



Experience the sights and sounds of Chicago while connecting with peers during the NFDA Convention

BROOKFIELD, WI— Those who attend the **National Funeral Directors Association's (NFDA)** 2011 International Convention & Expo, October 23-26 in Chicago, IL, can participate in exclusive social and networking events that will allow them to connect with colleagues while exploring Chicago's rich history and vibrant culture. The NFDA Convention is being held in conjunction with the **Cremation Association of North America (CANA)**.

Give Back to Chicago and Your Profession

Building on the successes of the Orlando, Boston and New Orleans builds, NFDA is again working with *Habitat for Humanity* to give back to Chicago. Volunteers will gather on Saturday, October 22 to give a piece of the American dream to a family in need.

The 2011 **Funeral Service Foundation Golf Classic** will take place Sunday, October 23 at Ruffled Feathers Golf Club, Lemont, IL. Ruffled Feathers has been hailed as one of the country's best new courses by Golf Digest and Golfweek. Participation in the Golf Classic will help the Funeral Service Foundation further its efforts to attract, retain and educate funeral service professionals; promote the value of

the deathcare profession to the public; provide scholarships to mortuary science students and professionals; and support children's grief programs.

The annual *Motorcycle Ride*, which is being co-hosted **Homesteaders Life Company** and the **Trocar Bikers**, will take place Sunday, October 23. After picking up an iron horse at Chicago Harley, riders will head north to Milwaukee, WI, the birthplace of Harley-Davidson. There, they will tour the new Harley-Davidson Museum, which houses more than 450 Harley-Davidson motorcycles and hundreds of thousands of artifacts, including the very first Harley-Davidson to roll off the production line. A portion of the registration fee includes a donation to the Funeral Service Foundation.

Get Social

Join President-elect **Randy Earl** and wife **Evelyn** for an unforgettable night of fun in Chicago. The *NFDA Juke Joint Blues - President-elect Party* will take place Sunday, October 23 at the House of Blues Chicago. Meet up with old friends (and make new ones), sip a cocktail or two, nibble on tasty appetizers and boogie the night away to the Motown-inspired blues/jazz music of Chicago. There is no charge to attend this event.

The *All-Star Recognition Ceremony & Reception* on October 24 will give attendees an opportunity to recognize their colleagues who strive for excellence every day: 2011 NFDA Pursuit of Excellence® Award recipients; individuals who have earned their Certified Preplanning Consultant designation from NFDA; those who have earned their Certified Funeral Service Practitioner (CFSP) designation from the Academy of Professional Funeral Service Practices; and those who have earned their Crematory Operator Certification from CANA. **Jack Springer**, CANA's long-time executive director, will be recognized for his

years of service and dedication. Special guest speaker **Patrick Hallinan**, superintendent of **Arlington National Cemetery**, will share his experiences serving the families of our nation's heroes. There is no charge to attend this event.

On Monday, October 24, the "Under 40s" will meet up for a night out in Chi Town. Attendees of the *Funeral Directors Under 40 Party* will hop on a trolley, grab a cocktail and enjoy a tour the Windy City's hippest neighborhoods. They will be dropped off at the Public House on State Street; after that, the rest of Chicago's night life awaits.

Those who use "friend" as a verb, track their tweets or know what it means to link-up on LinkedIn will want to attend the *Friends of Facebook Party* on Tuesday, October 25. Many funeral service professionals are connected with NFDA and each other on social media sites, like Facebook, Twitter and LinkedIn. This is their chance to grab a cocktail, meet in-person and enjoy offline conversations.

As they say in Ireland, *Fáilte roimh an páirtí* (Welcome to the party)! Join **Pat and Mary Callaghan Lynch** in welcoming the 2012 NFDA Executive Board during the *Closing Celebration* on Wednesday, October 26. After a cocktail reception and dinner, one of Chicago's premier Irish dance groups will perform. Guests will kick up their heels to the band **Gentlemen of Leisure Band**, which performed at President Barack Obama's inauguration.

In addition to the many social events NFDA will be hosting, convention guests can also take part in tours of the city of Chicago.

Up-to-date information about the 2011 NFDA International Convention & Expo can be found by visiting www.nfda.org/Chicago2011. Information about social events and tours can be found by clicking on the "Activities/Tours" tab.

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Healing Stones From The Heart provide Comfort to Grieving Families



Healing Stones From The Heart 9/11 Memorial Stone

COLUMBIA, MD— Artist **Cynthia Gallagher**, a member of the International Guild of Glass Artists, Inc., specializes in the custom design, installation, and restoration of stained glass windows. When Cynthia's friends lost their 17 year old son in a car accident, she wanted to craft a special tribute to help them heal. She created a memorial for their son, in remembrance of all his accomplishments and achievements, utilizing her expertise in the design of stained glass to craft a unique memorial in colored marble. Her friends' response to the exquisite memorial encouraged Cynthia to support the healing of other grieving families by offering **Healing Stones From The Heart** to provide a sense of closure and comfort to families through the most trying time of their lives.

There is that essence of reverence, calming, and healing, when walking into a funeral home chapel or mausoleum, that is filled with Stained Glass Windows. All of a sudden voices go down to a whisper and the stained glass radiates a feeling of higher power, that God is here and taking care of your loved one. They say that, "People light buildings, but God lights Stained Glass Windows." A church filled with 25 windows of Cynthia's design and creation

sent her a booklet celebrating 100 years of service. Through the photos, Cynthia recalls the people who chose their specific design in memory of their loved one, "That is what it is all about, helping people heal. Hence, the name, Healing Stones From The Heart."

Cynthia's heartfelt compassion has also been extended by offering memorials, as well. A beautiful design, etched on black granite, called "We Remember 9-11," for those who gave their lives on that dreadful day, will be raffled off at the NFDA/CANA Convention. Stop by booth #494 for a chance to win the memorial.

In addition, Cynthia's son, Jimmy Charles, a well-known singer and songwriter in Nashville, TN will be making a celebrity appearance and will sing live during the convention. His CD featuring the song, When A Hero Dies, will also be available at the booth. The song is very popular for memorial services.

Since 1985, Cynthia has been creating and restoring architectural stained glass windows in churches, homes, commercial buildings, model homes, restaurants, hotels, antiques stores, and historical estates. If you are looking for custom Stained Glass windows or restoration of your existing windows, Cynthia is the person to call (302) 468-0635. She will design to fit your specific needs to adhere to the architectural design. Funeral Directors take such wonderful care of the families and their loved one; stained glass offers an added service of comfort and healing. View the scope of Cynthia's impressive custom pieces, and find Healing Stones online at www.healingstonefromtheheart.com or call 302-468-0635 for a free estimate on stained glass restoration, custom design and installation.



Customized Stained Glass by Cynthia Gallagher

Funeral Home Gifts forms a strategic partnership with Answering Service for Directors



LYNN, NC— **Funeral Home Gifts**, the nation's leader in the production of heirloom quality tapestry Tribute Blankets, is delighted to announce the formation of a strategic partnership with **Answering Service for Directors (ASD)** in the delivery of unprecedented value to its funeral home business partners. For each Tribute Blanket purchased, ASD will apply a small credit toward the funeral home's monthly answering service bill.

"Competition and cremation continue to erode funeral homes' profitability," says **Karl Weisenbeck**, Funeral Home Gifts Division President.

"This partnership provides our mutual funeral home customers with the opportunity to comfort grieving families while both increasing revenue and reducing their monthly answering service expense by 20-30 percent or more. There is absolutely no downside, it's huge."

A family-owned weaving mill operating for over 30 years, Funeral Home Gifts is the nation's largest and most successful weaver of tapestry wall décor. The company's entry into the tapestry Tribute Blanket market two years ago was simply a natural addition to its mature line of woven products. Funeral Home Gifts has shipped over 25,000 blankets nationwide, including the first Tribute Blanket made for the funeral service of the late **Coretta Scott King**.

The time sensitive process of planning a funeral often limits the choices available for grieving families. Funeral Home Gifts wanted to offer a product that was fully personalized but could still be guaranteed to arrive in time for a viewing or service. Funeral professionals can select a next day delivery option to provide families with added peace of mind. The Trib-

ute Blanket is long-lasting way to honor loved ones and is less expensive than many floral sprays. The blankets are so valued by funeral directors as a comfort to grieving families and as a lead generation tool for their businesses that over 90 percent regularly include them as a standard part of their visitation and services.

"The blankets have been a big hit with our families," says **Chris Timothy** of **Falconer Family Funeral Home** in Gilbert, AZ. "In the first two months of using the blanket in our services; we booked two funerals and one pre-arrangement directly as a result of the blanket."

Funeral professionals can help families select the photo they would like woven into the blanket and the specific design or message of their choosing. The customized heirloom is made of 100 percent cotton, is machine washable and designed to be used often without fading. The blanket is large and impressive at 4.5' x 6' ft, making a memorable centerpiece at the funeral service as well as an enduring commemoration of their departed loved one.

JC Battle of **JC Battle & Sons Funeral Home** in Cincinnati, OH agrees. "Many of our first-time families have come to us as a direct result of seeing the tapestry at another one of our services."

For more information on Funeral Home Gifts, and to enroll in the Funeral Home Gifts/ASD Rewards Program, Contact Karl Weisenbeck at karlw@tributeblankets.com, 800-233-0439, Ext-501. Visit www.funeral-homegifts.com.

Be sure to stop by at the NFDA International Convention and Expo in Chicago to see the Tribute Blanket at Booth 315 or CANA Pavilion Booth 938.

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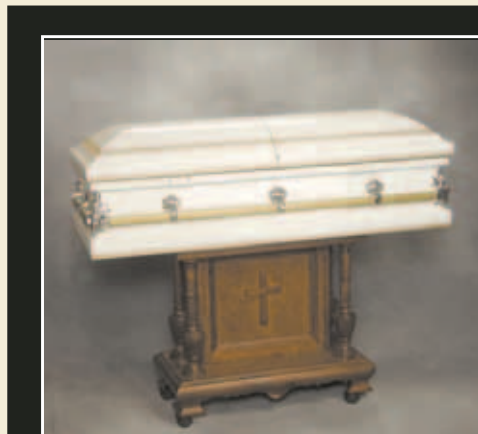
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Join us as we celebrate 25 years exhibiting with NFDA!

To celebrate our Silver Anniversary stop by Booth 735 on Monday and see how our family has grown and changed over a quarter century!



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Accubuilt, Inc., S&S and Superior Coaches partake in the NFDA/CANA Joint Convention

LIMA, OH— Accubuilt, Inc. will feature several S&S Coach Company and Superior Coaches products including the all new MKT in booth 956 at the National Funeral Directors Association's (NFDA) International Convention & Expo, which is being held October 23-26 in Chicago, IL. The 2011 NFDA Convention is being co-hosted by the Cremation Association of North America (CANA), a first for both associations.

The 2011 NFDA/CANA Convention is one of approximately 35 trade shows selected by the U.S. Department of Commerce's (DOC) to participate in its International Buyer Program (IBP). The IBP will bring qualified foreign buyers, prospective sales representatives and potential business partners to the convention, giving exhibiting companies like Accubuilt (S&S and Superior) excellent opportunities to meet, network and develop partnerships with funeral service professionals around the world.

Accubuilt is a diversified specialty vehicle manufacturer that traces its roots back more than 134 years. Built on Cadillac DTS and Lincoln MKT heavy-duty chassis, they are used by independent and corporate funeral homes as well as professional livery operators around the world.

Accubuilt's manufacturing facility is located in Lima, OH and the company's specialty vehicle offerings are certified and approved by the Cadillac Master Coachbuilder program and Lincoln Quality Vehicle Modifier program.

For more information on Accubuilt, Inc. and its extensive vehicle offerings, visit www.accubuilt.com.

Signature Series has new Corporate Facility and Additional Staff to accommodate Growth



Signature Series Personalized Casket



Signature Series Personalized Urn

WAUNAKEE, WI— Signature Series Caskets Inc., a nationwide provider of personalized memorial products and services to funeral homes and their families, announced the completion of a new corporate facility that includes additional staffing to accommodate the increasing demand for product personalization and offerings. Signature currently has five distribution locations across the Midwest serving over 26 states with a 24-hour turnaround time to meet demands.

Signature Series Caskets Inc., founded in 2009, is focused on bringing top-quality personalization to virtually any casket, urn or memorial item, allowing a family the ability to reflect the way a loved one lived.

Personalization may reflect a lifestyle, a passion for a favorite sports team, a religious viewpoint or even a branch of service they so proudly served.

Recently awarded honorable mention with the ICCFA, Signature is recognized as a leader in cutting edge personalization offering the only industry true no limits personalization programs giving families unlimited options as to how they can pay tribute to a loved one. Learn more about the options you can offer to the families you serve by stopping by NFDA Booth 1424, call (800) 710-8896 or visit www.signaturecasket.com.

Miller Architects & Builders stand Alone Crematory Design Packages

ST. CLOUD, MN— Miller Architects & Builders is all set to attend the 2011 NFDA International Convention & Expo in Chicago, IL. The tradeshow is being held at McCormick Place October 23-26, 2011. Miller Architects & Builders can be found at booth #1126. As a highly respected and progressive force in the constantly evolving funeral home industry, Miller Architects & Builders delivers quality services and quality results. Stop by our booth to see the latest in "Stand Alone Crematory Design Packages" for human or pet cremation facilities. With three floor plans to choose

from, these facilities offer everything from a basic floor plan with crematory and garage to a full service floor plan with entry, office, bathroom, reception, prep room, crematory and garage. Custom plans are also available.

Established in 1874, Miller Architects & Builders is one of the Midwest's premier designs and build commercial construction firms specializing in funeral homes. Miller Architects & Builders constructs all its facilities using your local labor.

For more information about Miller Architects & Builders visit www.miller-ab.com.

Elegante Brass Company introduces New Tower Urn Series



The Tower Clock Urn

BROOKLYN, NY— Elegante Brass Company of Brooklyn, NY will be highlighting its Tower Urn Series™ at the upcoming NFDA/CANA Convention & Expo in Chicago.

This series was first introduced in New Orleans at last year's NFDA Convention. Manufactured in both solid wood and solid marble, it has proven to be a sales leader in the current ultra-competitive urn industry. The Tower Urn's artistic concept was 3 years in the making - it's so distinctive in ingenuity it has been granted a U.S. Design Patent. Elegante Brass Company now holds a total of 3 distinctive cremation urn patents, all available exclusively through their network of funeral industry suppliers and distributors.

According to Robert DeLauro, project manager and co-designer, "Not everyone wants to display an urn

which looks like an urn and the Tower Urn's design complies with both compulsory requirements of function and charismatic design."

The Tower Urn Series™ is available in 4 color finishes in genuine wood and 3 color finishes in genuine marble. The series includes adult urns and matching keepsakes, with an inexpensive price point as an added plus.

"Funeral directors recognize the value of an urn design which is not just another urn shape. The possibility of choosing a functioning mantle clock, which also (discreetly) accommodates cremains, makes all the difference when striving to achieve higher profit margins," says DeLauro.

For information about The Tower Urn™ Series, ask your local funeral supplier, call (800) 252-7277 to have an authorized Elegante distributor contact you, or stop by Booth 1125 in Chicago

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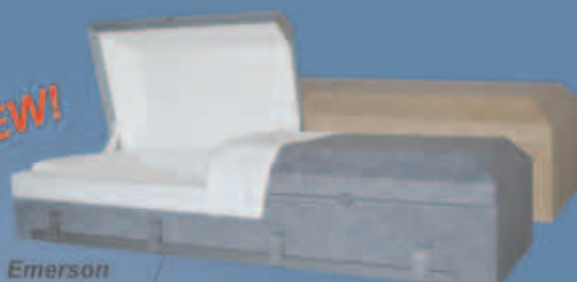
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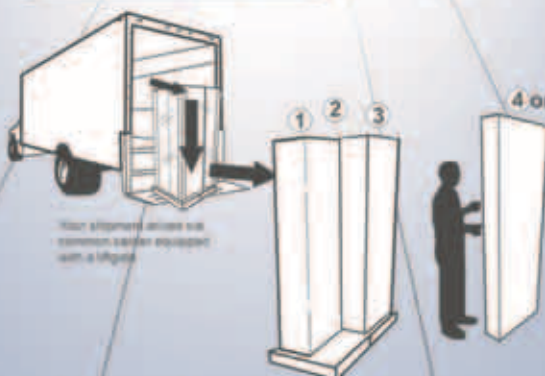
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Funeral Source One offers New Products and Mortuary Coolers



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SEVIERVILLE, TN— Funeral Source One (FS1) is one of the fastest growing funeral supply and equipment companies continue in the U.S. and Canada. Funeral Source One was founded in 2009 by industry professional, 24 year old, **T.R. Ward**, while in mortuary school. “I have developed good friendships with most of my clients and am always here to assist 24 hours a day.” FS1 has recently added National Sales Manager, **Becca Cox**. Becca is a great asset to the company and very knowledgeable about the industry. “At FS1 you’re not just an account number, you talk direct with the owner or sales manager, and get the answers to your questions fast,” added T. R. The most popular items available include the Hy-

draulic Embalming Table, a fully hydraulic, foot operated table featuring a thick all stainless top. The FS1 087 Church Truck is available in 3 colors. The FS1 334 Folding Dressing Table features a durable gray top, ID card holder, foot brakes, and EZ fold mechanism. All of these items and many more will be on display at the NFDA Convention. Funeral Source One has references in almost every state for their equipment line. The equipment is in stock, and always ready to ship same day on confirmed orders. A new product being offered by FS1 this year is the stacking, connectable Chapel Chair, available in numerous colors. The chairs are always in stock, and ship out within 72 hours of the confirmed order.

Specialties at FS1 include helping with new funeral home start ups and helping funeral homes expanding to new locations. FS1 offers a complete package that has everything from A to Z needed to start a new funeral home or mortuary service. Over 5000 funeral related items are available, and most are in stock for same day shipping. FS1 also offers on site equipment funding through FS1 Equip Finance Services. Phones are answered 24 hours a day at 1-888-792-9315. Normal office hours are Monday-Friday 8:00 AM to 6:00 PM, and Saturday 10:00 AM to 4:00 PM. For more information about Funeral Source One visit Booth #576 at the NFDA Convention or email tr@funeralsourceone.com.

CremationInformationUS.com introduces National Service Provider Directories

LOUISVILLE, KY— As the ever-changing American funeral challenges our adaptability to remain profitable, **CremationInformationUS.com**, the nation’s premier provider of helpful cremation information focuses on the family and their need to be together at the time of loss. At CremationInformationUS.com and through the addition of twin national provider directory websites, useful cremation information is provided. By offering links to the websites of knowledgeable cremation providers, family service options are offered based

on three affordable price tiers, Good, Better, and Best for the celebration of a life well lived. CremationInformationUS.com has trademarked the term *Private Holistic Cremation Care* for use as a professional service upgrade to direct cremation. As the families of **J. B. Ratterman Grand Chapels** opted for more professional service and togetherness time after visiting the firm’s website, owner **Emmett A. “Tony” Ratterman Jr.** opted to share this program with other providers. According to Tony, “This program will increase family loyalty, the funeral firm’s

reputation and most of all the financial stability of the local funeral home in our ever changing American Funeral.” Visit www.cremation-directory.com to see how families are directed to their local cremation service providers. At www.nationalfunerarydirectory.com families are directed to their local traditional funeral service providers. See how listing your firm as a provider can improve your bottom line by visiting Cremation Information US .com at the 2011 NFDA International Convention & Expo in Chicago at Booth #1294.

Kirchner Corporation introduces New Fingerprint Jewelry Line



MINNEAPOLIS, MN— In response to the success enjoyed in the jewelry industry, **Kirchner Corporation** has introduced Fingerprint Jewelry. This stylized line of fine fingerprint jewelry is aimed at the funeral home market. **Dan Kirchner**, President of Kirchner Corporation believes that “such a unique treasured keepsake should look like fine jewelry.”

Those families that are suffering with the loss of a loved one can easily review the selection process that provides options in a simple clear method. The metal options include white and yellow 14K gold or Sterling silver (platinum upon request). Gemstones and diamonds are the

perfect way to include added personalization or just that extra sparkle and pizzazz that truly fine jewelry provides. Customers can choose Fingerprint Jewelry pendants, charms and bracelets in many sizes, surrounded by a circle, triangle, or square ‘halo’. This is a “no mess” process with a 7 day turnaround.

Designer, **Jake Fuhrman** gained his inspiration from the unique, individual identity expressed in the spirit of every person. “The idea really grew out of my custom jewelry business. Each piece of Fingerprint Jewelry is as unique as that person, child, grandchild, parent, spouse or loved one. This is custom jewelry that is taken to the next level.”

Dan Kirchner adds, “With this simple, classic design, Jake has really captured the essence of a powerful emotional bond. The possibilities for giving are endless.”

The marketing of the Fingerprint Jewelry is as unique as the product itself. Drawing on their long experience in the industry, Fuhrman and Kirchner worked together to create a program that allows funeral homes to carry the line for a single one-time investment. Kirchner points out, “In today’s market, funeral homes are looking for a no hassle way to provide high quality memorial pieces for their clients delivered quickly and with profitable margins. With Fingerprint Jewelry, they are able to accomplish all of these.”

The initial investment provides the funeral homes with the kits to make the fingerprint impressions, a display with a range of samples, catalog, and marketing materials.

Jake Fuhrman is a St. Paul jewelry designer who operates his own custom jewelry studio as well as marketing the Fingerprint Jewelry line. He has a patent pending on the product.

Kirchner Corporation is a Minneapolis-based, family-owned jewelry manufacturer with a century-long tradition of success in serving the jewelry industry, especially in the family-oriented market. Kirchner has also launched the perennially-successful Mother and Child, Father and Child and Circle of Life jewelry.

To see the Fingerprint Jewelry line stop by NFDA Booth 191 or visit www.kirchnercorp.com.

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Cooperative Funeral Fund hires Todd Mannix as VP Sales and Marketing

MADISON, CT— Cooperative Funeral Fund, Inc. (CFF) announces the employment of **Todd Mannix** to lead the cemetery trust business.

At his most recent position with *NBC Universal*, Todd was responsible for managing the transition of worldwide distribution operations from a tape-based to digital fulfillment model. Todd managed operational and IT aspects related to this effort and created detailed financial models highlighting the benefits of the multi-million dollar worldwide initiative. Before joining NBC Universal, Todd served as business manager at Plutus Enterprises, a boutique IT consulting company, where he implemented cash management policies. Prior to this, Todd served as the Director of Customer Care at Deltek Corporation, a global provider of enterprise software and information solutions, where he led the effort to reduce professional service costs by creating customer focused programs.

Todd brings a unique background in both finance and operations, having also worked at two leading financial institutions, Fidelity Investments and American National Bank & Trust. Todd is well versed in business process improvement (Six Sigma) used to streamline operations, reduce costs, and identify revenue-generating opportunities. His success in high-growth companies in the financial, operations management and IT business arenas will aid in CFF's next stages of growth.

Todd stated that he is excited to grow the sales and marketing team and noted, "Cooperative Funeral Fund currently boasts over 300 million in funeral home trust assets. I look forward to building the cemetery trust product to the same magnitude as the funeral home trust product."

"I am incredibly pleased that Todd has joined the Cooperative Funeral Fund team. His knowledge and experience will provide the necessary strategic growth for expanding our preneed and perpetual care markets," stated **Mark Mannix**, Founder and President of CFF.

CFF manages the investment, accounting, compliance and payout of funeral home and cemetery preneed and perpetual care funds. CFF is registered with the United States Securities and Exchange Commission as an investment advisor. For more information visit www.cffinc.com, call (800) 336-1102 or stop by Booth #242 at the NFDA/CANA Convention.



Todd Mannix

Because I Remember unveils Ribbon of Remembrance

TULSA, OK— Linda Noble, founder of **Because I Remember**, will be showcasing the *Ribbon of Remembrance* at the NFDA/CANA joint convention in Chicago. Because I Remember was birthed from real life tragedy in memory of two remarkable women; two loving and dedicated mothers taken prematurely by cancer from their young children and other loved ones. Because I Remember has a twofold vision; to memorialize a loved one who has departed this life and to remember those still on earth who are currently overcoming unusually difficult obstacles in life.

The Ribbon of Remembrance design is a trademarked jewelry piece which symbolizes the connection between the one wearing it and the one remembered. It comes in the form of a necklace, earrings, or charm and is available in sterling silver or fashion jewelry silver-plate.

The symbol for this beautiful piece began as a pencil sketch drawn on a napkin during a family gathering. The symbol emulates a stylistic two representing the two biological mothers, one who courageously fought



against cervical cancer and another who bravely battled breast cancer. These two women leave behind the legacy of three wonderful children. The symbol also represents a ribbon of life, the ribbon forever connecting the hearts of these children to their birth moms.

The Ribbon of Remembrance weaves the fabric of our lives together with the lives of those we love. Whether honoring those serving others in foreign fields, remembering those currently in a battle against a terminal illness or other unusually difficult circumstances, or memorializing those who have passed from this life, the Ribbon of Remembrance is a touch point connecting you to your loved one.

Regardless of the reason for connecting with Because I Remember, the Noble family's desire is to provide families with the opportunity to do something tangible and lasting for someone loved.

For additional information regarding this unique gift stop by Booth 1189 in Chicago, email Charlie@becauseiremember.com or visit www.becauseiremember.com.

The Academy of Professional Funeral Service Practice

with Matthews International Corporation, Wilbert Funeral Services, American Funeral Financial, Kates-Boylston Publications, Nomis Publications and 1-800 Flowers invite you to lunch and readings by author, poet and funeral director, Tom Lynch

Readings from Apparition and Late Fictions



Thomas Lynch is the author of four collections of poems and three books of essays. His essays, poems and stories have appeared in *The Atlantic* and *Granta*, *The New York Times* and *Times of London*, *The New Yorker*, *Poetry* and *The Paris Review* and elsewhere. He lives in Milford, Michigan where he has been the funeral director since 1974.

Tom is a regular presenter to professional conferences of funeral directors, hospice and medical ethics professionals, clergy, educators and business leaders. Thomas Lynch's work has been the subject of two film documentaries including PBS Frontline's *The Undertaking*, aired nationwide in 2007, which won the 2008 Emmy Award for Arts and Culture Documentary.

Tom will read from his book of stories, *Apparition & Late Fictions*, published in 2010 to critical acclaim. A copy of his book will be given to each attendee with the opportunity to have Tom autograph it as a keepsake.

This event will be held October 24, 2011, at 11:45 a.m.

at the McCormick Place Lakeside Center, Chicago, IL

Admission is \$50 and includes CFSP Recognition, Lunch, Keynote presentation and a copy of *Apparition and Late Fictions* will be given to each attendee.

Please register at www.apfsp.com/CFSPEvent2011.htm

This event is sponsored by:



The Academy of Professional Funeral Service Practice promotes lifelong, voluntary learning and awards the Certified Funeral Service Practitioner (CFSP) designation. There will be a brief recognition at this event for APFSP members who have recently earned the CFSP designation. Attendance verification will be provided for 1 CEU approved by some state funeral director licensing boards (APFSP .1 CEU in Category B). Attendance is open to everyone, but NFDA International Convention & Expo registration will be required. For more information about the CFSP designation or this event, visit www.apfsp.com or stop by Booth 118.

Learn. Grow. Achieve.

National Mortuary Shipping promotes Kahlen Knapik

CLEVELAND, OH— National Mortuary Shipping (NMS) is pleased to announce that **Kahlen Knapik** has been promoted to Business Development Manager. Knapik started with NMS nearly a decade ago as a crematory operator. Kahlen brought with him an engineering background which he has utilized in various aspects of the business including statistical analysis, logistics, engineering controls, IT application design and trouble shooting.



Kahlen Knapik

“Through the years, Kahlen has built strong relationships with local and national fu-

neral directors. He is very innovative and is always looking for ways in which we can better serve our customers.

He has assisted our marketing efforts by merging tradition with modern technology,” said **Diane Smith**, CEO.

Knapik has been instrumental in the development of **Great Lakes Crematory, All County Pet Memorial Services** as well as its procedures for handling bariatric cases. As the numbers for obesity in America continue to rise, so do the issues on how to accommodate these special cases with dignity and respect. His experience with bariatric and special need cases has been instrumental in propelling the company forward as an industry leader.

to be a part of NMS,” said Knapik. “Business development is definitely an ongoing process and requires continuing education and research. As a company, we must always look toward the future while remembering our roots and traditions. I look forward to growing my career and embracing this new position.”

National Mortuary Shipping is a leader in the funeral industry working alongside funeral directors to aid families with death away from home.

For more information be sure to stop by Booth 161 at the NFDA/CANA convention in Chicago or visit www.natlmortuaryshipping.com.

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Adaptive Projections makes Funerals more Memorable



A Time to Remember Monitor

GRAND RAPIDS, MI— Providing funeral services is an incredibly personal business and making sure that the dearly departed is honored properly is the number one job. **Adaptive Projections** now offers technology that ensures that the life and times of the deceased can be remembered in an innovative way.

Face it. Funerals, wakes and viewings can be somewhat uncomfortable. All come to honor and remember the dearly departed, but what is missing many times is easy conversation about the past and the great times remembered.

What better way to get people reminiscing than by taking them back through the years with Adaptive Projection's wonderfully interactive 42" LCD touch screen monitors loaded with pictures and videos from the family and friend's personal archives. “We've all been to funerals that have a picture tacked to a cork board on an easel or a tribute video that is emotionally evocative, but this “Time to Remember” technology is on a different level,” says **Gerry Barnaby** of Adaptive Technologies.

By downloading pictures and videos supplied by family and friends, these brilliant monitors spring to life at a touch of a finger and take folks through the years with wonderful snapshots of the deceased as well as the living. “It's like having a hi-tech photo album that a crowd can gather around and share their stories and comments,” observes Barnaby. The mood of the moment can shift from one of unease to effortless conversation as friends and family electronically sift through the pictures and videos. “The best way to explain the touch screen function is to envision a huge iPad. Pictures can be rotated and enlarged at the touch of a finger. Videos can be played; e-messages via Facebook, Twitter and email from those not able to attend can be viewed. A Time to Remember can open the funeral up to friends from around the world.”

The monitors are mounted on handsome and mobile stands, can also serve a funeral home's clients in other ways. It is an excellent sales tool for the director to show products and services. Or, as the adults attend to funeral details, the monitors can become wonderful hands on drawing board for children who need diversion. Using their fingers to activate and create, this “Time to Draw” technology allows kids to draw pictures in an array of different colors.

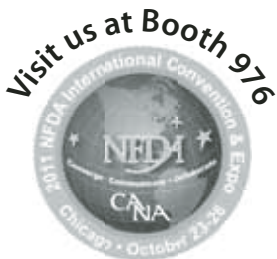
The cost of this technology is very affordable. This Time to Remember and Time to Draw technology will quickly become an asset for a funeral home both in revenue and reputation enhancements.

For more information be sure to stop by Booth #473 at the NFDA/CANA convention in Chicago or visit www.adaptiveprojections.com.

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Howard Miller selects Cheryl Stormzand to Head Memorial Products Division

MISHAWAKA, IN — “Cheryl Stormzand is the perfect candidate for this job because of her rich blend of experiences with new products, retail sales and customer service,” declared **Mary Lou Cressy**, V.P. of **Cressy Memorial Group**. “We have already found her to be an enthusiastic partner and very attentive to the memorial industry perspective,” continued Mary Lou.

With a strong background in product development and 25 years of experience in national sales, Stormzand is taking careful steps to assure continued product quality but with an eye to develop new memorial items. The distinctive high-gloss finish is a feature Stormzand helped to develop. Another product development she worked on was ensuring that a standard temporary insert or bronze urn fits the full-size urns. A certificate for a free engraved brass plate was an excellent marketing touch, too. The latter feature is considered a time and money saver for most funeral directors as well as the families they serve.

Because of a career focused on all categories of retail furniture products, Cheryl Stormzand explains, “I know the challenges of retailing consumer products. To continue our success, we need to support our distributors as well as educate the consumers. My goal is to bring better brand name awareness and increase product categories. More brand name products offer more sales opportunities! Since the *National Funeral Directors Association* will be my first memorial industry event, I look forward to meeting our customers and hearing how we can better help them promote our product lines.”

“Cheryl Stormzand has full responsibility for the **Howard Miller Memorial** line and we are fortunate that Hekman, a sister company, has planned a joint venture with Howard Miller for this national show and is introducing Hekman Senior Living seating at NFDA. This will be a huge benefit to the funeral industry,” stated **MaryAnne Scheuble**, National Sales Manager for Cressy Memorial Group. “The Senior Living line is designed with a firmer ‘sit’ and is less plush than traditional seating so there’s no difficulty sinking down too far into soft cushions. Older family members will be confident they



Cheryl Stormzand

can sit comfortably then stand more easily without assistance.”

The Howard Miller/Hekman NFDA exhibit is located at booth # 1420.

Howard Miller has been a well known manufacturer of premium clocks and furniture for over 80 years. Howard Miller Memorials have been creating family heirloom clock urns, urns and keepsakes for over 10 years. Urn and keepsake

models with photo spaces sometimes serve the pet industry. Over the years, the Howard Miller brand name has become synonymous with dependable comfort and lasting quality. Hekman Furniture, a sister company, is known for contract furnishings supplied to funeral homes and memorial customers world-wide.

Cressy Memorial Group is a manufacturer representative agency that supports sales through local and national distributors for Howard Miller, **Crowne Vaults**, **Natural Legacy** by **Hainsworth**, **R&S Design Marble Urns** and **Whitehall Products**.

For more information or to learn about the Howard Miller family of products, contact MaryAnne Scheuble at 866-763-0485.

Worsham to Hold Centennial Celebration

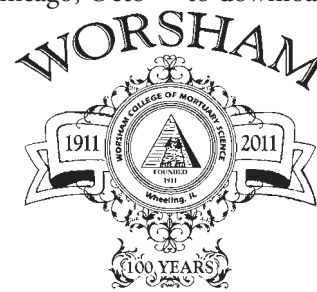


WHEELING, IL — On March 17, 1911, **Worsham College of Mortuary Science** opened their doors on Lincoln Avenue in Chicago. The College is celebrating its 100th Anniversary, and has scheduled the Centennial Celebration for Saturday, October 22, 2011. The date was selected to coincide with the NFDA/CANA joint Convention being held in Chicago, October 23–26, 2011.

Worsham College will celebrate both its graduates and 100 years of educating a legacy of funeral service professionals. The Celebration is scheduled to include several food stations, beer, wine and a

live band, Looney Train which specializes in classic rock. **Steve Dawson**, the keyboardist for Looney Train is a 1982 Worsham graduate, and owner and operator of **Sax-Tiedemann Funeral Home** in Franklin Park, IL. Space for the evening is limited and reservations are necessary. Visit www.worshamcollege.com to download the registration form or call 847-808-8444 to make your reservations by October 12, 2011.

Even if you can't make it to the Centennial Celebration you can stop by Booth 1475 to say hi to members of the staff and maybe see some alumni.



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NFDA-member funeral homes earn Pursuit of Excellence Award for outstanding service to Families, Communities

BROOKFIELD, WI— The **National Funeral Directors Association (NFDA)** is pleased to announce the names of the 146 funeral homes that have earned a 2011 Pursuit of Excellence® Award. The Award is given out annually to firms that have demonstrated a commitment to raising the bar on funeral service excellence by adhering to strict ethical and professional standards and providing outstanding service to families and communities.

To earn an NFDA Pursuit of Excellence Award, a participating funeral home must meet or exceed business standards set forth by the program and demonstrate proficiency in key areas the funeral service, such as compliance with state and federal regulations; providing ongoing education and professional development opportunities for staff; offering outstanding programs and resources to bereaved families; maintaining an active level of involvement within the community; participating and actively serving in the funeral service profession; and promoting funeral home services through a variety of marketing, advertising and public relations programs. Participants are also required to adhere to a Pledge of Ethical Practices.

More information about the NFDA Pursuit of Excellence program can be found by visiting www.nfda.org/pursuitofexcellence.

Award recipients will be honored on October 24 at the All-Star Recognition Ceremony and Reception during the 2011 NFDA International Convention & Expo.

Four Pursuit of Excellence Award Recipients Recognized with "Best of the Best"

In addition to receiving the 2011 NFDA Pursuit of Excellence Award, four funeral homes received the Best of the Best Award in recognition of their development and execution of an innovative program or service that had a positive impact on the families and communities they served this year.

The 2011 Best of the Best honorees are: **Arlington Memorial Chapels & Crematory**, Manila, Philippines; **Coston Funeral Homes Inc.**, Pittsburgh, PA; **Paul-McBride Funeral Chapel**, Norwood, MN; and **Spencer Family Funeral Home**, Athens, MI.

Five Firms Inducted into NFDA Hall of Excellence

Created to recognize long-standing participation in the Pursuit of Excellence program and a consistent display of service excellence, NFDA-member funeral homes are inducted into the Hall of Excellence upon receiving their 10th Pursuit of Excellence Award. The 2011 NFDA Hall of Excellence inductees are: **Baird Funeral Home**, Troy, OH; **Dodd & Reed Funeral Home**, Webster Springs, WV; **Spencer Family Funeral Home**, Athens, MI; **Waller Funeral Home**, Oxford, MS; and **Wappner Funeral Directors and Crematory**, Mansfield, OH.



2011 NFDA Pursuit of Excellence Award Recipients

A.H. Peters Funeral Home of Grosse Pointe, Grosse Pointe Woods, MI
 A.J. Desmond & Sons Funeral Directors, Troy, MI
 A.S. Turner & Sons Funeral Home, Decatur, GA
 Adair Funeral Home, Tucson, AZ
 Anderson-Burris Funeral Home & Crematory, Enid, OK
 Arlington Memorial Chapels and Crematory, Manila, Philippines
 Arnett & Steele Funeral Home and Cremation Center, Pineville, KY
 Arrington Funeral Directors, Jackson, TN
 Aspen Mortuaries, Lakewood, CO
 Baird Funeral Home, Troy, OH
 Ballard-Durand Funeral & Cremation Services, White Plains, NY
 Bartolomeo & Perotto Funeral Home, Inc., Rochester, NY
 Bayliff & Son Funeral Home Inc., Cridersville, OH
 Bowen-Donaldson Home for Funerals, Tifton, GA
 Branch Funeral Home, Smithtown, NY
 Brandon G. Thompson Funeral Home, Hammond, LA
 Bring Funeral Home Inc., Tucson, AZ
 Burritt Hill Funeral Home, New Britain, CT
 Caldwell & Cowan Funeral Home Inc., Covington, GA
 Cannon Cleveland Funeral Directors, McDonough, GA
 Carlson Funeral Service Inc., Rhinelander, WI
 Carmon Community Funeral Homes, Windsor, CT
 Cassaday-Turkle-Christian Funeral & Cremation Service Inc., Alliance, OH
 Clark Family Funeral Chapel, Mount Pleasant, MI
 Cobb Funeral Home, Blytheville, AR
 Coston Funeral Homes Inc., Pittsburgh, PA
 Cottonwood Memorial Mortuary, Holladay, UT
 Cozean Memorial Chapel, Farmington, MO
 Cozine Memorial Group, Wichita, KS
 Cunningham-Becker Funeral Home, Lowellville, OH
 D'Esopo East Hartford Memorial Chapel, East Hartford, CT
 D'Esopo Funeral Chapel, Wethersfield, CT
 David C. Brown Funeral Home, Belleville, MI
 Davis Funeral Home, Nashua, NH
 DeMoney-Grimes Countryside Park Funeral Home, Columbia City, IN
 Deseret Memorial Mortuary, Salt Lake City, UT
 Dobratz-Hantge Funeral Chapel, Hutchinson, MN
 Dodd & Reed Funeral Home, Webster Springs, WV

Dwayne R. Spence Funeral Home, Pickerington, OH
 E. Blake Collins Funeral Home, Wilkes Barre, PA
 Eggers Funeral Home & Crematory Inc., Chesnee, SC
 Emmanuel Johnson Funeral Home, Philadelphia, PA
 Enea Family Funeral Homes of the Mohawk Valley, Herkimer, NY
 Erlewein Mortuary, Greenfield, IN
 Evergreen Mortuary, Cemetery & Crematory, Tucson, AZ
 Fellows-Helfenbein & Newnam Funeral Home PA, Easton, MD
 Fitzgerald Funeral Home & Crematory, Rockford, IL
 Freitag-Reeves and Baskerville Funeral Home, Wilmington, IL
 Freitas Ruprecht Funeral Home, Yerington, NV
 French, Lawson-Miller & Schoppenhorst Funeral Homes, Brazil, IN
 Gamble Funeral Service, Savannah, GA
 Gardinier Funeral Home Inc., Franklin, PA
 Geisen Funeral Cremation & Reception Centre, Crown Point, IN
 Glende-Nilson Funeral Home, Fergus Falls, MN
 Gorsline-Runciman Funeral Homes, Lansing, MI
 Gunderson Funeral Home & Crematory, Madison, WI
 Hansen-Lendman Funeral Home, Kenosha, WI
 Hanson-Runsvold Funeral Home, Fargo, ND
 Henderson Funeral Home Ltd., Pekin, IL
 Heritage Funeral Chapel, Peoria, AZ
 Heritage Funeral Home & Crematory, Spokane, WA
 Heritage Funeral Home, Nipawin, SK, Canada
 Higgins-Reardon Funeral Home, Youngstown, OH
 Hooper-Huddleston & Horner Funeral Homes & Cremation Services, Cookeville, TN
 Howard K. Hill Funeral Services, New Haven, CT
 Hughes-Hantge Funeral Chapel, Hector, MN
 Johnson-Hagglund Funeral Home and Cremation Service, Litchfield, MN
 Jones and Son Funeral Home, Richton, MS
 Jones-Wynn Funeral Home, Douglas Chapel, Douglasville, GA
 Jones-Wynn Funeral Home, Villa Rica Chapel, Villa Rica, GA
 Joseph Vertin & Sons Funeral Home, Breckenridge, MN
 Kapinos-Mazur Funeral Home and Cremation with Confidence by Kapinos-Mazur, Ludlow, MA
 Kerrville Funeral Home, Kerrville, TX
 Kilpatrick Funeral Homes, West Monroe, LA
 Lake Hills Memorial Mortuary, Sandy, UT
 Lancaster-Morgan Funeral Home, Caribou, ME
 Larrison Mortuary Ltd, Pratt, KS
 Lentz Funeral Home, Algona, IA
 Lippert-Olson Funeral Home, Sheboygan, WI
 Lynch & Sons Funeral Directors, Clawson, MI
 Lynch & Sons Funeral Directors, Milford, MI
 Martin Funeral Home-Fairgrove, Fairgrove, MI
 Martin Funeral Home-Vassar, Vassar, MI
 Mattson Funeral Home & Cremation Service, Forest Lake, MN
 Memorial Funeral Home, Edinburg, TX
 Memorial Funeral Home, San Juan, TX
 Memorial Mortuary, Salt Lake City, UT
 Miles T. Martin Funeral Home, Mount Morris, MI
 Milward Funeral & Cremation Service, Lexington, KY
 Moloney Funeral Homes, Central Islip, NY
 Moore Funeral Home, Brazil, IN
 Morman Funeral Home, Wakeman, OH

Mountain View Mortuary & Cemetery, Salt Lake City, UT
 Myers Mortuary-Brigham City, Brigham City, UT
 Myers Mortuary-Layton, Layton, UT
 Myers Mortuary-Ogden, Ogden, UT
 Myers Roy Mortuary, Roy, UT
 Newington Memorial Funeral Home, Newington, CT
 Ochiltree Funeral Service & Aftercare, Winterset, IA
 Panebaker Funeral Home, Hanover, PA
 Patrick T. Lanigan Funeral Home, East Pittsburgh, PA
 Paul-McBride Funeral Chapel, Norwood, MN
 Pray Funeral Home, Charlotte, MI
 Preston-Hanley Funeral Homes & Crematory, Pekin, IL
 Proko Funeral Home & Crematory, Kenosha, WI
 Redwood Memorial Mortuary & Cemetery, Salt Lake City, UT
 Reeves Funeral Homes Ltd., Coal City, IL
 Reynolds-Jonkhoff Funeral Home and Cremation Services, Traverse City, MI
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 Smith Family Mortuaries, Derby, KS
 Southern UT Mortuary, Cedar City, UT
 Spencer Family Funeral Home, Athens, MI
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 Tetrick Funeral Home Riverside Chapel, Elizabethton, TN
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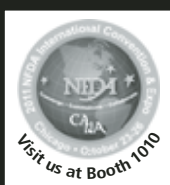
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Meadow Hill Corporation releases Thumbies Fingerprint Scanner

LAKE BARRINGTON, IL— Technology for the sake of technology does little. But every so often there is a breakthrough that really does make life easier. **Meadow Hill Corporation**, the company that first introduced fingerprint keepsakes, has given funeral service a new tool that delivers what it promises—a faster, cleaner, accurate and more asecure way to take and store fingerprints. The *Thumbies Fingerprint Scanner™* (TFScanner) is now available for purchase and first reports are highly promising.

Mary Etta Russum, CPC of the **Daniels & Hutchison Funeral Home LLC** says, "Meadow Hill has taken technology to the next level. I love how easy it is to take prints and to upload them to my Vault. It's amazing how much time is saved. At first I thought the Scanner was a little expensive, but now that we're using it, the convenience is worth the cost. Our first six orders more than paid for it. I would highly recommend this product to all of our colleagues."

LeeAnn Malone of **Lake Ridge Chapel and Memorial Designers**, says "Our company has been using the Thumbies Fingerprint Scanner for several months. The process of taking fingerprints is much cleaner, easier, quicker and convenient. The scanner has eliminated the inconvenience of using the ink strips and card system. Prints are being saved in the Vault, making the ordering process much quicker. Thank you Meadow Hill, for designing such a useful and helpful tool."

The TFScanner's Apple iPod touch® holds the Thumbies App, an application designed exclusively for Meadow Hill accounts and available only through iTunes. The iPod plugs into a hi-impact, molded cradle that houses the scanning sensor and allows funeral directors to capture an incredibly detailed fingerprint with one touch at body temperatures right out of the cooler. The print image instantly appears on the iPod screen, and the built-in keyboard permits users to type in the full name of the deceased and notes. Proprietary software embeds the print image with a time and date stamp, the funeral home's name and address, and any other information entered into a note section.

Slightly larger than a portable phone, the TFScanner is as easy to use at removals as it is in prep rooms. The iPod is Wi-Fi enabled and allows directors to immediately upload prints to Meadow Hill's new Print Vault™, a storage system that offers users the unprecedented security of cloud storage and the individuality of a personal safety deposit box at their bank for all the prints taken with the Scanner. Where Wi-Fi is not available, a USB cable is included for syncing and downloading prints to your office computer and for recharging.

When ordering Thumb-

ies for a family, funeral directors can now move fingerprints from their Print Vault directly to a new electronic ordering system (e•OS for short). e•OS was developed specifically for Thumbies, and allows funeral directors to place orders with confidence, accuracy and security. At Meadow Hill, high-quality scans equate to high-quality finished keepsakes.

Meadow Hill's Fingerprint Scanner, Print Vault and e•OS offer funeral service advancements that will enhance their business. See a demonstration at the NFDA/CANA joint convention in Chicago at booths 823 and 833.

For additional information on the TFScanner, call Meadow Hill's Scanner Specialist, **Ashley Nkandu**, at 877-848-6243, Monday through Friday, 7:30 a.m. to 4:30 p.m. CST.



Thumbies Fingerprint Scanner

Progressive Environmental Services recovers Valuable Materials from Cremains

BARRINGTON, IL—**Progressive Environmental Services Inc.** has been a full-service industrial refiner for over 33 years of all types of metals and elements. Their expertise is in the recovery of "hidden" elements and metals often ignored by scrap recovery companies.

As a member of *Cremation Association of North America*, they are exceptionally knowledgeable about valuable metals and elements used in the medical industry, which are often overlooked when recovering materials from decedents who have chosen cremation. Crematoriums are familiar with titanium implants and prosthetics, as they are most obvious but, there are other valuable elements and metals that can be recovered from pacemakers, defibrillators, and dental alloys, even those which appear to be porcelain or ceramic. Some of these elements are valuable heavy metals that are usually not noticed and discarded prior to the final processing because of damage that can occur to the processor. Progressive Environmental Services can reclaim these heavy metals and provide for a green, environmentally compliant method of disposal.

With a background in Environmental Law and over 34 years of experience in

the environmental arena, Progressive Environmental's founder understands that proactive environmental responsibility greatly reduces the chance of environmental liabilities. As an appointed panel member of the Federal EPA Task Force on Recycling for EPA Region 5, he is deeply involved with all aspects of environmental law and works with State and local environmental officials to stay abreast of the ever-changing laws regarding compliance and enforcement issues.

Progressive Environmental Services provides their clients with a container for collection and a pre-paid Fed-Ex label for shipping to their facility. A detailed settlement is provided and payments are then made per the client's instructions.

Environmentally compliant, technologically equipped and experienced in all metallurgical recovery methods, Progressive Environmental Services is more than a typical metal recycler. Their goal is to educate their clients, eliminate waste and provide environmentally compliant services for all metals recovered in the cremation process.

For more information, visit Progressive Environmental Services at NFDA booth 1284, call 800-323-9785, or visit their website at www.progressive-environmental.com.

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A R N G Honor Guard Program 879	DNA Capsule 1427	Last Rodeo Casket Co. 596
A.B.C. srl 1093	DNR Industries Limited 1027	Lester Lampert 845
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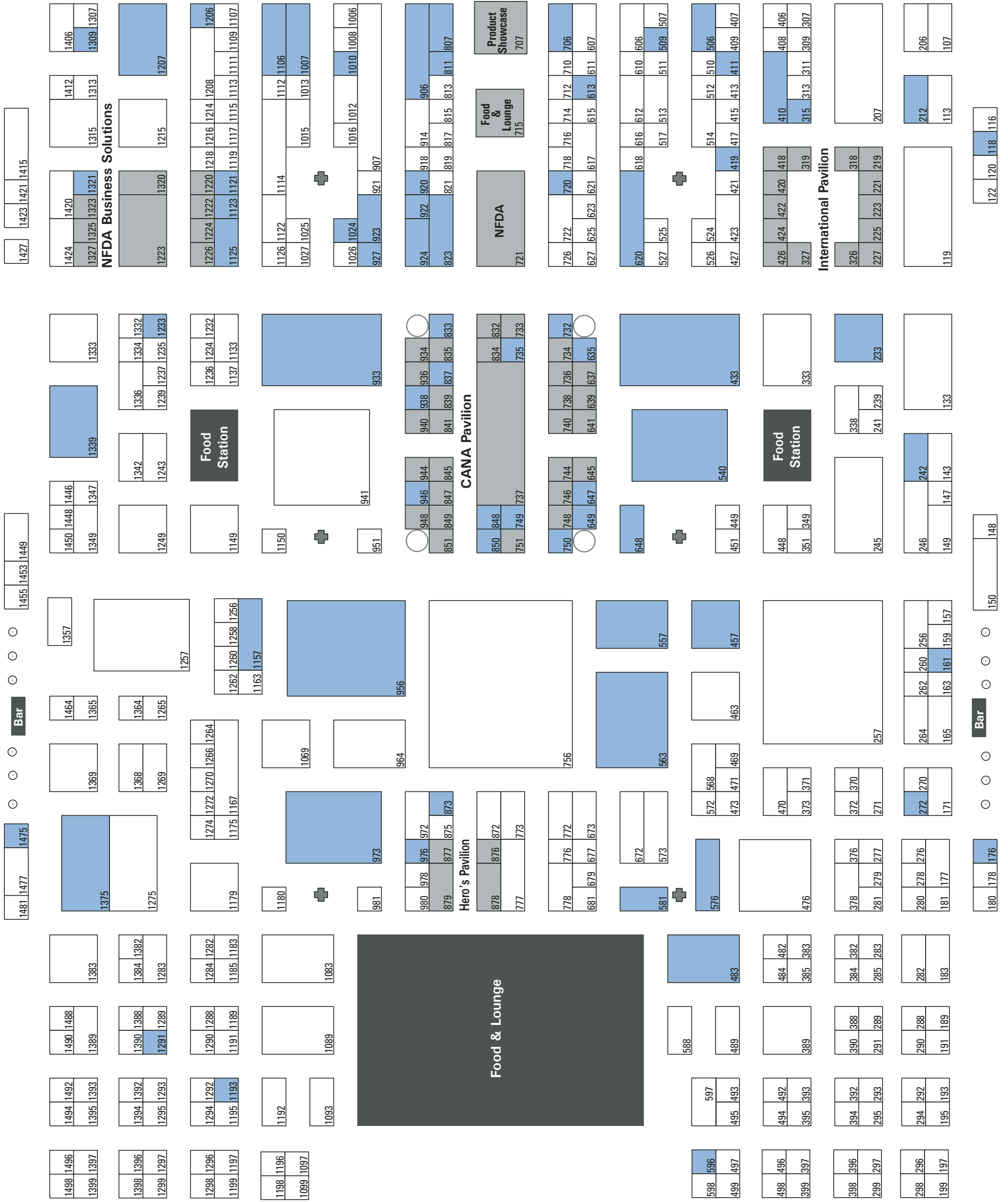


Exhibit Hours:

Monday, October 24 Noon - 5 pm • Tuesday, October 25 Noon - 5 pm • Wednesday, October 26 10 am - Noon

McCormick Place Lakeside Center

ENTRANCE



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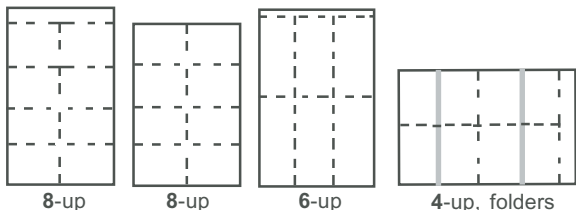
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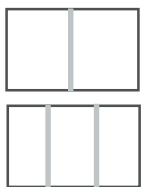
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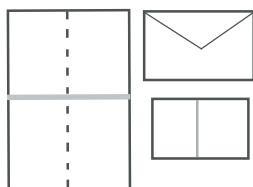


Memorial Programs



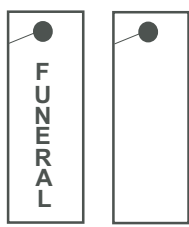
Bi-fold/Tri-fold

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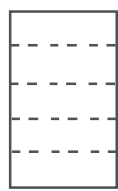
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Patented Mobile Technology from Making Everlasting Memories® uses QR Codes

CINCINNATI, OH— Through its patented mobile technology, **Making Everlasting Memories®** (MeM), a progressive memory archiving and publishing company, is redefining how funeral homes and cemeteries across the country connect families with their loved ones' online memorials.

Consumers now have the ability to instantly access the content of the memorial from wherever they are, with a quick scan of a QR code which takes them to a custom mobile site. There the user can read the obituary, view and submit photos, leave text and voice messages for the family and even access directions to the service and cemetery through GPS mapping technology.

QR code usage has increased dramatically in the first quarter of 2011, according to the Mobile Barcode Trend Report, which says that mobile barcode scans increased 810 percent compared to first quarter last year. In addition, a recent report from CNET states that 14 million Americans used their smart phones to scan QR codes in the month of June 2011 alone.

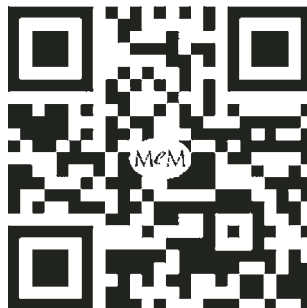
"This technology has exploded," said **G. Scott Mindrum**, president and CEO of MeM. "Families today want to memorialize their loved ones in new and progressive ways. We bring exclusive high-tech solutions to a very high-touch industry. Our customers are very excited for new opportunities to become more widely accessible to the communities they serve."

MeM's patented products help funeral directors, cemetery service providers and monument builders easily create interactive online memorials for families that feature biographies, photo slideshows, movies and more. A QR code is then generated which can be placed on the marker or urn, or printed on any number of keepsake items given out at the funeral services.

"We provide a turnkey, customizable solution for funeral directors, cemeteries, monument builders and other service providers," said Mindrum. "We realized the need to keep them in touch with this surging trend, and our patented products allow them to deliver a unique service that gives lasting value to their customers," says Mindrum.

MeM's one-stop-shop approach provides the deathcare and memorial industries with a full array of online and offline products designed with their customers in mind. Unlike other services, once data is collected from family members and entered into the MeM system, service providers can create a wide array of personalized keepsake items, including professionally printed story books, stationery items, tribute movies and webpages which may be preserved indefinitely and updated continually over time. Learn more by visiting NFDA Booth 1369 or go to www.mem.com.

Established in 1995 in Cincinnati, OH Making Everlasting Memories® (MeM) is a progressive memory archiving and publishing company that utilizes the latest technologies to publish and preserve the life stories of its customers. MeM has been leading innovation in the deathcare industry since 1997 when it filed its first patent application on various inventions involving online and multimedia deathcare solutions. MeM distributes its patented products through e-commerce as well as nearly 2,000 intermediaries in North America. MeM is globally accessible via www.mem.com. MeM's patent filings include U.S. Pat. No. 6,340,978; U.S. Pat. No. 7,222,120; U.S. Pat. No. 7,287,225; U.S. Pat. No. 7,624,344; U.S. Pat. No. 7,657,835; U.S. Pat. No. 7,671,902; and U.S. Pat. No. 7,984,380. MeM also has several patent applications currently pending.



To see a demonstration of MeM's mobile technology, scan this QR code using a smartphone QR code reader

Directors' Choice releases New Blackberry App

SAINT JOHN, NB— **Directors' Choice Answering Service** of Saint John, NB, has announced the launch of the newest member in their mobile application family, the Blackberry App.

This exciting news comes hot on the heels of their popular iPhone App release earlier this year, making Directors' Choice the first funeral specific answering service to offer mobile applications to their clients. (<http://dchoice.com/dc-to-go/>).

iPhone App users have sent rave reviews since its launch earlier this year: "I personally believe the iPhone App is one of the greatest things your company has going. I can stay in touch, and monitor what's going on without being on the computer. It is wonderful." "Long overdue and works perfect! -5 Stars" "Love the app's efficiency!"

Offering the same features and convenience as the original iPhone Application, Directors' Choice continues to prove their commitment to moving ahead with state-of-the-art technology. Additionally, development of an Android Application is well underway.

As with the iPhone App, DC to GO is a one-stop portal for Directors' Choice services. Clients can now use their Black-



berry to check messages, listen to call recordings, contact answering service staff, and manage on-call and service information. All information is in real time, as it happens.

The DC to GO Blackberry App is available for immediate download at <http://bit.ly/dctogobb>. Once downloaded, a company representative will need to issue a pass code to ensure secure access. Clients of Directors' Choice may call 888-920-1900 or email askus@dchoice.com for assistance.

Directors' Choice is the premier provider of funeral-exclusive answering services in North America, with customers across the continent. For information on how you can join Directors' Choice, and take advantage of their award winning services and features, visit www.dchoice.com.

To see a demonstration be sure to visit Directors' Choice, Booth #417, at the 2011 NFDA International Convention in Chicago, October 23-26.

Please join the
100 Black Women of Funeral Service
 at NFDA/CANA in Chicago,
 McCormick Place Exhibit Hall
 Booth 1124

as we honor the late
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Come as we introduce you to Roberta's
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Reception for funeral service professionals
 at the McCormick Place Exhibit Hall,
 4pm to 6pm Monday afternoon
 on the second floor
 courtesy of 100 BWFS

Don't forget to wear pink
 in honor of breast cancer
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Monday is
**"Think Pink" Day
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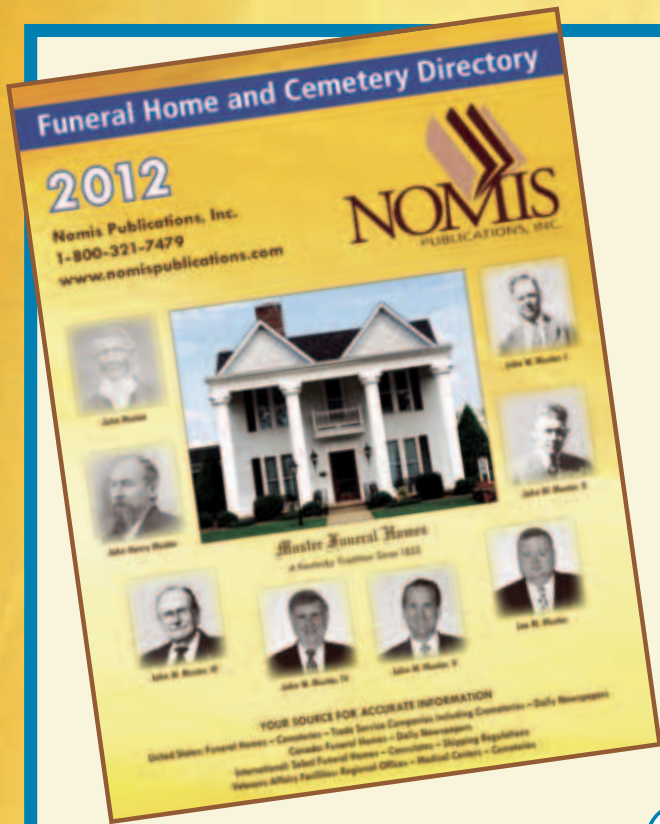
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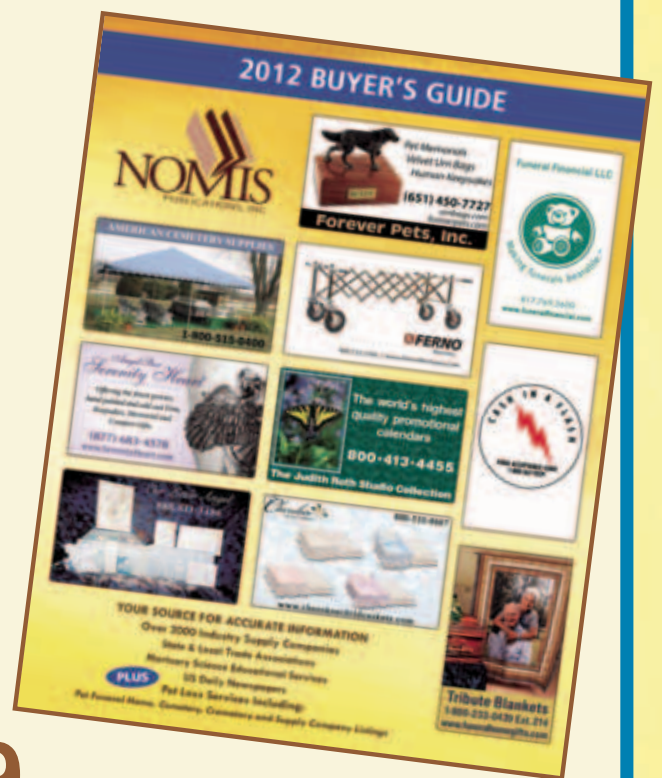


Published monthly, FUNERAL HOME & CEMETERY NEWS is a compilation of news articles and press releases provided by the funeral and cemetery industry. There are no journalists on staff – no editorial calendar. The news provided by funeral directors, cemeterians, suppliers, mortuary colleges and trade associations is published, offering the industry a forum to share firm accomplishments, community programs and exchange ideas.

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BUYER'S GUIDE

- Over 2000 Death Care Industry Supply Companies are listed by the product or service offered to Funeral Homes and/or Cemeteries
- Also includes: Pet Funeral Homes, Cemeteries, Crematories and Supply Companies
- U.S. Daily Papers - *Including websites & email addresses*
- Funeral Service Education Programs
- Industry Associations - national, state, local *Including websites & email addresses*



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Beautiful Adornments to be showcased by Love Ashes



Hand crafted dichroic glass tile, fused with a loves one's ashes, is adhered to the front of a granite headstone.

LAKESWOOD RANCH, FL— As a jeweler, artist and memorialist, **Silvia Engel** certainly has the skill set to create stunning dichroic glass cremation memorials; and her list of awards proves it. Her company, **Love Ashes**, was recently the winner of The Best of the Best award at the 2010 NFDA convention, as well as the prestigious KIP award at the 2011 ICCFA convention.

Love Ashes, a nationally acclaimed cremation jewelry company, handcrafts stunning dichroic glass

pendants that are just as vibrant and unique as the lives they represent. Their product line includes their popular pendants, elegantly framed tiles and newly introduced Beautiful Adornments.

Beautiful Adornments, Love Ashes' newest product, are vibrant dichroic glass tiles that may be fused with a loved one's ashes and then adhered to the front or back of a granite headstone. By utilizing industrial strength 3M tape, Love Ashes' Beautiful Adornments are

a durable and unique tribute to a life well lived.

Aside from their new products, Love Ashes will display their jewelry and memorial products and will also be available to visit with you about becoming a Love Ashes Partner at Booth 720 at the upcoming NFDA/CANA Convention or visit www.LoveAshes.com. Love Ashes partners are funeral homes, mortuaries and monument companies who offer Love Ashes' products to the families they serve.

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NFDA Innovation Award to be Presented

Innovation abounds in the Expo Hall at the 2011 NFDA International Convention & Expo



The **National Funeral Directors Association (NFDA)** is looking to funeral service professionals to help select the recipient of the 2011 Innovation Award. Established in 2009, the NFDA Innovation Award recognizes and promotes creativity, innovation and excellence among funeral service suppliers and vendors. The winner will be announced on October 24 during the Opening General Session of the NFDA International Convention & Expo. The 2011 NFDA Convention, which will take place October 23-26 in Chicago, IL, is being hosted in conjunction with the Cremation Association of North America (CANA).

Earlier this year, funeral service vendors and suppliers had an opportunity to submit a product or service that became commercially available after January 1, 2010, for consideration in the 2011 NFDA Innovation Award competition. A distinguished panel of funeral directors evaluated the 42 entries and selected five finalists. Funeral professionals had until September 16 to vote for the product or service they believe is the most innovative of the year. Votes will be combined with the judges' scores to determine the winner of the 2011 NFDA Innovation Award.



- **Fire Marshal Crematorium Monitoring Technology by Cremation Systems:** Fire Marshal is a crematory monitoring technology designed to help prevent crematory fires. Most crematory fires start near the stack, in an area that is not visible to the crematory operator. Fire Marshal measures the temperature in the space next to the stack and alerts the operator when conditions are suitable for igniting a fire.
- **At-Home Genetic Information Storage by DNA Capsule, LLC:** The At-Home Genetic Information Storage by DNA Capsule stores a blood sample from a decedent in a triple-sealed container, protecting it from moisture and degeneration. This blood sample can be used by future generations to learn important information, such as whether they are predisposed to certain genetically-linked diseases, or provide valuable information that can be used for genealogical research.
- **Safetysal by Entry Japan KK:** Safetysal is a patented polymer gel delivery system that prevents bodily fluids from leaking from the nose and ears. A syringe and catheter mechanism makes injecting the gel into the nose and ears quick and easy; it eliminates the need to insert cotton or use powder polymers.
- **The Tribute Book by funeralOne:** A typical register book doesn't tell a story, and neither does a photo album. The Tribute Book offers families the best of both worlds. Funeral firms can transform the traditional register book into a keepsake that tells the story of a decedent through customized text and photos.
- **FuneralScreen Digital Signage Solution by Greene Valley Media Co.:** FuneralScreen is the first digital signage solution available to funeral homes that utilizes cloud-based computing technology. Cloud computing allows funeral home staff to update the content on digital signs from any computer or mobile device with internet access.

Discover More Innovative Products and Services in the NFDA Expo Hall

The Expo at the 2011 NFDA International Convention & Expo is the world's largest annual funeral service trade show and features the newest and most exciting products, services and innovations from around the world. The Expo Hall will be open on October 24 and October 25, from noon-5 p.m.; and on October 26, from 10 a.m.-noon.

For more than 90 years, deathcare professionals have counted on CANA to keep them informed about the most innovative ideas available in cremation. The CANA Cremation Pavilion, which will be located in the center of the NFDA Expo Hall, will continue CANA's tradition of showcasing the latest products and services to help all funeral professionals improve their cremation businesses.

The International Pavilion is a one-stop international resource for finding answers to questions about funeral service around the world, including repatriation. More than a dozen countries and funeral service associations will be represented, making the International Pavilion a must-visit area for anyone who is doing business with funeral directors in other parts of the world or wants to learn more about global funeral customs.

The Business Exchange Sessions make their return to the NFDA Convention. During these 40-minute presentations, exhibitors will share information that will help funeral professionals overcome business challenges. These sessions are open to all convention attendees, including those who have received an "Expo Only" pass from an NFDA exhibiting company. No continuing education credits are offered for the Business Exchange Sessions.

Up-to-date information about the 2011 NFDA International Convention & Expo can be found by visiting www.nfda.org/Chicago2011. Information about the Expo can be found by clicking on the "Expo" tab.

Trigard to offer Healing Tree certification at 2011 NFDA/CANA Convention



Rich Darby teaches Trigard's first Healing Tree certification session during the 2011 Trigard Convention. More than 80 dealers and vendors attended the conference



George Tilley and Greg Tilley, Ideal Burial Vault Company, Depew, NY took home two Trigard awards, including the new "You Get It" award.

DANVILLE, IL— Trigard welcomed more than 80 vault dealers and vendors to Danville, IL for the 2011 Trigard Convention. The three days of presentation, networking and learning focused on the tools and relationships necessary for a strong future.

Rich Darby, Chief Operating Officer, emphasized the importance of creating experiences for families. "It's not just about the boxes," he said. "We have to create something that families will connect to and remember."

He illustrated this point with the success Trigard dealers have seen with the *Healing Tree*® burial and urn vaults. Not only do they add graveside value, but the ceremony helps families begin to heal.

Dealers who came to Trigard convention this summer had the privilege of being among the first to be awarded Healing Tree certification. Trigard created the program to ensure families receive the same Celebration of Life ceremony no matter where they are.

Trigard will continue to ride the momentum from the dealer convention to the 2011 NFDA/CANA Convention and Expo in Chicago. Trigard's booth, #973, will feature a full tent set-up for the Healing Tree burial vault and urn vault. Ceremonies will be conducted throughout the expo hours.

Funeral directors who attend can be awarded basic Healing Tree certification. More comprehensive training is available at *Trigard University*. Learn more at www.trigard.com.

On the last day of the Convention in Danville, Trigard presented sales awards to select vault distributors for achievement during 2010. The trophies were manufactured by Trigard Plaque and Sign.



Watts Vault & Monument Company received three Trigard awards for sales achievement during 2010. From left, three generations of the Watts family: Julie Watts, Lyndall Watts, Carson Watts, Cailey Watts and Scott Watts.

Watts Vault & Monument Company was recognized for the Highest Sales Volume, Highest Percentage of Aegean Sales and Highest Volume of Healing Tree® Products.

The Highest New Dealer Sales Growth award was presented to **Ideal Burial Vault Company**. **Norwalk Vault Company** had the second Highest New Dealer Sales Growth.

In the Small Business Division, **Knight & Sons Monument Company** had the highest growth percentage. **Bates Vault & Services, LLC**, and **Minchew Concrete** followed with second and third highest growth percentages respectively.

For the mid-size business division, **Baker Concrete Limited** was recognized for the highest growth percentage, followed by **Forsyth Brothers Concrete Products** and **Heartland Vault Company**.

Gilmer Burial Vaults had the highest growth percentage in the large business division. Second highest was **Whited Cemetery Service**, followed by **Oldcastle Adams Products**.

A new award was presented to Ideal Burial Vault Company. The new "You Get

It" Award recognizes the Trigard dealer who does an exceptional job of promoting the Trigard brand, serving families and embracing new trends in our industry.

Trigard is a family owned and operated business based in Danville, IL that has catered to the varying needs of the death care industry since the 1960s. Trigard regularly hosts Trigard University, a program dedicated to assisting burial vault dealers and funeral directors by providing the necessary tools to make their firms succeed in today's funeral industry. Trigard be-

lieves working closely with other death care providers enhances our knowledge of the industry and allows everyone to stay a step ahead in today's changing marketplace.



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The only Pete and P.B. Dye-designed golf course in Chicagoland, Ruffled Feathers is a must play for the devoted golfer. This golf jewel has been hailed with Best New Course accolades from both *Golf Digest* and *Golfweek* magazines, and in 2010 was recognized by *Golf.com* as one of the best public courses in the state.

The genius of this must-play course is evident in its 18 unique and demanding holes, exquisitely sculpted fairways, strategically placed bunkers and water, and beautifully framed and contoured greens. If you want to play a championship-caliber, well-conditioned golf course, join us for this fun and memorable day. For more information, visit www.funeralservicefoundation.org or call 877-402-5900.



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Memory Glass expands Product Line

SANTA BARBARA, CA—**Memory Glass**[®], a memorial keepsake company, has announced a new product design: a *Solid Color Galaxy Orb*, which gives a bolder appearance to the original galaxy design. This product joins the Memory Glass line of memorials due to popular demand for a product with more color. As with all Memory Glass hand-blown glass keepsakes, this exciting new design can be infused with cremated remains, soil from a burial plot or sand, which no longer limits sales to accompanying cremations only.

“This Fall’s NFDA Expo is an ideal opportunity to bring our new design to market,” states **Nick Savage**, Memory Glass Owner and artist. “Our goal is to give funeral homes and crematoriums fresh design options to enhance their promotions, while not abandoning our popular, tried and true designs.”

Memory Glass will have two booths this year at the *National Funeral Directors Association’s* (NFDA) International Convention & Expo in Chicago from October 23-26, 2011. Visit Memory Glass by the hosted bar at booth #157 and in this year’s new CANA Cremation Pavilion at booth #948 to see the entire product line and find out how to become a vendor.

A Memory Glass[®] is a unique solid glass keepsake that eternally preserves cremated remains, soil from a burial site or sand, which are suspended within the glass. Our customizable products are each hand-blown using high-quality crystal glass and



Solid Blue Galaxy Orb

colored glass available in 16 colors. An extremely small amount of cremated remains, soil or sand is required, giving families the opportunity to create multiple Memory Glasses, giving funeral homes an add-on for traditional funeral or cremation packages. When used with cremated remains, the family can still bury or scatter the remainder of the ashes.

Established in 2002, Memory Glass began as a family business inspired by the loss of a close friend. Its mission is to provide a creative, affordable, alternative form of memorialization for those grieving the loss of family, friends or pets that are no longer with us. Memory Glass products are available in over 1,000 funeral homes and crematoriums in all 50 states. To become a vendor, visit www.Vendors.MemoryGlass.com. To view all products, visit www.MemoryGlass.com.

Memory Vessels Enhanced Designs



Dark Paws USB Flash Drive Keepsake Closed

Dark Paws USB Flash Drive Keepsake Open



Crystal USB Flash Drive Keepsake Open

Crystal USB Flash Drive Keepsake Closed

DENVER, CO—Memory Vessels is pleased to announce the addition of a 2 Gigabyte USB Flash Drive along with an enhanced design that allows for easier filling of the dual keepsake chambers. Their line of exquisite cremation jewelry is offered in five beautiful designs, including two new pet memorial pieces. These new designs are a great compliment for funeral homes offering tribute videos and provide an additional source of revenue via service fees for uploading electronic tributes and filling the pendant’s cremains chamber. Affordable pricing guarantees a low initial inventory cost,

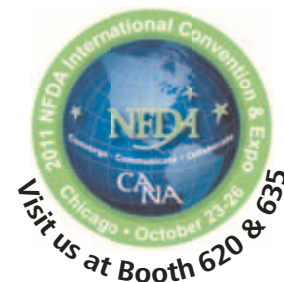
and a generous profit margin, while ensuring that the consumer’s price will generate repeat sales and referrals. Dual keepsake chambers allow consumers to keep the cremains of two departed loved ones close to their heart. Pictures, video tributes and voice recordings, saved on the pendant’s flash drive, support the healing process by focusing on joyful experiences and celebrating the sights and sounds of a life well lived.

The new keepsake chamber design has a larger-than-standard opening to make filling the chamber easier than ever, and the USB flash drive allows for easy upload-

ing of memorial tributes. Maintaining an inventory of these beautiful keepsakes requires very little storage space and their inclusion in a display room is sure to draw attention. Additionally, custom images and branding can be created for exclusive sales through your organization.

For more information, and to view these stunning patent-pending keepsakes, visit booth #470 at NFDA/CANA or view the designs in the “Our Products” tab on www.memoryvessels.com.

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The Golden Casket creates Personalized, Hand Made Golden Caskets

LYME, CT— An unconventional casket company called **The Golden Casket** is breathing new life into the traditional American funeral industry. Instead of cookie-cutter, machine made boxes, the company creates exquisite handmade caskets using pure 24 karat gold, which are customized to clients' requirements matching their unique personalities.

There has been a dramatic shift in people's attitude towards funerals in the last quarter century. Instead of mourning a death, people are increasingly choosing to celebrate a life. The company provides a boutique service for unique personalities living unique lives, and who want their final sendoff to be special, personalized and completely original. And what better way to go out in style than pre-ordering a one-off casket that incorporates your lifestyle and personality?

Owners **Justin Wessels** and **Edward Balfour** are both highly cultivated and creative men with an entrepreneurial flair for adventure. They are veterans of the high stakes New York art world where they collectively spent more than 20 years working with museums, high end clients and private collectors all over the world, all the time working with priceless objects made with pure gold.

"Anything can be done," according to Edward Balfour, Vice President, "therefore we are only limited by our clients' creativity and personality." For example, elements that have defined a person's life can be integrated into any casket, from musical instruments to memorabilia, from original sports equipment to vehicle or boat parts, you name it. The interior of a client's casket can be hand stitched using fabrics from their favorite clothes, such as suits, dresses, and football or basketball uniforms, and can incorporate other any other special items such as jewelry and collectibles. Team logos, song lyrics, quotations and mottos can be woven into the interior fabric or carved into the lid. In addition, the entire exterior shell of the casket is completely customizable. Any motto, design or artwork can be beautifully hand carved and finished in either 24 karat gold or another material of the clients' choosing. "We can replicate and carve any design element

by hand, from team logos to mottos to family coats of arms" says Edward. All caskets are produced in New York City at the Golden Casket's studio by a team of master craftsmen and carvers. Seeing that everything is created and assembled by hand, a single casket requires hundreds of man hours to complete.

Why use gold on caskets? "A casket is the only purchase you ever get to keep," says Balfour, "and gold is forever. It does not rust or tarnish and you cannot destroy it. Gold has held a magical allure for mankind since it was discovered, and there is only a finite supply in the world. Gold is as timeless as it is beautiful, and it reflects refinement and style. What better substance to use when creating someone's final resting place?"

For luminaries and celebrities (who are mortal just like the rest of us), the choice of a stylish casket is obligatory. Sarah Bernhardt always traveled with a rosewood casket made to



Monarch Elite 24K Gold Casket

her specifications and preferred sleeping in it when she traveled. Michael Jackson and James Brown were buried in bronze caskets with 14 karat gold handles. Alexander the Great, after conquering the known world and dying at 32, was placed in a gold sarcophagus that was in turn placed in a second gold casket. The Golden Casket Company is going one step further, by working with living people and designing truly original caskets.

Balfour and Wessels are setting out to conquer the world in their unique fashion. "One thing is guaranteed," says Balfour, "none of us will be here forever. We provide an original and high-end service to discerning people who have spent their entire lives thinking outside the box. We transform a final resting place into a one-of-a-kind artwork that makes a statement about that person's life, style and accomplishment. After all, it's your funeral."

Alternative luxury funerals are on the rise in the Americas and Southeast Asia, and the Golden Casket is not limited by geography; the company ships worldwide.

The Golden Casket will be showcasing its newest luxury casket, the Monarch Elite 24 Karat Gold Luxury Casket, at the NFDA show in Chicago in October, booth 679. For more information, visit www.thegoldencasket.com.

Farnsworth Gowns presents New Designs at NFDA Convention

PITTSBURGH, PA— **Farnsworth Gowns & Supplies**, a leading provider of unmatched quality and style burial clothing for funeral homes in the United States, U.S. Virgin Islands and Canada will feature their latest designs of traditional and modern street burial garments at the 2011 NFDA Convention and Expo in Chicago, October 23-26.

These burial garments are offered in several differ-

ent materials and color for women along with men's burial suits and accessories. Farnsworth Gowns, a family owned company for 50 years, prides itself in providing its customers with a superior line of burial garments, street style dresses in modern fabrics, traditional gowns, negligees, men's suits, underclothing, slippers and other accessories.

With a wide range of colors and materials, and

more than 100 styles to choose from, Farnsworth Gowns offers funeral directors and families fast customer service for color change, oversize (up to 4X in most styles), special requests, and next day delivery.

View their catalog online at www.farnsworthgowns.com or call 412-881-GOWN for a free brochure. Please stop by booth #1010 to view their many style garments.

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shown in sandstone with brushed gold nameplates

Visit us at Booth 679

* accessories sold separately

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AmpliVox launches iPod Portable Sound System

NORTHBROOK, IL— **AmpliVox Sound Systems** is proud to introduce a breakthrough PA System made for the funeral home and cemetery industry. This innovative system includes an iPod docking recharging station and a DVD player with a video-out.

This easy to use iPod PA System is compatible with the iPhone™ and most iPod® models, delivers sound and video providing presenters with a personal choice. It delivers clear sound for audiences of up to 500 in a 2,500 square foot room with its 30 watt amplifier and 8" full-range speaker. The design also includes a voice priority switch that mutes the music while the microphone is in use.

"The ever-growing popularity of the iPod has created a wide demand for this wireless PA System. We've designed this iPod PA System specifically for the way the funeral home and cemetery



market uses music and video for eulogies, and gives loved ones a full choice of multimedia selection when they're speaking," says **Don Roth**, CEO of AmpliVox.

The powerful, portable and lightweight (15 lbs.) iPod remote controlled wireless PA System includes a video-out that can enable a person to watch DVDs (plug-in a projector or other video device), a carrying case, a built-in anti-shock DVD/CD/MP3 disc player with pitch control, and a USB compatible device for easy download. It is karaoke ready, has a built-in UHF wireless receiver, and wireless hand held mic.

When it is not being powered by the AC power cord directly, a rechargeable battery supplies power for up to four hours (recharges battery while in use). You can see the iPod PA System at the NFDA/CANA convention in the **Funeral Source One** Booth #576.

AmpliVox® Sound Systems products are predominately made in the USA, meet stringent UL standards, and come with an up to 6-year warranty. Creators of the Pink Podium Promise cause marketing initiative; AmpliVox donates pink podiums to breast cancer awareness organizations helping lead the effort to "Speak Up for the Cause." Visit <http://www.ampli.com> for more information.

Answering Service for Directors owner Kevin Czachor is honored as a Business Exchange Exhibitor at NFDA/CANA Convention

MEDIA, PA— Answering Service for Directors (ASD) is pleased to invite funeral professionals to hear Vice President, **Kevin Czachor's** presentation at the *National Funeral Directors Association Convention* on Tuesday, October 25, 2011. Head to room E255 at 11 a.m. to learn how to improve the efficiency of your business with the correct application of progressive cellular and Internet technology.



Kevin Czachor

In order to capture critical calls, funeral directors must remain available to families 24/7. The significant cost of a single sale increases the pressure on directors to protect their phone lines and assume that every incoming call could result in a revenue opportunity. Safeguarding these calls is vital for any funeral home that

can't afford to lose new business. Kevin has helped develop telecommunication strategies for 25 percent of funeral homes in the U.S. and will examine mobile solutions that allow directors to conduct business on the go without sacrificing the quality of service provided to families.

"I am thrilled to be honored as a Business Exchange Exhibitor at the NFDA's convention in Chicago," says Kevin Czachor. "Many funeral homes don't realize the full value of their firm's telephones. My session will examine highly adaptable technical resolutions that help funeral professionals remain connected to the families they serve from anywhere" says Kevin Czachor.

Kevin looks forward to meeting funeral professionals from across the nation and sharing his experiences and knowledge acquired from operating the nation's largest funeral home exclusive call center for over two decades. Funeral professionals will learn how to grow their client base and improve customer service by utilizing the latest advancements in telecommunications. The presentation will focus on how using text messaging, emailing and virtual reception techniques can help funeral homes thrive in today's rapidly changing business environment.

Kevin will analyze different scenarios where the phone plays a vital role in a customer's experience. The session will provide fresh solutions to common communication problems at funeral homes. Attendees will learn practical tips they can immediately apply to maximize the efficiency of their firm's operations.

To meet the rest of the ASD team, stop by booth #1106 anytime during the convention to learn more about the company's premium service. ASD will be offering an exclusive "New Client Convention Special" to prospective clients, a cost cutting Rewards Partnership Program to current clients, and raffling off a free big screen, high definition television.

ASD is the leading answering service and call support center for funeral home professionals. As a full service provider, ASD empowers directors and staff of funeral homes to offer the highest caliber of service, particularly while away from the office. ASD's innovative technology and call support expertise have made it a national leader in the death care space. Headquartered in Media, PA, the firm offers comprehensive call support for funeral homes and related businesses of all sizes. For more information, visit www.myasd.com or call 800-868-9950.

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Juniper Urns offers "Chicago Playbook" at NFDA/CANA Convention

CHICAGO, IL— Chicago-based **Juniper Urns**, a new purveyor of eco-friendly cremation urns, is making their debut at the NFDA/CANA Expo this year right in their own backyard. The show will feature their line of eco-friendly urns for pets, offer attendees a sneak preview of their upcoming expansion into human urns, and direct visitors to their favorite places that tourists often miss.

Grab a copy of the Juniper Urns Chicago Playbook at Booth #193 to discover the Rat Pack bar; rooftop drinks, riverfront dining and local pizzeria and brewery that are guaranteed to make your trip memorable. Also indulge in a sample of the applewood smoked bacon chocolate bar you'll want to bring home to your honey from Juniper's favorite Chicago luxury chocolatier.

Founded by partners **Stacy Armistead** and



Thai Artisans creating an eco-friendly vegetable dye from indigenous plants to color the yarn ball-shaped urn



Eco-Friendly Cremation Urns for Pets

Kyle Stewart in February 2010, Juniper Urns sources the talent of fair trade producers to develop cremation urns that not only protect the planet's natural resources, but also empower developing communities.

"We've known that consumers respond more favorably to companies that are transparent regarding their sustainable practices," said Armistead, "so in an effort to provide that additional level of education about our products in a clean and concise manner, we are excited to announce the integration of QR codes into our product packaging." By scanning the QR code with a smart phone, Juniper Urns customers will be driven to a webpage with extensive information regarding the materials and processes used to create each eco-friendly product.

Bring your smart phone to Booth #193 to discover which QR code reader works best for your particular phone and to see a demonstration of how the information is delivered.

For more information, call Stacy at 312-772-3006 or visit www.JuniperUrns.com.

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Hands-On Training held at Ruff Mortuary with MSIA



(L to R) Brian Bowser, Georgia Faye Tucker, Bobby Conway, Angelia Cunningham, Alexander V. Ruegg, Anthony and Matt Smith



(L to R) Blake Ruff of Ruff Mortuary and Matt Smith

NORTH LITTLE ROCK, AR— The *Matt Smith International Academy* (MSIA) partnered with **Blake Ruff of Blake Ruff Mortuary Service, LLC** in North Little

Rock for a Hands-On Training Program this past August. The Program was a two day series of Power Point and embalming of the difficult case with focus

on the autopsy and tissue donation. Deep tissue from the back and long bones from the legs and arms were taken. The embalmers were able to see and apply new and different techniques for handling these challenging cases. The focus was on complete and thorough embalming of all tissue, keeping the body dry and free from leaks as well as airbrush cosmetics.

Blake received the MSIA Certificate of Appreciation for donating his facility for the Hands-On program. Ruff Mortuary has 3 embalming stations, state of the art equipment and a large roll-in cooler for storage. Blake handles the majority of the ARORA and autopsy cases for the state as well as contracts with many funeral homes in his local area.

Key Sponsor, **Frigid Fluid Co.** donated the arterial and cavity fluids, supplies and sundries. Other sponsors include Ruff Mortuary Service, LLC and **morbid.com**.

Look for Matt at the NFDA/CANA Convention and Expo where he will present on Reconstructive Surgery and Creating the Smile. MSIA's next Hands-On program will be November 7, 2011 in Michigan.

To find out more the training programs or to become a location sponsor visit the Facebook group, Embalmer's Who Care (EWC), morbid.com or call toll free 866-774-4746.

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NFDA International Convention & Expo to feature Wide Variety of New, Unique Workshops

Funeral professionals will gain valuable new insights from the more than 40 engaging and interactive educational workshops that will be offered during the **National Funeral Directors Association's** (NFDA) International Convention & Expo. The convention, which is being hosted in conjunction with the **Cremation Association of North America** (CANA), will feature the widest variety of workshops anywhere, covering the issues that matter most: technical skills, cremation, business operations, profitability, cemetery management, technology, marketing and more. The NFDA Convention will be held October 23-26 in Chicago, IL.

Not-to-be-missed Workshops

Convention attendees will be inspired during workshops led by the most knowledgeable and creative minds in the profession. They will gain rich knowledge and deepen their understanding of funeral service. Workshop participants are sure to take innovative approaches to challenging situations back to their funeral homes.

Sunday, October 23

Canadians Do Cremation Right. Top funeral and cremation providers from Canada will share information about how they are flourishing in one of North America's highest cremation markets. Presented by **John Chasca**, **East-West Kootenay Crematorium**, Cranbrook, BC; **Rick Golke**, **Alternatives Funeral and Cremation Services and Crematorium**, Vancouver, BC; **Lawrence Little**, **Alternatives Funeral and Cremation Services**, Vancouver, BC; and **Jeremy May**, **Alternatives Funeral and Cremation Services and Crematorium**, Vancouver, BC.

Marketing Your Cemetery: Connecting With Your Community. Discover creative direct and indirect marketing techniques to maximize the value of your cemetery and make connections with people in the community. Presented by **Linda Darby-Sempsrott**, **Trigard**, Danville, IL.

Monday, October 24

Google's Changes, Facebook Obits and Smartphone Shoppers: Consumer Shift. Learn how to leverage major technology trends to increase shopper calls, improve customer service and strengthen your funeral home's brand. Presented by **Michael Turkiewicz**, **FuneralNet**, Portland, OR.

Demystifying Succession Planning: How to Protect and Preserve the Family Business. Learn common estate planning practices and prepare for a worry-free transfer of business to a family member or outside interest. Presented by **Marcus Loden**, **von Briesen & Roper**, Madison, WI.

Tuesday, October 25

Developing Customer Loyalty in the Digital Age. Learn about the most effective online tools and social media outlets, and how they can be used to build and maintain meaningful relationships and drive more revenue. Presented by **Jim McCann**, founder and CEO of **1-800-Flowers.com**, Carle Place, NY.

Difficult-case Embalming and Creating the Smile. See a never-before-presented workshop on severe trauma with massive restoration and surgery to the face and body, including rebuilding the skull, skin restoration, cosmetology and airbrushing. Presented by **Matt Smith**, Oxford, MI.

Wednesday, October 26

Upping Your Game: What to Do When the Competition Levels the Playing Field. Learn about new opportunities for funeral home owners and managers to up their game and do more with the opportunities available in their market. Presented by **Douglas Gober**, **Carriage Services Inc.**, Kenner, LA.

Anatomy of a Cremation Machine. Funeral professionals who are considering purchasing cremation equipment can get expert information from representatives of various manufacturers about what to look for and available features. Presented by **Don Collins**, **B&L Cremation Systems**, Largo, FL.; **John Raggett**, **American Crematory Equipment**, Santa Fe Springs, CA; **Steve Schaal**, **Matthews International**, Pittsburgh, PA; and **Larry Stuart Jr.**, **Crematory Manufacturing & Service**, Tulsa, OK.

Preconvention Seminars

NFDA will offer four preconvention seminars on Saturday, October 22.

Introduction to Alkaline Hydrolysis: Understanding the Process and Procedures. This seminar will provide critical information, including a history of alkaline hydrolysis, an overview of the process and chemicals used, safety considerations, processing of bone remains and more. Presented by **Dean Fisher**, director of the UCLA Donated Body Program at the David Geffen School of Medicine, Los Angeles, CA.

Reconstructive Techniques for Facial Repair Resulting From Trauma. Learn a wide variety of techniques to transform the most severe trauma cases into an acceptable and identifiable condition. Presented by **Vernie Fountain**, **Fountain National Academy**, Springfield, MO.

NFDA Certified Preplanning Consultant Program. Promote exceptional standards in the field of advance planning by becoming an NFDA Certified Preplanning Consultant (CPC). You must be eligible to participate in this program; please call an NFDA member services representative at 800-228-6332 to apply. Presented by **Colleen Murphy Klein**, NFDA, Brookfield, WI.

CANA Crematory Operators Certification Program. With increased cremation-related litigation, a simple mistake could cost a firm hundreds of thousands of dollars. Crematory owners, managers and operators all must understand proper operating procedures to ensure quality and protect their firm. Presented by: **Michael Nicodemus**, COCP chair; **Chris Farmer**, CANA legal counsel; **Steven Schaal**, **Matthews Cremation**; and **Tony Lombardi**, **Matthews Cremation**.

Up-to-date information about the 2011 NFDA International Convention & Expo can be obtained by visiting www.nfda.org/Chicago2011. Information about workshops and preconvention seminars can be found by clicking on the "Education" tab.

NFDA is generously supported by **Federated Insurance Company**, **Batesville Casket Company**, **Facultatieve Technologies**, **Frazer Consultants**, **Madelyn Company**, **Matthews International**, **Memories by Design**, **Nomis Publications**, **American Crematory Equipment**, **American Funeral Financial**, **Deaton-Kennedy Company**, **Director's Select Retirement Plan (DSRP)**, **Doric Products Inc.**, **Funeral Call**, **Homesteaders Life Company** and **Messenger**.

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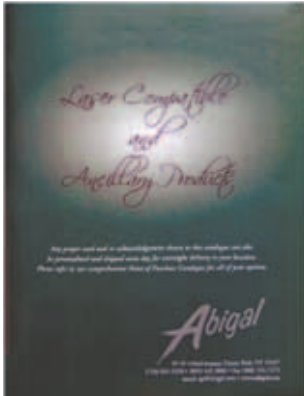
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The copy and the photo were not retouched. Jim actually floated in the pool!



Abigal Press Inc. Publishes two New Catalogues

OZONE PARK, NY— Abigal Press Inc., celebrating 75 years of service to funeral directors throughout the United States, is a manufacturer and distributor of the finest quality funeral products nationwide. In celebration of this landmark anniversary, Abigal has published two new catalogues available for the asking. Their Laser Compatible/Ancillary catalogue features same day shipping of micro perforated prayer cards, as well as any other products resold to your client families, and a quantity tiered price list for your convenience.



Laser Compatible Ancillary Catalogue

The Point of Purchase catalogue, which is second to none, is geared for presentation to client families when the ordinary does not cut it. This catalogue of personalized products available for same day shipping features the most comprehensive choices in the industry today and comes with two price lists. One is a confidential price list with your actual cost; the other is a suggested retail price list to be used as a guide if not in actuality.

What separates Abigal from the competition is that everything in both catalogues can be shipped the same day, when necessary, via overnight delivery. Abigal Press maintains an extensive inventory and does not depend on third parties to drop. The product line is much more diverse than the catalogues depict, as the com-



Point of Purchase Catalogue

pany also inventory funeral supplies, sundries, and aim to accommodate any other specific needs.

Abigal is celebrating their fourth year in their new modern, facility featuring state of the art technology and equipment. Abigal's expert staff is available six days a week, unique in the industry. Please keep in mind that capabilities can surpass every page of the new catalogues. Abigal press is a full service commercial printer and engraver for funeral associations, leading law firms, brokerage and financial services, as well as the most prominent religious institutions. Because of this diverse clientele they can accomplish printing jobs that are extremely complex and have the equipment in house to provide services from concept, design, manufacturing, and mailing, including the ability to do variable data.

For more information about Abigal Press, contact **Jeff Gaines** or **Mark Khan** toll free 800-442-3060, fax 800-531-7272, email api@abigal.com or visit www.abigal.com. Be sure to stop by Booth #419 at the NFDA Convention in Chicago.

Roberts & Downey Chapel Equipment Celebrating 25 years of Quality and Innovation

ARGENTA, IL— Rick and Elizabeth Roberts, owners of Roberts & Downey Chapel Equipment are proud to announce that this year's NFDA/CANA Convention in Chicago will be their 25th consecutive *National Funeral Directors Association* Convention. Looking back Rick reminisced, "We built the **J.J. Moran & Son Funeral Home** in Decatur, starting in 1986, finishing in the spring of 1987. We logged all the oak trees in West Central Illinois and custom milled the entire woodwork package for the interior. When their chapel furniture arrived it did not match the building so they asked us to design a line of chapel furniture." The original Classic Line was followed by Jamestown Colonial that same year. "We attended our first NFDA Convention in Salt Lake City in 1987," added Rick.



Roberts & Downey Chapel Equipment, Inc.

In 1992 Roberts & Downey introduced the Provincial Design at the NFDA Convention in San Antonio. The most successful debut was in 1997 when the Queen Anne collection debuted in Las Vegas. Prairie Craftsman was also introduced in San Antonio, in

2002. Several of their pieces have been patented over the years.

"To celebrate this silver anniversary Rick and I will be joined in Booth 906 by our three children, their spouses and all four grandsons on Monday commemorating this milestone. Many of you have watched our children grow up on the convention circuit. Stop

by and see the changes in our family over a quarter century, say hello and help us celebrate," stated Elizabeth.

All Roberts & Downey furniture is hand crafted on a custom order ba-

sis by skilled craftsman in the family owned and operated American shop. The Roberts have listened to their clients and adapted their lines to meet the ever changing needs of the industry, keeping up with today's growing trends by offering funeral homes elegant chapel furniture with which to service families. For additional information call Rick or Elizabeth toll free at 1-800-331-9093. To view all of the current furniture lines and other products available stop by Booth 906 or visit www.robertsanddowney.com.

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