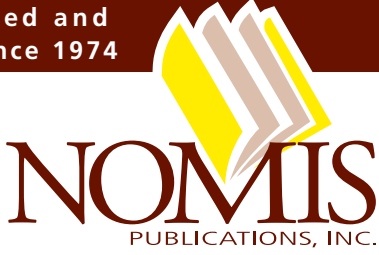


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NEWS

SECTION B
NOVEMBER
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Military Memorial Blankets available at Sumpter Cottage



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US Army Blanket



US Marine Corps Blanket



US Navy Blanket

SUMPTER, OR— Sumpter Cottage Memorial Keepsakes has announced a new line of military blankets. After spending many years in the funeral industry as well as having served our country,

owner, Frank Vargas, Jr. wanted to help honor our country's veterans.

CONTINUED ON PAGE B7

BK Umbrella Industries

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Mortech Manufacturing™ Incorporated is Expanding



The New Mortech Mfg. Facility

AZUSA, CA— In May, 2009 Mortech broke ground and has finally brought their manufacturing, engineering and sales under one roof. Production of all the fine autopsy, necropsy, dissecting tables and funeral home equipment will be completely finished in the new 21,000 square feet facility, bringing

their total square footage to 43,000. Through persistence and dedication, Mortech Mfg. Inc. was able to flourish. Mortech's ability to provide a reliable partner to universities, medical facilities, funeral facilities and medical examiners has proven to be a key to their success. Mortech

CONTINUED ON PAGE B4

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EXPECT EXCELLENCE



We bought our first Eagle Coach ten months ago. Initially, I liked the EXCEPTIONAL FIT & FINISH on the car. They customized it to my exact specifications, including limo-style windows. After driving it for



almost a year, I'm so impressed by the quality of this vehicle. I've never had an issue with it, and it is by far the MOST VERSATILE VEHICLE WE'VE DRIVEN. Cremations are becoming more common, and I've used the urn enclave for a number of funerals. Any funeral director who wants to set himself apart should look into an Eagle Coach. IT'S CHANGED HOW WE DO BUSINESS.



CREMATION SOLUTIONS

JEFFREY WAGES, WAGES & SONS FUNERAL HOME IN LAWRENCEVILLE, GA



We've been buying Eagle Coaches for 10 years. We made the switch to Eagle because of their STYLE AND THE VALUE FOR YOUR DOLLAR. We've found our vehicles to be RELIABLE AND QUALITY in every sense of the word. Maintenance has been extremely low—these vehicles easily pay for themselves in maintenance alone. Eagle Coach Company stands out from the competition in their dedication to fulfilling all the needs and requests of the funeral director. OUR COACHES PERFORM FLAWLESSLY, and I would definitely recommend Eagle Coaches to another director.



CHRIS MILLER, BARRON-MILLER FUNERAL HOME IN CHEEKTOWAGA, NY



DIGNITY AND ELEGANCE



“

We've been buying Eagle Coaches for twelve years. We know the people at Eagle Coach well, and they're always VERY PROFESSIONAL AND RESPONSIVE to our needs. Aside from their service, I love the STYLISH INTERIOR AND ELEGANT DESIGNS. We would absolutely recommend an Eagle Coach to another funeral director.

”

DONALD JORDAN SR., THOMPSON HALL & JORDAN FUNERAL HOMES IN CINCINNATI, OH

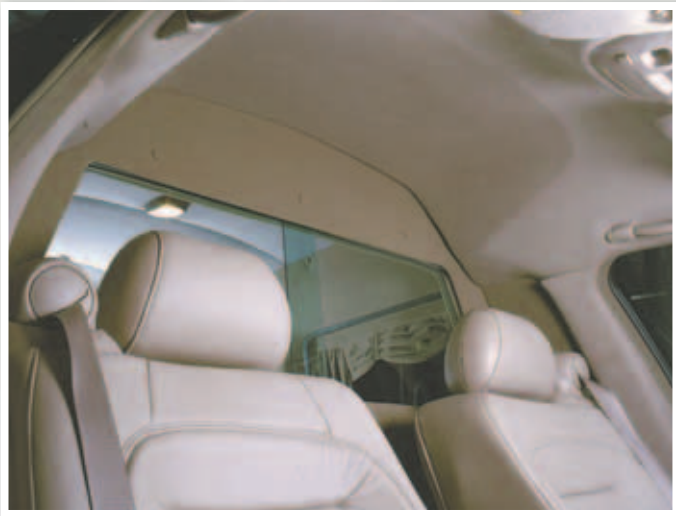


DISTINCTIVE STYLING

“

Eagle Coach Company sets itself apart from their competitors in their service. THEY'RE SO PERSONAL, and they truly take care of their customers. We have owned other brands of coaches in the past, but when we had problems with the vehicles they didn't want to fix them. I've driven Eagle coaches for 10 years and have had virtually no problems with the vehicles. THESE VEHICLES ARE INCREDIBLY RELIABLE, with a sturdy construction that translates into having little or no maintenance. I would recommend an Eagle Coach to other funeral directors in a heartbeat.

”



SPACIOUS INTERIORS

TIM STEWART
TIM STEWART FUNERAL HOMES, ATLANTA, GA



LOG ON TO WWW.EAGLECOACH.COM TO REQUEST OUR FREE 2010 INFORMATION PACKET.

Destiny Casket expands Hybrid Line



Destiny Casket from the Hybrid Line

CUPERTINO, CA— Fabulous Destiny International Ltd. has announced the latest in the line of Hybrid Caskets. This Destiny Casket offers a unique combination of Cherry Wood and 18 ga. steel.

The Destiny Hybrid Casket, available in full and half couch, with its unique design and elegant appearance is attractive to both funeral directors and their customers. At the same time, it also provides a valuable

alternative to those customers who appreciate both the natural wood and beautiful, durable metal materials in one casket.

In addition to the line of Hybrid Caskets, Destiny Casket also provides other products such as church trucks to funeral homes and distributors. For more information on the product lines of Destiny Casket please visit www.destinycasket.com, email destinycasket@yahoo.com, or call 408-850-0082.

The Irish Wake offers New Handmade Pottery Shamrock Urn

SOUTH RIVER, NJ— The Irish Wake, a unique supplier offering a wide array of Irish themed funeral items, has added a handmade pottery urn featuring a graceful shamrock design and a rich green color reminiscent of the Emerald Isle to its collection.

At roughly 7" tall with a capacity of about 50 cubic inches, the new urn is an ideal choice for use as a keepsake or a child/infant urn.

The urn is made exclusively for The Irish Wake by a potter who throws each one individually by hand, using the classic curved vase shape. He hand-carves the shamrock design right into the urn's surface before finishing the piece with a luminous green glaze. The urn is topped off with a custom lid of black walnut wood.



"We are thrilled with this lovely new addition to our line," said Mary Ellen Triola, who founded The Irish Wake with her sister-in-law Nancy Thorpe in 2002. "We've been searching for several years for a talented craftsman who could make our vision for beautiful Irish pottery urns a reality, and we are thrilled to have found him. Each urn is a magnificent, one-of-a-kind work of art."

Although The Irish Wake offers a wide range of traditional funeral items with an Irish theme, from register books and acknowledgment cards to casket drapes

and candles, it was urns that inspired the creation of the company.

"We couldn't find anything Irish – it was so frustrating," said Triola, alluding to her family's fruitless search for the perfect cremation urn for mother Eileen in 2001. "With so many Irish families now opting for cremation, we hope our urn collection will provide them with numerous choices both meaningful and beautiful."

View the company's entire collection at www.TheIrishWake.com. For more information or to receive a color catalog call toll-free 1-866-IRISH-86.

Wilbert Funeral Services welcomes new members to Executive Management and Field Services Teams



Michael Bogacki



Judy Rossom



Scott Billingsley



Mark Lackey

BROADVIEW, IL— Wilbert Funeral Services, Inc. has announced the addition of two members to its executive management team as well as two appointments to its field service organization. The announcement coincides with Wilbert's continuing growth and versatility as North America's leading provider of burial vaults and cremation-related products and services.

Mr. Michael Bogacki has been hired as Wilbert's chief financial officer. He holds an M.B.A. degree from the University of Chicago's Booth School of Business and a B.S. degree in accounting from DePaul University. He is also a certified public accountant and a member of the American Institute of Certified Public Accountants and the Illinois CPA Society.

CONTINUED ON PAGE B6

Rob-Win Press announces Tim Hale as Sales Rep

ALLENTOWN, PA— Rob-Win Press, a funeral industry leader providing highest quality products to funeral directors nationwide since 1938, is pleased to announce that Tim Hale has joined the Company as Sales Representative for the states of Georgia, Alabama and Tennessee.

Robin Cook, Rob-Win President, noted that "Tim's extensive knowledge of the funeral industry and proven sales professionalism ensure his meeting our customers' highest product quality and service requirements in the sale of our extensive line of funeral supplies, including register books, service folders, acknowledgment cards, portfolio bags and many related products."

Mr. Hale has successfully served the funeral industry for the past 17 years. His broad area of sales expertise includes the sale of pre-need insurance products, caskets and other funeral supplies, including products similar to Rob-Win's product line as a Deaton-Kennedy sales representative. Tim and his family live in Winterville, GA.

Rob-Win Press, headquartered in Allentown, Pennsylvania, has served the funeral industry for 70 years, successfully meeting the changing product needs of funeral homes while offering an old fashion dedication to quality and outstanding customer service. For more information call 1-800-327-0940 or visit www.robwin.com.

Mortech is Expanding

Continued from Page B1

strives to lead the industry by setting the standard in quality, service and customer satisfaction.

"Satisfying a customer starts when you first meet or speak with them. Mortech exists to provide the complete customer experience. We are not just looking for a sale, but a friend. Mortech tries to accentuate everyone in the company by emphasizing that they have an important role in customer service and strive to make a positive difference in the

process. Successful customer satisfaction is the key to a successful and profitable business," stated Vic Guevara, Project Engineer.

Mortech is looking forward to continuing to provide postmortem needs for the industry into the future. Let the team share with you the Mortech Manufacturing difference. For more information contact Mike Tovatt, National Sales Manager at 800-410-0100 or visit www.mortechmfg.com.

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Flash Webcasting at FuneralRecording.com

OGDEN,UT— Since 2001, **FuneralRecording.com** has been providing high-quality recording and webcasting solutions to funeral homes. Seeing the need for more modern funeral home websites with more technology integration, they have worked with the best to tie it all together.

As an incentive for signing up with FuneralRecording.com's affordable flash webcasting free websites are being offered. FuneralRecording.com's webcasts are streamed as flash video, making them visible by nearly anyone, anywhere, on any computer. All broadcasts are easily integrated right into the simple obituary management system of your new website. There your clients can become part of the memorial service from anywhere in the world. These are websites that meet the needs of today's funeral directors by integrating the most cutting edge technologies including webcasting, on-demand video, and social networking.

For more information go to www.funeralrecording.com or funeralrecording.wordpress.com to read the latest blog news. You may also call 801-866-1780 or email info@funeralrecording.com.

Federal Renaissance Hearse used for Kennedy Funeral

FT. SMITH,AR— **Federal Coach**, with respect and humility, is proud to announce that their newly designed Cadillac Renaissance hearse with oval windows was used for *Sen. Edward M. Kennedy's* funeral.

Federal was honored that one of their custom built, handcrafted funeral coaches was chosen as part of the final celebration of the life and work of "The Lion of the Senate."

Combining classic styling with elegant features and superb details, the Renaissance is a hearse on the cutting edge of funeral coach design and technology. This state-of-the-art funeral coach is

newly designed for ease and comfort, with an additional two inches of space in the driver's compartment, a commercial size rear compartment of 42 inches, and a 126-inch casket floor—the longest in the industry.

The Renaissance is one more example of Federal Coach's foremost objective: to produce nothing but the highest quality vehicle in the market today. Since 1989, Federal Coach has been at the forefront of funeral coach design and technology. For more information on Federal Coach or the Cadillac Renaissance hearse, please visit www.federalcoach.com.

Mackinnon & Bowes and FrontRunner Professional Integration Partnership

TORONTO,ONTARIO— **MacKinnon & Bowes LTD** has formally announced their Integration Partnership with **FrontRunner Professional** to develop an advanced answering service module to work seamlessly with the **Matthews IMS** system. The new "Total Care" answering service module will greatly enhance the already superior services that MacKinnon & Bowes offers to users of the Matthews IMS System.

The Matthews IMS is a complete all-in-one solution that handles management, personalization, marketing, and networking and direct to consumer approaches. It truly is one of the most comprehensive and strategic initiatives ever conceived for death care professionals. It has been designed to dramatically increase efficiencies and reduce overall cost of operations for Funeral Professionals.

MacKinnon & Bowes is using the launch of this advanced answering service module to greatly expand their Answering Service offering to funeral homes across Canada and the US. "This is an exciting time for us as we move to the next generation of service offerings" announced MacKinnon & Bowes President **Allan Cole**.

"This Integration Partnership with MacKinnon & Bowes marks another milestone in the rapidly evolving features and functionality of the Matthews IMS System, reinforcing our ongoing commitment to Matthews and their valued customers," says FrontRunner Professional President **Kevin Montroy**.

"As a licensed funeral director myself for over 30 years, I like many of my colleagues around the world have come to learn firsthand the reputation and quality of service that is synonymous with the MacKinnon & Bowes name. Their World Class Answering Service offering is a natural extension of the valuable services they provide to funeral service professionals. We are proud to have them as part of the Matthews IMS system," says Montroy.

To learn more about this exciting new offering contact Allan Cole at MacKinnon & Bowes at 1-800-268-6736.

Accubuilt announces Equity Investment

LIMA,OH— **Accubuilt, Inc.** has announced the completion of a substantial equity investment and bank debt reduction to its capital structure. The new equity investment was led by Accubuilt's existing institutional shareholders, independent directors and senior management. As a result of this transaction, Accubuilt has significantly enhanced its financial condition to implement its plans for the future.

Greg Corona, Accubuilt Chairman and Chief Executive Officer commented that "This investment provides us with additional capital to continue our investment in manufacturing efficiencies and next generation vehicle development as well as strategic acquisitions. This also represents a further financial commitment from our initial institutional shareholders, **Paladin Capital Partners Fund, L.P.** and the **John Hancock Life Insur-**

ance Co." Mr. Corona went on to say that "We are very pleased with the unanimous support and contribution of our institutional shareholders and lenders who contributed to this successful equity raise and bank debt reduction."

Accubuilt retained **Global Hunter Securities, LLC** to provide advisory services in connection with completing this transaction. 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.

Wilbert welcomes new members to Executive Management and Field Services Teams

Continued from Page B4

His professional background includes positions as controller for Farley Industries, a \$3.7 billion diversified manufacturer whose primary holding was Fruit of the Loom, Inc.; Chief Financial Officer, Portfolio Companies (comprised of both public and privately held organizations) of The Blackstone Group, (a private equity and financial advisory firm headquartered in NY); and, most recently, vice president of mergers and acquisitions for Intertek Consumer Goods North America in Oak Brook, Illinois. Mr. Bogacki brings significant experience in reporting and board communication, compliance and internal control, metrics, turnaround, lean manufacturing, business analysis and problem-solving.

In addition, **Ms. Judy Rossom** has been welcomed as Wilbert's new chief accounting officer. Ms. Rossom holds an M.B.A. degree in managerial finance with distinction from DePaul University and an undergraduate degree in accounting, magna cum laude, from Benedictine University in Lisle, Illinois. She is a certified public accountant and a certified treasury professional with the Association of Financial Professionals, among whom she was recognized as having been one of the Top 300 Financial Professionals from 2005–2008.

With extensive treasury and planning experience, she most recently served as treasurer and secretary for Wilbert Plastic Services. Ms. Rossom brings experience in the areas of due diligence and the integration of mergers and acquisitions.

Mr. Scott Billingsley has been named Wilbert's new business development manager for the Eastern region. A seasoned funeral professional, Mr. Billingsley had served **Batesville Casket Company** in various sales, sales management and marketing roles, including 13 years cultivating international business opportunities. He brings a deep understanding of global product and market requirements. Most recently, he has been involved in funeral-service information technology including applications such as virtual tributes and video memorials.

Mr. Mark Lackey, who joined Wilbert in late 2008 as business development manager for the Eastern region, has been named business development manager for the Southern region. Mr. Lackey has developed rich expertise in funeral-product training and merchandising during more than 20 years of working with funeral homes throughout the South.

"We're pleased to announce these strategic appointments to our executive leadership and field services teams," said Wilbert Funeral Services, Inc. President **Tony Colson**. "These moves will accelerate Wilbert's North American market leadership and add to the momentum our business consistently demonstrates. Now more than ever, Wilbert is positioned to deliver innovative solutions that allow our licensees to become even better-run businesses and, as a result, even better partners to the funeral homes they serve."

Wilbert announces Award Winners at Annual WMA Conference

BROADVIEW,IL— **Wilbert Funeral Services, Inc.** (WFSI) presented its sales and service awards at the Wilbert Manufacturing Association (WMA) annual meeting on September 30 in Sandestin, FL. On hand to present the awards was WFSI 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 **Witherbee & Whalen**, Canton, NY; **Josten Wilbert Vault**, Lincoln, NE and **Christy Vault Company**, Colma, CA

In recognition of their overall performance in sales growth percentage, the following ten firms were honored with Pinnacle awards – **Keating Wilbert Vault**, Wilbraham, MA; **Witherbee & Whalen**, Canton, NY; **Baltimore Wilbert**, Baltimore, MD; **Tri-State Wilbert Vault**, Ironton, OH; **Memphis Burial Vault**, Memphis, TN; **Century Wilbert Vaults**, Toronto, ON; **Schultz Wilbert Vault**, Streator, IL; **Brown-Wilbert, Inc.**, Redwood, MN; **Waterloo Wilbert Vault** and **SI Funeral Services**, Wichita, KS.

Two licensees were acknowledged with an award for growth in total sales over the past year. They were **Century Wilbert Vaults**, Toronto, ON and **American Wilbert Vault**, Forest Park, IL.

In total, 55 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 and the quality of the Wilbert vault.

Clinton Wilbert Vaults, Inc. in Clinton, IA and **Roland Wilbert Vaults, Inc.** in Marion, IA were 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; **Bailey Monument and Vault**, Waycross, GA; **Burlington Wilbert Vault Works, Inc.**, Burlington 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; **Quincy Wilbert Vault**, Quincy, IL; **Sterling Vault Co.**, Sterling, IL; **Schultz Wilbert Vault Co.**, Streator, IL; **Minnick Services, Corp.**, Ft. Wayne, IN; **Richmond Wilbert Vault**, Richmond, IN; **SI Funeral Services**, Kinsley, KS; **SI Funeral Services**, Wamego, KS; **SI Funeral Services**, Wichita, KS; **Richards-Wilbert, Inc.**, Hagerstown, MD; **Brutsche Concrete Products**, Battle Creek, MI; **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**, Moberly, MO; **SI Funeral Services**, Rolla, MO; **SI Funeral Services**, Springfield, MO; **SI Funeral Services**, St. Joseph, 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; **Wilbert Vault Company**, Lumberton, NC; **Brown-Wilbert, Inc.**, Fargo, ND; **Northern Wilbert Vault Service**, Grand Forks, ND; **Baxter Burial Vaults**, Cincinnati, OH; **Turner Vault**, Lima, OH; **Bell Vault & Monument**, Miamisburg, OH; **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; **Wilbert Vaults of Houston**, Houston, TX; **SI Funeral Services**, San Antonio, TX; **Richards-Wilbert, Inc.** Mt. Jackson, VA; **Richards-Wilbert, Inc.**, Roanoke, VA and **Brown-Wilbert, Inc.**, Sun Prairie, WI.

"The entire Wilbert licensee organization believes in funeral service and strives to set the standard for service in the funeral profession," stated Colson. "This elite group of award winners has demonstrated sales and service performance that puts them in the upper echelon of their peers. It is through relationships with dedicated funeral home customers throughout North America that these organizations are able to achieve these prestigious honors."

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

Military Memorial Blankets available at Sumpter Cottage

Continued from Page B1

These military blankets are available for all five branches of the US Military: Air Force, Army, Navy, Marine Corps, and Coast Guard.

Measuring an ample 48" x 60", they are assembled in the USA of imported materials. For burial purposes, they may be used in the casket three ways: as a cover for the deceased; as a wrap by placing the body on top of the blanket then drawing the sides around it; or simply folded and placed under the deceased's hands. The blankets are also suitable as patriotic gifts and can be used as throws or decorative wall hangings.

For more information, phone Frank Vargas, Jr. at (541)894-2287, or write Sumpter Cottage Memorial Keepsakes, PO Box 181, Sumpter, OR 97877.



US Coast Guard Blanket

MKJ Marketing recognized for Custom TV Ads and Exhibit Display Design

LARGO, FL— MKJ Marketing was recognized for their superior design and development of two custom television spots and a booth exhibit display at the 2009 Ginny Awards, sponsored by the *Cremation Association of North America* (CANA). MKJ Marketing's client, **Krause Funeral Homes & Cremation Service**, was honored with an award for these initiatives in the category of Excellence in Public Relations.

The funeral home's campaign was created by MKJ Marketing to create a special services

ten, directed and filmed for **Mark Krause**, Owner and Funeral Director, to explain these special services on camera and communicate the Krause Difference to communities of the greater Milwaukee, WI area.

President of MKJ Marketing, **Marilyn Jones Gould** comments, "When you have a unique, significant message to communicate like Krause Funeral Homes' therapy dog or motorcycle hearse, custom TV is a great option. In Mark's case, we wanted to show how innovative the firm is, with the warmth and familiarity brought by the firm's owner on camera, instead of professional talent. For clients that elect this highly-personalized television spot development, we have nationally-recognized script-writers create the message especially for the funeral home, and a full-fledged television production is secured including a studio, film crew, directors, stylists, makeup artists and branding consultants. In addition to personalized services, we have created custom television spots for firms focusing on cremation, family ownership, reception services, funeral home website offerings, veteran services and more."

Gould continues, "Custom TV is effective, however it is a significant financial investment. MKJ also has an extensive library of television spots that are very affordable and licensed to firms on a market basis."

MKJ Marketing celebrates Krause Funeral Homes' Ginny Award and thanks them for their confidence and trust in creating a truly personalized campaign. For more information on MKJ's television spots or other marketing products, please visit www.mkjmarketing.com or contact MKJ Marketing at 888-655-1566.



Mark and Joan Krause with Oliver, the Therapy Dog

The 2010 Sexy Coffins Calendar is available on UndergroundHumor.com



WILTON, CT— **UndergroundHumor.com** is pleased to announce the *2010 Sexy Coffins Calendar* from **Cofani Funebri**, the marketing division of the Italy-based funeral home and coffin factory CISA, is now available.

Imported from Italy, the new 2010 calendar is hotter than ever, featuring twelve months of full color photographs of CISA's very beautiful and sexy handcrafted coffins. There are also scantily dressed women in the pictures. For more information visit <http://www.UndergroundHumor.com> or call the toll-free order hotline at 1-800-961-6132.

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.

campaign that reached the baby boomer market and others that desire a truly personalized life commemoration. The campaign included two custom television spots promoting Krause Funeral Homes' unique motorcycle hearse services and therapy dog, *Oliver*, as well as a custom tabletop exhibit display, used at local senior fairs and other community symposiums. The television ads were custom writ-

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By Jason Kellerman



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Landau Panels \$750⁰⁰ plus shipping

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CALENDAR of Events

CONVENTIONS

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

Pennsylvania Cemetery, Crematory & Funl Hm Assoc Super Expo - Nov 18-19, Greater Philadelphia Expo Center, Philadelphia, PA. Exhibits. (717) 236-9970.

2010

National Concrete Burial Vault Assoc (NCBVA) - Feb 2-4, Bellagio Hotel, Las Vegas, NV. Exhibits. (800)538-1423.

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.

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

SEMINARS/MEETINGS

The Funeral Service Professional Association - meets every Sunday night online at 8pm for discussion at www.embalmer.com.

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

The Academy Training Dates - Nov 10-11, Leadership Lessons; Jan 19-22, 2010, AFP 101. The Academy Training Center, Franklin, OH, unless otherwise noted. (800)331-6270.

Mt. Ida College and ADEC Online Courses - Nov 16-Dec 18, Training Facilitators for Children's Programs and Bereavement Support Groups. (617)928-4649 or www.mountida.edu/ncde

2010

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

MKJ Marketing Seminars - Feb 8-11, 2010, Westin Riverfront Resort, Beaver Creek, CO; Mar 8-11, 2010, Ritz-Carlton Beach Resort, Naples, FL. 888-655-1566.

West Virginia FDA Mid-winter Meeting - Feb 9-11, 2010, Marriott Hotel, Charleston, WV. (800)585-2351.

CFSA Winter Seminar - Mar 25-27, 2010, Charleston Place Hotel, Charleston, SC. (847)295-6630.

NFDA Professional Women's Conference - Apr 8-10, 2010, The Mulberry Inn, Savannah, GA. (800)228-6332.

Rock & Water Creations introduces New Pet Memorial Monument



The Cat Monument from Rock & Water Creations

FILLMORE, CA— **Rock & Water Creations** has added a new memorial design to its line of replicated Rock Monuments. The "Cat" monument, created to appeal to the ever-growing Pet Bereavement industry, is a handcrafted replica of a cat resting atop a boulder.

Rock & Water Creations monuments are crafted from a minimum 1-inch thick reinforced concrete are hollow and open at the bottom. Each memorial monument is manufactured with a moisture-resistant urn, easily accessed and hand tightened

from underneath.

When placed outdoors in a tranquil garden, backyard lawn, or in a cemetery cremation garden, it becomes a "natural" way to celebrate a pet's life.

Rock & Water Creations, originators of the replicated rock and tree stump monuments, supplies over 100 cemeteries and funeral homes with the industry's highest quality monuments and world class customer service. Call 1-866-466-ROCK (7625) or visit www.personalmonuments.com for more information.

Emblematic introduces Emblem honoring Law Enforcement Personnel



BUFFALO, NY— **The Emblematic Company, Inc.**, Buffalo, announces the introduction of its new *Law Enforcement Magnetic Emblem*. It was designed at the request of funeral directors and honors deceased members of City, County, State and Federal Law Enforcement Agencies by providing a goodwill gift to their families. Nearly 12 inches in diameter, the attractive seals are available with the company's unique "Mag-Mount" magnetic mounting board for indoor use or as stand-alone magnetic emblems for display on hearses and other vehicles in a funeral procession. Complementing the current line of Emblematic military branch and public service products, the new Law Enforcement emblem is made in the U.S.A. by a veteran-owned and operated company.

In announcing the new emblem, **Jim Cox**, a World War II Navy Officer and founder of Emblematic had this observation: "The average citizen too often relates Law Enforcement only to his local police officer or deputy sheriff. Our new emblem recognizes the entire scope of city, county, state and federal enforcement personnel, including FBI, CIA, border patrol, immigration, customs, highway patrol, state troopers, air marshals, and Homeland Security."

According to Emblematic, the attractive new emblem features dynamic silver embossed vinyl printing with quality U.V. inks to resist fading in direct sunlight. For durability, the emblems are laminated to heavy-duty magnetic rubber and can be applied to any magnetic metal. For mounting on vehicles, they feature a pull-tab for easy dismounting. Using the Mag-Mount version, Emblematic Law Enforcement emblems can be mounted on walls or set on desktops and other flat surfaces using the easel back.

For additional information, contact The Emblematic Company, Inc., PO Box 118, West Seneca, NY 14224. Toll-Free: 1-866-300-0407. Phone: 716-992-9407. Fax: 716-992-8917. Email: info@emblematicco.com or visit their website at www.EmblematicCo.com.

Deaton-Kennedy announces New Sales Representatives

JOLIET, IL— **Deaton-Kennedy Company** is pleased to announce that **Paul Reukauf** has been hired as a Deaton-Kennedy Sales Representative for the states of Virginia, Maryland, Delaware, and Washington, DC. In addition, **Paul Cotter** has joined Deaton-Kennedy as a Sales Representative for the state of Georgia and Eastern Alabama.

"We are very excited to welcome Paul Reukauf to the Deaton-Kennedy team. Paul's 15 years of experience in the funeral industry will be invaluable to the funeral directors in his territory as well as to our company," said **George Deaton**, National Sales Manager. Paul resides in Virginia Beach, Virginia and has two sons, Paul Reukauf Jr. and Robert Reukauf.

"The Deaton-Kennedy Company is thrilled to have Paul Cotter as part of our sales force. His years of experience in the funeral industry, commitment to customer needs and work ethic will certainly strengthen the Deaton-Kennedy team," said Deaton. Paul has many years of experience in sales, most recently selling stationery in the funeral industry for the past five years. The experience and knowledge that Paul brings with him to Deaton Kennedy is a highly prized commodity for any organization to add to their ranks. Paul resides in Snellville, Georgia with his wife Pat. Paul and Pat have four children and are the proud grandparents of nine grandchildren.

Deaton-Kennedy is a family owned business that has been operating since 1928. As long time leaders and innovators in the funeral industry, Deaton-Kennedy has shown both long and short-term visions for the future and a willingness to help each customer reach their goals while paying tribute to the families they serve.

Trigard wins CANA's Ginny Award for Excellence in Advertising

DANVILLE, IL— **Trigard** was presented with their fourth Ginny Award in the Excellence in Advertising category at the 2009 *Cremation Association of North America's* symposium in Denver, CO. The overall objective of Trigard's "Art of Memorialization" campaign was three-fold. The first goal was to showcase their Gallery bronze memorials, by talented artists such as *Thomas Kinkadee*. The first step in accomplishing this goal was the 2009 ICCFA Expo in Las Vegas, thus bringing them to their second goal: to increase traffic at their booth and obtain the most leads possible. Trigard's ultimate goal is to change the way others view memorialization and to appreciate a memorial as a work of art that truly honors the families they serve.

The mailing that highlighted the campaign included a bid paddle that attendees were to bring to the Trigard booth to win a special prize. Those who brought their paddles entered to win a Thomas Kinkadee painting worth over \$2,000. Trigard uses world-renowned artist Thomas Kinkadee's artwork in their Gallery collection. Thomas Kinkadee's vision is "to share God's light everywhere." Kinkadee's artwork features a unique use of light and peaceful, warm and inspiring themes; perfect for remembering a loved one, celebrating a life, and healing a heart.

Trigard's advertising campaign also included pre-convention teaser ads and post-convention follow-up ads. This teaser gave the viewers

just a sneak-peek of their memorials and urns presented as works of art, and a glimpse of what their booth at the ICCFA Convention was going to look like. Both ads looked like a scene from an art museum, with memorials being blocked off by velvet ropes. As a final touch, Trigard had a "living bronze statue" dressed as a painter, complete with a beret and painter's smock and covered in bronze paint from head to toe. He was certainly an attention-getter, and fooled many attendees into thinking he was a real statue. He was, however, the perfect photo opportunity for many attendees, while giving them the perfect opportunity to share the Trigard product line.

"We always strive to be creative with our advertising campaigns. We are honored to receive the Ginny Award. It pushed us to be even more creative for the next campaign," says CEO **Linda Darby-Sempsrott**.

Trigard is a family owned and operated business based in Danville, IL. We've catered to the varying needs of the death care industry since the 1960's. Trigard regularly hosts Trigard University, a program dedicated to assisting dealers and funeral directors by providing the necessary tools to make their firms succeed in today's competitive environment. Trigard believes that by working closely with other death care providers, we enhance our knowledge of the industry and stay a step ahead in today's changing marketplace. For more about Trigard, please call 1-800-637-1992.

*If you have a
Convention, Meeting
or Seminar you
would like to see
listed here, send
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RATES: 1/2" ad \$170 • 3/4" ad \$205 • 1" ad \$245 • 2" ad \$405 • 3" ad \$535 • 4" ad \$635 • 5" ad \$745
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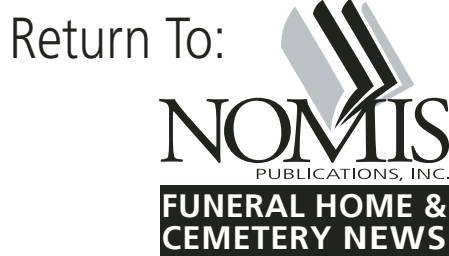
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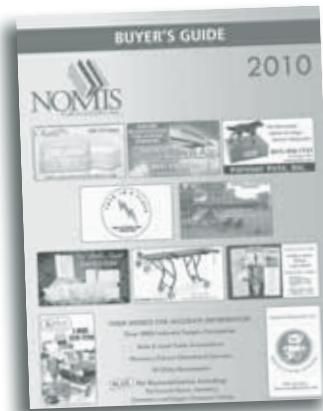
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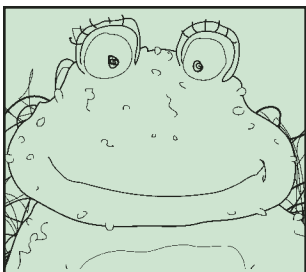
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