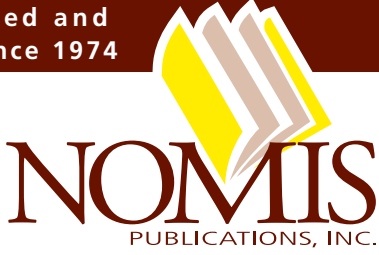


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# FUNERAL HOME & CEMETERY

# NEWS

SECTION B  
DECEMBER  
2010

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## Thacker Caskets: Truly "Modern Marvels"



Funeral Directors carrying the casket are (L to R) Erich Schepp, T. R. Schepp, David Zinger, Michael Small, and Thomas Schepp (owner).

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Mike Beardsley Interviews with the show's director.



Crew films as the Thacker Carnation Casket is loaded into a hearse. Funeral Directors David Zinger (standing far left), Erich Schepp (standing at hearse door), and Michael Small (right).



Mike Beardsley is interviewed by the local ABC affiliate station who learned about the shoot.

**CLINTON, MD**— It isn't every day that you have the chance to make "History." That's just what Thacker Caskets, Inc. will do on December 3rd when the company will be featured on an episode of the History Channel's show "Modern Marvels."

In late August, **Thacker Caskets, Inc.** Vice President, Sales & Marketing, **Mike Beardsley**, received a call from a Director at the *History Channel* in Washington, DC asking Mike if he'd be willing to give an interview on the subject of the evolution of

the American Casket for an upcoming segment of the popular History Channel show "Modern Marvels." The segment will be entitled "Built To Last" and is tentatively scheduled to be aired nationally on Friday, December 3rd at 9PM Eastern Time.

Mike, a 38 year casket industry veteran, has done extensive research into the transition of American casket manufacturing from its humble beginnings in the workshops of colonial cabinetmakers to the modern mega-factories that we know today. Beardsley also

has assembled an extensive archive of early casket related catalogs, letterheads, advertising, and promotional giveaways that the "Modern Marvels" Directors wanted to access for their program. Mike was invited to display a portion of his collection at the 95th meeting of the *Casket & Funeral Supply Association* in Indianapolis in 2008.

As part of the production, "Modern Marvels" sent a film crew to the new, "state-of-the-art" Thacker Manufacturing factory in Florence, Alabama. There the team spent

over 6 hours filming the casket making operations and talking with employees. Thacker Vice President of Manufacturing Operations in Florence, **Jim Spinks**, worked closely with the crew and the associate director involved in the shoot. Jim was quoted as saying, "The 'Modern Marvels' team was impressed by what they saw here at the Thacker factory. They were very professional, and highly respectful of the sacred duty that a casket performs. They seemed genuinely

**CONTINUED ON PAGE B13**



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# CALENDAR *of Events*

## CONVENTIONS/ CONFERENCES

**Connecticut FDA** - Dec 02, 2010, The Hartford Marriott Rocky Hill, Rocky Hill, CT. Exhibits. 800-919-2332. www.ctfda.org connfda@aol.com

**NY State Assn of Cemeteries Empire State Green Industry Show** - Jan 11-13, 2011, Hyatt Regency Riverside Convention Center, Rochester, NY. Exhibits. 518-783-1134. www.nysac.com nysac@nysac.com

**Alabama FDA Midwinter Expo Trade Show** - Jan 17-18, 2011, Marriott Birmingham, Birmingham, AL. Exhibits. 334-956-8000. www.alabamafda.org afd06@bellsouth.net

**Monument Builders of North America Inc Fall Industry Show** - Jan 28-31, 2011, Indianapolis Convention Center, Indianapolis, IN. Exhibits. 800-233-4472. www.monumentbuilders.org info@monumentbuilders.org

**National Concrete Burial Vault Assn** - Feb 20-27, 2011, Eastern Carribean Cruise, Port Everglade, Ft Lauderdale, FL. 407-788-1996. www.ncbva.org jan@camco.biz

**ICCFA** - Mar 08-11, 2011, Mandalay Bay Resort & Casino, Las Vegas, NV. Exhibits. 800-645-7700. www.iccfa.com

**Monument Builders of North America Inc Pacific NW Monument Builders Assn Spring Convention** - Mar 17-19, 2011, Embassy Suites, Portland, OR. Exhibits. 800-767-7866. www.monumentbuilders.org info@monumentbuilders.org

**Assn of Independent Funl Hms of Virginia Conference** - Mar 18, 2011, Richmond Marriott West, Glen Allen, VA. 804-643-0312. www.ifhv.org ifhv@aol.com

**Cemetery & Mortuary Assn of California** - Mar 23-25, 2011, Pechanga Hotel, Temecula, CA. Exhibits. 916-441-4533. www.cmacalifornia.com cmac@usa.net

**California Assn of Public Cemeteries** - Mar 24-26, 2011, Holiday Inn Hotel, Sacramento, CA. Exhibits. 888-344-9858. www.ccapc.info publiccemeteries@aol.com

**North Dakota FDA** - Apr 04-06, 2011, Ramada Plaza, Fargo, ND. Exhibits. 701-360-3118. www.ndfda.org thenriksen1@cox.net

**Oklahoma FDA** - Apr 04-06, 2011, Hardrock Hotel, Tulsa, OK. Exhibits. 405-843-0730. www.okfda.com ofda@wavelinx.net

**International Order of The Golden Rule** - Apr 07-09, 2011, Loews Atlanta Midtown, Atlanta, GA. Exhibits. 800-637-8030. www.ogr.org info@ogr.org

**Utah FDA** - Apr 13-14, 2011, Downtown Salt Lake Marriott, Salt Lake City, UT. Exhibits. 801-467-9661. www.ufda.org ufda@ufda.org

**Catholic Cemeteries of The West** - Apr 25-29, 2011, Zermatt Resort, Midway, UT. Exhibits. 408-296-4656. www.ccwecare.org dsylva@pacbell.net

**Nebraska FDA** - Apr 26-28, 2011, Younes Conference Center Hampton Inn, Kearney, NE. Exhibits. 402-423-8900. www.nefda.org nefda@assocoffice.net

**Ohio FDA** - Apr 26-28, 2011, Hyatt Regency, Columbus, OH. Exhibits. 800-589-6332. www.ofdaonline.org diana@ofdaonline.org

**Kansas Funl Dirs & Embalmers Assn** - May 01-04, 2011, Wichita Marriott, Wichita, KS. Exhibits. 785-232-7789. www.ksfda.org kfda@kfda.kscocmail.com

**South Dakota FDA** - May 12-13, 2011, Ramkote Hotel & Conference Center, Sioux Falls, SD. Exhibits. 605-246-9466. www.sdfda.org tkerr@triotel.net

**North Carolina FDA** - May 16-18, 2011, Grove Park Inn Resort & Spa, Asheville, NC. Exhibits. 800-616-2332. www.ncfda.org larry@ncfda.org

**Minnesota FDA** - May 17-18, 2011, Embassy Suites Earle Brown Heritage Center, Brooklyn Center, MN. Exhibits. 763-416-0124. www.mnfuneral.org info@mnfuneral.org

**Iowa FDA** - May 17-19, 2011, Iowa State Center & Gateway Hotel, Ames, IA. Exhibits. 800-982-6561. www.iafda.org admin@iafda.org

**Arizona Funl Cemetery & Cremation Assn** - Jun 01-03, 2011, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. www.azfda.org afcca@q.com

**Massachusetts FDA** - Jun 04-05, 2011, Ocean Edge Resort & Golf Club, Brewster, MA. 781-335-2031. www.massfda.org info@massfda.org

**Tennessee FDA** - Jun 05-07, 2011, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 800-537-1599. www.tnfda.org tnfuneral@xspedius.net

**Oregon FDA** - Jun 05-08, 2011, The Riverhouse Resort, Bend, OR. Exhibits. 800-304-5095. www.ofda.org mark@ofda.org

**Texas FDA** - Jun 06-10, 2011, Sheraton & Arlington Convention Center, Arlington, TX. Exhibits. 800-460-8332. www.tfda.com admin@tfda.com

**Missouri Funl Directors & Embalmers Assn** - Jun 06-07, 2011, Holiday Inn Select, Columbia, MO. Exhibits. 573-635-1661. www.mofuneral.org info@mofuneral.org

**Indiana FDA** - Jun 07-09, 2011, Lucas Oil Stadium, Indianapolis, IN. Exhibits. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

**Southern Cemetery Crem & Funl Assn, Kentucky Cemetery Assn, Indiana Cemetery Assn and Cemetery Assn of Tennessee (Joint Convention)** - Jun 08-10, 2011, Brown Hotel, Louisville, KY. Exhibits. 251-634-3434. www.scfa.info scfa@bellsouth.net

**Independent Funeral Directors of Florida** - Jun 09-12, 2011, Buena Vista Palace, Lake Buena Vista, FL. Exhibits. 850-222-0198. www.ifdf.org jscheff@ifdf.org

**Mississippi FDA** - Jun 12-14, 2011, Embassy Suites, Ridgeland, MS. Exhibits. 601-978-1920. www.mississippifuneraldirectors.com mfdanetdoor.com

**Montana FDA & Wyoming FDA Joint Convention** - Jun 12-14, 2011, Billings Hotel & Convention Center, Billings, MT. Exhibits. 406-449-7244. www.mfda.net or www.wyfdanet.com mfdanet@sy-key.com or wyfdanet@sy-key.com

**Alabama Funl Dirs & Morticians Assn Inc** - Jun 12-15, 2011, Riverview Plaza Hotel, Mobile, AL. Exhibits. 334-347-2371. www.alabamafdma.org info@alabamafdma.org

**North Carolina & South Carolina Cemetery Assn Joint Convention** - Jun 12-14, 2011, Kingston Plantation Embassy Suites, Myrtle Beach, SC. Exhibits. 336-874-2974. artysor@gmail.com

**West Virginia FDA** - Jun 13-15, 2011, Marriott Hotel, Charleston, WV. Exhibits. 800-585-2351. www.wvfdanet.com rprice0851@aol.com

**Michigan Assn of Municipal Cemeteries Inc** - Jun 15-17, 2011, ODAWA Casino Resort, Petosky, MI. Exhibits. 989-814-0670. www.michamc.org

**Alabama FDA** - Jun 19-21, 2011, Marriott Grand Hotel, Point Clear, AL. 334-956-8000. www.alabamafda.org afd06@bellsouth.net

**Wisconsin FDA** - Jun 20-23, 2011, The Osthoff Resort, Elkhart Lake, WI. Exhibits. 608-256-1757. www.wfdanet.org info@wfdanet.org

**Illinois FDA** - Jun 21-23, 2011, Crowne Plaza, Springfield, IL. Exhibits. 800-240-4332. www.ifda.org info@ifda.org

**ADEC** - Jun 22-25, 2011, Inter Continental Miami, Miami, FL. 305-577-1000. www.adec.org info@adec.org

**Maryland State FDA** - Jun 26-30, 2011, Clarion Resort & Conference Center, Ocean City, MD. 410-553-9106. www.msfdanet.com msfda@msfda.net

**Virginia Morticians' Association** - Jun 26-29, 2011, The Hotel Roanoke Conference Center, Roanoke, VA. Exhibits. www.virginiamorticiansassociation.org

**Idaho Funeral Service Assn** - Jun 26-28, 2011, Shore Lodge, McCall, ID. Exhibits. 208-888-2730. www.ifsas.us ifsas@ifsas.us

**Virginia FDA** - Jun 26-28, 2011, The Cavalier Hotel, Virginia Beach, VA. Exhibits. 804-264-0505. www.vfda.net lwhittaker@vfda.net

**California FDA** - Jun 27-28, 2011, Monterey Marriott, Monterey, CA. Exhibits. 800-255-2332. www.cafda.org cfda@amgroup.us

**FDA of Kentucky** - Jun 27-29, 2011, Louisville Marriott Downtown, Louisville, KY. Exhibits. 800-866-3211. www.fdaofky.com info@fdaofky.com

**Florida Cemetery Cremation & Funl Assn** - Jul 14-16, 2011, Hilton Daytona Beach Hotel, Daytona Beach, FL. Exhibits. 800-226-3332. www.thefcfa.com knopke@curllewhills.com

**Assn of Independent Funl Hms of Virginia** - Jul 22-24, 2011, Hilton Hotel, Virginia Beach, VA. Exhibits. 804-643-0312. www.ifhv.org ifhv@aol.com

**Associated Cemeteries of Missouri** - Jul 22-23, 2011, Port Arrow, Lake of the Ozarks, MO. Exhibits. 314-863-3011.

**National Funeral Dirs & Morticians Assn Inc** - Jul 31 - Aug 05, 2011, The Omni Hotel at CNN Center, Atlanta, GA. Exhibits. 800-434-0958. www.nfdma.com nfdma@nfdma.com

**Assn of AL Cemeteries, LA Cemeteries Assn & MS Cemetery Assn Tri State** - Aug 07-09, 2011, Imperial Palace Casino & Resort, Biloxi, MS. Exhibits. 601-898-8565. lchedotal@comcast.net

**NY State FDA** - Aug 14-17, 2011, The Crowne Plaza Convention Hotel, Niagara Falls, NY. Exhibits. 800-291-2629. www.nysfda.org info@nysfda.org

**Washington State FDA & Washington Cemetery, Cremation & Funeral Assn Joint Convention** - Aug 24-27, 2011, Sun-cadia Lodge, Roslyn, WA. Exhibits. 253-588-7111. www.wsfda.org jewell@wsfda.org

**Catholic Cemetery Conference** - Aug 27-31, 2011, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131.

**Colorado FDA & CAC Combined Convention** - Sep 07-09, 2011, Denver Marriott South at Park Meadows, Littleton, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

**New Jersey State FDA** - Sep 26-28, 2011, The New Taj, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org njsfda@njsfda.org

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

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

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

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

## MEETINGS/SEMINARS

**ICCFA Wide World of Sales** - Jan 12-14, 2011, Bally's Las Vegas, Las Vegas, NV. 800-645-7700. www.iccfa.com

**Alliance of Illinois Cemeterians** - Jan 13-14, 2011, Clock Tower Hotel, Rockford, IL. 217-789-2340. www.aicemeterians.org secretary@aicemeterians.org

**Utah FDA Midwinter Meeting** - Jan 13-15, 2011, Holiday Inn, St George, UT. 801-467-9661. www.ufda.org ufda@ufda.org

**New Hampshire FDA Annual Meeting** - Jan 15, 2011, Church Landing- Inns At Mills Falls, Meredith, NH. 877-886-4332. www.NHFDA.org www.NHFDA1@gmail.com

**Oregon FDA Winter Educational Meeting** - Jan 17, 2011, The Monarch Hotel & Conference Center, Clackamas, OR. 800-304-5095. www.ofda.org mark@ofda.org

**Selected Independent Funl Hms NextGenSeminar** - Jan 23-27, 2011, Westin Casuarina Resort & Spa, Grand Cayman. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

**Virginia FDA Winter Leadership Summit** - Jan 24-25, 2011, Marriott Richmond, Richmond, VA. 804-264-0505. www.vfda.net lwhittaker@vfda.net

**North Carolina FDA Mid-Winter Educational Conference** - Jan 28 - Feb 02, 2011, Carnival Fantasy Cruise, Charleston, SC. 800-616-2332. www.ncfda.org larry@ncfda.org

**Mississippi FDA Winter Seminar** - Feb 06-07, 2011, Riverwalk Casino & Hotel, Vicksburg, MS. 601-978-1920. www.mississippifuneraldirectors.com mfdanetdoor.com

**FDA of Kentucky Midwinter Conference** - Feb 08-09, 2011, Hyatt Regency Hotel, Lexington, KY. 800-866-3211. www.fdaofky.com info@fdaofky.com

**West Virginia FDA Midwinter Meeting** - Feb 08-10, 2011, Marriott Hotel, Charleston, WV. 800-585-2351. www.wvfdanet.com rprice0851@aol.com

**Assoc of California Cremationists Crematory Operator Training** - Feb 09, 2011, Embassy Suites Hotel, Sacramento, CA. 877-936-7222. www.accinfo.org kthomas@accinfo.org

**Cremation Assn of North America/ NFDA Cremation Symposium** - Feb 16-18, 2011, Caesar's Palace, Las Vegas, NV. 312-673-1077. www.cremation-association.org info@cremation-association.org

**Indiana FDA Midwinter Conference** - Feb 23-24, 2011, Sheraton Keystone Hotel, Indianapolis, IN. 800-458-0746. www.indiana-fda.org info@indiana-fda.org

**NYSTA Southeast Regional Conference & NYSAC Cemetery Maintenance Seminar** - Feb 23, 2011, Holiday Inn, Fishkill, NY. 518-783-1134. www.nysac.com nysac@nysac.com

**Maryland State FDA Quaterly Meeting** - Mar 09, 2011, Marriott Inn, Hunt Valley, MD. 410-553-9106. www.msfdanet.com msfdanet@msfdanet.com

**Casket & Funeral Supply Assn 2011 Winter** - Mar 10-12, 2011, Mandalay Bay Resort & Casino, Las Vegas, NV. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

**NYSTA Western Regional Conference & NYSAC Cemetery Maintenance Seminar** - Mar 16, 2011, Millennium Hotel, Buffalo, NY. 518-783-1134. www.nysac.com nysac@nysac.com

**100 Black Women of Funl Serv Annual Conference** - Mar 20-23, 2011, Marriott Spring Hill Suites Houston, Houston, TX. 407-595-9277. www.100blackwomenoffuneralservice.com hundredbwfs@aol.com

**NFDA Advocacy Summit** - Mar 20-23, 2011, Renaissance Mayflower Hotel, Washington, DC. 800-228-6332. www.nfda.org nfda@nfda.org

**MKJ Marketing Seminar** - Mar 21-24, 2011, Naples, FL. 888-556-1566. www.mkjmarketing.com

**Virginia Cemetery Assn Sales Meeting** - Mar 23, 2011, Hilton Garden Inn, Charlottesville, VA. 804-675-7502. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

**NFDA Professional Women's Conference** - Apr 01-03, 2011, Hotel Monaco, Alexandria, VA. 800-228-6332. www.nfda.org nfda@nfda.org

**Selected Independent Funl Hms Spring Management Summit** - May 11-13, 2011, Columbia Club, Indianapolis, IN. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

**Maryland State FDA Spring Golf Outing** - May 18, 2011, Compass Pointe Golf Course, Pasadena, CA. 410-553-9106. www.msfdanet.com msfdanet@msfdanet.com

**Selected Independent Funl Hms European Group Meeting** - May 27-31, 2011, Grand Hotel Fasano, Lake Garda, Italy. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

**Virginia Cemetery Assn Annual Meeting** - Jun 22-25, 2011, Tides Inn, Irvington, VA. 804-675-7502. www.virginiacemeteryassociation.org dimunn@asscmgmt.com

**New England Cemetery Assn Seminar** - Jun 28-30, 2011, Radisson Plymouth Hotel, Plymouth, MA. 203-874-8998. www.newenglandcemetery.org rcscholl627@gmail.com

**NFDA Leadership Conference** - Jul 10-13, 2011, Coeur d'Alene Golf & Spa Resort, Coeur d'Alene, ID. 800-228-6332. www.nfda.org nfda@nfda.org

**Professional Car Society Meeting** - Jul 12-16, 2011, Clarion Inn and Conference Center, Hudson, OH. 973-729-8083. www.professionalcarsociety.org

**Assoc of California Cremationists General Meeting** - Jul 21, 2011, Embassy Suites, Oxnard, CA. 877-936-7222. www.accinfo.org kthomas@accinfo.org

**Selected Independent Funl Homes** - Sep 21-24, 2011, Westin Kierland Resort & Spa, Scottsdale, AZ. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

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

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

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

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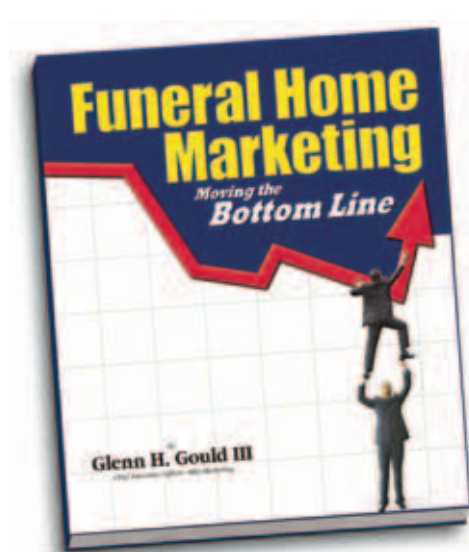
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## New Book provides Blueprint for Higher Funeral Home Profits

LARGO, FL— Changes in society are causing funeral businesses to explore new ways to generate sales. In addition to placing a call to the vault company, funeral directors are also arranging catered meals in reception centers and arranging special services at the cemetery. Profiting from innovations in funeral service is the topic of a new book by **Glenn Gould**, CEO of MKJ Marketing. MKJ Marketing is the leader in deathcare industry marketing with a clientele of 2,000 funeral home clients throughout the U.S., 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 in their communities.

*Funeral Home Marketing – Moving the Bottom Line* is Gould's second book. The first, *Deathcare Marketing – 25 FAQ's* sold 5,000 copies, which is considered significant by book publishers. "The first book reviewed the traditional funeral service business model with strategies for combating discounters and marketing pre-need. *Moving the Bottom Line* deals with the new reality caused by the current recession. Baby-boomer adults are making different de-



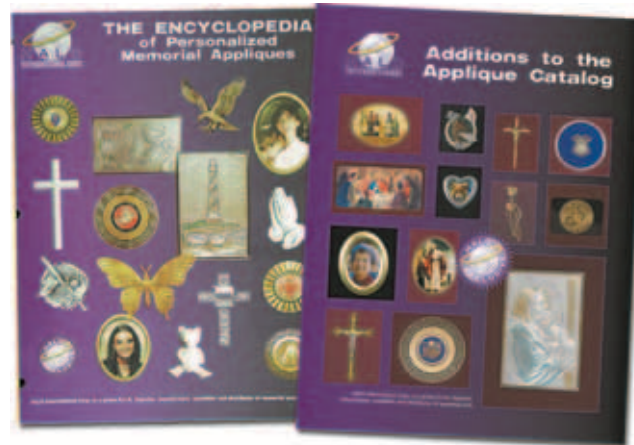
isions today based upon their financial losses in pension savings and home values. Nonetheless, they want what they want, and this creates new opportunities for funeral businesses," comments Glenn Gould.

*Funeral Home Marketing – Moving The Bottom Line* and *Deathcare Marketing, 25 FAQ's* are available from MKJ. For more information on MKJ marketing services and products, visit the MKJ Marketing web site at [www.mkjmarketing.com](http://www.mkjmarketing.com) or telephone 888-655-1566.

## Halo International boasts Unique Products



Three of the 18 porcelain memorials available from Halo. (L to R) D'Oro, Splendor, and Antico.



Appliqué catalogs from Halo



An example of an Air Force Banner from Halo

TWINSBURG, OH— **Halo International Corp.** currently has 651 unique appliques available to personalize their memorial urns. From the most extensive offering of military appliques, including bronze, pewter, silver, enamel and specific military units to dozens and dozens of lifestyle and civic designations, Halo is unmatched in variety, style, and exclusivity. With personalization such an integral part of funeral service, it is imperative that families are offered the full range of available memorials. Add a beautifully engraved name and message and families are provided with the most intimate and meaningful memorial possible.

Uniquely beautiful hand-painted urns, imported by Halo from Italy, are noted collectibles as reported by Halo founder, **Mark Pennington**. "On my last trip to Italy, I was amazed to discover the urns I had selected were in rare supply and collected by many. I was just very happy that we had warehoused several styles and could continue to offer these hand-crafted artisan urns as memorials." A complete line of 18 imported Italian hand-painted urns is showcased in Halo's Memorial Urn Catalog and online.

Versatile, *personalized banners* can be designed as a memorial for display next to the casket, at a memorial service, beside the layout room in the chapel, or at the church. With the family's choice of photos, text and layout, funeral homes can offer a very personal memorial. Produced in house at Halo, funeral directors simply scan photos and text and Halo does the rest. Banner size is 24 inches wide by 6 feet tall and is quickly assembled utilizing a stand requiring no tools nor excess time or personnel to make ready. A catalog of banner designs is available.

Halo International Corp., located in the Cleveland suburb of Twinsburg is a national OEM sourcer and procurer of uniquely different products for the funeral, cemetery, and religious goods markets. Halo markets through a national network of distributors/jobbers. Catalogs of their varied product line are available through dealers, by calling 330-425-3800, and by visiting [www.halointlcorp.com](http://www.halointlcorp.com).

## Gulf Coast Urn merges with Best Friend Tribute

PALMETTO, FL— **Gulf Coast Urn Company, Inc.**, with their president, **Rob Bulmer**, have merged with Bradenton, FL based **Best Friend Tribute, Inc.**

The expanded company will continue to operate in Florida as Best Friend Tributes under the following management team: Rob Bulmer, president, **A.V. "Augie" Bottiger**, CEO, and **Tom James**, manager of Market Development.



(L to R) Rob Bulmer and Augie Bottiger

This merger will give the company the ability to increase inventory levels, add new products and maintain our current lowest possible pricing. They will be calling on funeral homes to present their line of high quality products and services.

Best Friend Tributes can be reached at (941) 405-9416 or toll free fax order line (888) 715-3298. Email [gulfcoasturncompany@gmail.com](mailto:gulfcoasturncompany@gmail.com). Visit [www.bestfriendtributes.com](http://www.bestfriendtributes.com).

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<p><b>2003 Eagle Cadillac Ultimate Elite Hearse</b> white, white top, blue leather, electric table</p>	<p><b>2010 Eagle Cadillac Ultimate Premier Elite Hearse</b> silver, black crown top, black leather, electric table</p>	<p><b>2010 Eagle Chrysler T&amp;C Touring Funeral Van</b> black, black top, gray cloth, stow-n-go</p>
<p><b>2006 Federal Cadillac 64" Six Door Limo</b> black, black leather, flip seat</p>	<p><b>2000 Eagle Cadillac Le Escort Flower Car</b> black, black leather, chrome wheels, stainless bed</p>	<div style="border: 1px solid black; padding: 2px; display: inline-block; font-size: 0.8em; font-weight: bold;">Two Available</div> <p><b>2002 Federal Cadillac Six Door Limo</b> white, blue leather</p>
<p><b>2005 Eagle Cadillac Ultimate Elite Hearse</b> dark blue, dark blue top, blue leather, electric table</p>	<p><b>2006 Eagle Cadillac Ultimate Hearse</b> silver, gunmetal crown top, gray leather, oval window</p>	<p><b>2003 Eagle Cadillac Ultimate Hearse</b> silver, black top, black leather, manual table</p>

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## David de Gorter named President of Forethought Financial Services

INDIANAPOLIS, IN— **Forethought Financial Group, Inc.** ("Forethought"), announced the appointment of **David de Gorter** to head up the company's sales efforts in the funeral industry. He will oversee all of the company's distribution of products and services to funeral homes including preneed life insurance, trust services, and insurance assignments. de Gorter previously served as President of Wachovia Insurance where he built one of the largest and most effective insurance distribution platforms in the country. He will report directly to Forethought's CEO, **John Graf**.

"We are extraordinarily pleased to welcome David to the Forethought team. His experience in building and growing customer responsive sales teams is unmatched, and he will bring over 25 years of financial services experience to Forethought and our funeral home customers," Graf said. "I am confident David will bring unmatched energy, innovation, and commitment to our business."

"Forethought's financial strength and breadth of products and services are unmatched in the industry. Our ability to safely and securely serve our customers has never been more important, and we will continue to find new and innovative ways to leverage that strength to serve the funeral industry," de Gorter said. "I look forward to the opportunity to work with **Mark Guzniczak** and the rest of the outstanding Forethought sales team to bring new perspectives and experiences to the marketplace in an effort to help our clients grow their businesses securely and profitably."

With assets in excess of \$4.7 billion, more than \$1.1 billion in annual revenue, \$4.9 billion of life insurance protection in force, more than 2 million policyholders served, and a 25-year history of quality, service and reliability, Forethought

is a preeminent leader in the delivery of high-value insurance and financial services across the U.S. For more information, please visit [www.forethought.com](http://www.forethought.com).

## Continental Computer named to Software Magazine's Software 500

JONESBORO, AR— **Continental Computer** announced its inclusion on *Software Magazine's* Software 500 ranking of the world's largest software and service

providers, now in its 28th year. This is the 11th year Continental Computer has been named to the Software 500.

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

"The 2010 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$491.7 billion worldwide for 2009, representing virtually flat growth from the previous year," says *John P. Desmond*, editor of *Software Magazine* and *Softwaremag.com*.

"The Software 500 helps CIOs, senior IT managers and IT staff research and create the short list of business partners," Desmond says. "It is a quick reference of vendor viability. And the online version, to be posted soon at [www.Softwaremag.com](http://www.Softwaremag.com), is searchable by category, making it what we call the online catalog to enterprise software."

The ranking is based on total worldwide software and services revenue for 2009. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at [www.Softwaremag.com](http://www.Softwaremag.com), as well as from public documents.

## FTD® partners with Batesville Casket Company to provide Revolutionary Online Sympathy Program for Funeral Homes

DOWNERS GROVE, IL— **FTD.COM, Inc.** ("FTD"), a subsidiary of **United Online, Inc.** (Nasdaq: UNTD), has entered into an exclusive agreement with **Batesville Casket Company**, the leading provider of caskets, cremation products and funeral home websites, to provide customized, co-branded floral websites to licensed funeral homes in the United States and Canada.

"This program represents a unique and innovative opportunity for both FTD and the funeral service industry. FTD will provide a nationwide system for ordering sympathy arrangements to a market that has not always enjoyed a consistent, quality, branded experience," said **Robert Apatoff**, President of FTD Group, Inc. "Thousands of funeral homes and their customers can benefit from easy, online access to a full range of beautiful arrangements designed and delivered by FTD's nationwide network of artisan florists, and supported by its quality customer service."

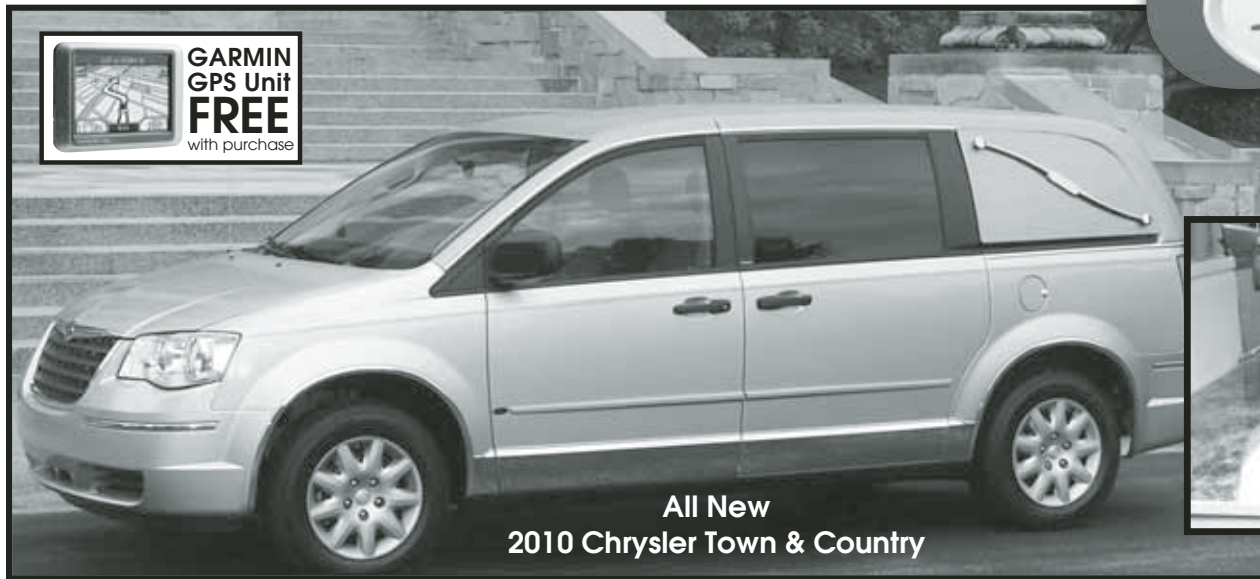
The new program is available exclusively to funeral homes that utilize Batesville's WebLink™ websites. Participating funeral homes will receive a co-branded floral website, custom-designed and hosted by FTD, which prominently displays the fu-

neral home's name and brand. Consumers can easily access the new floral website to place orders through a link on the existing funeral home website. Tailored for the funeral industry, visitors can choose from a first-class assortment of FTD sympathy and funeral arrangements and gifts including flowers, plants, sprays, wreaths, gourmet foods, and gift baskets. Orders can be placed either online or by calling (877) 212-3610.

"FTD is the most recognized national floral brand with an expansive network of member florists and significant expertise serving consumers, both online and offline. This combination of brand recognition, expertise and broad network membership, coupled with Batesville's experience in funeral service, creates a compelling offering that is unsurpassed in quality and convenience," said **Troy Brake**, VP and General Manager of **Batesville Interactive**.

For more than 125 years, Batesville has been dedicated to helping families honor the lives of those they love. Their history of manufacturing excellence, product innovation, superior customer service and reliable delivery has helped us become – and remain – a market leader. To learn more visit [www.batesville.com](http://www.batesville.com).

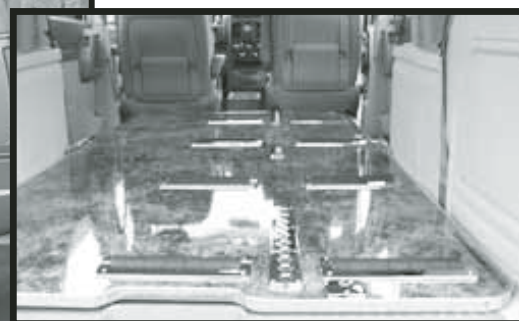
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By Jason Kellerman



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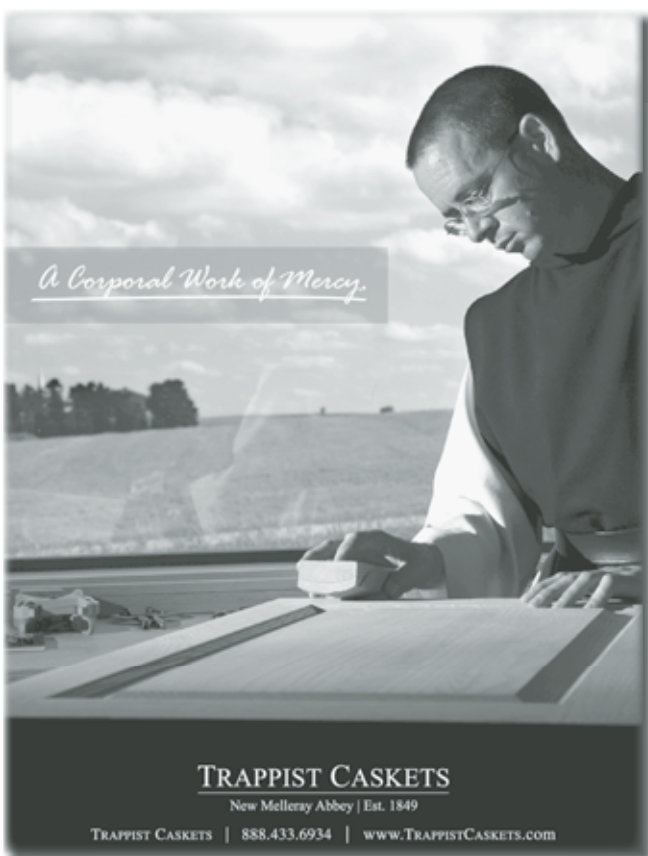
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## Trappist Caskets teams with Kanet Advertising to win prestigious MarCom Award

PEOSTA, IA— **Trappist Caskets**, owned and operated by the monks of the Trappist Monastery of New Melleray Abbey in eastern Iowa, is pleased to announce that their ads/advertising campaign entitled "A Corporal Work of Mercy" has been selected out of almost 5,000 entries from throughout the United States and several foreign countries to be a recipient of MarCom's prestigious Gold Award. The Gold Award is presented to those companies whose talents exceed the high standards of the industry norm.

Trappist Caskets has been working closely with **Kanet Advertising**, based in Cincinnati, Ohio, to develop ads that draw attention to the unparalleled quality and fine craftsmanship of their handcrafted caskets. Made of solid



wood harvested from the abbey's 1,200-acre sustainable forest, these caskets are prayerfully constructed. Surrounded by the peaceful environment of the

monastery, monks craft caskets and cremation urns as an expression of their life of prayer and their belief that death is the final step along the path to God. Blend these distinctions with a deep-rooted work ethic and the result is a product that many regard as, quite literally, a blessing. Everything is genuine in these solid-wood caskets, finished with beeswax and upholstered by hand. Each requires 18-19 hours of work and reflects the monks' regard for authentic craftsmanship and the time-honored way of doing things.

**Charlie Kanet** of Kanet Advertising stated, "It is a privilege to represent Trappist Caskets in a way that highlights the monks' time-honored way of producing an outstanding, reasonably-priced product."

## Kates-Boylston offers Profit-Building Handbooks

WALL, NJ— **Kates-Boylston Publications** recently announced that they are offering the *Mastering Funeral Service Package*. The new package includes The Funeral Director's Survival Guide, The Funeral Director's Economic Recovery Guide and The Funeral Director's Marketing Guide.

The books, all sponsored by **Homesteaders Life Co.**, offer business tips and strategies to boost profits as well as an assortment of strategies to survive and thrive no matter what the economy is like.

"These are among our most popular books and include an assortment of articles only available in these guides along with some of our most popular previously published articles," said **Thomas A. Parmalee**, editorial director of Kates-Boylston Publications.

**Dean Lambert**, vice president of marketing at Homesteaders Life Co., added, "We have received a great deal of positive feedback from funeral directors, which acknowledges that our support of these guides is important and well-invested. There are many success stories in funeral service that can be attributed to the authors whose experience and knowledge are shared in these publications."

To learn more about the package visit the "Book Store" page at [www.katesboylston.com](http://www.katesboylston.com) or call 800-500-4585.

Kates-Boylston Publications publishes *American Funeral Director* and *American Cemetery* magazines as well as *Funeral Service Insider*. The company has been helping funeral professionals succeed and serve since 1877.

## Doric Products, Inc. announces 2010-2011 Board of Directors

MARSHALL, IL— **Doric Products, Inc.**, a leader in the burial vault industry since 1955, held its annual shareholders' meeting in Myrtle Beach, SC in September. Within this meeting, each director was re-elected demonstrating the continued confidence the shareholders have in the existing board. The Board of Directors for the coming year will remain **Asa Brewster, Brewster Vaults**, Millville, NJ; **Michael Crummitt, Crummitt & Son Vault**, Martins Ferry, OH; **Charles "Chuck" Foskey, Wicomico Vault**, Salisbury, MD; **Gerald Hardy, Hardy Doric, Inc.**, Chelmsford, MA; **Hubert McQuestion, Lake Shore Burial Vault**, Brookfield,



Doric Board Members. (L to R) Front row: Chuck Foskey, Adair Payment, Bobby Smith, and Gerald Hardy. Back row: Mike Crummitt, Asa Brewster, Steve Vincent, Jim Wiens, and Hubert McQuestion.

WI; **Adair Payment, Atlas Concrete Products**, Orlando, FL; **Bobby Smith, Eagle Burial Vault**, Ruston, LA; **Steven Vincent, J.P. Vincent and Sons**, Galena, IL; and **Jim Wiens, Concrete Vaults Inc.**, Newton, KS.

Steve Vincent will continue to serve as President, Jim Wiens as Vice President of Finance and Treasurer, Mike Crummitt as Vice President of Manufacturing and Gerald Hardy as Secretary. The Executive Committee consists of Mike Crummitt, Hubert McQuestion, Steve Vincent and Jim Wiens.

For more information, please visit the Doric website, [www.doric-vaults.com](http://www.doric-vaults.com) or call 1-800-457-0671.

## AWS Designs introduces Business Memorial and Courtesy Cards

WEST HARTFORD, CT— "When my wife died, there was no way to uniformly notify all our creditors about the sudden change in our financial status," said **A. Wilson Smith** of **AWS Designs**. He has recently developed and copyrighted the *Business Memorial Card* to give families a convenient and organized way to inform companies of a death.

"We are introducing these new cards to fill a gap in the greeting card industry," says Smith. He has also developed a similar *Business Courtesy Card*, designed to help people who experience a sudden hardship, such as a job loss, notify their creditors promptly.

For more information, please contact AWS Designs, PO Box 370-245, West Hartford, CT 06137. Phone 860-232-1119.

## CB Legal Publishing Corporation goes to Electronic Format

NORTHBROOK, IL— **CB Legal Publishing Corporation** is pleased to announce that it is joining the Green Movement to eliminate printing and the use of paper. CB publishes *Cemetery & Funeral Business and Legal Guide*, an informative newsletter for members of the industry that has been published since 1972. Ten issues are published on an annual basis on different topics of interest to industry members in a question and answer format. The newsletters are written by **Harvey I. Lapin**, a well-known attorney in the industry and a monthly columnist for *Funeral Home & Cemetery News*.

Future issues of *Cemetery & Funeral Business and Legal Guide* will only be available to new subscribers in an electronic PDF version beginning January 1, 2011. The Guide is offering a special price to *Funeral Home & Cemetery News* readers who wish to subscribe for the year 2011.

To receive the special price, please con-

tact CB Legal Publishing Corporation, PO Box 1327, Northbrook, IL 60065-1327. If you have any questions contact **Cheryl Lapin** at (847) 509-0501 or email her at [Cherbridge@sbcglobal.net](mailto:Cherbridge@sbcglobal.net).

CB Legal Publishing Corporation also publishes the *Release Form Kit*, which was prepared by Harvey I. Lapin. The Release Form Kit has been recently updated and revised. This Kit contains Release and Hold Harmless forms for funeral homes, cemeteries and crematories to use in situations where it has resolved a complaint with a customer, and wants to be sure that there will be no further action by the customer or their relatives. The forms can be purchased on a custom basis with your business name and address preprinted at the top of each form. Call Cheryl Lapin at 847-509-0501 or email her at [Cherbridge@sbcglobal.net](mailto:Cherbridge@sbcglobal.net) and she will send you an order form that contains the current prices.

## Greek Catholic Union hires Vlahos as Pre-Need Representative

BEAVER, PA— **The Greek Catholic Union of the USA** located in Beaver, PA is pleased to announce **Denny Vlahos, CPC**, as representative to its Pre-Need Insurance Program in the Ohio Valley area. Denny "Demetri" comes to GCU with much experience, reflected in both commercial and fraternal insurance companies' final expense and pre-need products.

He holds an active Life, Accident and Health license in Ohio since 1986 and maintains a Certified Pre-Planning Consultants designation. He has been a member in

good standing with the National Ethics Bureau, and has formerly taught Continuing Education courses throughout Ohio, certified by the Board of Funeral Directors and Embalmers.

GCU's pre-need program consists of two high-growth (interest-bearing) annuities with lower face amounts to accommodate any and all pre-planning circumstances; and, a large buy-up (face amount) single premium whole life product. These products are an excellent choice to the current ailing trusts accounts, and all are commissionable.

Funeral firms and death care providers are invited to review this dynamic program by contacting either **Scott A. Luster**, VP of Business Development at (724)495-3400 or email at [sluster@gcuusa.com](mailto:sluster@gcuusa.com) or **Denny Vlahos, CPC**, directly in Ohio at (330)447-0259 or [dvlahos1@roadrunner.com](mailto:dvlahos1@roadrunner.com).

## Doric Products hits the beach with Carolina-Doric



Doric dealers gather for lunch and historical tour at The Columns Plantation near Florence, SC.

**MARSHALL, IL— Doric Products, Inc.** took its annual dealer meeting to Myrtle Beach, SC in September this year. With great attendance, beautiful scenery, and a 55th anniversary to celebrate, the meeting was enjoyed by all.

Shareholders were the first to arrive for the annual shareholders meeting on Thursday. As more dealers continued to arrive, they were greeted with a welcome party Thursday evening hosted by area dealer, **Carolina-Doric, Inc.** The evening gave dealers the opportunity to enjoy good food, music, and the chance to catch up and network with fellow dealers and friends.

Friday was a day full of valuable information. The morning consisted of company updates from Doric President, **Steve Vincent**, an overview of new product lines being offered, and a presentation from guest speaker, **Bob Pecor**, on job satisfaction. The afternoon began with a collections discussion with guest speaker, **Wanda Borges**, followed by tips and tricks shared by the dealers on ways they have gathered over the years to improve their own efficiency and productivity in the vault business.

On Saturday morning, attendees had the opportunity to visit the plant of Carolina-Doric in Florence, SC. They experienced first-hand what makes Carolina-Doric a success. Co-owners, **Doug Evans** and **Jim Woods**, guided the tour throughout the facility with employees also on-hand to give demonstrations, answer questions and explain the processes used throughout the plant. Fellow dealers were

impressed with the plant's overall operations, organization, and cleanliness. Lunch followed at The Columns Plantation just outside of Florence.

The meeting wrapped up Saturday evening with the annual banquet for the 2010 Sales Awards. Doric dealers were not only recognized for their outstanding sales over the last fiscal year but also for their years of membership and dedication to the Doric family.

Winners of the overall awards include: "#1 Dealer Sales Award" – **Carolina-Doric, Inc.** (Florence, SC). The award is given to the Doric licensee with the largest sales total for the prior fiscal year. "Greatest Number Sold" – **Carolina-Doric, Inc.** (Florence, SC); "Top Cremation Product Sales Award" – **Concrete Vaults, Inc.** (Newton, KS); "Daisy Chrisom Award" – **Rocky Mtn. Monument & Vault** (Salt Lake City, UT); "Overall Greatest Percentage of Increase": Division I – **Doric-South, Inc.** (Demopolis, AL), Division II – **Brewster, Inc.** (Millville, NJ), Division III – **Cheboygan Cement Products, Inc.** (Cheboygan, MI), Division IV – **Arrow Vault Company, Inc.** (Lafayette, IN).

Winners in the Phoenix Category follow: "Greatest Number Sold – Phoenix": Division I – **Concrete Vaults, Inc.** (Newton, KS), Division II – **Rex Vault & Mausoleum Service** (Newton, IL), Division III – **The Everlasting Vault Company** (Randallstown, MD), Division IV – **J.P. Vincent & Sons, Inc.** (Galena, IL). "Greatest Percentage of Increase – Phoenix": Division I – **Doric-South, Inc.** (Demopolis, AL), Division II – **Patri-**

**ot Vault & Precast** (Park Hills, MO), Division III – **The Everlasting Vault Company** (Randallstown, MD), Division IV – **Dardanelle Vault & Monument** (Dardanelle, AR).

Patrician Category winners were: "Greatest Number Sold – Patrician": Division I – **Hairfield Vault Companies, Inc.** (Newton, NC), Division II – **Atlas Concrete Products, Inc.** (Orlando, FL), Division III – **Memphis Vault Company** (Memphis, TN), Division IV – **Williams Vault Company** (Emporia, VA). "Greatest Percentage of Increase – Patrician": Division I – **Saline Vault Co., Inc.** (Sweet Springs, MO), Division II – **Hardy Doric, Inc.** (S. Chelmsford, MA), Division III – **Memphis Vault Company** (Memphis, TN), Division IV – **Williams Vault Company** (Emporia, VA).

In the Athenian Category, winners were: "Greatest Number Sold – Athenian": Division I – **Carolina-Doric, Inc.** (Florence, SC), Division II – **Rex Vault & Mausoleum Service, Inc.** (Newton, IL), Division III – **S.I. Funeral Services** (Cortland, NY), Division IV – **Golden Eagle Vault Services, LLC** (Rocky Mount, VA). "Greatest Percentage of Increase – Athenian": Division I – **Doric of Northeast Arkansas** (Jonesboro, AR), Division II – **Hardy Doric, Inc.** (S. Chelmsford, MA), Division III – **Perfection Vault Company** (Woodson, IL).

Winners in the Lydian Category: "Greatest Number Sold – Lydian": Division I – **Caro-**

**lina-Doric, Inc.** (Florence, SC), Division II – **Watts Vault & Monument Co.** (Des Moines, IA), Division III – **Superior Vaults** (Bryantown, MD). "Greatest Percentage of Increase – Lydian": Division I – **Baxter Vault Company** (Baxter Springs, KS) and **Saline Vault Company** (Sweet Springs, MO), Division II – **Patriot Vault & Precast** (Park Hills, MO) and **Watts Vault & Monument Co.** (Des Moines, IA).

Bronze Category winners: "Greatest Number Sold – Bronze": Division I – **Superior Vault LTD** (Ontario, Canada), Division II – **Hardy Doric, Inc.** (S. Chelmsford, MA), Division III – **Shore Vault & Precast Co., Inc.** (Exmore, VA). "Greatest Percentage of Increase – Bronze": Division II – **Jacson, Inc.** (Henderson, TX) and **Rex Vault & Mausoleum Service, Inc.** (Newton, IL).

In addition to sales awards, Doric also celebrated its 55th anniversary this year and recognized **The American Vault Co., Lake Shore Burial Vault Co., and Wayne Burial Vault Co., Inc.** for being Charter Members, one of the original founding companies, and continuing to be very active in the company today. **Abel Vault & Monument** and **Doric Vault of Western New York, Inc** were also recognized for being a Doric member since 1955.

For more information, please visit the Doric website, [www.doric-vaults.com](http://www.doric-vaults.com) or call 1-800-457-0671.

## Azure named Thacker Salesperson of the Year

**CLINTON, MD—** In September, the Sales and Management Associates of **Thacker Caskets, Inc.** joined together at the beautiful new National Harbor Resort and Convention Complex in Oxon Hill, MD for the Thacker National Sales Meeting. The three day event featured a number of keynote presentations. Thacker President, **C J Thacker**, outlined Thacker's plans to employ additional production lines at the Thacker factory in Florence, Alabama in order to address Thacker's 2010 record sales volume, and to insure attentive customer service.

President Thacker also shared the details of Thacker's recent acquisition of the assets of **AMPCOR, II**, one of the nation's oldest and most respected handle and hardware manufacturers. He explained that Thacker's objective is to bring the production of as many casket components as possible under the Florence, Alabama roof. This way Thacker controls their own component costs, insures top quality parts, and positions Thacker caskets as the "most American-made caskets" available to the Funeral industry today.

A highlight of the meeting was a chartered evening cruise up the River into central Washington, DC where the Thacker team viewed Washington's monuments, the Kennedy Center, etc from the vantage point of the beautiful Potomac.

Thacker Vice President of Sales & Marketing, **Mike Beardsley**, presented the coveted Thacker Salesperson of the Year Eagle to **Connie Azure**. This is the second consecutive year that Connie has won this award. Beardsley was quoted as saying, "Connie worked very hard for this honor. Considering the strong level of competition from her fellow sales representatives, this was indeed an extraordinary accomplishment." Connie was also named to the newly created Thacker President's Club. Connie is the first person to earn this distinction. Entry into the President's Club requires the successful completion of a number of demanding sales challenges. Connie conquered each challenge, never missing a single monthly goal.

Connie joined Thacker Caskets, Inc. in 1998. She proudly serves leading funeral directors in Western Virginia, Eastern Tennessee, and portions of West Virginia, North Carolina, and Kentucky. She lives in Bristol, Tennessee with her husband Larry.

Thacker Caskets, Inc. has grown from humble beginnings to become America's second largest family owned casket manufacturer. For more information regarding America's fastest growing casket company please call the Thacker Customer Service Offices at 1-800-637-8891.



Connie Azure

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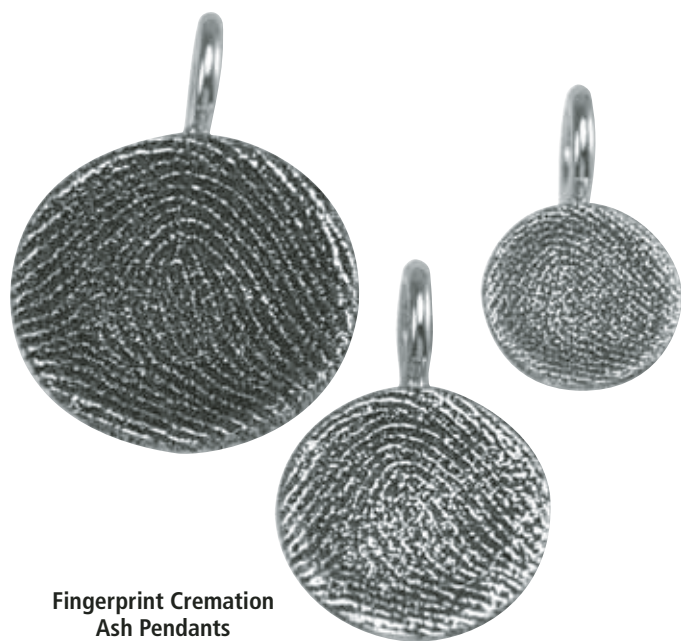
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# Exhibitor Highlights...



## Memory In My Heart Heirloom introduces new Signature Pieces



Fingerprint Cremation Ash Pendants



Family Fingerprint Band



Flag Pendant with Fingerprint

CARMEL, CA— Memory In My Heart custom fingerprint jewelry is pleased to announce the release of two new signature pieces, the *Flag Pendant with Fingerprint* and the *Family Fingerprint Band* and a new line of *Fingerprint Cremation Ash Pendants*. The two new signature pieces received rave reviews at NFDA in New Orleans.

The most popular introduction, the Family Fingerprint Band, is a unique piece that will immortalize up to eight family members. The Band's exterior features up to eight finger-

prints—spanning generations or to celebrate the blessing of many children or grandchildren. Each fingerprint is then engraved on the reverse side with the names of those you hold dear.

Their patriotic introduction, the Flag Pendant with Fingerprint is a highly respectful and deeply personal way to recognize a loved one's ultimate sacrifice. This patriotic "Stars and Stripes" pendant with its fingerprint overlaid on the "Stars" will keep your service member close to your heart forever.

Their upcoming new line of cremation ash pendants include the *Circle Cremation Ash Pendants*, available in three sizes for any family member to wear as a memorial to their loved one. The ash pendants have a fingerprint or baby handprint or footprint on one side and engraving on the back. The back can also be created with their loved ones handwriting or child's drawing to turn their cherished keepsake into a family legacy.

Memory In My Heart custom jewelry creates cremation ash jewelry, as well as pendants, lockets, charms, ear-

rings, dog tags and cuff links featuring the fingerprint or thumbprint of a treasured family member. The pieces are available in sterling silver, 14k yellow, white and rose gold and 18k yellow gold set with precious and semi-precious stones of your choosing. The Love Notes Signature Collection utilizes samples of the loved one's handwriting or a child's drawing. Engraving is included with every order.

Capturing the fingerprints, thumbprints, baby hand and feet prints is simple and easy. Wholesale pricing and displays are available. A creation from Memory In My Heart will honor the families and all those they love.

For more information, call 888-550-5166 or visit [www.MemoryInMyHeart.com](http://www.MemoryInMyHeart.com).

## Muster Coaches hosts Annual Run for the Roses – Kentucky Derby Drawing



NEW ORLEANS, LA— John Muster (Left), Muster Coaches of Calhoun, KY with newly installed *National Funeral Directors Association* President Patrick E. Lynch of Clawson, MI, who drew the winner of the "Muster Coaches - Run for the Roses" Annual Kentucky Derby Drawing during the NFDA Annual Convention in New Orleans. The winner was **Vondel L. Smith & Son Mortuary** of Oklahoma City, Oklahoma. The Vondel L. Smith & Son Mortuary will receive two reserved seats along with hotel accommodations in Louisville for the 2011 Running of the Kentucky Derby.

Mr. Smith purchased one new unit from Muster Coaches, giving them one chance at the drawing, along with the many other firms which purchased new professional vehicles during the contest year. Throughout 2011, every funeral home or livery service receives one entry for each new vehicle purchased for the 2012 Run for the Roses Sales Contest. The drawing for the 2012 Kentucky Derby will be held at the NFDA Convention in Chicago. Please feel free to contact Muster Coaches at 800-274-3619 in order to qualify your firm for the 2012 drawing.

## Tributes.com announces strategic partnership with Grief Recovery Experts James and Friedman

BOSTON, MA— Tributes, Inc., the online resource for local and national obituary news, announced at the *National Funeral Directors Association* Convention in New Orleans, that they have formed a partnership with **John W. James and Russell Friedman**, co-founders of the **Grief Recovery Institute**, and co-authors of *The Grief Recovery Handbook*—recently re-released in a 20th Anniversary Expanded Edition—and *When Children Grieve*. At the centerpiece of the alliance is the Grief Recovery Guidance Center, a new content area which has been fully integrated into the company's flagship site Tributes.com as well as the Tributes.com-powered obituary sections featured on the websites of Tributes' extensive, nationwide network of television partners. The combined audience of Tributes.com and the Tributes Network now consistently

exceeds one million unique consumers per month.

James and Friedman have been working with griever for over thirty years. They have served as consultants to thousands of bereavement professionals and provide Grief Recovery Seminars and Certification Programs throughout North America and Europe. They are in constant demand in the media when major grief producing events affect us nationally and around the world. Russell has appeared on CNN as a "grief recovery expert" several times, most notably in the aftermath of 9/11; when Andrea Yates drowned her five children; and after Michael Jackson died. He also appeared with Matt Lauer on the Today Show to help parents guide their children in dealing with grief. Russell and John have a featured blog on Psychology Today and together they have pioneered 2500 Grief Recov-

### The Tributes.com Grief Recovery Guidance Center to Provide Information and Resources to Millions of Bereaved Consumers Seeking Support

ery Outreach Program groups throughout the world.

"It is an honor and oftentimes a sad privilege to be addressing people who have recently experienced the death of someone important in their lives," said James and Friedman. "We are very pleased to bring our personal experience in dealing with the deaths of people who were important to us, and our professional know-how in helping griever for decades to Tributes.com. We believe Tributes.com is an important and growing brand in the online memorialization space, and that our partnership with such a fine organization will enable us to dramatically extend the reach of our support to more people in need of the resources and information we can provide to help them cope and begin forging a path to recovery."

James and Friedman will be regularly responding to questions posed by visitors to The Grief Recovery Guidance Center, which is currently live on the Tributes.com website at [http://www.tributes.com/grief\\_recovery\\_center](http://www.tributes.com/grief_recovery_center). Tributes expects to extend the Grief Recovery Center content in the coming months to funeral home partner websites and will be launching a Grief Recovery Group on Facebook which will allow users to discuss James/Friedman articles and

responses to user questions.

"In working over the course of the last few months with John and Russell to prepare for the launch of the Grief Recovery Guidance Center our team has come to know the warmth and caring that surrounds these gentlemen and all that they do to help people in crisis," said Elaine Haney, President of Tributes, Inc. "We feel hugely privileged to have them on our team and are quite confident that they will add tremendous value to the consumer experience on Tributes.com."

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 86 million current and historical death records dating back to the 1930's, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com founder Jeff Taylor officially launched Tributes.com in February, 2008. For more information about Tributes.com, please visit our website at [www.tributes.com](http://www.tributes.com).



# Exhibitor Highlights...



continued on  
Page B10



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# Exhibitor Highlights...



## The Golden Casket Company launches exquisite range of 24 Karat Gold Luxury Caskets at NFDA Convention

LYME, CT— The Golden Casket Company, based in Connecticut, launched its exquisite and unique range of 24 Karat gold luxury caskets at the *National Funeral Director Association* convention in New Orleans. On display were four magnificent hand-crafted caskets along with matching gilded memory frames, keepsake boxes and cremation urns.

The trade show was a resounding success for the new high-end casket company, and the resplendent collection of handcrafted items created a huge buzz among thousands of funeral directors, distributors and manufacturers alike.

Throughout the NFDA show, the Golden Casket booth was overwhelmed with industry attendees taking photographs, talking to the founders, and examining the company's original brand of luxury funeral products.

Fox News also saw these works of art as the perfect addition to their news clip on the tourism spike due to the overwhelming amount of visitors in town for the NFDA convention. Fox chose The Golden Casket booth as



(L to R) Owners Edward Balfour and Justin Wessels

a backdrop for their story on the convention's positive impact on the New Orleans tourism economy.

The company produces a limited range of luxury caskets handcrafted with pure 24 Karat gold. Master gilders devote hundreds of hours into the production of each casket, and the beautiful designs are drawn from fine art elements dating back centuries. The co-owners, **Edward Balfour** and **Justin Wessels**, have over 30 years experience in the fine art world, and have dealt with museums, private collectors and art galleries, as well as old master artworks dating back to the 17th Century.

According to Wessels, "The reaction we received at this, our first trade show, is extremely encouraging. Most manufacturers are decreasing their pricing and acquiring cheaper technologies, however we decided to pursue a completely different direction and target a very tangible market in the high-end sector. The incredible response at the show proves that funeral directors are ready to welcome a high-end, handmade product to differentiate themselves in a competitive and low-margin market."

Edward Balfour was equally impressed with the industry's initial reaction: "We pride ourselves on our fine art background, therefore

our main drive is not to create uniform, machine-made finishes. Instead, every casket, memory frame, keepsake box and urn that comes out of our gilding studio is a unique and beautiful work of art, allowing families to celebrate a loved one's life in a truly original, dignified and refined manner. The last time anyone did this was 3,000 years ago in ancient Egypt."

The Golden Casket Company is currently taking luxury casket orders for January 2011. A complete product catalog is available at the company's website, [www.thegoldencasket.com](http://www.thegoldencasket.com).

The Golden Casket Company creates the only hand-gilded 24 Karat gold luxury casket in the world. Founded in 2010 and located in New England, The Golden Caskets are handcrafted by master craftsmen and sculpted designs are drawn from classical fine art elements using century old techniques. The Golden Casket remains committed to a level of artistic beauty and individuality that allows cherished family members to be celebrated in an exceptionally personal way.

## Memory Glass Memorials can now be made with Soil, Sand



Memory Glass Pendants

SANTA BARBARA, CA— While exhibiting at the NFDA convention in New Orleans, **Memory Glass** introduced a new product offering that gives funeral homes a new add-on for traditional funeral packages – Memory Glass® hand-blown glass keepsakes can now be infused with soil from a burial plot or sand, which no longer limits sales to accompanying cremations only.

"Our new capability to replace cremated remains with soil or sand in our products gives funeral homes another sales angle," states **Loren Dion**, Memory Glass® owner and lead



Memory Glass Orbs

artist. "Now, Memory Glass products are a transaction opportunity when their customers choose burial over cremation, giving funeral homes a new outlet to increase sales."

A Memory Glass® is a unique solid glass keepsake that eternally preserves cremated remains, soil from a burial site or sand, which are suspended within the glass. Four customizable products are available, each hand-blown using high-quality crystal glass and colored glass from a selection of 16 shades. An extremely small amount of cremated remains, soil or sand is required, giving families the opportunity to create multiple Memory Glass®. When used with cremated remains, the family can still bury or scatter



Memory Glass Touchstones

the remainder of the ashes.

Established in 2002, Memory Glass® began as a family business inspired by the loss of a close friend. Its mission is to provide a creative, affordable, alternative form of memorialization for those grieving the loss of family, friends or pets who are no longer with us. Memory Glass® products are available in funeral homes and crematoriums in all 50 states, each with samples on display in their facility. For more information on their complete line visit [www.MemoryGlass.com](http://www.MemoryGlass.com).

## Roberts & Downey Chapel Equipment acquires national distribution of "Glory To The Cross" Products



Glory To The Cross Urn Set

ARGENTA, IL— After a meeting in New Orleans at the NFDA Convention, **Bud and Carole Elliott** of **Glory To The Cross** and **Rick and Elizabeth Roberts** of **Roberts & Downey Chapel Equipment** have formed an agreement for exclusive distribution of Glory To The Cross cremation urns and products by the Roberts.

"Bud has designed one of the most impressive religious urns that we've seen in the marketplace. Their craftsmanship is equally as impressive as our handcrafted chapel furniture and we are very confident representing them," says Rick Roberts.

Glory To The Cross urns are handcrafted in their San Diego area studio by skilled craftsmen. Each unique Cremation Cross begins with the selection of the finest wood. Working with the natural beauty of the wood creates one-of-a-kind memorials that come in a deep cherry wood finish with an Anigre wood inlay on the front. Anigre is a West and East African exotic light tan heartwood. It often



has a straight lustrous grain and a cedar-like scent. Its fine texture makes it exceptionally beautiful when polished.

Each Cremation Cross Urn has a fully lined interior cremation compartment and comes with two small companion crosses with interior cremation compartments. One laser etched memorial plaque with John 3:16, one clear memorial plaque ready for a personalized memorial message, and one additional matching cherry wood base. Additional companion cross urns and plaques with stands are also available separately.

Roberts & Downey continues to evolve their furniture lines to keep up with today's growing trends by offering funeral homes elegant chapel furniture and accessories with which to service your families. All Roberts & Downey furniture is hand crafted on a custom order basis by skilled craftsman in the family owned and operated American shop. The company offers five designs: Queen Anne, Prairie Craftsman, Classic, Jamestown Colonial and Provincial.

To view more images of the Glory To The Cross product line visit [www.glorytothecross.com](http://www.glorytothecross.com). You may contact Rick Roberts for pricing and ordering at (800) 331-9093 or by visiting [www.robertsanddowney.com](http://www.robertsanddowney.com).

# Exhibitor Highlights...



## Love Ashes debuts and wins award at NFDA Convention



**LAKWOOD RANCH, FL**— **Love Ashes**, a Florida based memorial company, recently took funeral directors by storm with its debut at the *National Funeral Directors Association's* (NFDA) Convention & Expo in New Orleans.

Funeral directors from across the nation proved that Love Ashes is an industry-wide favorite by voting the Company "The Best of the Best New Booth", an award that is exclusive to first time exhibitors. "Our company offers beautiful fashion-forward cremorial and memorial jewelry that consumers love," states Love Ashes' owner and artist, **Silvia Engel**. "Families today are indicating they are tired of traditional cremorial products and are pleased with our line-up of fresh products and ideas."

Since being founded in 2007, Love Ashes has introduced three stunning lines of hand-crafted glass cremation jewelry and recently introduced a new line of sterling silver memorial jewelry. "All of our products are hand-crafted," Engel explains. "When most people hear 'hand-crafted' they immediately think 'expensive'. However, with Love Ashes, that is not the case. We strive to provide high-quality products at an affordable price."

Love Ashes' products are available in fine funeral homes, crematoriums, and mortuaries across the US, UK, and Canada. To learn more about Love Ashes, or to become a Love Ashes partner, please visit the Company's website at [www.loveashes.com](http://www.loveashes.com).

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FUNERAL HOME &  
CEMETERY NEWS

## ThanoSeal™ wins NFDA 2010 Innovation Award



**PLYMOUTH, MI**— **Argent International, Inc.** is excited to announce that *ThanoSeal* has won the *National Funeral Directors Association* Innovation of the Year Award.

The Innovation of the Year Award was given to Argent International, Inc./

ThanoSeal at the opening ceremony of the show. The rigorous selection process involves four rounds of evaluation from industry votes to a panel of selected judges who base the selection on various criteria such as originality and practicality. Enormous in-

terest was generated at the show with hundreds of orders and reorders by embalmers from all over the globe.

ThanoSeal, introduced at NFDA last year, is a pre-cut clear polyolefin tape that is used as a wound closure and sealer for incisions, lacerations, abrasions, punctures, IV holes, skin slip or anywhere body fluids may leak. ThanoSeal minimizes the time it takes to prepare a body for showing by reducing embalming time, while avoiding sewing and possible needle injuries to the embalmer. ThanoSeal can also be cosmetized.

In addition, ThanoSeal halts any leakage, post embalming and, provides tremendous peace of mind.

Significant impact may be seen on risk management leading to possible reduced insurance costs with ThanoSeal and "Sutureless Protocol."

**Scott McAulay**, inventor of ThanoSeal, comes from four generations of embalmers and is a funeral director in California. Mr. McAulay possesses over 30 years of experience in the industry and has used his "Sutureless Protocol" for over 18 months with great success.

ThanoSeal is economical to use and is available in precut sizes: 2" x 2", 4" x 4" squares, 3" Ovals and 4" x 25' rolls. If you would like more information on ThanoSeal or to see a live demonstration, please visit us online at [www.thanoseal.com](http://www.thanoseal.com).

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# Exhibitor Highlights...



## Legendary Timepieces available exclusively from Madelyn Company



Madelyn's Timeless Memories Wristwatch

of keepsake jewelry within the Death Care Industry and, today, they are the largest supplier of these products worldwide. The combination of Madelyn Company and Legendary Timepieces brings a new and dignified means to keep the memories of a departed loved one close at all times."

Debuted at the NFDA Convention in New Orleans, Timeless Memories™ wristwatches are similar to other "keepsake jewelry" in that they are designed to hold remains or other memorials to deceased loved ones. They look like stylish, elegant watches but they have patented "memorial capsules" located inside the rear of each watch. Consumers can choose from two types of memorial capsules; one has a solid, stainless-steel cover, for discrete enclosures such as cremated remains, while the other has a glass window for materials that one might wish to view, such as a lock of hair, photographs or other memorabilia.

Like traditional keepsake jewelry, Timeless Memories™ wristwatches can evoke profound emotions because they literally allow those who want to keep loved ones "close by", to do so in a discrete and stylish way. Additionally, they offer a handsome alternative to the traditionally more-feminine jewelry, such as lockets, bracelets, and the like. Madelyn Company is pleased to be able to offer for the first time, a personal accessory that has as much appeal for men as it does for women.

Funeral directors will also be comfortable with these new designs because Timeless Memories™ watches are designed to be easily filled by funeral professionals. This means

**DURHAM, NH**— **Legendary Timepieces** recently announced a distribution agreement whereby **Madelyn Company** will be the sole distributor for their patented, new "Timeless Memories™" line of memorial wristwatches. This is the first time a company has combined the everyday functionality and practicality of a stylish wristwatch with the timeless memory of a departed loved one.

**Thomas Young**, President of **Legendary Timepieces**, comments on the new partnership: "We are thrilled to introduce this new product category with Madelyn Company. Madelyn Company developed the concept



Madelyn Company Booth at NFDA

that the funeral directors can stay in control of this service and provide their customers the kind of personal service so important during the loss of a loved one. The design of these watches also allows consumers to place contents inside the watches as well – if desired. In addition, the watches can be serviced by most jewelers or by sending them directly to **Legendary Timepieces**.

In addition to the Timeless Memories™ watch, several new pendant styles were on display at the convention. Attendees were welcome to browse and enjoy a massage while visiting the booth. **Diane Luccitti** of

**Elite Funeral Directors**, Australia was the winner of the presentation case valued at \$1,260.

**Lisa Saxer-Buros** and **Joni G. Cullen** are the owners of Madelyn Company, which is more than a business; it is a commitment that is close to their hearts. Headquartered in Janesville, Wisconsin, Madelyn Company is a global company serving the funeral service industry. They can be reached at 1-800-788-0807 or online at [Madelync@charter.net](mailto:Madelync@charter.net). For more information about their products and to download a brochure, visit [www.madelynpendants.com](http://www.madelynpendants.com).

## Wilbert Funeral Services Inc. debuts New Products at NFDA Convention

**BROADVIEW, IL**— "Gratifying" was the response that **Wilbert Funeral Services, Inc.** (WFSI) received to the newly-expanded line of products that the company showcased at the recently-concluded *National Funeral Director Association* (NFDA) convention in New Orleans. The company introduced more than a half dozen new cremation and memorialization products.

"Having jeweler designer **Monica Lilak** as well as art-



The Biodegradable Barcelona Urn



Bill Campbell Fired Porcelain Mementos

ist **Karine Bouchard** in our booth were definite draws," commented **Joe Weigel**,

Wilbert's Vice President of Sales and Marketing. "Customers really appreciated



Karine Bouchard Glass-Blown Paperweights

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 freshwater pearl necklace donated by **Lester Lampert** was **David Holman** of **Holman Headland Mortuary** in Headland, AL. **Brian Barnett** of **Bradley Funeral Home** in Marlton, NJ won the glass blown sailboat created by **Karine Bouchard**. **Mike Malone** of **Jones & Son Funeral Home** in Rich-ton, MI was the winner of the ceramic and porcelain platter handcrafted by **Bill Campbell**. The winner of the Garmin GPS navigation device was **Mark Spohrer** of **E. J. Fielding Funeral Home** in Covington, LA.

"In addition to receiv-

ing valuable comments on these new 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 our products 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.



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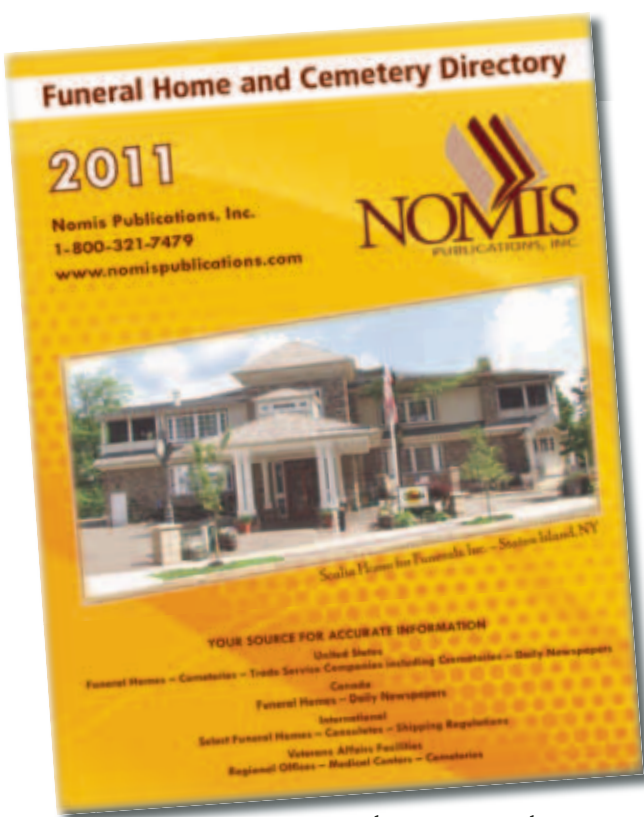
## MortuaryMall.com Teams with Nomis Publications

WILTON, CT— MortuaryMall.com is proud to announce that it is now offering Nomis Publications' trade directories on its website.

"For over 35 years, Nomis Publications' trade directories have been helping deathcare professionals to run their businesses more effectively and more efficiently," stated Edward Bergin, founder of MortuaryMall.com, "So we are excited to be able to partner with Peggy Rouzzo, Kim Graham and the other fine folks at Nomis. Their directories are essential additions to the professional resources we offer on our website."

Nomis Publications' directories available on MortuaryMall.com include the 2011 Funeral Home & Cemetery Directory and the 2011 Buyer's Guide.

The Funeral Home & Cemetery Directory (available in both the Standard Size and Pocket Size) contains listings of virtually every funeral home throughout the United States, as well as listings for over 6,000 active cemeteries. Listings include name, address, phone, fax and toll free number where



available. The directory also includes listings for Canadian and select International funeral homes, Trade Service companies, Veterans Affairs facilities, Foreign Consulates, Foreign Shipping Regulations, and US Daily Newspapers.

The Buyer's Guide contains listings of all service/supply companies by the product or service offered to the funeral

and cemetery industries, as well as listings of firms dealing with Pet Memorialization. For reference purposes the US Daily Newspapers, Educational Services and Trade Associations are also included.

MortuaryMall.com is also offering the Plush 9-Inch Teddy Bear Wearing "I Love My Funeral Director" Shirt in the "Clearance Items" section at a discounted price.

Family owned and operated, Nomis Publications, Inc. publishes the most widely circulated media for the funeral and cemetery industries. Annual publications include the Funeral Home & Cemetery Directory and Buyer's Guide. The Funeral Home & Cemetery News is published monthly. Their website, www.nomispublishations.com offers a comprehensive online directory, FH&C News online, and online classifieds.

Based in Connecticut, MortuaryMall.com is a family owned business run by members of the Bergin family, whose funeral homes have served Connecticut families for more than 135 years. MortuaryMall.com currently offers more than 13,000 products, ranging from traditional funeral supplies to an unparalleled selection of name brand products important to today's funeral homes, including flat panel TVs, DVD players, GPS devices, computers, software, portable PA systems, furniture and decorative items. For more information or to place an order 24 hours a day, please visit MortuaryMall.com's website at www.mortuarymall.com.

## Spaulding named to direct Homesteaders Midwest Region

DES MOINES, IA— Homesteaders VP-Field Sales Dan Lodermeier announced that Trish Spaulding has been promoted to regional director for Homesteaders' Midwest region effective January 1, 2011. Lodermeier says organizing Homesteaders' national field sales organization into four regions will provide greater support to its current customers and create strong relationships with new customers.

The account executive program exists to provide funeral home customers the service and support they need to manage their pre-need programs and help grow their business as a whole.

"Trish has brought tremendous value to the funeral home customers in her territory and is a respected member of our account executive team," said Lodermeier. "Her experience, training, and demonstration of leadership were significant in the decision to promote her to regional director."

A two-time recipient of the Graham J. Cook Account Executive of the Year Award, Spaulding currently serves funeral homes in northern Indiana. She has been with Homesteaders for ten years and recently earned her Master's Degree from Indiana Wesleyan University.



Trish Spaulding

Homesteaders recently hired Debi Kaiser as account executive for northern Indiana to replace Spaulding when she takes over leadership of the Midwest region on January 1, 2010.

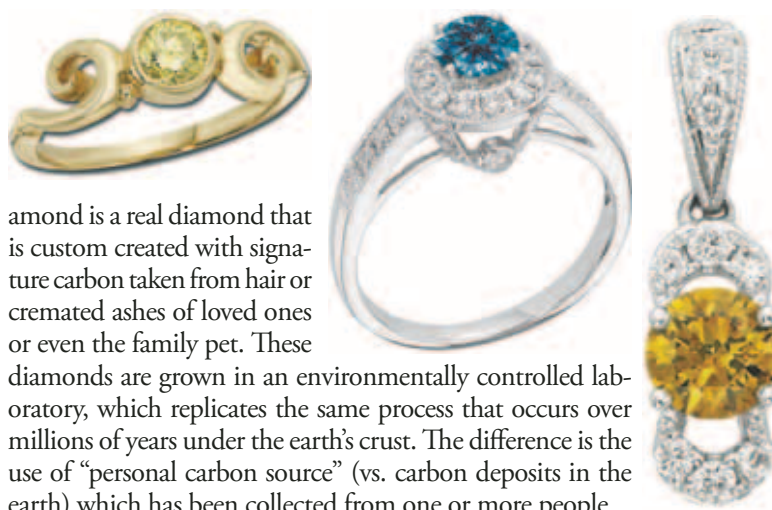
Focused solely on funeral insurance funding and support, Homesteaders Life Company is a market leader associated with more than 3,000 funeral homes and 8,000 licensed agents across the United States. Visit www.homesteader-life.com for more information.

## Memorial Diamonds are a Growing Consumer Desire: DNA<sub>2</sub> Diamond

FORT WASHINGTON, PA— Consumer desires in choices for funeral ceremonies continue to change and expand. Processing the reality of such loss is difficult and confusing. Discovering different and unique ways to remember a loved one after death has become a quest of many current day survivors.

DNA<sub>2</sub>Diamonds offers one of the most individually unique memorial opportunities available to family survivors providing solace and closure. During Victorian times, it was common for family members to ease the pain of loss and memorialize a loved one by wearing rings or pendants containing locks of hair from the deceased. DNA<sub>2</sub>Diamonds has reinvented this tradition, with its memorial diamonds. As people learn about the unique and permanent options that memorial diamonds offer, they realize the significance that these generational heirlooms provide in moving forward with life following a loss.

While there are many forms of cremation jewelry, a DNA<sub>2</sub>Di-



amond is a real diamond that is custom created with signature carbon taken from hair or cremated ashes of loved ones or even the family pet. These diamonds are grown in an environmentally controlled laboratory, which replicates the same process that occurs over millions of years under the earth's crust. The difference is the use of "personal carbon source" (vs. carbon deposits in the earth) which has been collected from one or more people.

A memorial diamond created from the hair or ashes of a loved one is a distinctive way to capture their essence and hold them close to your heart forever. DNA<sub>2</sub>Diamonds are equivalent to earth-mined diamonds, only they are more beautiful, more meaningful and more precious – because of their origins. Many people are unaware that such a personal diamond exists, but when discovered, they become an increasingly popular way to create lasting heirlooms that can be passed on to future generations and held close to the heart, forever.

To learn more about DNA<sub>2</sub>Diamonds Memorial Diamond Affiliate Program, or specifics about these diamonds, please visit DNA2Diamonds.com, call 888-335-3630 or email support@dna2diamonds.com.

## Thacker Caskets: Truly "Modern Marvels"

Continued from Page B1



Modern Marvels Embroidered Panel

interested in the funeral industry. It was a special day that all Thacker employees really enjoyed."

While at the factory, the crew viewed the Thacker embroidery department where hundreds of personalized casket back panels are produced annually. The Associate Director asked if Thacker might be able to produce an embroidered panel with an exact duplicate of the "Modern Marvels" logo to be used for the shoot. The "Modern Marvels" logo utilizes a most unusual font style so this was no easy task. Determined, the Thacker employees prevailed and the special "Modern Marvels" panel will be featured in the final segment of the episode as a funeral director closes a Thacker Hartley casket with the embroidered "Modern Marvels" back panel slowly fading out of sight as the lid goes down.



Thacker Carnation Casket in hearse. Funeral Director T. R. Schepp is waiting by hearse door.

Next it was on to Upstate New York. There the "Modern Marvels" crew spent almost 7 hours at the Eaton-Tubbs-Schepp Funeral Home in Fayetteville, NY. After filming the production of the caskets, the directors wanted to shoot footage of the caskets in a funeral home environment. Beardsley brought a portion of his collection to the funeral home for their study. The interview was conducted in the funeral home's lovely main visitation room with a complete casket set-up in the background. Here again Beardsley noted the professionalism of the crew, and the respect they showed for the funeral profession throughout the shoot.

Mike's wife Nancy (they met 36 years ago while both worked at the Marsellus Casket Co. in Syracuse, NY) was on hand to photograph the "Modern Marvels" crew filming at the funeral home, and provided a photo record of the production.

Thomas Schepp, owner of the funeral home, also owns a magnificent collection of early funeral vehicles including a 19th century horse-drawn S&S hearse, a 1931 Cadillac Imperial limousine, and a 1928 Buick hearse...all meticulously restored. The crew also filmed these classics as fitting tributes to additional funeral related items that were "Built To Last."

"Being a part of the filming of a popular TV program like "Modern Marvels" was a once in a lifetime experience. We spent untold hours with the History Channel Directors on the phone and via email supplying data for the show. They were very thorough. We are thrilled that "Modern Marvels" chose Thacker Caskets, Inc. for the "Built To Last" episode, and we are eagerly awaiting the airing of the program. We also wish to thank Tom Schepp and the staff of the Eaton-Tubbs-Schepp Funeral Home for their gracious hospitality in making their funeral home available for the second portion of the shoot," Beardsley said.

To see what made the History Channel's "final cut" check your local television listings for the airing times and dates of the "Modern Marvels" program entitled "Built To Last". The December 3rd air date and 9PM time is tentative. The program will be rebroadcast through the holidays.

For more information about Thacker Caskets, Inc., America's fastest growing casket company, please call the Thacker Customer Service Center in Clinton, MD at 800-637-8891.

## Forever Bellerive Cemetery adds Zontec System to control crypt flies and kill mausoleum odors



Forever Bellerive Cemetery

**TAMPA, FL— Zontec Ozone, Inc.** recently completed the sale of more of their mausoleum PA2500 units to **Forever Bellerive Cemetery's** addition in Creve Coeur, MO. "We have already experienced success in one of our other cemeteries **Forever Oak Hill** in Kirkwood, MO, for the last couple of years and knew that it was time to add the system to our newer addition of Forever Bellerive. Our mausoleums are beautiful and are a sanctuary for the families to visit their loved ones. Word of mouth is everything in a city this size. At Forever we take great pride in our cemetery properties. No one wants to come into a mausoleum that has odors or flying gnats and this can also affect your pre-need sales. You can use bug lights, fly paper, sprays, deodorizers, etc...but nothing works. Zontec has proven to be the most effective way to control the gnats and eliminate the odors," stated **Julie Cassity**, owner of Forever Bellerive Cemetery.

"The Zontec Solution consists of our state of the art PA2500 mausoleum model, modified a few years ago to work effectively in mausoleums to control the phorid flies (gnats) and eliminate odors. For over 25 years, Zontec's™ commitment to excellence has manufactured superior products

for a number of industries to include hotels, hospitals, nursing homes, car dealerships, restoration specialist, etc.

"We are proud to say that in the last few years we have installed the PA2500 mausoleum units in hundreds of mausoleums in North America and have never had one mausoleum ask for their money back. In fact, most of our sales this last year have come from existing cemeteries that have added our system to their second or third mausoleum. Give us your worst mausoleum that has odors and gnats and we will prove to you too that it works!" stated **Lyndi Demers**, Project Manager, Zontec Ozone, Inc.

Zontec™ presently serves mausoleums and funeral homes throughout North America, and is a supplier member of the Catholic Cemetery Conference, ICCFA, and OACFP. Zontec is currently celebrating its 25th year in business. For more information about the Zontec™ system, to see testimonials from many satisfied customers, or to place an order, you may contact the company directly at their headquarters in Tampa. Or, visit them online at [www.zontecsolution.com](http://www.zontecsolution.com), call 1-800-474-0105 or email them at [info@zontecozone.com](mailto:info@zontecozone.com).

## The PreNeed Store™ offers comprehensive approach to Marketing



**BLAIRSVILLE, GA— The PreNeed Store™** was created as a result of what owner, **Joe Salcedo**, experienced during years of providing insurance companies and products to funeral home customers. He saw and experienced first-hand the strengths and weaknesses of many preneed advertising pieces and programs that they used.

This new company's single focus is to provide quality-affordable preneed, grief, and aftercare materials. All products are designed to be effective in presenting to your families why preneed is important and provide comfort when a loss has occurred.

Many funeral homes had a strong desire for affordable, professionally designed, and well-re-

searched advertising/support material. They were getting a brochure here, a folder there, and at times creating materials themselves. Drawing upon that knowledge, and the research that was conducted, The PreNeed Store™ has developed new, high quality, never-been-used-before material available through the new website, [www.thepreneedstore.com](http://www.thepreneedstore.com).

Everything that you present to the public becomes a part of their image of your funeral home and affects their attitude toward you. These materials will establish a positive image for your funeral home and position it in the public's mind as caring and professional.

The PreNeed Store™ will give you access to new preneed advertising, grief

and aftercare material that is in touch with how the readers think and feel today. You will be able to find what you need in one place, brochures, guides, booklets, mail surveys, newspaper ads and inserts. These items offer all the information that recent research has shown families want and need. You will find our prices are competitive so you can stretch your dollars and purchase the multiple items you need.

Browse through this website and see the difference that a coordinated, comprehensive approach to preneed can make.

The PreNeed Store™ is located at 338 Moon Ridge Road, Blairsville, Georgia, 30512. Visit [www.thepreneedstore.com](http://www.thepreneedstore.com) or call (706) 781-0901.

## Signet Supply wins Design Award



**OVERLAND PARK, KS— Suhor Industries** announced that its newest division, **Signet Supply**, has been recognized as a 2010 American Graphic Design Award winner from Graphics Design USA. Signet Supply was recognized with the award for their 12-page, full-color casket brochure featuring the full line of Signet Supply caskets.

The three-decade-old competition is presented by Graphic Design USA and open to advertising agencies, graphic design firms, and in-house cre-

ative departments at corporations and institutions. It honors outstanding new work in print and collateral, advertising and sales promotion, packaging and point-of-purchase, Internet and interactive design, broadcast and motion graphics, corporate identity and logos. The in-house art director for Signet Supply's submission was **Katrina Williams**. The photographer was **Steve Wiberg**.

Suhor Industries, Inc., a privately held company, has been in the burial vault business since 1933 starting

in Kansas City, MO. Today Suhor's primary business remains as a burial vault manufacturer operating in Missouri, Kansas, Oklahoma, Texas, Colorado, Louisiana, New Mexico, Oregon, Arkansas, New York, Pennsylvania, and now Washington. Signet Supply currently supplies caskets in Missouri, Kansas, Oklahoma, Colorado, Texas, Louisiana, Arkansas, New York, Pennsylvania, Virginia, Maryland, Oregon and Washington. In 2009, Suhor Industries touched over 100,000 families with their services.

## Greene Valley Media introduces custom framed Video Displays for displaying Memorial Tribute Videos

**BOLINGBROOK, IL— Greene Valley Media Co.** has announced a new line of custom framed high definition video displays for the presentation of memorial tribute videos in the funeral home.

"Integrating a television for displaying memorial tribute videos into a funeral home décor can be a daunting task. A television screen greatly distracts from the room's aesthetics and often times looks out of place in a funeral home environment. Then there's the issue on where to locate a DVD player after wall mounting a television screen. Our custom framed video displays are the perfect solution to the problem," said **Jeff McCauley**, President.

These all-in-one high-definition 1080p video displays are available in 24", 32", or 42" diagonal screen and are a mere 2" deep. The funeral home is able to select custom framing which transforms the video display into a picture frame offering seamless integration into the funeral home environment. There is an input for a connection to a DVD player, although videos can be viewed on the screen without a DVD player.

An additional benefit for funeral homes that utilize Greene Valley Media Co.'s memorial tribute video program is the elimination of the whole process of burning DVD's. The funeral home staff simply downloads the completed tribute from the company's website and saves the file



to the included USB flash media drive. Insert the USB drive into the video display's USB port on the side of the unit and the video automatically plays when the display is turned on. The tribute will continue to replay when it reaches the end. Master DVD copies for the family are mailed directly to the funeral home. "This is a huge time saver for the funeral home staff," added McCauley.

"The displays are also capable of displaying a simple photo slideshow without incurring any fees from outside tribute video companies. The integrated signage player creates a slideshow simply by inserting a memory card with the family's photos," said McCauley.

When video screens are not being used for the presentation of memorial tribute videos, they can display digital announcements created with the company's EZ Directory Creator software.

For more information on Greene Valley Media Co. visit [mygvm.com](http://mygvm.com) or call 1-800-270-1237.

# Shipping DIRECTORY

**RATES:** 1/2" ad \$170 • 3/4" ad \$205 • 1" ad \$245 • 2" ad \$405 • 3" ad \$535 • 4" ad \$635 • 5" ad \$745  
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All Shipping Directory ads run for 12 months and are to be prepaid.  
 Deadline is the 5th of the previous month. Ad rates are for camera ready copy.

Mail to: Funeral Home & Cemetery News, PO Box 5159, Youngstown, OH 44514 • Call 800-321-7479 • Fax 800-321-9040 • E-mail info@nomispublications.com

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THE SHIPPING DIRECTORY IS CONTINUED ON THE NEXT PAGE

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### Antique Cars/Equipment 1

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#### Funeral Business For Sale 5

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**FUNERAL BUSINESS FOR SALE CONTINUED ON NEXT PAGE**

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2000 Cadillac Krystal Coach.....	Silver Ext/Blue Int.....	38,000 mi
2000 Cadillac S&S Coach.....	Wht Ext/Blue Int.....	75,500 mi
1998 Cadillac M&M Coach.....	Blk/Blk Ext/Blue Int.....	52,000 mi
1997 Cadillac M&M Coach.....	Wht/Wht Ext/Burg Int.....	71,000 mi
1996 Cadillac Eagle Coach.....	Blk/Blk Ext/Blue Int.....	69,000 mi
1996 Chevrolet Superior Coach.....	Wht/Wht Ext/Blue Int.....	62,000 mi
1992 Cadillac Federal Coach.....	Wht/Wht Ext/Blue Int.....	24,000 mi



**2005 Cadillac Eagle  
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33,500 miles  
White Exterior, Blue Interior

### LIMOUSINES

2005 Cadillac Eureka 6-Door Limo.....	Blk/Blk Ext/Drk Gray Int.....	22,000 mi
2003 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int.....	48,000 mi
2002 Cadillac M&M 5-Door 90" Limo.....	Blk Ext/Blk Int.....	59,000 mi
1999 Cadillac Eureka 6-Door Limo.....	Wht/Wht Ext/Blue Int.....	39,000 mi
1996 Cadillac Superior 6-Door Limo.....	Blk/Blk Ext/Blk Int.....	78,500 mi

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2005 CADILLAC S&S MEDALIST W/36,827 MILES  
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2000 LINCOLN FEDERAL 6-DOOR LIMO W/34,000 MILES  
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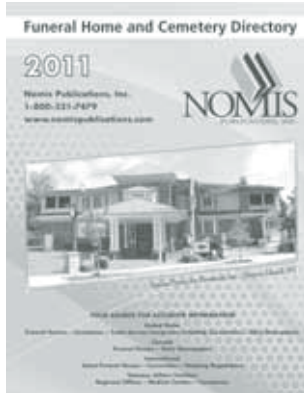
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**2000 Eagle Kingsley, black, clean, Priced to Sell.**  
**2000 S&S Cadillac Masterpiece, white.**  
**1999 Eagle Cadillac Ultimate, dark blue.**  
**1999 Superior Cadillac, 49" 6-dr, black w/black top.**  
**(2) 1996 M&M Cadillac, 6-dr, black, Low Miles!**  
**1996 M&M Cadillac LeClassic Landau, black, Sharp!**  
**1994 Superior Cadillac Sovereign, Commercial Glass, white.**  
**1994 Superior Cadillac Statesman Landau, black.**  
**1993 Superior Cadillac, 6-dr, white, only 20,000 miles, Sharp!**  
**1992 Superior Cadillac Crown Sovereign, white w/black roof.**  
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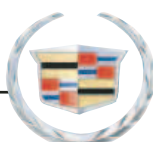
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white with blue leather

HEARSES

2005	Cadillac Eagle Hearse .....	white/blue leather
2003	Lincoln Eagle Hearse .....	blue/tan leather
2002	Cadillac Superior Hearse .....	black/black leather
2000	Cadillac S&S Victoria .....	blue/blue leather
	Cadillac S&S Hearse .....	black/black leather
	Lincoln Federal Hearse .....	black/neutral leather
	Lincoln Eagle Hearse .....	black/black leather
1999	Cadillac S&S Masterpiece.....	blue/blue leather
1996	Cadillac Eagle Hearse .....	blue/blue interior
1994	Cadillac S&S Victoria .....	silver/black top/blue leather
	Cadillac Eureka Hearse.....	silver/black top/blue leather
	Cadillac Eagle Hearse .....	silver/black top/blue interior
	Cadillac S&S Masterpiece.....	green/black top/black leather
1990	Cadillac Superior Hearse.....	gray/blue interior



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1995	Cadillac S&S 6-Door.....	white/black leather
1994	Cadillac S&S 6-Door.....	green/black top/black leather
	Cadillac Eureka 6-Door .....	silver/black top/blue leather
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2010	Chrysler T&C Prestige .....	black/gray interior



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LIMOUSINES

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1998 Cadillac M&M, Black, 56k mls, Clean.....	\$3500
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1979 Cadillac, 6-Door, Navy, 80k mls.....	\$1500

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Lease For \$539.00/month plus TTL



**2004 S&S Coach Cadillac "Medalist"**  
All Black w/Black Leather - Only 28,000 Miles - Very Clean - One Owner - Just Came In!  
Lease For \$659.00/month plus TTL



**2003 Federal Coach Cadillac Hearse**  
All Black w/Blue Interior - Electric Extend Table - One Owner Car - Very Good Looking  
Lease For \$609.00/month plus TTL



**2004 Superior Coach Cadillac 47" 6-Door Limo**  
All Black w/Black Leather - Chrome Wheels - Flat Floor - Very Easy To Load & Unload!  
Lease For \$399.00/month plus TTL



**2003 Eagle Coach Cadillac "Ultimate"**  
All Black w/Gray Cloth Interior - Excellent Shape - 39,000 Miles - 2-Owner Hearse - All Serviced & Ready To Go  
Lease For \$549.00.00/month plus TTL



**2000 Eureka Coach Cadillac Six Door Limo**  
All silver with a blue leather interior with only 68K miles  
Very clean car inside and out, and is ready to go.  
Lease For \$260.00/month plus TTL



**2006 Superior Coach Cadillac 47" 6-Door Limo**  
All Black w/Gray Leather - Only 34,000 Miles - Flat Floor - Chrome Wheels - One Owner Car  
Lease For \$729.00/month plus TTL



**2000 Superior Coach Cadillac "Statesmen"**  
Black Top with Gray Paint - Only 69,000 Miles - Car Is Very Clean & Ready To Go  
Purchase Price \$16,900.00



**2000 Federal Coach Cadillac Hearse**  
All Black w/Black Leather - 29,000 Miles - Just Came In Off Lease - Chrome Wheels - Extremely Clean!  
Lease For \$369.00/month plus TTL



**2000 Eureka Coach Cadillac 65" 24Hr. Limousine**  
All Silver w/Black Leather - Only 37,000 Miles - Reversible Center Seat - Electric Partition - Real Clean  
Lease For \$249.00/month plus TTL

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