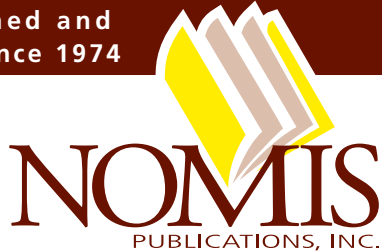


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NEWS

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MobileHelp Medical Alert System increases Pre Need Sales



The MobileHelp System, including Base Station, Pendant and GPS/Cellular Help Button.

DELRAY BEACH, FL— When **Joe Vecchia**, funeral director and funeral home and cemetery owner, was asked by **Medical Mobile Monitoring** to look at their new product, *MobileHelp*, he was truly impressed. He saw a great state of the art product that would provide families with peace of mind, increase revenue for funeral homes, and provide pre-need sales staff with opportunities to meet with families and build relationships in the community.

MobileHelp is the only medical alert system with GPS tracking and cellular communication, which allows you to care for your loved ones in *and* out of the house at the same price as other in-house only systems. The current systems on the market only work for a few hundred feet inside the consumer's home, but this new system has nationwide coverage on the AT&T network. If the GPS/cellular help button is pushed the operator comes on the two-way speaker. The operator knows the person's name and medical conditions and can locate the person anywhere in the United States. Even if the person cannot speak, help will be sent to the person's location. An email will also be sent out to a family member of the person to inform them of the situation. The family members can go to a website and locate the person at anytime. This is an invaluable tool when the patient is disoriented or confused. This new technology not only protects the loved one at home but also in the car, walking down the street, visiting family members, or anywhere they may travel.

When Joe saw this product he thought every funeral home in America should offer this to its families. "It is such a natural fit" he said. "As funeral directors, we watch family members struggle to leave their widowed elderly parent alone as they go back home. This product can offer great peace of mind to the widowed parent as well as the children."

The Medical Mobile Monitoring is a win-win for everyone. The family gets a great product that offers peace of mind, the funeral home has a new revenue source and the pre-need department has a great opportunity to meet people in the community by delivering and helping people set the unit up in their home.



Joe Vecchia

Sal Passalacqua, Advanced Planning Manager at **Craig Flagler Palms Funeral Home and Memorial Gardens**, Bunnell, FL, said, "In the pre-need business, we always spent money to have a reason to do a follow up call. We purchased a customized blanket as a gift for the family. I know other funeral homes use laminated cards, memorial candles, or other items to give away. With MobileHelp your follow up call can become an additional revenue source. At Craig Flagler we have the unit delivered to the funeral home, and we personally deliver it to the family in their home and help them set it up."

Your funeral home can offer this product to your community through Mobile Licensing Consultants. To get more information on how MobileHelp can increase your pre-need business call Mobile Licensing Consultants at 1-800-660-0352.

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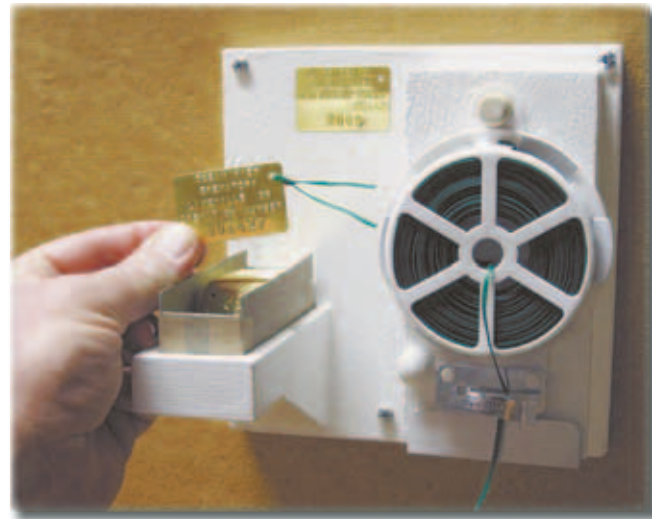
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New Organizer and Dispenser for Cremation Tags



HEALDSBURG, CA— The **L. Pricer Company** introduces a new handy organizer and dispenser for their consecutively numbered brass cremation identification tags. This new item is intended for those operations that wish to attach their ID tags to the poly bag or anything else that may be required. This system employs a spool of 100 feet of twist-tie wire that is conveniently located next to a tag box holder. The wire spool has a cut off tool that makes it easy to pull out as much wire as needed and trim it to any length.

The tag, for example, can then be secured to the zip-ties on poly bags. The identification tags are arranged in numerical order in the box. They are not intended to be placed inside the cremator but simply included with the remains inside an urn after processing.

This organizer and dispenser is provided free of charge to any new customer who requests one when ordering their brass identification tags. A free spool of twist-tie wire is also included along with mounting hardware for wood or dry wall and Velcro strips for stainless steel surfaces.

For more information please call Kent at 707-473-0319 or on the internet go to <http://home.comcast.net/~lpricer>.



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CALENDAR of Events



Accubuilt, Inc. announces Award Winners at NFDA

CONVENTIONS

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.

Illinois Cemetery & Funeral Home Assoc - Sep 29-30, 2010, Marriott Hotel & Conference Center, Normal, IL. (866) 758-7731.

SEMINARS/MEETINGS

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

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

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

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 Midwinter Meeting - Feb 9-11, 2010, Marriott Hotel, Charleston, WV. (800)585-2351.

Illinois Cemetery & Funeral Home Assoc Spring Conference - Mar 24-25, 2010, Willowbrook Holiday Inn Hotel & Conference Center, Willowbrook, IL. (866) 758-7731.

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.



LIMA, OH— Accubuilt, Inc. announced Circle of Excellence winners at the *National Funeral Directors Association* Convention in Boston. (left to right) **Greg Corona**, Chairman and CEO, Accubuilt, Inc.; **Dick Conaway, Conaway Enterprises, Inc.**; **Ric Conaway**, Conaway Enterprises, Inc.; **Robert Durant, Heritage Coach Company**; **Don Worrall, Howard Distributors**; **Scott O'Neill, Specialty**

Hearse & Ambulance Sales Corp.; **Jerry Small, Bill Black Cadillac, Inc.**; **Ellis Galyon, Ambulance and Coach Sales**; **Jim O'Neill, Specialty Hearse & Ambulance Sales Corp.**; **Michael Parks, Parks Superior Sales, Inc.**; **Bob Messing, Funeral Vehicles – VP, Sales & Marketing, Accubuilt, Inc.**; and **Wayne Justice, Ambulance and Coach Sales**. Not pictured is **Jay Lankford, Heritage Coach**.

Doyle joins Accubuilt as President and Chief Operating Officer

LIMA, OH— Accubuilt, Inc. has announced that **Lawrence P. Doyle** has joined the firm as President and Chief Operating Officer. The announcement was made by **Gregory J. Corona**, Accubuilt's Chairman and Chief Executive Officer, who commented that "We are very excited to have Larry continue his affiliation with our Company and join us in this capacity to utilize his extensive operating experience in the specialty vehicle industry."

Mr. Doyle has been affiliated with Accubuilt since 2004 and has served as an independent director and executive advisor to Accubuilt. He has previously served as President and Chief Executive Officer of ASC Incorporated, a specialty vehicle conglomerate based in suburban Detroit, and President and Chief Executive Officer of Utilimaster Holdings, Inc., a manufacturer of walk-in, utility and commercial vans.

During the initial phase of his career, Mr. Doyle was employed by General Electric for 17 years in a variety of positions within the GE Plastics organization. Mr. Doyle is a graduate of the Newark College of Engineering and has two grown children. Larry and his wife maintain residences in Southeastern Michigan and South Carolina.

Accubuilt, Inc. has manufacturing facilities in Lima, OH; Springfield, MO; and Elkhart, IN. The Company's specialty vehicle offerings are certified and approved by



Also at the NFDA Convention, Accubuilt awarded "Top Performer – Commercial Glass" and "Dealer of the Year." (left to right) **Greg Corona**, and accepting two awards from Accubuilt, **Wayne Justice** and **Ellis Galyon**, of **Ambulance and Coach Sales**.



The O'Neill brothers accepted Accubuilt's "Top Volume Producer" award for **Specialty Hearse & Ambulance Sales Corp.** at this year's NFDA Convention. (left to right) **Scott O'Neill, Greg Corona**, and **Jim O'Neill**.

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.

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



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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.”



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A Psychology of Urns?



Moon Urn by David Orth

CHICAGO, IL— Among the new exhibitors at the NFDA Convention in Boston was Chicago sculptor and furniture designer, **David Orth**, debuting a new line of art urns he boldly calls **A Different Kind of Urn**.

Orth's bronze urns obviously hark more from the art world than established funeral traditions. Blogger and art director, **Eric Siry**, recently penned an irreverent survey of nontraditional approaches to urns and in a moment of seriousness described Orth's urns as "his favorite," "worthy of an eternal resting-place," and "timeless, with a monumental look on a small scale." Orth's website has a list of testimonials from the US and abroad that agree with Siry.

Mr. Orth is a celebrated Chicago furniture designer and sculptor. His various work has been in galleries, museums, and private collections across the country. He got into urn design somewhat by accident, because Chicago locals who knew his design sensibilities would ask him out of the clear blue to design and make cremation urns. This happened often and he found the work particularly meaningful and satisfying. Once after making an urn for a couple, they brought the cremains to his studio, and he helped them transfer them to the new urn right there on his workbench top. A candle was lit and a few words of remembrance were spoken – he was touched by their careful process and their appreciation for his contribution of an urn. Another time a brother of a young man who passed away called with a specific request that David be thinking of his brother as he made the urn. This was a phone call from the UK. David liked the idea and obliged. When the urn was completed, the man took his brother's cremains to Windsor Great Park, a very old park owned by the Queen, and transferred the ashes to David's Watchtower Urn. David was again touched that he was sought out to share this difficult, but significant time across such a distance. He was by now completely hooked.

If you talk to David long enough he'll tell you how important it is for funeral product designers to understand the grieving process and the way "threshold objects" such as cremation urns work in helping people process their grief, helping people to understand their loss in the context of the timeless, human condition, and help them ac-



David Orth's Rolling Stone Urn

cess a little more easily their gratitude for life and love – even when these have been cut short. David believes that funeral products can actually give voice to both the suffering and gratitude that family members are experiencing, help them navigate the threshold of their loss, and in their own good time walk forward into their own changing future – or not. Clearly these are high expectations to put on a mere object. David, however, insists that cremation urns and other funeral items like them, are part of a special category of ritual objects he calls "threshold objects." These kinds of objects, say Orth, should help people cross thresholds and move forward in their own process, in their own time. They often have a beautiful "minor key" tone as if they were taking cues from the great musical requiems of Brahms or Faure. This tone, he says, is "spot on," expressing grief without imposing it and expressing hope without preaching it. These objects are not discursive or pictorial, but work more on the unconscious level of a family's inner life. It is a very fine line for a designer to walk, he says, because it is easy to slip over into a shortsighted sentimentality or, on the other hand, return to the familiar funeral decorum which, though respectful, does not always touch people very deeply.

All philosophizing aside, Orth's unique designs are finding their way into traditional funeral homes. They are made in the tradition of modern bronze sculpture, with a high level of craft and sculptural expression. People like them. They are neither gimmicky, nor peculiar. With their up-scale price he acknowledges that they don't fly off the shelf, but they do sell, and many directors are choosing to carry them because the line boosts their mid-range urn options and contributes a fresh ambience to their funeral home space. A Different Kind of Urn is well organized, offers directors workable pricing, and several good looking sales tools with which to communicate to their families. With a password from Mr. Orth, funeral directors can access tools and their pricing from the home page at www.DifferentCremationUrn.com.

Messenger introduces Two New Stationery Series



Messenger's new **Gardener's Glory** line of coordinated stationery is a beautiful tribute to those who enjoyed spending time in the garden.



The new **Legend's - Sports Stationery Series** by Messenger is a perfect tribute to the sports enthusiast.

AUBURN, IN— **Messenger Corporation**, the leading funeral stationery supplier in North America, recently introduced a new line of coordinated stationery entitled *Gardener's Glory*. Featuring brilliant full-color photography throughout its design, this stationery series is a charming tribute to anyone who enjoyed spending quality time in the garden. "We have seen tremendous success with our Angler's Glory series which is very similar in design to this new series. Families are really connecting with stationery products that are dedicated to popular pastimes that their loved ones tend to enjoy during the retirement years. Like Angler's Glory, Gardener's Glory has mass appeal and is already seeing the same acceptance by funeral directors and their families" states **Bob Hoaglund**, Vice President of Sales and Marketing at Messenger.

The new Gardener's Glory stationery series is complete with three sizes of service folders, acknowledgement cards, prayer cards, two sizes of laminated bookmarks and can be ordered in the popular box set. For more information about this new stationery series, please call Messenger at 1-800-827-5151.

The Legend's - Sports Series, featuring nostalgic artwork by **Ronald Lewis**, is the newest addition to the Messenger line of funeral products and is the perfect tribute to the sports enthusiast. "We have had numerous requests from funeral directors for a sports themed stationery series and we are excited that we could respond so quickly with a handsome design that appeals to a broad range of sports fans" states Hoaglund. "Our focus for product development at Messenger continues to be responding to the needs of funeral professionals and providing them with meaningful products that their families can connect with. We certainly think this was achieved with our new *The Legend's - Sports Series*."

The new series is dedicated to the popular sports of baseball, basketball and football. The large memorial register book is made of textured vinyl that resembles vintage leather. The full color artwork of the series is centered on a raised board with hand-painted gold trim for added dimension and classic style. The expertly designed interior is printed in two-color and features two full-color Gallery Pages. The Gallery Pages include a nice array of appropriate sports quotations. The series is complete with matching service folders, acknowledgement cards, prayer cards, laminated bookmarks and can be ordered as a box set.

Messenger, headquartered in Auburn, IN, has been in business since 1913 and has grown to be the most innovative manufacturer of funeral stationery products in North America. Among a long list of their innovations include an extensive line of funeral stationery products featuring the art of Thomas Kinkade, known as the "Painter of Light." Messenger also introduced the industry to the Box Set for merchandising, the highly personalized LIFE funeral stationery product line and Stationery Builder Software for printing stationery products. For more information call Messenger at 1-800-827-5151.

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Batesville Casket and Legacy.com partner to create the largest national online obituary network, linking Funeral Homes and Newspapers

BATESVILLE, IN— **Batesville Casket Company**, the leader in the funeral service industry, announced an alliance with **Legacy.com**, the largest provider of online memorials and obituaries, combining the reach and resources of two industry innovators to give funeral homes access to the largest nationally networked obituary system. The company made the announcement at the *National Funeral Directors Association* conference in Boston, MA.

Through relationships with more than 750 newspapers, Legacy.com hosts online obituaries, memorials and guest books for more than 70% of the people who die in the United States. The Legacy.com network of sites has become the most popular online destination for obituary information, with more than 14 million visitors each month. This new alliance allows funeral homes to be part of this national network through Batesville's exclusive *ObitLink* online obituary and memorialization solution.

"Legacy.com has built an online obituary network that is second to none – in size as well as functionality," said **Troy Brake**, General Manager of Batesville Interactive, the company's technology solutions group. "ObitLink allows us to bring that national network directly to a local funeral home's website, and add the very latest interactive memorialization features not available with traditional print obituaries."

ObitLink will be fully-integrated with Legacy.com's extensive network of online obituaries, death listings, memorial websites and guest books, bringing a new level of connectivity to funeral homes and the communities they serve. Funeral homes using Batesville's industry-leading *WebLink*™ website solution will have direct access from their local funeral home websites to Legacy.com's expansive database, which includes 100 million detailed newspaper obituaries, guest books and death listings, updated throughout each day.

Recognized for a history of manufacturing excellence, product innovation and superior service, Batesville is also the largest provider of hosted funeral home websites in the U.S. The company's highly functional websites are designed for simplicity and affordability, making them an ideal fit for funeral directors and their staffs.

"Batesville has an unsurpassed reputation in the funeral industry," said **Stophor Bartol**, Chief Executive Officer for Legacy.com. "They are innovators who understand the role of the Internet in funeral service – and are forward-looking in their desire to build bridges that connect newspapers, funeral homes and the families they serve."

As more consumers seek information online, websites have become one of the primary ways funeral homes connect with their communities. Online obituaries and guest books take center stage in a funeral home's

Batesville to offer ObitLink™ online obituary and memorialization products as part of its ConnectivitySuite™

website, driving as much as 60% of traffic to the site. By establishing an interactive connection between the funeral home website and the national obituary network, ObitLink increases the visibility and impact of the funeral home's online presence.

ObitLink is being developed as part of Batesville's new *ConnectivitySuite*, a group of modular web-enabled products aimed at connecting funeral homes to the families and communities they serve in new and innovative ways. The ObitLink product is expected to be available in January 2010. Other *ConnectivitySuite* offerings include *WebLink* funeral home websites and *TributeLink*™ online video tributes. Each of these affordable products utilizes web technologies that can be easily implemented into the funeral home's operations with minimal infrastructure and training.

Batesville Casket Company (www.Batesville.com), a wholly owned subsidiary of **Hillenbrand, Inc.** (NYSE:HI), is a leader in the North American death care industry through the sale of funeral services products, including burial caskets, cremation caskets, containers and urns, selection room display fixturing, technology solutions, and other personalization and memorialization products. For more than 125 years, Batesville has been dedicated to helping families honor the lives of those they love. Our history of manufacturing excellence, product innovation, superior customer service and reliable delivery has helped Batesville become – and remain – a market leader.

Founded in 1998, Legacy.com (www.Legacy.com) is the world's most timely and comprehensive resource for online obituaries and the undisputed leader in Web-based memorialization. The Legacy.com domain is among the 100 most visited on the Internet, according to comScore, and includes a network of more than 750 newspapers in the United States, Canada, the United Kingdom, Ireland and Australia. By making interactive memorial content accessible directly via the websites of newspapers and funeral homes, Legacy.com helps a fast-growing number of people expand the ways in which they can express condolences and share remembrances of loved ones. A privately held company, Legacy.com is headquartered in Evanston, IL.

Funeral Innovations introduces the industry's First Free Funeral Management Software

AMES, IA— If you are not actively looking for ways to cut costs and make your firm more efficient; you will be soon. **Tim Grandon**, owner of **Grandon Funeral and Cremation Care**, is continually exploring ways technology can help his firm reduce costs and maximize efficiency. For the past ten years Grandon has used a case management software program that has become obsolete, which caused him to search the market for a new solution.

Like any funeral director, the primary software requirement for Grandon was that the product would need to bring value to his firm at a low price. Secondly, product support was essential so he'd know the product would always be thoroughly supported. Third, it was critical that his existing case information be transferred over to the new software to avoid any loss of vital information. Finally, Grandon needed a product that was easy to use, required no maintenance, integrated with his website, and allowed him access to his data from any computer over the web.

There is an array of management products available on the market today. However, many are expensive and lacking in functionality. Additionally, very few are web-based, which was desired by Grandon for the ability to access his information anywhere, receive automatic product updates, and not worry about losing his data due to hard drive crashes.

Some casket vendors offered management software but Grandon chose to not use the provided software to avoid being "locked in" to the specific vendor's products. Within this competitive market, he believes that using vendor-neutral management software is the best way to position his business to adapt to any future market changes.

After searching for a solution to fit his requirements, Grandon found the *FI Manager* provided by **Funeral Innovations**. The *FI Manager* is the industry's first free, no strings attached, management software. It provides first call data and obituary entry, and lets you fill, print, and save Federal and VA forms.

This completely free and easy to use software provides the perfect entry point for the many firms that have yet to try out a management product. For Grandon and other power users, the Pro or Enterprise version provides a host of additional features and functionality at a very attractive price. Further, the *Manager* automatically integrates all the obituaries into his website, no matter which hosting company he uses, freeing him from being trapped into a single web hosting company. Anyone who has changed web hosts realizes how painful such a transfer can be!

"Funeral Innovation's customer service has been second to none, always available to answer questions, educate, and communicate with myself and staff as needed," says Grandon.

"The *FI Manager* allows our staff to access information on any case anywhere an internet connection can be obtained. This flexibility has allowed client families to review vital information, and browse products from any vendor as we work through the arrangement conference at various locations."

The last thing any firm wants to do is lose their previous case data. Grandon is currently working with Funeral Innovations to seamlessly port his existing data to the *FI Manager*. By the end of the year, all major management programs will be able to be converted over to the *FI Manager* in minutes.

Grandon's website (www.grandonfuneralandcremationcare.com) has become a critical part of his business. One of the *FI Manager*'s most appealing features to Grandon is that any personalized products selected by him will be available for purchase on his website, opening up an important new revenue stream.

With a single click, he can add all the products from a single vendor, and the products will be available to show a family through an online kiosk, be posted on his website, and be available for purchase through the obituary tributes. This positions Grandon to maximize his web strategy as a revenue stream that actually enhances his bottom line.

Whether you are currently using management software, or have never used any software, try the new *FI Manager* and see how it can help your business as it has helped Grandon Funeral and Cremation care. Feel free to contact **Tim Grandon** (www.grandonfuneralandcremationcare.com) or **Greg Young** (www.funeralinnovations.com) if you have further questions.

Kates-Boylston Publications welcomes New Publisher

WALL, NJ— **Kates-Boylston Publications** has announced that **Bill Corsini**, a longtime leader in business publishing, online media and events, has joined its staff as group publisher and editorial director.

For the past several years, Corsini has led his own consulting company, focusing on helping business media companies improve their sales operations. He previously served as the president of *Innovator Media, LLC*; group publisher with *LRP Publications*; and in leadership roles with several other publishing companies, including *Advantstar*, *CMP*, *Gordon Publications* and *Ziff-Davis*.

"I'm thrilled to be joining a company that's such a great fit for someone with my

background and experience," Corsini said. "I look forward to applying my know-how to an already outstanding staff, to bring our readers and advertisers even more value."

The rest of the team at Kates-Boylston Publications remains in place. To contact Corsini, e-mail bcorsini@katesboylston.com. Kates-Boylston Publications has been helping funeral professionals succeed and serve since 1877. It publishes *American Funeral Director* and *American Cemetery* magazines, *Funeral Service Insider*, *American Blue Book of Funeral Service* and other publications that serve the funeral profession. Visit www.katesboylston.com to learn more.

Johnson Consulting Group and Alan Creedy join forces to map the future for the DeathCare Industry

SCOTTSDALE, AZ— **Johnson Consulting Group** has announced that **Alan Creedy** joined its team of independent consultants.

"We believe The DeathCare Industry is at a crossroads and we intend to put up the sign posts that help our clients choose the best road for them to take. We are thrilled to have Alan join us," said **Jake Johnson**, President of Johnson Consulting. "He is widely respected among industry members as a thoughtful and analytical leader. His record of correctly identifying trends, understanding what drives them and accurately predicting their future evolution and impact is unparalleled."

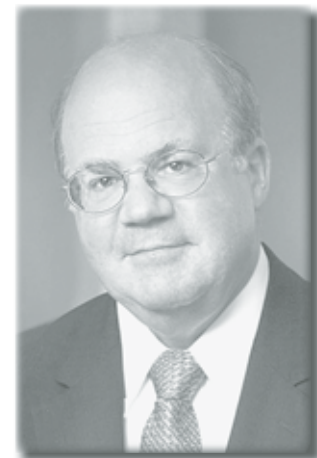
"I agree with Jake's crossroad metaphor," said **Alan Creedy**. "Johnson Consulting Group has spent the better part of the last three years developing the team and the tools that DeathCare Professionals will need if they are to successfully navigate this point in our history. As an industry expert I am joining the Johnson team because I have been unable to find this level of experience and the quality of support programs anywhere else. My involvement with JCG will enable me to truly accelerate successful and positive progress for our clients."

Mr. Creedy joins an extraordinary team of Independent Consultants comprising many of DeathCare's most experienced and highly skilled professionals. In addition to Jake and **Tom Johnson**, they include among others: **Bill Bischoff**, **Dave Hirt**, **Bob Horn**, **Bob Pierce**, **Bill Cutter**, **Al Asta**, **Mike Bischoff**, **Berny Gaarsoe**, **Greg Hilgendorf**, **Rich Sells**, **Brooks Cowles**, **Dale Espich**, and **Todd Van Beck**.

"Our goal is to help our clients see what they need to do for their future and provide them the support they need to do it quickly and affordably. Alan's analytical perspective and his depth of experience combined with the new management and accounting tools we have developed at Johnson Consulting Group will empower our clients to outperform the industry both financially and competitively."

Johnson Consulting Group is a Total Solutions Consulting Firm specifically for the DeathCare Industry. The company provides a complete array of services including Financing, Staff Development, Accounting and Management Services, Mergers and Acquisitions, and Business Valuations. Mr. Creedy is celebrating his 30th year in the DeathCare Industry. He is a CPA by training and his experience spans banking and finance, funeral home and cemetery management and preneed marketing. He is a frequent contributor to industry trade journals and often speaks at association functions.

For more information contact Johnson Consulting Group at 888-250-7747 or visit us on the web at www.JohnsonConsulting.com.



Alan Creedy

Wilbert announces Strategic Alliance with Renowned Chicago Jeweler Lester Lampert

BROADVIEW, IL— Wilbert Funeral Services, Inc. (WFSI), the leading single-source supplier of burial vaults, cremation-related products and memorialization jewelry, announced an expanded partnership with **Lester Lampert**, Chicago's nationally acclaimed jewelry designer. A key component of the relationship will be a new line of memorialization jewelry by Lampert and designer **Monica Lilak** that will be marketed to North American funeral homes by Wilbert and its licensee network.

Crafted in sterling silver and other precious metals, many pieces in the line of bracelets, pendants and other jewelry items receive their detail and beauty from the expertise of a master model artist. Lampert's original models are carved by hand from a block of wax and cast via the lost-wax casting process. Several of the pieces have also been created to hold a small portion of cremated remains.

"Upon the great loss that is felt after the passing of a loved one, jewelry can capture a cherished moment that brings a smile to the face and warmth to the heart," Lampert said. "We are honored to enhance our longstanding relationship with Wilbert Funeral Services through this new collection of memorialization jewelry."

The Lampert family will soon celebrate its 90th year of designing and showcasing jewelry. A fourth-generation, family-run operation, the company's flagship store is located on Oak Street in downtown Chicago.

The Lampert name is synonymous with quality craftsmanship, exquisite jewelry designs and outstanding customer service. Over the years, Lampert has been approached to create original designs for a host of high-profile clients including Bar-

bara Walters, the late Ann Landers, Mike Ditka, Billie Jean King, Mike Wallace, Diane Sawyer and the late Count Basie.

The company's many honors include being inducted into the National Jeweler Retailer Hall of Fame in 2000; obtaining composer Andrew Lloyd Webber's exclusive North American rights to create a jewelry collection for *The Phantom of the Opera*; and being commissioned by the City of Chicago to design the official gift for Pope John Paul II's historic visit in 1979. The gift, an 18 karat-gold sculpted paperweight, is now on display in the Vatican Museum.

Lester Lampert was also recently chosen as the primary design house to create a collection of fine gemstone jewelry for a permanent exhibit in Chicago's Field Museum. The exhibit is scheduled to open in the museum's newly remodeled Grainger Hall of Gems in fall 2009.

"We are pleased to strengthen our relationship with someone as renowned as Lester Lampert," said Wilbert Funeral Services, Inc. President **Tony Colson**. "The Lester Lampert heirloom jewelry collection represents the lasting connection between a family member and a deceased loved one, which is a bond that continues well beyond our limited time together on earth."

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation-related products and memorialization jewelry 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 more than 250 licensees, sub-licensees and distributors throughout the U.S. and Canada.

Best Friend Tribute introduces New Embalmers Thread

BRADENTON, FL— For many years the major funeral supply companies have offered the #6 or #7 braided or twisted cotton embalmers thread. This thread works okay, but there is now a thread available that makes suturing of autopsy cases much easier.

Best Friend Tribute Corp. of Bradenton, FL has available a nylon lacing thread that won't stretch or break under extreme conditions. This thread has been tested by many funeral homes in southwestern Florida with great success. The thread is waxed and slides evenly through difficult cases. Most who have used this product have stated they will not go back to the old threads.

The embalmer's thread is available in one-pound rolls. For more information contact **Augie Bottiger** at Best Friend Tribute Corp., 6611 Tailfeather Way, Bradenton, FL 34203, phone 941-753-5539 or 209-9086.

NFDA President Bill Wappner draws the Muster Coaches Run for the Roses Winner



CALHOUN, KY— National Funeral Directors Association President **Bill Wappner**, of Mansfield, OH and **John Muster** of **Muster Coaches**, Calhoun, KY, draw for the 2010 Muster Coaches "Run for the Roses Contest" at the conclusion of the NFDA Convention in Boston, MA. The winner is **Hall Davis, IV** of Baton Rouge, LA. Every firm that purchases a new unit from Muster Coaches during the year receives one chance for the drawing and Hall Davis had seven chances after his fleet purchase. Mr. Davis will receive two reserved tickets for the Kentucky Derby on May 1, 2010 along with hotel accommodations in Louisville. Mr. Davis served two terms as president of the *National Funeral Directors and Morticians Association*.

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From Our Family To Your Family - Factory Direct



By Jason Kellerman



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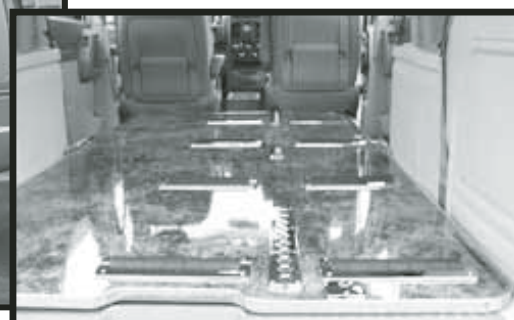
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Wilbert Debuts Expanded Jewelry Line at NFDA Convention Company and announces Winners in NFDA Product Drawing

Atneed has the Newest, Easiest Way to present Memorial Products



Forever Remembered™ Bracelet



EternalEmbrace™ Bracelet

BROADVIEW,IL— “Outstanding” was the response that **Wilbert Funeral Services, Inc.** (WFSI) received to the newly-expanded line of jewelry that the company showcased at the recently-concluded *National Funeral Director Association* (NFDA) convention in Boston. The company introduced more than a half dozen new jewelry items as well as enhancements to several of the pieces that comprise the *Wilbert Heirloom Jewelry Collection*.

The Forever Remembered™ Bracelet features highly polished sterling silver, the circular end of the toggle clasp has designs on both sides and makes the bracelet reversible. One side features the deeply inscribed message ‘Forever Remembered’, while the other features a delicate beading of silver. This bracelet’s toggle clasp is meant to hold a small portion of cremated remains

The EternalEmbrace™ Bracelet is a stunning bypass-style sterling silver bracelet that makes a wonderful remembrance of a loved one. The two bypassing arms of the bracelet are hinged at the bottom for a comfortable fit. When worn each side embraces the wrist and culminate with an end cap. The area revealed

beneath the open end caps can hold a small portion of cremated remains.

“Having jeweler *Lester Lampert* in our booth – as well as artist *Karine Bouchard* and craftsman *Terry School* – were definite draws,” commented **Joe Weigel**, Wilbert’s Vice President of Marketing. “Customers really appreciated meeting the artisans and learning more about the urns and memorialization jewelry they create to help celebrate a life that was lived and should be remembered.”

In conjunction with the artisan visits, Wilbert conducted a drawing to give away several unique pieces donated by these artists. The winner of the Forever Remembered™ sterling silver bracelet with 14k solid gold and genuine diamond clasp designed by Lester Lampert was **Jackie Brashears** of the **Brashears Funeral Home** in Huntsville, AL. **Mark Coulter** of **Moser Chapel** in Fremont, NE won the glass blown art piece created by Karine Bouchard. The custom engraved wood plaque from **Davis-Whitehall** was won by **Michael Wujek** of **Wujek Calcaterra** in Sterling Heights, MI. **Al McGahan** of **Fulkerson Funeral Home** in Sidney, MT was the winner of the ceramic and porcelain platter hand-

crafted by *Bill Campbell*. The two winners of the \$200 American Express gift cards were **Janie Woodward** of **Weddle Funeral Services** in Stayton, OR and **Jamie Brown** of **Holladay-Brown Funeral Home** in Santaquin, UT.

“In addition to receiving valuable comments on these new jewelry items, we were able to obtain reactions to some new product concepts that we brought to the exhibit floor,” added Weigel. “We were also able to obtain great feedback on some of the support tools we are developing to assist funeral directors in positioning memorialization jewelry with families. It’s clear from our discussions that funeral professionals understand that interest in memorialization jewelry stretches beyond the cremation family.”

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.

CHICAGO,IL— Officially launched at the 2009 NFDA convention in Boston, MA, Chicago based company **Atneed.com, Inc.** introduces a new merchandising platform designed specifically for the funeral industry. The free, web-based service allows funeral service providers to instantly create a sophisticated, fully-branded virtual display room and offer their families thousands of personalized choices in merchandise and services.

“Good merchandising is fundamental to good service,” says President **Daniel Goldman**, “It is a completely customer-satisfying process, and in this industry serving customers well is both more challenging and more important than any other industry I can think of.” The online format allows funeral directors to quickly and gracefully discover and instantly meet the unique needs of each individual family.

After a simple, one-time set up, funeral directors have an online store customized with their own logo, company information and images. Funeral directors also set their own prices and can group products in categories however they wish. Orders are placed for all the products at one checkout. The site also keeps track of order history and sales data. “We made every part of it easy to use, you don’t have to be technically inclined to use it, but it’s also a very powerful tool that will improve service and save funeral directors a lot of time,” says Goldman.

Atneed believes that the growing trend in personalized funeral merchandise will open up new revenue streams for funeral homes, “memorial products add significant emotional value,” Goldman explains, “tangible items really can be a comfort—you only have to think of a child hugging a teddy bear to see that. It is literally something to hold on to.”

The funeral industry has resisted new technology and also new business techniques. Atneed.com delivers both with that resistance in mind, “We listen carefully to what funeral directors need and what families want. We are constantly adding new products to the catalog and developing new features on the site in response to funeral director feedback,” Goldman said. “Our aim is to help funeral directors utilize technology to enhance their business.”

Atneed.com, Inc. was founded in 2009 to provide funeral directors with an easy way to offer families all the options available in funeral merchandise and services. The free, web-based service offers a wide selection of memorial products specializing in cremation offerings.

If you’d like to learn more about Atneed.com call (866)449-4495 or email dan@atneed.com.



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Sisters offer a new Comfort product, The Memorial Ornament



FaithMark's Comfortchief Kit

STATESVILLE, NC— **Bernardeane H. Moton**, a licensed funeral director at **Rutledge and Bigham Mortuary** in Statesville, and her twin sister, **Bernardette H. Davis**, who operates their gift products company, **FaithMark, Inc.** are offering their customized ornaments to families who wish to remember their loved one during the holiday. Davis said, "The Christmas Season will be upon us and there are those who will spend their first Christmas without their loved one present. We offer a unique way to remind and encourage the families, love is forever and want the families to remember the funeral director still remembers and are there for them after the service."

They initiated their personalized ornaments August of 2008, which gave families the opportunity to have a picture of their loved one, their name, birth and death dates placed on the ornament. The name and picture of the funeral service provider can also be placed on the ornament. This year, they are offering their cus-

tomized ornament to all families. Wholesale prices are available through funeral homes.

Comfort products are not new to these identical twins, back in 2003, they began offering one of their signature products, the *Comfortchief*™. The *Comfortchief* is a handkerchief imprinted with a picture and message, sealed in plastic with custom palm card. They are boxed in a signature box which is available in a variety of colors, includes a custom hang tag with name of your family and/or funeral home. Their signature fabric is made in America and manufactured by Black and White Knitting Mills, Statesville and it is washable. The inspirational message brings comfort, encouragement and reassurance to the person who receives it. Although some families may place on the mantle or a special area in their home, many families carry them in their purse or pocket as a constant reminder love is forever. Their products have been used by families for several years.



Memorial Items from FaithMark



The Memorial Ornament

The Memorial Ornament can be shipped directly to the families you serve with your firm's information. Shipping arrangements vary depending on the funeral home, however some can be shipped at the end of each month or quarter, also as a professional courtesy, FaithMark can store the ornaments in their facility at no cost and ship them ground around the first week of December in time for your Holiday Remembrance Program or in time for you to deliver them to your families. Moton, who is known for her aftercare programs and organizations such as The Volunteer Support Staff, has used these products in various memorial services, holiday remembrance programs and follow-up programs, and has found it comforting to the families.

Moton said, "We are blessed to walk in our purpose, comforting those who mourn and making sure people everywhere remember love is a gift from God and He blesses us by allowing us to experience love. We look forward to sharing this special program and comfort products to you as you continue to comfort the families you serve."

Funeral home orders for services can be shipped within 48 hours in time for your service. For additional information contact Bernardette Davis 1-888-550-5534, email them at customerservice@faithmarkintl.com or visit their website at www.shop.faithmarkintl.com.

Funeral Home Resource offers Custom Sites

FT. LAUDERDALE, FL— Industry newcomer **Funeral Home Resource** offers custom websites to funeral home and cemetery owners. Monthly or annual listings are also available at Funeralhomeresource.com and include features such as top listings in all relevant searches, individual showcase pages with photo galleries, video presentations and Google Map Integration. The premium level program includes the creation and management of a highly analytical search engine marketing campaign.

Funeralhomeresource.com has distinguished itself from the competition by offering a lower price point than its competitors and providing desirable features including ratings, reviews and an extremely user-friendly directory format that is searchable by city, state, keyword and zip code proximity. The name of a subscribing funeral home or cemetery will appear higher on the Funeralhomeresource.com search results page, but consumers

who are funeral planning or looking for burial information will have access to detailed listings about all of the funeral home resources within their search area.

Growth potential will be driven by web site traffic and supported by search engine optimization, search engine marketing, trade-show presence, public relations, media outreach, blogs and educational presentation designed to target the estimated 35,000 cemeteries and funeral homes in this country.

Funeralhomeresource.com was launched in August by **Ron R. Browning**, an e-Commerce expert who served as head of business development for E-LOAN. Browning also founded Creditland, a financial services lending platform that generated more than 1 million unique visitors per month.

For more information visit Funeralhomeresource.com, call 866-468-7968 or email ron@funeralhomeresource.com.



Campus Quilt introduces Memory T-shirt Quilts at the NFDA Convention



A Campus T-Shirt Quilt

LOUISVILLE, KY— Leading t-shirt quilt company, **Campus Quilt Company**, offers a new and unique service to funeral homes, turning treasured clothing into lasting memory quilts. An heirloom that will last for generations to come, the quilts are made from clothing, t-shirts, sweatshirts, baby outfits, socks, hats, ties, or any other memorable fabric the family provides. Extra services are available, such as photo squares, embroidery, flannel backing, and wall-hanging sleeves.

"Our custom quilts are a comforting, thoughtful, and unique way for families to save the memories and clothing of a loved one which otherwise might sit in boxes," says owner **Leigh Lowe**.

Campus Quilt offers a special funeral director program, allowing funeral homes to provide a valuable service to their families while increasing profits. Each funeral home is provided with simple mailing kits to give their families. The funeral home only has to charge the family and hand over the kit—Campus Quilt takes care of the rest.



Leigh Lowe and Andrea Newkirk exhibit the Campus Quilt Company at the NFDA Convention

The great part about the program is that funeral homes pay an all-inclusive cost per quilt, and they determine the markup to their families. All marketing material and customer contact is through www.memoryquiltcompany.com, which does not provide ordering or price information to the family.

Typical customer reviews include: "The quilt is beautiful and will become a wonderful family heirloom," from Donna in New Jersey and "I love my quilt. It is extremely beautiful and I will now look at it and remember when my son wore the clothes on my quilt. I was speechless when I received it. Thank you so much," from Sheila, in Indiana.

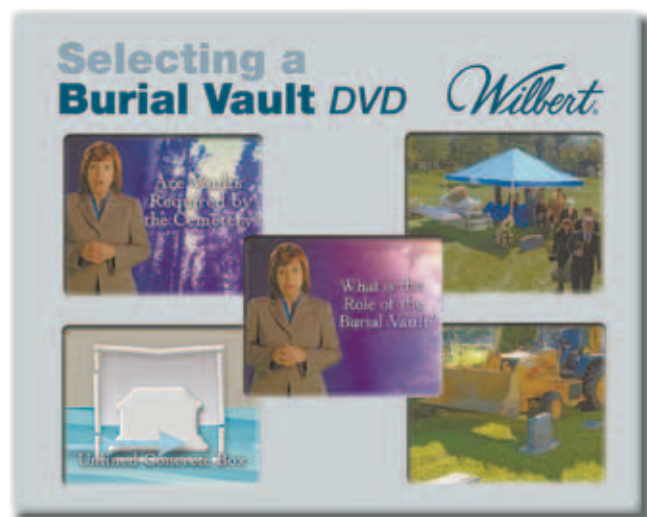
Located in Louisville, KY, Campus Quilt has specialized in custom quilts for over nine years, offering their customers a unique and personal way to memorialize those special clothing items that represent times and experiences that are near and dear to their hearts.

For additional information about Memory Quilts, contact Campus Quilt Co. 4603 Poplar Level Road, Louisville, KY, 40213. Phone: 502-968-2850. Email: sales@campusquilt.com. Website: www.campusquilt.com Funeral Directors Site: www.memoryquiltcompany.com.

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Wilbert announces introduction of New Sales Support Tool



Wilbert's new "Selecting a Burial Vault" discusses the purpose of the burial vault as well as other important details needed by families to make an educated vault selection. In addition to conveying the role of the vault, it communicates the reasons why families choose a vault rather than a concrete box. It also discusses the special role of the vault at the cemetery.

BROADVIEW, IL— Wilbert Funeral Services, Inc. announces the availability of a new consumer information video that discusses the purpose of the burial vault as well as other important details needed by families to make an educated vault selection. In an effort to maximize its effectiveness, it has been edited into ten different versions to allow funeral directors to select the variation that best fits their operation and needs.

"Our research with consumers has clearly indicated a need for more information on the role and purpose of the burial vault and how it can best be incorporated into the funeral process," stated **Joe Weigel**, VP of Marketing for Wilbert. "Further, this research uncovered a clear desire by families to learn more about burial vaults, including through the use of an informational video."

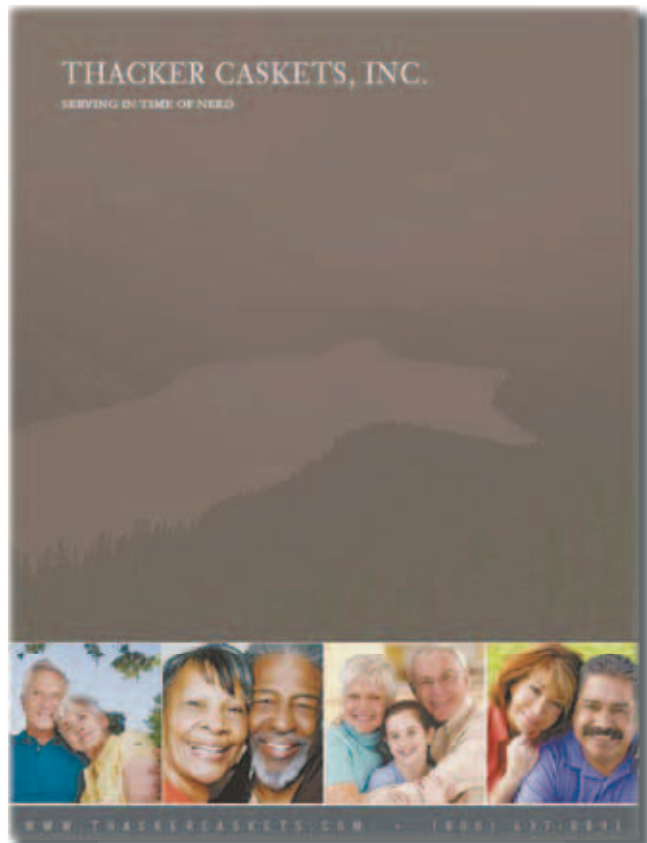
"This new multimedia tool addresses this consumer gap

and the video's different versions allow funeral homes to select the variation that best serves their needs, whether in the funeral home inside the arrangement office or selection room," Weigel added. "It is also effective when utilized outside the funeral home in civic presentations or on the firm's website."

The video is available on DVD which can then be used as needed in whatever manner (on a firm's website, on a laptop for presentations outside the funeral home or in a kiosk in the selection room) is required. Funeral homes can get more information about the video by contacting their Wilbert licensee or by emailing moreinfo@wilbertinc.com.

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Thacker introduces "Serving in Time of Need" in the tough Economy



CLINTON, MD— Thacker Caskets, Inc. has taken a leadership position in addressing the economic challenges presently being faced by so many funeral directors and their families. Thacker listened to its customers and promptly developed a unique sales brochure never before offered to the funeral service industry.

"Serving in Time of Need" is the title of a revolutionary new sales aid beautifully and thoughtfully prepared by Thacker to assist caring funeral directors in serving their financially challenged families with dignity and respect. For those

hardest hit by the economic downturn it often makes little sense to visit the traditional casket selection room. Instead, Thacker's "Serving in Time of Need" brochure attractively presents a selection of less costly 20 ga. metal caskets, basic extra-size caskets, and Poplar caskets all within the means of most selecting families. The caskets are grouped by like price and style for ease of presentation.

Funeral directors have proclaimed Thacker's "Serving in Time of Need" brochure a true "God-send," the only sales aid designed specifically to assist them in serving their less fortunate families.

All caskets pictured in the "Serving in Time of Need" brochure are available for next day delivery from one of Thacker's 13 Customer Service Centers or from one of the fine members of the Thacker Distributor Network. For more information about "Serving in Time of Need" and Thacker Caskets, Inc. please call the Thacker Customer Service Office in Clinton, Maryland at 1-800-637-8891.

The Memorial Collection launches National Rep Program



EASTHAMPTON, MA— Expanded service areas and one-to-one account service are benefits funeral industry professionals will better enjoy with **The Memorial Collection's** recent expansion of their manufacturer representative program. The company's newly expanded rep network now covers almost every region of the country, and will provide funeral professionals greater access to their full line of personalized memorial products, including handcrafted wooden urns with exclusive *Memorial Tile™* inlays.

"Since its inception, the demand for our memorial line has been steadily growing," stated **Bob Szalankiewicz**, Director of Sales, The Memorial Collection. "We are very pleased that with the expansion of our rep network we will be able to provide a more one-to-one access for our customers. We look forward to continuing to introduce our unique product line to funeral professionals nationwide."

Reps are now based in California, Hawaii, Iowa, Illinois, Indiana, Kansas, Massachusetts, Maryland, Maine, Michigan, Minnesota, Missouri, North Dakota, New Hampshire, Nevada, New York, Oklahoma, Penn-

sylvania, Rhode Island, South Dakota, Vermont and Wisconsin. All other states can be serviced via the company headquarters. The company is also working on securing new reps in other states and is accepting applications from viable candidates.

The "Memorial Collection" is a complete line of American-made handcrafted chests and urns consisting of solid cherry, solid ash, and solid walnut woods with soft velvet interiors and brass key locks. Exclusive to the collection are custom tile inlays, which provide purchasers the option of supplying their own color photo or image to be imprinted on a ceramic tile and secured within the top or front of the box. It is a special and lasting way to memorialize a loved one.

The Memorial Collection is a division of the **October Company**, an Easthampton, MA based company that has been making products of lasting value for the American furniture industry for over 50 years. To learn more about the Memorial Collection and to find a representative in your area, please call (800) 628-9346 or visit www.MemorialCollection.com.

Forethought offers new Funeral Funding SolutionsSM Portfolio

INDIANAPOLIS, IN— In support of its long-term commitment to its network of funeral planners, **Forethought Life Insurance Company** ("Forethought") is pleased to announce the launch of its Funeral Funding SolutionsSM portfolio. This portfolio provides the industry's most comprehensive products and services to help consumers fund end-of-life expenses.

Business owners and agents can now choose the Forethought product that best suits their customers' ever changing needs. The Funeral Funding Solutions portfolio includes products that support guaranteed funerals, price estimate only funerals and true final expense offerings. In addition, the portfolio supports at-need insurance assignment processing with **Forethought Capital Funding**, and funeral and cemetery trust related services through **Forethought Federal Savings Bank**.

"This is great news for funeral home owners and great news for agents who sell Forethought products," said **Mark Guzniczak**, Senior VP Pread Sales. "As

an industry leader, we have a responsibility to offer a portfolio of products that accommodate the needs of consumers, and also give owners and agents the resources they need to best help their clients."

The uncertain economy has made it imperative that funeral homes find new approaches and ways for their clients to pay for funerals. Forethought's Funeral Funding Solutions portfolio gives funeral homes and other entities a strong competitive advantage in today's marketplace.

"End-of-life planning is an essential aspect of the continuum of care for our nation's aging population, and fits perfectly with our company's core mission to create real financial solutions for seniors. We are committed to delivering innovative products and services that support planners and customers in this marketplace. In keeping with that commitment, the Funeral Funding Solutions portfolio provides choices in a changing economic environment," said **John A. Graf**, President and Chief Executive Officer of Fore-

thought Financial Group, Inc.

Forethought Financial Group, Inc., through its subsidiaries, provides innovative insurance and financial solutions for families managing retirement and end-of-life needs. Headquartered in Indianapolis, Indiana, our companies provide life insurance, trust programs and annuities.

Forethought's insurance subsidiary, Forethought Life Insurance Company, has been consistently recognized by A.M. Best for financial strength. Forethought Life Insurance Company is licensed to sell in 49 states, the District of Columbia and Puerto Rico. Forethought also provides trust services in 28 states and the District of Columbia.

Forethought, through its life insurance subsidiary, has assets owned and under management in excess of \$3.8 billion, approximately \$967 million in annual revenue, more than \$5.4 billion of life insurance and annuity business in force, and has served more than 2 million policyholders since 1985. For more information call 1-800-331-8853.

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FUNERAL HOME & CEMETERY NEWS

Whitman Burial Vault and Commonwealth Casket hold first annual Open House



WHITMAN, MA— On October 1, 2009 **Whitman Burial Vault** and **Commonwealth Casket** held their first annual open house. It was a day of education and fun for the 45 funeral directors that were in attendance.

During the course of the day there were multiple events. **Robert Kane** of the *Kenmore Institute* presented an OSHA 3-CEU credit program on Blood Borne Pathogens. Whitman Vault manufactures **Trigard** lined vaults; one of every style was displayed in every color option offered. This gave all in attendance a firsthand look at the wide range of burial

vaults that they can offer to the families they serve.

Whitman Vaults' sister company, Commonwealth Casket, had a full display of its wood and metal casket line. Commonwealth Casket is proud to make the claim that all of their metal caskets are made in the USA and wood caskets in Canada.

Throughout the day there were multiple demonstrations, raffle prizes and a Texas style barbecue. A demonstration was held on How Burial Vaults Are Made and the advantages of the triple protection offered by Trigard's Agean Burial Vault.

Whitman Vault and Commonwealth Casket plan on holding this event annually.

Church Chair President attends Manufacturing Advisory Board Meeting at Mount Vernon Mills



Members of the Advisory Board following the meeting (L to R) Front Row: Dean Sammons, Don Henderson, Congressman Phil Gingrey; Tom Manner, and Fred Latour. Second Row: Jason Winters, Harry Pierce, Jim Christina, and Bill Kincaid.

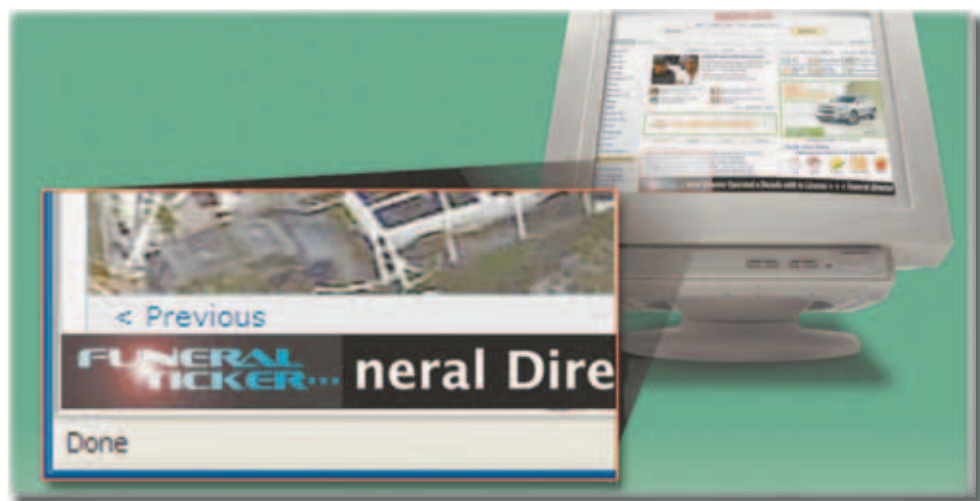
WASHINGTON, DC— Congressman **Phil Gingrey**, MD, (R) of Georgia's Eleventh Congressional District, held a Manufacturing Advisory Board meeting at Mount Vernon on Tuesday, August 25. Items of discussion included an update on Cap and Trade legislation, the continuing Health Care debates, and other issues that are of interest to manufacturers in our district. **Dean Sammons**, President of **Church Chair In-**

dustries, Rome, GA, believes in setting a good example for all business owners with the need to stay in contact with your voted officials to make your voice heard. He believes that all of us working together can make a difference and bring back this country and the economy to be for the people. In a private meeting with Georgia Senator *Saxby Chambliss* Dean was able to voice his concerns about the many issues facing stacking

chair manufacturers.

Members of the Advisory Board included Dean Sammons, Church Chair Industries; Don Henderson, Mount Vernon Mills; Congressman Phil Gingrey; Tom Manner and Fred Latour, Sheet Metal Components; Jason Winters, Chattooga County Commissioner; Harry Pierce, Big Time Products; Jim Christina, Gerdaur Ameristee; and Bill Kincaid, Dow Chemical Company.

Funeral Ticker® helps anyone keep up with Industry News



Bob Biggins



Mark A. Allen



Deborah K. Dalton

LONGWOOD, FL— Members of the deathcare industry are just as plagued as individuals in other professions who find it difficult, if not impossible, to keep up with the ever-changing scene of what's happening in the industry and get to the core of what's relevant to their business success. Now, a new service addresses that need for funeral professionals.

Up-to-the-minute national and international news—the good, bad and sometimes ugly, and concerning only the deathcare industry—is available 24 hours a day through a new service called **Funeral Ticker®**. Just like the datelines we see on our favorite television news channels, Funeral Ticker® runs a constant stream of continuously updated information in a line at the top or bottom of your desktop computer screen (placement is your option). To view a complete news story, its source and dateline, all one has to do is double-click on the headline. It's your choice concerning what to read in detail, and it's that simple.

Imagine the ease of having competitive information at your fingertips, as well as learning about new customer sources, being apprised of important industry association data, being reminded of meeting dates, keeping up with funeral stock data and industry trends, and becoming informed of supplier news and developments—all in the privacy of your office.

Funeral Ticker® is a sophisticated filter that searches traditional news sources, such as CNN, Reuters, FOX, the Wall Street Journal, other small and major metropolitan dailies, and more than 30,000 sources from the Internet for important news, focusing on the deathcare industry. News reported on Funeral Ticker® includes stories on major funeral home conglomerates, crematories, cemeteries, monument and memorial providers, vault companies, casket providers and manufacturers of products for the entire funeral service industry. You'll even find important items relating to court cases that could affect your business.

Funeral Ticker® searches its sources every 15 minutes and continuously updates its steady stream of information. On a recent weekday, for example, in a span of just 10 minutes, no fewer than 25 news stories were reported on the Funeral Ticker®, covering a wide variety of topics like this:

- Awards to funeral homes
- Updates on the Burr Oak Cemetery scandal
- A county commission's consideration of a transfer of a cemetery to a city
- Trends in finding Fido's final resting place
- A mother who is lobbying to get burial laws changed as a result of the death of her son who served in the military
- Survey results of funeral service professionals' attitudes on green burials

- Major changes that are impacting Japan's \$18-billion funeral industry.

In addition to the latest reports on funeral stocks from the New York Stock Exchange, Funeral Ticker® also includes the latest news provided by the following professional associations serving the industry: *Cremation Association of North America, Funeral Service Foundation, Casket & Funeral Supply Association of America, International Order of the Golden Rule, International Cemetery, Cremation & Funeral Association, Monument Builders of North America, National Concrete Burial Vault Association, National Funeral Directors Association, National Funeral Directors & Morticians Association, and Selected Independent Funeral Homes*. Members of these groups can subscribe for free.

To date, more than 1,000 professionals involved in the deathcare industry have signed up for the Funeral Ticker® service, and some have been kind enough to share their personal experience and evaluation of its use.

Bob Biggins, past president of NFDA and owner of **Magoun-Biggins Funeral Home** in Rockland, MA, has been using the service for nearly a month. "I keep the Funeral Ticker® visible at all times at the bottom of my computer screen because I like to be aware of breaking news when it happens," he says. "The Funeral Ticker® keeps me on the pulse of what's happening in the funeral service industry. It is invaluable and allows me to give timely advice to the families we serve."

Expressing a similar evaluation is **Mark A. Allen**, CAE, Executive Director of the Casket & Funeral Supply Association of America. "In this age of instant information," he states, "Funeral Ticker® is an essential tool for keeping me plugged into news and events. It's fast, focused, and easy to use."

MBNA Past President **Deborah K. Dalton**, CM, AICA of **Greeley Monument Works, Inc.**, Greeley, CO, has this to say: "We as monument builders often tend to think that what's happening in other segments of our specialized industry does not affect us, but it does. I think Funeral Ticker® is a great tool for keeping in touch with what's going on across our industry as a whole, and the ability to keep up with industry events on a worldwide basis is a very interesting aspect of the service."

Being alerted to important news when it happens is an invaluable service, but the best part is that the service is absolutely free. To install Funeral Ticker® on your desktop, go to <http://www.funeralticker.com> and fill out a simple form. The program will download itself to your computer and begin working for you immediately. You don't have to worry about viruses or spam, and there are no permanent attachments. If you choose to uninstall Funeral Ticker® you may do so at any time.

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IN RE: CASE NO. 09-13699

THE CINCINNATI CREMATION COMPANY (CHAPTER 11) DEBTOR-IN-POSSESSION

Judge Jeffery P. Hopkins

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Pursuant to a confirmed plan in a Chapter 11 bankruptcy proceeding in the Southern District of Ohio, The Cincinnati Cremation Company, through counsel, shall accept sealed bids for the sale of its facilities and equipment. The Company is 120 years old with both computerized and non-computerized equipment. The purchaser must agree to maintain all interred urns on site, which numbers in excess of 10,000.

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All sealed bids shall be delivered to Michael L. Baker, attorney for The Cincinnati Cremation Company, by fax at (859) 426-0222, by e-mail at mbaker@zslaw.com, by mail at P.O. Box 175710, Covington, KY 41017-5710, or by hand delivery at 541 Buttermilk Pike, Suite 500, Crescent Springs, KY, 41017. Bids shall be opened on January 11, 2010, at 2:00 p.m., at the office of Michael L. Baker, attorney for The Cincinnati Cremation Company. Please serious inquiries only to Michael L. Baker. 5D

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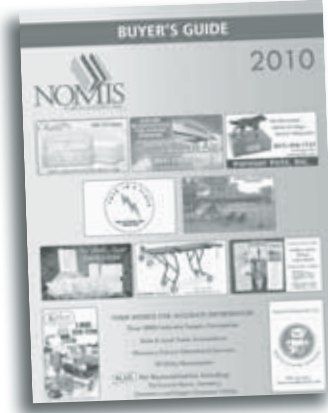
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The Parks Family & Staff would like to wish you all a very **HAPPY HOLIDAYS** Happy & Safe Holiday Season

Take Advantage of These Great Deals While They Last!

The Parks Family of Professional Vehicles



- **Cadillac & Lincoln Rebates** on both 2009 & 2010 vehicles
- **LOW Interest Rates** (ACT NOW! These rates won't last long)
- **End-Of-Year Tax Savings** (Deduct up to \$133,000 for vehicle purchase)
- There are still a few **2009's** available!

We have a fantastic selection of Pre-Owned vehicles that just came in from a RECORD BREAKING NFDA Show!



2009 Eagle Coach 1st Call Vehicles
All Black w/Gray Interior - Full Removable Casket Floor w/Rollers - Stow & Go Seating - Removable Side Panels w/Chrome Bows - Full Vinyl Top - Deluxe Chrome Pkg. - Cot Mate Stretcher Protection System - Urn Enclave & MORE!
End-of-Year SAVINGS On This Vehicle CALL TODAY!



2009 Eagle Coach Cadillac "Echelon"
All Black w/Black Leather Driver's Compartment - Gray Casket Compartment - Electric Extend Table - Urn Enclave - Slick Top (No Vinyl Top) - Limo Style Windows w/Casket Compartment Moon Roof
CADILLAC REBATE \$3,500.00-Call For Pricing!



2009 S&S Coach Cadillac Medalist
All Black w/Gray Casket Compartment - Bumper Portector Carpet - Back Up Alarm Sensor - Chrome Wheels & MUCH MORE!
CADILLAC REBATE \$3,500.00-Call For Pricing!



2007 Eagle Coach Cadillac "Ultimate"
All Black w/Gray Casket Compartment - Urn Enclave - Crown Band - Lwr. Chrome Band - Flag Staffs - Flag Storage Compartment - Extend-A-Sill Bumper Protector - "B" Pillar Chrome - Left Hand Hinge - Factory Warranties
Lease For \$899.50/month plus TTL



2006 Federal Coach Cadillac 46" Raised Roof
All Black w/Black Leather - Recessed Full Size Spare Tire - Emergency Unlock Button - Flat Floor Feature - Factory Warrantie
Lease For \$759.00/month plus TTL



2006 Superior Coach Cadillac Statesmen
All Black w/Blue Leather - High Mileage 64,000 Miles - Car Is In GREAT SHAPE - SAVE Tens Of Thousands Over A NEW Car
Call For Pricing - This Car Won't Last!



2005 Eagle Coach Cadillac "Ultimate"
All Black w/Blue Leather - Extend-A-Sill - Rear Bumper Portector - Lower Chrome - Crown Band - "B" Pillar - Only 22,000 Miles
Lease For \$699.50/month plus TTL



2005 LCW Lincoln 65" Cohort 24 Hour 6-Door
All Silver w/Blue Leather - Raised Roof - Rev. Center Seat - Partition - AM/FM/CD - Flat Screen On Partition - All Serviced & Ready To Go!
Call For Pricing - This Car Won't Last!



2005 Superior Coach Cadillac Statesmen
All Black w/Blue Leather Interior - Chrome Wheels - Factory Warranties - All Serviced And Ready To GO
Lease For \$599.00/month plus TTL



2004 S&S Coach Cadillac "Masterpiece" Limo Style
All Black w/Black Leather - Manual Extend Table - Limo Style Windows - Chrome Wheels - Crown Band - Flag Staffs - Very Clean Vehicle Just Came In Trade - All Serviced And Ready To Go - Very Nice Looking Vehicle
Lease For \$695.00.00/month plus TTL



2004 S&S Coach Cadillac Comm. Glass Limousine
All Black w/Black Leather - Chrome Wheels - Lower Chrome Molding - Very Low Miles - Flag Staffs - One Owner Car Just Came In Trade With Masterpiece Shown on this page - All serviced and ready to GO!
Lease For \$549.00.00/month plus TTL



2002 Krystal Coach Cadillac Hearse
Pearl White w/Blue Leather - Only 25,000 Miles - Great Looking Car With The White Paint
Lease For \$509.00.00/month plus TTL



2003 Federal Coach Cadillac Hearse
All Black w/Chrome Wheels - Very Clean - Only 28,000 Miles
Lease For \$639.00/month plus TTL



2000 Superior Coach Cadillac Hearse
Black Top w/Gray Body - Black Leather Interior - Nice Car Inside & Out! - Just Serviced
Purchase For \$19,900.00



2000 Superior Coach Lincoln 6-Door
All Black w/Black Leather - Only 32,000 Miles - Very Clean - One Owner - Same As 2010 Lincoln
Lease For \$349.00/month plus TTL

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