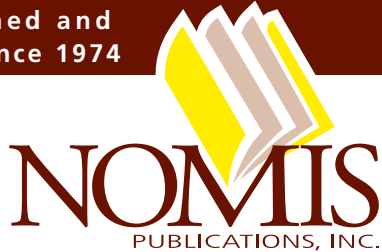


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# FUNERAL HOME & CEMETERY

# NEWS

SECTION B  
DECEMBER  
2008

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## Prinzing introduces Art Carved Hearse



Max Prinzing looks over his finished product.



The Prinzing Art Carved Funeral Coach

REDWOOD FALLS, MN— The **Prinzing Motor Coach Company** has proudly introduced their latest “Rolling Work of Art”— *The Art Carved Funeral Coach*. This car is the art work and design of **Max Prinzing**, a long time auto body stylist and sculptor. Max Prinzing has designed and built many unique body styles for private collectors and celebrities worldwide, and was the first

to build and demonstrate a 100% alcohol powered car in the 1970s. This latest creation is built like a modern day fire truck. A beautifully styled and highly specialized, purpose built vehicle that has been designed from the ground up to serve for many decades. The timeless and classic lines of all Prinzing models capture the emotions and

**CONTINUED ON PAGE B4**

## 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



## ARC Products introduces Med Sled 'First Call' For Mortuary Professionals



ST. LOUIS, MO— **ARC Products**, manufacturer of the *Med Sled* hospital evacuation device, recently announced an addition to their line of products designed to serve mortuary professionals. The *Med Sled 'First Call'* offers a cost-effective option to perform safe and secure body removals.

Mortuary professionals are restricted to a few available products to perform first call body removals. Many current mortuary cots and stretchers are often expensive and limited in their capability to protect staff members from suffering a potential back injury.

The *Med Sled First Call* is a viable alternative to traditional mortuary cots and stretchers because of its ability to maneuver in tight spaces and multi-story homes. The *First Call* is designed to make the most difficult of removals as simple and easy as possible.

Various factors can inhibit these removals from being successfully completed. Tight or cramped spaces, multi-story homes and very large or obese bodies can make an already difficult task much more challenging and risky for staff members to perform.

**CONTINUED ON PAGE B2**

## VISCHER FUNERAL SUPPLIES

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# CALENDAR *of Events*

## CONVENTIONS

**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.

**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.

**Michigan FDA** - May 4-7, Soaring Eagles Resort, Mt. Pleasant, MI. 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.

**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 Tennessee and Georgia Cemetery Assoc** - Jul 26-28, Double Tree Hotel, Chattanooga, TN. Exhibits. (615)714-9605.

**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 Professional Association** - meets every Sunday night online at 8pm for discussion at [www.embalmer.com](http://www.embalmer.com).

**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.

**National Center for Death Education Online Courses** - Jan 12-Feb 6, Spiritual Care for Patients with Dementia and their Families; Feb 16-Mar 13, Caring for Children and Families: Providing Psychosocial and Spiritual Assistance; Apr 6-May 1, Psychosocial Needs at the End of Life; May 5-29, Bereavement Care: Current Concepts and the Application to Practice; Jun 8-Jul 3, Complementary Therapies; Sep 14-Oct 9, Drawing Lines in the Sand; Oct 19-Nov 13, Spiritual Issues at the End of Life. 617-928-4649 or [ncde@mountida.edu](mailto:ncde@mountida.edu).

**The Academy Training Dates** - Jan 20-23, Advanced Funeral Planning 101; Jan 27-28, Family Service Follow-up Programs, Michigan; Jan 30, Cremation Solutions, Chicago, IL; Feb 3, Cremation Solutions, Wisconsin; Feb 4-5, Boomers and Beyond, Wisconsin; Mar 24-25, Boomers and Beyond, Indiana; Mar 26-27, Community Presentations; Apr 21-24, AFP 101; Apr 28-29, Financial Aspects of Advance Funeral Planning; Jun 8-9, Boomers and Beyond; Jun 10-11, Community Presentations; Jul 21-24, AFP 101; Sep 10-11, Boomers and Beyond; Sep 15-16, Family Service Follow-up Programs; Oct 20-23, AFP 101; Oct 27-28, Financial Aspects of Advance Funeral Planning; Jan 19-22, 2010, AFP 101. The Academy Training Center, Franklin, OH, unless otherwise noted. (800)331-6270.

**Alabama FDA Midwinter Meeting** - Jan 19-20, Birmingham Marriott, Birmingham, AL. (334)956-8000.

**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, "Receptions" Ski Seminar, The Westin Riverfront Resort, Beaver Creek, CO; Mar 9-10, "Receptions" Naples Grande Beach Resort, Naples, FL; Mar 11-12, "Event Planning" 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, 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.

## RK Productions introduces The Everafter Collection



**MAPLE RIDGE, BRITISH COLUMBIA, CANADA**— **RK Productions Inc.**, a first time exhibitor at the recent NFDMA Convention in Orlando, was overwhelmed with the response to their new line of handmade stone urns, keepsakes and candle holder urns, *The Everafter Collection*™. A wholly-owned subsidiary of RK Productions, a North American gift and sculpture company established in 1994, *The Everafter Collection*™ has been able to develop and introduce a memorial product (made of real stone) unlike any other on the market today.

RK Productions has been in the gift industry, selling to gift shops, galleries and independent retailers, for over 15 years, creating wall décor, candle holders, mirrors and hundreds of other unique stone products all made in North America. *The Everafter Collection*™ is a new division, providing beautiful memorial art to funeral homes and their families across North America.

You can find information about their products on-line at [www.everaftercollection.com](http://www.everaftercollection.com) or by calling toll free at 1-888-ARK-PROD (275-7763).

## ARC Products introduces Med Sled 'First Call' For Mortuary Professionals

*Continued from Page B1*



**ARC Products' Med Sled First Call** allows for Safe and Controlled Body Removal

According to ARC Products President, **Clifford Adkins**, "The First Call has a unique tether and stairwell braking system that reduces your risk of sustaining a back injury. Since it secures the limp weight of the body, it enables you to perform a safe and secure removal with only one staff member."

Once the sled is positioned underneath the body and secured with three cross straps, it can then be dragged, carried or taken down a stairwell. The sled can safely hold up to 1000 pounds of weight and is cot compatible for fastening to a mortuary cot.

Med Sled's First Call measures approximately 3 feet by 7 feet and cocoons up and around the body. The width of the sled provides extra stability for removal of larger bodies. When not in use, the device can be rolled up compactly to be stored away in a closet or storage room. It features 8 handles for lifting as a stretcher or backboard and 3 securing cross straps to secure the limp weight.

Both standard and bariatric versions are available for purchase by funeral home directors, mortuary managers and all other death care professionals. The Med Sled First Call is affordably priced compared with other mortuary removal cots.

Founded in 2004, ARC Products is an innovative company that develops cost-effective products in support of disaster preparedness planning. The Med Sled First Call offers a viable removal solution for death care professionals in addition to hospitals, long-term care and government facilities. For more information about the Med Sled, call 314-965-SLED (7533) or 866-207-5993 (toll-free); you can access complete product and order information on-line at [www.firstcallremoval.com](http://www.firstcallremoval.com).

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

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## EXPECT EXCELLENCE



## New Magnetic Emblem to Honor Volunteer Firefighters



**BUFFALO, NY—** The Emblematic Company, Inc., Buffalo, NY, announces the introduction of its new *Volunteer Firefighter Magnetic Emblem* to honor deceased firefighters and provide a goodwill gift to their families.

The new Volunteer Firefighter emblems measure 7 inches in diameter and can be mounted to hearses or other vehicles, as well as be displayed indoors. They were developed at the request of funeral directors who have displayed Emblematic's military memorial emblems on hearses, the company states.

"The feedback from funeral directors about our military service emblems (one for each branch of service) is consistently excellent,"

says **James Cox**, Vice President of Emblematic. "Honor Guards say they are 'thrilled' with them."

Made in the USA, Emblematic's new emblems feature 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, according to Emblematic.

For ordering information, contact The Emblematic Company, Inc., P.O. Box 118, West Seneca, NY 14224. Toll-Free: 1-866-300-0407. Phone: 716-992-9407. Fax: 716-992-8917. Email: [info@emblematicco.com](mailto:info@emblematicco.com). Website: [www.EmblematicCo.com](http://www.EmblematicCo.com).

## Final Reflections unveils Line of Unique and Expressive Memorial Products



**MT. PLEASANT, SC—** Final Reflections unveiled a new line of uniquely themed memorial products at the 2008 NFDA Convention and Expo in Orlando this past October.

The beautiful watercolor collections clearly depict a wide range of interests and personalities and include register books, prayer cards, memorial folders and acknowledgment cards.

"Traditional register book and card images are too trite and boring," says series creator, **Deidre Blair**. "I worked with a seasoned artist to create watercolor images that depict a wider range of personalities and interests so funeral homes can offer something more than just wheat fields or garden paths."

Blair, who currently offers creative funeral event planning services to the general public, started the series with more than a dozen exclusive paintings of unique, themed images. Blair envisions pieces from the line complementing a funeral home's current offerings.

"We know that most funeral homes aren't looking to replace their entire printed selection. But with this new, more specific line of memorial items, families will finally have choices that truly tell their loved-one's story."



To place orders for the full line of images and products, please visit [www.finalreflection.com](http://www.finalreflection.com) or call 866-254-6691. Deidre Blair, and the rest of the staff strive daily to provide high quality, expressive memorial products to funeral homes in the US and Canada.

## Mahogany Casket Wine Display Case available on UndergroundHumor.com

**WILTON, CT—** UndergroundHumor.com is pleased to announce that it is now offering a mahogany casket wine display case. Finished to look like a genuine mahogany casket, this solid wood wine display case is the perfect choice for funeral service professionals looking to display their favorite bottle of wine in a fitting manner. It also makes the perfect wine gift box when giving wine to other funeral service professionals at special occasions or during the holiday season. The wine display case contains a polystyrene insert that will hold a regular sized bottle of wine safe and snug inside.

You will be amazed by the casket's attention to detail and uncompromised quality. Its outer dimensions measure approximately 15" x 6.75" x 7", yet it retains all of the exquisite details of a regular-sized mahogany casket, especially its siderails (not functional), handles and high gloss finish. Inner



dimensions measure approximately 12.75" x 4.25" x 3.5". The casket even comes with a soft felt lining on the bottom.

This mahogany casket wine display case makes a fantastic gift or addition to any funeral service professional's home or office. UndergroundHumor.com is the funeral ser-

vice 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](http://www.UndergroundHumor.com) or call toll-free 800-961-6132.

## Prinzing introduces Art Carved Hearse

*Continued from Page B1*



the imagination of all who see it, and presents a strong, indelible marketing image like no other professional vehicle can.

This art carved panel coach, serial #1, was recently delivered to **Bob Neal & Sons Funeral Home** in Morrilton, AR. "I had no idea how much this car would touch my families and my community" said **Richard Neal**. "It is truly a moving experience like no other, when you see the pride and pleasure that this care evokes in a grieving family...it is a real defining moment in my relationship with those families that I know they will remember the rest of their lives."

For this auto, beauty is far more than "skin deep", and that is where the Prinzing really shines—at the fiscal bottom line. It's timeless design lines do far more than just "tickle the eyeballs" of your public, and generate a jaw dropping "WOW" factor, but they shelter you from the consistent body style changes that are an eternal expense associated with Detroit style commercial chassis. With

this concept, the owners are able to break free from the relentless 5 to 7 year lease/purchase cycle and control their cost even further by returning their timeless professional cars to the factory for a complete, warranted remanufacture.

Built like a tank, the Prinzing sports a massive 3" x 8" box steel chassis that rivals that of a 2-ton commercial truck. The modular chassis and suspension components are combined with the latest GM Flex Fuel EFI engines and overdrive transmissions, thereby allowing the owner to seek service and maintenance from any GM or GM capable repair center. The body is made of a Kevlar composite material that will quite literally last a lifetime and is impervious to rust. Upon closer inspection, one will note that the chrome work is not really chrome, but yet highly polished stainless steel that will not craze, peel or age as chrome or plastic plated parts do over time. The interiors of Prinzing's are comprised of plush leather and real mahogany woodwork encapsulated in a deep, crystal clear finish

that reflects the true quality and craftsmanship of not only the maker, but of its owners as well.

"The funeral industry is an ever evolving industry that will always balance the fine line between service and profitability. In today's world of the internet, the informed consumer, third party sellers, cremation, and the emerging "green" funeral movement, it only makes sense that we—like our consumers—seek out the most for our money, and begin making business decisions that look beyond a 5 year purchase cycle, and to seek out long term solutions. I feel that it is time that the funeral industry has a true 'purpose built' professional car," said Richard Neal.

The Prinzing Motor Company also offers a standard Landau Funeral Coach, and will soon unveil a 6-door Limousine. For more information regarding vehicles or investment opportunities, call **Rosewood Classic Coach** Toll free at 1-877-330-ROSE (7673) or visit Prinzing Motor Coach Company website at: [www.prinzingmc.com](http://www.prinzingmc.com).

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## Picture Weave introduces New Signature Series at NFDA Convention



LYNN, NC— A new personalized product and service, designed exclusively for the funeral industry, is being introduced by **Picture Weave**, a division of **Pure Country Weavers**, and proved to be a big success at the 2008 NFDA Convention in Orlando.

The new signature product and service, known as *Embrace Your Memory*, offers a 54" x 70" full color—woven—not printed—personalized tapestry photo throw that can be delivered in 24, 48 or 72 hours in time to be utilized in the visitation or memorial service.

Proudly made in America with over 8 miles of soft luxurious cotton yarn, the beautiful full color throw is machine washable, will not shrink or fade and was designed to be used.

"Our product has an incredible emotional impact on people," said **John Sparacino**, Picture Weave divisional

manager. Customers worldwide are already purchasing our photo throws for after need grief support. Virtually everyone knows what grief feels like, but no one knows what it looks like. Research shows that by putting an image with an intangible feeling, grieving persons are able to visualize their path to healing."

"We originally developed these throws for the photographer market, and were quickly overwhelmed with demand. We did a lot of market research and assembled focus groups of industry professionals to help tailor our offerings to the funeral markets."

"In order to take full advantage of the "emotional" impact our products elicit, we created a self-propagating marketing strategy designed to deliver a significant additional revenue stream to our funeral home partners. This product is self-propagating, in that one sale generally

turns into numerous sales, by the time the family members and visitation attendees see this emotional product. We knew that if we were going to be successful, we would have to deliver our tapestry throws in a timely manner."

Picture Weave does not sell directly to the general public but sets up the funeral director as an Embrace Your Memory wholesale dealer.

This provides additional sales opportunities for the funeral home, in that people can return to buy additional photo throws for pets, special events, anniversaries, holidays and etc. All ordering is done online at the [www.pictureweave.com](http://www.pictureweave.com) website.

The company is also looking for manufacturers reps to help in rolling out this new and exciting product line.

For more information contact John Sparacino, Picture Weave Division Manager, at 800-233-0439 or email [johns@purecountry.com](mailto:johns@purecountry.com).

## Charter Management Associates, Parent Company to AFCTS, forms New Name

BEAVERTON, OR— **Hal Martin**, AFCTS' CEO, established **Charter Management Associates, Inc.** in 1993, which began offering comprehensive Master Trust services—under the name of **American Funeral & Cemetery Trust Services (AFCTS)**—to independent funeral homes and cemeteries located throughout the West Coast.

The AFCTS Master Trust became so successful and favorable that AFCTS became more recognized and well-known than the corporate name of CMA. Over the years, CMA has added many new and innovative products and in order

to best exhibit them, Mr. Martin launched **The Essential Planning Group** in 2008. This new "umbrella" now encompasses the AFCTS Master Trust as well as many other "divisions" within the company.

The Essential Planning Group is dedicated to providing the most comprehensive and beneficial funeral and cemetery products available nationally. Our company has been cultivated by knowledgeable and experienced death care industry professionals—we know and understand your business, which makes a difference to all of our clients.

The Essential Planning Group is currently comprised of the following product divisions: AFCTS – Master Trust; Third Party Administration (TPA); Preneed Insurance Plan; NCECTS – National Cemetery Endowment Care Trust Services; APCS – American Prepaid Cremation Service; and Worldwide Travel Protection.

If you have any questions about any of the products offered by The Essential Planning Group, please call our office at 800-769-9363.

Please visit The Essential Planning Group's new website at [www.essentialplanninggroup.net](http://www.essentialplanninggroup.net).

## Inexpensive Little Grief Booklets provide immediate help for those who have lost a Loved One

EDINA, MN— People who have lost a loved one want quick answers to very difficult questions.

Many bereavement professionals have found that quick-read little booklets about dealing with the roller-coaster ride of grief provide some of the answers that grieving people are looking for. These little booklets offer reassurance and encouragement at a very difficult time.

**Gale Massey's** time tested booklet, *Grief... Reminders for Healing*, **Amy Hilliard Jensen's** best selling booklet *Healing Grief* and **Steve Mitchell's**, *It's OK – A Journey Through Grief*, are examples of sixteen in-

expensive grief booklets available on the web from **Grief Resources Catalog**. These booklets have become indispensable resources for funeral directors, hospice personnel and clergy.

Grief professionals often mention that people are in shock following the death of a loved one and it's unlikely that anything that is said will have an impact on the survivors. They also mention that books on grief are something that might be best suggested for a later time when survivors have a longer attention span. They point to small, inexpensive booklets as a way a grieving person can gain basic answers.

Grief Resources Catalog carries more than 50 different grief books, booklets and DVDs—including the increasingly popular little booklets that will provide comfort for the grieving. Books and booklets or children and adults can have a big impact on those who receive them. For additional information or a free, printed catalog or to order materials, contact Grief Resources Catalog on the Internet at [www.griefresourcescatalog.com](http://www.griefresourcescatalog.com). Write to Grief Resources Catalog at 5021 Vernon Avenue, #209, Edina, MN 55436. Call or fax Dennis Williams at (952) 922-3469. E-mail: [williams@griefresourcescatalog.com](mailto:williams@griefresourcescatalog.com).

## Taking Care of the Ultimate Business: Elegant Collection of Military and Public Service Burial Products

SAUSALITO, CA— Conventional wisdom says only two things are certain in life: death and taxes. Given that sooner or later all things and people must pass, plan your own funeral and burial now, while you have the benefit of time on your side; and have it your way thanks to the remarkable choices available through the **Jonathan Field Company** ([jonathanfieldcollection.com](http://jonathanfieldcollection.com)). As for the taxes, well, that's the subject for another story.

Whether young and the picture of good health, or whether you're well into the golden years and grappling with questions concerning your own mortality, chances are The Jonathan Field Collection has something that fits your personal taste and lifestyle. Because some 40 percent of funerals are pre-planned, it's clear that people care about how they transition to the afterlife. The Jonathan Field Collection was created in response to this growing trend, and makes it possible to customize personal choices so that this very important rite of passage truly reflects the person you are and the life you have led.

Funeral professionals and thanatology experts (the study of death) speculate there could be many reasons for the sharp rise in do-it-yourself pre-need planning. Some, they opine, simply fear death and, by taking the initiative to make one's own arrangements this helps alleviate one's feat of death. Others say that aging baby boomers are characteristically independent people and simply want it their way; and prefer to not burden loved ones, or rely on family members to second-guess one's final wishes.

"My experience has taught me that how we handle our own burial reflects what we think of our lives in the most personal way possible,"

said **Jonathan Field**, president of The Jonathan Field Collection, a Northern California web-based company specializing in burial and lifestyle products. "As a former U.S. Marine, I was not happy to find that there was nothing out there that truly represents the deep sense of pride I feel for God and Country."

Field continued, "When we take the oath to honor and defend, whether taking this oath in the military or in public safety, such as police or fire, we carry the essence of this oath with us throughout our whole lives; it's an abiding sense of honor and duty that deserves to be recognized, especially during our final moments. That's why I felt compelled to create The Jonathan Field Collection."

A line of burial products that includes an impressive (and affordable) assortment of caskets and crosses, and other meaningful emblems, The Jonathan Field Collection goes above and beyond the call of duty. This collection makes possible what was previously thought to be only a dream.

"My fellow veterans, with these military products we can present ourselves as we have lived: with a display of honor and heraldry, we may choose the products that honor the memory of our service," said Field. The Jonathan Field Collection offers many styles of crosses, poppies, civil service caskets, military caskets and a great deal more.

What's more, The Jonathan Field Collection also offers a surprising assortment of high-quality items that enrich our daily lives, such as custom mailboxes. Go to [jonathanfieldcollection.com](http://jonathanfieldcollection.com) to learn more; you'll be impressed with what you discover. Or, contact Jonathan Field directly at (415) 331-2220 during normal business hours (Pacific Time Zone).



## Meadow Hill Products are always Improving

LAKE BARRINGTON, IL— **Meadow Hill** prides itself on never being satisfied with things as they are. In large part this is due to the entrepreneurial spirit of owner and founder, **David Gordon**. David wears the Customer Service hat a number of hours each day. He hears first hand from funeral directors across a wide spectrum about our products. He answers questions about print taking, product quality, marketing, even shipping. It doesn't

raised and subject to a high polish, which removed much of the detail, the heart and family charms with children's prints have a new look. The "compartments" that hold these prints will themselves be raised and the children's prints will be set down into the metal. This technique allows it to show all the great detail that is in the ink print. They also decided to give them a satin finish so that the prints stood out in even greater contrast. Those who saw these improvements at the NFDA Convention gave us two thumbs up.

This new look has already replaced the old on Meadow Hill's website and will appear in brochures later this winter. In the interim we will give anyone ordering a heart or family



Heartfelt Collection

take too many of the same kind of questions or inquiry, before David is asking questions of the Meadow Hill staff, and it always starts with "How do we make this better for our funeral homes and their families?"

Case in point. Meadow Hill has made some changes to its Heartfelt and Family Ties Collections. A number of funeral directors asked if they could put more of the detail from the 2-D ink prints into the 3-D castings of the children's hand and footprints when they were combined on hearts and family charms. So David asked his designers and casting house to come up with alternatives that would show greater detail. After spending several weeks at the bench and looking at a number of alternatives, the entire design team, production people and office staff felt they had achieved the look that directors were asking for.

So instead of the infant and footprints being



Family Ties Collection

charm with a child's print a courtesy call to make sure their family knows of this change. As with any of the pieces, they want your families to be happy with their Thumbies.

To learn more about Meadow Hill's products or to receive your free program kit for offering Thumbie® keepsakes to the families in your community, call **Adrienne Kalmes**, Director of Sales and Marketing, toll-free at (877) 848-6243.

## Heritage Coach Company welcomes Sales Force from Touey

CONSHOHOCKEN, PA— **Heritage Coach Co., Inc.** is pleased to welcome the sales professionals from **Touey Specialty Vehicles** of Plymouth Meeting, PA. Touey recently dissolved its specialty vehicles division.

Heritage president **Bob Williams** states, "We at Heritage are very excited about the recent merger of

the sales forces. Our new team is experienced and dedicated to giving our customers prompt and efficient service."

Heritage Coach Company has served the funeral industry since 1980 and is one of only two authorized General Motors dealers in the US. The relationship with GM ensures that Heritage is al-

ways up-to-date regarding changes from Cadillac including warranties, technical information and necessary modifications. Williams says that the industry is undergoing change and it is his company's responsibility to keep customers informed, especially about the latest news from the manufacturer and current financing options.

## NCS Recovery offers Services to Funeral Service

SARASOTA, FL— **NCS Recovery Corp.** is a full service collection agency working to provide each and every client with the highest levels of professionalism. Their worldwide recognition and award winning team combine to set standards that far exceed our industry averages in collecting delinquent accounts receivable. They offer their services to many industries, including funeral service providers and suppliers.

NCS Recovery's collection program includes no upfront costs, full HIPAA compliance, skip tracing at no additional charge, and an interactive web presence including the ability to view your accounts online. They are fully bonded and insured, and an owner operated agency.

Staffed with experienced collectors and para-

legals, they devote their efforts to collecting money for commercial and retail businesses. Fees are on a contingency basis: no collection, no charge. NCS Recovery operates in all 50 states and worldwide, and can find out-of-state money. There are no binding contracts to sign. Clients are free to use the services of NCS Recovery as much or as little as they'd like.

Established in 1992, NCS Recovery Corp. has experienced record levels of growth. Servicing more than 2,000 corporate clients worldwide, they maintain a level of personal service and integrity unparalleled within our industry.

For a complete information packet call 1-800-836-2655, email [augie@ncsrecovery.com](mailto:augie@ncsrecovery.com) or visit [www.ncsrecovery.com](http://www.ncsrecovery.com).

## Rita Barber announces New Catalog

ABILENE, TX— **Rita Barber, Inc.** of Abilene, an industry leader, has announced the publication of their new "80<sup>th</sup> Anniversary Edition" catalog. The 26-page, full-color catalog features the company's most popular burial clothing styles for women and men.

**Lee Hampton**, President and CEO of the company, said, "The title of our catalog, 'Tribute Fashions', was chosen to more aptly describe to what has been commonly referred to as 'burial garments.' Most families desire to offer a respectful tribute to a loved one when they elect to pur-

chase beautiful and appropriately-designed clothing at the time of funeral arrangements."

**Carroll Perkins**, Vice President of Sales and Marketing, added "Rita Barber strives to be the leading provider of burial clothing in the industry as measured by quality, styling and value. Our attention to detail and service has been a hallmark of the company."

"We are grateful for the many loyal customers our company has the privilege of serving. Our goal is to develop lasting relationships with

funeral homes and help them in any way we can," continued Hampton.

Rita Barber, Inc. was established by a young widow with a family to support in 1928. Celebrating its 80<sup>th</sup> 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.rita-barber.com](http://www.rita-barber.com).

## Wilbert announces Strategic Alliance with Eagle's Wings Air

BROADVIEW, IL— **Wilbert Funeral Services, Inc.** announced that it has signed an exclusive agreement with **Eagle's Wings Air** of Ft. Wayne, IN. Under the agreement, Wilbert will partner with Eagle's Wings Air to provide funeral homes with Corrugated Choices air containers (air trays and combo units) used for shipping human remains.

Eagle's Wings Air is the first company to provide targeted air transportation and travel management service to the funeral profession. The company offers a complimentary concierge service for human remains while also providing bereavement travel assistance to families. One component Eagle's Wings Air provides to funeral homes is air trays and combo units.

"We are pleased to begin a strategic alliance with Eagle's Wings Air, the leading company in air transportation and travel management in funeral service. This alliance demonstrates our ongoing commitment to finding ways to assist funeral directors in helping families when a death occurs," said Wilbert Funeral Services, Inc. President, **Tony Colson**.

"Eagle's Wings Air is committed to remaining the premier air transportation and travel management service to the death care community" said **Frank Kaiser**, President of Eagle's Wings Air. "The Wilbert licensee network will provide us with the national footprint we need to make the air transportation program a success. I am excited to be working with one of the premier companies in funeral service."

"In my discussions with airline executives, they have

commented about the superiority of the Wilbert Corrugated Choices air tray," Kaiser went on to say. "Not only is the product of superior qual-

**Agreement brings together companies to assist with air transportation of human remains using Wilbert's Corrugated Choices air tray.**

ity, but it is lighter than other conventional air trays that are presently available."

Eagle's Wings Air was established in 2007 as the travel agency for funeral service. The headquarters are located

in Fort Wayne, IN where they offer national concierge service for the air transportation of human remains, while also offering personalized travel assistance for the bereaved.

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 offices in Broadview, the company licenses the right to manufacture burial vaults under the Wilbert trademark to a network of over 200 licensees and sub-licensees throughout North America.

## Batesville Casket previews Major Innovations at NFDA



**Company Introduces Seven Industry Firsts**

BATESVILLE, IN— **Batesville Casket Company**, the largest provider of burial and cremation funeral services products in North America, reaffirms its position as the leader in product innovation and personalization with a preview of new casket designs at the *National Funeral Directors Association International Convention and Expo*, October 12-15 in Orlando, FL.

The company showcased nine new caskets which include a variety of colors, bold shapes and personalization options—including seven industry firsts—enhancing the value provided to funeral homes and families. Based on extensive consumer research, these products incorporate rich metallic finishes, contemporary hardware, interchangeable LifeSymbols corners and Batesville's patented Charpente® interior system. Also taking its cue from consumer research, the company introduced its first new wood species in more than a decade.

"Over the past 100 years, Batesville has established a legacy of innovation through the use of high quality materials and unparalleled craftsmanship," says **Joe Raver**, president and COO of Batesville Casket. "This new collection combines the traditional elements that customers expect from Batesville with an infusion of progressive materials and innovative design that will distinguish these products from anything else in a funeral home's selection room."

In addition to its burial caskets and personalization accessories, Batesville presented an extensive display of cremation urns and containers, cremation keepsakes and jewelry that are available from Options® by Batesville.

## F.A.C. Marketing offers comprehensive Direct Mail Services

BURLINGTON, IA— **F.A.C. Marketing** is now accepting direct mail orders for 2009 campaigns. The marketing agency houses their own mailing department, allowing them to take care of all your direct mail needs.

The direct mail professionals at F.A.C. have years of experience and a comprehensive understanding of postal rules and regulations. They work with clients to pick out a piece, coordinate a schedule that works for your funeral home and customize the piece to your specifications.

F.A.C. handles the details from design and list management to making sure the pieces make it to the post office on schedule. Leads will be received at your funeral home. With affordable prices and a timely turnaround, now is the time to get your 2009 campaign underway.

Every year, F.A.C. Marketing has seen an increase in their direct mail numbers and the trend is expected to continue. The agency is now accepting direct mail orders for 2009 and encouraging funeral homes to call for more information.

As with all of F.A.C. Marketing's services, direct mail pieces are customizable. The agency has many pieces with a proven track record for generating pre-need leads including surveys, self-mailers and stuffers.

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 direct mail campaigns, or any of their services, please visit [www.facmarketing.com](http://www.facmarketing.com) or call 800-800-5809.

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|   |   |   |  |
| 2009 Eagle Chrysler T&C Touring Funeral Van<br><i>black, black top, gray cloth</i>              | 1999 Eagle Lincoln Ultimate Hearse<br><i>sage green, sage green top, gray leather</i>         | 2006 Superior Cadillac Statesman Hearse<br><i>black, black top, black leather</i>     | 2002 Eagle Cadillac Ultimate Hearse<br><i>black, black top, blue leather</i>   |
|   |   |   |  |
| 2009 Eagle Cadillac Ultimate Hearse<br><i>white, white top, stainless band, neutral leather</i> | 1998 S & S Cadillac Victoria Hearse<br><i>dark blue, dark blue top, blue leather</i>          | 2001 Eagle Cadillac Ultimate Hearse<br><i>white, white top, black leather</i>         | 2003 Eagle Cadillac Ultimate Hearse<br><i>silver, black top, black leather</i> |

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## Families find some Funeral Directors Unprepared: 7 Things you need to Know

By Dean VandenBiesen, co-founder, LifeGem

**DES PLAINES, IL**—It's a typical Monday morning at the LifeGem headquarters in Des Plaines, and the phones are ringing steadily. As I wait to speak with co-founder Rusty VandenBiesen, the conversations mainly address questions about pricing, delivery, and how the whole process works.

VandenBiesen takes a call from a nervous funeral director in Waterloo, IA. Brett explains to Rusty that a family is waiting in his arrangement room, and they have asked him to place their order for five blue LifeGem diamonds. The deceased was a very well known and well respected police officer killed in the line of duty. Five family members each want a LifeGem diamond created from his cremated remains.

Brett had heard all about LifeGem in the news, but didn't think anyone in this traditional Midwest town would ever opt for a memorial diamond, so he never bothered to check into it further. Now he found himself scrambling for information, not wanting to look unprepared or uninformed about his own profession, especially not in front of this beloved police officer's family.

"We take calls like this every day," explains Rusty. "It's exciting for us, but it can be very nerve-racking for the funeral directors. We're always ready to swing into action at a moment's notice. We've been taking these kinds of calls for seven years now. We give the funeral directors a crash course over the phone and then fax or e-mail all of the important forms to them right away."

### 1. Simply Be Prepared

Had Brett been prepared, the entire experience would have been much easier, less stressful, and even enjoyable. LifeGem has an impressive inventory of marketing tools and materials, all free of charge. They pay a commission for every order that funeral homes send in. The Business Partner Kit includes: a beautiful tabletop display with a starter pack of LifeGem brochures; an informational DVD which will educate you about the process and serve as a sales tool; a shipping kit with special container for sending remains and orders; and a Business Partner Booklet—your manual for processing orders.

Families are asking about LifeGem diamonds every day. The fact is, they've been here since 2002 and they're here to stay. It's time to get on board.

### 2. The Patented Process is Finally Revealed

U.S. Patent # 7,255,743 issued on August 14, 2007 almost 5 years to the day since LifeGem announced their new invention of the Memorial Diamond. Now that their patented process is officially in the public record, LifeGem has allowed unprecedented access of their manufacturing process. This is the most in depth look ever into their proprietary method for creating diamonds from cremated remains or a lock of hair.

#### Identification

Before any of the manufacturing steps begin LifeGem assigns a unique identification number to each set of remains. Much like FedEx, this unique identification number follows the remains through the entire process. This ensures traceability and guarantees the integrity of the process. This assures that the diamond that is delivered is created from the loved one's remains.

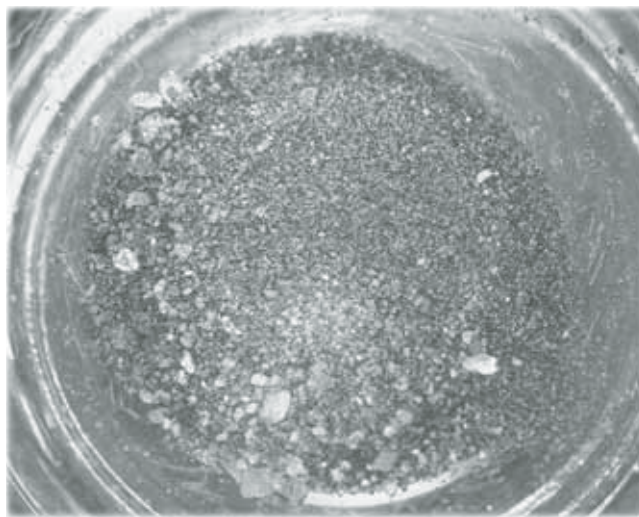


The identification number is actually engraved onto a specially designed crucible which secures the remains and carbon as it completes the purification process. Each crucible is used only once, and must withstand temperatures up to 3000 degrees centigrade.

#### Carbon Capture

The LifeGem creation process begins by capturing carbon from the existing remains of any standard cremation. While this is still the most popular process for those who have lost a loved one, LifeGem can also capture carbon from a lock of hair to create LifeGem diamonds for anyone choosing burial. LifeGem's advanced and delicate procedure has been specifi-

cally designed to capture almost all of the available carbon in an 8 ounce (or less) portion of the cremated remains, or a lock of hair equal to that collected during a typical men's haircut. The patented technology works in a special high-nitrogen,



low-oxygen atmosphere. LifeGem has refined this process to ensure maximum carbon collection.

#### Purification

Once captured, this carbon is heated to extremely high temperatures under special conditions. While removing the existing ash, this process converts a loved one's carbon to graphite with unique characteristics and elements that will create a one-of-a-kind LifeGem diamond. In order to transform the carbon

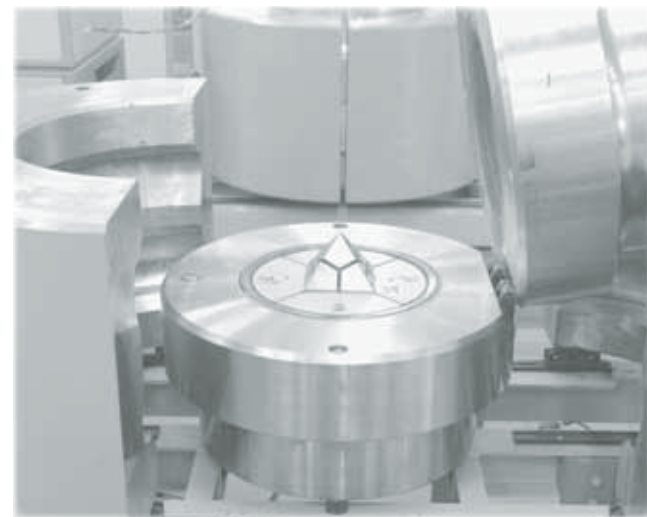


to the extremely pure level of graphite needed in the creation phase, the furnace must reach temperatures up to 3000 degrees centigrade.

#### Creation

To create a LifeGem diamond, they place this graphite in one of their unique diamond presses which replicates the awesome forces deep within the earth—heat and pressure. The more time in the press, the larger the resulting rough diamond crystal. The pressure needed to create a diamond, nearly 1,000,000 p.s.i., needs to be tightly contained by massive steel forgings. Deep in the heart of each press are precision machined semi-spheres designed to exert and maintain constant pressure on

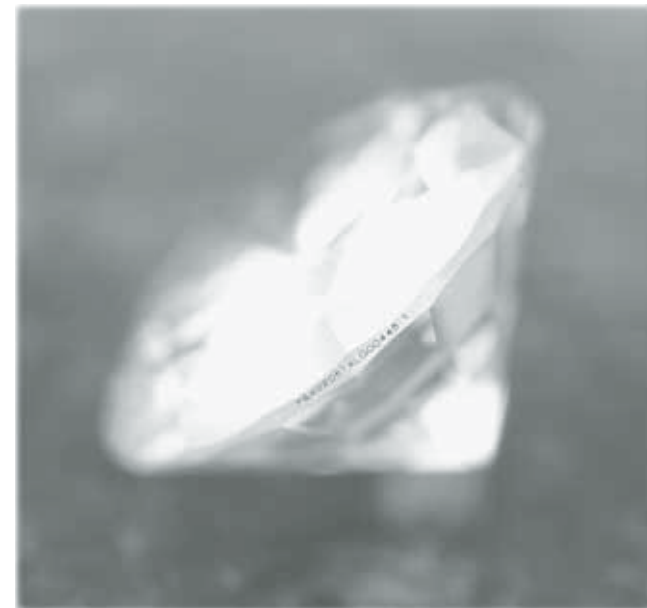
the individual octahedral diamond growth chamber. Inside the growth chamber, precisely calculated variables of heat and pressure cause the purified carbon (graphite) to break down



into individual atoms and crystallize into a rough diamond. At the optimal crystallization point, the carbon molecules bond together in a pattern found only in a diamond. Other than being created in the lab, LifeGem diamonds are molecularly identical to naturally occurring diamonds. They possess the exact same traits - hardness, brilliance, fire and luster.

#### Certification

Finally, skilled diamond cutters facet each LifeGem diamond according to the client's wishes, laser etch the unique identifier on the girdle, and certify it for authenticity. All LifeGem



diamonds are individually inspected, graded, and identified by world-renowned gemologists trained by the Gemological Institute of America (GIA). The world's finest jewelers use this same certification process.

### 3. The LifeGem Sells Itself

LifeGem is a technology driven company. LifeGem tracks all activity related to potential clients searching for LifeGems on their site and the internet as a whole. Every month over 60,000 people search for LifeGem providers in their area. If your funeral home does not show up as a provider in your area, your client will be going to your competitor. There is an easy way to remedy this. By signing up, for free, with LifeGem as a provider in your area, LifeGem automatically lists your funeral home on their web directory. Clients search by zip code, and when they do, your funeral home shows up.

### 4. Success is a Numbers Game

LifeGem prints marketing materials thousands at a time. They make it easy for their funeral partners to give out as many brochures as they can. The brochures are very professional and will reflect a positive image of your funeral home, so don't limit your display to just the arrangement room. Plenty of orders come from funeral attendees who take brochures from your lobby or main chapel. It's simple math: the more brochures you give out, the more orders that come back in. And of course, LifeGem pays a commission to the funeral home for every diamond that you sell.

### 5. Cost to you... Free!

LifeGem will set your funeral home up with all business tools and marketing materials free of charge.

### 6. Easy as 1 - 2 - 3 - 4

There are four steps to helping a family place their LifeGem order with your funeral home.

1. Complete the LifeGem® Order Form
2. Collect the Cremated Remains and/or lock of hair
3. Accept Customer Deposit (50%)
4. Send to LifeGem® in Easy Shipping Kit

### 7. LifeGem Benefits All

LifeGem clients are extremely enthusiastic about their memorial diamonds. They wear their diamonds proudly, they wear them everywhere, and they wear them forever. It's that rare memorial gift that keeps on giving...not only for the client, but for the funeral home as well. Your funeral home will

## Orlando was the opening stage for Bass-Mollett's new Green Collection of Funeral Stationery Products



**GREENVILLE, IL**—The need for eco-conscious products in the marketplace is apparent. Being green isn't just a trend anymore; it's a necessity. The public is becoming increasingly aware of the carbon footprints they are making on our planet even when it comes to their funeral stationery products. It is Bass-Mollett's hope that our natural products fulfill the growing needs of your company and most of all, exceed your clients expectations for an earth-friendly option.

This eco-friendly collection includes register books, acknowledgment cards, service records, prayer cards and bookmarks.

The collection features: papers crafted of 100% recycled cotton and abaca fibers, both acid and chlorine free; envelopes from 100% certified post consumer waste; and inks which are water soluble and natural based.

When you choose this collection, you are contributing to awareness; taking a step towards a "greener" earth and showing concern for generations to follow. All products in our green line are FSC certified by the Forest Stewardship Council, supporting the conservation of forests and helping people lead better lives. For more information, phone (800) 851-4046 or visit [www.bass-mollett.com](http://www.bass-mollett.com).

CONTINUED ON PAGE B10



## New Infinity Cremation Gallery by Kelco Catalog and [www.infinitycremationurns.com](http://www.infinitycremationurns.com) Now Available

MINNEAPOLIS, MN— Kelco Supply Company is pleased to announce the release of its new *Infinity Cremation Gallery by Kelco* catalog. The format of the new catalog is vastly changed from previous Infinity catalog editions in order to be more user-friendly in both appearance and size. No longer is it the bulky, loose-leaf, three-ring binder from years past; it is now designed for convenience in use during the selection process. This attractive bound catalog may be presented directly to selecting clients with pride and confidence. In ninety-seven beautifully photographed pages, there are over 900 individual selections in eleven distinct "Galleries". The individual galleries feature urns of various sizes and styles made of metal, stone, ceramic, glass, simulated materials, wood and eco-friendly materials. There are also galleries featuring keepsake jewelry, urn burial vaults and products specifically themed for infants and children.

Realizing that attractive, meaningful and timely personalization is something that every funeral home should be prepared to offer their clients, Infinity Cremation Gallery by Kelco has an entire gallery dedicated to the various methods and products that are available for personalization. Infinity's personalization options include engraving



metal surfaces, sand-blasting natural stone surfaces, laser-etching simulated stone surfaces and laser-etching wood surfaces with names, dates, words of sentiment and an assortment of over four-hundred different line-art styles in themes that include religion, nature, armed forces and patriotic, public service, fraternal and service organizations, professions and occupations, sports and recreation, transportation modes, music, infants and children, zodiac, cats and dogs, horses, miscellaneous animals and, last but not

least, borders and accents. In addition, there are several appliques that can be attached directly to any flat surface that's large enough on many of the urns available. Appliques are featured in themes similar to the line-art selections. For the ultimate in personalization, Infinity offers an assortment of urns made from wood, natural stone or simulated stone that can be laser-etched or sand-blasted with a favorite or meaningful photograph.

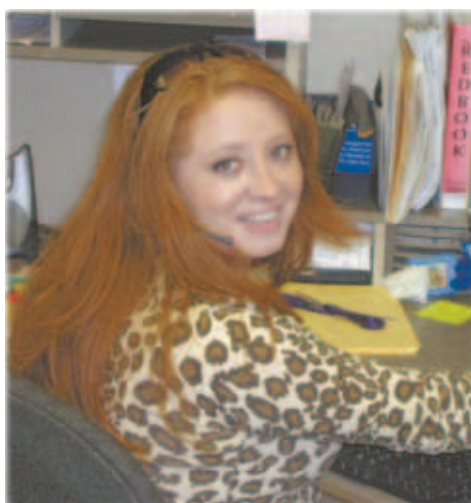
In order to augment and support its personalization program and to make the entire Infinity Cremation Gallery catalog available online, Kelco is also pleased to announce that [www.infinitycremationurns.com](http://www.infinitycremationurns.com) is ready for use. The visually attractive and beautifully designed website is easy to maneuver and completely appropriate as a link on funeral home and crematory websites. An announcement on the home page of the Infinity website states that members of the general public who find products they're interested in should contact their local funeral home or crematory for additional information.

If you would like to request a copy of the Infinity Cremation Gallery by Kelco catalog, please contact their Customer Care Team at 1-800-328-7720 or email [order@kelcosupply.com](mailto:order@kelcosupply.com).

## Custom Air Trays introduces new Office Manager, Sonja Atwell

HIGH POINT, NC— Custom Air Trays is proud to introduce **Sonja Atwell**, their exceptional new office manager. A North Carolina native, Sonja is an East Carolina University graduate, with a B.S. in Mass Communication, who was a former radio personality with WQSL FM and is extremely skilled in customer service. Sonja started working with Custom Air Trays in mid-September, and she serves as the first point of contact for the company's clients.

"Because Sonja has worked in various customer service positions, she offers vast customer service skills. That's why we hired her," explains **Jim Hardy**, General Manager of Custom Air Trays. "She is the first person our clients speak to when they call. We



Sonja Atwell

want to introduce her to put a face with her voice for our clients."

Sonja looks forward to serving each and every client of Custom Air Trays with first-rate, friendly service and superior attention to detail.

Custom Air Trays is a leading manufacturer of air trays, combination trays, cremation trays, cremation supplies and other funeral supplies. Since its inception in 1992, the company has built a reputation for providing swift service and top-quality products for the funeral industry.

Offering same day shipping on most orders, the company's unparalleled products have been performance tested and certified by the Atlanta Testing & Engineering

Laboratory, a third party independent organization.

In addition to shipping containers, Custom Air Trays is also a leader in first-class cremation supplies. Over the past 16 years, the company has developed a full line of affordable, leak resistant, sturdy cremation containers and trays. As a manufacturer, Custom Air Trays offers competitive pricing on all cremation products, including trays, boxes, shrouds and rollers.

Custom Air Trays continually strives to expand and improve their exceptional product line to meet the needs of the funeral industry. For more information about their products, call Custom Air Trays toll free at 800-992-1925.

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## Apex Casket offers Pewter Silver Casket



POMONA, CA—Apex Casket is pleased to announce *The Pewter Silver*, 18-gauge metal casket with gasket. The Pewter Silver features chrome column corners with Pearl white velvet interior. This casket gives funeral homes a luxurious casket offering at a price that is affordable for even the most budget minded family.

Apex continues to bring a full line of affordable quality caskets, both traditional and in-

novative, to our funeral directors. They have a continued commitment to provide the funeral industry with quality products in conjunction with competitive pricing. Watch for more new product releases in the coming weeks.

To see Apex's entire product line, go to [www.apexcasket.com](http://www.apexcasket.com). Email any questions to [sales@apexcasket.com](mailto:sales@apexcasket.com). Call to request a catalog at 1-888-680-6800.

## Blue Water Burial Case brings brand name urns and caskets to Michigan Funeral Homes



Major League Baseball Licensed Detroit Tiger Casket and Urn

DECKERVILLE, MI—Blue Water Burial Case, based in Deckerville, announced that it will offer the Major League Baseball, Vatican Library and American Kennel Club line of **Eternal Image** (EI) brand name urns and caskets to its customers. The EI line includes urns, caskets, and will include monuments and vaults featuring officially licensed major brands including: Major League Baseball™, Precious Moments®, the Vatican Library Collection™, and STAR TREK™.

Eternal Image also offers officially licensed pet urns and memorial garden markers featuring the American Kennel Club™ and the Cat Fanciers' Association™. In addition, EI is now offering a line of brand image caskets and urns for Collegiate Licensing Corporation, which represents colleges and universities across the US.

"Funeral homes are often the first line of contact for people seeing our products, and we are pleased that Blue Water Burial Case will represent us in Michigan," said **Clint Mytych**, president of Eternal Image. "Their experience in providing top service and products to their cus-

tomers will serve us, and the consumer, well."

Blue Water Burial Case was established in Michigan in 2003. It is family owned and operated bringing personal service to the state of Michigan. Blue Water Burial Case has the only Major League Baseball Licensed Detroit Tiger Casket in North America at this time. The caskets will become available to funeral homes around the first of next year. The casket is moderately priced compared to average caskets. In addition to the Detroit Tiger casket, Blue Water Burial Case also has MLB, Licensed Detroit Tiger Urns, Vatican Library Urns, and American Kennel Club Urns for those families preferring cremation. **Bradley Apsey**, owner and manager of Blue Water Burial Case, learned of the licensed themed caskets and urns when he was at the *National Funeral Directors Convention* in Nashville, TN. At that time Eternal Image themed caskets and urns were just an idea, with the concept on paper.

Eternal Image products are only available through approved distributors. Consumers are able to view current and new products on Eternal Image's web site, [www.eternalimage.net](http://www.eternalimage.net). For more information call Brad at Blue Water Burial Case or visit ([bluewaterburial.com](http://bluewaterburial.com))

Eternal Image, founded in 2002, is headquartered in Farmington Hills, MI. The company is the first and only manufacturer and marketer of licensed brand image funerary products. Currently, the company offers urns and caskets that feature licensed images from Major League Baseball™ STAR TREK™, Precious Moments™, the Vatican Library Collection™ and Collegiate Licensing Corporation™ as well as pet urns featuring the American Kennel Club™ and Cat Fanciers' Association™. For more information about EI, visit [www.eternalimage.net](http://www.eternalimage.net) or call 1-888-6-CASKET.

## Families find some Funeral Directors Unprepared

*Continued from Page B8*

come up over and over in conversations about where they purchased their beautiful diamond, so what are you waiting for? In the time it took you to read this article, you just missed another LifeGem opportunity.

For more information, call LifeGem at 866-LIFEGEM (866-543-3436), visit [LifeGem.com](http://LifeGem.com) or email [info@LifeGem.com](mailto:info@LifeGem.com).

## Homesteaders publishes 2008-2009 Marketing Services Catalog

WEST DES MOINES, IA—Homesteaders Life Company has launched its 2008-2009 Marketing Services Catalog containing the complete portfolio of advanced marketing solutions offered by the company.

Homesteaders has developed several marketing communications campaigns based on the diversification of the consumer market and a recognition that funeral homes have varying amounts of resources to commit to marketing, promotions and sales efforts. Homesteaders' account executives consult with customers to develop and implement strategic success plans to achieve growth for firms. Campaigns and marketing materials in the catalog are important components of the success plans.

"Our marketing catalog consists of a wide variety of proven marketing, presentation and promotional materials that firms can tailor for their business goals," said **Pam Vacco**, manager of marketing services for Homesteaders. "So many of our programs are researched-based and tested, funeral homes owners can have confidence that they are spending their marketing dollars wisely."

The 2008-2009 catalog offers new options on Homesteaders Marketing Research Services designed to help funeral home owners better understand their unique market.

In addition, a new direct mail piece, "Important Issues," explains the benefits



of completing a free personal arrangement guide. Also, six "Marketing in a Box" kits are available, each kit including an array of coordinated marketing material, a sales presentation binder and a booklet of seminar ideas and sales tips to help funeral home owners be more successful.

Homesteaders offers brochures or booklets, newspaper advertisements, direct mail, point-of-purchase materials, and seminar presentations for each campaign. All of the company's marketing and promotions kits include manuals that explain the features, benefits, and implementation steps.

The 2008-2009 Marketing Services Catalog is free and

available through a Homesteaders account executive or by calling Marketing Services at 800-477-3633. The catalog is also online at [www.myhomesteaders.com](http://www.myhomesteaders.com).

Homesteaders Life Company has a singular commitment to the success of its funeral home customers and to preserving the value of funeral service. Founded in Des Moines, Iowa in 1906, the company is a national leader in the funeral insurance industry and has been providing funeral insurance funding and support for more than 100 years. For more information about the company or its services, visit Homesteaders on the Web at [www.homesteaderslife.com](http://www.homesteaderslife.com).

## MKJ Develops Innovative In-House Promotional Video



LARGO, FL—MKJ Marketing is the leader in deathcare industry marketing with a clientele of 1,000 funeral home clients throughout the US, Canada, the UK and Australia. For the past 20 years, MKJ has introduced quality advertising and marketing products to assist funeral homes in communicating their message of service and professionalism to their community.

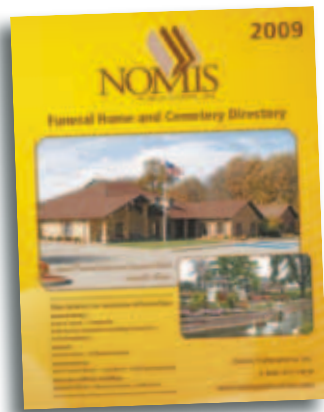
One of MKJ's fundamental beliefs is that any promotional tool used successfully outside of funeral service can be adapted for use by funeral homes. Hotels, entertainment venues, restaurants, and dentists employ flat screen video screens in their lobbies, on televisions in rooms, and throughout parks to inform visitors of the services they provide. Funeral homes

nationally are installing televisions and flat screen videos in selection rooms, arrangement rooms, foyers and chapels primarily to present tribute videos. However, these screens are blank 90% of the time.

To turn those blank screens into an opportunity to make families aware of ways to personalize services, MKJ has created a video that demonstrates remembrance options. The video plays on a continuous loop with soft background music. The film demonstrates how family members use mementos from a loved one's life to personalize the funeral. Photographs, hobbies, military service are all tied into the funeral.

The video is licensed on a permanent and exclusive basis. The one-time licensing fee allows the funeral business to use the video on as many screens, and in as many facilities as the firm operates within a defined market. The video can also be used as a program for group presentations.

For more information on this video, contact MKJ Marketing at 888-MKJ-1566 or [mkjmarketing.com](http://mkjmarketing.com).



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Previously published as The National Yellow Book of Funeral Directors, Cemetery Directory and Catalog of Funeral Home and Cemetery Supplies



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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.*

## DEPARTMENT INDEX

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### Antique Cars/Equipment 1

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- 2000 CADILLAC S&S MASTERPIECE BLK / GRAY ONLY 39,000 MILES, COMMERCIAL GLASS ~ SAVE THOUSANDS
- 1999 CADILLAC FEDERAL BLK / BLUE 46,000 MILES CLEAN AS A WHISTLE! CALL FOR A QUOTE !
- 1998 LINCOLN FEDERAL BLACK / BLACK , 63,000 MILES
- 1998 CADILLAC S&S MASTERPIECE , BLACK/TAN

**LIMOUSINES IN STOCK**

- 2006 CADILLAC 6 DR SILVER / BLK RAISED CLOTH TOP, 15,000 MILES SHARP PAINTED POST, SAVE THOUSANDS OVER NEW !
- 2002 CADILLAC 47" 6 DR BLACK / BLACK 3 TO CHOOSE FROM MILES ARE BETWEEN 28 AND 32K JUST IN !

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**BATESVILLE end cuts-27,** with interior samples and photos, best offer, call for list of caskets; also **Landau Panels** (removable) for Chevy Up-lander, silver (you can paint any color), \$500. **421-682-6500, Pittsburgh, PA.**

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Lincoln Federal Hearse ..... black/black leather
- 2005**  
Cadillac S&S Hearse (3 in stock) ..... blue/blue leather
- 2004**  
Cadillac Eagle Hearse ..... silver/gray top/gray leather  
Cadillac S&S Victoria ..... blue/blue leather  
Cadillac S&S Hearse ..... silver/blue leather
- 2003**  
Lincoln S&S Hearse (2 in stock) ..... black/black leather  
Lincoln Federal Hearse ..... silver/neutral leather  
Cadillac Eagle Hearse ..... black/black leather
- 2002**  
Cadillac Eagle Hearse ..... black/gray leather  
Cadillac S&S Victoria ..... black/blue leather
- 2001**  
Lincoln S&S Hearse ..... black/black leather
- 2000**  
Lincoln Eagle Hearse ..... blue/blue leather
- 1999**  
Cadillac Eagle Hearse ..... black/blue leather  
Cadillac Federal Hearse ..... silver/black top/blue leather
- 1998**  
Cadillac M&M Hearse ..... black/blue leather
- 1994**  
Lincoln Eagle Hearse ..... white/black top/blue interior

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- 2004**  
Cadillac DaBryan 5-door (3 in stock) ..... silver/gray top/gray leather  
Cadillac Federal 6-door ..... black/black/leather
- 2003**  
Lincoln S&S 6-door (2 in stock) ..... black/black leather  
Cadillac LCW 6-door ..... black/black leather  
Cadillac S&S 6-door ..... white/black top/black leather
- 2002**  
Lincoln S&S 6-door ..... silver/neutral leather
- 2001**  
Lincoln S&S 24-hour ..... black/blue leather
- 2000**  
Cadillac S&S 6-door ..... white/blue leather  
Cadillac S&S 6-door ..... silver/black leather
- 1999**  
Cadillac Federal 6-door ..... silver/blue leather
- 1997**  
Cadillac S&S 6-door ..... white/blue leather
- FIRST CALL**
- 2003**  
Dodge Eagle 1st Call ..... silver/gray interior  
Chevy Eagle 1st Call ..... white/gray interior



**2004 CADILLAC S&S VICTORIA HEARSE**  
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**2003 LINCOLN S&S HEARSE**  
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- 1996 Cadillac Eagle, Ultimate, Black 56k mls .....\$6950
- 1994 Cadillac S&S, Commercial Glass, Blue, Some Rust .....\$4450
- 1994 Cadillac Federal, White, 119k mls .....\$3950
- 1994 Cadillac Federal, 71k mls, Navy Blue.....\$6950
- 1993 Buick Eagle, Navy Blue, 76k mls.....\$4450
- 1993 Cadillac Superior, Silver, 58k mls .....\$4450
- 1980 Cadillac S&S, White, 59k mls .....\$2650

**LIMOUSINES**

- 2001 Cadillac S&S, Black, 102k mls, Average Overall .....\$9950
- 2001 Lincoln S&S, Black, Extra Low Miles..... Sharp!
- 1996 Cadillac Eureka, Black, 53k mls, One Owner!.....\$3950
- 1998 Cadillac S&S, Commercial Glass, Gold, 58k mls, Not Nice .....\$7850
- 1998 Cadillac Superior, Silver, 82k mls, One Owner, Overheats! .....\$2750
- 1996 Cadillac S&S, Silver, 17k mls, AS NEW! .....\$6450
- 1994 Cadillac S&S, Commercial Glass, Black, Flip Seat, 1-owner .....\$5450
- 1993 Cadillac M&M, 6-door, Black, 129k mls .....\$1950

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**Funeral Business For Sale 5**

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| 2003 Cadillac S&S Coach                 | Wht/Wht Ext/Blue Int   | 42,000 mi |
| 2003 Cadillac S&S Coach                 | Wht/Wht Ext/Blk Int    | 42,000 mi |
| 1998 Cadillac M&M Coach                 | Blk/Blk Ext/Blue Int   | 48,000 mi |
| 1997 Cadillac Federal Coach             | Wht/Wht Ext/Blue Int   | 74,000 mi |
| 1996 Cadillac Federal Coach             | Blk/Blk Ext/Blk Int    | 46,000 mi |
| 1992 Cadillac S&S Victoria Coach        | Silv/Silv Ext/Blue Int | 77,700 mi |
| 1992 Cadillac Federal Coach             | Wht/Wht Ext/Blue Int   | 24,000 mi |
| LIMOUSINES                              |                        |           |
| 2003 Cadillac Eureka 6-Dr Limousines    | Silver Ext/Gray Int    | 29,500 mi |
| 2002 Cadillac Eureka 90" 5-Dr Limousine | Blk/Blk Ext/Blk Int    | 58,000 mi |
| 1999 Cadillac Eureka 6-Dr Limousine     | Wht/Wht Ext/Blue Int   | 39,000 mi |
| 1997 Cadillac M&M 6-Dr Limousine        | Blk/Blk Ext/Blk Int    | 68,000 mi |
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Body Type: Hearse

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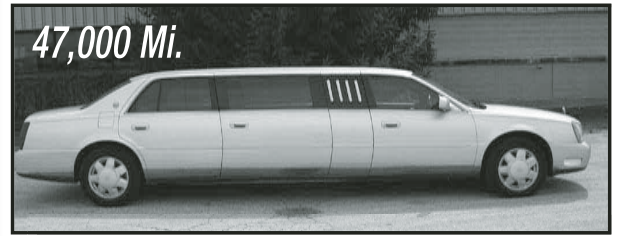
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| 03 Eureka Cadillac  | 8 | Black |
| 00 S&S Lincoln      | 8 | Gray  |
| 95 M-M Cadillac     | 8 | White |

**LIMOUSINES**

|                    |   |       |
|--------------------|---|-------|
| 04 Cadillac 6 Door | 8 | Black |
| 00 Cadillac 6 Door | 8 | Black |
| 04 Lincoln 6 Door  | 8 | Black |
| 03 Lincoln 6 Door  | 8 | Black |
| 99 Lincoln 6 Door  | 8 | Black |
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Hearse/Limousines **8**

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NOT PICTURED

**2005 DODGE GRAND CARAVAN W/FULL CONVERSION**  
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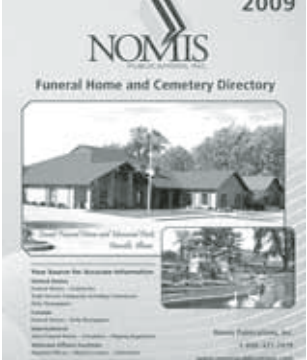
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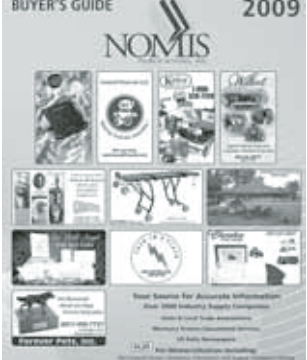
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# Classified ADS

Hearses/Limousines Cont'd 8

Help Wanted 9

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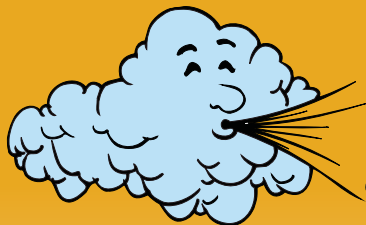
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