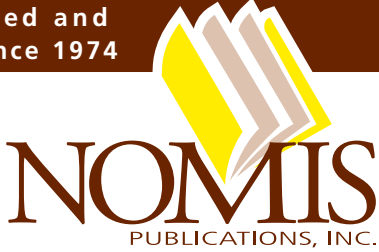


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NEWS

SECTION B
OCTOBER
2011

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Peaceful Security Vase offers alternative to Bronze



Peaceful Security Vase with Tabbed Pedestal



Peaceful Security Vase with Cylinder Pedestal

SAN ANTONIO, TX— Cemeteries reporting the theft of bronze vases have been numerous both in the United States and Canada. The replacement cost is crippling when they are replaced with another bronze vase. The theft replacement policies of manufacturers have been modified and now in many instances it is costing more to replace the stolen bronze vases with another bronze vase than was paid for the entire original marker. Unfortunately, some replaced bronze vases have been stolen a second time.

Many cemeteries will not replace the stolen vase at their expense. Some cemeteries began replacing one "free to the customer", but

then stopped due to the expense. Other cemeteries are selling a replacement at retail or cost plus.

Alternative vases are being used for replacement such as zinc, spun aluminum, plastic with a bronze pedestal, etc. Zinc is also recyclable so there is a theft factor with it also. Zinc deteriorates rapidly in some areas due to water and oxidation. Plastics have been used by cemeteries over the years for marker bases, mausoleum and niche vases, both of which are subject to UV damage.

The metals market has been in the high \$3.00 to high \$4.00 range for copper for the past two plus years. No change is foreseeable. Cemetery rules and

regulations may require certain percentages of metals to make up the bronze alloy for the markers. The vase is not the marker, it is an attachment usually only by a chain. Our customers want us to provide an alternative for them when they come to visit graves and place floral arrangements. They want to place the arrangements above ground, not in the below grave canister designed for the vase storage. If vases have been stolen from your cemetery then you already have had a taste of your customer's passion.

Police patrols, security guards, cameras, fences, etc. have not worked as a deterrent. The incentive to steal

CONTINUED ON PAGE B8

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Private Label announces 15,000th Casket Delivered



Michael Grout, Distribution Manager, and Michelle LaPan, Business Manager, at the Private Label showroom in the Buchanan Group corporate office

INDIANAPOLIS, IN— Start-up casket distributor **Private Label** delivered its 15,000th casket in August. Private Label was formed in 2009 and now has distributors in 20 states plus Canada and Puerto Rico.

Private Label is a division of the **Buchanan Group, Flanner and Buchanan Funeral Centers** group of privately-

owned businesses located in Indianapolis, IN. Both companies are owned by brothers **Bruce** and **Brian Buchanan**. They are fourth generation owners of a funeral business celebrating its 130th anniversary this year.

"With profit margins shrinking in the funeral business our Private Label clients are seeing our high-quality import products as a no-brainer decision," said Bruce Buchanan. "There is dramatic impact on the bottom line."

But it's not all about price; Private Label's success has been fueled through its growing distribution network. **Carlos Figueroa**, Private Label's general manager, describes it this way. "Making a delivery from more

CONTINUED ON PAGE B7

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CALENDAR of Events

CONVENTIONS/ CONFERENCES

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

Cemetery Assoc of Oregon Fall Conference - Oct 06-07, 2011, Village Green Resort, Cottage Grove, OR. 503-651-1724. www.cemeteryassociationoforegon.com cemeteryassociationoforegon@gmail.com

Maine FDA - Oct 13-14, 2011, Hilton Garden Inn - Auburn Riverwatch, Auburn, ME. 207-729-9100. www.mefda.org sally-belanger@aol.com

NFDA & CANA Joint Convention - Oct 23-26, 2011, McCormick Place, Chicago, IL. Exhibits. 800-228-6332. www.nfda.org nfda@nfda.org

Casket & Funeral Supply Assn Fall Conference & Trade Show - Nov 14-15, 2011, Crowne Plaza Hotel, Indianapolis, IN. Exhibits. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

FDSA of Greater Chicago - Nov 16, 2011, Przybylo's The White Eagle Restaurant and Banquets, Niles, IL. Exhibits. 630-980-4740. www.fdsachicago.com office@fdsachicago.com

Alabama FDA Midwinter Expo Trade Show - Jan 15-17, 2012, Marriott Birmingham, Birmingham, AL. Exhibits. 334-956-8000. www.alabamafda.org afda06@bellsouth.net

Ohio FDA Annual Convention and Exhibition - Apr 24-26, 2012, Hyatt Regency and Columbus Convention Center, Downtown Columbus, OH. Exhibits.

Iowa FDA Convention and Trade Show - May 15-16, 2012, Hilton Coliseum, Ames, IA. Exhibits. 800-982-6561.

Tennessee Funeral Directors Association - Jun 03-05, 2012, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 615-321-8792. www.tnfda.org

Western Pennsylvania FDA Convention - Jun 18-21, 2012, The Ambassador Conference Center, Erie, PA. Exhibits. 800-335-4050. www.wpfda.org

New England Cemetery Association Annual Conference - Jun 25, 2012, Attitash Grand Summit Hotel, Bartlett, NH. www.new-englandcemetery.org kccody@mtcalvarycem.org

Florida Cemetery, Funeral & Cremation Association Annual Convention & Trade Show - Jul 19-21, 2012, Sawgrass Marriott, Ponte Vedra Beach, FL. 800-226-3332. www.thefccfa.com

MEETINGS/SEMINARS

California Assn of Public Cemeteries Seminar & Area Meeting - Oct 07-08, 2011, Crowne Plaza Beach Hotel, Ventura, CA. 888-344-9858. www.capc.info publiccemeteries@aol.com

The Academy Training Dates - Oct 11, 2011 Continuing Care for the AFP/Continuing Care Specialist; Oct 13, 2011 Green Leads/Referrals; Oct 18-21, 2011 Advance Funeral Planning; Nov 01-02, 2011 Financial Aspects of AFP; Jan 17-20, 2012 Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

The American Society of Embalmers Conference & Meeting - Oct 21, 2011, Chicago South Loop Hotel, Chicago, IL. 800-728-9185. www.amsocembalmers.org AmSocEmbalmers@sbcglobal.net

New England Cemetery Association - Nov 30 - Dec 02, 2011 The Fredrick Laffond Cemetery Management Seminar, University of Massachusetts, Amherst, MA. www.newenglandcemetery.org kccody@mtcalvarycem.org

The New England Cemetery Association Mid Winter Retreat - Jan 28-30, 2012, Hilton Hotel, Mystic, CT. www.new-englandcemetery.org kccody@mtcalvarycem.org

MKJ Marketing Seminars - Feb 13-16, 2012 Revitalizing your Brand and Niche Marketing, Vail Mountain Marriott Resort, Vail, MO; Mar 07-08, 2012 Pricing: How to Price for Today's Consumers, the Legal and Marketing Issues, Ritz-Carlton Hotel, Naples, FL; Mar 18, 2012 Cremation: Upgrading the Sale and Considering a Cremation Society, Mandalay Bay Resort and Casino, Las Vegas, NV. 888-MKJ-1566. www.mkjmarketing.com kcasey@mkjmarketing.com

Strategic Planning for Funeral Service Professionals Seminar - Mar 05-06, 2012, Dallas, TX. 855-928-8363.

Candle Perfection offers New Line of Wax Candles



Light of Life Candles

devotional needs including **Will & Baumer Company** brand of premium wax candle products and accessories.

"Many funeral homes and organizations hold candlelight memorial services during the holiday season that are traditionally directed to those mourning the loss of a loved one during the year," said **Phyllis James**, President of Candle Perfection. During a time of loss, candles can be very comforting. Lighting a candle daily, occasionally, or seasonally can facilitate the grieving process and serve as a reminder of continued spiritual presence and as a catalyst for memories of seasons past.

With the holiday season just around the corner, the Candle Perfection team felt it was necessary to offer a selection of wax candle products to accommodate a variety of special services, prayer vigils and ceremonies of all kinds in addition to their handcrafted permanent nylon candles.

Candle Perfection has been manufacturing permanent and refillable nylon candles that use CandlePure premium liquid paraffin for over a decade. They also manufacture and distribute the US Patented "Light of Life" Candle Cremation Urns and Keepsafes.

"We are very proud to add such a renowned brand name product as Will & Baumer, the oldest wax candle maker in America (established 1855) and are grateful for our customers' support in the past and know that they will embrace our exciting new product offerings," says Phyllis James.

For details and ordering instructions visit www.candle-perfection.com or www.candleurns.com, call 480-515-0808 or fax 480-515-9927.



Refillable Nylon Candle

Eickhof installs new Pre-assembled Oval Shaped Columbarium at Resurrection Cemetery



CROOKSTON, MN— **Eickhof Columbaria, Inc.** has completed installation at **Resurrection Cemetery**, Archdiocese of Philadelphia, in Bensalem, PA. This patent pending oval columbarium provides 102 - 12"x12" companion niches. It is finished in polished Morning Rose granite. The St. Mark's sculpture atop the columbarium is finished in Barre Gray granite with Steel Finish.

Eickhof Columbaria, with 25 years in only one business, and that business being fabricating and installing columbaria, has proven its commitment to the columbarium customer. For more information call (800) 253-0457 or visit www.eickhofcolumbaria.com.

Suhor Industries, Inc. announces Signet Supply Officers

OVERLAND PARKS, KS— **Suhor Industries, Inc.** announced that its newest division, **Signet Supply**, has named **Donald R. Robinson** as President. In addition, **Curt Shannon** was appointed as Vice President of Sales and **Ken Moore** as Vice President of Marketing.

Signet Supply launched operations 18 months ago in response to the need for lower cost, high quality funeral products delivered with uncompromised service. Initially Signet Supply's offering has been a targeted selection of high-volume, eye-appealing caskets. Signet Supply strives to fill the gap between cost and

quality; creating value for funeral home customers and ultimately the families they serve.

The Signet Supply team continues to focus on accelerating the growth and success they have experienced to-date. According to Robinson, "the successful launch, expansion and achievements thus far are the combined result of the excellent efforts of our entire team and most importantly because of the support and encouragement from our funeral home customers. Their business model enables the company to find the best product value for customers offering a mix of products from domestic and international manufacturing facilities. The pricing strategy is a straightforward approach; no minimums, no contracted obligations, no discount to calculate and no rebate to hope for or wait on."



Donald R. Robinson

Signet Supply has quickly established a network of 25 same-day and next-day full service distribution locations throughout the USA. Current states with at least one Signet Supply distribution location include: Arizona, Arkansas, Colorado, Georgia, Idaho, Kansas, Louisiana, Maryland, Missouri, New York, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Virginia, and Washington. Going forward the Signet Supply network will expand into other select markets while offering new lines of funeral merchandise.

Donald Robinson joined Suhor Industries in July 2009 and has been in charge of Signet Supply since its inception. Robinson will continue with his duties as the Senior Vice President of Supply Chain Management for Suhor Industries. Most recently Robinson spent 14 years with **Service Corporation International (SCI)**, serving since 2005 as Vice President of Supply Chain Management. Curt Shannon has worked for Suhor Industries since 1998. In addition to his role as Vice President of Sales for Signet Supply, Shannon continues as the Vice President of North Texas Operations for **SI Funeral Services**.

Ken Moore joined Suhor Industries in 2008. In addition to his new duties as Vice President of Marketing for Signet Supply, he continues in his role as Director of Sales and Marketing for Suhor Industries. Suhor Industries, Inc., a privately held company, has been in the burial vault business since 1933 starting in Kansas City, MO. Today Suhor's primary business remains as a burial vault manufacturer. Along with a select group of independent distributors, the majority of Suhor locations offer Signet Supply caskets and cremation containers. In 2010, Suhor Industries touched over 100,000 families with our services. For more information about Suhor Industries visit www.Signet-Supply.com or www.SuhorIndustries.com.



Ken Moore



Curt Shannon

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

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Puffin Urn



Red Lichen Urn

GRATON, CA— This Fall marks the 10th anniversary of the first international juried exhibition of original artist made urns, keepsakes and personal memorial objects that opened on November 29 and concluded December 1, 2001 at the historic Fort Mason Center Firehouse on San Francisco Bay. It was presented by **FUNERIA**, a unique funerary arts agency that was founded by **Maureen Lomasney** in 2000 and organized when Lomasney invited two friends to join her in considering a concept she had been developing since 1997. While not resting on laurels that have included feature stories in *The Boston Globe*, *The New York Times*, *Los Angeles Times*, segments on *CNN* and local affiliates of network television channels, in numerous books, the funeral trade press and other broadcast, print and digital media outlets worldwide, FUNERIA has been analyzing a decade it dedicated to serving as "the bridge between artists creating functional funerary urns and vessels and those who seek art in honor of a beautiful life," as stated on the front page of its first website on April 4, 2001.

Since 2001, FUNERIA has organized four more Ashes to Art® exhibitions, which quickly became the premier opportunity for artists working in metal, glass, ceramics, wood, stone, innovative materials and mixed media, to introduce their fresh concepts and highest quality funerary artwork. Much of the exhibition's reputation has been earned by four key factors: the respected caliber of the jurors FUNERIA recruits to select finalists from thousands of entries, the quality of the exhibition installations that art writers have described as "world class," the exposure the exhibitions offer artists and the opportunities that open up to them following their selection, and the quality of the artworks themselves that have often graced the covers and feature articles in glossy magazines.

In the past ten years, various panels of FUNERIA's jurors have reviewed more than 3000 artworks submitted by more than 1000 artists representing 40 states and 14 other countries. Artworks from the exhibitions have been shown in funeral industry expos from Paris to Vancouver and in art galleries, museums and art centers from New York City to Santa Rosa, CA.

FUNERIA's fifth biennial international exhibition of 100 urns, keepsakes and memento mori that opened October 2010 will remain available to view through October 2011 at ashestoart.wordpress.com. FUNERIA's Northern California Art Honors Life® gallery, "the nation's first art gallery dedicated to cremation urns and other personal memorial artworks," (*The New York Times*, "In Death as in Life; A Personalized Space," 1/18/07) will continue to show and sell a portion of the current exhibition, along with urns, keepsakes and reliquaries by artists represented in the FUNERIA Portfolio and its own collection, barring prior sale, as part of its gallery offerings.

A full color coffee table style book that serves as the 5th biennial Ashes to Art® catalogue will also showcase the award winners, favorite urns and memorial objects from each of FUNERIA's exhibitions since 2001. It will be available to order in another month. Pre-orders of what will be a definitive book featuring this century's best contemporary funerary urns will be available at a discount through FUNERIA. Contact FUNERIA via email at ashestoart@funeria.com.

"In assessing our full history, including the types of designs and price points that are most frequently chosen by our customers, we've particularly enjoyed reviewing the wide range of requests we've received and artworks we've created for individuals and families that want something entirely unique," said Maureen Lomasney, founder and president of FUNERIA. She adds, "Apart from growing our reseller sales to funeral service distributors and providers since 2003 when we participated in our first

CANA tabletop expo, one of the most interesting growth areas in retail sales for us has been in specially commissioned artworks."

"We earned our first special order on the first day that Ashes to Art® debuted at the Fort Mason Center Firehouse on San Francisco Bay," Lomasney continues, "I remember it well because the opening reception the night before had been so festive, full of music and excited conversations pointing out urns on pedestals...we sold a good number of pieces during the reception. The next morning, a visitor came back to the much quieter exhibition, introduced herself as the co-founder of an art gallery I knew well, and placed an order to commission the Best of Show winning artwork for herself. The artwork, called Offerings, is a collaborative piece where we and the artist provide full instructions and all the materials necessary to create a cast of the interior of someone's cupped hands (held together tightly but open as though you're holding something delicate and precious). The artist then receives the cast of the hands, electroforms it using fine silver, which results in a gorgeous artifact that looks a bit like a silver seashell and can be used to help scatter ashes, or simply as a stunning heirloom. It's highly detailed, including palm prints and fingerprints."

FUNERIA's Offerings won first place in the ICCFA's Keeping it Personal (KIP) Award in 2005 for Innovative Personalized Product.

This summer, two specially commissioned pieces, each of which incorporated the color red, were delivered to clients on the east and west coast. One was a deeply fissured Lichen Urn, which is the signature style of ceramicist **Randy O'Brien's** work for FUNERIA. It was purchased by a customer in Asheville, NC for a family member. The other was a 200 cubic inch size version of the stainless steel Bed of Roses urn by **Alison Counsell** for FUNERIA that was delivered to a family in Laguna Beach, CA. They requested that one of the stainless steel roses be red. The results were spectacular.

Another project completed this summer was a full size urn handcarved in Italian Arabescata marble in the shape of a horned puffin for a client who is young, loves puffins, and is planning ahead after having faced the ordeal of handling her mother's funeral with no prior planning in place. She and her husband immediately began the process for themselves, purchasing a bench that can hold a number of urns for their family in a local cemetery.

According to Lomasney, "These are often the most gratifying projects to work on, but they're also the most costly for many reasons, primary among them is inventing something entirely new. Even modifying an existing design can mean starting nearly entirely from scratch. It's not simply a matter of scaling up the size but re-calculating every aspect to ensure that the gauge of metal is the best for that size and, in some instances, to find alternate sources of supply for materials." She also admits, "Time spent in helping clients identify exactly what they want and need, along with the level of project management we provide for all special orders can be extensive." Adding, "Ultimately, however, there's nothing like it in terms of satisfaction and the pleasure that clients take in having gone to such a great extent to honor a life they've loved. These are, in every way, artworks that will be appreciated by heirs, future cultural historians and archaeologists just as much as we appreciate the treasures found in tombs of the ancients. It's an honor to be able to participate in such a process, and as it's become a specialty of ours, it's gratifying to create entirely unique and superb results on behalf of many families."

For more information about FUNERIA exhibitions or how FUNERIA works with funeral service providers on special orders and commissioned artworks, email arthonorslife@funeria.com, call 707 829 1966 or toll free 888 829 1966.

Continental Computer partners with Tributes.com

JONESBORO, AR— Continental Computer announced its partnership with Tributes.com. Both technology providers find the integration of their respective products and services to be a simple and effective solution for death care professionals.

Continental Computer is the provider of the phenomenal funeral home management software package, *The Director's Assistant*. The company has been providing products and services for the death care industry since 1985. Continental Computer products and services include at-need, pre-need, crematory, cemetery and financial accounting products for funeral, crematory and cemeteries worldwide.

Continental Computer President, **Wes Johnson** states "We are confident *The Director's Assistant*™ ca-

pability to capture, manage, and export data needed to provide Tributes.com with accurate obituary notices is a win win partnership for all parties, a simple, fast and effective way of communicating obituary information instantly, globally.

Tributes.com is the online resource for current local and national obituary news, lasting tributes celebrating the lives of loved ones, and an online community to provide support during times of loss and grieving.

Founded by **Jeff Taylor**, the founder of world-renowned **Monster Worldwide**, the Tribute's team is focused on making sure that through one centralized national web destination that obituary and service information are easily accessible and that there is a place for people of all ages to come to-

gether through online community to remember and to share the rich stories of the important people in their lives that have passed away.

John Heald of Tributes.com believes "Streamlining and simplifying the workload of the funeral director is a top priority of Tributes.com and now by working with *The Director's Assistant*™ we have taken another step in that direction. *The Director's Assistant*™ is a leader in funeral home software and as a result of our partnership; their clients will be able to have the ability to automatically publish obituaries to Tributes.com. This is a great feature and benefit to their funeral home clients and the families they serve."

For more information on *The Director's Assistant*™ and Tributes.com link visit Tributes.com or ContinentalComputers.com.

First Annual Legacy of Life Family Fun Day held in Tallahassee

TALLAHASSEE, FL— **Legacy of Life**, an online obituary service that services all 50 states, hosted the first annual *Legacy of Life Family Fun Day* at the North Florida Fairgrounds in Tallahassee, FL on July 16, 2011. The purpose of this event was to provide a venue for the community to receive free health screenings, see demonstrations of emergency medical services, hurricane awareness, taste local food, and provide family entertainment. This event was especially important for our Veterans because the Veterans Affairs participated by providing free services (health and job placement) to our heroes returning home and those that have been struggling during this global recession. Legacy of Life is beginning to be recognized for their continued charitable acts of kindness; they have assisted in raising money for living expenses for Veteran families who have loved ones undergoing cancer treatment, providing gift cards to the homeless for services at local salons, and providing free obituaries to fallen public servants during their time of need.

Legacy of Life has already begun planning for their second annual event that will be July 21, 2012 and will be held at the North Florida Fairgrounds. **Xenia Bailey** and her business partner **Lydia Sanders** are looking for the event to continue to grow every year and next year they plan on expanding their community outreach by providing children back to school supplies and provide locals educational information on jobs and social services while still having fun.

Legacy of Life will partner with sponsors in order to provide more services to the community. If your business is interested in participating or sponsorship in the second annual event please contact Xenia Bailey at 866-483-2926. Xenia Bailey has been a part of the Big Bend community for over fifteen years and the community has been supportive of the services her company provides and she wants to say "thank-you" and give back in a meaningful way that would meet the needs of her friends and fellow citizens.

For more information visit www.legacyoffifeobituaries.com and look at the services they offer that are available in Spanish and in English.

Learn about a new option for families with "The Funeral Director's Guide to Alkaline Hydrolysis"

WALL, NJ— **Jeff Edwards**, owner of **Edwards Funeral Service** in Columbus, OH took the world by surprise when he began offering alkaline hydrolysis to families in Ohio. He has since been ordered to stop offering this option because state laws surrounding the practice are unclear.

But deathcare professionals are asking more questions about what this

new option means for families and the profession. That's why **Kates-Boylston Publications** recently published *The Funeral Director's Guide to Alkaline Hydrolysis: A Comprehensive Guidebook on a New Option for Families*.

"Manufacturers such as **Bio-Response Solutions**, **Matthews Cremation Division** and

others are already selling alkaline hydrolysis machines to deathcare professionals, and our audience wants to know more about this option," said **Thomas A. Parmalee**, editorial director of Kates-Boylston Publications. "It's clear that this option will be approved in more states in the future, and this guide serves as a starting point

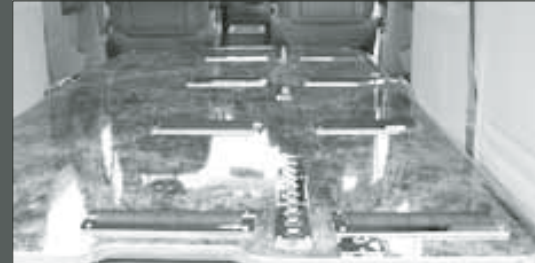
for those who want more information."

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider*. The company has been helping funeral professionals succeed and serve since 1877. Learn more by calling 800-500-4585 or visit www.katesboylston.com.

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SRS, FrontRunner Professional and Matthews International announce Strategic Alliance

PITTSBURGH, PA— SRS, FrontRunner Professional and Matthews International have announced the formation of a strategic alliance to introduce a powerful new solution that combines the strengths of FrontRunner's web-based suite of offerings and the performance of SRS's advanced funeral home, cemetery and crematorium management capabilities.

The new fully integrated solution will be marketed through Matthews International under the name VELOCITY™, which accurately describes its ability to provide a single entry system in which data flows effortlessly and swiftly from front to back end applications. VELOCITY™ is being marketed and promoted as one more initiative to help their customers more efficiently manage and effectively grow their business in today's changing markets.

"This alliance allows all three of the companies to remain focused on their proven core strengths while providing an unparalleled level of offerings, service and support to our valued customers," cites **James Doyle**, Group President of Matthews International.

"VELOCITY™ will revolutionize and standardize data management and allow

firms to reach further in the increasingly competitive 21st Century funeral business" says **Thomas Pontone**, President of Matthews Funeral Home Products division.

Scott Simons, President of SRS, agrees, "Our underlying goal is to improve efficiency in any way we can. We see the opportunity to work with Matthews and FrontRunner as a way to further streamline the arrangement process and give our client's data the 'velocity' it needs, allowing them to effectively compete on a level not seen before."

Kevin Montroy, President of FrontRunner adds "FrontRunner Professional is changing the way families and communities interact with funeral homes by using cutting edge technology and sophisticated market drivers incorporated into our WebSuite 5.0™. Given the solid reputation SRS has garnered over the years with its broad based management software applications; this was a natural alliance to develop an integrated solution together."

For more information on this exciting new offering, speak to your local Matthews representative or visit FrontRunnerProfessional.com or SRSComputing.com.

Jim McKeon joins Southwest Airlines Cargo management Group

DALLAS, TX— Southwest Airlines is pleased to announce **Jim McKeon** has joined the Southwest Airlines Cargo Management Group in a new position as Strategic Advisor.

Jim brings with him a tremendous amount of air cargo experience, particularly in the areas of international air cargo sales and marketing, interline strategy development, and product development. All of these strengths will be great assets as Southwest Airlines moves forward with its efforts to integrate AirTran into its network and as Southwest adds the 737-800 series aircraft to its fleet next year.

"We are excited to have Jim join the Cargo Management Group," said Vice President of Cargo and Charters **Matt Buckley**. "He brings a wealth of experience and



Jim McKeon

a tremendous reputation in the air cargo business to our team, and will be an invaluable resource as we continue to expand our horizons going forward."

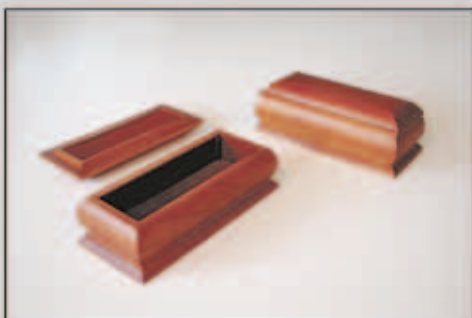
Southwest employees and business partners execute cargo operations in more than 90 destinations across the nation, which includes their interline and road feeder service destinations. With more than 200 mil-

lion pounds of available cargo lift domestically per month, Southwest has the capacity to expedite air cargo across the country.

In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers, offering a reliable product with exemplary customer service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has recently acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Company. Southwest serves 72 cities in 37 states and is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To learn more visit www.swacargo.com.

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Funeral Directors' Answering Service Serves Spanish Speaking Families

HUNTINGTON, WV—Funeral Directors' Answering Service of Huntington, WV, a family-owned company that currently works with more than 200 funeral homes, has expanded their services to include Spanish speaking operators to assist bilingual callers. Funeral Directors' Answering Service began the full-time bilingual service option in June of 2011, and they are very pleased with the success of this new service. Owner, **Dustin Cremeans**, who served as operations manager for a Huntington, WV funeral home, understands the delicate nature of professional communications with grieving families and he ensures that his caring and experienced staff receive vigorous and ongoing death care service training in funeral trade terminology, funeral service etiquette, and religious/burial traditions, before they ever answer a call.

For more information on this service and new bilingual feature, please visit www.directorsanswering.net.

Tell them you saw their Ad here.

FUNERAL HOME & CEMETERY NEWS

Zachary Douglass, LLC launches World's first online application for Funeral Printed Products

HIGH POINT, NC— Zachary Douglass, LLC (ZD) has launched the world's first online application for funeral printed products. This online application enables funeral homes and individuals to easily create custom funeral programs (folders), register books, bookmarks, thank you cards, and much more, in-house for less. These products truly help celebrate the life of the individual.

The application uses cutting edge photo editing and blending technology that allows users to achieve the quality of high end editing with exceptional ease-of-use and low costs. There are no setup fees and the software is free to use. The user only pays when they wish to download the final PDF for printing, which can also be emailed to families for proofing. Users can make unlimited changes and print as many copies as they want. ZD also stores projects on their servers for life as a backup.

"Our whole goal is to help families celebrate the life of their loved ones that have passed on," said Bruce Hymas, ZD CEO. "By providing this flexible, easy-to-use application, we're confident this provides the ability to create the memories the family wants."

The ZD application allows users to print on

most funeral paper stock (Messenger, FuneralOne, Frazer Consultants, with more sizes to come). This enables funeral homes to print on paper stock they might already have. Additionally, the application comes equipped with hundreds of template backgrounds, sentiments, and images or you can upload your own background and pictures provided by the family or from your image library.

In the application, users can drag and drop pictures and text anywhere on the canvas. The ability to save poems, verses, or whole text layouts to individual accounts makes creating finished products very fast. "Many of our customers tell us that they can create a finished product in under ten minutes, and it gets easier every day," Hymas said.

Because the application is built in an online platform, no download is needed, and always runs on the latest version of the software. The platform also auto-saves every move the user makes, allowing any project to be accessed from any computer at any time. No other funeral program software allows for this type of flexibility. For more information about Zachary Douglass, please visit www.zacharydouglass.com or call (888) 812-8403.

Southwest Airlines Earns 2011 Quest for Quality Award

DALLAS, TX— Southwest Airlines Cargo was honored to receive the 2011 Quest for Quality Award, awarded by *Logistics Management* magazine. In addition to the award recognition for top air cargo carriers, Southwest Airlines Cargo received the highest overall score among all air cargo carriers. Southwest Airlines topped three of five critical categories including: On time Performance, Value, and Customer Service.

"Quality and overall Customer Experience are key to the success of Southwest Airlines Cargo," said Vice President of Southwest Airlines Cargo and Charters Matt Buckley. "We are honored

to be recognized by Logistics Management readers as we strive for continuous improvement in our overall experience and value. I applaud the superb teamwork of our employees across our system for their dedication to excellence."

Quest for Quality is the most extensive market research study conducted in the logistics industry. Each year, the study evaluates and measures transportation service providers, determines relevant criteria when selecting a provider, and examines performance measurements and expectations of each provider. For the past 28 years, Logistics Management's Quest for

Quality has been regarded in the transportation and logistics industries as one of the most important measures of Customer Satisfaction and performance excellence.

"The fact that Southwest Airlines has maintained this high level of scoring over the past few years is a true testament to the carrier's commitment to customer service," said Group Editorial Director of *Peerless Media* Michael Levans, the publisher of Logistics Management. "While every freight transportation mode faced monumental operating challenges during the great recession, no other mode had to navigate the level of volatility that the air cargo sector faced. To come out on top during this period is an admirable achievement."

In its 40th year of service, Southwest Airlines continues to differentiate itself from other low-fare carriers, offering a reliable product with exemplary Customer Service. To learn more visit www.swa-cargo.com.

Private Label announces 15,000 Caskets Delivered

Continued from Page B1

than 3,000 miles away takes a complex set of processes, and commitments by a company that must partner with foreign vendors, navigate the import market, plus partner with delivery companies. Our distributors have the courage to convince their local funeral home market to accept, test and show the product to families. Private Label has confidently and successfully sailed these waters and now has 30 independent distributors across the United States," Figueroa said.

The company ships caskets from its warehouses in Indianapolis, Atlanta and Houston. Many distributors receive containers directly from the factory, but the company will deliver individual units if it will help a client meet a commitment.

Buchanan Group moved into complimentary lines of business in 1999, when it acquired a monument company now called **Millennium Memorials**. In 2007, Flanner and Buchanan began importing both metal and wood caskets from China. This occurred after extensive study of the product, the vendor, the process and the quality.

"The huge cost savings of using an import product has contributed significantly to our bottom line," said Brian Buchanan. "We now have control over pricing instead of reacting to supplier price increases. Our client families are also getting a quality product. That is important to us."

Buchanan Group, a management services company, has been diversifying the skills of its management team for over ten years now, said Bruce Buchanan. With this new expertise we are able to take our business in new directions. Private Label expects to ship another 15,000 caskets within the next twelve months. Learn more at www.BuchananPrivateLabel.com.

Sauder Funeral Products names Todd Milner as Sales Manager

ARCHBOLD, OH— Sauder Funeral Products (SFP) has named industry veteran, Todd Milner, Sales Manager overseeing the sales, marketing and distribution of its wood laminate casket line.

Milner, a former funeral director and sales representative for casket manufacturers Thacker, Balanced Line and Aurora, joined SFP in July and brings 29 years of funeral industry experience to the growing funeral products division at Sauder Woodworking Company.

"Todd is a welcomed addition to our growing fu-



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Genesis Casket Names Robert G. Horn to Board of Directors

INDIANAPOLIS, IN— Casket manufacturer Genesis Casket Company has announced that Robert G. (Bob) Horn has accepted an appointment to the Genesis Casket Board of Directors as a special advisor. Horn began serving in this capacity at the Genesis August 30th board meeting.

"We are pleased and honored that Bob has accepted our invitation to serve and that he will be involved with our company," stated Genesis President and Chief Executive Officer William Anthony (Tony) Colson. "I am personally looking forward to working with him and for Genesis Casket and all of funeral service to benefit from the wisdom and expertise he brings. His dedication to funeral service and stellar reputation will help Genesis address several of the issues facing funeral professionals today."

Horn began his career in the funeral profession almost 50 years ago at a small family-owned mortuary and retired as CEO and Chairman of Keystone Group Holdings in 2007. Prior to co-founding Keystone, a multi-state funeral acquisition and operating firm, Bob was Chief Operating Officer and Partner of Prime Succession, Inc. Before that, he spent 10 years as Executive Vice President of Pierce Brothers and prior to that, 16 years as Vice President at International Funeral Service. In addition to this new assignment, Horn currently serves as a consultant to a number of other companies in funeral service.

"After reviewing the Genesis business plan, I am excited to be working with the company in developing ideas and concepts to help introduce Genesis Casket," Horn stated. "Through my work with funeral directors over the past five decades, I know firsthand that these are challenging times in funeral service. I look forward to participating in the key discussions that launch the Genesis Casket product line."

Horn will participate with other members of the Genesis Board of Directors at their meetings. The appointment of Horn as a special advisor coincides with the planned start of casket production later this fall.

"In the short time that I have known Bob, I have been particularly impressed with his concern for the future of the funeral profession," added Jeffrey W. (Jeff) Wilson, Chairman of the Board for Genesis Casket. "His long and distinguished career in funeral service makes his selection very relevant and we appreciate his acceptance of this appointment."

Genesis Casket is a new entity in funeral service, founded in 2010. It is headquartered in Indianapolis, IN and created in partnership with Gestamp North America, Inc., a global supplier of structural steel components for the automotive industry. Genesis plans to manufacture and distribute a line of metal caskets later this year that will be produced in its Indianapolis plant to funeral homes throughout the US.

neral products division, and he joins the Sauder team at just the right timing," said Dan Sauder,



Todd Milner

vice president of engineering and new markets. "The combination of our recent expansion in manufacturing capacity, distribution networks, and casket product lines has positioned SFP for continued growth in years to come."

In 2010, SFP moved and expanded its casket manufacturing division into a new 60,000 square foot space facility, dedicated solely to casket production. Later that year, SFP expanded its line of wood laminate caskets, offering additional sizes, detailing

and price points to meet growing industry needs.

Headquartered in Archbold, OH, Sauder Funeral Products is a division of Sauder Woodworking Co., a privately held, third generation, family run business and the nation's fifth largest residential furniture manufacturer. For additional information, visit www.sauder.com or www.sauderfuneralproducts.com. To contact Todd Milner call his office: 419-446-3254, cell: 419-966-7297 or email him at todd.milner@sauder.com.

Green Burial Council unveils Cooling Blanket for use in Green Funerals

SANTA FE, NM— A new way of slowing decomposition in decedents is now available to funeral directors for use in green funerals.

Made from 100% nontoxic plant-derived cellulose, the *Cooling Blanket*, which was developed by the **Green Burial Council** (GBC), uses pre-cut cartridges of dry ice to provide easy handling and controlled placement of the cartridges, which can be ordered from almost any dry ice supplier.

"The Cooling Blanket is a cost effective, turnkey so-

lution enabling funeral directors to easily provide for a natural and noninvasive mode of preservation," said **Joe Sehee**, Executive Director of the Green Burial Council. "It's been designed to minimize the potential for the freezing or burning of tissue, which has been a common concern among funeral directors who use dry ice."

The Cooling Blanket can be ordered through the GBC by calling 888-966-3330 extension 102 or email info@greenburialcouncil.org.

Peaceful Security Vase offers alternative Continued from Page B1

must be taken away. The replacement of the stolen vases is a huge problem. Actually, in most instances, it is the first time the cemetery bottom line has taken the "hit". The customer does not want to pay hundreds of dollars for a replacement vase that may be stolen again. What they do want is "something" to put flowers into that is provided, affordable, serviceable and attractive.

Plastic products are much improved and better than they were in years past. Some

plastics last much longer than metals and include high quality polycarbonates. A quality replacement vase has been developed and is being offered as an alternative to bronze. It is called "The Peaceful Security Vase".

Speck Cemetery Services, Inc. of El Paso, TX, in association with **Hinrichs & Gleason, LLP** have manufactured The Peaceful Security Vase and are presently offering it to cemeteries as an affordable replacement for stolen, lost and damaged vas-

es. The Peaceful Security Vase is designed with vase pedestals that will fit most U.S. made bronze manufacturer's markers, pedestals with tabs that twist into place and cylinder types that use mating mounting applications. It is made of a very high quality metal infused polycarbonate. The vase also has UV inhibitors and is guaranteed for a minimum of 10 years against workmanship and material defects. If it is stolen, it will be replaced free of charge as

long as a copy of a police report and invoice are presented.

Don't let the "old" stigma of plastic get in your way. This is a new generation of plastic product which will exceed your expectations and satisfy your property owners not only by design, but with its cost.

For additional information regarding this product, please contact: Bud Speck, Speck Cemetery Services, Inc. at 915-346-9528 or visit www.vaseproducts.com.

Myriad Data Launches latest Website

BETHLEHEM, PA—**Myriad Data Corporation** has been providing Desktop Publishing software solutions to the funeral service industry since 1987 and is now pleased to announce the launching of their latest website – www.perforatedpaperonline.com.

Offering software products such as *MemorialMaster* (www.memorialmaster.com), *PrayerCard PRO* (www.prayercardpro.com), *YahrzeitPrint* (www.yahrzeitprint.com) and others, Myriad Data has provided limited blank, pre-perforated memorial stationery such as blank prayer cards and bookmarks.

Now through www.perforatedpaperonline.com/funeralservice.html is a complete line of blank, pre-perforated memorial stationery available including prayer cards, memorial programs, service folders, bookmarks, temporary grave markers, memorial wallet calendars and funeral procession hangers in a variety of paper types and colors, including white glossy stock and all shades of parchment. The quality of their perforation, micro-perforation, scoring and die-cutting of memorial stationery is designed to meet or exceed industry standards. They believe that the texture and shade of parchment can create a unique mood and make a subtle statement for families.

Stationery products available through www.perforatedpaperonline.com include: *Prayer Cards*, available in all standard industry formats, including 8-up, 6-up and 4-up bi-fold and in both white smooth, white glossy and all shades of parchment. *Memorial Programs* are available in both bi-fold and tri-fold formats in all parchment colors. *Service Folders* and *Thank You Cards* are both available in 1-up and 2-up format in all shades of parchment. Thank

You Cards also come with matching parchment envelopes. *Bookmarks* are available in two sizes and all parchment colors. *Temporary Grave Markers* come in two sizes and are available in card stock in both white and all shades of parchment. *Funeral Procession Hangers* are available in both pre-printed (with the word funeral on the front), and blank on both sides (come off the shelf in orange, electric yellow, gray and white). *Memorial Calendars* are wallet size pieces allowing for edge-to-edge printing of perpetual calendars. *Custom Perforating Services* are also available to accommodate those "not readily available elsewhere" items, such as purple procession hangers or thank you cards in a special type of paper. Something as simple as a perforated tear-off on the bottom of your Goods and Services sheet; just about anything that comes to you as a good idea can be accomplished.

MemorialMaster, Myriad Data's flagship memorial software product includes templates and samples for all stationery listed above, as well as hundreds of prayers, hundreds of memorial graphic images and more.

Myriad Data is very optimistic that their new website will mesh well with their memorial software, while enabling funeral directors the opportunity to offer families a creative, attractive and cost saving alternative to their existing inventory of pre-printed stationery. Free packets of blank stationery samples can be ordered directly from their website.

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- ❖ **Establishing IMSA as the Preferred Supplier Network** – We want IMSA to be recognized as the leader in our industry as the preferred supplier network.
- ❖ **Increasing Marketing Opportunities** – In this economy you need to take advantage of every resource available. IMSA will be phasing in stronger marketing tools and perks.

We hope you will join us as we move toward the future.

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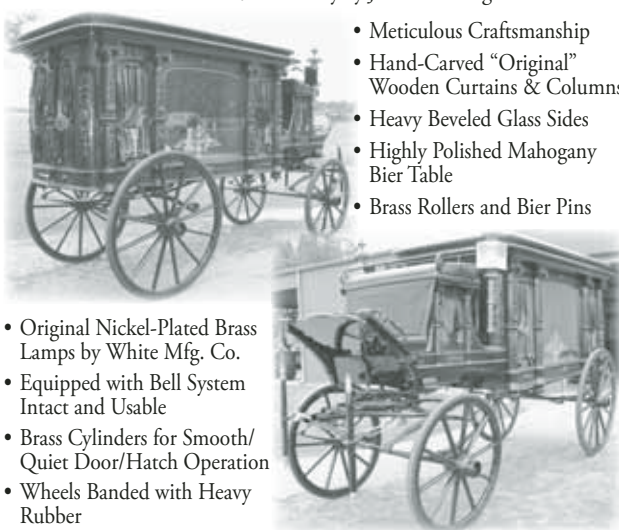
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Hearse/Limousines 8

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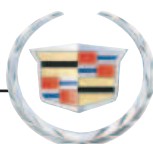


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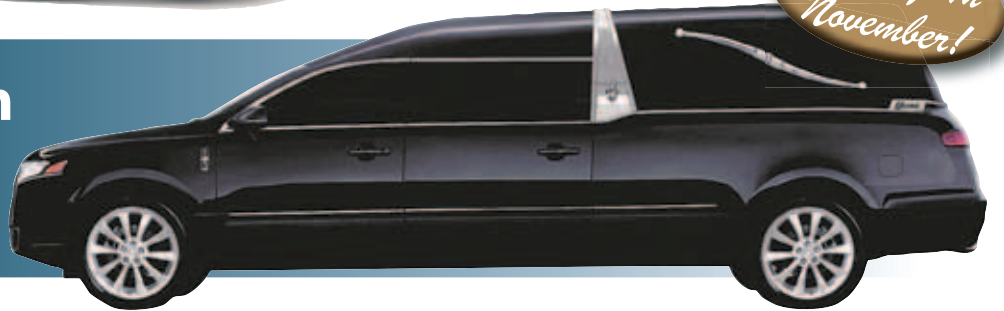
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