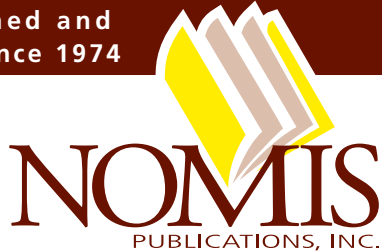


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NEWS

SECTION B

AUGUST
2010

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Artistique offers a new turn on Urns

MILWAUKEE, WI—**Artistique Urns**, a small company headquartered out of Milwaukee, WI, specializes in handcrafted cremation art. All of the products produced are created from hand selected woods purchased from local suppliers and sawmills. Choosing each piece of wood for its uniqueness of grain patterns, color, and quality ensures that each urn will always be as unique as the person it represents.



Artistique Box

Artistique Urns has two main product lines; wood turned vessels and box urns. The wood turned vessels are comprised of 120 to 150 individual pieces of wood which are prepared in rings. Each ring is glued together and installed on the lathe to be turned to attain its final shape. These vessels have threaded lids, lacquer finish which is hand buffed to a glass like finish and include the signature of the artist and the types of wood that are used. In the crafting of each turned vessel urn, the goal is to incorporate simple yet elegant forms which showcase the beauty trapped in each board that is used.

The box urns showcase a unique style of joinery. The corners of the boxes are a full, through dovetail. This style of dovetail is a replication of joinery that would be found on antique, colonial style furniture. In designing the box style urns, it was artist/owner **Kevin Kabacinski's** goal to create something that the funeral industry has not seen before. There are many dovetail boxes on the market, but nothing like the style of dovetails incorporated in these boxes.

"It gives me great pleasure knowing that my artwork serves as a lasting tribute to families, for their recently departed loved

ones. Woodturning is an art form with very few limitations. This lack of restriction keeps my mind engaged contemplating new possibilities," stated Kabacinski. For more information visit www.artistiqueurns.com. Contact owner/artist Kevin Kabacinski at 262-716-8353, email kevin@artistiqueurns.com or owner/sales representative Todd Rogalski at 920-621-1062, email todd@artistiqueurns.com.



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Embroidery and Silk Screen Available

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In Quantities, other sizes and styles available.

Funeral Source One now offers Hizone Brand of Chemicals

LOUISA, VA—**Funeral Source One.com**, the online source for funeral home, cemetery, and crematory supplies and equipment, is now pleased to be an authorized distributor of **Hizone Brands Ltd.** Hizone offers a complete chemical line including additives, arterial fluids, cavity fluids, cavity fillers, cosmetics, dyes, creams, and powders.

Hizone's popular Paulex™ embalming powder is exclusively manufactured by Hizone Brands, Ltd. as a highly effective external embalming powder for controlling odors, preserving tissue and inhibiting mold and mildew. Paulex Powder™ is for use



Hizone Chemicals

in caskets, mausoleums, crypts, body bags, and wherever external embalming is necessary.

For more information, MSDS forms or any additional information on Paulex Powder™ and the Hizone Line, please visit [\[sourceone.com\]\(http://sourceone.com\).](http://www.funeral-</p></div>
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Funeral Source One was established in March 2009 by **T.R. Ward**. Hizone Brands, Ltd. was established as Hizone Research Laboratories in 1937. Hizone is currently operated by **Leo Bailleaux** and **Norman Munson**.

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CALENDAR of Events

CONVENTIONS/ CONFERENCES

Ohio Assoc of Cemetery Superintendents and Officials - Aug 02-04, 2010, Holiday Inn, Boardman, OH. Exhibits. 614-885-5933. oacsosecretary@gmail.com

Cremation Assoc of North America (CANA) - Aug 04-07, 2010, Sheraton Waikiki Hotel, Honolulu, HI. Exhibits. 312-245-1077. www.cremationassociation.org cana@smithbucklin.com

Fountain Academy International Conference - Aug 05-08, 2010, Holiday Inn Convention Center, Springfield, MO. 417-833-5130. vrfountain@earthlink.net

Assoc of Alabama, Mississippi and Louisiana Cemeteries Tri-State Convention - Aug 15-18, 2010, Perdido Beach Resort, Orange Beach, AL. Exhibits. 256-820-4611. www.alabamacementeries.org alcemeteries@aol.com

New York State FDA - Aug 22-25, 2010, Saratoga Hilton, Saratoga Springs, NY. Exhibits. 800-291-2629. www.nysfda.org info@nysfda.org

Colorado FDA & Colorado Assoc of Cemeteries - Sep 08-10, 2010, Embassy Suites Hotel & Conference Center, Loveland, CO. Exhibits. 303-791-2336. www.cofda.org mail@cofda.org

Catholic Cemetery Conference - Sep 14-17, 2010, Omaha Hilton, Omaha, NE. Exhibits. (888) 850-8131.

Independent Funeral Directors of Georgia - Sep 19-21, 2010, Hyatt Regency Savannah, Savannah, GA. 770-445-3180. www.ifdg.org ifdg@aol.com

Preferred Funeral Directors International - Sep 25-28, 2010, Ritz-Carlton Highlands, Lake Tahoe, CA. 727-524-8100. www.pfdi.org info@pfdi.org

New Jersey State FDA - Sep 28-30, 2010, New Taj, Atlantic City, NJ. Exhibits. 800-734-3712. www.njsfda.org wbeebe@njsfda.org

Texas Cemeteries Assoc Maintenance Conference - Sep 28-29, 2010, Hilton Garden Inn, Arlington, TX. 817-336-0584. www.txca.us llberger@txca.us

Selected Independent Funeral Homes - Sep 29 - Oct 02, 2010, Walt Disney World Grand Floridian Resort & Spa, Orlando, FL. 800-323-4219. www.selectedfuneralhomes.org info@selectedfuneralhomes.org

Illinois Cemetery & Funeral Home Assoc - Sep 29-30, 2010, Marriott Hotel & Conference Center, Normal, IL. 866-758-7731. www.icfha.org icfha@hotmail.com

Washington Cemetery & Funeral Assoc - Sep 30 - Oct 02, 2010, Skamania Lodge, Stevenson, WA. Exhibits. 888-522-7637. www.wcfa.us info@wcfa.us

Jewish Funeral Directors of America - Oct 03-06, 2010, Intercontinental, Chicago, IL. 781-477-9300. www.jfda.net

NFDA - Oct 10-13, 2010, New Orleans, LA. Exhibits. 800-228-6332. www.nfda.org nfda@nfda.org

Associated Cemeteries of Missouri Fall Seminar - Oct 22-23, 2010, The Resort at Port Arrowhead, Lake Ozark, MO. Exhibits. 636-550-7723.

Casket & Funeral Supply Assoc (CFSA) - Nov 15-16, 2010, Crowne Plaza Union Station, Indianapolis, IN. 847-295-6630. www.cfsaa.org mallen@cfsaa.org

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

OGR Annual Conference - Apr 08-09, 2011, Loews Atlanta Midtown, Atlanta, GA. 800-637-8030. www.ogr.org

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

Catholic Cemetery Conference - Aug 27-31, 2012, Gaylord National Resort & Convention Center, Washington, DC. Exhibits. 888-850-8131.

MEETINGS/SEMINARS

The Academy Training Dates - Aug 24-27, 2010 Advanced Funeral Planning; Sep 21-22, 2010 Community Connections; Oct 19-22, 2010 Advanced Funeral Planning; Oct 25, 2010 Continuing Care Program Development; Oct 26-27, 2010 Continuing Care for the Advance Planner or Aftercare Specialist; Nov 02-03, 2010 Financial Aspects of Advance Funeral Planning, The Academy Training Center, Franklin, OH. 800-331-6270. www.theoutlookgroup.com

The Foresight Companies - Oct 10, 2010 "The 21st Century Funeral Home", Marriott New Orleans Convention Center, New Orleans, LA. 800-426-0165.

OGR Fall Forum - Nov 01-02, 2010, Marriott Cincinnati at Rivercenter, Cincinnati, OH. 800-637-8030. www.ogr.org

Funeral Service Business Forum - Nov 17-19, 2010, Palazzo at the Venetian, Las Vegas, NV. 732-730-2586. katesboylston.com/bizforum tparmalee@katesboylston.com

Aurora acquires Alliance-St. Laurent Casket Company



AURORA, IN—Aurora Casket Company, the largest family-owned funeral service supplier, has completed the acquisition of Canadian casket provider Alliance-St. Laurent Caskets. Based in New Brunswick, Canada, Alliance-St. Laurent will now operate as a wholly owned subsidiary of Aurora, following the acquisition of the remaining 50 percent of the business. Aurora acquired a 50 percent share of the business in 2006, and has been a distributor of Alliance-St. Laurent products for more than 15 years.

Largest Family Owned Casket Company Adds Top Canadian Hardwood Casket Company

Founded in 1978, Alliance-St. Laurent is a leading provider of hardwood and cloth caskets, and cremation and transport containers to funeral service providers throughout North America. Paul Michaud will continue to serve as president of Alliance-St. Laurent. "Our partnership with Aurora has been mutually beneficial for our companies, our employees, and the clients we serve," Michaud said. "As a wholly owned subsidiary, we will continue to focus on quality, innovation and business growth."

Alliance-St. Laurent operates three manufacturing facilities - two in Quebec, and one in New Brunswick. These facilities join Aurora's manufacturing locations in Aurora, IN; Cincinnati, OH; and Piney Flats, TN. "We are thrilled to bring another trusted family business into the Aurora family," Aurora Casket Company president Bill Backman said. "The products produced by Alliance-St. Laurent, and the relationships they have established throughout the funeral service profession will be key to our continued growth and service to our clients. There is intense competition for this market segment, and our partnership with Paul and the team at Alliance-St. Laurent provides Aurora an even stronger position in offering more to our clients."

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, Indiana. For more information about Aurora products and services, visit www.auroracasket.com.

Covington Casket adds John Tyner

ANDALUSIA, AL—Covington Casket Company's vice president Alan Williamson has announced the hiring of funeral service professional John Tyner. "We are extremely fortunate to have a man of John's caliber joining us" said Williamson. "Having worked with a national casket supplier, he will provide a great resource of knowledge in casket selection and merchandising."

Tyner comes to Covington with over twenty years of funeral service experience. Williamson also added, "The hiring of John will allow us to establish a bold, clear strategic direction that will allow us to maximize opportunities available in central and northern Mississippi."

When asked about joining Covington, John said he was excited about renewing his relationships with his former customers. "It's great to be back in Mississippi, I am looking forward to seeing all of my friends, I am also grateful to have the opportunity to work with Covington. They have a product line that is geared for today's funeral director that's looking for a good quality product at a great value."

Covington Casket Company is family owned and operated and is located in Andalusia, AL. They serve most of the Southeast with warehouses in New Orleans, LA, McComb and Jackson, MS, and Albany, GA. For more information visit www.covingtoncasket.com.



John Tyner

Madelyn Keepsakes provides strength to Climb Mountains



Lori Schneider takes time out of climbing to show her Madelyn Company keepsake pendant.

JANESVILLE, WI—The tear-shaped silver pendant feels nearly weightless around the neck of Lori Schneider, yet this simple piece of jewelry gives her the strength to climb the world's highest peaks.

A Wisconsin native, Schneider finds mountain climbing to be empowering, in some ways a means of defying the multiple sclerosis that threatens to restrain her. Having climbed some of the world's summits, she was preparing to climb Mt. Elbrus in Russia. But just days before she was to leave she lost her mother, the woman who had always been her strongest supporter and the source of strength through any challenge. The loss was devastating. How could she follow through with her plans and leave her grieving family?

Her mother's death caused her to postpone and nearly cancel the excursion, but her family recognized the importance of scaling Russia's highest peak yet understood her reluctance. So they gave her a gift to connect her to the spirit, strength and comfort of her mother - a tear-shaped sterling silver pendant, able to hold a lock of her mother's hair. Her father, a funeral director whose funeral home carries The Madelyn Company line of pendants, reminded Schneider of her mother's encouraging words, "You go, girl."

The pendant turned a heartbreaking event into a

powerful experience. "I carried my mom in my heart all my life, so this pendant keeps that spirit with me," says Schneider who not only climbed Mt. Elbrus but eventually scaled all of the Seven Summits - the highest peaks of the seven continents. In 2006, she successfully reached the peak of Alaska's Denali (Mt. McKinley) and in 2009 became the first person in the world with MS to reach the summit of Mt. Everest. She wears the pendant on every climb and when she reaches the peak, she says, "This is for you, Mom," and touches the pendant.

"I find that the pendant helps me not just on a climb but through many of life's challenges," affirms Schneider. Lori Schneider is a motivational speaker and has addressed groups throughout the country. To learn more about Lori Schneider, visit www.ETAdventure.com

Lisa Saxer-Buros and Joni G. Cullen are the owners of Madelyn Company, originators of Keepsake Pendant Jewelry in the funeral industry. The concept of their extensive pendant line was born to enable others to cope more easily, to hold a source of comfort in their hands and to find peace in their hearts. Headquartered in Janesville, WI, Madelyn Company is a global company serving the funeral service industry. For more information, call 1-800-788-0807 or visit www.madelynpendants.com.

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



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Angel Wing Wishes™ are unique memorial gifts for the Celebration of a Life



Hope, Faith and Charity. They stand 5-inches tall are handcrafted in solid steel, weighing between 1 and 2 pounds.

LaPORTE, IN— Rivendell Gifts, a manufacturer dedicated in creating and bringing to market “gifts with emotion,” announced the launch of *Angel Wing Wishes™* a figurine collection designed by **Julie Kay** of La Porte, IN. Angel Wing Wishes™ is a series of 25 collectible angels—miniature art sculptures cast in solid steel and packaged with “an experience” called a Mo-

ment of Meditation™ enhanced with Flying Wish Paper®.

Julie Kay, designer of Angel Wing Wishes™ was approached by a local funeral home to give her Angels as gifts for families to “celebrate a life” at memorial services. She comments, “I knew the Moment of Meditation™ activity would emotionally capture the user with the experience



Each Angel is packaged with Flying Wish paper for Moment of Meditation experience.

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Facebook posting by Zarzycki Manor Chapels, Ltd. about Angel Wing Wishes

of writing their thoughts and then lighting the special paper and watching as it takes flight and releases to the heavens. I never really considered funerals or memorial services a targeted demographic, although it makes perfect sense—whenever someone sees the Angels and experiences the Moment of Meditation™ they say it gives them goose bumps. The figurine then becomes a daily reminder of your loved one being an Angel watching over you.”

Service providers may choose to give the packaged Angels as a gift to the family for a private Moment of Meditation™ or families might choose to provide Flying Wish Paper® to all attending the service for a mass release of messages being sent to the heavens in celebration of a loved one’s life.

For more information, contact Julie Kay at Rivendell gifts. Phone 1-800-598-1940, email julie@rivendellgifts.com or visit www.rivendellgifts.com.

New Leadership drives Water Resolution® as Cooper named Director

BROWNSBURG, IN— Russell Cooper has been named Director of Business Development for **Water Resolution®**, the environmentally responsible alternative to cremation and burial.

With a background in early-phase business organization and development, Cooper comes to the position with goals in place and a vision in mind. “I want to increase our interaction with death-care leaders through-

out communities,” comments Cooper. “By listening closely and interacting more often, we will be better positioned to align our equipment with their needs.”

Also of primary focus will be working on the regulatory component to ensure that funeral professionals in every state have access to this alternative process in order to better serve families. “We want to make certain that there is an open play-

ing field – that all states allow this innovative process to be among the options available in the death-care profession,” notes Cooper.

Designs of the Water Resolution® vessel are now completed and efforts are in place to re-engage with the parties that have expressed interest.

Water Resolution accelerates the natural decomposition process through alkaline hydrolysis, sympathetically returning the body



Russell Cooper

to ash. Unlike cremation it produces a natural, contaminant-free byproduct. Water Resolution is an environmentally sustainable process and the bio-responsible

option. The Water Resolution® process is patented in the USA, Canada, Australia and 27 countries of the European Communities for use with cadavers.

Craig joins Deaton-Kennedy as Sales Representative

JOLIET, IL— Deaton-Kennedy Company is pleased to announce that **Michael Craig** has been named the Sales Representative for the state of South Carolina. In this role he will be responsible for leading the sales efforts for Deaton-Kennedy throughout the state.

Mike has a business degree in Marketing that he has used extensively over the past 43 years as an independent manufacturer’s sales agent in the textile, apparel, book manufacturing and foil printing industries. For the past 8 years, his technical knowledge of the printing industry has made him extremely successful helping funeral homes in South Carolina and North Carolina set up

and successfully merchandise their stationery programs to the families they serve.

Mike and his wife Brenda have been married for 44 years. Many of you have met Brenda at South Carolina Funeral Director’s events over the past 7 years assisting Mike. They have two married daughters, two grandchildren and are anxiously awaiting the arrival of a grandson due August 1.

Deaton-Kennedy is a family owned business, serving the funeral industry since 1928. In 2004, Deaton-Kennedy was a finalist for the Family Business of the Year awarded by Loyola University, Chicago. They recently welcomed the fourth generation of family to the business. As long time leaders and innovators in the funeral industry, Deaton-Kennedy has shown both long and short-term visions for the future and a willingness to help each customer reach their goals while paying tribute to the families they serve. To learn more call 1-800-435-4068 or visit www.deatonkennedy.com.



Michael Craig

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 2003 Eagle Cadillac Ultimate Hearse dark blue, dark blue top, blue leather	 2003 Eagle Cadillac Ultimate Elite Hearse dark blue, dark blue top, blue leather, electric table	<i>Two Available</i> 2002 Federal Cadillac Six Door Limo white, blue leather
 2005 Eagle Cadillac Ultimate Elite Hearse dark blue, dark blue top, blue leather, electric table	 2001 Eagle Cadillac Ultimate Hearse black, black top, gray leather	 2004 Superior Cadillac Statesman Hearse black, black top, black leather

www.4HEARSE.com

Messenger announces new ownership by Norwood Promotional

AUBURN, IN—Norwood Promotional Products, LLC announced today that Messenger, the funeral industry's leading supplier of funeral stationery, has been acquired by Prairie Capital V, L.P. Messenger has been owned by Norwood since 1999. It was announced that all current management will remain in place and company operations will continue to be based in Auburn, IN.

Referring to the ownership change, Kevin Keane, Messenger's president, commented that "while our relationship with Norwood has always been very good, we are extremely excited with the prospects of working with Prairie and intend to continue to be a strong player in the funeral industry while exploring opportunities to enhance that position." Bob Hoaglund, Messenger vice president of sales and marketing, added, "Prairie acknowledges the strength of our sales the last several years and expects us to continue that success in the future. What we are really excited about is that they have committed their resources to help us in those efforts." Nathan Good, vice president at Prairie Capital, stated that "the Messenger transaction is consistent with Prairie's strategy of partnering with management to effect a change of control transaction of a niche market leader. We believe that, working together with management, we can provide strategic support and resources to further Messenger's already dominant market position."

Messenger, established in 1913, has grown to be the most innovative manufacturer of funeral stationery products in the United States. The company is known for featuring the works of well-known artists, such as Thomas Kinkade and for introducing retail packaged box sets.

Prairie Capital, founded in 1997, is a Chicago-based private equity investment firm focused on investing in lower middle-market businesses undergoing a change of control. Prairie has closed 73 platform investments, across a broad range of industries, since its inception and is currently investing out of its fifth fund.

For more information, visit www.messengerstationery.com or call Messenger at 1-800-827-5151.

S&S, Superior Coach Strengthen Dealer Network: Third Generation Specialty Dealer to serve Michigan and Ohio

CLEVELAND, OH—The S&S and Superior Coach divisions of Acubuilt have announced that Midwest Specialty Vehicles, Inc. has been awarded responsibility for serving funeral homes and funeral livery operators in the states of Michigan and Ohio.

Midwest Specialty Vehicles Inc. is a division of Specialty Hearse & Ambulance Sales Corporation (SHASCO), the largest funeral vehicle dealer in the United States. To fulfill their new responsibilities in the upper Midwest, they have es-

tablished a new location in Cleveland, Ohio that includes a full team of sales specialists and a complete service department.

"Our family and our company have been serving the needs of the funeral car industry for three generations" says Scott O'Neill, president of SHASCO. "We bring over 81 years of experience and knowledge to our new territorial responsibilities. We look forward to bringing our brand of service to the good people of Michigan and Ohio."

Upon establishing the Cleveland

base of operations for Midwest Specialty Vehicles, O'Neill announced that another industry veteran, Dave Stultz, will be heading up the operation there. Stultz brings 25 years of experience in the industry to his new responsibilities.

In addition to sales of new S&S and Superior Coaches, Midwest will also feature a complete inventory of used vehicles from which to choose.

For more information about Midwest Specialty Vehicles, please contact Dave Stultz at 800-349-6102.

TheTiebar.com introduces 2010 collection

CHICAGO, IL—TheTieBar.com, the largest online retailer of neckties known for their inexpensive 100% silk neckties, has announced the launch of its Summer 2010 Collection featuring 130 new neckties that are perfect for the funeral home industry. The new collection includes a large selection of stylish 100% hand woven silk ties in classic and updated stripes, solids, dots, plaids and more. Beyond the new collection, TheTieBar.com features at least 800 necktie designs in stock at any given

time. Since the company designs their own ties, the styles stay in stock and are never discontinued, an important distinction for businesses looking to stock the same style over time. Hundreds of funeral homes nationwide have found TheTieBar.com to be a stylish and affordable option and have become loyal customers.

Each of The Tie Bar's neckties is handmade of 100% woven silk and identical in quality to many department store and designer ties sold at a much higher price. Like

the big-name neckwear designers, TheTieBar.com designs six new collections each year under lead designer Greg Shugar.

"With our new collections, we are continuing to produce the styles that are favored by our loyal funeral home customers," says Shugar. "Quality and design comes first; it's just an added bonus that the ties are such a value, particularly in this economic climate."

The Tie Bar continues to be the largest U.S. brand of neckties sold on the internet. Former lawyers and

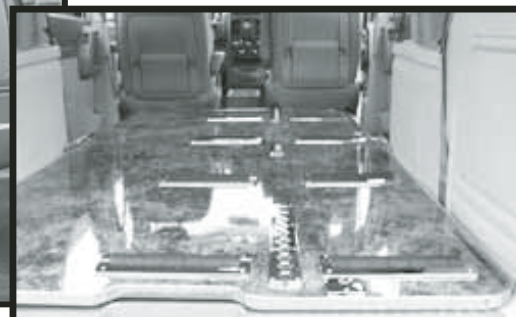
co-owners Greg and Gina Shugar launched TheTieBar.com in 2004 after being fed up with paying a fortune for neckties. They created TheTieBar.com to offer an affordable, stylish option for men looking to add to their wardrobe without the budget. In addition to selling its ties, TheTieBar.com also sells original design cufflinks, pocket squares and dress shirts, making it a one-stop-shop for business professionals and gift buyers. To learn more about TheTieBar.com visit www.TheTieBar.com.

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Beyond Indigo offers digital brand management program

HANOVER, MN—Beyond Indigo Funerals is pleased to announce four new digital brand management programs for funeral industry professionals. These programs are designed to significantly strengthen the digital marketing presence of funeral homes. The four options in this program include:

Basic. After performing an initial consultation, Beyond Indigo will build a Facebook and Twitter account as well as provide a suggested editorial calendar to be used as a posting framework. In addition to supplying funeral professionals with thorough, easy-to-understand information about how, when, and what to post to Facebook and Twitter, this option includes tips on how to build friends, fans and followers.

Standard. In addition to the benefits of the Basic program, Beyond Indigo will write all of the client's Facebook and Twitter content and manage the entire friend/fan/follower

building process.

Gold. In addition to the benefits of the Standard program, this option includes online reputation management, the creation of a YouTube channel, and the building of a basic blog. Online reputation management consists of interacting with review sites, encouraging positive reviews, and responding to any negative reviews. The basic blog features two custom written blog posts and two relevant industry articles a month.

Platinum. In addition to the benefits of the Gold program, this option features a full-service blog, custom monthly eNewsletters, and Facebook advertising. The full-service blog entails four monthly custom written blog posts, the eNewsletters inform and pique interest, and the Facebook ads target local and regional pet owners.

Beyond Indigo Funerals offers a complete line of digital and print marketing solutions that help funeral profession-

als maximize every channel of their brand, including custom funeral home websites, interactive tools, SEO plans, social media campaigns, logo design packages, eNewsletters, blogs, and brochures. Their full-scale strategic marketing approach has enabled our funeral industry partners to achieve up to 30% more new business. They continually provide funeral professionals with training, analysis, consulting services, and round-the-clock-resources to position them as experts within their field. Located in Hanover, MN the Beyond Indigo family of companies includes **Beyond Indigo Pets**, **Beyond Indigo Equine**, **Beyond Indigo Funerals**, and **Beyond Indigo Grief Support Community**. For more information, visit www.beyondfunerals.com.

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

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

Many bereavement professionals have found that quick-read little booklets about dealing with the roller-coaster ride of grief provide some of the answers that grieving people are looking for. These little booklets offer support to the grieving person, the care-taker and to professionals.

Gale Massey's time tested booklet, *Grief ... Reminders for Healing* (3" x 3"), **Steve Mitchell's**, *It's OK - A Journey Through Grief* (3" x 3"), and **Barbara Moore and Dennis Williams' Holiday Grief- Preparing for Holidays and Other Special Days (3 1/4" x 3 1/4") are examples of the inexpensive grief booklets available on the web from **Grief Resources Catalog**. These booklets have become indispensable resources for funeral directors, hospice and hospital personnel and clergy.**

Grief professionals often mention that people are in shock following the death of a loved one and it's unlikely that anything that is said will have an impact

on the survivors. They also mention that books on grief are something that might be best suggested for a later time when survivors have a longer attention span. They point to small, inexpensive booklets as a way a grieving person can gain basic answers. The small size is also an important aspect - grieving people have mentioned that being able to have the booklet in their purse or pocket and available at any time is a very important feature.

Grief professionals will often provide several of these little booklets for those experiencing a loss so that they can share them with friends and family members.

For additional information about these materials or a free, printed catalog or to order materials, contact Grief Resources Catalog on the Internet at www.griefresourcescatalog.com. Grief Resources Catalog carries more than 35 different grief booklets and books. Grief Resources Catalog, 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: williams@griefresourcescatalog.com.

Connecting Directors Launches Social Media Coaching Services

ZANESVILLE, OH— It's official - social media is now the #1 activity on the Internet. In fact, popularity of social media sites is growing so fast, it's almost impossible to have accurate statistics to share. But you've got to admit the available numbers are staggering: as of January, 2010, Facebook claims that at least 175 million users visit the site every day; Twitter has 75 million user accounts, and the average number of tweets per hour was around 1.3 million. In a May, 2010 study, it was found that YouTube boasts over 2 billion views a day, with an average visit lasting 15 minutes.

"What these numbers mean to funeral homes is simple," shared **Ryan Thogmartin**, of **Connecting Directors**, "if you're not using social media in your marketing, you're simply out-of-step; you're falling behind, and every day you get further behind."

"In my opinion, an effective funeral home marketing plan must have a social media component," declared Ryan. "After all, social media is free - and there's something it can do that your yellow page ad can't: foster and build strong relationships."

But where do you begin? That's the question which prompted Connecting Directors to launch a Social Media Coaching program. "We want funeral home owners to embrace social media, and our team will help them do that," shared Ryan. "They don't have to worry about finding the time to learn what they need to know on their own. Our team will set up their accounts, and then help the funeral home to oversee and manage these accounts effectively. We can even help them to launch a blog if they want to; many funeral home websites have a blog to be an effective way to promote their expertise."

"Social media marketing programs create content that attracts attention, generate online conversations, and encourage readers to share it with their social networks," commented Ryan. "And that's where most funeral directors roll their eyes. They don't have the time, energy - or often the desire - to create the content they need. That's where we come in; we'll help them establish a clear marketing message, generate related content if they need us to, and post that content consistently." But, they don't necessary want to do it all for you. "My goal is to educate members on using social media in promoting their businesses. That's why we're focusing on coaching. To give them real, actionable information, tools, and strategies to fit with the way they work. To facilitate, support, encourage, ensure competency, and help them evaluate the outcomes of their social media marketing efforts - in an on-going process of education and skill development."

It's easy to see that it's no longer a question of "if" you should be using social media; it's now a question of "when." The CD Social Media Coaching team will help you discover the "how" of social media - and then apply what you've learned - successfully. If you're interested, call Ryan Thogmartin directly, at 740-617-0599, or send him an email at ryan@connectingdirectors.com.



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DEPARTMENT INDEX

Antique Cars/Equipment.....	1
Business Equipment.....	2
Business Opportunities.....	3
Consultation Services.....	4
Funeral Business For Sale.....	5
Funeral Business Wanted.....	6
Hearses/Limousines.....	8
Help Wanted.....	9
Miscellaneous.....	10
Position Wanted.....	12
Wanted to Buy.....	13

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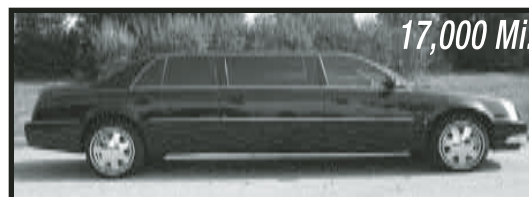
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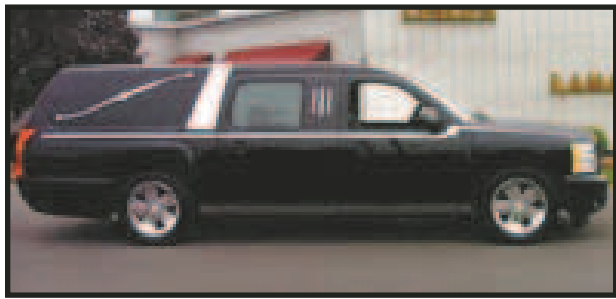
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Cadillac Eagle Hearse		silver/black top/blue leather
	2004	
Cadillac Eagle Flower Car		black/gray leather
	2003	
Cadillac Eagle Oval Window Ext Table		black/black leather
	2002	
Lincoln Eagle Hearse		black/gray leather
	2001	
Cadillac Eagle Hearse		black/gray leather
	2000	
Cadillac S&S Hearse		silver/blue leather
Cadillac M&M Hearse		black/black leather
	1999	
Cadillac S&S Masterpiece		blue/blue leather
Cadillac Eagle Flower Car 24,000 miles		gold/black leather
	1995	
Cadillac S&S Victoria Ext Table		white/blue leather
	1994	
Cadillac Eagle Flower Car		black/black leather

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	2004	
Cadillac LCW 6-door		white/blue leather
	2000	
Cadillac Superior 24 Hour		black/black leather
Cadillac M&M 6-door		black/black leather
	1999	
Cadillac Chicago 5-door		white/burgundy leather
	1997	
Cadillac M&M 6-Door		black/blue leather
	1995	
Cadillac S&S 6-Door		white/black leather
Cadillac S&S 6-Door		black/black leather

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Dodge Eagle 1st Call		black/black interior
	2006	
Chrysler Eagle 1st Call		black/gray interior



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 2010 Chevy Suburban w/custom casket tbl w/8 built in rollers w/entry ramp
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 2004 Chev Astro Van w/casket tbl, blu
 2002 Cadillac Superior Coach, blk, 35k mi
 2000 Chevy Suburban w/casket table & entry ramp
 1998 Cad S&S Masterpiece Coach, blu
 1997 Cad Eureka Coach, blk
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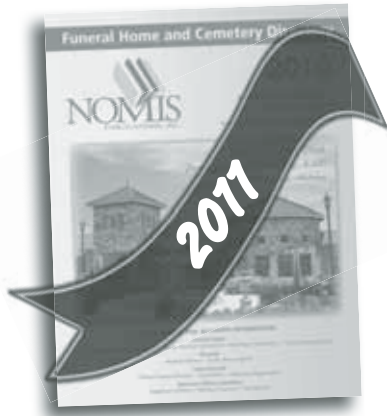


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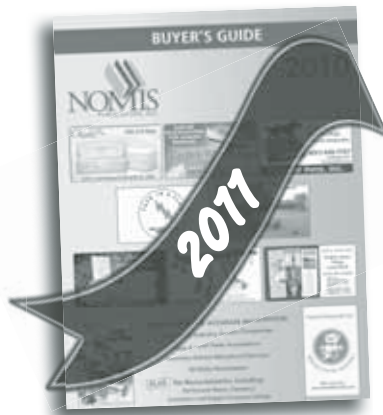
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1997 Cadillac M&M Coach	Wht/Wht Ext/Burg Int	66,000 mi
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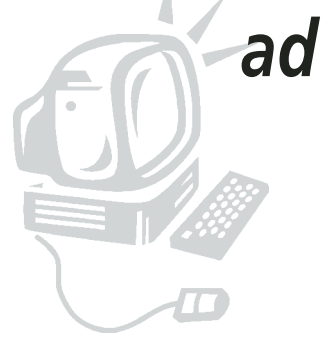
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Index of Advertisers

Abbott & Hast Publications.....	A39	Intl Cemetery Cremation & Funeral Association.....	A16
Abigal.....	A34	Jarvis Incinerator Co Inc.....	A33
Affinity Caskets.....	A27	Judith Roth Studio Collection Inc.....	A3
Air-Flite Containers Inc.....	A30	K2 Commercial Finance.....	A42
Alternative Container.....	A17	Lifelong Memories.....	A23
American Capital Funding LLC.....	A33	Lim-O-Tec Limousine & Auto Repair.....	B13
American Coach Sales.....	B13	Lindsay Cadillac of Alexandria.....	B14
American Crematory Equipment Co.....	A45	Lynch Supply Company Inc.....	A44
American Society of Embalmers.....	A6	Madelyn Company Inc.....	A46
Association Computer Services.....	A46	Mark Thomas Company.....	A24
Atneed.com.....	A15	Matthews Cremation.....	A19
Baines Professional Vehicles.....	B4	Matthews International.....	A11
Bay Memorials.....	A31	Mc Cord Products Inc.....	A6
Beta Capital.....	A22	Meadow Hill's Thumbies®.....	A26
Bio-Seal Systems.....	A18	Messenger.....	A25
B K Umbrella Industries.....	B1	Mobile Licensing Consulting.....	A21
B & L Systems Inc.....	A7	Mortech Mfg.....	A5
Boardman Printing.....	A35	Mortuary Financial Services Inc.....	B19
Boston Prayer Card Co.....	A12	Mortuary Lift Company.....	A10
Cherokee Casket Company.....	A4	Mortware.....	A47
Church & Chapel Metal Arts.....	A31	Nadene Cover-Up Cosmetics.....	A31
City Cadillac-Oldsmobile Inc.....	B19	Names Unlimited Corp.....	A33
C & J Financial LLC.....	A32	New England Cremation Supply Inc.....	A34
CK Candles.....	A24	Newman Brothers Inc.....	A37
C & L Containers.....	A28	One Small Child.....	A12
Colonial Professional Cars Ltd.....	B17	Parks Superior Sales.....	B20
Conaway's.....	B16	Pittsburgh Inst of Mort Sci.....	A44
Continental Computer Corp.....	A13	Precious Memories.....	A20
Cremation.com.....	A32	Premier Funeral Services.....	A18
Cremation Keepsakes.....	A17	Prestige Vehicle Corp.....	B5
Crematory Manufacturing & Service Inc.....	A48	Print-A-Plate.....	A14
Custom Air Trays.....	A27	Professional Cars Inc.....	B12
Dead Ringer Putter Company.....	A39	Robert P. Durant.....	B12
Derma-Pro Mortuary Cosmetics.....	A28	Royal Coachworks.....	B14
DNR Industries Ltd.....	A25	Simmons Institute of Funeral Service.....	A30
Duncan Stuart Todd Ltd.....	A36	Southland Medical Corporation.....	A15
Eagle Coach Company.....	B7	Specialty Hearse & Limo Sales.....	B17
Eastern Casket.....	A18, A38	S & S Coach Company.....	B3
Elegante Brass Company.....	A4	Stakmore Company Inc.....	A9
Ethel Maid.....	A31	Taylor Urns.....	A38
Forever Pets Inc.....	A17	Terrybear Urns.....	A28
Funeral Directors' Answering Service.....	A10	The Fan Man.....	A21
Funeral Directors Research.....	A20, A36, A45	TheFuneralCarStore.com.....	B11
Funeral Service Foundation.....	A40	The Outlook Group.....	A42
Funeral Source One.....	A8	Tiesforyou.com.....	A36
G Burns Corporation.....	A30	Towblazer Inc.....	A34
Granite Leasing Co.....	A36	Trigard Vaults/Liners.....	A38
Hanley Coach Sales.....	B16	Triple H Company.....	A23
Houston Brothers Inc.....	B18	Veterans & Family Memorial Care.....	A26
Inman Shipping Worldwide.....	A37	Vischer Funeral Supplies Inc.....	B1
International Logistics Services Inc.....	A47	Webcasting Central.....	A34
International Memorialization Supply Association.....	A45	Zontec Ozone Inc.....	A21



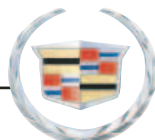
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2004 S&S Coach Cadillac Hearse

All Black w/(B) & (C) Pillar Chrome Molding - This Car Is Extremely Clean & Is Ready To Go!
Lease For \$625.00/month plus TTL



2004 Superior Coach Cadillac 47" 6-Door Limousine

All Black w/Black Leather - Chrome Wheels - Very Clean - One Owner Funeral Home Owned Vehicle - All Serviced & Ready To Go!
Lease For \$439.00/month plus TTL



2003 Federal Coach Cadillac Hearse

All Black w/Blue Leather Interior - Chrome Wheels - This Is The Renaissance Model And Is Top Of The Line!
Lease For \$599.00/month plus TTL



2001 Eagle Coach Cadillac Hearse

All Black - Electric Extend Table - Crown Band - Lower Chrome - Chrome Wheels
Lease For \$499.00.00/month plus TTL



2000 Eureka Coach Cadillac Six Door Limo

All silver with a blue leather interior with only 68K miles
Very clean car inside and out, and is ready to go.
Lease For \$260.00.00/month plus TTL



1999 Superior Coach Cadillac Hearse

Silver w/Black Top - Very Clean One Owner Car - Just Came In This Week - Ready To GO!
Lease For \$339.00/month plus TTL



2000 Eagle Coach Cadillac "Elite"

Academy Gray - 1/2 Top w/Crown Band - Electric Extend Table - Extremely Clean - All Service Records Came In With This Trade
Lease For \$489.00.00/month plus TTL



1998 Federal Coach Cadillac Hearse

All White - Very Clean Inside & Out - Just Came Off Lease Last Week
Call For Purchase Price!



2000 Superior Coach Lincoln 6-Door

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

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