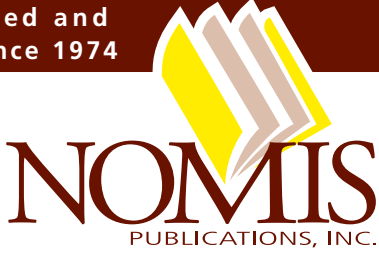


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Eagle Coach Company announces record breaking sale to Funeral Auto Company in Louisville



The Funeral Directors of the Funeral Auto Company with their new Fleet

LOUISVILLE, KY— Eagle Coach Company, an internationally recognized professional vehicle manufacturer based in Amelia, OH, announced the sale of 23 vehicles to Funeral Auto Company in Louisville, KY. A first time sale for Eagle Coach, the auto company chose a fleet of eleven Cadillac Ultimate hearses and twelve Cadillac 6-door limousines.

The purchase decision took place after extensive study and cost analysis by the leadership of Funeral Auto Company, which is owned by a consortium of funeral directors in Louisville. David Owen, funeral director and president of Funeral Auto Company, led the development of the transaction.

“We needed vehicles that would be reliable, have low maintenance costs and retain outstanding resale value,” Owen said. “Eagle was the clear choice for that. But even more importantly, we wanted a great customer service team. I need to know the people behind the vehicles, and I found that in the staff at Eagle Coach, and Tommy Jones, owner of Jones Coach Sales.”

“A 23-car sale is no small endeavor,” Tommy Jones, Bowling Green, KY area Eagle dealer said. “We spent a lot of time talking with the leadership and working to understand their business needs. They made the decision to move forward with Eagle, and we’re looking forward to being their partner for a long time.”

All of the vehicles were chosen in platinum color. The hearses feature crown bands as well as other popular trim options, and the limousine companion cars were built with raised roofs for extra headroom.

Since its humble beginnings in 1982, Eagle Coach Company has risen to become arguably the most recognized industry leader in overall quality, style, innovation and customer satisfaction. Eagle Coach builds professional vehicles from start to finish—demanding attention to detail and unrivaled quality. Each year brings groundbreaking advances in the coaches to accommodate the ever-changing needs of the funeral service profession. Eagle Coach Company is located in Amelia, Ohio.

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The Family Care Series has a new look

WHITESBORO, NY— Each cover of the Mourning Discoveries grief support services publication, *The Family Care Series* has been beautifully redesigned. The series is available to funeral homes to provide to grieving families.

Mourning Discoveries has been providing grief support services to families for over 18 years. Linda Findlay, owner and program director wrote and published the Family Care Series in 2008. The new cover design was created by Julia Findlay. The series consists of four books that were written to be received by bereaved families four times throughout the first year of grief. Each book addresses issues and concerns that are commonly experienced at the times that the books arrive. Additionally, each book includes personal stories and inspirational quotes. Linda Findlay walks with the reader and provides gentle practical support and guidance. The stories that she shares speak to families and can help them to know that what they may be

experiencing is a necessary part of their grief journey. Over 12,000 sets have been distributed through funeral home firms across the country during the past two years. Families consistently call to say how



helpful and timely the books have been.

“Aftercare is a necessary service that all funeral homes should provide to the families that they serve. Linda Findlay said, “The Family Care Series is a valuable resource that can be used to reach out to families after the funeral is over.” For more information visit the company website at www.mourningdiscoveries.com.

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CALENDAR of Events

CONVENTIONS/ CONFERENCES

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

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

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

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

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

The Academy Training Dates - 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

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

Mount Olivet Cemetery Adds Zontec Solution To Second and Third Mausoleum

TAMPA, FL— **Zontec Ozone, Inc.** recently completed the sale of their unique Zontec Solution system that eliminates mausoleum odors and controls crypt fly populations to **Mount Olivet Cemetery** in Frederick, MD. The addition of the system at the second and third mausoleum has all three buildings on this beautiful historic property fly and odor free. Mount Olivet Superintendent, **Ron Pearcey** stated, "We originally bought a few machines about six months ago and



Mount Olivet Cemetery Mausoleum

put them in one of our worst buildings for fly infestation. I was amazed at the results, within a few days the majority of the flies were gone. In the past, we had used every kind of chemical, bug zapper, bug lights, etc. to get rid of these gnats but they always came back. Zontec not only got rid of the flies but also any odor in the building as well."

"One of our directors on our board was insistent that we remove all of our ultra violet bug lights from our mausoleums because of the medical data showing that these lights caused cataracts in humans and didn't want to risk the long term consequences. Using the Zontec Solution is such a safe and better 'Green' way to go," Pearcey continued.

Dean Gruber, President of Zontec, said, "All we ask is for you to give us your worst mausoleum for odors and/or flies and we will prove to you that the Zontec Solution works. The system runs in the evening while the mausoleum is closed and by morning you open your doors to a building that is fresh, free from odors and you will notice the absence of flies immediately. It works, plain and simple."

Zontec presently serves mausoleums and funeral homes throughout North America, and is a supplier member of the Catholic Cemetery Conference, ICCFA, OACFP, among others. Zontec is currently celebrating its 25th year in business. For more information about the Zontec™ system, to see testimonials from many satisfied customers, or to place an order, call 813-936-9200, email them at info@zontecozone.com or visit them online at www.zontecsolution.com.

Mark J. Hummel Trade Services is distributor for Journey of Life Memorial Tri Folds

READING, PA— **Mark Hummel**, owner and operator of **Mark J. Hummel Trade Services** based in Pennsylvania has become a distributor of **Journey of Life Memorial Products**. Journey of Life is a custom tribute and software solution provider for the funeral industry that creates meaningful memories to celebrate the life of a loved one. "Any funeral director that has been hesitant on offering tri-fold, bi-fold, and custom portraits should not be hesitant anymore."

Journey of Life provides top quality products at a budgeted price compared to other memorial product companies. This company offers several themes to choose from for prayer cards, bi-folds, tri-folds, memorial DVDs, custom thank you cards, and large framed portraits. Journey of Life supports all foreign language text uploads and offers a large online digital library of music. Journey of Life involves a simple input process that takes only minutes. **Mark J. Hummel Trade Service** offers overnight printing and delivery, so you are guaranteed to have a high quality product at your door the next day.

Mark J. Hummel Trade Services offers a 24 hour service for these memorial products as well as their funeral home embalming and transfers. For more information please contact **Mark Hummel** at 484-269-6714, visit www.markjhummeltradeservices.com or www.journeyoflife-online.com.

MortuaryMall.com teams up with Kates-Boylston Publications



The Funeral Director's Market Guide

WILTON, CT— **MortuaryMall.com**, the innovative online shopping site owned and operated by funeral professionals for funeral professionals, is proud to announce that it is now offering **Kates-Boylston Publications'** catalog of funeral and cemetery resources on its website.

"Kates-Boylston is clearly the chief publication company for books and guides on the death-care industry," stated **Edward Bergin**, Founder of **MortuaryMall.com**, "so we are thrilled to be able to bring their catalog of professional resources to our site. From finances to cremation to grounds maintenance and more, our customers will now be able to stay on **MortuaryMall.com** to find the publications they need to help grow their death-care businesses."

"We are happy to be given the opportunity to develop our relationship with **MortuaryMall.com**," said **Thomas Parmalee**, executive editor of **Kates-Boylston Publications**. "Death-care professionals are increasingly turning to the site to find products from a number of vendors, and we are pleased to be one of them."

Kates-Boylston Publications' catalog of funeral and cemetery resources now available on **MortuaryMall.com** include: *The Funeral Director's Marketing Guide*, *The Funeral Director's Economic Recovery Guide*, *The Funeral Director's Economic Survival Guide*, *Honoring Veterans: A Guide to Military Services*, *The Pet Loss Insider Desk Reference*, *American Blue Book of Funeral Service*, *American Blue Book Guide to Shipping*, *American Cemetery's Guide to Grounds Maintenance*, *The Green Funeral Service Desk Reference*, and *The Webinar: Green Funeral Service Strategies & Practices*.

All of Kates-Boylston Publications' professional resources can be found in the "Professional Resources" category on **MortuaryMall.com**.

Since 1877, Kates-Boylston publications have been bringing funeral and cemetery professionals the latest and greatest tactics to help your business achieve its full potential. With its unique mix of narrative journalism, innovative marketing ideas, news analysis and in-depth profiles, Kates-Boylston is dedicated to providing all the tools you need to rise above the competition and continue to grow your market share.

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 *NFDA Business Exchange* and the *International Memorialization Supply Association (IMSA)*. For more information or to place an order 24 hours a day, please visit **MortuaryMall.com's** website at www.mortuarymall.com.

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Thoughtful Aftercare & Creative Marketing from Resources For Grief

BOISE, ID— Bereavement aftercare has never been so easy, cost-effective and comprehensive, while at the same time creating increased visibility and good will for the funeral home. **Resources For Grief™** now offers *Grief Support Mailings™*. It is comprised of a personalized grief support letter printed on individual funeral home letterhead and a one page educational enclosure about some aspect of grief. The mailings are designed for sending monthly, but could be sent less frequently.

Studies have proven that successful funeral homes continue to reach out to clients long after the funeral day events are over. The *Grief Support Mailings™* will help this happen conveniently, professionally and inexpensively.

The *Grief Support Mailings™* are available on a CD and on the web. Funeral homes have a choice. Purchase the CD and own the program, or subscribe yearly to the web-based version and let it manage the details of when and who to send a monthly letter. Either version of *Grief Support Mailings* will allow the funeral home more control of bereavement cost and linking aftercare to the promotional budget.

Rebecca Hauder, owner of Resources For Grief™ and writer of the *Grief Support Mailings™* is a registered nurse, licensed professional counselor and marriage and family therapist. She has more than 25 years experience in helping the bereaved, both in private practice and in the hospice setting. Rebecca has a passion for helping the bereaved. Funeral homes



Rebecca Hauder

that send these quality materials will be the beneficiary of the good will created.

Call 208-336-0200 or visit the Resources for Grief website at: www.resourcesforgrief.com and click on "Grief Support Mailings On The Web". Of course the popular *Grief Support Mailings* on a CD are also still available. Write info@resourcesforgrief.com and receive free, How to Help Someone Who Is Grieving.

Emblematic introduces Non-Magnetic Emblems for display on Hearses with Non-Metallic Surfaces



BUFFALO, NY— Developed in response to requests from funeral directors, the **Emblematic Company, Inc.**, Buffalo, New York has announced the introduction of its new Army and Navy memorial emblems for display on hearses with non-metallic surfaces. With the trend toward lighter-weight, more fuel-efficient vehicles, new hearses often feature fiberglass or other composite plastic door and hatch panels that do not accommodate Emblematic's current line of military and public service magnetic emblems. Reports from industry sources indicate that 15% to 35% of hearses now have non-metallic doors.

The new Army and Navy emblems feature a long-lasting, Low-Tac adhesive so that they can be mounted on a hearse to honor a deceased veteran, and then removed and repackaged for future use. According to Emblematic, with proper care the removable and reusable new emblems are guaranteed for 15 cycles over a three-year period.

Employing the same full-color graphic design as the original Army and Navy emblems, the new emblems



are nearly 12 inches in diameter and feature attractive, dynamic silver-embossed vinyl. They are printed with quality ultraviolet inks to resist fading in direct sunlight and include an integral pull-tab to make mounting and dismounting quick and easy.

For additional information, contact The Emblematic Company, Inc., 9998 Clarksburg Road, Eden, NY 14057. Phone 866-300-0407 or 716-992-9407. Fax 716-992-8917. Email info@emblematicco.com, or visit www.EmblematicCo.com.

Remembrance Centers of America is meeting the needs of Baby Boomers

SANIBEL, FL— "We are now in one of the best and most exciting times to be in the business of death," says **Mark Davis**, CEO of **ValMark Memorial Group** and founder of its newest division, *Remembrance Centers of America*. "We are on the doorstep of one of the greatest windfalls ever, the death of the baby boom generation." The first of the baby boomers are entering their mid-60s, and the death rate in the U.S. is expected to rise from 8.1 people per thousand in 2006, to 9.3 in the year 2020, according to the National Center for Health Statistics. The current economic slump does not diminish the longer-term prospects pinned to the projected rise of the U.S. death rate as

those born between 1946 and 1964 begin to pass away. The Baby Boomer generation includes 78 million Americans, and represents 29.4% of the total U.S. population, according to the U. S. Census Bureau. So why is the traditional funeral industry so far from healthy? The **Federated Funeral Directors of America**, an accounting firm for independently owned funeral homes, found that in the past 20 years, its clients' profit margins have been cut nearly in half. Yet the \$11 billion funeral industry, dominated by family owned and operated funeral homes, commanding 89% of the death care market, has been slow to make the necessary

CONTINUED ON PAGE B6

Shine On Brightly adds Colorful, Stylish Cremation Jewelry to its Collection



Embrace Pendant



Eternity Pendant

ASHEVILLE, NC— Memorial jewelry that doesn't look like memorial jewelry is now available at www.shineonbrightly.com. **Shine On Brightly**, the online resource for affordable, unique memorial art, is thrilled to add three new styles of memorial cremation jewelry to its already stellar collection. Artist **Silvia Engel** designs one-of-a-kind pendants using dichroic glass and ashes of the deceased. These beautiful pieces are as vibrant as the person or pet being remembered.

More and more people are opting for memorial jewelry as a personal and practical way to carry the memory of a loved one at all times. These dichroic glass pendants are colorful, and tasteful. Measuring just a little over one square inch in the case of square pendants, and the diameter of a quarter in the case of round pendants, these pieces are available in rich, vivid colors to suite any aesthetic.

The line includes a round Embrace pendant, which radiates jewel-tones. The piece is approximately 1.25"

in diameter, and hangs from a black hand-dyed silk ribbon that threads through an opening that is incorporated into the design. The Small Blue-Green Classic Pendant is a one inch square of exquisite shades of blue and green. A silk ribbon is included. The Eternity Pendant is created by layering clear colored glass on top of a white base, making a one inch square lucid, iridescent memorial that changes as it catches the light, glowing magical rays of color. These pendants include a white silk ribbon.

According to Shine On Brightly owner and founder **Adrienne Crowther**, "I receive more and more requests for memorial jewelry. I love this line because it doesn't look at all like the mass-produced pieces that are often seen in the marketplace. These pieces integrate wonderful design with specific function, without losing a sense of style and vibrancy."

All pieces are available at www.shineonbrightly.com, or by calling 828-348-0455, or toll free 866-844-4469.

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www.4HEARSE.com

Traditional Holidays can cause much pain for the Newly Grieving—This Little Booklet can Help

EDINA, MN— The premise of *Holiday Grief—Preparing for Holidays and Other Special Days* is that a special day, particularly a holiday or the anniversary of a loved-one's death, or birthday is often the source of much distress among grieving people. Managing stress while planning and experiencing these days is the key topic. This is a booklet that can provide direction and comfort to those who are dreading the approach of "the day." Grieving people have indicated that the booklet has given them direction, but that it is also an important guide for family members.

The authors, **Barbara Moore** and **Dennis Williams**, recognized the need for a quick-read, inexpensive little booklet that could help a grieving person deal with special days.

This is the kind of booklet that would make a great hand-out at grief support groups. It provides a solid basis for discussion. Grief support group facilitators have reported that the booklets have generated more discussion than any other materials that have been utilized. Although the booklet deals with special days – wedding anniversaries, birthdays and the anniversary of the death, the traditional holidays of Thanksgiving and Christmas tend to be when newly grieving survivors have the hardest time adjusting to their new environment. This booklet deals with this issue.

The booklet (3¼" x 3¼") will fit in a pocket or purse and it can be mailed efficiently.

Grievors we have met at grief support groups have asked for additional copies of the booklet for their family members in order to help communicate the things that they can't say or to provide family members with clear guidelines for what to expect at holiday gatherings – or that there will not be a gathering this year. Thanksgiving and Christmas may look a little different this year to those who are dealing with grief and those who are close to them.

For additional information about these materials or a free, printed catalog or to order materials, contact **Grief Resources Catalog** on the Internet at www.griefresources-catalog.com. Grief Resources Catalog carries more than five different grief booklets and books. Grief Resources Catalog, 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: williams@griefresourcescatalog.com.

Matthews Cremation Division launches new social media campaign on Facebook, Twitter and YouTube

ORLANDO, FL— **Matthews Cremation**, a division of **Matthews International Corporation** (Nasdaq: MATW) and leading manufacturer and supplier of environmentally-driven cremation solutions recently announced its entrance into the realm of social media. One can now "Like" the Matthews Cremation Division page on Facebook, follow @MATWCrema on Twitter and watch training videos (among other things) on YouTube. Included in the social media arsenal is a blog called "Ask the Cremation Doctor" that will delve deeper into such subjects as green cremation, BIO Cremation™ and industry best practices. Direct links to all these outlets can be accessed through Matthew's main website www.matthewscremation.com.

Matthews will use these new channels to announce new products, specials, trade show participation and webinar schedules. "To date, response has been strong," says **Brigid Blaschak**, the cremation division's recently appointed Communication Market-

ing Assistant. "We realize that social media is a growing trend across all industries, death services being no exception. We are looking forward to using social media to better serve our customers and network with other industry professionals."

Matthews Cremation, a division of Matthews International Corporation (MATW) has a mission: "To be focused on the success of our clients and environmental responsibility, as a total solutions provider of innovative products and services." Operating four manufacturing facilities on two continents, Matthews Cremation produces cremation equipment, crematory accessories, environmentally-friendly caskets and service support materials to serve clients worldwide. Looking towards the future, Matthews champions "Cremation Green," continually aiming towards environmentally-driven technology that lowers the carbon footprint, minimizes greenhouse gases and climate change impact. For more information, visit www.matthewscremation.com.

FrontRunner Professional announces launch of FrontRunner Studios

KINGSTON, ONTARIO, CANADA— **FrontRunner Professional** has announced the formation of **FrontRunner Studios**, a full service agency focused on creating and enhancing the professional image of both FrontRunner and non FrontRunner funeral home clients.

In addition to the previous services offered such as custom website design, web banners creative design, logo development, FrontRunner Studios will offer a long list of image builders including, newspaper ads, promotional and print design, general price list design, consulting services, media placement and billboard and radio advertising. FrontRunner Studios will be the backbone behind the Marketing Center which is included in all FrontRunner solutions.

The new division will be headed up by **Paul** and **Tina Orlando**, both being longtime veterans of advertising along with overseeing an impressive team of freelance specialists. Paul, creative director of FrontRunner Professional, has spent most of his career in funeral genre advertising, having been creative director at **MKJ Marketing** through most of the 80s and 90s, and co-founding **Adfinity** before joining FrontRunner Professional in 2006. Tina has been designing for leading ad agencies as well as larger, international marketing corporations. "Most funeral directors know that image translates into a loyal following, but don't know where or how to start," said Paul. "I want our clients to see the difference raising their standards makes, and have an enjoyable and profitable experience along the way."

"We're aiming to make these higher standard services available to all our valued customers," says **Kevin Montroy**, President and CEO of FrontRunner Professional. More importantly, our clients will be able to work directly with the designers on their project to avoid any lag time. We are very fortunate to have this level of talent and expertise available to our customers, extending the exceptional value and professionalism that has become synonymous with the FrontRunner brand.

More information on FrontRunner Studios, FrontRunner Professional, or any of its products and services can be found at www.frontrunnerprofessional.com, by calling Paul Orlando at (727) 791-7160, emailing him at marketing@frontrunnerstudios.com or stopping by to visit with him at the **Matthews International** Booth #1731 during the NFDA Convention in New Orleans.

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AmpliVox Sound Comparison Guide Goes Multi-Lingual

NORTHBROOK, IL— AmpliVox Sound Systems' products have always guaranteed reliable communications, and now that message will be heard loud and clear across many continents including South America. For the first time ever, the AmpliVox Sound Comparison Guide has been translated for its customers who serve the Spanish, German, French and Italian markets.

The Sound Comparison Guide is a persuasive sales and marketing tool that compares product features, including sound coverage, dimensions, and cost of more than 25 lecterns and indoor/outdoor PA systems. This informative Guide will make it easy to choose a sound system for your customers' applications.

AmpliVox CEO **Don Roth** describes the company's new global messaging as an integral part of its multimedia presentation systems. "Our salient new Guide seamlessly

AmpliVox Sound Systems Creates Sound Comparison Guides in Spanish, German, French and Italian

communicates the AmpliVox core product features and benefits. From high quality portable public address systems to stylish lecterns and podiums, AmpliVox Sound Systems ensures a crystal clear message in any language," says Roth.

The world depends and trusts AmpliVox Sound Systems because it offers not only high quality and reliability, but as seen in the Guide, elegant style for every speaking need. The multi-lingual Sound Comparison Guides are available on the AmpliVox website at <http://www.ampli.com/pdf/>.

In addition, AmpliVox Sound Systems has now gone green and is manufacturing and selling PA systems and podiums that are RoHS (Restriction of Hazardous Substance) and WEEE (Waste Electrical and Electronic Equipment) Compliant. Products are made with forest friendly wood and recycled materials.

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 customer satisfaction and ensure a crystal clear message.

For more information, contact Don Roth, CEO, AmpliVox Sound Systems at 800-267-5486. Email droth@ampli.com or visit www.ampli.com.

Meredith's One Service™ helps families honor their Loved Ones

DES MOINES, IA— Thanks to the innovative program from the **Meredith Corporation** (NYSE:MDP) called *ONE Service™*, funeral homes across the country are turning to the power of local television to announce death notices and funeral arrangements.

ONE Service™ was developed in response to the continued decline in newspaper circulation. As publishing schedules were reduced to only a few days a week, funeral directors were forced to do business differently.

"Families were in a conundrum when the papers cut back. Should we hold services around the newspaper's schedule, or based on the families' needs?" said **Rodney Wakeman**, co-owner of **Wakeman Funeral Home** and district director of the *Michigan Funeral Directors Association*. "ONE Service™ allows us to publicize obituaries seven days a week."

The answer is simple – run on-air and online obituaries on local television. For a small charge, participating TV stations will run the deceased's name and photo on-air and post an obituary online. Lists of names of local residents who have passed away are broadcast during the weekday noon shows and weekend morning shows. Viewers are encouraged to visit a Web site to read the obituary and for more information about funeral services.

"Serving the communities where our television stations are located has always been our first priority," said **Paul Karpowicz**, President of the Meredith Local Media Group. "Extending this on-air death notice service to our viewers is just another way to keep the public informed. We're proud to help television viewers honor their loved ones by sharing the story of their life with the public."

To learn more about ONE Service™ and when it will launch in your area, visit the Meredith Corporation ONE Service™ booth at the 2010 NFDA International Convention & Expo in New Orleans. Or contact Jeff Trott, ONE Service™ General Manager, at (515) 284-2371 or Jeff.Trott@meredith.com.

New Providers Join Veterans Funeral Care's Network

CLEARWATER, FL— **Veterans Funeral Care** is proud to announce that the following have joined its ever-growing network of providers: **Riemann Family Funeral Home**, Gulfport and Biloxi, MS; **Wood Funeral & Family Care**, Jacksonville, AR; and **Billings Funeral Home**, Elkhart IN.

As members of Veterans Funeral Care, these funeral homes will offer value packaged cremation and burial services to veterans and their spouses.

Established in Clearwater, Florida in 2000, Veterans Funeral Care currently consists of 100 providers throughout 39 states—and that number continues to grow. The network's mission is to help funeral providers grow their business by offering veterans specialized funeral services at a reduced cost. They are also endorsed by The American Legion of Indiana which is their National Headquarters.

Veterans Funeral Care started off as just one funeral home in Clearwater. "Our area has many veterans and retired military in addition to two National Cemeteries and two VA Hospitals," says **Jim Rudolph**, Veterans Funeral Care's President. "Almost immediately after we opened our Clearwater location, we began to get phone calls from Veterans around the country asking if there was a funeral home in their area that offered ser-

vices like ours."

Seeing there was a need to advocate for more Veteran-friendly funeral services throughout the country, Veterans Funeral Care decided to expand its network. Today, the network continues grow at a rapid pace.

Funeral providers benefit enormously from becoming Veterans Funeral Care licensees. Once they join this prominent network, funeral homes typically enjoy an increase in local veteran interest and a boost in sales.

One feature that makes Veterans Funeral Care unique is that network providers strongly encourage families to choose a Veterans Cemetery. All veterans, their spouses and dependent children are entitled to free burial at any National Cemetery, including concrete graveliners, perpetual care and an upright or flat grave marker.

Veterans Funeral Care also offers a caregiver referral plan and a church funeral plan. These comprehensive funeral packages include a high-quality casket, professional funeral director and staff services, visitation, a church or graveside service and a funeral coach with costs ranging from 20% to 30% less than traditional funeral packages.

To find out how you can become an exclusive Veterans Funeral Care licensee, contact **Russ Cable** at 1-800-467-7850 or visit www.VeteransFuneralCare.com.

Passages International names Wehr as Sales Manager

ALBUQUERQUE, NM— **Passages International, Inc.**, the global leader in environmentally-friendly (green) and biodegradable funeral products names **Anna Marie Wehr** as Sales Manager.

Wehr will be working with funeral professionals throughout North America to help them better serve their families by incorporating green product offerings into their businesses. "Passages International is delighted to have Anna Marie join our team," says **Darren Crouch**, President of Passages International, Inc. "She has a great deal of experience and enthusiasm that will help us continue to build our brand, and expand our market," continues Crouch.

Wehr brings a wealth of marketing and management experience to Passages International, Inc. having worked with death care providers and suppliers for nearly seven years. She served as Director of Products and Services for six years at the *International Order of the Golden Rule* (OGR) and prior to that

worked for ten years in the marketing/communications department of Insituform Technologies, Inc. Wehr, a native of Cedar Rapids, Iowa, contributes time to local community groups and is an avid outdoor enthusiast. She graduated from Coe College with a degree in public relations. She may be reached at (636) 219-7854 or via email at amwehr@passagesinternational.com

Passages International, Inc., specializes in the design and manufacture of eco-friendly urns and caskets for the human and pet funeral industries. The extensive product line provides the ever-increasing number of eco-conscious families with environmentally-friendly, affordable and attractive merchandise choices. Passages supplies the most comprehensive selection of unique and functional urns for scattering, biodegradable burial in earth or water, and the temporary containment of cremated remains.

For more information visit www.passagesinternational.com or call (888) 480-6400.

Western States Funeral Supply partners with Aurora Casket to serve Funeral Home Clients

AURORA, IN— To create new opportunities for its funeral home clients, **Western States Funeral Supply** has joined forces to distribute **Aurora** caskets and technology solutions to funeral homes throughout Colorado.

"Our strategy has always been focused on creating opportunity for our funeral home clients," said **Jim Wiens**, president of Western States Funeral Supply. "Aurora carries that same attitude and commitment. We've been family owned since 1954 and are delighted to partner with another family-owned supplier and offer Aurora caskets to our customers."

"Jim Wiens has a terrific reputation throughout funeral service," added **Bill Backman, III**, president of Aurora Casket Company. "The entire Aurora team is excited to have a new partner to bring our products and solutions to funeral professionals in the Colorado market."

Western States Funeral Supply, based in Newton, Kansas, is a division of **Doric Concrete Vaults, Inc.** The company operates seven locations with more than 60 employees. In addition to Aurora caskets, Western States Funeral Supply also carries burial vaults, monuments and other memorialization products.

Aurora Casket is the largest family-owned funeral supplier in America. Founded in 1890, the company operates five manufacturing facilities in the U.S. and Canada, and provides a full range of burial, cremation, and technology products to funeral home clients across America. Aurora is a fifth-generation family business, owned and operated by the Barrott and Backman families. For more information, visit www.auroracasket.com.

Remembrance Centers of America is meeting the needs of Baby Boomers

Continued from Page B4

adjustments in order to meet consumer demand and the growing popularity of non-traditional services. It's not at all surprising that it has almost become a cliché: "The funeral industry is the last industry to be dragged kicking and screaming into the 21st century."

As funeral professionals we must reinvent ourselves and the role that we play in the funeral arrangement process. Transforming our public persona from the stereotypical undertaker/mortician is the first and most important step in creating and building this new image. Public relations can be defined as your efforts and ability to influence public perception. What the public wants to hear is a good story. Good PR is the telling of a good story. The better your story is, the better the acceptance by the public. Becoming a **Remembrance Center®** preferred provider tells a great story while shaping and influencing public perception.

Boomers are not going to be happy with "cookie cutter" funerals. They are demanding customized funeral arrangements, with personalized touches. As baby boomers grow older and find themselves having to plan funerals for loved ones and themselves, they are making funeral choices based on values that are different than previous generations. Boomers have never followed tradition, and planning their funerals is no exception. Baby Boomers see funerals as a valuable part of the grieving process and are seeking ways to make them meaningful. More and more families are planning funeral services that are as unique as the person who died. In order to meet the demands of the consumer, personalization has resulted in an explosion of unique services and products that reflect the hobbies, passions and interests of someone who has died. Through personalization, Remembrance Services and Life Tributes can be more meaningful.

Remembrance Centers of America provides a distinguished certification designation exclusively for funeral directors and licensed preneed counselors employed by their preferred providers. Becoming a certified Remembrance Counselor® emphasizes a commitment to the needs of the client. It means that they are attentive to every detail while demonstrating a level of service, compassion and sensitivity that is above and beyond other industry professionals. The mission of Remembrance Centers of America is to provide funeral service professionals with a distinguished designation that sets them apart from their competitors and communicates a high standard of service to their community. When clients see the Certified Remembrance Counselor® (CRC) designation next to their name they will know immediately that they are working with a person of integrity that they can rely upon and who will offer more than expected of them. To learn more visit RemembranceCenters.com or call Toll Free (866) 770-6791.

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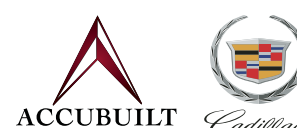
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1997 Cadillac M&M Coach.....	Wht/Wht Ext/Burg Int.....	71,000 mi
1996 Cadillac Eagle Coach.....	Blk/Blk Ext/Blue Int.....	69,000 mi
1996 Chevrolet Superior Coach.....	Wht/Wht Ext/Blue Int.....	62,000 mi
1992 Cadillac Federal Coach.....	Wht/Wht Ext/Blue Int.....	24,000 mi



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33,500 miles
White Exterior, Blue Interior

LIMOUSINES

2005 Cadillac Eureka 6-Door Limo.....	Blk/Blk Ext/Drk Gray Int.....	22,000 mi
2003 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int.....	48,000 mi
2002 Cadillac M&M 5-Door 90" Limo.....	Blk Ext/Blk Int.....	59,000 mi
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2006	
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Cadillac S&S Hearse	black/black leather
2005	
Cadillac Eagle Hearse	white/blue leather
Lincoln Eagle Hearse Ext Table	black/tan leather
2003	
Lincoln Eagle Hearse	blue/tan leather
2000	
Cadillac M&M Hearse	black/black leather
1999	
Cadillac S&S Masterpiece.....	blue/blue leather
1996	
Cadillac Superior Hearse	black/black leather
Buick S&S Victoria	silver/gray top/blue interior
1994	
Cadillac Eagle Hearse	silver/black top/blue interior
Buick Eagle Hearse	black/blue interior



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LIMOUSINES

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Cadillac DaBryan 5-door.....	white/black leather
2000	
Cadillac Superior 24 Hour.....	black/black leather
Cadillac M&M 6-door.....	black/black leather
1999	
Cadillac Chicago 5-door	white/burgundy leather
1995	
Cadillac S&S 6-Door.....	white/black leather

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1995 Cadillac Eagle, Black, 74k mls, SHARP! Needs Engine	\$3900
1995 Cadillac Masterpiece, 49k mls, Dark Blue, SHARP!.....	\$6250
1994 Cadillac, Black, 50k mls, Clean	\$4875
1994 Buick Superior, 70k mls, Brown over Copper.....	\$3900

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1999 Cadillac S&S Presidential, Black, 57k mls.....	\$4750
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Hearses/Limousines 8

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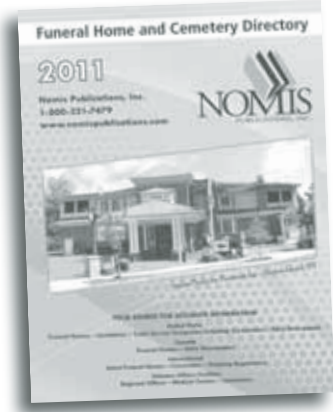


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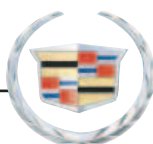
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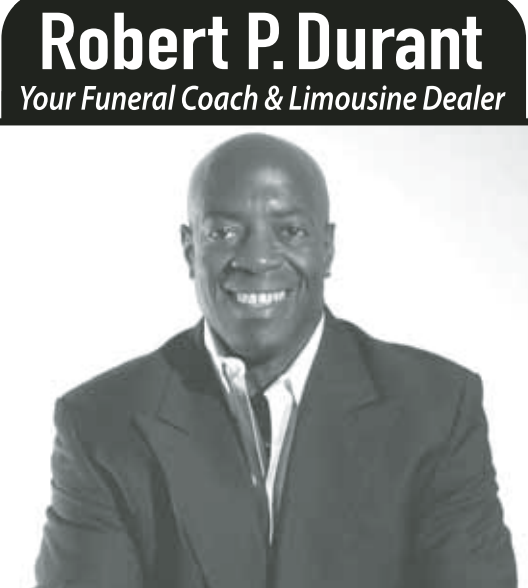
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