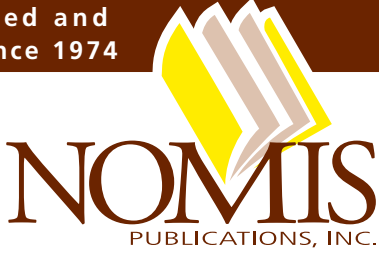


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# FUNERAL HOME & CEMETERY

# NEWS

SECTION B  
DECEMBER  
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## Unique Touchscreen Video Condolence System debuts at NFDA Show



CHICAGO, IL— One of the attention grabbing new products introduced at the 2011 *National Funeral Directors Association* convention was a Video Condolence Kiosk developed by **Then & Forever Tributes, Inc.** Their proprietary hardware-software system allows guests attending the services to record personal videos of condolence, reminiscence and fond wishes for client families, which the funeral director presents to them on a keepsake DVD. Chapel visitation and funeral guests may step up to Then & Forever's video touchscreen kiosk located in the funeral home or chapel, and easily record their message.

Friends and relatives unable to attend, even those on the other side of the globe, can email their video messages for inclusion on the DVD produced by the funeral home on the premises. **Tara Soderstrom**, Marketing Director of Then & Forever, was among those manning the Video Condolence booth at the NFDA show. "For many passers-by, the huge TV monitor in our booth and the word 'video' in our name led to the assumption that we were another 'life tribute' producer," said Soderstrom. "We practically had to wave our arms and say 'hey, this is something you've never seen before—nobody has!'

Fortunately, they got the point and we even made sales right at the booth, which was really unexpected." **Marquita Johhson**, senior funeral director of **Gatling Chapel**, one of Chicago's largest funeral homes, tested the video condolence kiosk and found it to be well received by her clients. Johhson said, "We placed a Then & Forever touchscreen kiosk in one of our chapels in the spring of 2011, and the reaction of our customers has been very positive. They find the touchscreen friendly to use and they love the memories this product

**CONTINUED ON PAGE B4**

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## Monarch Resources and Ward Manufacturing Lead the Way

ARLINGTON, TX— **Monarch Resources** of Arlington, TX, is pleased to announce a partnership with **Ward Manufacturing** as Ward's sole distributor of custom pews and other chapel furnishings in the funeral and mortuary market across the United States. Monarch Resources, founded in 1980, began its history in the funeral, mortuary, cemetery, and cremation industry in 1990 and has grown to encompass a customer base that spans the US and Puerto Rico. Monarch has an in-stock inventory under one roof of more than 2,200 sku's and proudly boasts a history of same or next day shipping of stock items since the company's inception. Ward Manufacturing has been producing quality pews for funeral home and mortuary chapels and churches for the past 63 years. Owner, **Ronnie Green** was recently presented with the prestigious Preservation



Ward Stained Pews

Dallas Achievement Award in recognition of quality craftsmanship in the refurbishing of the pews at the historic St. Paul United Methodist Church in the Arts District of Downtown Dallas. A committee of thirty people chose Ward's project among the many that were nominated by various architects. Ward Manufacturing, founded in 1948, provides the best quality pews and chapel furniture available. Restoration is approx-

**CONTINUED ON PAGE B8**



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# CALENDAR *of Events*

## CONVENTIONS/ CONFERENCES

**Alabama FDA Midwinter Expo Trade Show** - Jan 15-17, 2012, Marriott Birmingham, Birmingham, AL. Exhibits. 334-956-8000. [www.alabamafda.org](http://www.alabamafda.org) [afda06@bellsouth.net](mailto:afda06@bellsouth.net)

**Alliance of Illinois Cemeterians** - Jan 19-20, 2012, Jumer's Casino & Hotel, Rock Island, IL. Exhibits. 309-788-6622. [www.aicemeterians.org](http://www.aicemeterians.org) [aic\\_secretary@mediacombb.net](mailto:aic_secretary@mediacombb.net)

**National Concrete Burial Vault Assn** - Jan 23-25, 2012, Hilton Hotel, Las Vegas, NV. Exhibits. 888-886-2282. [www.ncbva.org](http://www.ncbva.org) [jan@camco.biz](mailto:jan@camco.biz)

**Illinois Cemetery & Funl Home Assn** - Feb 22-23, 2012, Willowbrook Holiday Inn, Willowbrook, IL. Exhibits. 866-758-7731. [www.icfha.org](http://www.icfha.org) [icfha@hotmail.com](mailto:icfha@hotmail.com)

**Cemetery Association of Oregon Spring Conference** - Mar 15, 2012, Portland Memorial Mausoleum, Portland, OR. Exhibits. 503-651-1724. [www.cemeteryassociationoforegon.com](http://www.cemeteryassociationoforegon.com) [info@cemeteryassociationoforegon.com](mailto:info@cemeteryassociationoforegon.com)

**ICCFA Convention** - Mar 19-22, 2012, Mandalay Bay Resort & Casino, Las Vegas, NV. Exhibits. 800-645-7700. [www.iccfa.com](http://www.iccfa.com)

**Catholic Cemeteries of the West** - Mar 26-30, 2012, Radisson Hotel, Fresno, CA. Exhibits. 408-296-4656. [www.ccwecare.org](http://www.ccwecare.org) [dslva@pacebell.net](mailto:dslva@pacebell.net)

**Texas Cemeteries Assoc** - Apr 15-17, 2012, Grand Hyatt Hotel, San Antonio, TX. Exhibits. 817-339-8210. [www.txca.us](http://www.txca.us) [pdouglas@txca.us](mailto:pdouglas@txca.us)

**North Dakota Funeral Directors Assn 107th Convention** - Apr 16-18, 2012, Ramada Plaza Suites Hotel & Convention Center, Fargo, ND. Exhibits. 701-360-3118. [www.nfdfa.org](http://www.nfdfa.org) [thenriksen1@cox.net](mailto:thenriksen1@cox.net)

**Oklahoma FDA** - Apr 16-18, 2012, Embassy Suites, Norman, OK. Exhibits. 405-843-0730. [www.okfda.com](http://www.okfda.com) [ofda@wavelinx.net](mailto:ofda@wavelinx.net)

**Utah FDA** - Apr 18-19, 2012, Salt Lake City Marriott Downtown, Salt Lake City, UT. Exhibits. 801-467-9661. [www.ufda.org](http://www.ufda.org) [ufda@ufda.org](mailto:ufda@ufda.org)

**International Order of the Golden Rule** - Apr 19-22, 2012, Renaissance Arlington Capital View Hotel, Arlington, VA. Exhibits. 800-637-8030. [www.ogr.org](http://www.ogr.org) [info@ogr.org](mailto:info@ogr.org)

**Nebraska FDA** - Apr 23-25, 2012, Lincoln Embassy Suites, Lincoln, NE. Exhibits. 402-423-8900. [www.nefda.org](http://www.nefda.org) [staff@nefda.org](mailto:staff@nefda.org)

**Ohio FDA** - Apr 24-26, 2012, Hyatt Regency Hotel, Columbus, OH. Exhibits. 800-589-6332. [www.ofdaonline.org](http://www.ofdaonline.org) [diana@ofdaonline.org](mailto:diana@ofdaonline.org)

**Ohio FDA Annual Convention and Exhibition** - Apr 24-26, 2012, Hyatt Regency and Columbus Convention Center, Downtown Columbus, OH. Exhibits.

**Kansas Funl Dirs & Emblamers Assn** - May 06-09, 2012, Capital Plaza Hotel, Topeka, KS. Exhibits. 785-232-7789. [www.ksfda.org](http://www.ksfda.org) [kfda@kfsd.kscoxmail.com](mailto:kfda@kfsd.kscoxmail.com)

**South Dakota Funl Dirs Assoc** - May 10-11, 2012, Best Western Ramkota Hotel & Watertown Event Center, Watertown, SD. Exhibits. 605-246-9466. [www.sdfda.org](http://www.sdfda.org) [tkerr@triotel.net](mailto:tkerr@triotel.net)

**South Carolina Morticians Association, Inc.** - May 14-17, 2012, Embassy Suites Greenville Golf Resort & Conference Center, Greenville, SC. Exhibits. 803-339-4133. [www.scmainc.com](http://www.scmainc.com) [scmainc@gmail.com](mailto:scmainc@gmail.com)

**Minnesota FDA** - May 14-16, 2012, Embassy Suites, Brooklyn Center, MN. Exhibits. 855-416-0124. [www.mnfuneral.org](http://www.mnfuneral.org) [info@mnfuneral.org](mailto:info@mnfuneral.org)

**Michigan FDA** - May 14-17, 2012, Soaring Eagle Casino & Resort, Mt. Pleasant, MI. Exhibits. 800-937-6332. [www.mfda.org](http://www.mfda.org) [pdouma@mfda.org](mailto:pdouma@mfda.org)

**Iowa FDA** - May 15-17, 2012, Iowa State Center & Gateway Hotel, Ames, IA. Exhibits. 800-982-6561. [www.iafda.org](http://www.iafda.org) [admin@iafda.org](mailto:admin@iafda.org)

**Iowa FDA Convention and Trade Show** - May 15-16, 2012, Hilton Coliseum, Ames, IA. Exhibits. 800-982-6561.

**North Carolina FDA** - May 16-18, 2012, Grove Park Inn Resort & Spa, Asheville, NC. Exhibits. 800-616-2332. [www.ncfda.org](http://www.ncfda.org) [larry@ncfda.org](mailto:larry@ncfda.org)

**Massachusetts FDA** - Jun 01-02, 2012, Ocean Edge Resort, Brewster, MA. 781-335-2031. [www.massfda.org](http://www.massfda.org) [info@massfda.org](mailto:info@massfda.org)

**Louisiana FDA** - Jun 03-05, 2012, Bourbon Orleans Hotel, New Orleans, LA. Exhibits. 225-767-7640. [www.lfdaweb.org](http://www.lfdaweb.org) [info@lfdaweb.org](mailto:info@lfdaweb.org)

**Tennessee Funeral Directors Association** - Jun 03-05, 2012, Embassy Suites Hotel & Conference Center, Murfreesboro, TN. Exhibits. 615-321-8792. [www.tnfda.org](http://www.tnfda.org)

**Tennessee FDA** - Jun 03-05, 2012, Embassy Suites, Murfreesboro, TN. Exhibits. 800-537-1599. [www.tnfda.org](http://www.tnfda.org)

**Missouri Funl Directors & Embalmers Assn** - Jun 05-06, 2012, St. Charles Convention Center & Embassy Suites Hotel & Spa, St. Charles, MO. Exhibits. 573-635-1661. [www.mofuneral.org](http://www.mofuneral.org) [info@mofuneral.org](mailto:info@mofuneral.org)

**Arizona Funeral Cemetery & Cremation Assn** - Jun 06-08, 2012, Scottsdale Plaza Resort, Scottsdale, AZ. Exhibits. 480-649-1144. [www.azfda.org](http://www.azfda.org) [afcca@q.com](mailto:afcca@q.com)

**Independent Funeral Directors of Florida** - Jun 06-09, 2012, Omni Orlando Resort at ChampionsGate, Orlando, FL. Exhibits. 850-222-0198. [www.ifdf.org](http://www.ifdf.org) [mhood@ifdf.org](mailto:mhood@ifdf.org)

**South Carolina FDA Summer Convention** - Jun 10-12, 2012, Myrtle Beach Marriott Resort, Myrtle Beach, SC. 800-445-3427. [www.scfda.org](http://www.scfda.org) [scfda@aol.com](mailto:scfda@aol.com)

**Texas FDA** - Jun 10-15, 2012, Omni Bayfront Hotel, Corpus Christi, TX. Exhibits. 800-460-8332. [www.tfda.com](http://www.tfda.com) [admin@tfda.com](mailto:admin@tfda.com)

**Illinois FDA** - Jun 10-13, 2012, Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL. Exhibits. 217-525-2000. [www.ifda.org](http://www.ifda.org) [info@ifda.org](mailto:info@ifda.org)

**West Virginia FDA** - Jun 13-15, 2012, Hollywood Casino at Charles Town Races, Charles Town, WV. Exhibits. 855-345-4711. [www.wvfda.org](http://www.wvfda.org) [kimesrob@yahoo.com](mailto:kimesrob@yahoo.com)

**Virginia Morticians Association Inc** - Jun 16-19, 2012, Sheraton Virginia Beach Oceanfront Hotel, Virginia Beach, VA. Exhibits. 804-469-9544. [www.virginiamorticiansassociation.org](http://www.virginiamorticiansassociation.org) [vmainc@msn.com](mailto:vmainc@msn.com)

**Georgia FDA** - Jun 17-20, 2012, The King and Prince Beach & Golf Resort, St. Simons Island, GA. 770-592-8002. [www.gfda.org](http://www.gfda.org)

**Western Pennsylvania FDA Convention** - Jun 18-21, 2012, The Ambassador Conference Center, Erie, PA. Exhibits. 800-335-4050. [www.wpfda.org](http://www.wpfda.org)

**FDA of Kentucky** - Jun 18-20, 2012, Hyatt Regency Hotel, Louisville, KY. Exhibits. 800-866-3211. [www.fdaofky.com](http://www.fdaofky.com) [info@fdaofky.com](mailto:info@fdaofky.com)

**Southern Georgia, South Carolina, North Carolina Cemetery, Cremation & Funeral Associations Joint Convention** - Jun 24-26, 2012, Hyatt Regency, Savannah, GA. Exhibits. 251-634-3434. [www.scfa.info](http://www.scfa.info) [scfa@bellsouth.net](mailto:scfa@bellsouth.net)

**California FDA** - Jun 24-26, 2012, Hyatt Newport Beach Hotel, Newport Beach, CA. Exhibits. 800-255-2332. [www.cafda.org](http://www.cafda.org) [cfda@amgroup.us](mailto:cfda@amgroup.us)

**Virginia FDA** - Jun 24-26, 2012, The Cavalier Hotel, Virginia Beach, VA. Exhibits. 804-264-0505. [www.vfda.net](http://www.vfda.net) [lwhtaker@vfda.net](mailto:lwhtaker@vfda.net)

**New England Cemetery Association Annual Conference** - Jun 25, 2012, Attitash Grand Summit Hotel, Bartlett, NH. [www.newenglandcemetery.org](http://www.newenglandcemetery.org) [kccody@mtcalvarycem.org](mailto:kccody@mtcalvarycem.org)

**Virginia Cemetery Association** - Jun 28 - Jul 01, 2012, The Homestead Resort & Spa, Hot Springs, VA. Exhibits. 804-675-7502. [www.virginiacemeteryassociation.org](http://www.virginiacemeteryassociation.org) [dimunn@asscmgmt.com](mailto:dimunn@asscmgmt.com)

**Florida Cemetery Cremation & Funeral Assn** - Jul 19-22, 2012, Sawgrass Marriott Resort, Ponte Vedra Beach, FL. Exhibits. 800-226-3332. [www.thefccfa.com](http://www.thefccfa.com) [leighann@executiveoffice.org](mailto:leighann@executiveoffice.org)

**Assn of Independent Funl Hms of Virginia** - Jul 20-22, 2012, Hilton Virginia Beach Oceanfront, Virginia Beach, VA. Exhibits. 804-643-0312. [www.ifhv.org](http://www.ifhv.org) [ifhv@aol.com](mailto:ifhv@aol.com)

**Oregon FDA & CAO** - Jul 23-25, 2012, Seaside Convention Center & Shilo Hotel, Seaside, OR. Exhibits. 800-304-5095. [www.ofda.org](http://www.ofda.org) [mark@ofda.org](mailto:mark@ofda.org)

**National Funeral Directors & Morticians Association, Inc.** - Aug 04-09, 2012, The Mirage Hotel, Las Vegas, NV. Exhibits. 800-434-0958. [www.nfdma.com](http://www.nfdma.com) [nfdma@nfdma.com](mailto:nfdma@nfdma.com)

**Cremation Assn of North America** - Aug 15-18, 2012, The Westin Bayshore, Vancouver, BC. Exhibits. 312-245-1077. [www.cremationassociation.org](http://www.cremationassociation.org) [info@cremationassociation.org](mailto:info@cremationassociation.org)

**Colorado FDA** - Aug 22-24, 2012, Ameristar Casino Resort Spa, Black Hawk, CO. Exhibits. 303-791-2336. [www.cofda.org](http://www.cofda.org) [mail@cofda.org](mailto:mail@cofda.org)

**New Jersey State FDA** - Sep 18-20, 2012, Trump Taj Mahal, Atlantic City, NJ. Exhibits. 800-734-3712. [www.njsfda.org](http://www.njsfda.org) [njsfda@njsfda.org](mailto:njsfda@njsfda.org)

**Selected Independent Funeral Homes** - Sep 19-22, 2012, The Westin Copley Place, Boston, MA. Exhibits. 800-323-4219. [www.selectedfuneralhomes.org](http://www.selectedfuneralhomes.org) [info@selectedfuneralhomes.org](mailto:info@selectedfuneralhomes.org)

**Catholic Cemetery Conference** - Sep 25-28, 2012, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131. [www.catholiccemeteryconference.org](http://www.catholiccemeteryconference.org)

**Professional Grounds Management Society** - Oct 24-27, 2012, The Galt House, Louisville, KY. Exhibits. 410-223-2861. [www.pgms.org](http://www.pgms.org) [pgmas@assnhqtrs.com](mailto:pgmas@assnhqtrs.com)

**CFSFA Fall Conference & Trade Show** - Nov 05-06, 2012, JW Marriott, Indianapolis, IN. Exhibits. 847-295-6630. [www.cfsaa.org](http://www.cfsaa.org) [mallen@cfsaa.org](mailto:mallen@cfsaa.org)

## MEETINGS/SEMINARS

**New Hampshire FDA Meeting** - Jan 14, 2012, Church Landing, Meredith, NH. 877-886-4332. [www.nhfdla.org](http://www.nhfdla.org) [nhfda1@gmail.com](mailto:nhfda1@gmail.com)

**The Academy Training Dates** - Jan 17-20, 2012 Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. [www.theoutlookgroup.com](http://www.theoutlookgroup.com)

**ICCFA Wide World of Sales** - Jan 18-20, 2012, Bally's/Paris Las Vegas Hotel, Las Vegas, NV. 800-645-7700. [www.iccfa.com](http://www.iccfa.com)

**Selected Independent Funeral Homes NextGen Seminar** - Jan 22-26, 2012, Hilton Los Cabos Beach & Golf Resort, Los Cabos, Baja California, Mexico.

**The New England Cemetery Association Mid Winter Retreat** - Jan 28-30, 2012, Hilton Hotel, Mystic, CT. [www.newenglandcemetery.org](http://www.newenglandcemetery.org) [kccody@mtcalvarycem.org](mailto:kccody@mtcalvarycem.org)

**South Carolina Cemetery & FDA Annual Winter Workshop** - Feb 06-08, 2012, Hilton Columbia Center, Columbia, SC. 803-419-0768. [www.sccemeteryassociation.com](http://www.sccemeteryassociation.com) [tpaules@yahoo.com](mailto:tpaules@yahoo.com)

**West Virginia FDA Meeting** - Feb 07-09, 2012, Charleston Marriott Hotel, Charleston, WV. 304-345-4711. [www.wvfda.org](http://www.wvfda.org) [kimesrob@yahoo.com](mailto:kimesrob@yahoo.com)

**FDA of Kentucky Midwinter Conference** - Feb 07-08, 2012, Hyatt Regency Hotel, Lexington, KY. 800-866-3211. [www.fdaofky.com](http://www.fdaofky.com) [info@fdaofky.com](mailto:info@fdaofky.com)

**CANA/NFDA Cremation Symposium Seminar** - Feb 08-09, 2012, The Signature at MGM Grand, Las Vegas, NV. 312-245-1077. [www.cremationassociation.org](http://www.cremationassociation.org) [info@cremationassociation.org](mailto:info@cremationassociation.org)

**Michigan FDA Midwinter Conference** - Feb 12-19, 2012, RIU Guanacaste, Costa Rica, Mexico. 517-349-9565. [www.mfda.org](http://www.mfda.org) [pdouma@mfda.org](mailto:pdouma@mfda.org)

**MKJ Marketing Seminars** - Feb 13-16, 2012 Revitalizing your Brand and Niche Marketing, Vail Mountain Marriott Resort, Vail, MO; Mar 07-08, 2012 Pricing: How to Price for Today's Consumers, the Legal and Marketing Issues, Ritz-Carlton Hotel, Naples, FL; Mar 18, 2012 Cremation: Upgrading the Sale and Considering a Cremation Society, Mandalay Bay Resort and Casino, Las Vegas, NV. 888-MKJ-1566. [www.mkjmarketing.com](http://www.mkjmarketing.com) [kcasey@mkjmarketing.com](mailto:kcasey@mkjmarketing.com)

**Indiana FDA Midwinter Conference** - Feb 15-16, 2012, JW Marriott, Indianapolis, IN. 800-458-0746. [www.indianafda.org](http://www.indianafda.org) [info@indiana-fda.org](mailto:info@indiana-fda.org)

**Maryland State FDA Midwinter Retreat** - Feb 17-19, 2012, Clarion Resort, Ocean City, MD. 888-459-9693. [www.msfdla.net](http://www.msfdla.net) [msfdla@msfdla.net](mailto:msfdla@msfdla.net)

**Mississippi FDA Midwinter Educational Seminar** - Feb 19-20, 2012, Pearl River Resort, West Philadelphia, MS. 888-759-6332. [www.mississippifuneraldirectors.com](http://www.mississippifuneraldirectors.com) [mfdla@netdoor.com](mailto:mfdla@netdoor.com)

**MBNA & CMA/PNMBMA Joint Annual Meeting** - Feb 24-26, 2012, Bahia Resort & Hotel, San Diego, CA. 800-233-4472. [www.monumentbuilders.org](http://www.monumentbuilders.org) [info@monumentbuilders.org](mailto:info@monumentbuilders.org)

**Strategic Planning for Funeral Service Professionals Seminar** - Mar 05-06, 2012, Dallas, TX. 855-928-8363.

**Casket & Funeral Supply Assoc Winter Seminar** - Mar 08-10, 2012, Omni La Mansion del Rio, San Antonio, TX. 847-295-6630. [www.cfsaa.org](http://www.cfsaa.org) [mallen@cfsaa.org](mailto:mallen@cfsaa.org)

**California Assn of Public Cemeteries** - Mar 22-24, 2012, Embassy Suites Hotel, San Luis Obispo, CA. 760-746-0662. [www.capc.info](http://www.capc.info) [publiccemeteries@aol.com](mailto:publiccemeteries@aol.com)

**Assn of Independent Funl Hms of Virginia Meeting** - Mar 22, 2012, Richmond Marriott West Hotel, Glen Allen, VA. 804-643-0312. [www.ifhv.org](http://www.ifhv.org) [ifhv@aol.com](mailto:ifhv@aol.com)

**ADEC Meeting** - Mar 28-31, 2012, Hilton Atlanta, Atlanta, GA. 847-509-0403. [www.adec.org](http://www.adec.org) [info@adec.org](mailto:info@adec.org)

**Selected Independent Funeral Homes Spring Management Summit** - Apr 16-18, 2012, Embassy Suites Buckhead, Atlanta, GA. 800-323-4219. [www.selectedfuneralhomes.org](http://www.selectedfuneralhomes.org) [info@selectedfuneralhomes.org](mailto:info@selectedfuneralhomes.org)

**National Funeral Directors & Morticians Association, Inc.** - Apr 28 - May 02, 2012, Sheraton Raleigh Hotel, Raleigh, NC. 800-434-0958. [www.nfdma.com](http://www.nfdma.com) [nfdma@nfdma.com](mailto:nfdma@nfdma.com)

**New York State Assoc of Cemeteries Seminar** - Apr 30 - May 01, 2012, The Desmond, Albany, NY. 518-783-1134. [www.nysac.com](http://www.nysac.com) [nysac@nysac.com](mailto:nysac@nysac.com)

**PCS International Meet** - Jun 18-22, 2012, The Shores Resort & Spa, Daytona Beach, FL. 386-255-4704. [www.professionalcarsociety.org](http://www.professionalcarsociety.org) [fantafuss1@yahoo.com](mailto:fantafuss1@yahoo.com)

**New Hampshire & Vermont FDA Twin States Meeting** - Jun 19-20, 2012, Ashworth by The Sea, Hampton Beach, NH. 877-886-4332. [www.nhfdla.org](http://www.nhfdla.org) [nhfda1@gmail.com](mailto:nhfda1@gmail.com)

**The Assoc for Gravestone Studies Conference** - Jun 19-24, 2012, Monmouth University, West Long Branch, NJ. 413-772-0836. [www.gravestonestudies.org](http://www.gravestonestudies.org) [info@gravestonestudies.org](mailto:info@gravestonestudies.org)

**American Bio-Recovery Association Meeting** - Aug 20-22, 2012, Sandusky Kalahari Resort, Sandusky, OH. 888-979-2272. [www.americanbiorecovery.org](http://www.americanbiorecovery.org) [info@americanbiorecovery.org](mailto:info@americanbiorecovery.org)

**New York State FDA Fall Leadership Meeting** - Sep 19-21, 2012, Mirror Lake Inn, Lake Placid, NY. 800-291-2629. [www.nysfda.org](http://www.nysfda.org) [info@nysfda.org](mailto:info@nysfda.org)

**California Assn of Public Cemeteries** - Oct 12-13, 2012, Embassy Suites Resort & Hotel, South Lake Tahoe, CA. 760-746-0662. [www.capc.info](http://www.capc.info) [publiccemeteries@aol.com](mailto:publiccemeteries@aol.com)

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

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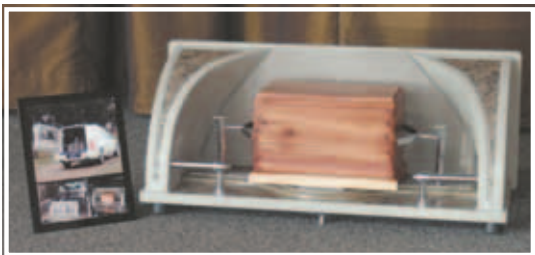
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## Unique Touchscreen Video Condolence System debuts at NFDA Show

Continued from Page B1



secures for them for years to come." Ms Johnson continued, "We feel Then & Forever is the most unique memorial product on the market and we're very pleased with the extra income stream it's producing for our business."

The touchscreen unit is available on an optional handsome wooden kiosk base that complements any furniture style and rolls to whatever location the funeral home deems convenient at that time.

Then & Forever is a company whose principals have a decades-long track record in innovative video applications and the development of touchscreen software solutions for numerous industries. "We spent several years studying the funeral business and working closely with industry leaders in the development of this product," said **Harvey Haddon**, president of Then & Forever. "Chapel visitors are very comfortable with this way of conveying their feelings or sharing reminiscences. They can be far more thoughtful and unhurried in their comments than at the difficult moment of confronting grieving relatives," explained Haddon.

Haddon said, "many feel the most exciting feature of the Then & Forever software is its ability to receive emailed videos or even phone messages from those not attending the chapel visitation or funeral and to include them on the commemorative DVD. At this time when families are splintered by those serving overseas, the collection of these comments completes the memoir in a meaningful way."

Those involved in the funeral business may see the product demonstrated on the web at [www.thenandforevertributes.com](http://www.thenandforevertributes.com). Haddon can be reached by email at [hhaddon@thenandforevertributes.com](mailto:hhaddon@thenandforevertributes.com) or by phone at 888- 897-8271.

## Heartfelt Celebrations Offers the Opportunity to Extend Profitability and Strengthen Customer Relationships



**SLINGER, WI**— **Heartfelt Celebrations** launched an innovative way for the funeral industry to extend their service, resulting in higher profitable revenue, increased competitiveness and a strengthened relationship with their customers at the NFDA/CANA Convention in Chicago.

"Heartfelt Celebrations will help funeral home and cremationist clients custom design gifts and tribute items including urns, jewelry, pictures, life gems, eternal reefs and more, in eco-friendly or traditional styles. Heartfelt Celebrations has patent-pending urns and RememberMeAlways™ keepsake boxes that will store heartfelt messages and gifts for their loved ones," states **Tom VanDenBogart**, president of Heartfelt Celebrations. "Funeral directors, cremationists and cemeteries will be able to provide a wide variety of customized and unique memorial products, educational resources and planning tools to help clients create a celebration-of-life experience as unique as each person is in life," says VanDenBogart.

A series of programming tools is available to help clients pull all of the information needed in one cen-

tralized spot dealing with important issues at the end of life, including: life stories; celebration plans; key documents; ethical wills; and life trees. All information is kept secure and can be shared with a family trustee and other designated professionals.

The funeral industry can now help clients share life stories in print or on video, and create a personal legacy that leaves family and loved ones with a clear understanding of how they want to be remembered.

"By partnering with Heartfelt Celebrations and offering its tools and resources to clients, the funeral industry can truly expand its capabilities," said VanDenBogart. "They can cater directly to specific needs and create a more meaningful and rewarding experience for their clients." Heartfelt Celebrations has assembled some of the finest stories, educational links and information, trends, and a glossary of terms for reference.

Heartfelt Celebrations was launched in 2011 by Tom VanDenBogart to reshape the approach and celebrate end-of-life remembrances. To learn more, visit [www.heartfelt-celebrations.com](http://www.heartfelt-celebrations.com) or call 1-262-644-8880.

## Trigard Unveils New Personal Memorial Line at NFDA/CANA Convention



Façade™ Personal Memorial System



The Removable Healing Tree Urn Vault Plate

**CHICAGO, IL**— Looking for something new? That's how **Rich Darby**, Trigard's Chief Operating Officer, approached the many NFDA/CANA Convention attendees who entered the Trigard booth. And for a good reason, according to NFDA, eighty three percent of attendees want to see what's new in our industry.

At this year's convention, Trigard Memorials unveiled the new Façade™ personal memorial system. Façade fills a need in the funeral industry for families seeking immediate, but lasting tributes. "Once a funeral home has our Façade system in place, they have the ability to produce beautiful custom memorials without having to wait for personalization," Darby said.

The Façade also adds value to cremation ceremonies. "This product not only provides a focal point in a cere-

mony, but can be taken home and displayed as a lasting tribute," Darby said.

One theme has remained the same at the Trigard booth throughout the years, helping families see the value in celebrating a life.

**The Healing Tree®** burial and urn vaults were designed to actively involve families in celebrating the life of their loved one at the graveside. At this year's convention, attendees got a first look at the new removable Healing Tree urn vault plate. The plate features a poem and Memory Ring™. It can either be removed from the urn vault and sent home with the family, or buried with the vault.

To learn more about Façade visit [www.trigardmemorials.com](http://www.trigardmemorials.com), call 800-798-4900 or visit [www.trigard.com](http://www.trigard.com) or call 800-637-1992.

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## Greeting Express adds Several Features to the Life Program

DURHAM, NC— Greeting Express is pleased to announce the addition of several features to *The Life Program*, formally the *Legacy* book program. These features are sure to add significant value to the overall product offering. The Life program had an outstanding response from the attendees at the NFDA show in Chicago. Directors were excited about the new additions and eager to hear about how they could get started with the program. "We made a lot of great connections at the show, with both funeral directors and vendors", said **Anthony DeMarco**, Director of Sales.

One of the new features available is an optional upgrade to include a DVD sleeve adhered on the inside back cover of the book. DeMarco said, "I had several funeral directors approach me about the resources they are spending on DVD cases, and the fact that they wanted to offer one of our Life books with every service, so we went to the drawing board and came up with the DVD sleeve on the inside of the book." The digital and tangible offering of the products allow families to view photos and memorable documents any way they choose in a much easier way to find than before, truly a perfect match.

The Life Program has also launched a quarterly based incentive program to funeral homes. A Life book is a great affordable product to be given away with every service and The Life Program wants to reward the



funeral homes offering books as part of a package, and those with high sales volume, by providing a discount for the number of books that they sell during a calendar quarter. Quarterly incentive discounts will be taken in conjunction with pre-existing multiple book discounts that the LIFE Program already offers.

Finally, The Life Program is proud to release the in-house custom design option for the funeral homes that simply do not have time in their day to day schedule for layouts, but still would like to offer a Life book to their families. All you need to do is e-mail us your photos along with any other desired information such as an obituary, date of birth/death, and any other scanned in documents and the designers will do the complete layout for you from start to finish.

You can now turn your Life book into a register book as well. The custom creation tool used to create the Life book now has the ability to add custom register pages to the back of the book. Life books have now been turned into a photo book, a DVD case, and a register book all in one. "I have never felt this excited or more confident about our product than I do right now. We are proud to be a supplier to the funeral industry and look forward to what the future holds for us," DeMarco said. Contact Anthony DeMarco at 919-695-4000 or via email at [tademarco@greetingexpress.com](mailto:tademarco@greetingexpress.com) for more information.

## Justin Thacker Joins Thacker Caskets, Inc.

CLINTON, MD— Justin Thacker was pretty much raised in the casket business so it came as no surprise when his father and the company President, **C. J. Thacker**, announced that Justin had joined **Thacker Caskets, Inc.** As such, Justin becomes the second member of the third generation of the Thacker family to work for the company. Justin's sister, **Danielle** became a full time Thacker employee in June of 2007 following her graduation from Villanova.

Justin is a May 2011 graduate of the Franklin and Marshall College in Lancaster, PA with a Bachelor's Degree in Business. While in school, Justin conducted research, and wrote his thesis on the deathcare industry.

Prior to coming on board full time, Justin worked at the company during summer vacations and college winter breaks. Justin recently designed and implemented a GPS tracking system for the entire Thacker delivery fleet. He is also involved in customer service at the Clinton, Maryland Customer Service Center, and in territory sales training.

Justin's grandmother, the company's Vice President **Audrey Thacker**, expressed



Justin Thacker

her pleasure and pride in having her grandson follow in the family tradition. Audrey stated, "Justin is a talented young man who is eager to learn. He will make a wonderful addition to our company."

Justin was a baseball pitcher through both high school and college. In his spare time, Justin enjoys hunting, fishing, water sports, and spending time with his family at their lake house in Deep Creek, MD.

Thacker Caskets, Inc. was founded in 1939. Thacker produces this country's "most American-Made" metal caskets from their factory in Florence, AL. If keeping jobs in the USA is important to you please learn more about Thacker Caskets, Inc. by dialing 1-800-637-8891 or by visiting [www.thackercaskets.com](http://www.thackercaskets.com).

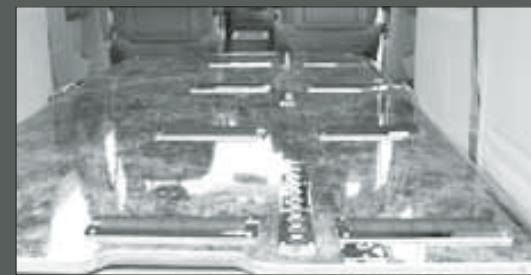
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## Heritage Memorial Funding Launches On-Line Assignment Application

TUPELO, MS— Meeting the demand from funeral directors for a more efficient funding process than their current funding company, **Heritage Memorial Funding** has announced the launch of an on-line assignment application program to better serve their homes. This program allows funeral directors to type in the pertinent information once and it will populate all the often repetitive fields from any device that has internet access. Just enter a few lines of required information, and the funding is just a click and signature away.

By setting up a safe and secure account with Heritage the funeral homes will be able to access their ac-

counts by being assigned a unique secure log in. They can set up and manage their profile information and create electronic records for each application. This allows the funeral home to get through the process quickly so documents can be printed and processed. Once an electronic record has been created the funeral home can then go back and edit if needed.

Heritage Memorial Funding is a family-owned business with years of financial services experience, serving clients with honesty, integrity, and superior customer service. Heritage offers immediate payment to a funeral home and the de-

ceased's beneficiaries in exchange for a verified life insurance policy, often providing funding within 24 hours to the funeral homes and families, instead of weeks.

It's more than funding. By choosing Heritage you gain the benefit of having established professional relationships with insurance carriers which means all the paperwork and negotiations are handled for you, allowing your staff to spend time doing what they are trained to do, assist families in making better decisions. For more information visit [www.heritagememorialfunding.com](http://www.heritagememorialfunding.com), call 877-463-8630 or email [info@heritagememorialfunding.com](mailto:info@heritagememorialfunding.com).

## Kap-Lind Enterprises Take Significant Strides by Accentuating American Urn Manufacturing



CHICAGO, IL— **Kap-Lind Enterprises**, an American manufacturer of human and pet cremation urns, based in Missouri, has announced its 2012 strategic plan to increase its visibility in the growing and convoluted cremation-aftercare industry. Announced through President, **Lori Simmons**, Kap-Lind looks to build awareness for the product traits described as American differentiators in an effort to capture a larger percentage of the steadily growing cross-section choosing cremation as a final disposition for themselves, loved ones, or companion animals.

Kap-Lind's announcement comes on the heels of the company's participation in the *National Funeral Directors Association* (NFDA) and *Cremation Association of North America's* (CANA) annual conference, taking place in Chicago, IL. "We mention the fact that our urns are manufactured in the US with our existing customers and had started broadcasting our American manufacturing process to a larger section of our target market," explained Simmons. "But, the people that we encountered at the NFDA conference in Chicago were almost taken aback when we highlight-



High Quality Pewter and Copper Urns

ed our manufacturing process taking place in the American heartland. Their reaction really reaffirmed the plans that we had in store for aggressively building awareness in the aftercare industry," said Simmons.

The company's strategy to build the awareness of American manufacturing of their cremation urns focuses on the tenants of quality, availability, and customer relationships. Kap-Lind's president described, "There is certainly not a shortage of sizes, types, colors, or styles when it comes to urns. We really feel that our company provides a superior product and possesses characteristics that I like to think are truly American. All of our pewter and copper urns are the highest quality, even apparent to those

outside of the aftercare industry when comparing side-by-side with most foreign made products. The timeframe to obtain orders of any size is reduced dramatically because of our manufacturing taking place in Missouri and Illinois. Some of our customers that carry a wide selection of urns have even commented as such. And our ability to provide quick-response, high-quality customer service provides an avenue for relationships that many distributors can't or don't have with manufacturing companies abroad."

One of the more interesting tenants of Kap-Lind's plan for 2012 is their willingness to take on the marketing efforts of the distributors of their products. **Terry Swalley**, Marketing director offered insight, "While the idea of a manufacturer providing promotional materials is a standard practice, our commitment extends beyond providing brochures and flyers. We have begun the process of building online catalogs and printed custom catalogs for our customers as an act of good faith. As a manufacturing and wholesale company, we not only depend on the success of our customers, but we depend on their ability to tell our story and relay the importance and benefits of buying an American made product. If any person in my family should choose cremation upon death, I know that they would want their final resting place to provide an aspect of their character. I believe that our American manufacturing process extends beyond the location and provides a deeper meaning."

Kap-Lind Enterprises' offices are based in the city of Fenton, St. Louis County, MO. For more information visit [www.kap-lind.com](http://www.kap-lind.com).



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## ASD Offers Smart Text Feature for Web-Savvy Funeral Professionals



**MEDIA, PA**— When funeral professionals leave the office, their job duties and customers follow them out to lunch, on the road and at home. **ASD – Answering Service for Directors**, realizes that their clients must remain connected to the families they serve 24/7. Mobile solutions such as a Smart Text option for directors who regularly use smart phones were created to provide more freedom to directors who regularly conduct their business on the go.

Answering calls for a quarter of funeral providers in the country, ASD – Answering Service for Directors harnesses the latest advancements in technology to offer clients a more convenient and less disruptive method for keeping track of their messages. ASD understands the crucial importance of “First Calls” and wanted to offer their clients more options in how they access, prioritize and respond to these urgent, time-sensitive calls. With the Smart Text feature, every time an ASD call specialist handles a “First Call” for the funeral home, the information will be text messaged to the client with a useful hyperlink. From their smart phones, directors can click the hyperlink to open a webpage and read the message or listen to an audio recording of the call.

According to Vice President, **Kevin Czachor**, “traditional text messaging allows for almost instantaneous communication, however with limitations. Here is where the limitations end. Each ASD Smart Text directs our clients to a mobile phone optimized webpage dedicated to each message. Directors can see and hear all aspects of their call, no matter how lengthy the message. They can easily let our staff know they received the message, saving our clients time and eliminating billable phone calls.”

While ASD’s system automatically generates detailed text messages for their clients, some cellular providers impose a character limit that can omit critical information. Smart Text eliminates the possibility of excluded or incorrect

information on a text due to a client’s local phone company. It ensures complete accuracy, so directors never have to doubt if part of a text is missing or out of sequence. The Smart Text system was created by ASD’s technology team, known for developing the most powerful and user friendly mobile phone and desktop computer accessed website in our marketplace.

“All of us use smart phones and it is wonderful to be able to listen to our messages online without ever having to call in. All of us receive the same text so the staff stays better connected,” says funeral director, **Patrick Mahoney of Bodnar Mahoney Funeral Home** in Cleveland, OH. “It’s convenient during meetings and when we’re on the go because we can access messages easily on our cell phones.”

Smart Text was designed exclusively for funeral professionals that utilize web-capable phones and hand held devices. ASD understands that every funeral home has unique needs and allows all clients to specifically tailor his or her ASD account by selecting the features and settings that fit the funeral home’s particular business model. With features like Smart Text, ASD hopes to respond to the individual needs of their clients. Aimed at directors that require mobile office capability, the Smart Text feature ensures funeral professionals will never miss a single detail of a First Call when they step away from their phones.

ASD is the leader in answering services and call support for funeral professionals. As a full service provider, ASD gives funeral homes the tools they need to offer the highest caliber of service, both at and away from the office. ASD’s innovative technology and call support expertise have made it a national leader in the death care space. Headquartered in Media, PA the firm offers comprehensive answering services for funeral homes and funeral related businesses of all sizes. For more information about ASD’s Smart Text feature, visit [www.myasd.com](http://www.myasd.com) or call the 24-hour customer service hotline at 1-800-868-9950.



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## ThanoSeal Announces New and Improved Product



(L to R) Matt Smith of mor-bid.com, Chris Auttersen, Melissa Toth and Fred Perenic of Argent International, manufacturer of ThanoSeal

**PLYMOUTH, MI**— **Argent International**, manufacturers of **ThanoSeal** teamed up with **Matt Smith** to develop a new and improved ThanoSeal, which was launched at the recent NFDA Convention in Chicago. This new and improved ThanoSeal is thinner, conforms easily to curves and is hard to stick to surfaces as well as being skin-toned and textured for easy cosmetic application.

ThanoSeal is an occlusive

film sealant designed to seal incisions, lacerations, abrasions, punctures and leaking wounds. Embalmers will have a much easier time preventing leaks and sealing off problematic areas than ever before.

With nearly 20 years of embalming experience specializing in all areas of preparation from restorative art and difficult cases to the “normal” case, Matt Smith is a trade embalmer who presents embalming related

seminars across the country.

Argent International was founded in 1977 and is headquartered in Plymouth, MI. Argent International is the leader in designing, fabricating and distributing a wide variety of self-adhesive, die-cut solutions to the automotive industry and is the recipient of the 2010 NFDA Innovation Award. ThanoSeal is sold globally and can be found at [www.thanoseal.com](http://www.thanoseal.com) and [www.mor-bid.com](http://www.mor-bid.com).

seminars across the country. Argent International was founded in 1977 and is headquartered in Plymouth, MI. Argent International is the leader in designing, fabricating and distributing a wide variety of self-adhesive, die-cut solutions to the automotive industry and is the recipient of the 2010 NFDA Innovation Award. ThanoSeal is sold globally and can be found at [www.thanoseal.com](http://www.thanoseal.com) and [www.mor-bid.com](http://www.mor-bid.com).



## Genesis Casket Launches Company’s Website

**INDIANAPOLIS, IN**— Casket manufacturer **Genesis Casket Company** has launched its new website, [www.genescasket.com](http://www.genescasket.com). The robust site serves as a powerful brand awareness tool and a funeral director resource. It replaces the temporary site posted earlier this fall.

“Genesis is focused on providing funeral directors with caskets that are manufactured of superior quality in our state-of-the-art facility in Indianapolis, delivered with unparalleled service, at a price that provides exceptional value. This project is all about aligning our web pres-

ence with that focus,” said **Joe Weigel**, Vice President of Sales and Marketing.

The site incorporates many website usability 2.0 best practices including a web-friendly design, a customer feedback portal and a multi-media blog. The site has gone live in connection with the company’s product launch at the *National Funeral Director Association* convention in Chicago.

“The beauty of a website is the ability to continually improve a company’s online presence,” added Weigel. “Our site is a work in progress and we look forward

to adding innovative content and functionality in the coming months.”

Genesis Casket is a new entity in funeral service, founded in 2010. It is headquartered in Indianapolis, IN and created in partnership with **Gestamp North America, Inc.**, a global supplier of structural steel components for the automotive industry. Genesis is transforming how metal caskets are manufactured and distributed to funeral homes throughout the US from its state-of-the-art Indianapolis plant.

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## Duncan Stuart Todd, Ltd. Goes Live with New Website

**BOULDER, CO**— **Duncan Stuart Todd, Ltd.**, The Preparation Room Specialists, is proud to launch its newly designed website. Since its founding in 1993, the company has been a leader in providing the funeral industry with the very best in design and products. The new website reflects DST's innovative and forward looking approach to serving the industry.

Everything you want to know about how DST can help you build a 21st century OSHA compliant preparation room, whether in a completely new facility or a renovation, can be found with just a click of a button.

DST is unique, not only as a source for preparation room design and product, but in its dedication to educational concerns. For example, the website contains a category labeled "News," found at the top menu. At the side menu, a click on Industry Publications brings up numerous articles relating to various prep room issues written by **Duncan Todd** and **Marjori Todd**. Among the range of topics are design, ventilation, OSHA compliance, health and safety concerns, maintenance and embalming labs for mortuary colleges.

Plus there is a section on Client Stories; an archive of DST extra newsletters; and industry resources that link to sites displaying detailed information on codes, schools, organizations and other issues relevant to the profession. All this and more can be found at [www.duncanstuarttodd.com](http://www.duncanstuarttodd.com).

## Aurora Casket Acquires Memorial Stationery Provider Rob-Win Press

**AURORA, IN**— **Aurora Casket**, the largest family-owned supplier in funeral service has acquired **Rob-Win Press**, a memorial stationery company based in Allentown, PA.

For more than 70 years, Rob-Win Press has printed and manufactured high-quality memorial stationery and register books for funeral professionals across North America.

"Many of the leading funeral service providers offer Rob-Win memorial products to their families," said **Bill Backman III**, president of Aurora Casket. "Their reputation for American-made quality products is highly regarded, and this acquisition allows us to offer a broader solution to our funeral home clients. Aurora is singularly committed to funeral service providers and helping them create an honorable closure to every life."

Aurora will be introducing a full assortment of stationery products later this year. The manufacture and assembly will continue at Rob-Win's facilities in Pennsylvania. Current Rob-Win cus-

tomers should continue to contact Rob-Win for orders.

"Aurora is a recognized leader in funeral service and we are extremely excited with the opportunities to expand our offering and distribution to their clients," said **Thomas R. Cook**, president of Rob-Win. Cook and **Edwin Jarvis** purchased the company in 1977 and have introduced many product and technology innovations at Rob-Win, including the broadest offering of the licensed designs of artist Lena Liu.

Founded in 1890, Aurora is the largest family-owned funeral service supplier. Aurora caskets are proudly made in the United States and Canada, with headquarters based in Aurora, IN. For more information about Aurora products and services, visit [www.aurora-casket.com](http://www.aurora-casket.com).

## Eternal Comfort Inc. granted International Patents



**RAMONA, CA**—**Eternal Comfort, Inc. (ECI)**, which recently expanded its alternative cremation container and urn cover options to include photos of countryside vistas, beautiful resorts, and wildlife scenes by renowned artist **Chuck Ricker**, has been granted international patents on owner **Beverly Torres'** "Standard" and "Semi-Custom Interchangeable Panel" casket cover designs. Canada, India, and China granted patent certificates, the first of this kind ever issued. Design patents are still pending in many other countries.

Beverly is an accomplished entrepreneur with several successful business startup and recovery ventures to her credit. The roots of ECI's intellectual property and other assets form a deep and stable foundation from which it will be able to grow exponentially.

ECI offers casket covers, altar and table cloths, ceremonial sashes, tear hankies, memorial book covers, cremation vessel covers and lap quilts, handcrafted in the U.S., with customization options including: photographs, embroidery and family crests. The potential for personalization is limited only by time.

For more information contact Eternal Comfort, Inc. at (619) 916-9630, e-mail [info@eternalcomfort.com](mailto:info@eternalcomfort.com) or visit [www.eternalcomfort.com](http://www.eternalcomfort.com).

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"As a child I never thought I'd be running the funeral home my grandparents founded in 1932. My dream was to be a firefighter. But one day in October 1976 my life plan changed, when my father and grandfather encouraged me to take on the huge responsibility of "Caring for the Community," our funeral home's motto. With much thought and consideration, I became a funeral director and have worked hard ever since to grow our small town funeral home into a proactive, leading firm in the area. And, to pursue my initial dream, I became a call firefighter as well.

My family has been extremely blessed by funeral service. I still cannot believe how much it has allowed us to do. Each day I'm so thankful for the career choice I made, so giving back to the profession I love is only natural, and it's the right thing to do. I support the Funeral Service Foundation to ensure a bright future for those that will follow us."

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## Funeral Source One Expands Product Line for 2012



Church Truck



Embalming Table

**SEVIERVILLE, TN**— **Funeral Source One (FS1)** is quickly becoming the industry's specialist for helping new funeral home start ups and funeral homes expanding to new locations. FS1 offers a complete package that has everything from A to Z needed to start a new funeral home or mortuary service. Over 5000 funeral related items are available, most in stock for same day shipping. FS1 also offers on site equipment funding through FS1 equipment financial services. In 2011, FS1 assisted 14 new firms with their start up across North America, England, Mexico, and Jamaica.

In 2012, FS1 will be adding a complete line of funeral home furnishings that will include casket biers, baby biers, cremation carriers, lighting, register lecterns and

desks. Aside from the furniture, FS1 will also offer a full line of cremation urns and a complete line of cemetery equipment. A full range of commercial floor coverings will also be available. These items will join the extensive line of church trucks, embalming tables, embalming machines, dressing tables, and mortuary coolers that FS1 has become known for.

FS1 was founded in 2009 by industry professional, 24 year old, **T.R. Ward**, while in mortuary school; Funeral Source One is one of the fastest growing funeral supply and equipment companies in North America. Phones are answered 24 hours a day at 1-888-792- 9315. For more information about FS1 visit [www.funeralsourceone.com](http://www.funeralsourceone.com) or email [tr@funeralsourceone.com](mailto:tr@funeralsourceone.com).

## Monarch Resources and Ward Manufacturing

*Continued from Page B1*

imately five to 10 percent of their business. Though restoration is not always possible or the most cost effective option, in some cases it is the best choice. It is obvious that Green has a great love for the historic work and bringing new life to old wood.

Speaking of a recently completed restoration project, Green explained that the pews were dismantled, and a number was embedded on each piece of every pew to identify its location. "It's like putting a big jigsaw puzzle together," said Green. "When pews have been custom made to fit a space, all the pieces have to go back to their original location or they won't fit on the floor." His recent work also included the upholstery. The entire project was completed in less than four weeks.

For information or quotes regarding your project contact **Tom McGrew**, president of Monarch Resources at 800-242-4231. Call to speak with a customer care representative for stock inventory items or visit [www.monarchresources.com](http://www.monarchresources.com).



Ward Colonial Pulpit

## Wilbert Funeral Services, Inc. Welcomes New Director of Marketing Wayne Stellmach

**BROADVIEW, IL— Wilbert Funeral Services, Inc.**, the leading provider of burial vaults and cremation-related products and services in North America, is pleased to announce the addition of **Wayne Stellmach** as Director of Marketing. In this new role, Stellmach will focus on developing and implementing diverse marketing programs to grow and maintain WFSI's market share and brand.

Stellmach has over 20 years of experience in marketing professional services and products. Most recently, he served as director of marketing for Cummins-Allison Corp, a manufacturer of currency and coin handling products, where he oversaw activities including market strategy development, website management, advertising, sales support, trade shows and media relations. Prior to Cummins-Allison, he held marketing management positions in computer consulting, logistics services, and at a trade association, licensor of underground and above-ground storage tank technologies.

"Wayne Stellmach brings significant marketing expertise in the professional services space," says **Mark Klingenberg**, Vice President Sales and Marketing. "He also has worked specifically with a licensee network quite similar to the Wilbert network of independent licensees, developing marketing programs that support their growth. Our success is intertwined with that of our licensees and Wayne understands this from experience."

"I am honored to join a company with such a phenomenal reputation for innovation and service," said Stellmach. "I am anxious to help build on this excellent heritage and advance the growth of Wilbert Funeral Services and our licensees."

Wilbert Funeral Services, Inc. is the leading single-source supplier of burial vaults and cremation related products and services to North American funeral homes. For more information, please call 888.WILBERT or visit [www.wilbertonline.com](http://www.wilbertonline.com).

## Annabelle McGannon was Pleasantly Surprised by Zontec System

**PITTSBURGH, PA— Annabelle McGannon**, Executive Director of the **Catholic Cemeteries Association of the Diocese of Pittsburgh**, and the inaugural recipient of the *Rev. William P. Casey* Cemeterian of the Year Award is giving very favorable reviews of the **Zontec** system for eliminating odors and controlling mausoleum flies.

Recently, McGannon told **Dean Gruber**, president of Zontec International, Inc., "the reason I didn't install the Zontec system when we

first met in 2008, was that I didn't believe it was possible to control the crypt flies and eliminate mausoleum odors without using pesticides and deodorizers. I simply did not believe that there would be a way to control the flies without the use of some chemicals," says McGannon. "Dean tried to talk me into installing the system back in 2008. It took him two years, but he finally convinced me to give it a try, and he was one hundred percent correct in telling me that the building would smell fresh and that the gnats would be controlled. I am very pleased with the results we have seen in our Holy Savior Mausoleum. The building smells fresh, and visitors can

now enjoy an environment that promotes prayerful reflection without the intrusion of the pests. It is something that has been challenging the industry for years, and Zontec has allowed us to solve the problem without resorting to chemicals and deodorizers. It's a 'green' solution," McGannon explained.

Gruber commented, "Zontec has an outstanding reputation throughout North America in helping our clients present their mausoleums in the best possible light. Odors and gnats diminish the integrity of a mausoleum, and the Zontec system builds up the integrity of our clients' mausoleums, which in turn, increases pre-need revenues. Additionally, our

system eliminates the need for potentially hazardous chemical pesticides and deodorizing masking agents, which helps the environment. We see it as a win-win-win situation, for Zontec, for our clients, and most importantly, for the visitors and their families."

For over 25 years, Zontec has adhered to the highest quality standards in the industry manufacturing superior products that are built to last. Zontec International, Inc. presently serves hundreds of mausoleums and funeral homes throughout North America, and is a supplier member of the Catholic Cemetery Conference, *FCCFA*, *IC-CFA*, *NFDA*, *FACA*, and *OACFP*.

For more information about the Zontec system visit [www.zontecsolution.com](http://www.zontecsolution.com), call 1-800-474-0105 or email [info@zontecsolution.com](mailto:info@zontecsolution.com).



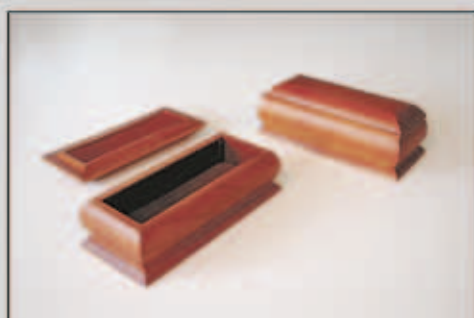
Holy Savior Mausoleum



Annabelle McGannon

### Exclusive! Mini Wood Casket

from Abbott and Hast Publications  
Death Care Web Store



Introducing our exquisitely handcrafted miniature pine casket, each with a rich lacquer finish. Just as no two pieces of wood are exactly the same, each mini casket has its own warm identity.

This piece can be used for office items: paper clips, memory cards, stamps — or personal items: cuff links, watches, lapel pins, tie clips, precious jewelry. These elegant mini caskets feature a velvet-lined burgundy interior ideal for personalization.

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\$30 shipping included

## Cherokee Child Caskets and ASD Offer New Discount to Funeral Director Clients

**GRIFFIN, GA**— **Cherokee Child Caskets** is a leading provider of youth and child caskets. Founded in 1941, Cherokee Child Caskets provides handcrafted, high-quality caskets for infants, children and youths. Families may choose from a selection of over 10,000 different child caskets, with a variety of sizes, styles, colors and other options. Cherokee's longstanding tradition of striving for "excellence without exception" guarantees every casket maintains the highest level of craftsmanship.

This summer, Cherokee Child Caskets began a partnership with **ASD-Answering Service for Directors**, under which ASD clients can benefit from incentives by working with Cherokee. This partnership will ensure funeral directors are rewarded for working with two of the most trusted names in the funeral business.

ASD is the largest funeral exclusive answering service supporting funeral professionals with comprehensive call support and state-of-the-art technology. Both companies have a long history in the business and their reputations are unrivaled in the funeral profession.

**Mike Mims**, president of the Cherokee Child Casket company expressed his enthusiasm, "Cherokee is excited to partner with ASD in offering our clients quality service and products for those difficult but important calls."

Funeral professionals who serve a family suffering the loss of a child can offer Cherokee's large selection of handcrafted, top quality caskets and receive a discount offered only to ASD clients. This incentive can be used for each Cherokee order and applies to memorialization products, memory books, urns and keepsakes, in addition to child caskets.

Cherokee Child Caskets and ASD are confident; this partnership will help funeral professional's better serve families experiencing such a heart breaking loss. Both companies are enthusiastic about helping funeral professionals save using companies highly regarded for their exceptional service.

For more information contact Michael Mims at 800-535-8667, email Mike@cherokeechildcaskets.com or contact **Kevin Czachor** at 800-868-9950, email Kevin@myasd.com.



Mike Mims

## FFH Offers New Concept for Designing and Furnishing a Funeral Home

**WIND LAKE, WI**— The funeral industry is changing from grieving the loss of a loved one to celebrating the life of that loved one. Competition is stronger. Family funds are smaller. Profit margins are weaker with increased cremation. **FFH** design is interior design, relevant to today's marketplace and created exclusively to serve the funeral industry; and more specifically, to assist a funeral home in the growth of their business.

FFH design fills the need for a fresh, atypical approach to interior design for the funeral industry, only serving the funeral industry. The funeral industry combines all disciplines of interior design, residential, commercial, hospitality and institutional and it is important that a designer working with a funeral home owner, be knowledgeable in each of these disciplines. Coupled with a business sense, the interior of a funeral home can generate business, set the stage for growth and assist the owner in creating a lasting business brand. It's not just about how

nice the chair looks. That's part of it, but it starts with knowing which chair frame will hold up, have the right arm height and that the chair has the style that suits the business brand. It continues with the selection of fabrics that meet local fire code, have durable fiber content and again, the style that complements the business brand.

"We approach interior design for the funeral industry as a business decision. It must be a great design at a great value," says owner and president, **Tam Schreiner**. "We have a track record for helping funeral home owners grow their business through design." In the past decade, FFH design has helped funeral homes nationwide with cosmetic only changes, additions, remodels and with the building of new facilities.

FFH design assists funeral homes in three ways: full-project interior design, design consultation only and through their newly launched website [www.furnitureforfuneralhomes.com](http://www.furnitureforfuneralhomes.com) with furniture and furnishings

selected exclusively for the funeral industry.

**Gary Langendorf** of **Draeger-Langendorf Funeral Home** says, "The financial risk of building a new building was incredible, and we wanted to minimize any chance for failure. FFH design turned out to be the barrier between success and failure. We just ended our fifth year in the building. Families still tell us how warm and comfortable they feel when they are here."

FFH design is a result of twenty plus years in interior design with expertise in all disciplines. Providing professional design assistance from floors to ceilings, from the front entry to the prep room, FFH is versed in construction as well as interior design, making for seamless communication between owner, contractor and designer and serving the funeral industry nationwide. For more information call 262-806-7143, email [tam@furnitureforfuneralhomes.com](mailto:tam@furnitureforfuneralhomes.com) or visit [www.furnitureforfuneralhomes.com](http://www.furnitureforfuneralhomes.com).

## Market Leader Homesteaders Fall Activities and Announcements



Krista Frank

**WEST DES MOINES, IA**— **Homesteaders** Executive Vice President of Sales and Service, **Lyndon Peterson** announced **Krista Frank** has been named Vice President of Customer Service effective October 24, 2011. This position was left vacant when **Tom Heuer** was named vice president of insurance operations earlier this year.

Frank brings 26 years of life and health insurance experience in a variety of areas including licensing and compensation, sales operations, planning and marketing at both the director and officer level.

In her new role, Frank will oversee the operation of the licensing and compensation staff as well as customer service. Peterson says, "I'm confident Krista's experience and expertise will ensure these departments continue providing the great service for which our company is well known. Equally important, I know she will help us further develop the systems and processes our funeral home customers rely on to care for the families they serve."

**CONTINUED ON PAGE B11**

## Muster Coaches Annual Run for the Roses-Kentucky Derby Drawing



**CHICAGO, IL**— **John Muster** (center) along with **Will Muster** (right) of **Muster Coaches** of Calhoun, KY are pictured with newly installed **National Funeral Directors Association** president **Randy Earl** of Decatur, IL. Earl drew this year's winner of the "Muster Coaches-Run for the Roses" annual Kentucky Derby drawing during the recent NFDA Convention in Chicago. The winner, **The Peterson Chapel** of Buffalo and St. Michael-Albertville, MN will receive two reserved seats along with hotel accommodations in Louisville, KY for the 2012 running of the Kentucky Derby. **Kevin Chilson** purchased one new unit from Muster Coaches, giving the firm one chance in the drawing, which included the many other firms that purchased new professional vehicles during the contest year.

Throughout 2012, every funeral home or livery service will receive one entry for each new vehicle purchased for the 2013 Run for the Roses sales contest. The drawing for the 2013 Derby will be held at the NFDA Convention in Charlotte, NC. Please feel free to contact Muster Coaches at 800-274-3619 to learn how you can qualify your firm for the 2013 drawing.

## Heaven's Gain now Carries Twin Urns

**CINCINNATI, OH**— Pregnancy loss can be devastating but losing twins is twice as hard. Carrying multiples in pregnancy can often end in an early delivery where neither twin survives. When choosing an urn there has not been much to offer for the loss of twins up until now. **Heaven's Gain** has created an urn specifically for loss of twins. Families have been grateful to finally have something suitable for their twins' remains.

Miscarriage and stillbirth are an awkward type of loss to handle. In general, the loss is not recognized by society, yet to the parents, the pain is very real and often intense. Losing a baby is devastating; losing two is double the devastation. Families are desperate for guidance on how to bury their children with dignity and how to find closure. Finding a funeral director who is sympathetic to their needs and helpful to the goal of a dignified burial is very meaningful to the family experiencing pregnancy loss. Knowing that a funeral director acknowledges their loss and is willing to help will long be remembered by the family in need.

Specializing in high quality, reasonable



Twin Baby in Wings Urn, a resin-stone statue mounted to a wooden storage box with a brass plate mounted to the front of the box displaying the babies' names and birth dates

priced caskets and urns for pregnancy loss and preemie death, Heaven's Gain is making it a little easier for funeral directors to serve families experiencing this loss. For more information or a catalog contact **Donna Murphy** at Heaven's Gain 513-607-6083 or email [Heavensgain@fuse.net](mailto:Heavensgain@fuse.net). Heaven's Gain prides itself on quick response, quality products, reasonable prices and personalized service.

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**NOMIS**  
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**FUNERAL HOME & CEMETERY NEWS**

## C.J. Boots Casket Company Launches New Casket Line at NFDA



C.J. Boots Booth at the 2011 NFDA Convention



(L to R) Justin Davis, project manager; Chris Boots, president; Jim Rogers, Vice President of Sales and Marketing and Bettina Rogers, Director of Business Development

CHICAGO, IL— Anderson, IN based C.J. Boots Casket Company was proud to introduce their new casket line at the recent 2011 National Funeral Directors Association convention. This year's convention was co-hosted by the Cremation Association of North America (CANA), a first for both associations.

The "anéó" solid wood, veneer casket line was created to provide A New Economic Opportunity (anéó) for consumers in today's challenging economy. "We have completely reengineered traditional casket construction and assembly to reduce labor cost yet providing a product with high eye appeal at a fraction of the cost," stated Chris Boots, president of C.J. Boots Casket Company. The anéó casket line provides an alternative to

imports and other low cost options, yet maintains the tradition of excellence in quality and craftsmanship for which C.J. Boots Casket Company built their name.

The reception to the new product was overwhelming. "We are very excited and encouraged by the comments and orders received at the convention" stated Chris Boots. "We believe the anéó casket line will be a game-changer in our industry. It is a new economic opportunity for both funeral homes and families" Boots added. C.J. Boots Casket Company was founded in 1999 and was the recipient of Indiana University's Kelley School of Business Growth 100 Award for three consecutive years. The company plans to continue creating new and innovative solutions for the funeral industry and beyond.

## From the Traditional Grave to The I-Tomb

PALO ALTO, CA— With [www.i-tomb.net](http://www.i-tomb.net), the World Virtual Cemetery launched in September 2011, people now have a respectful space to preserve the digital memory of their loved ones and to honor and share their memory, conveniently, from where they live.

I-Tombs are the natural complement of grave stones and funeral urns. An I-Tomb is a richer experience than a traditional grave. Each I-Tomb tells the story of the deceased's life through personal biographies, photos and videos. Visitors of the World Virtual Cemetery can mark their visits with candles, flowers or incense. Friends and family can leave tributes, share memories and give thanks. An I-Tomb's forever keeps the memory of a person's life in ways that no plaque or tombstone could.

The adoption of an I-Tomb further reflects these changes. It answers the human need to preserve the memory, and it allows loved ones to bring back to life the memories of their departed from anywhere at any time.

Beginning October 25, 2011, it became possible to visit I-Tombs of the departed from an iPad, a truly unique and moving experience. Any device with a web browser or any iOS device will now provide a portal for visiting the World Virtual Cemetery.

Tour any graveyard and the evidence is everywhere: even the most basic information, such as someone's name and time on this earth, are prone to erasure by weather and vandals. I-Postmortem Limited's mission is the preservation of the digital memory of the deceased for the long term.

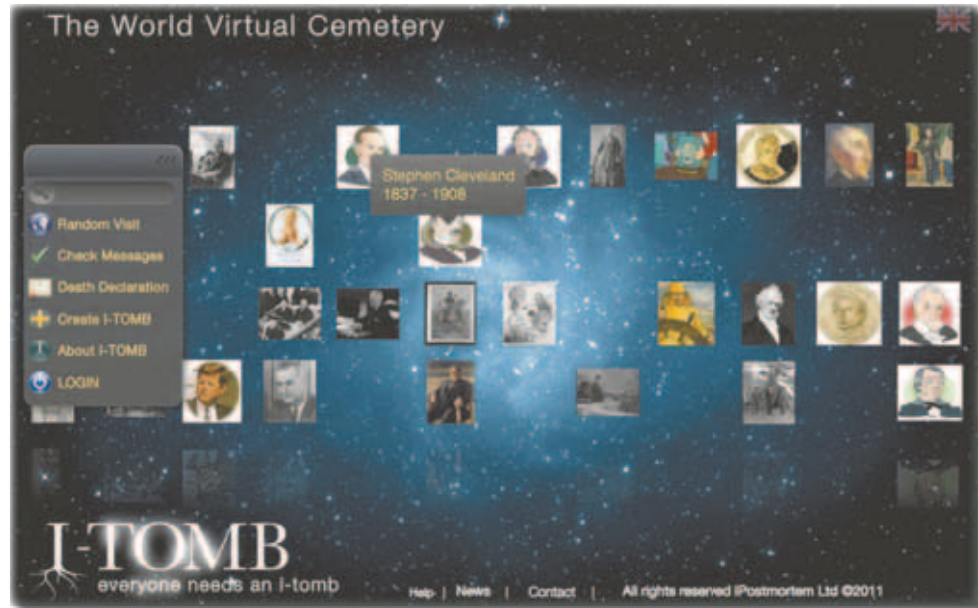
Preserving the integrity of the digital memory of the deceased for decades and generations is a very serious commitment that involves substantial investments in safety, capacity and data conversion as existing technological formats continue to evolve. The text and media placed at an I-Tomb must be as clear generations from now as they are today.

Much more than a memorial website operator, I-Postmortem Limited is a company built to answer those challenges and provide a credible and sustainable answer to this fundamental need.

Amongst its shareholders is one of the largest secure data warehouse providers in Switzerland that caters to the largest banks, telecommunication and industrial companies. The memory of the life of the deceased, I-Tomb's data is safely kept in a highly protected environment within servers located in Switzerland and benefit from the highest standards of safety and security.

Contrary to most memorial websites, I-Postmortem charges subscription fees for the service.

Business models based on advertising or e-commerce will never meet the financial challenges of the preser-



vation of the digital memory over the long term and run contrary to the respect due to the deceased.

It is because I-Tombs are paid for through subscriptions that I-Postmortem is in a position to deliver its promises. As with any mortuary, these fees help ensure the long-term availability and continuation of the memory. Similarly, these resources help ensure that convenient access to I-Tombs will continue to spread beyond today's PC and iOS devices and into the key browsing technologies of tomorrow.

Like insurance companies, I-Postmortem commits to long-term benefits in the form of preserving the integrity and readability of the digital memory and it is the company's intrinsically sound business model and finances that makes the difference.

It is because there was a need for a universal, respectful and protected environment to bring back to life and honor the memory of the deceased that I-Postmortem created, [www.I-Tomb.net](http://www.I-Tomb.net). The World Virtual Cemetery is an advertising free, protected website.

While an I-Tomb is where others pay their respects once someone is gone, an I-Memorial, also offered by I-Postmortem at [www.i-memorial.com](http://www.i-memorial.com), is a service where the living can prepare for their future passing in full confidentiality.

Users can build their own life story (My Memorial) that will become their I-Tomb upon their demise. They can also leave posthumous messages to loved ones, write out their last wishes, and securely store digital files that will be disclosed selectively to designated recipients and will never be made public. An I-Memorial account is a chance for people to take control of their legacy, final words and messages in a way that is convenient, simple and thoughtful. Like an I-Tomb, an I-Memorial account is subscription-based and designed to last throughout time.

I-Postmortem Ltd. is a US company incorporated in Delaware and headquartered in Palo Alto, CA. Services are exclusively focused on the preservation of the integrity of the digital memory of deceased people for the long term. The company's long-term sustainability comes from its intrinsically sound financials, a utility-like business model, and an experienced management team comprising of executives with proven track records in finance, industry, marketing, and IT.

## Market Leader Homesteaders Fall Activities and Announcements

Continued from Page B10

### Leaders Achieve CPC Designation

Judy Ralston-Hansen, Executive Vice President of Human Resources and Administration recently announced that five Homesteaders staff members have earned their Certified Preplanning Consultant designation. Patti Banks, Dan Lodermeier, Renae Maddy, and Joan Schoborg joined Ralston-Hansen in completing the NFDA's certification program and passed the examination. Homesteaders EVP and chief actuary Jim Koher and Karen King, regional director of home office account executive program, also hold the CPC designation.

Ralston-Hansen says, "I am so proud of the dedication to funeral service and preplanning, I see in the efforts of this group. They exemplify Homesteaders singular commitment to the success of our funeral home customers. The decision to earn this designation was theirs alone. I speak for myself and each of them when I say we have a strong desire to truly understand the role of the pre-need professional in the success of funeral service providers across the country." The program, established in 1996,

recognizes qualified, knowledgeable individuals who are committed to providing ethical and caring advance planning services for all families.

### Facebook Page Launched in Keeping Up with Social Media

The first of several steps in the company's strategy to leverage social media in support of customer success is the launch of the Homesteaders Facebook page. The Homesteaders Facebook page exists in part to promote the company's culture, communicate company news and promote the programs it offers to help preserve the value of funeral service. But the company intends to use the medium to promote a dialogue among funeral and allied professionals, consumers, and anyone concerned with end-of-life care.

Homesteaders' approach is centered on the concept that Facebook, LinkedIn, Twitter, Foursquare and other social media are owned by the visitor or user, but it is the responsibility of the host to promote and participate in discussions. To view the Homesteaders Facebook page, log on to [www.facebook.com/HomesteadersLife](http://www.facebook.com/HomesteadersLife). Visitors may need

to provide their Facebook account login to view the page.

"Facebook is our entry into using the social media to engage funeral professionals and consumers in a discussion about perspectives on how the prospect of the end of life might affect the way people live their lives," says Dean Lambert, Vice President of Marketing. "We hope these discussions will result in a greater understanding between funeral professionals and consumers."

The 2010 Funeral and Memorial Information Council Study suggest waning trust in funeral professionals. Homesteaders, hopes to bolster consumer trust by creating content that provides some transparency between families and the funeral business. Lambert believes this strategy will help to better align services and products offered by funeral professionals with what consumer say they want and need.

Focused solely on funeral insurance funding and support, Homesteaders Life Company is the market leader associated with nearly 4,000 funeral homes and 8,000 licensed agents across the United States. Visit [www.homesteaderslife.com](http://www.homesteaderslife.com) for more information.

## Tributes.com® Unveils Next Generation Site Design along with 1-800-FLOWERS.COM® Integrated Sympathy Floral Program

**BOSTON, MA**— Tributes.com, the online resource for local and national obituary news, unveiled at the National Funeral Directors Association Convention in Chicago, a new logo design and a completely revamped homepage meant to localize, personalize and simplify the Tributes.com experience at the popular obituary site.

Key components of the new homepage design include: Local obits intelligently presented based on the physical location of the user at the time they access the site; streamlined search box integrated into the site header enabling obituary searching to be easily executed from any area of the site; improved search algorithms to help better ensure that users are quickly and reliably finding the results they are looking for; the ability to tag obits of family and friends so that they appear on the user's home page for persistent and easy access allowing every Tributes.com user to establish their own personalized 'virtual cemetery' experience; living memorial wall highlighting the continuous interactivity of site users across the Tributes network with the obituaries of loved ones and simplified access to customization features including obituary alerts, saved locations, and anniversary reminders.

"In celebration of the 3rd anniversary of the launch of Tributes.com, we are excited to be enhancing our brand image and user interface to be softer in tone and more sophisticated in its design while dramatically improving our site experience to be much more personalized for our users," said **Elaine Haney**, president of Tributes.com. "Two million consumers now rely on our brand each month and it's important to ensure that they can quickly and easily search our database, locating comprehensive obituary and service information and interacting with the friends and family that need their support in a timely fashion while simultaneously having the ability to make their regular Tributes.com experience their own, with immediate access to the obituary news they care about and the memorials of their loved ones close by," said Haney.

In addition Tributes.com has teamed with longstanding floral partner **1-800-FLOWERS.COM, Inc.**, the world's leading florist and gift shop, to launch a new online floral program for Tributes.com premier funeral home partners. Customized 1-800-FLOWERS.COM sympathy floral shops can now be seamlessly integrated into the online obituaries and websites of funeral homes, where flower purchases are prepared and delivered exclusively through 1-800-FLOWERS.COM.

The 1-800-FLOWERS.COM online floral shops featured by participating funeral homes will offer an ex-




tensive variety of sympathy floral arrangements and gifts at a wide range of price points to fit any occasion; including hand designed floral gifts arranged from the 1-800-FLOWERS.COM network of florists. In addition, each 1-800-FLOWERS.COM online floral shop will be co-branded, featuring the contact information for participating funeral homes.

"At 1-800-FLOWERS.COM, we have spent the last few years expanding our focus and resources in the sympathy and aftercare areas to better serve the funeral service profession, including the formation of the expressing sympathy advisory council," says **Jim McCann**, CEO and founder 1-800-FLOWERS.COM. "We are excited to further extend our relationship with Tributes.com into the funeral home channel to offer an integrated online sympathy floral program," McCann explained.

"A core mission of Tributes is to help our funeral home partners leverage their online presence and in particular their online obituary programs as a way to deliver a new generation of products to their families while simultaneously driving new revenue streams, traffic, brand awareness and leads," added Haney. "Floral and sympathy gift sales represent an important new business opportunity for funeral homes as their obituaries gain wider visibility across the internet on their websites, on Tributes.com and on the Tributes.com obituary distribution network, and we are happy to be able to team with 1-800-FLOWERS.COM to enable them to begin to take full advantage of that opportunity with a leading and reliable provider of the highest quality merchandise."

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 90 million current and historical death

records dating back to the 1930s, 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 the fall of 2008 and in three short years the site has experienced rapid growth, and is now relied on by thousands of funeral homes and 2M unique consumers each month to publish and locate obituary news. For more information about Tributes.com, please visit our website at [www.tributes.com](http://www.tributes.com) or contact us at [media@tributes.com](mailto:media@tributes.com).



## Memory In My Heart Introduces the Artfully Engraved Collection

**CARMEL, CA**— Jewelry designer **Kathryn Albers** is proud to introduce her newest line of memory keepsakes, the Artfully Engraved Collection. This collection provides a great balance to the **Memory In My Heart** line and offers families another option when looking to immortalize loved ones.

Artfully Engraved was released earlier this year as a wholesale keepsake line and has been met with praise and demand. Designed to balance the high end Memory In My Heart line and provide funeral home directors another option when helping families remember their loved ones. Artfully Engraved provides homes with increased flexibility over price, a less complex and faster ordering process,

and an affordable price for families. This line is sold to homes at wholesale and the director decides the price for the families, allowing the home to have complete discretion over the final price. The jewelry can also be created and presented to the customers typically within one week.

Kathryn provides all jewelry with a hundred percent satisfaction guarantee and is willing to work with each family to ensure a perfect keepsake. For more information on the Artfully Engraved Collection, Memory In My Heart, to receive brochures or samples, or general inquiries on how the imprinting process takes place feel free to contact **Peter Estes** at 888-550-5156, [peter@memoryinmyheart.com](mailto:peter@memoryinmyheart.com), or visit [memoryinmyheart.com](http://memoryinmyheart.com).



Sterling Silver Oval with Engraved Fingerprint

## Funeral Innovations Announces Facebook Social Sites for Funeral Homes



**WEBSTER CITY, IA**— **Funeral Innovations, Inc.**, a leading web-based software provider for the funeral industry, announced the release of their Facebook social sites solution, which allows funeral homes to embed an engaging, full-fledged website right within their Facebook page.

Facebook today has over 800 million active users, which amounts to over eleven percent of the world's population. Until now, funeral homes have had trouble properly tapping into that enormous user base. As a result, funeral homes have missed out on a tremendous viral marketing opportunity.

"Most funeral homes' Facebook pages are ghost towns. While they might have a Facebook page set-up, nobody is actually using it and it's not fulfilling its potential," says **Zachary Garbow**, co-founder of Funeral Innovations. "The problem is that most Facebook pages are static and provide no engagement."

Funeral Innovations developed Facebook social sites to offer funeral homes a dynamic, engaging Facebook page that results in more fans and a powerful marketing presence. It does this by embedding a

full-fledged tabbed website right within the Facebook page, providing the visitor information about its funeral home, its history, location and directions, contact forms, and even a newsletter signup. The tabs are customized so funeral directors can provide any kind of creative and engaging content they want.

The social sites utilize a powerful "fan-gating" technique, which displays custom content to non-fans, requiring them to "like" the Facebook page to gain access to the rest of the social site's content. This technique is proven to dramatically increase a Facebook page's fan count, and as a result, future marketing opportunities for the funeral home.

To see an example of the Facebook social site, visit **Fred Hunter Memorial Service's** Facebook page at [www.facebook.com/FredHunterMemorialServices](http://www.facebook.com/FredHunterMemorialServices).

Funeral Innovations is opening a limited enrollment to selected funeral homes to take part in the industry's most advanced Facebook page solution. To learn more about Facebook Social Sites for funeral homes and pricing, visit [www.funeralinnovations.com/social/](http://www.funeralinnovations.com/social/), or call 800-641-0173.

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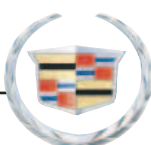


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# Classified ADS

**Funeral Bus For Sale Cont'd 5**

**Funeral Home For Sale**  
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**For Sale in Central New York:** Funeral Business, Real Estate and Equipment (Founded 1946). Average 35 calls, remodeled in 2006. Second floor 3 bedroom living quarters. Email [jfrancis@roadrunner.com](mailto:jfrancis@roadrunner.com).

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**FUNERAL HOME & CEMETERY NEWS**



**2007 CADILLAC S&S LIMO**  
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**2003 CADILLAC EAGLE HEARSE**  
white with blue top and blue leather

**HEARSES**

Lincoln Eagle MKT I-con	2011	black/black leather
Chrysler Prestige Hearse	2010	black/gray interior
Cadillac DTS Flower Sedan	2009	black/black leather
Cadillac Eagle Echelon	2008	black/black leather
Cadillac M&M Hearse	2006	black/black leather
Cadillac S&S Hearse	2005	black/black leather
Lincoln Eagle Hearse	2004	white/black top/blue leather
Cadillac S&S Victoria	2003	black/black leather
Cadillac Eagle Hearse		white/blue top/blue leather
Cadillac Superior Hearse		black/black leather
Cadillac Eagle Elite		green/black top/black leather
Cadillac Eagle Elite		black/black leather
Cadillac S&S Hearse	2002	silver/blue leather
Cadillac Superior Hearse		white/blue leather
Cadillac Superior Hearse	2001	blue/blue leather
Cadillac Superior Hearse	2000	blue/blue leather
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Cadillac DaBryan 5-Door		black/black leather
Cadillac Federal 6-Door (2 in stock)	2002	silver/blue leather
Cadillac Federal 6-Door		black/blue leather
Lincoln Royale 24 hr		black/black leather
Cadillac Federal 6-Door	1996	blue/blue leather
Chrysler Eagle 1st Call Van		black/gray interior



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1998 Cadillac Eagle, White, Black Top, 65k mls, Edgy!	\$6900
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1995 Cadillac S&S Victoria, Commercial Glass, Ext Table, Silver	\$4900
1994 Cadillac Eagle, Silver, Amber Beacon	\$4250
1993 Cadillac Federal, Silver, 58k mls	\$4500
<b>1968 Cadillac Superior Flower Car, Heavy Body Damage, Worth Fixing</b>	<b>\$5900</b>

**LIMOUSINES**

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1994 Cadillac VIP Limo, Black, 129k mls	\$1994
1993 Cadillac Superior, 6-Door, 46" Stretch, Navy Blue, 45k mls	\$2500
1991 Cadillac FWD, Silver, 75k mls, New Tires	\$1991
1988 Cadillac Eureka Long Door, Gray, 46k mls, Some Rust	\$2900
<b>1987 Cadillac Eureka FWD Flower Car, One Owner, Silver, 49k mls</b>	<b>\$8900</b>

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### Hearses/Limousines 8



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Help Wanted 9

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2001 Cadillac Federal Coach.....	Drk Blue Ext/Drk Blue Int...	48,000 mi
2000 Cadillac Superior Coach.....	Blk Ext/Blk Int.....	27,000 mi
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