

Lundgren Monuments Showcases Memorial Action Figures



SEATTLE, WA— Lundgren Monuments is proud to announce the introduction of artist Michael Leavitt's handmade memorial action figures in their new death care boutique. From the company that introduced the first large scale, cast glass monument to the American Cemetery, Lundgren Monuments continues to re-invent the way that we approach the memory of our loved ones. Michael Leavitt's action figures are one of a kind, hand carved clay, with moving arms, legs, hands and arms. At 61/2" tall, these memorial action figures are often accessorized with tool boxes,

wine glasses, surf boards and King salmon. Michael references client provided photographs to sculpt these realistic and very playful figures.

For the display sample in Lundgren Monuments store, founder **Greg Lundgren** commissioned Mr. Leavitt to make one of Greg's recently passed father, who happened to love salmon fishing. He found it important to be the test subject, to see how he responded to a 6¹/₂" version of his father. Greg Lundgren explained, "It was really amazing. Every day I pass by him I can't help but smile, and **CONTINUED ON PAGE B6**

Lundgren Monuments creates a Special Memorial in California



SEATTLE,WA— This is a special memorial made by **Lundgren Monuments** of Seattle for a young man in California whose life was ended much too short in his first few weeks of college. The Lundgren staff worked with his family very diligently to design and fabricate a memorial that reflected both his spirit and religion. The base and first upright are made from Crystal White granite (courtesy of **Pacific Coast Memorials**) with the upper section made from optically clear cast glass, containing an etched nine pointed star and separated by a natural bronze band. The California sun will keep it glowing and illuminate for centuries to come.

Rainman Umbrellas

12-62" Fiberglass Shaft Umbrellas \$156.00 12-60" Metal Shaft Umbrellas \$120.00 Silkscreen available 800-695-2678 Ask for Judy Rainman Umbrellas 7632 Sayne Ln. Knox. TN 37920

Rita Barber, Inc. joins "Go Red for Women" Movement, a nationwide effort to prevent Heart Disease

ABILENE,TX— Lee Hampton, President and CEO of Rita Barber, Inc. has announced the company has joined a nationwide effort to prevent heart disease— "Go Red for Women."

The American Heart Association's national movement to make women aware of their risk for heart disease, Go Red for Women educates and encourages women to take action to reduce their risk for heart disease—the Number 1 cause of death among women.

To promote this effort and to encourage women across the country to "start loving their hearts," Rita Barber will donate a portion of every dress sale to

this worthwhile and necessary campaign.

"Rita Barber has decided to support this American Heart Association initiative after witnessing the devastating effect heart disease has had on some of our own employees," Hampton said. "Because heart disease is often preventable, we wanted to put our support behind 'Go Red for Women' efforts to disseminate useful information that helps save lives. Additionally, funeral homes deal on a daily basis with families who have lost a loved one to this disease. Our participation will help our customers promote and positively influence better edu-

cation among the general

public about heart disease prevention," Hampton added.

Rita Barber, Inc. was established by a young widow with a family to support in 1928. Celebrating its 80th anniversary, the company is represented by a national network of sales consultants and funeral supply distributors. The company has earned national status as an industry pioneer and is one of the larger suppliers of burial clothing in the nation.

For more information about Rita Barber, go to www.ritabarber.com. To learn more about "Go Red for Women," go to www. GoRedForWomen.org.





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B NOVEMBER 2008 Messenger introduces new Angler's Glory Stationery Series

CONVENTIONS

Mid-Atlantic States Cemetery & Funeral Conference - Nov 5-7, Trump Marina Hotel & Casino, Atlantic City, NJ. (717) 236-9970.

Casket & Funeral Supply Assoc - Nov 17-18, Crowne Plaza, Indianapolis, IN. Exhibits. (847)295-6630.

Maine FDA - Dec 2-3, South Portland Marriott at Sable Oaks, South Portland, ME. Exhibits. (207)729-9100.

Connecticut FDA - Dec 4, location to be announced, Exhibits. (860)721-0234.

2009

Empire State Green Industry Show - Jan 7-9, Rochester Riverside Convention Center, Rochester, NY. Exhibits. (518)783-1134.

Alliance of Illinois Cemeterians - Jan 22-23, 2009, Best Western Prairie Inn, Galesburg, IL. Exhibits. (217) 789-2340.

South Carolina FDA Midwinter Conference & Expo - Feb 2-4, Columbia Metropolitan Convention Center, Columbia, SC. Exhibits. (800)445-3427.

Intl Conference of Funl Service Examining Boards -Feb 26-27, Kings Mill Resort, Williamsburg, VA. (479)442-7076.

Georgia FDA Midwinter Expo - Mar 2-3, Georgia Railway Train Depot, Atlanta, GA. Exhibits. (770)592-8002.

California Assoc of Public Cemeteries - Mar 26-28, Embassy Suites Hotel, San Luis Obispo, CA. Exhibits. (888)344-9858.

Washington Cemetery & Funeral Assoc Spring Conference - Mar 27, Embassy Suites Hotel, Lynnwood, WA. (888)522-7637.

Preferred Funeral Directors Intl - Mar 28-31, The Parker, Palm Springs, CA. (888)655-1566.

North Dakota FDA - Apr 6-8, Ramada Plaza Suites, Fargo, ND. Exhibits. (701)360-3118.

Oklahoma FDA - Apr 6-8, Doubletree Hotel & Tulsa Convention Center, Tulsa, OK. Exhibits. (405)843-0730.

Iowa FDA - Apr 14-16, Gateway Hotel & Iowa State Convention Center, Ames, IA. Exhibits. (800)982-6561.

Catholic Cemeteries of the West - Apr 14-17, Sheraton Park Anaheim, Anaheim, CA. Exhibits. (408)296-4656.

ADEC - Apr 15-18, Hyatt Regency Dallas, Dallas, TX. Exhibits. (847)509-0403. Michigan FDA - May 4-7, Soaring Eagles Resort, Mt. Pleasant, Ml. Exhibits. (800)937-6332. Minnesota FDA - May 5-7,

The DePot, Minneapolis, MN. Exhibits. (763)416-0124.

South Dakota FDA - May 11-12, Rapid City, SD. Exhibits. (605)246-9466.

North Carolina FDA - May 11-13, Twin City Quarter, Winston-Salem, NC. Exhibits. (800)616-2332.

South Carolina Morticians Assoc - May 11-14, Charleston, SC. Exhibits. (866)711-3103.

California FDA - May 18-20, Dolce Hayes Mansion, San Jose, CA. Exhibits. (800)255-2332.

Ohio FDA - May 20-22, Hyatt Convention Center, Columbus, OH. Exhibits. (800)589-6332.

South Carolina FDA - Jun 6-8, Myrtle Beach Resort at Grande Dunes, Myrtle Beach, SC. Exhibits. (800)445-3427.

North Carolina and South Carolina Cemetery Associations - Jun 7-9, Embassy Suites, Kingston Plantation, Myrtle Beach, SC. Exhibits. (803)419-0768 or (336)874-2974.

Tennessee FDA - Jun 7-9, Marriott Hotel, Franklin, TN. Exhibits. (800)537-1599.

West Virginia FDA - Jun 7-11, Marriott Hotel, Charleston, WV. Exhibits. (800)585-2351.

Funeral Directors & Morticians Assoc of North Carolina - Jun 8-11, Embassy Suites, Winston-Salem, NC. Exhibits. (877)639-1400.

Texas FDA - Jun 8-12, Hyatt Regency & Palmer Event Center, Austin, TX. Exhibits. (800)460-8332.

Arkansas and Louisiana Funeral Directors Associations - Jun 14-16, The Bourbon Orleans Hotels, New Orleans, LA. (337)289-5950.

Virginia FDA - Jun 14-17, Hotel Roanoke, Roanoke, VA. Exhibits. (804)264-0505.

Georgia FDA - Jun 14-17, Hyatt Regency Hotel, Savannah, GA. Exhibits. (770)592-8002.

Pennsylvania FDA - Jun 15-17, Holiday Inn Harrisburg/ Hershey, Grantville, PA. Exhibits. (717)545-7215.

Wisconsin FDA - Jun 15-18, Kalahari Resort, Wisconsin Dells, WI. Exhibits. (800)648-5580.

Maryland State FDA - Jun 20-25, Clarion Resort, Ocean City, MD. Exhibits. (888)459-9693 **NFDMA** - Aug 1-5, Detroit Marriott & COBO Convention Center, Detroit, MI. Exhibits. (800)434-0958.

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

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

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

New Jersey State FDA - Sep 21-24, Bally's Atlantic City, Atlantic City, NJ. Exhibits. (800)734-3712.

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

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

Pennsylvania Cemetery, Crematory & Funl Hm Assoc - Sep 27-29, 2009, Pittsburgh Institute of Mortuary Science, Pittsburgh, PA. (717)236-9970.

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

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

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

2010

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

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

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

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

SEMINARS/MEETINGS

The Funeral Service Profes-

South Carolina Cemetery Assoc Winter Workshop -Jan 25-26, Embassy Suites, Columbia, SC. (803)419-0768.

Maryland State FDA Midwinter Retreat - Feb 6-8, Clarion Resort, Ocean City, MD. (888)459-9693.

Assoc of California Cremationists Operators Training - Feb 11, Embassy Suites, Sacramento, CA. (562)596-0464.

MKJ Marketing Seminars - Feb 9-12, Ski Seminar, The Westin Riverfront Resort, Beaver Creek, CO; Mar 9-12, Naples Grande Beach Resort, Naples, FL. (888)655-1566.

CFSA Winter Seminar - Feb 26-28, Hilton Marco Island Beach Resort, Marco Island, FL. (847)295-6630.

Georgia FDA Legislative Reception - Mar 3, Georgia Railway Train Depot, Atlanta, GA. (770)592-8002.

West Virginia FDA Midwinter Meeting - Mar 3-5, Marriott Hotel, Charleston, WV. (800)585-2351.

NFDA Advocacy Summit -Mar 30-Apr 1, Renaissance Mayflower Hotel, Washington, DC. (800)228-6332.

NFDA Family Business Conference - Apr 5-7, Thunderbird School of Global Management, Phoenix, AZ. (800)228-6332.

Academy of Graduate Embalmers of Georgia Clinic - Apr 20-22, Holiday Inn, Forsyth, GA. (877)840-6060.

All Hazards Management Symposium - Apr 21-23, Tri-State Fire Academy, Huntington, WV. (304)522-2006 or (304)525-8121.

NFDMA House of Representatives - Apr 25-28, Hotel DuPont, Wilmington, DE. (800)434-0958.

American Board of Funeral Service Education Meeting - Apr 29-May 2, Crowne Plaza, Springfield, MO. (816)233-3747.

New York State Assoc of Cemeteries Public Affairs Seminar - May 4-5, Desmond Hotel, Albany, NY. (518)783-1134.

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

ICCFA University - Jul 17-22, Mid South Convention Center and Veranda Hotel, Tunica,



Angler's Glory Stationery Series

AUBURN,IN— Messenger Corporation, the leading funeral stationery supplier in North America, recently launched a new coordinated stationery series called *Angler's Glory*. This new series is a fitting tribute to anyone who enjoyed the activity of fishing.

"We have received countless requests from funeral directors in the U.S. and Canada for a series that would appropriately honor those individuals with a love for this favorite pastime" said **Bob Hoaglund**, Vice President of Sales and Marketing at Messenger. "We are excited that we could respond so quickly to the requests of funeral professionals and provide them with a product that their families will welcome and appreciate." The series is complete with matching service folders, acknowledgement cards, prayer cards, laminated bookmarks and can be ordered as a box set.

For more information about the new Angler's Glory stationery Series from Messenger, please visit www.messengerline.com or call Messenger at 1-800-827-5151.

Messenger, headquartered in Auburn, IN, has been in business since 1913 and has grown to be the most innovative manufacturer of funeral stationery products in North America. Among a long list of their innovations include an extensive line of funeral stationery products featuring the art of *Thomas Kinkade*, known as the "Painter of Light." Messenger also introduced the industry to the Box Set for merchandising and the highly personalized LIFE funeral stationery product line.

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Oregon FDA - Apr 16-19, Phoenix Grand Hotel, Salem, OR. Exhibits. (800)304-5095.

NFDA Professional Women's Conference - Apr 17-19, Sheraton Austin Hotel, Austin, TX. (800)228-6332.

ICCFA - Apr 20-23, Mandalay Bay Resort & Casino, Las Vegas, NV. Exhibits. (800)645-7700.

OGR - Apr 22-25, 2009, Gaylord Opryland Resort and Convention Center, Nashville, TN. Exhibits. (800)637-8030.

Kansas Funeral Directors & Embalmers Assoc - Apr 26-29, Capitol Plaza Hotel, Topeka, KS. Exhibits. (785)232-7789.

Nebraska FDA - Apr 27-29, Embassy Suites Downtown, Lincoln, NE. Exhibits. (402)423-8900. 055.

Alabama FDA - Jun 21-24, The Grand Hotel, Point Clear, AL. (334)956-8000.

Florida Morticians Assoc -Jun 21-25, Ramada Inn and Conference Center, Tallahassee, FL. (850)224-2139.

Funeral Directors Assoc of Kentucky - Jun 22-24, Hyatt Regency Louisville, Louisville, KY. Exhibits. (800)866-3211.

Idaho Funeral Service Assoc - Jun 28-Jul 1, Whitetail Resort, McCall, ID. Exhibits. (208)888-2730.

Illinois FDA - Jun 28-Jul 1, Crowne Plaza Hotel, Springfield, IL. Exhibits. (800)240-4332.

Cemetery Assoc of Tennes-

see and Georgia Cemetery Assoc - Jul 26-28, Double Tree Hotel, Chattanooga, TN. Exhibits. (615)714-9605. **sional Association -** meets every Sunday night online at 8pm for discussion at www. embalmer.com.

OGR "Business Fundamentals... Connecting the Dots" - Nov 9-12, Casa Marina Resort, Key West, FL. (800)637-8030.

New England Cemetery Assoc Seminar - Dec 2-4, Kellogg Center, University of New Hampshire, Durham, NH. (203)874-8998.

2009

ICCFA Wide World of Sales Conference - Jan 13-15, Las Vegas Hilton, Las Vegas, NV. (800)645-7700.

Alabama FDA Midwinter Meeting - Jan 19-20, Birmingham Marriott, Birmingham, AL. (334)956-8000. MS. (800)645-7700.

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

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

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

2010

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

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

If you have a Convention, Meeting or Seminar you would like to see listed here, send information to: Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Fax 800-321-9040 • Email info@nomispublications.com

ELK GROVE VILLAGE, IL- LifeGem Memorials, the

world's first purveyor of diamond memorials, announced a major upgrade to their Funeral Partner program: the addition of their Free Shipping kit.

For funeral homes that want to take a pro-active approach to customer service. LifeGem will send the free shipping kit to your funeral home so that you have it ready to process and ship orders. LifeGem can also overnight the shipping kit to any funeral home that already has an interested client.

Free shipping kit requests can be called in at 866-543-3436 (866-LifeGem) or requested by e-mail at info@lifegem.com.

The free shipping kit includes: Two-Page Quick Ship Guide, LifeGem Instructional/Promotional DVD, introduction letter and brochure, order form, remains/hair container (holds the exact amount of remains needed), return Box, bubble wrap, shipping tape (6 Pieces), Return Receipt Card (Green), and Registered Mail Receipt (White).

For those who prefer a more visual instructional approach, the LifeGem DVD has a detailed video of the order process as well as shipping instructions. The DVD is included with every shipping kit.



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FUNERAL HOME & CEMETERY NEWS Section B

Thanatometics by Kelco... The Art of Creating Lasting Impressions



The Thanatometics Starter Set

MINNEAPOLIS,MN— Kelco Supply Company is pleased to announce the newest addition to its line of mortuary cosmetics with the release of the *Thanatometics Starter Set*. The set is an eleven piece grouping that includes one medium-tone item from each of the eleven major categories in the complete cosmetics system. The exclusive, state-of-the-art mortuary cosmetics system is custom-designed by restorative art professionals with funeral directors and the families they serve in mind. Thanatometics products are available in a full spectrum of naturally appealing tones and easy to apply textures specifically formulated for use in an extensive range of restorative art treatments.

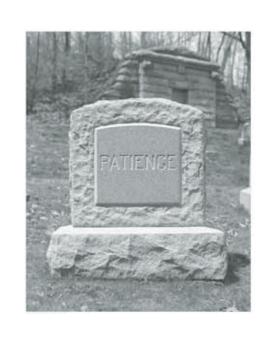
Kelco identified the shortcomings of existing mortuary cosmetic products and recognized the great need for improvement, so naturally, extensive research and development in the deathcare profession and cosmetics industry went into the initial production, field testing and introduction of Thanatometics by Kelco. The mortuary-specific formulations utilize the finest ingredients available and the latest scientific advancements in the production of cosmetics, all accomplished with one goal in mind; to create the perfect blend of science and art in one extraordinary line of revolutionary mortuary cosmetics for today's restorative art practitioner.

In addressing funeral directors' needs, a Kelco representative stated, "The clientele you serve may not understand to what extent restorative art results are achieved, especially when it comes to the technicalities of the actual embalming process. They do, however, know the difference between what's acceptable and what's outstanding. What the eye beholds becomes the lasting impression; that's the true 'art' of restorative art. It's the 'Art of Creating Lasting Impressions' and it speaks volumes regarding the reputation of your firm." For 69 years, Kelco has been providing all the instruments, equipment, chemicals, cosmetics and the many other products needed to achieve superior embalming and restorative art results. Thanatometics by Kelco sets a new standard and raises the bar!

Thanatometics by Kelco was inspired by the growing demand for a full-spectrum line of naturally occurring and appealing mortuary cosmetics tones specifically designed to meet the practical needs of today's restorative art practitioner. Rather than giving each of the products a highly subjective and impractical color name, Kelco chose to assign individual Thanatometics products a specific tone value within a range; this approach makes color selection and blending virtually fool-proof. Tone ranges for most product categories include one Mid-Tone, multiple Light-Tones and multiple Dark-Tones.

The complete Thanatometics by Kelco line is comprised of Pressed Powder Foundation for Opaque, Translucent or Sheer Coverage; Liquid Foundation for Silky Translucent Coverage; Crème Foundation for Velvety Opaque Coverage; Loose Powder Foundation & Finish for Sheer Coverage; Concealer & Touch-Up Stick for Crème-to-Powder Coverage; Eye Hi-Lites with Satin Glow Finish; Complexion Hi-Lites with Satin Glow Finish; Lip Color Palette; Color Corrector Palette; Lip Detail Color & Brush; Eye Detail Color & Brush and Hydration Plus Pre-Application Treatment.

If you would like to request additional information about Thanatometics by Kelco, please contact their Customer Care Team at 1-800-328-7720 or email order@kelcosupply.com.



WILTON, CT— UndergroundHumor.com is pleased to announce that *Patience*, the first in *The Tombstone Photographs*[™] series of collectible art by acclaimed photographer **Robert Zott**, is available for sale on its website.

Robert Zott takes photographs of tombstones...not your average tombstones. Each bears a single last name that is also a common English word. To locate his subjects, he physically surveys over 10,000 tombstones per week, selecting only those without given names, dates, or epitaphs.

For Zott, it is essential that the tombstones are real, and that his photographs are not altered or manipulated in any way. When describing his work, he cites Michelangelo who said, "The greatest artist has no single concept that a marble block does not contain already."

The New York Times said, "Mr. Zott cleverly manipulates our perception of these memorials." He achieves this by: 1) using the orientation or ex-

posure of the photographs to create metaphors for life and death, 2) using the names of living persons, locations, or fictional characters to create paradoxes between existence and nonexistence, and 3) using various names to create black comedies or cautionary tales.

Robert Zott's award-winning photographs have been selected for dozens of exhibi-



ETERY NEWS Section BNOVEMBER 2008PATIENCE: a Limited Edition Print now
available on UndergroundHumor.com

tions by curators such as Robert Storr and Thomas Collins of The Museum of Modern Art, New York; Bill Arning (formerly of White Columns, New York); and Richard Vine of Art in America.

Patience is printed on Hahnemühle FineArt Baryta, 325 g/m², gloss paper. Each black and white print measures 20" x 24" and is individually signed and numbered by the artist. The print is unmatted and unframed. A certificate of authenticity (COA) is included with every purchase. The Patience print run has been limited to only 200, so act now.

Plus, go to www.UndergroundHumor.com for a chance to win the first print in the production run (1 of 200). No purchase necessary. See website for complete details

UndergroundHumor.com is the funeral service profession's subterranean source for gifts and novelties, featuring books, videos, t-shirts, scale models, antiques and more. Catalogs are mailed upon request or can be downloaded from their website at any time. For further information, visit www.UndergroundHumor.com or call toll-free at 1-800-961-6132.

Free Newsletter teaches funeral home owners Marketing Techniques for Increasing Revenue

OSHKOSH,WI— While many funeral homes struggle to maintain their bottom line—especially in today's sluggish economy—some funeral homes are doing better than ever. The difference maker is marketing. Or so says **Scott De-Menter**, founder of **Six Feet Above**[™], publisher of a free, biweekly newsletter just introduced that teaches funeral home owners how to create and implement marketing strategies and tactics that help them increase revenue.

"The biggest difference between the most successful funeral homes and all the rest—good economy or bad—is not location, staff, facilities, or heritage. It's marketing. And I don't mean the aggressive, prey-on-the-vulnerable type of marketing. I mean the kind that finds fresh ways to create preference in the community, and in doing so, differentiates itself from the competition based on value so it can attract more customers and charge a premium for its services and products."

In addition to his experience marketing for the funeral industry, Mr. DeMenter has also been a marketer for a number of international business-to-business and nonprofit organizations. According to DeMenter, "Going from marketing in the funeral industry to marketing in far more competitive industries and back again has taught me some of the most effective strategies and tactics that 95 percent of funeral home owners aren't even aware of." He added, "Marketing is something I've always been passionate about. And being able to channel this passion toward the needs of funeral home owners is incredibly fun and rewarding. That's why I gave our newsletter the name LOOK ALIVE! The World's Greatest Funeral Home Marketing *Newsletter*. It's a bit over the top, but I like to think it's true. Although, since it's the only newsletter of its kind, I suppose you could also say it's the world's worst." Marketing topics covered by the newsletter will include: creating more effective advertising; getting more referrals; acquiring positive public relations; pricing for profitability; understanding consumer psychology; creating competitive differentiation; developing effective direct mail; learning customer service secrets; and dozens of other marketing issues. Six Feet Above's stated mission is to help funeral home owners better understand and implement marketing strategies and tactics that will dramatically increase revenue, word of mouth, and success. To subscribe to the free LOOK ALIVE! newsletter, sign up at www.Six-Feet-Above.com.



1996 S & S Cadillac Medalist Hearse dark blue, dark blue top, blue clotb



1999 Eagle Cadillac Ultimate Elite w/table white, dark blue crown top, blue leather



1996 Superior Lincoln Diplomat Hearse dark blue, dark blue crown top, blue leatber



2000 Eagle Lincoln Ultimate Hearse white, white top, blue leather



2005 Eureka Cadillac Onyx Hearse black, black top, black leather, oval window



1999 Eagle Lincoln Ultimate Hearse sage green, sage green top, gray leather



2006 Superior Cadillac Statesman Hearse black, black top, black leather



2002 Eagle Cadillac Ultimate Hearse black, black top, blue leatber



1998 Eagle Cadillac Ultimate Hearse gray, black top, blue leatber



1998 S & S Cadillac Victoria Hearse dark blue, dark blue top, blue leatber



1996 Eagle Cadillac Coupe de Fleur w/table black, black top, black leather, electric table



1997 Eagle Cadillac Tradition Hearse silver, black top, blue leather





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Page B6 Wilbert announces Award Winners at Annual WMA **Conference in Santa Barbara**

BROADVIEW, IL— Wilbert Funeral Services, Inc. (WFSI) bestowed its sales and service awards at the annual Wilbert Manufacturing Association (WMA) meeting on September 30 in Santa Barbara. On hand to present the awards was WSFI president, Wm. Anthony (Tony) Colson.

For achieving the highest overall sales in cremation products, American Wilbert Vault Corporation in Forest Park, IL, received a Pinnacle award. Receiving sales growth awards for their performance with cremation products were Century Wilbert Vaults, Toronto, ON; Wilbert Burial Vault Co., Inc., Greenville, SC; and Hicks Industries, Inc., Medley, FL.

In recognition of their overall sales performance, the following ten firms were honored with Pinnacle awards - Norwalk Wilbert Vault Company, Bridgeport, CT; The Fort Miller Service Corporation, Greenwich, NY; Crews, Farrell & Mead, Wayne, NJ; Baxter Burial Vault Service, Inc., Cincinnati, OH; Arnold Wilbert Corporation, Goldsboro, NC; Detroit Wilbert Vault Corporation, Detroit, MI; American Wilbert Vault Corporation, Forest Park, IL; Brown-Wilbert, Inc., St. Paul, MN; Josten Wilbert Vault Company, Sioux Falls, SD; and Wilbert Vaults of Houston, L.L.P., Houston TX.

Nine licensees were acknowledged with an award for overall sales growth over the past year. This group included Swan's Wilbert Vault Co., Inc., Westbrook, ME; SI Funeral Services, Fairport NY; Richards-Wilbert, Inc., Hagerstown, MD; Hairfield-Wilbert Burial Vault Co., Valdese, NC; May Wilbert Vault Corporation, Port Huron, MI; Quincy Wilbert Vault Company, Quincy, IL; North-

ern Wilbert Vault Service, Grand Forks, ND; Memorial Monuments & Vaults, Inc., Meridian ID; and SI Funeral Service, Lubbock, TX.

In total, 41 licensee operations achieved the status of Ultimate Service Provider, the highest service honor one can achieve as a Wilbert licensee. Only licensees that score in the top 15% on the rigorous graveside service evaluation are eligible for the Ultimate Service Provider award. Among the standards that are rated by WFSI field service engineers are the condition of the equipment and materials, the appearance of the personnel as well as the quality of the Wilbert vault.

Clinton Wilbert Vaults, Inc. in Marion, IA was recognized for having attained the highest Ultimate Service Provider score among Wilbert Licensees. Other Ultimate Service Provider winners were SI Funeral Service, Commerce City, CO; Burlington Wilbert

Vault Works, Inc., Burlington IA; Clinton Wilbert Vault, Inc., Clinton, IA; Wilbert Burial Vault Co., Fort Dodge, IA; Mason City Wilbert Vault Co., Mason City, IA; Sioux City Wilbert Vault Co., Sioux City, IA; Waterloo Wilbert Vault Co., Waterloo, IA; Northern Illinois Vault Co., Inc., Belvidere, IL; Kelley Vault Co., Inc., Danville, IL; Knauer, Industries, Ltd., Joliet, IL; Peoria Wilbert Vault Co., Inc., Metamora, IL; Sterling Vault Co., Sterling, IL; Schultz Wilbert Vault Co., Streator, IL; SI Funeral Services, Kinsley, KS; SI Funeral Services, Wichita, KS; Saginaw Wilbert Vault Corporation, Saginaw MI; Brown-Wilbert, Inc., Mankato, MN; Brown-Wilbert, Inc., Morris, MN; Brown-Wilbert, Inc., St. Cloud, MN; SI Funeral Services, Jackson, MO; SI Funeral Services, Moberly, MO; SI Funeral Services, Rolla, MO; SI Funeral Services, Springfield, MO; St. Louis Wilbert Vault Co., St. Louis, MO; Asheville Wilbert Vault Services, Inc., Candler, NC; Yates Wilbert Vault Co., Inc., Charlotte, NC; Arnold Wilbert Corporation, Goldsboro, NC; Goria Enterprises, Inc., Greensboro, NC; Brown-Wilbert, Inc., Fargo, ND; Northern Wilbert Vault Service, Grand Forks, ND; Turner Vault, Northwood, OH; SI Funeral Services, Lawton, OK; SI Funeral Services, Oklahoma City, OK; SI Funeral Services, Sulphur, OK; SI Funeral Services, Tulsa, OK; Columbia Wilbert Vault Co., Cayce, SC; Wilbert Burial Vault Co., Inc., Greenville, SC; Charleston Wilbert Vault Co., Inc., Summerville, SC; Brown-Wilbert, Inc., LaCrosse, WI; and Brown-Wilbert, Inc., Sun Prairie, WI. "The entire Wilbert li-

Wilbert Marketing Communications efforts win Design Awards

Graphic Design USA Honors Company with Five American Graphic Design Awards

BROADVIEW,IL- Wilbert Funeral Services, Inc. announced that five of their marketing communications efforts have received 2008 American Graphic Design Awards from Graphics Design USA. The list of award winners includes the Cremation Choices catalog, the Wilbert Updater newsletter, Corrugated Choices magazine ad, the Wilbert Foundation website and the Wilbert Image library.

"Receiving a 2008 American Graphic Design Award is a great honor," stated Joe Weigel, Wilbert Vice President of Marketing. "These awards are one sign among many that our marketing communications efforts are effective and paying dividends for our licensees and the funeral homes they serve."

Each year the competition receives more than 10,000 entries, but only a handful receives a certificate of excellence. The awards are open to everyone in the design community—from graphic design firms to corporate in-house departments—in the areas of print and collateral design, corporate identity and logos, broadcast and motion graphics, Internet and interactive design, advertising and sales promotion and packaging and point-of-purchase.

Wilbert Funeral Services, Inc. is the leading singlesource supplier of burial vaults and cremation-related products and services to North American funeral homes. From its offices in Broadview, the company licenses the right to manufacture burial vaults under the Wilbert trademark to a network of over 200 licensees and sublicensees throughout North America.

A Little Booklet written by a Funeral Director that truly reflects the Survival Instincts of Grievers

EDINA, MN— In his capacity as a licensed funeral director and a certified grief counselor, Steve Mitchell wrote a wonderful little booklet for grievers titled "It's OK! - A Journey Through Grief."

Steve had heard those attending his grief support groups at the funeral home he managed in Florida tell their fellow grievers over and over again that "it's OK" to share their fears and emotions. From this experience, Steve decided that it was important to tell other grievers that "it's OK" to have these feelings and that many grieving people weren't going crazy. Steve put together many of these thoughts into a little booklet and gave the booklets away to those he came in contact with. Soon, other funeral homes, hospice organizations and victim advocacy groups began ordering the booklets. Each page includes a poignant thought. It's just 3" x 3" and is 32 pages in length. This little booklet that has been widely distributed throughout the southeast is now available nationally on the Grief Resources Catalog website (www.griefresourcescatalog.com).

Since many grieving people really do experience loss of memory, forgetfulness, lack of concentration and confusion following the death of a friend or loved one, Grief Resources Catalog also offers a colorful coffee/ tea mug that can remind them that they're not crazythey're just grieving. One side of the mug says "Grief Can Make You Think You're Going Crazy." The other side lists the symptoms of grief. The mug is dark purple and blue design on white mug. Sturdy stoneware mugs hold 12.5 oz. of liquid, dishwasher and microwave safe

For additional information or a free, printed catalog of the more than 50 different grief booklets, books and video tapes available on the website catalog or to order materials, contact Grief Resources Catalog on the Internet at www.griefresourcescatalog.com. Write to Grief Resources Catalog at 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: griefrc@ griefresourcescatalog.com.

F.A.C. Marketing is acquired by Woodward **Communications, Inc.**

DUBUQUE, IA- Woodward Communications announced that they have purchased F.A.C. Mar**keting**, a full-service advertising agency located in Burlington, IA.

F.A.C. Marketing, which had been privately owned, concentrates their services on the funeral home industry with clients nationwide including funeral homes and their affiliates. The agency provides funeral homes with design services, direct mail management, media placement and marketing strategy. "At Woodward Communications, we continue to have a strategic, dedicated effort to both grow and diversify our organization," stated Tom Yunt, President and CEO of Woodward Communications, Inc. "F.A.C. Marketing has an impressive niche for a boutique ad agency. We are excited to have this group of talented people join our team of employee owners." Mindy Kraus, a ten-year veteran of F.A.C. Marketing, will be serving as Business Manager and Creative Director. She will be working closely with **Betsy** McCloskey, a member of Woodward's corporate operating group, to ensure the transition goes as smoothly as possible.

"This is a great opportunity for F.A.C. Marketing and our clients," stated Roger Sheagren, former owner of F.A.C. "Our clients will find the same friendly staff is available to assist them with all their marketing needs while we are able to offer them even more resources."

Woodward Communications Incorporated is a dynamic, employee-owned multimedia company operating in Iowa, Illinois and Wisconsin with headquar-



remember his spirit, and I think he would get a big kick out of it."

Continued from Page B1

when I show him to other

customers, I move his hands

and head, take off his base-

ball cap and re-adjust his

fish. It is a very positive

and healthy way for me to

censee organization be-

lieves in funeral service

and strives to set the stan-

dard for service in the fu-

neral profession," stated

Colson. "This elite group

of award winners has dem-

onstrated sales and service

performance that puts

them in the upper echelon

of their peers. It is through

relationships with dedi-

cated funeral home cus-

tomers throughout North

America that these organi-

zations are able to achieve

these prestigious honors."

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Michael Leavitt is a Seattle-based sculptor and painter that shows his work around the United States. His memorial action figures vary in price depending upon the detail and accessories, and are represented exclusively by Lundgren Monuments. And yes, Mr. Leavitt can replicate your beloved pet just as he can your family and friends. All memorial action figures are displayed under a glass bell jar with stand and engraved name plate.

For more information, call (800)205-9055, visit www. lundgrenmonuments.com or email info@lundgrenmonuments.com.

ters in Dubuque, Iowa. Comprised of mass and niche media products, as well as niche marketing and communication services, the corporation is majority employee-owned (ESOP) by its nearly 600 employee owners.

F.A.C. Marketing is a full-service marketing agency. With years of experience and concentration in the funeral industry, the professionals at F.A.C. Marketing are dedicated to providing custom marketing solutions to each individual funeral home. For more information on the agency's services please visit www.facmarketing.com or call 800-800-5809.





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FUNERAL HOME & CEMETERY NEWS Section B

New England Cremation Supply offers new Casket Line and Funeral Products by Sauder®

STRAFFORD,NH— New England Cremation Supply Company is pleased to introduce Heritage Caskets and Biers by Sauder[®] Funeral Products. The superior wood appearance of Heritage Caskets offers an environmentally responsible way to deliver the same warmth and beauty of solid wood caskets at lower prices. The veneer finish is offered in golden cherry, mahogany, oak, and walnut along with multiple interior options such as fabric, color, and cap panel design. The Casket Bier and Memory Table/Urn Bier are available in the golden cherry veneer finish and are equipped with a lighted display area for personalization, solid wood base trim and fluted columns. The casket bier rolls easily on dual wheel casters and has sliding doors that conceal storage space. The Memory Table/ Urn Bier has a cord management pocket and easy glide feet.

To view the broad list of products and supplies offered by New England Cremation Supply, visit www.necremation.com or call 800-664-8365 for more information.

Accubuilt achieves Record Market Share as manufacturer of Funeral and Professional Vehicles

LIMA,OH— Accubuilt, Inc. has announced 2008 model year sales results for its funeral and professional vehicles sales. Based on reported sales by Cadillac and Lincoln, Accubuilt's share of all 2008 Model Year funeral hearses and funeral limousines increased to a record-setting 72% of the North American market. In addition, the 2008 Model Year results also showed that Accubuilt-produced professional vehicles, consisting of all funeral vehicles, VIP limousines and Executive Sedans, represented more than 47% of all North American professional vehicles produced by authorized coachbuilders.

Greg Corona, Accubuilt Chairman and Chief Executive Officer commented that "These results for the 2008 Model Year represent an outstanding level of achievement for our Company and its brands, our dealers and our customers. We attribute these results to our increasing level of quality, product innovation and increased marketing initiatives." Corona further explained "The fact that these results were based on professional vehicle information released by Cadillac and Lincoln confirms the accuracy of the data and the market share results."

Mr. Corona went on to say that "We are now seeing the results of our recent engineering initiatives and enhanced quality programs contributing to record-breaking sales and highquality professional vehicles."

Accubuilt, Inc. has manufacturing facilities in Lima, Ohio; Springfield, Missouri; and Elkhart, Indiana. The Company's specialty vehicle offerings are certified and approved by the Cadillac Master Coachbuilder program, Lincoln Quality Vehicle Manufacturer program, Ford Truck Quality Program and the National Mobility Equipment Dealers Association. For more information on Accubuilt, Inc. and its extensive vehicle offerings, please visit www.accubuilt.com.

Forethought announces new Continuing Education Program for Agents

INDIANAPOLIS,IN— Forethought Financial Group, Inc. ("Forethought") has partnered with Success Continuing Education to establish a comprehensive continuing education program offered by *Forethought University*SM. The program is designed to provide Forethought agents with continuing education for their life insurance, annuity and CFP licenses.

"We take the success of our agents very seriously, and Forethought University is evidence of that. Our cours-

es give our agents valuable tools to stay ahead of their competition and keep their licenses current. Best of all, agents can take advantage of our offerings in the way that is most convenient for them," explained **Stephane Hayes**, Director of Sales Training at Forethought.

Agents can complete courses online, in faceto-face field classes, or through textbook curriculum on their own time. The system tracks the performance and progress of each agent. To encourage maximum agent participation, Forethought is offering vouchers for up to 30 hours of free online life insurance courses.

From a business standpoint, studies have shown that the majority of agents that attend Forethought University sales training events enjoy double-digit sales increases after the event. "The success of our company is due in large part to the success of our agents. So we will continue to create

the success of our agents. So we will continue to create opportunities like Forethought University to help them succeed," added **John Graf**, President, Chairman and CEO of Forethought.

Forethought's insurance subsidiaries have been consistently recognized by A.M. Best for financial strength.

Craig Anderson joins Forethought as Vice President

INDIANAPOLIS,IN— Forethought Financial Group, Inc. ("Forethought"), a leading provider of insurance and financial solutions for families managing retirement and end-of-life needs in the United States, recently announced the hiring of **Craig Anderson** as Vice President and Controller, Chief Accounting Officer.

Anderson comes to Forethought from National Life Group, headquartered in Vermont, where he served as Second Vice President of Financial Reporting and Investment Accounting. In his new position, Anderson will be responsible for financial reporting, general accounting and treasury.

"We are fortunate to have Craig as part of the Forethought team. His experience and financial expertise will certainly benefit our company in many ways," added **John Graf**, President, Chairman and CEO of Forethought.

Forethought Financial Group, Inc., through its subsidiaries, provides innovative insurance and financial solutions for families managing retirement and end-of-life needs. Headquartered in Indianapolis, IN, the companies provide life insurance, trust programs and annuities. Insurance affiliates include Forethought Life Insurance Company and Forethought National Life Insurance Company. Collectively, the insurance companies are licensed to sell in 49 states, the District of Columbia and Puerto Rico. Forethought also provides trust services in 28 states and the District of Columbia.

Forethought, through its life insurance subsidiaries, has assets owned and under management in excess of \$3.7 billion, approximately \$720 million in annual revenue, more than \$5.0 billion of life insurance protection in force, and has served more than 2 million policyholders since 1985. For more information contact 1-800-331-8853.

For more information contact 1-800-331-8853.

Funeral Service & Flower Cars Photo Archive by Walter M.P. McCall Now Available

HUDSON,WI— Throughout history, flowers have accompanied the deceased to their final resting place. In the early 1930s purpose built flower cars began to appear. These flower cars were built on all makes of chassis, including luxury Packards, Cadillacs, LaSalles and Buicks to Pontiacs and Chevy El Caminos. Iconografix, Inc. introduces *Funeral Service & Flower*

Cars Photo Archive by Walter M. P. McCall. This 128page softbound book includes 130 black and white and 30 color photos.

Featured here, in the only book ever dedicated to these unique professional cars, is the story of the flower car from the 1930s to the long, low coupes de fleur still being built today.

A bonus section features the other workhorse of the funeral home fleet, the Service Car, which transported the deceased from home or hospital to the funeral parlor and moved caskets and other funeral service paraphernalia to the church or cemetery. Walter M. P. McCall is one of the best-known and most respected fire apparatus historians and authors in North America. In addition to his landmark *American Fire Engines Since 1900*, still considered the "bible" of the old fire engine hobby, McCall has authored eight Iconografix fire apparatus and professional car books. He served as Editor of *Enjine!-Enjine!* the quarterly magazine of the Society for the Preservation & Appreciation of Antique Motor Fire Apparatus in America (SPAAMFAA) for 25 years and edited *The Visiting Fireman*, the annual international directory of fire buffs for nine years. McCall has also written numerous articles for fire service and antique vehicle publications in the United States and Canada.

The book is available at book, hobby and specialty stores, or directly from the publisher by contacting Iconografix, Inc., Dept. PR, PO Box 446, Hudson, WI 54016. Phone 1-800-289-3504 or visit www.enthusiastbooks.com.

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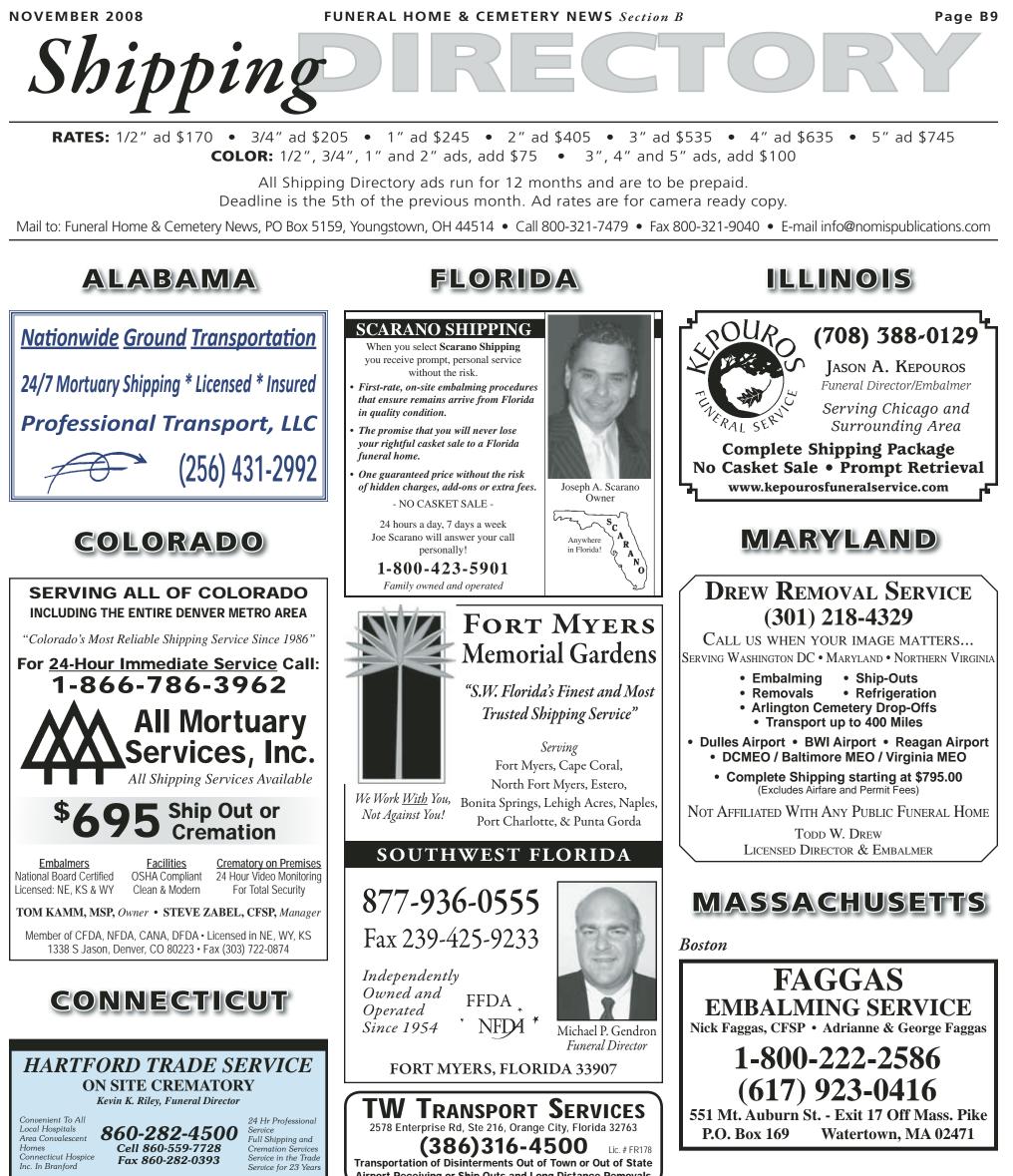
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FUNERAL HOME & CEMETERY NEWS Section B

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The Funeral Home & Cemetery News does not guarantee that the items, positions or services advertised are still available, or that the person inquiring about the ad will obtain a response.







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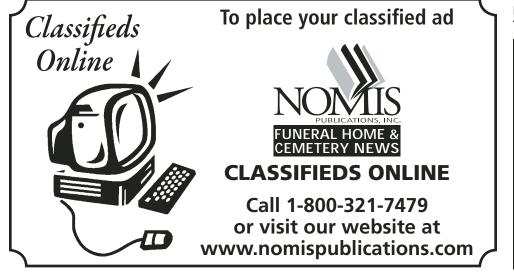


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Funeral Business For Sale 5

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Funeral home available in Lantana, Florida. Free standing building with full prep room, back offices, 2-3 chapels, garages, handicapped accessible. Building also includes second story 5-bedroom residence plus additional garages. Location on major highway in West Palm Beach. **Call Brian 561-212-3014.** 5N Established for over 75 years, this beautiful historic funeral home does 50-70 cases per year and carries less than 3% accounts receivable. Has over a million dollars in pre-need contracts. Live, work and play in the beautiful Sangre de Cristo Mountains of northern New Mexico. Real estate can be included in the price if buyer so desires, however funeral home space is available for lease. Serious inquiries only, please email mainoffice505@yahoo.com or phone (505) 328-5864. 5BOND



2005 CADILLAC S&S 6-DOOR LIMO blue with blue leather 4 in-stock

HEARSES -

2005 Cadillac S&S Hearse (3 in stock)blue/blue leather

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Cadillac Eagle Hearse	silver/gray top/gray leather
Cadillac S&S Victoria	blue/blue leather
Cadillac S&S Hearse	silver/blue leather

2003

(,	black/black leather
	silver/neutral leather
Cadillac S&S Hearse	blue/blue leather
Cadillac Eagle Hearse	black/black leather
Lincoln Eagle Hearse	white/black leather
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Cadillac Eagle Hearse	black/gray leather
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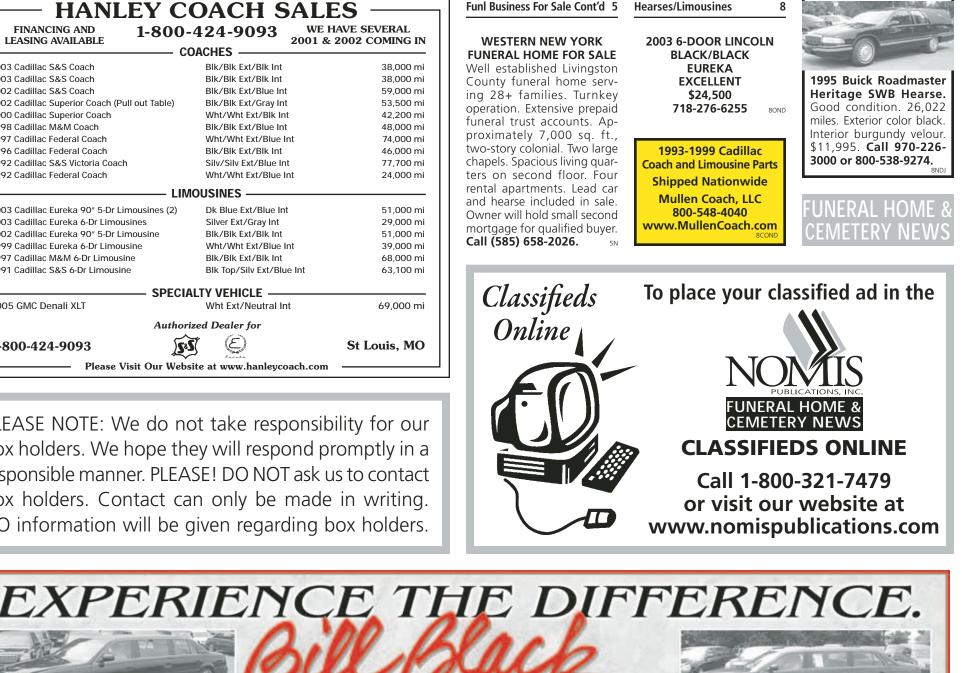
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2002 Cadillac Superior Coach (Pull out Table)	Blk/Blk Ext/Gray Int	53,500 m
2000 Cadillac Superior Coach	Wht/Wht Ext/Blk Int	42,200 m
1998 Cadillac M&M Coach	Blk/Blk Ext/Blue Int	48,000 m
1997 Cadillac Federal Coach	Wht/Wht Ext/Blue Int	74,000 m
1996 Cadillac Federal Coach	Blk/Blk Ext/Blk Int	46,000 m
1992 Cadillac S&S Victoria Coach	Silv/Silv Ext/Blue Int	77,700 m
1992 Cadillac Federal Coach	Wht/Wht Ext/Blue Int	24,000 m
LI	MOUSINES ————	
2003 Cadillac Eureka 90" 5-Dr Limousines (2)	Dk Blue Ext/Blue Int	51,000 m
2003 Cadillac Eureka 6-Dr Limousines	Silver Ext/Gray Int	29,000 m
2002 Cadillac Eureka 90" 5-Dr Limousine	Blk/Blk Ext/Blk Int	51,000 m
1999 Cadillac Eureka 6-Dr Limousine	Wht/Wht Ext/Blue Int	39,000 m
1997 Cadillac M&M 6-Dr Limousine	Blk/Blk Ext/Blk Int	68,000 m
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2005 Cadillac Superior 6-door limousine, black w/ black leather interior, 21K miles, one-owner car from VA, chrome wheels, front strobe lights. Excellent condition!



2004 Cadillac S&S commercial glass 65-inch stretch 6-door limousine, dark blue w/ blue leather interior, 13K to 15K miles, 3 to choose from, one-owner cars from NC, front strobe lights, lower chome molding. Like new



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2002 Cadillac Federal 6-door limousine, dark blue w/ blue eather interior, 12K miles, Virginia car. Garage kept and taken care of



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2003 Cadillac Superior hearse, silver w/ gray leather interior, 32K miles, one-owner car from NC, crown band, chrome wheels, and wig-wag headlamps. Excellent condition!



2003 Cadillac Superior 6-door limousine, silver w/ gray leather interior, 30K miles, one-owner car from NC, full size spare, chrome wheels, and wig-wag headlamps. Beautiful carl

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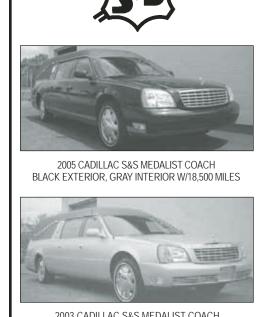
2005 LINCOLN S&S 6-DOOR BLACK EXTERIOR, BLACK INTERIOR W/23,953 MILES



2003 LINCOLN 100" 6-DOOR LCW BLACK EXTERIOR, BLACK INTERIOR W/57,423 MILES



(2) 2003 CADILLAC S&S 65" W/CEO PKG BLACK EXTERIOR, BLACK INTERIOR W/18,408 MILES



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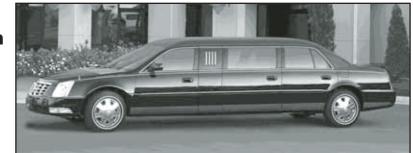
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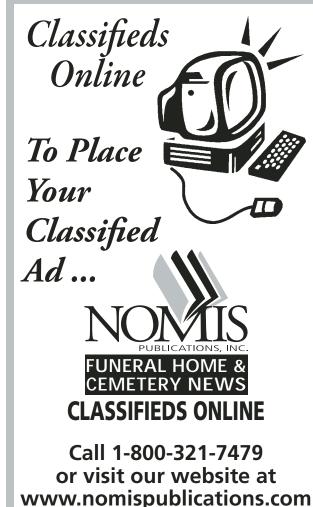
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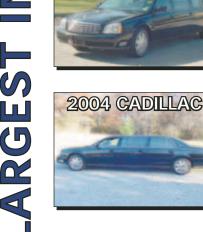
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2004 CADILLAC Stock No: 6414

Stock No: 6272 Miles: 72,919 Color: Black Vinyl Roof Color: Black

Price: \$24,650 Stock No: 6303

NATIONWID Price: \$19,999 Body Type: Limousine Miles: 64 139 ГЛ Vinyl Roof Color: Black



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Body Type: Limousine

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Color: Black

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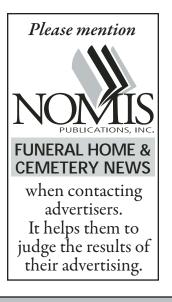
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