new manufacturing positions over a three year period.

The production initiatives include Thacker's efforts to bring the manufacturing of as many casket components as possible "in house". Thacker's competitors have increasingly turned to Chinese and Mexican casket components threatening American jobs. In contrast, Thacker has begun to manu-

facture their own rubber gaskets, cardboard interior backings, corner pieces, handles, and much of their own hardware.

More components are planned for Florence production including a dramatic expansion of Thacker's hardware and handle making capabilities. Thacker VP of Manufacturing Operations, **Jim Spinks**, adds that "the more casket components we can produce here in our own factory, the greater control we have over both the quality and the costs of the parts produced. By the time this project is complete we'll employ over 200 workers here in Florence."

Forest Wright, President of the Shoals Economic Development Authority said that, "Thacker Caskets is a fine ex-

ample of what you hope inducements create." Thacker Caskets, Inc. had the opportunity to buy these parts from China. Instead, the company wanted to keep their caskets as "Made in the USA" as possible. This certainly is good news for the people of the Shoals area.

Thacker Caskets, Inc. started in 1939 in Washington, DC. There are now three generations of the Thacker Family involved in the daily management of the company. Thacker has grown to serve leading funeral directors and casket distributors across 35 states, and are America's fourth largest casket producer.

For more information, please call the Thacker Customer Service Center in Clinton, MD at 1-800-637-8891.

Directory of Website Design/Build Firms available at Cremation.com

RALEIGH, NC— To help improve website quality, **Cremation.com** has added a directory of death care website design/build firms. According to **George W. Bang**, architecture and content manager, www.cremation.com/ design-build includes links to pages describing the major services offered and examples of websites built by these firms. Listings in the directory are free to website design/build firms as is access to the directory by funeral home managers and owners.

When looking to create or update a website be sure that your site has some life in it. George has suggested several points that will set your site apart. Start by focusing on the needs of the consumer, not on having a solemn site. While mahogany and black may be enticing for your building and cars, your website should use bright, but unobtrusive colors and an airy, open layout that invites involvement.

Be simple to navigate. Give clear information including pricing. Increasingly visitors

expect to see pricing. The more information you share, the more you build trust with your audience.

Be findable. If your website cannot be found it does not have a chance. Be sure your design/build firm has a strategy for pointing traffic to your site. Look for other websites, such as **Cremation.com**, that offer services to expand your market area and draw visitors you would not otherwise have been able to reach.

Be updateable. There is no such thing as "set it and forget it" with a website. Be sure your designer/builder gives you the ability to upgrade and modify your website.

Visit the design/build firms directory listed on **Cremation.com**. Decide for yourself which one is best qualified for your needs. Every day funeral home websites become more important to families not only in your home town, but in surrounding communities as well. Our culture is changing. The website which brings these families through your door must change also.

FrontRunner announces Integrations

KINGSTON, ONT, CANADA—On May 1, 2010, **FrontRunner Professional** announced the integration of **ASD's FUNERALSINC 1.0** and **2.0** into all of its system offerings. FrontRunner Professional's core foundation logic of its "one-write" logic twines perfectly with the logic of **ASD's FUNERALSINC**. FrontRunner Professional is currently the only funeral home website and management funeral solution to offer the **FuneralSync 2.0** feature.

FrontRunner president **Kevin Montroy** stated, "The integration of these systems efficiencies makes it a winning combination that raises the bar even higher," adding that their two great companies will work together to unveil the **FuneralSync** and the **IMS** logic to provide an unprecedented new level of service and conveniences.

The companies are both family-owned and operated. Vice president of **ASD**, **Kevin R. Czachor**, said, "FrontRunner's vast funeral experience and expertise shines through in all the solutions they develop for the market and we look forward to a long standing relationship as an integration partner with them."

FrontRunner Professional also announced a program that is designed to help funeral homes get their website domain name back in the rightful owner's name, "Domain Check," is available.

The free service provides funeral homes with a current status as well as an extensive review of the history of their firms registered domain name and makes recommendations on how to regain control if they have fallen victim to any suspicious activity.

FrontRunner introduced a comprehensive feature that is included in all their current website and **IMS** systems on May 10. The **Memorial Donation Handler** is an integrated component of "The Perfect Website™", **Arranging Director™** and **IMS** systems offered by FrontRunner Professional. This allows the funeral homes to facilitate complete fulfillment of memorial donations from their funeral homes website, optional **Kiosk** or **Memorial Donation Desk** configurations. This new service provides a number of reporting, auditing and fulfillment features to make the handling of memorial donations at funeral homes a more efficient and simpler process.

Partnering with **Artez Interactive** was key to making the service available, said Montroy. "The integrity of this solution was paramount in our strife to bring this much sought after solution to our customers."

For more information about the integration, call 1-866-748-3625 or visit FrontRunnerProfessional.com.

MortuaryMall.com Teams Up with Funeral Service Insider

WILTON, CT— **MortuaryMall.com**, the innovative online shopping site owned and operated by funeral professionals for funeral professionals, is now selling subscriptions to **Funeral Service Insider** through its website at www.MortuaryMall.com. It's just the latest product to be featured on the growing site.

"We are proud to be partnering with **MortuaryMall.com** to bring the latest news, analysis and business tips to an even larger audience," said **Thomas A. Parmalee**, executive editor of **Funeral Service Insider**. "We've worked hard to ensure that people can order seamlessly through the site, and satisfaction is guaranteed."

Parmalee explained that **Funeral Service Insider** is published weekly, at least 48 times per year. Subscribers receive special offers to conferences and webinars, and they also benefit from its annual **Casket Survey and Compensation Report**. "We also want **MortuaryMall.com's** customers to know that when they subscribe and supply an e-mail address, they'll receive the issue each week as a printable PDF," **Parmalee** said. "This way, even those who live in Canada and elsewhere can benefit from our guidance without having to wait for their issue in the mail."

Edward Bergin, President of **MortuaryMall.com**, is proud to be able to introduce his audience to the leading newsletter in funeral service. "As a member of the **Bergin** family, whose funeral homes have served Connecticut families for more than 135 years, I'm very familiar

with how much **Funeral Service Insider** benefits the profession," he said. "The newsletter is just one of a wide array of products available for sale on our site, but it is one that we know our visitors will benefit from buying."

Each weekly issue of **Funeral Service Insider** provides the latest news and analysis and business-building tips. **Funeral Service Insider** is owned and published by **Kates-Boylston Publications**, which has been serving death-care professionals since 1877.

Based in Connecticut, **MortuaryMall.com** is a family owned business run by members of the **Bergin** family, whose funeral homes have served Connecticut families for more than 135 years. **MortuaryMall.com** currently offers more than 13,000 products, ranging from traditional funeral supplies to an unparalleled selection of name brand products important to today's funeral homes, including flat panel TVs, DVD players, GPS devices, computers, software, portable PA systems, furniture and decorative items. Many of the products on **MortuaryMall.com** qualify for free or low cost shipping, and each purchase is protected by an **A-to-Z Safe Buying Guarantee**. **MortuaryMall.com** is a member of the **NFPA Business Exchange** and the **International Memorialization Supply Association (IMSA)**. For more information or to place an order 24 hours a day, please visit **MortuaryMall.com's** website at www.mortuarymall.com.

Eternal Cross

Continued from Page B1

When asked what prompted Mr. Lynch to create the **Eternal Cross**, he replied, "My father passed away a year earlier and my mother opted for cremation. For months and months, she sat looking at the plastic box of ashes not knowing what to do with them. She didn't want to bury or scatter them because she was married to him for over 50 years and took great comfort in having him near. The thought of a commercialized urn sitting on the shelf was a little disconcerting so I offered to help. With in-depth research and numerous trials behind me, the spark of creative application ignited brightly. Multiple test cases and proven experiments later, engineering the cross was complete.

When presented with the cross, my mother cried with joy. Today, her **Eternal Cross** hangs proudly above her bed. Every time she sees it, she feels as though her husband, my father, is still with her. Shortly after giving it to my mother, my sister visited from California. Upon seeing and learning of the **Cross**, she immediately wanted one of her own.

As news of Mr. Lynch's innovation is carried forward by family and colleagues, requests for the **Eternal Cross** increase. Having worked in product marketing and global distribution for over twenty years, Mr. Lynch felt ready to "take the cross to market." He called upon his former business partner and contacts in the funeral in-

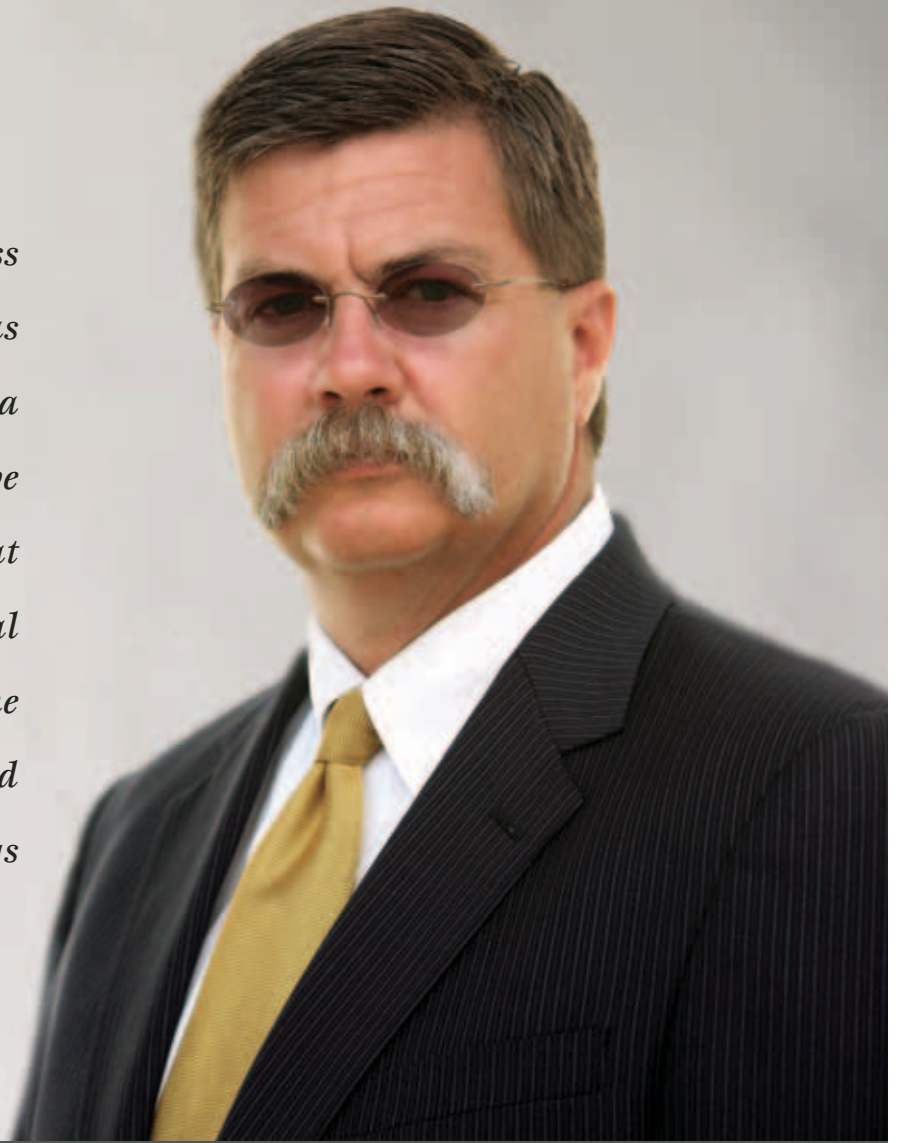
dustry. In fact, **Earl Bright**, founder of **Bright's Funeral Home**, Providence, RI, was the first in the industry to see it. With sincere enthusiasm Mr. Bright remarked, "Never in over 40 years have I seen such a beautiful piece of artwork made using human remains."

Since its introduction to the funeral market in April of 2010, 23 funeral homes in New England are carrying the **Eternal Cross**. That number is growing on a daily basis. For further information on the **Eternal Cross**, contact **Alex Lynch** at **Windsong Memorials**, 401-578-8645 or email at info@windsong-memorials.com. You can also visit their web site at www.windsong-memorials.com.

Read What Our Customers Have To Say...

“ *Broussard’s Mortuary is a fifth generation business and has been buying Superior coaches for as long as anyone here can remember. My grandfather was a man of perfection who demanded that we always be the best in all facets of our business. As part of that philosophy, he purchased only Superior funeral coaches and limousines. We continue to do the same today and feel that the craftsmanship, styling and personal relationships found at Superior are always in line with our pursuit of excellence.* ”

– Jim Broussard
 Broussard’s Mortuary
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Zachary Douglass Custom Printed Funeral Products are Easy and Cost Efficient

PROVO, UT— Zachary Douglass, LLC, has launched their patented award-winning software which enables funeral homes to easily create custom in-house service folders, register books, bookmarks, thank-you cards, and much more for less. The software uses cutting edge photo-editing and blending technology that will allow users to create custom products that truly celebrate the life of the individual.

Zachary Douglass gives funeral homes all the necessary tools to create beautiful custom products on site in minutes. No other company offers this kind of custom solution in the funeral industry. Instead of hiring outside artists or companies

to produce their printed products, funeral homes may now make their printed products on site in less time.

The software comes equipped with multiple backgrounds and sentiments that will allow users to create 100% custom work that the families will love. There is sure to be a background to represent everyone. The database is constantly being added to, and members always receive free updates to backgrounds, sentiments, or any software upgrades.

The program is easy to use. Members simply open the Zachary Douglass photo editor, copy and paste a background and sentiment from the website, and insert as many photos as they

like. When finished, the custom finished product is automatically imported into Word. Once the document is in Word, the prebuilt floating text boxes are easy to change, so little to no formatting is required. Users may create 1-up or 2-up service folders, bookmarks, prayer cards, register book covers and inserts, and CD and DVD labels in just the click of a mouse. Our clients love the ease of going from the editor to Word. Jared Clinger of Colonial Funeral Homes said, "These Zachary Douglass folders have unbelievable impact. My families just cannot believe that we can produce such high end work... Thanks Zachary Douglass. YOU make me look good."

By using the Zachary Douglass patented software, funeral homes across the nation will be able to provide high quality professional printed products to their clients. Anyone who is interested is invited to explore the website, <http://www.zacharydouglass.com>, where there are examples of what can be created with the software.

Zachary Douglass (www.zacharydouglass.com) is an up and coming company that is sure to become a household name in the mortuary industry. Zachary Douglass strives to provide the most intuitive and easy to use software for our clients. They are committed to excellence, both in our software and in customer service. By offering the best possible customer service and providing the most advanced photo-editing technology, they truly allow their users to celebrate life.

Polyguard introduces new vaults



New vault by Polyguard

AFTON, WY—Polyguard is announcing the newest design in polymer burial vaults which gives emphasis to structural strength, protection and personalization.

The vault comes in two variations, an airseal vault called the Hercules and a topseal vault called the Atlas. The vaults have been well-accepted by cemeteries. The strength of the structure was achieved by testing a concrete vault at an independent lab, where test results were used in designing the polymer vault to be structurally as strong as concrete.

Cemetery maintenance is kept to a minimum due to the ease in handling and setting the Polyguard vaults. A picture frame top is molded into the vault and provides a simple means of creating a positive lasting impression with individual personalization. Cemeteries providing Polyguard products have realized an increased profit as wholesale costs are decreased.

For more information, call 800-654-1067 or visit the website at www.polyguardvaults.com.

Stahls' Hotronix® partners with Always In My Heart



CARMICHAEL, PA— Stahls' Hotronix, manufacturer of the world's most innovative and technologically advanced heat presses, announces that they have teamed up with **Always in My Heart** to create personalized memorial markers.

The personalized memorial markers are made from decorative metal and feature a sublimated image of a loved one or a pet with a message. There are a number of different background designs available featuring a variety of themes including patriotic, floral, adult/children, pets, and religion. The ordering process is easy. First, customers select their background design, then select a message from several different options, upload a picture of their loved one and then add in the name and the date that he/she passed. The images and messages are then sublimated and heat applied onto the metal marker. Memorial markers take 7-10 days to receive once the order has been placed.

Stahls' Hotronix laser cuts each marker. Always in My Heart creates the template and then applies it with a heat press. **Ben Robinson**, Managing Director of Hotronix stated, "Stahls' Hotronix is excited to be working with Always in My Heart. We think that this is a great opportunity for people to realize that a heat press can print on almost anything. We're excited about this new opportunity to expand and introduce our heat presses to a whole new market."

Always in My Heart markers can be placed at gravesites, in gardens or flowerbeds. Each marker features a clip on the back for holding cards, flowers or other personal items. Extremely durable the markers are made to withstand a variety of weather elements including extremely hot and extremely cold temperatures.

According to **Heath Williams**, founder of Always in my Heart, "The personal memorial markers were designed to provide comfort to those who have lost a loved one while providing a sense of peace. We hope that these artfully designed products will give those who are struggling with a loss, a professionally designed piece of art that they can look at and remember their loved one."

The entire line of Always in my Heart products is now available online. Visit AlwaysinMyHeart.com for more information.

Stahls' Hotronix is the world leader specializing the development and manufacturing of heat presses for garment decorating and logo personalization. Stahls' Hotronix is located in Carmichael, PA with GroupeSTAHL operations located throughout North and South America, Europe, Asia, and Australia. Visit Hotronix.com for more information. Dealer inquiries welcome.

Mortech Manufacturing™ Completes Prep Room for Magnolia Cremations & Embalming Services



MONTGOMERY, AL— Mortech Manufacturing, Inc. recently completed additions and modification to **Magnolia Cremations & Embalming Services** prep room.

Magnolia Cremations & Embalming Services opened in April 2010 serving funeral directors nationwide. Magnolia Cremations & Embalming Services is here to help funeral homes get their families loved ones home with dignity and respect. Mortech Manufacturing Inc. manufactured and installed the embalming room equipment. Three embalming

stations were placed and increased capability and serveability.

"Mortech has some great products. This is my fourth unit I have purchased from your company," said **Brady McCimmon** of Magnolia Cremations & Embalming Service. More information on their services can be found at www.magnoliacremations.com

Mortech is one of the world's leading postmortem manufacturing companies, supplying equipment, design solutions and integrated project management that optimize performance for our cus-

tomers. Mortech has been providing premium quality pathology, autopsy, funeral, necropsy, veterinary, anatomy equipment and instruments for over 25 years. We strive for the ultimate in customer assistance and service. Mortech can help you with the smallest supplies to complete redesign and layout of your new or renovated facility.

For more information contact **Mike Tovatt**, National Sales Manager at 800-410-0100 or 626-334-147. Visit their website at <http://www.mortech-mfg.com>.

Whitmer's Porta-Morgue Celebrates 23 Years in Business



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

SAND SPRINGS, OK—Whitmer's Porta-Morgue is celebrating 23 years of service in 2010. All Whitmer units are designed to be compact and lightweight, and to suit the needs of the mortuary and medical fields.

The Whitmer's Porta-Morgue offers excellent protection to safely hold remains during coroner/medical examiner death investigation. The self-contained, portable mortuary refrigeration units can be powered with a stationary 110 volt, a mobile (vehicle/sea/air) power supply, or for emergency field use with a generator or 12 volt power inverter. A 220 Volt Step

Down Converter to 110 Volts is available for usage overseas.

Whitmer's Porta-Morgue has a distinguished history of designing and producing the finest portable mortuary refrigeration units available; packed with innovative features, engineered to the highest standards and manufactured for durability. Available models include Top Glass View and the new Top or Side Glass Door.

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

New Catalog for Cherokee Child Casket Company

GRIFFIN, GA—Cherokee Casket Company, Inc. announces the release of the new Volume 7 edition of the Cherokee Child Casket catalog. The PDF files of Volume 7 are

available for viewing or download from Cherokee's website www.cherokeechildcaskets.com. As Cherokee Casket Company continues to strive for excellence, numerous up-

dates have been made to each style and the product line continues to grow. For a new catalog call 800-535-8667 or email info@cherokeechildcaskets.com.

Apex introduces Presidential Casket

POMONA, CA—Apex Caskets is pleased to announce *The Presidential Gold Trim* casket. The Presidential casket features full polished high gloss mahogany finish with urn cut corners and bronze hardware with light Champagne velvet interior. This casket gives funeral homes a luxurious casket offering at a price that is affordable for even the

most budget minded family.

Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to our funeral directors. We 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. Email any questions to sales@apexcasket.com. To request a catalog call 1-888-680-6800.



AmpliVox Sound Systems Goes Green

NORTHBROOK, IL—Doing their part to protect the environment, **AmpliVox Sound Systems** is now manufacturing and selling

PA systems and podiums that are RoHS (Restriction of Hazardous Substance) and WEEE (Waste Electrical and Electronic Equipment) Compliant. AmpliVox, the 40 year-old audio system specialist based out of the Chicago area, meets these requirements in nearly all of the wood products they manufacture.

To help stretch forest resources, AmpliVox's PA systems and lecterns are made with environmentally friendly particleboard and use recycled post-industrial wood residues. Urban or post-consumer recycled wood fibers are used within the Tafisa panel production mix, which enables the recycled fibers to have an extended life.

Green Cross has certified AmpliVox's raw particle board panels as being 100% recycled and recovered wood fibers.

"Our lecterns and podiums are forest friendly—no trees were cut down to produce AmpliVox products. We believe that everyone can positively affect their impact upon the environment and we're dedicated

to doing our part. We care about the world around us, so we have invested in products, people, and services that exemplify that concern. At AmpliVox, the quality of our products and the protection of our environment go hand-in-hand," says **Don Roth**, CEO of AmpliVox.

Moreover, striving to do their part to reduce, reuse and recycle to conserve energy, AmpliVox has switched to using recycled packaging and biodegradable packing peanuts.

AmpliVox® Sound Systems products are made in the USA (with only a few exceptions), meet stringent UL standards, and come with an up to 6-year warranty. Our wide selection meets every speaker's sound coverage and style needs. Whether you are in a small meeting room of 30 people or a large 20,000 square foot auditorium of up to 10,000 people, AmpliVox® Sound Systems' extensive range of superior quality, simple to operate and reliable electronics will provide maximum satisfaction and ensure a crystal clear message. For more information contact Don Roth, CEO at 800-267-5486, email droth@ampli.com, or visit <http://www.ampli.com>.



Shine On Brightly adds New Urns that are Works of Art

ASHVILLE, NC—Shine On Brightly, the premiere online gallery for memorial art at www.shineonbrightly.com, welcomes new works to the already outstanding collection of cremation urns, memorial jewelry, handmade books, memorial poetry and paintings, and memorial glass-works by 30 artists featured on the website.

Fabulous new urns by *Steven Forbes de Soule* are now available. These urns have a new twist

that isn't available anywhere else. The unique design features a watertight flower insert, which can be used to hold natural or silk flowers. The vessel is hollow, to hold ashes throughout, and the flower insert can be siliconed into the slot to ensure that the contents are secured within the piece. Mr. Forbes de Soule's work is collected internationally, and Shine On Brightly is honored to represent his newest work in memorial art.

Metal sculptor *Julia Burr* has developed a new line of keepsake urns, which are only featured on the Shine On Brightly website. She offers two designs. The trademark inventiveness of this artist's work really shines through on these new pieces. A cylindrical steel structure is surprisingly light, yet exceptionally sturdy. Another piece is a lovely, elegant box, adorned with smooth stone.

Going green? We've got you covered. Our new textile urns by *Julie Mullin* are biodegradable, yet they're so attractive and sturdy, you might want to keep them around. They use recycled and natural materials, and they are free of any toxic substances for those who seek to bury the urn and its contents. Alternatively, they can be admired for many decades as a lovely textile art piece. They are available in a variety of gorgeous colors and textures.

Current trends are pointing to increased cremations, preferences for personal, unique ways to remember our loved ones, and beloved pets who have passed. Sure, there are lots of companies out there with the same claim, but here's how this one

is different – Ms. Crowther recently lost her husband of 29 years unexpectedly. She understands the emotional and logistical challenges of her customers better than ever before. Her insistence on compassion and exceptional service has become paramount to the mission of this unique company. One of our beloved customers recently wrote: "Choosing an urn is a depressing task because it confirms the finality of a person's life. Working with a Shine On Brightly artist on creating an urn actually was a very positive, uplifting experience."

The collection continues to grow as new artists and works are added regularly. Shine On Brightly ships nationally and internationally. 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.



Urn by Steven Forbes de Soule



Urn by Julia Burr



Urn by Julie Mullin

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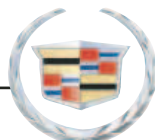
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| Cadillac Eagle Flower Car..... | black/black leather |
| 2007 | |
| Cadillac S&S Hearse..... | black/black leather |
| 2006 | |
| Cadillac S&S Hearse (2 in stock)..... | black/black leather |
| Cadillac Federal Hearse..... | black/black leather |
| 2005 | |
| Cadillac Eagle Hearse..... | silver/black top/blue leather |
| 2003 | |
| Cadillac Eagle Oval Window Ext Table..... | black/black leather |
| 2002 | |
| Lincoln Eagle Hearse..... | black/gray leather |
| 2001 | |
| Cadillac Eagle Hearse..... | black/gray leather |
| 2000 | |
| Cadillac S&S Hearse..... | silver/blue leather |
| Cadillac M&M Hearse..... | black/black leather |
| 1999 | |
| Cadillac S&S Masterpiece..... | blue/blue leather |
| 1995 | |
| Cadillac S&S Victoria Ext Table..... | white/blue leather |



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LIMOUSINES

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

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| | |
|--|----------|
| 2000 Cadillac Eagle ARMORED Flower Car, Two Thousand Actual Miles..... | \$20,888 |
| 1996 Cadillac Superior, 75k mls, One Owner, Minor Rust..... | \$4588 |
| 1995 Cadillac S&S Victoria, Ext Table, White, Like New..... | \$7888 |
| 1995 Cadillac S&S Victoria, Commercial Glass, Silver, 75k mls..... | \$3788 |
| 1995 Cadillac M&M, Navy Blue, 53k mls..... | \$4588 |
| 1995 Cadillac Masterpiece, 49k mls, Dark Blue, SHARP!..... | \$6888 |
| 1994 Cadillac Federal, 71k mls, Navy Blue..... | \$4288 |
| 1992 Cadillac S&S, FWD, Clean..... | \$2988 |

LIMOUSINES

| | |
|---|--------|
| 2000 Cadillac Krystal, White, 79k mls, From Texas..... | \$7988 |
| 2000 Cadillac S&S, 6-Door, Black, Over 100k mls..... | Rough |
| 1999 Cadillac S&S Presidential, Black, 57k mls..... | \$5588 |
| 1999 Cadillac Superior, 65", 6-Door, Light Blue, 36k mls..... | \$5588 |
| 1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Not Nice..... | \$3288 |
| 1998 Cadillac Superior, Silver, 82k mls, One Owner, Overheats!..... | \$1288 |
| 1998 Cadillac M&M, Black, 56k mls, Clean..... | \$4288 |
| 1992 Lincoln S&S, 6-Door, Silver, 54k mls, Flip Seat, SHARP!..... | \$3888 |



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| 2004 Lincoln S&S Coach | Blk/Blk Ext/Blk Int.....35,000 mi |
| 2002 Cadillac Superior Coach | Blk/Blk Ext/Blk Int.....39,000 mi |
| 1998 Cadillac S&S Masterpiece | Blk/Blk Ext/Blk Int.....66,000 mi |
| 1998 Cadillac M&M Coach | Blk/Blk Ext/Blue Int.....52,000 mi |
| 1997 Cadillac M&M Coach | Wht/Wht Ext/Burg Int.....66,000 mi |
| 1996 Cadillac Federal Coach | Blk/Blk Ext/Blk Int.....47,750 mi |
| 1996 Cadillac M&M Coach | Wht/Wht Ext/Blue Int.....62,000 mi |
| 1992 Cadillac Federal Coach | Wht/Wht Ext/Blue Int.....24,000 mi |

| LIMOUSINES | |
|------------------------------------|------------------------------------|
| 2002 Cadillac M&M 5-Door 90" Limo | Blk Ext/Blk Int.....54,400 mi |
| 1999 Cadillac Eureka 6-Door Limo | Wht/Wht Ext/Blue Int.....39,000 mi |
| 1996 Cadillac Superior 6-Door Limo | Blk/Blk Ext/Blk Int.....78,500 mi |

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