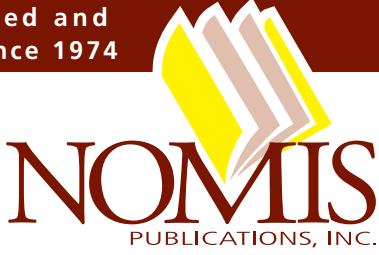


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NEWS

SECTION B

AUGUST
2008

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Anthony Funeral Supply introduces Photique Tissue Box Covers



LIVINGSTON, NJ— Anthony Funeral Supply LLC has acquired exclusive distributorship from *Photique™* by Marilyn Claire LLC, a product designed for the funeral industry. It is a handmade, decorative, eco-friendly tissue box cover made to fit the “boutique” type tissues.

This unique and functional cover has four framed panels made to accommodate 3” x 4” photos, poems, artwork, or business logos.

All covers include two panels with poems: “It’s OK to Grieve” and “Your Gentle Face”; an artwork panel of The Praying Hands; and a panel with your firm’s logo. Other suggestions include a photo of your funeral home, another favorite poem, or your mission statement. All four panels are made to easily insert and remove any artwork. You can individualize the panel contents to fit the needs of each firm. Leave one on your desk where you make arrangements and see the reaction of the family when you



er suggestions include a photo of your funeral home, another favorite poem, or your mission statement. All four panels are made to easily insert and remove any artwork. You can individualize the panel contents to fit the needs of each firm. Leave one on your desk where you make arrangements and see the reaction of the family when you

tell them you can provide these in the chapel with a photo of their loved one in one panel and their prayer card in another. The covers can also be offered to the family as a keepsake.

For more information, contact **Anthony DiTringo**, AFS, 20 Goodhart Drive, Livingston, NJ 07039. Phone 862-485-6999, fax 973-992-6593 or email aditr40199@aol.com.

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Always On Call Answering Service, LLC wins ATSI Award of Excellence

CONCORD, NH— Always On Call Answering Service, LLC of Concord has been honored with the exclusive 2008 Award of Excellence. The award is presented annually by the *Association of TeleServices International (ATSI)*, the industry’s trade association for providers of telecommunications and call centre services including telephone answering and message delivery. Always On Call Answering Service was presented with the award at ATSI’s 2008 Annual Convention held at the Hyatt Regency Hotel, in St. Louis, MO.

After six months of intensive testing, an independent panel of judges scored call-handling skills such as courtesy, response time, accuracy and overall service to their clients, the cornerstones of the call management industry. If a company scored 80% or better in ALL categories, they are presented with the coveted Award of Excellence. Always On Call is proud

to have scored among the top 25 answering services.

“The Award of Excellence is a ‘mystery shopper’ program that provides independent testing for quality assurance in customer service levels,” says ATSI President *Allan Fromm*.



“We congratulate Always On Call Answering Service for their achievements.”

ATSI extends its congratulations to the staff of Always On Call Answering Service on their proven quality of service to their customers.

Always On Call Answering Service, LLC is a comprehensive telephone answering service headquartered in Concord. Founded in 1992 by **Gerald and Ellen Brosseau** and

son, **Gerald R. Brosseau, II**, Always On Call has continued to expand and now represents hundreds of funeral homes throughout North America. Their mission statement is, “You will never find another answering service that will care more about your business than we will!” For more information about Always On Call, please visit their website at www.alwaysoncall.com or www.funeralservice.net or call toll free at (800) 974-5197.

The Association of TeleServices International was founded in 1942 as a national trade association representing live answering services. ATSI now encompasses companies across the United States offering specialized and enhanced operator based services including: call centers, contact centers, inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax, and internet services among others.

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CALENDAR of Events

CONVENTIONS

NFD&MA - Aug 2-8, Hyatt Regency & Westin Hotel, Indianapolis, IN. Exhibits. (800)434-0958.

Louisiana, Mississippi, and Alabama Cemetery Associations - Aug 3-5, Beau Rivage Hotel, Biloxi, MS. Exhibits. (504)393-6963.

Professional Car Society International Meet - Aug 5-9, Mount Laurel, NJ. (732)433-2024.

Cremation Assoc of North America (CANA) - Aug 6-9, Le Centre Sheraton, Montreal, Quebec, Canada. Exhibits. (312)245-1077.

Funeral & Cemetery Alliance - Aug 7-9, Casa Marina Resort & Beach Club, Key West, FL. Exhibits. (407)896-1015.

West Virginia Cemetery & Funl Assoc - Aug 7-9, Mountaineer Race Track & Gaming Resort, Chester, WV. Exhibits. (304)752-7225.

Central States Cemetery Assoc - Aug 14-15, Four Points by Sheraton, Chicago, IL. Exhibits. (262)367-9991.

Washington State FDA - Aug 14-17, Campbells Resort, Chelam, WA. Exhibits. (253)588-7111.

New York State FDA - Aug 24-27, The Sagamore, Bolton Landing, NY. Exhibits. (800)291-2629.

Illinois Cemetery & Funl Hm Assoc - Sep 10-11, Grizzly Jack's Grand Bear Lodge, Utica, IL. Exhibits. (866)758-7731.

New Jersey State FDA - Sep 15-18, Bally's Atlantic City, Atlantic City, NJ. Exhibits. (800)734-3712.

Washington Cemetery & Funl Assoc and Cemetery Assoc of Oregon - Sep 17-20, Resort at the Mountain, Welches, OR. Exhibits. (888)522-7637.

Preferred Funeral Directors International - Sep 20-23, Ameristar Resort, St. Charles, MO. (727)524-8100.

Catholic Cemetery Conference - Sep 30-Oct 3, JW Marriott Orlando, Grande Lakes, FL. Exhibits. (888)850-8131.

Selected Independent Funeral Homes - Oct 1-4, JW Marriott Hotel, Washington, DC. Exhibits. (800)323-4219.

NFDA - Oct 12-15, The Rosen Center, Orlando, FL. Exhibits. (800)228-6332.

Cemetery Assoc of Oregon and Washington Cemetery and Funl Assoc - Oct 17-20, Resort at the Mountain, Welches, OR. Exhibits. cemassn@hotmail.com

Hawaii FDA - Oct 25, Kapaa, HI. (808)455-1041.

Casket & Funeral Supply Assoc - Nov 17-18, Crown Plaza, Indianapolis, IN. Exhibits. (847)295-6630.

Connecticut FDA - Dec 4, location to be announced, Exhibits. (860)721-0234.

Alliance of Illinois Cemeterians - Jan 22-23, 2009, Best Western Prairie Inn, Galesburg, IL. (217) 789-2340.

OGR - Apr 22-25, 2009, Gaylord Opryland Resort and Convention Center, Nashville, TN. (800)637-8030.

Pennsylvania Cemetery, Crematory & Funl Hm Assoc - Sep 27-29, 2009, Pittsburgh Institute of Mortuary Science, Pittsburgh, PA. (717)236-9970.

SEMINARS/MEETINGS

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

NFDA Leadership Conference - Aug 3-6, The Standford Court, San Francisco, CA. (800)228-6332.

Academy of Advance Funeral Planning 2008 Training Courses - Aug 21-22, "Building and Preserving Relationships through Community Presentations"; Aug 26-29, "AFP 101"; Sep 17-18, "Financial Aspects of Advance Funeral Planning"; Oct 21-24, "AFP 101". The Academy of Advance Funeral Planning Training Center, Franklin, OH. (800)331-6270.

OGR "Business Fundamentals...Connecting the Dots" - Sep 14-16, InterContinental Harbor Court, Baltimore, MD. (800)637-8030.

Texas Cemeteries Assoc Maintenance Conference - Sep 16-17, Cabela's Outfitter Conference Room, Buda, TX. (817) 336-0584.

Catholic Cemetery Conference Sales and Service for Catholic Cemeterians Seminar - Sep 29, JW Marriott, Orlando, FL. (708)202-1242.

Alliance of Illinois Cemeterians Fall Workshop - Oct 9, Skyline Memorial Park, Monee, IL. (217) 789-2340.

ICCFA Fall Management Conference - Oct 22-25, Ritz Carlton, Naples, FL. (800)645-7700.

Jewish Funl Dirs of America Annual Meeting - Oct 26-30, Omni Tucson National Golf Resort and Spa, Tucson, AZ. (781)477-9300.

OGR "Business Fundamentals...Connecting the Dots" - Nov 9-12, Casa Marina Resort, Key West, FL. (800)637-8030.



Todd Milner



Thacker Casket National Sales Meeting

CLINTON, MD— Thacker Casket Manufacturing in Florence, AL recently hosted the Thacker Caskets, Inc. national sales meeting. Thacker management and sales representatives convened at the impressive 210,000 sq. ft. factory for three days of intensive training, and in-depth factory tours. Thacker Plant Manager, **Jim Spinks**, detailed nearly \$950,000 in investments made by the Thacker Family during 2007 on a new oven system, machinery upgrades, and a variety of manufacturing process enhancements. Spinks also shared that Thacker production had reached record levels, and that a second production shift would be added in June, 2008. Thacker Casket Manufacturing was cited by the Florence area press and by local politicians for creating important job opportunities in Northwest Alabama and Southwest Tennessee. The Thacker Family believes in making its products in America...not Mexico or China.

Mike Beardsley, Thacker VP, Sales and Marketing, noted that several Thacker Sales representatives were honored for

outstanding sales achievements during 2007. Among those feted were **Bob Cullen** (NY/NJ/PA) and **C J Thacker** (MD/WV/VA).

The meeting was highlighted by **Todd Milner** being named the 2007 Thacker Salesman of the Year. This is the third consecutive year that Todd has won this prestigious award, a feat without duplication in Thacker's 69 year history. In his acceptance speech, Todd acknowledged the loyal support of the Thacker Family, and of his customers in Ohio and Michigan. Todd and his family live in Sylvania, OH where Todd also serves his community as a city councilman.

Founded in 1939, Thacker Caskets, Inc. is America's fastest growing casket manufacturer. Three generations of the Thacker Family are now actively involved in daily management and operations. Thacker proudly serves discerning funeral directors and leading casket distributors across 33 states. For more information, call 1-800-637-8891.

Candle Perfection Launches Refillable Floating Candle for Remembrance Services

SCOTTSDALE, AZ— Candle Perfection, purveyors of high quality permanent nylon candles has announced the launch of their unique refillable nylon floating candle. The 2.5" x 1.5" injection molded candle is very unique because it is designed to not only float, but is also engineered to be refilled an unlimited number of times and glow like a traditional beeswax candle.

These unique candles can be used for multiple services or may be given as a symbol of remembrance after the service.



Funeral professionals are looking for more opportunities to give families a memorable way to say goodbye. Many funeral homes and cemeter-

ies have created tranquil garden settings with streams or peaceful ponds where families can reflect, release flowers or toss memorial tokens.

"It has taken us a few years and many design attempts to perfect our refillable nylon floating candle because the candle had to maintain balance in order to continue to float as the liquid fuel burned," explains **Phyllis James**, Candle Perfection's President. Wax floating candles typically burn for a very short period of time before becoming unbalanced and sink. Candle Perfection's floating nylon candles use 99% CandlePure™ liquid paraffin fuel and easily re-fuel for multiple services by simply removing the lid, refilling and securing the lid again.

The "Candle Lighting Service" is comforting and economical. Services can include family members or may be extended to all memorial service attendees. In Candle Perfection's first memorial launch, the celebrant lit a single taper candle and offered a prayer of peace and light to God. Continuing, each family member lit a floating candle. One by one, they stepped onto a secured launching stone to ac-

Wilbert and South Carolina Licensee donate Burial Vault for Korean War MIA

BROADVIEW, IL— Wilbert Funeral Services, Inc. and licensee **Columbia Wilbert Vault Company** of Cayce, SC, donated a personalized *Veteran Tribune* burial vault for a special Armed Forces Day funeral service on May 17.

The service honored the recently returned remains of Korean War veteran **George Koon**, a sergeant first class who had been missing for almost 50 years after being captured by the Chinese.

Overseen by **Barr-Price Funeral Home** of Batesburg-Leesville, SC, the memorial took place at the Old Lexington Baptist Church Cemetery in Lexington. A granite marker had stood in remembrance of Sgt. Koon at the cemetery since 1951, when his family held a service for him in his absence.

He had been declared missing in January 1951, only months after his re-enlistment in the Army in 1950. In April 1951, the Department of Defense reported to his parents that he had been captured in North Korea and then killed by malnutrition inside a prison camp.

In 2002, the department informed Sgt. Koon's surviving brother, Carl, that George's dog tags had been discovered among skeletal remains unearthed from an unmarked grave. Further investigation led the department to believe that Sgt. Koon had been ambushed along a trail while being transferred to another prison camp.



DNA analysis by the department later verified that the remains did indeed belong to Sgt. Koon. His dog tags and wallet were returned to Carl, and his remains were shipped to Lexington in time for the Armed Forces Day funeral service, where he was interred in the donated Wilbert Veteran Tribune burial vault.

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.

CONTINUED ON PAGE B7

If you have a Convention,
Meeting or Seminar
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listed here, send
information to:

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Marble Memorial Candle Urns from Forever Pets, Inc. Forever Remembered Hearse founded by Former Funeral Director



MINNEAPOLIS, MN— Forever Pets, Inc. now has a new way to memorialize any deceased animal friend. These new *Memorial Candle Urns* are carved from solid quarry stone and go through several steps of labor intensive cutting, polishing and finishing. Each size is available in either black or white marble.

Each Memorial Candle Urn

comes with a vertical photo holder and a two-piece starter set of candles. The small urn comes with a 2.5" x 3.5" vertical photo holder, the medium a 3.5" x 5" vertical photo holder, and the large a 4" x 6" vertical photo holder. Some clients order a larger urn than necessary to attain a larger photo display. A round solid piece of marble combined with silicone sealant creates

the bottom closure.

Internal capacities for each size are 30 cubic inches for the Small, 85 cubic inches for the Medium, and 120 cubic inches for the Large.

For more information on this product or any other product that Forever Pets, Inc. has to offer please contact us at 888-450-7727, or visit their retail website at www.foreverpets.com and request a wholesale catalog.



Holland Supply expands its Facilities



HOLLAND, MI— Holland Supply, Inc. (<http://www.hollandsupplyinc.com/>), a leading manufacturer of cemetery, burial vault, and funeral equipment and supplies has recently completed construction on a 12,000 sq. ft. addition to its facility. Holland Supply has experienced continued growth and the addition will be used for increased manufacturing, assembly and storage capacity. **Randy**

DeWilde of Holland Supply explains, "The expansion will enable us to continue our customer driven focus. With a greater variety of quality manufactured products offered directly to our customers, and shortened lead times, we will be meeting our goal of improved customer satisfaction."

For more information, call 1-800-527-8818 or email sales@hollandsupplyinc.com.

HELLERTOWN, PA— Forever Remembered Hearse Company was formed by Hellertown funeral director **David J. Heintzelman** out of his love for Harley Davidson Motorcycles and the desire to be unique and different in the funeral service industry. His current motorcycle hearse (a converted cargo trailer) served his needs, but was at times hard to transport due to its size. So Heintzelman sought to do better. As the second generation hearse was being contemplated, the concept was to be like no other. The majority of motorcycle hearse companies formed around the country tend to look like a corporate



motorcycle hearse company that was formed in PA several years ago. Not wanting to follow that way of thinking and design, Heintzelman sought to produce a funeral coach with modern but classic lines. The search was on to find a company that was willing to produce a "one off" hearse. This coach would be have to be totally hand-made, crafted with the finest materials and equipment, to give the owner and the families that are served, instant value for their hard earned money. Most importantly, Heintzelman wanted to produce a product that would honor a loved one's life with dignity and pride.

After a search of approximately one year, David Heintzelman found a company that was willing to listen to exactly what he wanted; to produce the most different, unique funeral coach offered in the industry. After months of drawings and email communications, a trip to Beaufort, SC, was made by Heintzelman to see the owner/coach builders who would help pursue his dream. With very little interpretation, **Eric Dugge** and **Jeff Melinat** of **TrailerWorks, LLC**, surpassed his immediate expectations. After seeing TrailerWorks craftsmanship and designs, there was evidence of extreme attention to perfection and quality. Spending six hours with them proved to be a positive experience and set the stage to produce the first "Final Tear" funeral coach.

The quality of the coach is like no other. Fashioned from the 1940-1950s classic "teardrop" design, the funeral coach and its bright shining sides, tops and deep dish chromed wheels depict what Heintzelman's vision of the classiest "last ride" should look like. The interior of the coach is solid wood with ten rollers and the height of the floor is that of a standard church truck, making it easy to place a casket or funeral ark with minimal effort.

As many motorcycle hearse companies mimic a fifth wheel designed trailer, Forever Remembered chose to use a traditional tongue design, so that this funeral coach could be more versatile than others. With the use of this standard trailer tongue, the coach could be used in many various applications other than with a motorcycle. To personalize a loved one's "final ride" this second generation trailer can be pulled from a farmer's tractor, a hot rod or favorite classic car. Heintzelman's goal is to offer a multi-use type quality funeral coach that celebrates one's life.

CONTINUED ON PAGE B6

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<p style="font-size: 8px;">1996 S & S Cadillac Six Door Limo black, blue leather</p>	<p style="font-size: 8px;">2001 Eagle Lincoln Ultimate Hearse dark blue, dark blue crown top, blue leather</p>	<p style="font-size: 8px;">1996 S & S Cadillac Victoria Hearse black, black top, black leather</p>	<p style="font-size: 8px;">1996 Eureka Cadillac Brougham Hearse w/table silver, silver crown top, blue leather</p>
<p style="font-size: 8px;">2000 Superior Lincoln Diplomat Hearse white, white top, blue leather</p>	<p style="font-size: 8px;">1998 S & S Cadillac Victoria Hearse dark blue, dark blue top, blue leather, strobe bar</p>	<p style="font-size: 8px;">1995 Eureka Cadillac Brougham Hearse w/table gray, black top, blue leather</p>	<p style="font-size: 8px;">1996 Eureka Lincoln Six Door Limo white, gray leather</p>

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SI introduces Funeral Online Ordering System



OVERLAND PARK, KS— It is estimated that over 80% of today's consumers search the internet for product information prior to making a major purchase and then a large percentage of them actually buy the product online. This includes booking airline tickets and travel arrangements; purchasing everything from automobiles to prescriptions, clothing, groceries and movie/sporting event tickets; online banking; and making decisions about funeral arrangements for themselves or a loved one.

On April 1, **Suho Industries (SI)** introduced a new E-Commerce website which allows funeral directors to order products and services via this online portal. Benefits of the site for SI's funeral director customers include efficiencies, 24/7 access, reduction of human error, multiple payment options and personalized order information.

Much of the information is preset into the system so it is a matter of clicking and confirming. This includes selecting a vault, personalization options, determining the cemetery services needed, as well as actual names and locations of area cemeteries and any special charges that the cemetery may have. Once a new cemetery is used in

a particular market, it can be automatically added to that region's online list so the next funeral director won't have to add that information.

"While this program was in the development stages," stated **Dennis Welzenbach**, SI COO, "focus group research was used to test the preliminary concept to gauge its appeal with the funeral director target audience. The overall goal of the research was to gain a more complete understanding of the attitudes and perceptions of funeral directors regarding this pending E-Commerce web site, and to hear their suggestions on ways to make it more beneficial to their needs, as well as more user-friendly."

Many of the focus group participants' ideas and suggestions for how to refine and improve it for the funeral director were included in the current site. They include: having the order history include both the order number and the name of the deceased for easier identification; adding a calendar to help make sure the day and date match; the ability to print order pages and order confirmations with complete details to avoid missing costs like overtime, weekend services, custom orders and transfer charges; and reminders of additional services you can offer the family such as monuments and date of death inscriptions on existing markers.

"To make sure the online procedures work efficiently, prior to rolling out the program to all customers, it was beta tested by all the SI regional offices and by a number of individual funeral home customers," Welzenbach added. "Initially SI E-Commerce allows online ordering of funeral services, vaults and other in-ground burial products. Urns and other cremation services and products will soon be added to the online system, along with the ability to order Custom Legacy Vaults."

"We found SI's E-Commerce site both quick and easy to use," stated **Bridget Anaya**, manager of **Charter Funerals** in Shawnee Mission, KS, one of the test funerals

CONTINUED ON PAGE B7

Funeral Planning Online with First-Ever Seattle Funeral Guide by TheFuneralSite.com

SEATTLE, WA— **TheFuneralSite.com** announced the launch of the **Seattle Funeral Guide**, the first-ever local online guide for funeral planning. While several companies produce local wedding-planning guides, no one has created a local funeral-planning guide aimed at consumers. "We want to help people plan funerals at home, on their computers," **Anna Copley**, cofounder of TheFuneralSite.com, said.

The Seattle Funeral Guide can be found at www.SeattleFuneralGuide.com. It is part of www.TheFuneralSite.com, a national funeral-planning Web site based in Seattle.

"We launched the national Web site last October, since then we've realized that most of funeral planning involves local vendors—caterers, musicians, florists. We decided to create a series of local funeral guides starting with Seattle, our hometown," Copley said.

The Seattle Funeral Guide features an interactive map of all the funeral homes in the Puget Sound region. About half of those funeral homes are "featured" with their own Web pages containing photos and other information. Puget Sound consumers easily can identify funeral homes in their area, compare services and be more informed of their funeral options.

More than 20 categories of vendors are included in the Guide. These local vendors provide funeral-related services such as ash scattering by boat or plane, clergy and celebrants, flow-

ers, dove release, reception sites and venues, and musicians. A unique category is grief support. All vendors in this category are nonprofit organizations that provide free or low-cost counseling for the grieving.

The Guide provides local insight on funeral planning in Western Washington. Articles include Low Cost Funeral Tips for the Puget Sound Area, Green Funerals in the Puget Sound Area, and Gatherings and Scatterings at Mount Rainier National Park. The Guide includes a complete directory of the Washington state laws regulating funeral homes and cemeteries.

In keeping with TheFuneralSite.com's mission to help people plan funerals, the site offers an online funeral-planning tool called My Funeral.

My Funeral covers all issues involved, from major considerations like, "Do I want to be buried or cremated?" to details such as, "I want my nephew Nate to read Psalm 139 verses 7-12." The My Funeral tool involves seven steps, but users can skip steps or stop at any time and all their completed work will be saved. My Funeral helps people consider their many options, make informed decisions, and pass these decisions onto people who will carry out their wishes.

My Funeral is a feature of www.TheFuneralSite.com, a funeral-planning website.

David Johnson and **Anna Copley**, partners in TheFuneralSite.com, can be contacted at info@thefuneralsite.com and (253) 854-7021.

Baby Boomers take over the Final Frontier, Funeral Planning, Early and Online

SEATTLE, WA— The baby boom generation is looking at traditional American funerals and saying, "No, thank you." This society-changing group of 79 million Americans cares more about the specific details of their funerals than any previous generation. They want to make sure their funeral plans are recorded and known. In response to this demand, two baby boomers have created a free, online funeral planning tool called **My Funeral**.

In the past, most Americans have not planned their funerals, presuming their families will "take care of things" when the time comes. Today, baby boomers want their funerals to reflect the way they lived and what they loved. **Sonny Ewell** from Rockland, MA, was the town's ice cream man for decades. At his funeral, his ice cream truck, with bells ringing and lights flashing, led the procession. **Nan Kempner's** New York City memorial included her love of Mozart's Requiem;

Kates-Boylston Editor Parmalee wins National Journalism Award

WALL, NJ— **Thomas A. Parmalee**, associate editor of **Kates-Boylston Publications**, recently won second place in the "Best Investigative Reporting" category in the 2008 Specialized Information Publishers Foundation awards.

Parmalee won the award for focusing in on **Clayton Smart**, a previously unknown Oklahoma oilman who took the funeral industry by storm in July 2006. Smart came under scrutiny for voiding the contracts of 13,000 prepaid funeral holders and allegedly mismanaging millions of dollars in cemetery trust funds.

Starting with a story in the February 2007 issue of *American Funeral Director*, Parmalee traced the continuing legal saga and added to the court proceedings with his own investigation—including a dialogue with Smart himself—to give readers of *American Cemetery* and *American Funeral Director* a good understand-

ing of what was going on.

"This was one of the most significant stories that funeral service has seen for quite some time, and it really had serious implications for our readership," Parmalee said. "I'm happy to be recognized by the Specialized Information Publishers Association."

First place in the investigative category went to Max Frumes with Dealflow Media, who uncovered a ponzi scheme in The Pipes Report.

Parmalee graduated from The College of New Jersey and formerly worked with media outlets such as The Times of Trenton, The Asbury Park Press and Bloomberg News.

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

Bob Horn chairs Board of PSI Funds

DALLAS, TX— **PSI Funds**, the largest exclusive lender to the death care industry, announced the appointment of **Bob Horn** as Chairman of its Board of Industry Advisors. According to **Phin Stubbs**, PSI Funds CEO, "We are most pleased to have the benefit of Bob's experience financing many transactions over the course of his long career and his knowledge of the financing needs of the industry."



Bob Horn

Following five years with a small family-owned funeral home, Horn's 45-year career included senior management positions with **International Funeral Services** (San Diego, CA), **Pierce Brothers** (Los Angeles, CA), and **Prime Succession** (Batesville, IN), prior to co-founding Tampa-based **Keystone Group Holdings** in 1996.

Recently retired as Chairman of the Board of Directors and CEO of Keystone, Mr. Horn continues as a Trustee and Immediate Past Chairman of the Funeral Service Foundation, Chairman of **Legacy Management and Accounting Services**, as well as a member of the Death Care Management Council.

Mr. Horn states: "I am delighted to be associated with a private and family-owned non-bank lending organization. Mr. Stubbs has built PSI Funds to be personable, nimble and flexible in responding to the financial expansion and refinancing needs of funeral home owners. I love this industry and its people and was looking for a way to continue to serve. After studying PSI Funds and what they offer I felt compelled to spread the word and help since I believe they can provide tremendous advantage to independent operators."

For more information, dial toll-free 888-PSI-2003 ext. 204.

Forever Remembered Hearse

Continued from Page B4

The Forever Remembered Hearse Company of Hellertown, PA and TrailerWorks, LLC of Beaufort, SC, stand ready to hand build a quality hearse that brings dignity to those who want the ride to the cemetery or crematory to be a little different. Without corporate limitations and corporate kickbacks, we provide the coach that shows the difference.

To see more products that

can be produced by TrailerWorks or to see pictures of the coach visit their website at www.retrotraveler.com. Any inquiries about sales or rental of this unit can be addressed to David J. Heintzleman at 610-838-0521 or dave@hearse4motorcyclefunerals.com or visit the Forever Remembered website at www.hearse4motorcyclefunerals.com. Remember, it's not the destination, it's the journey!

Model Casket & Church Truck and 1938 Restorative Art documentary now available on UndergroundHumor.com

WILTON, CT— **UndergroundHumor.com** is pleased to announce that **Precision Miniatures'** 1:18 Scale Model Casket and Church Truck is available in its scale model store.

This detailed, simulated wood grain casket on a chrome plated church truck looks so real that you will expect miniature pallbearers to try to whisk it off to a funeral service. This beautiful casket comes complete with gold-colored handles and a removable lid. Inside you will find a flocked interior and separate pillow. Casket may be displayed on or off the church truck.

The 1:18 Scale Model Casket and Church Truck is a fantastic addition to any scale model collection, especially collections containing any of the other great Precision Miniatures scale models.

Matone Production's Restorative Art... A Specialty of Embalming is now available on DVD in the video store at www.undergroundhumor.com.

This authentic 1938 production (originally on two 8mm reels) depicts mortuary science students filming their projects. The footage shows them working on cadavers using restorative art techniques to restore bodies badly damaged from accident or disease. The scenes are graphic and show the students going through the process of analyzing what needs to be done and performing the demi-surgery. You will see in detail



Precision Miniatures 1:18 Scale Model Casket and Church Truck

the preparation of the bodies, the resculpting of the faces and bodies, the make-up being applied, and then the final presentation in the casket. There are about a dozen of these examples, plus extra footage showing plaster cast making on the students, sculpting heads, practice make-up, first aid, CPR, and a bit of horsing around.

UndergroundHumor.com is the funeral service profession's subterranean source for gifts and novelties, featuring books, videos, t-shirts, scale models, antiques and more. Catalogs are mailed upon request or can be downloaded from their website at any time. For further information, visit www.undergroundhumor.com or call toll-free at 1-800-961-6132.

Candle Perfection Launches Refillable Floating Candle

Continued from Page B2

cess the stream and release the floating candle into the water. After 23 candles were launched, participants joined hands and said a final goodbye.

The Candle Perfection floating nylon candle is designed to burn for approximately 5 hours before fuel replenishment, however most candle lighting services will last for about 15 to 20 minutes. After the services have concluded the funeral home can collect the floating candles and re-fuel them for future services. Because the nylon candles are economical and eco-friendly, they are the ideal addition to remembrance services. Perhaps the family chooses to keep their floating candle and light it occasionally, seasonally or daily as a part of their healing process. "Both the bereaved and funeral professionals can feel a bit awkward after a period of time has passed," but a call offering replenishment **CandlePure™** can open the door for further conversation and services.

Candle Perfection's floating candle package includes 24 nylon floating candles and a 32 ounce bottle of **CandlePure™** liquid paraffin fuel.

For more information on this product and the US Patented **Candle Cremation Urns, Keepsafes™** and **Chapel Candles** call 480-515-0808 for a representative in your area or visit www.candleperfection.com.

SI introduces Funeral Online Ordering System

Continued from Page B6

al homes. "The user friendly dropdown menus are all very helpful and this tool allows us to double check all costs before we commit to the family."

"We have had no problems ordering online" said **Mark Smith**, general manager of **Amos Family Funeral Home** in Shawnee, KS, another test participant. "SI E-Commerce is really a good system. Like phone ordering, it's easy to do plus it's more efficient with the dropdown menus, confirmations, double checks and the ability to print out orders to make sure they're complete and accurate. Having 24-7 access and the availability to order from home is nice to have, if I ever need it."

"What impressed me the most is how checks and confirmations are built into the system to make sure the online ordering is executed correctly. And when there was a problem, how quickly SI took care of it and made sure it won't happen again," said **Chuck Townsend**, Funeral Director with **Speaks Family Legacy Chapels** in Independence, MO. "One of my first online orders was made after office hours on Friday for a Monday a.m. funeral. Because of the 24-hour regular business hour requirement, SI had to scurry on Monday to take care of the family. But since I had printouts of my order and automatic confirmation, SI had a 'paper trail' to

follow to quickly identify and change the procedure to prevent the problem from reoccurring. Having records is another advantage of online over ordering by phone."

To learn more about the SI E-Commerce Online Ordering program, its benefits, how it works, and how to sign up, funeral director customers can go to www.SIfuneralservices.com and click on SI E-Commerce Online Ordering or contact your regional SI sales representative. Funeral directors that are not current SI customers should call 800-330-1896 and ask for Online Ordering.

Headquartered in Overland Park, KS, **Suho Industries** serves funeral professionals in ten states. The SI Funeral Services division is the largest **Wilbert Burial Vault** franchise in the nation, as well as providing grave openings, cemetery set-ups, cremation products, crematories and embalming services. The SI Memorial and Veterans Memorial divisions provide everything from personal cemetery monuments to columbarias and civic and veteran's memorials/tributes. They assisted in the burial of Presidents Dwight D. Eisenhower and Ronald Reagan; were a major builder of the **Georgia National Cemetery**; and have designed and built more veteran memorials than any other United States company.

Mark Thomas strengthens "Green" Initiative though Wind-Generated Electrical Power Program

SLEEPY EYE, MN— Sleepy Eye-based **Mark Thomas Co.** and **Caring Times** strengthened its "green" initiative by contracting with Sleepy Eye Public Utilities to purchase nearly 100 percent of the company's electrical power needs from wind power generation farms in Minnesota and Iowa. The company uses an average of 10,000 kilowatt hours per month. Wind power is "fuel free" and makes Mark Thomas the only dedicated user of wind power in the area.

"We are a firm believer in renewable energy and saw this commitment to 100 percent wind power as the next logical step for us to reduce the environmental impact of our operations," said **Mark Beito**, president, **Mark Thomas Co.** "We use a relatively large amount of electricity to run

our presses, bindery, wood-working and other operations and we believe that purchasing wind-generated electrical power can make a real difference."

"Our mantra at Mark Thomas is 'reduce, reuse, recycle,'" said Beito. Wind generated electrical power fits into the reduce category. The company reuses shipping cartons from incoming materials to ship out finished goods to its many customers across the country and recycles as much as three times more material than it discards. Paper used in printing Mark Thomas' broad line of products for funeral homes is certified by the Forestry Stewardship Council (www.fsc.org) to be compliant with the Sustainable Forest Initiative Act.

"Going Green' is just not

good for the environment; it also makes good business sense too," concluded Beito. "Our 'green initiatives' help us maintain our position as a low cost producer offering very competitive prices to our customers."

Headquartered in Sleepy Eye, MN, **Mark Thomas Co.** has been dedicated to serving America's funeral directors since 1991. Mark Thomas carries a full line of products including memorial folders, acknowledgments, register books, prayer cards, bookmarks, service bulletins, urns and funeral director thank you cards. They also offer a grief information series as well as other memorialization items. To view their product offerings visit www.markthomasco.com and www.caringtimes.com.

Apex introduces Inspiration Casket



POMONA, CA— **Apex Casket** is pleased to announce the **Inspiration Casket**, one of their newest caskets for this summer of 2008. The Inspiration casket features a hand rubbed high gloss finish and urn cut corners. This casket gives funeral homes a luxurious casket offering at a price that is affordable for even the most budget minded family. This casket features white goose velvet beaded spread, full lining and a tailored pillow that is suitable for male and female alike. This solid Elwood casket will be available for delivery beginning in mid-August.

In addition to the Inspiration Casket, Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to funeral directors. Apex has a continued commitment to provide the funeral industry with quality products in conjunction with competitive pricing. To see Apex's entire product line, go to www.apexcasket.com. Email any questions to sales@apexcasket.com. You can also call to request a catalog at 1-888-680-6800.

Son of former Eagle Coach President starts new Funeral Coach Company



AMELIA, OH— **Jason Kellerman**, son of **Mike Kellerman**, previous owner and current President of **Eagle Coach Company**, started **Prestige Vehicle Corporation**, a manufacturer of first call vans, Cadillac Escalade and Chevrolet Suburban coaches. Jason Kellerman worked with Eagle Coach for over ten years. He was Production Manager and Sales Manager of the First Call Vans and Suburban Coach lines from 2000 through 2007.

"I learned a lot working with my father. He taught me the dedication you need to run a business and how to treat your employees. He also taught me the impor-

tance of quality and customer relations."

Prestige Vehicle Corporation is a unique company in that it sells to funeral homes "factory direct." **Prestige Vehicle Corp.** does not use the dealer system, and the savings is passed directly to the customer. "We can save funeral homes up to \$5,000 on their purchase of a first call van. That is money they can put in their gas tank."

Kellerman noted, "Our first call vans are similar to the designs I used at Eagle Coach—with some improvements." For more information, visit their website at www.PrestigeVeh.com or call 1-800-559-5018.

Trigard simplifies Bronze Sales with Bronze 180 System Kit

DANVILLE, IL— Trigard is introducing a 180 degree spin on creating a bronze memorial. No more complicated presentations with too many products. Trigard Bronze is proud to announce the most modern, simple, and productive solution for memorial sales.

The 180 system is built on simplification. It begins with a Memorial Profile questionnaire that helps the family decide which memorial is best for their loved one. The Memorial Profile drives the product presentation. Basically, there is no selling involved; it is truly an information provided presentation. The family answers the questions, points are assigned to each answer and added up, and the point totals define the product line presented.

Trigard Bronze has also reinvented the wall display. The 180 System wall displays will fit any wall type and come in two versions: The Basic Display utilizes miniature bronze samples in a smaller wall footprint. The Premier Display utilizes full size 24" x 14" memorials with miniature bronze companion memorials. Both wall displays are organized into three tiers: a good, better, best system that makes selection less difficult for families.

The different levels of memorialization are simplified by product accent choices. The Portrait Bronze is a simple texture, color and font choice. The Gallery Bronze is a specific work of art, border/no border, and font choice. The Collage Bronze is a choice background, photographs, and font. Both the single and companion Collage memorials have photo placement templates that will allow for consistent looks and sales from your counselors. The key theme throughout is simplify. Clear choices will make for clear decision making.

Finally, any memorial can be enhanced with Trigard's Antique Oxide or Brilliant Impression™ Full Color. The 180 System Kit comes complete with a step-by-step Sales Training Kit, Order Procedure Guide, Trigard's newest presentation booklet and Trigard's The Difference is Clear brochure. A CD is also provided complete with order forms, test results, warranty, and a new customer application form.

For additional information on Trigard Bronze or our 180 System Kit, please contact Kelli or Carla at 800-798-4900.

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

Outlook Group holds Hawaiian themed Conference

CHICAGO, IL— Just when you think Outlook Group company-wide meetings couldn't possibly get any better; they go and put together a world-class meeting like the one held in Chicago, June 3-6, 2008. The critically acclaimed summer 2008 meeting was held at the luxurious Embassy Suites Chicago-Lombard/Oak Brook. 80 people attended the four day event. The meeting theme was "Aloha – We're Headed to Hawaii!" in recognition of the group's efforts to qualify all their affiliated Advance Funeral Planning Professionals (AFPP's) to attend the Homesteaders Life Company - 2009 Leaders Conference in Waikoloa, HI. Meeting activities focused on celebrating the significant achievements of AFPP's, education, training seminars, interactive and motivational exercises.

The conference began Tuesday evening with an exclusive showing of the movie *My Life* starring Michael Keaton. After an exhausting day of travel to reach the meeting site, attendees had an opportunity to relax and openly reflect upon the essential nature of the vital pre-planning service they provide families.

Wednesday was the first full day of meetings and was filled with teaching, interactive exercises and team building. Tyler Anderson gave a highly productive presentation on Seven and a Half Ways Not to Keep Yourself a Secret and Candace Franco followed with a review of Outlook-ology – The Distinctive Language of The Outlook Group. Thomas J. Winninger, author of the best-selling book *Price Wars* and *Bullseye* was the special guest speaker for the afternoon session. Tom's appearance was generously sponsored by the Aurora Casket Company, Aurora, IN. Thom motivated everyone up when he challenged them to "reach for the stars" and "be all they were born and destined to be." Mr. Winninger's program was entitled Bullseye-Selling The Right Stuff! The evening was spent cruising on Lake Michigan, just off the downtown Chicago shoreline, aboard the Spirit of Chicago cruise liner. Following a scrumptious buffet dinner and dancing a breathtaking fireworks display could be seen from the ships outside railings as it pulled back into its berth at Chicago's Navy Pier.

A well expounded Network Marketing workshop was given on Thursday by Debby Peters, Director of Training for Certified Networker - the company that is evolving a community of profitable referral partners. Debby outlined six types of networking groups and showed everyone how they can plan for purposeful and profitable networking with any group they join.

Chris Kuhnen shared new Post Card Marketing lead generation ideas and Julie Burns of Wilbert Vault Company showed everyone how to effectively Navigate Cremation through her enlightening power point presentation

The 3 P's Panel Discussion, lead by Candace Franco, Coordinator, The Academy, was perhaps the highlight of the day. Questions for our distinctive panel members from Outlook

AFPP's were e-mailed directly to Candace weeks prior to the meeting so they could be kept under wraps until they were revealed to the panel members for the first time "live" during the panel discussion. First-rate panel members were G. Stokes Hunter, Don Odom, Jamie Sarver, Bev Keen and Megan Coyle-Stamos. Thank you to all our panelists for their participation!

The always popular recognition and awards banquet capped off the day. Hawaiian attire was the fitting dress for the evening's festivities. During the banquet, The Outlook Group, Inc. acknowledged a number of guests in attendance including Sue DeHart and Jackie Hartman, Sales Counselors with Thomas and Associates, Monkey Island, OK and funeral home owners George Goldfinch, Goldfinch Funeral Homes, Conway and Myrtle Beach, SC; Joe Coyle, Coyle Funeral Home, Toledo, OH and Scott Brainard, Brainard Funeral Home, Weston, WI. Charles W. Anderson and John Feher acknowledged all the extraordinary AFPP's who made special contributions to furthering education about advance planning in their local communities. Major award recipients for the night included Don Odom, Megan Coyle-Stamos and Ann White.

The final day of meetings did not leave a dry eye in the house, thanks to a heartwarming presentation entitled Failure Is Not an Option presented by Chris Kuhnen. Personal life testimonials were given by Heather Brockway, Bev Keen, Temeika Love and Mirusia Michalowski. Attendees were shown that it is "OK" to face your fear and move through it, because everything will work out just fine in the end. The battle goes to those who keep moving and as Winston Churchill said, "Never, Never, Never Give Up!" Everett Collins conducted a highly informative (and often eye opening) workshop on state Medicaid Rules and Regulations and how they can benefit sales counselors. Everett clearly showed everyone that it really pays big dividends to get to personally know your local Medicaid Caseworkers as well as your state Medicaid laws. The Outlook Group, Inc. - Ohio regional team concluded the meeting on a high note by playing a video of a distinctive rendition of the song "Over the Rainbow" performed by noted Hawaiian performer "IZ". This song will be played over the company voice mail system very time an AFPP qualifies for the 2009 Homesteaders Life Company Leaders Conference.

The meeting concluded with warm words of praise and thanks from company Founder, CEO and President, Charles W. Anderson for another outstanding company-wide meeting and outstanding first half of the year sales performance.

Founded in 1985 in Franklin, Ohio, The Outlook Group, Inc. is America's premier Funeral Service Solutions Company serving independently owned and operated funeral homes across America. For more information contact The Outlook Group, Inc. directly at (800) 331-6270 or visit them on-line at www.theoutlookgroup.com.

Legacy.com launches comprehensive Memorialization Portal on the Web

EVANSTON, IL— Legacy.com, the Web's dominant obituary resource and leader in online memorialization, has launched an enhanced portal that builds upon its affiliation with more than 650 U.S., Canadian and British newspapers. The portal adds new expert content and a number of advanced features to create the most complete and interactive memorialization site available on the Internet. Complementing its daily obituary feeds from newspapers with its comprehensive database and powerful search function, the 10-year-old category pioneer has added social networking features similar to those available through MySpace and Facebook but specifically geared toward its targeted audience.

"Our goal has always been to provide a place for individuals to create lasting memorials to their deceased loved ones and to offer support to those seeking advice or solace during times of grief and loss," said Stopher Bartol, president and CEO of Legacy.com. "As more and more people turn to the Web to search for information, connect and find comfort, our hope is that Legacy.com and our affiliated newspaper Web sites will provide welcoming destinations for people during the most difficult times in their lives."

Among the new site enhancements is an interactive microsite called LegacyConnect, through which visitors can network and gain access to a rich assortment of expert counsel from leading educators, authors, grief counselors and psychologists on topics related to grief and loss. New content and experts will be featured each week. Visitors also can share experiences or seek and offer wisdom or support through a variety of community discussions and message boards.

"LegacyConnect was created as a place where

people going through one of life's most difficult experiences can come to share their thoughts, find comfort and begin to heal," explained Bartol. "From inspirational poetry to practical advice on estate settlement, LegacyConnect offers tools and access to experts to help people cope with the aftermath of loss."

Another exciting addition to Legacy.com is a new online tribute product called Legacy Memorial Websites. Available as stand-alone pages or linkable to printed obituaries, Legacy Memorial Websites enable users to combine a biography, cherished photographs, music, and video and audio clips in a unique way to honor and remember their loved ones. A Legacy.com Guest Book may also be included, allowing visitors to express their sympathy and share thoughts and fond memories. Additionally, these sites can host links allowing visitors to quickly and easily make memorial donations to favorite charities or causes.

These new enhancements build upon the already robust Legacy.com content, which includes:

- The most comprehensive and searchable database of obituaries available on the Web. Through its partnerships with more than three-quarters of the nation's largest 100 newspapers, Legacy.com features obituaries and online Guest Books for more than two-thirds of people who die in the United States. Additionally, Legacy.com uploads government death records and maintains a searchable database for some 85 million deaths dating back to 1936.
- Online Guest Books – made popular by Legacy.com – enabling visitors from around the world to offer condolences and memorials to their loved ones. Near-

ly 800,000 new Guest Book entries are logged each month through Legacy.com.

- Customized e-mail alerts that automatically notify users of the deaths of former friends, colleagues and associates. Users immediately can be notified by e-mail if someone from a hometown, place of worship, workplace, university or other affiliation passes away.
 - Timely information about the deaths of celebrities and other noteworthy individuals, including movie and TV stars, public officials, and business, philanthropic and civic leaders.
 - Profiles of more than 8,000 U.S. funeral homes including maps, contacts and other useful information. Funeral service providers not currently on the site are invited to post information free of charge to Legacy.com, including links to their own Web sites, which enable them to build traffic to their site and enhance awareness of their services.
 - "In Remembrance," a special section of the Legacy.com site that features profiles for every service member who has died during the wars in Iraq and Afghanistan.
 - Special memorials honoring the lives of those lost during events that impacted the entire country, such as 9/11 and the tragic shootings at Virginia Tech and Northern Illinois University.
- Legacy.com's network of sites attracts 12 million unique visitors per month and credits this volume of use to its highly comprehensive, searchable database of obituaries and rich, relevant content – accessible directly via every local newspaper site affiliated with Legacy.com.
- "People automatically turn to newspapers when looking for obituaries of friends and

family," commented Bartol. "Through strategic partnerships with our newspaper affiliates, we have taken that top-of-mind association and coupled it with innovative technology that allows anyone around the world to remember a friend or family member and automatically learn of the passing of valued friends and former colleagues via their local hometown newspaper sites. All of the new Legacy.com enhancements will be accessible through our affiliates' Web sites, bringing added value to these partnerships and providing our users with more and better ways to commemorate their loved ones' legacies."

For more information or to experience the new site enhancements first-hand, visit www.Legacy.com.

Founded in 1998, Legacy.com (<http://www.legacy.com>) is an innovative online media company that collaborates with more than 650 newspapers in the United States, Canada and the United Kingdom to provide ways for readers to express condolences and share remembrances of loved ones. As the leader in the online memorial and obituary market, Legacy.com and its newspaper affiliate Web sites attract 12 million unique visitors each month. It collaborates with more than three-quarters of the largest 100 U.S. newspapers and features obituaries and Guest Books for more than two-thirds of people who die in the United States. The company has expanded to host "Celebrations" for newspaper affiliates, including birth, marriage, commitment, graduation and other announcements. A privately held company whose investors include the Tribune Company, Legacy.com is headquartered in the Chicago suburb of Evanston. Learn more about Legacy.com by visiting <http://www.AboutLegacy.com>. Legacy.com: where life stories live on.®

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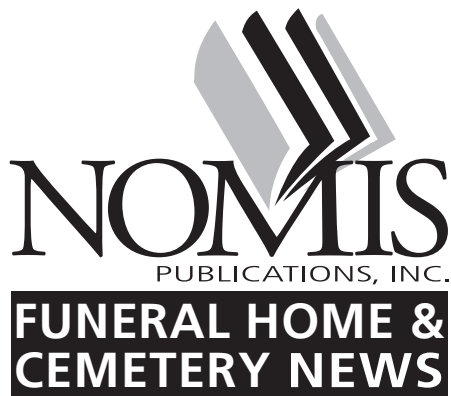
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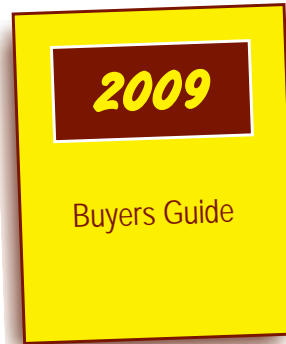
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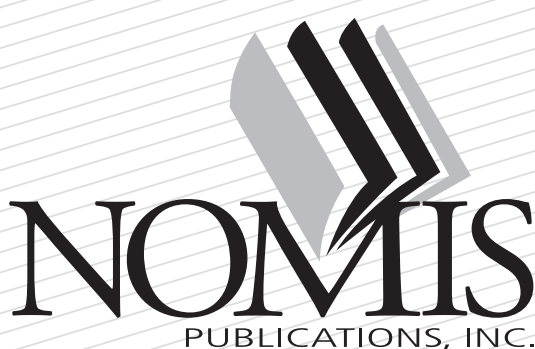


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- 2003
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- 2002
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Lincoln Superior Hearse silver/neutral leather
Cadillac S&S Victoria black/blue leather
- 2001
Cadillac Eagle Hearse white/blue top/blue leather
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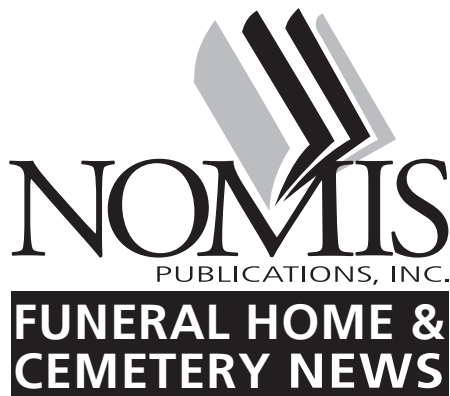
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Lease For \$479.00+TTL - Call or visit www.parkssuperior.com



2001 Superior Coach Cadillac Statesmen
All Black - Lower Chrome Molding - Nice Shape - Ready To GO! -
Lease For \$499+TTL - Call or visit www.parkssuperior.com



2001 S&S Coach Commercial Glass 6-Door
All Black - 35,000 Miles - Very Clean - One Owner - Just Came In On Trade
CALL For Pricing! - Call or visit www.parkssuperior.com



1999 S&S Coach Cadillac 49" 6-Door
All Black w/Blue Leather - 26,000 Miles - Very Clean - Ready To GO! -
PURCHASE \$11,900.00 - Call or visit www.parkssuperior.com



1999 S&S Comm. Glass 6-Door Limo
All Black w/Black Leather - LOW Miles - 25,000 Miles - One Owner Car -
PURCHASE - 17,900.00 - Call or visit www.parkssuperior.com



1999 Federal Coach Lincoln Hearse
All Black w/Black Interior - Very Clean Inside & Out! -
Lease For \$465+TTL - Call or visit www.parkssuperior.com



1995 Eagle Coach Cadillac Hearse
All Black - 32,000 Miles - Very Clean Car - Amber Beacon Ray -
PURCHASE - 11,900.00 - Call or visit www.parkssuperior.com



1996 Superior Coach Cadillac 6-Door
Black Top w/Academy Gray Paint - Blue Interior - Very Clean Car - 31,000 Miles -
\$5,900.00 - Call or visit www.parkssuperior.com



1994 Superior Coach Cadillac 6-Door
Black w/Black Leather - LOW MILES - Very Clean Vehicle -
PURCHASE - \$5,900.00 - Call or visit www.parkssuperior.com

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